

FROM LISTED
TO *Sold!*



SELLER GUIDE

EVERYTHING YOU NEED TO KNOW ABOUT SELLING A HOME

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Award Winning Sales!



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THE PROCESS OF HOME BUYING

Even if you have bought or sold a home in the past the process can be confusing. This chart will help you better understand the steps involved in your real estate transaction.

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01 MY COMMITMENT

As a representative, I commit:

TO GUIDE YOU FROM START TO SOLD

- *research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property*
- *recommend repairs and cleaning based on typical buyer preferences*
- *provide you with a trusted network of recommendations for all services you'll need during the selling process*
- *timely presentation and response to all bids*
- *assist you in making informed decisions to achieve a satisfactory sale*

TO OFFER PROFESSIONAL, REALIABLE SERVICE

- *timely response to emails, texts and phone calls*
- *follow your directions and faithfully represent your concerns*
- *adhere to all deadlines and impornat dates*

TO BE ACCOUNTABLE

- *obtain and deliver all documents promptly*
- *review all settlement documents with you*

TO PRORITAZE YOU

- *ensure you are fully informed at all times*
- *your information will be kept in confidence*
- *your intrest will be placed above all others*



YOUR NEEDS COME FIRST

*Visualize your
dream scenario
for selling your
home.*

*What's the one thing
that has to happen to
make that dream
scenario a reality?*

*How can I make that
happen for you?*

*If I could add just one
more thing to make
this process even
better, what would it
be?*



THE PROCESS

*The Real Estate transaction is complex -
and navigating you through every step of
the sale is my expertise.*

- | | |
|--|--|
| <input type="checkbox"/> <i>Initial meeting, walk-through and needs analysis</i> | <input type="checkbox"/> <i>Begin attorney review</i> |
| <input type="checkbox"/> <i>Sign listing agreement</i> | <input type="checkbox"/> <i>Negotiate contract</i> |
| <input type="checkbox"/> <i>Prepare your property for sale:
staging, photography, etc.</i> | <input type="checkbox"/> <i>Go under contract</i> |
| <input type="checkbox"/> <i>Launch "coming soon" marketing campaign</i> | <input type="checkbox"/> <i>Facilitate inspection process</i> |
| <input type="checkbox"/> <i>Establish a competitive price</i> | <input type="checkbox"/> <i>Negotiate any issues</i> |
| <input type="checkbox"/> <i>Officially list your property</i> | <input type="checkbox"/> <i>Oversee appraisal</i> |
| <input type="checkbox"/> <i>Launch "just listed" marketing campaign</i> | <input type="checkbox"/> <i>Coordinate and prepare for further inspections</i> |
| <input type="checkbox"/> <i>Start showing your house and hold open house</i> | <input type="checkbox"/> <i>Final walk-through</i> |
| <input type="checkbox"/> <i>Receive and present offers</i> | <input type="checkbox"/> <i>Close!</i> |



MARKETING PLAN

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.



SMART, TARGETED NETWORKING

From dynamic fliers, to lead optimized landing pages, to beautiful postcards, to custom look books, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.



*Coming Soon
and Just-
Listed Email*

*Send a targeted
announcement to
my
personal
database, as
well as fellow
agents with
potential buyers*

*Custom
Property
Website*

*Create a
dedicated
website for your
property
to support highly
targeted
marketing efforts*

*Agent
Website
Property
Feature*

*Showcase your
property on my
professional
website*

*Facebook and
Instagram
Posts*

*Leverage
Facebook and
Instagram posts
to highlight
coming soon, just
listed,
property
features, and
upcoming open
houses*

*Instagram
Story*

*Leverage
Instagram to
capture the
most compelling
features of your
home, from
architectural
photos
to property walk-
through videos*

*Paid,
Boosted
Facebook Ads*

*Leverage boosted
ads
to reach nearby
active
and passive
buyers*



STRATEGIC PROMOTION

COMING-SOON CAMPAIGN

- ☐ *Walk-through and needs analysis*
- ☐ *Professional photography and videography*
- ☐ *Professional yard signage*
- ☐ *“Coming soon” email blast to database*
- ☐ *“Coming soon” social media touch on Twitter, Instagram and Facebook*
- ☐ *“Coming soon” callout campaign to highly qualified buyers*

JUST-LISTED CAMPAIGN

- ☐ *Launch listing on MLS and other syndication websites*
- ☐ *Professional yard signage and takeaway fliers*
- ☐ *“Just listed” email blast to database*
- ☐ *Custom landing webpage and funnel campaign promoting open house*
- ☐ *“Just listed” social media video on Twitter, Instagram and Facebook*
- ☐ *Open house three days after listing*



OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- ☐ *Placing a yard sign and directional signs on key corners, all with balloons and riders*
- ☐ *Getting on the phone the morning of the open house to remind everyone about attending*
- ☐ *Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers*

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.



IT'S IN THE DETAILS

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.



IT'S IN THE DETAILS

REAL EXPERIENCE REAL EXPERTISE

LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.

LESS TIME

My marketing firepower and tech tools will maximize your property's exposure to active buyers who want to know about your home.

*Real Estate is complicated.
That's where I come in.*

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - I will work hard to achieve that goal.



PREPARING TO LIST

EXTERIOR

- *keep your lawn neat and tidy, weed-free, water it regularly*
- *clean the exterior of the house, pressure wash the siding and clean out the gutters*
- *inspect the exterior for damage, complete any repairs (cracked foundation, crooked gutters, loose siding, etc.)*
- *refresh your front door with a new coat of paint*
- *replace faded civic numbers on your home*

INTERIOR

- *clean, organize, and declutter every room; your space will appear bigger and it will help prospective buyers envision their belongings in the home.*
- *simplify and depersonalize, stick to tasteful, neutral decor*
- *maintain the cleanliness of all spaces thorough the selling process*
- *inspect the interior for any damage and complete repairs; cracks, water damage, leaks, holes should all be taken care of before the buyers have access to your home*
- *refresh your paint, work with neutral tones to appeal to wide range of buyers*
- *neutralize any bad odors, your home should smell welcoming*



RECEIVE AN OFFER

YOU CAN:

- *Accept the offer*
- *Decline the offer*

That happens if you think buyer's offer isn't close enough to your expectations to further negotiate

- *Counter-Offer*

A counter-offer is when you offer the buyer different terms. If this happens THE BUYER CAN:

- *Accept your counter-offer*
- *Decline your counter-offer*
- *Counter your counter-offer*

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

OFFER ACCEPTED - CONGRATS!

This is the first big step in selling your home. Now we are beginning the under contract process. Over the next weeks you will see a host of deadlines for things like inspections, appraisal, title deadlines, it's important you don't miss any of these deadlines or you could risk breaching the contract.



INSPECTIONS & APPRAISAL

The biggest impact on your sale contract is the inspection. Your buyer will schedule an inspection with a home inspector to do a thorough investigation of your home. You will be asked to leave for the agreed upon time for the inspection. The duration depends on the size of your home, but these can typically last from 1 to 4 hours. Following the inspection you might receive a counter-offer on the sale contract if the inspector finds anything that needs to be repaired or replaced. You might choose what issues to address, by either making repairs or offering a reduction to the sales price.

Separately from the inspection, the buyer will likely also need an appraisal in order to secure their mortgage. This is for the lender's piece of mind, ensure that we're not listing the home for more than it's actually worth. Whether the result comes in at value or not, I will assist you in making the right moves if action is required. Once the appraisal process is completed, the loan conditions deadline moves us one step closer to closing.



NEGOTIATIONS

When an offer is made, I will help you determine the best course of action and respond accordingly until the agreement is reached.

As buyers begin to take notice of your property, it's important to keep a few things in mind

AVOID DELAYED RESPONSES

If you don't reply promptly to requests, bids, or counter offers, you could risk losing your buyer.

SPLIT COSTS

Don't get hung up about trivial costs and expenses. It's better to compromise and keep moving.



CLOSING DAY!

During the appointment, the escrow officer will determine what fees are owned by whom and prepare your final closing documents.

A FEW THINGS TO BRING

- *A valid government issued photo ID*
- *Keys to the front door, back door, garage, porch, and backyard*
- *Punch codes for gates, fences, door locks, and garage doors,*
- *Any other remotes or devices that control systems in the house.*

CLOSING COSTS

- *Mortgage discharge or prepayment, if required*
- *Unpaid taxes, fines, or claims against your property*
- *Unpaid survey or assessment fees*
- *Title insurance*
- *Real Estate Commission*
- *Lawery's Fees*

