



expTM
REALTY
BROKERAGE

seller's
guide

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hello!

CONTEMPLATING SELLING YOUR HOME OFTEN MEANS YOU ARE CLOSING A CHAPTER OF YOUR LIFE AND STARTING A NEW ONE. WHATEVER THE REASON IS FOR SELLING YOUR HOME, IT IS AN IMPORTANT MILESTONE THAT IS OFTEN VERY EMOTIONAL AND EXHAUSTIVE. WE WANT TO HELP YOU THROUGH THIS PROCESS!

You're thinking about selling your home, and we want to be the real estate professionals to help you. We are devoted to working with you individually and taking the time to understand the unique selling points of your home and neighborhood.

From listing to closing, we are committed to navigating the entire sale process for you, using our expertise to sell your home smoothly and for top dollar. We will actively target the types of buyers most likely to want your home and advise you about home repairs and improvements before listing to maximize your listing price. Additionally, we will aggressively advertise your home until you sign a firm offer.

Selling a home can be very exciting at times! However, as this process can also be lengthy and overwhelming at times, we are providing you this Seller's Guide. This guide contains helpful information for you, and we highly recommend you review it before we list your property.

We are so grateful to have you as our client, and we are very excited to start this home-selling adventure with you!

Hosein Khatibi

SALES AGENT
EXP REALY BROKERAGE

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STEPS TO SELLING

your home



STEP 1:

ESTIMATE YOUR HOME VALUE
AND COST OF SELLING

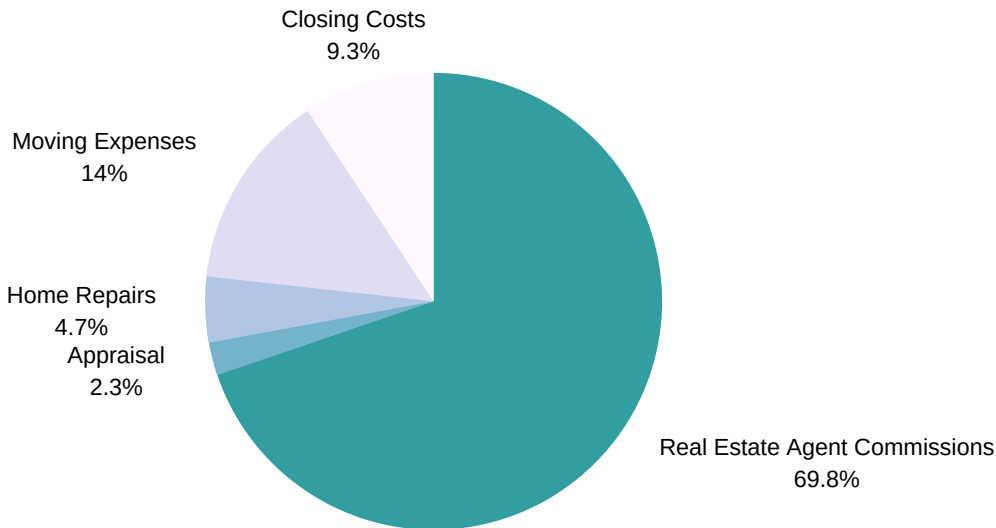
your home

STEPS TO *selling* YOUR HOME

STEP 1

ESTIMATE YOUR HOME VALUE AND COST OF SELLING YOUR HOME

The idea of selling your home may seem exciting and an excellent opportunity to cash in some equity. However, before you decide to sell, you should carefully consider what it will cost you as these costs can catch homeowners by surprise. Below is a list of different expenses you will most likely encounter during the sale of your home:



- 1- REAL ESTATE AGENT COMMISSIONS (cost varies)
- 2- MOVING EXPENSES (\$3000)
- 3- CLOSING COSTS (\$2000)
- 4- HOME REPAIRS (cost varies)
- 5- APPRAISAL (\$400)

You may also face a mortgage prepayment penalty or discharge fee for paying off your mortgage early. Therefore, ask your mortgage lender if this fee applies to you.

In this first step, calculate how much selling your home will cost you so you can set realistic expectations and decide whether to sell now or wait a couple more years. Merely listing your home for more than you purchased doesn't guarantee an automatic profit. Therefore, consider how much you will be spending to determine the minimum amount you require from this sale so we can work together to sell it higher than break even. Additionally, don't forget that the amount of money your home sells for won't be what you walk away with when the whole process is over.

Consider running the following quick numbers to determine your rough net proceeds:

1. ESTIMATE THE REALISTIC SALE PRICE OF YOUR HOME
2. SUBTRACT ALL THE EXPENSES LISTED ABOVE (AND ANY OTHER ONES THAT YOU MAY INCUR)
3. SUBTRACT THE REMAINING MORTGAGE YOU OWE
4. SUBTRACT ANY OTHER FEES THAT YOU WILL OWE (INCLUDING TAXES, UTILITY COSTS, HOA FEES, ETC.)

THE REMAINING AMOUNT IS APPROX. WHAT YOU WOULD WALK AWAY WITH AFTER THE SALE OF YOUR HOME.

Lastly, figure out your timeline for selling your home based on market conditions, to sell faster and for more money. Additionally, if you plan to purchase a new property after selling, consider whether you would prefer to sell before you buy or vice-versa. If you are unsure, don't panic as we will discuss these options when we meet.

understanding *market* CONDITIONS

The real estate market is always changing, so when thinking of selling a home, it helps to understand how the three market conditions can affect you and your real estate goals.

buyer's market

A buyer's market refers to a situation where the supply of homes on the market exceeds demand. This happens when there's a high inventory of homes with fewer buyers, resulting in longer stays on the market. A buyer's market could result in your home resting on the market longer, leading to less leverage in negotiating the terms and selling price.

seller's market

A seller's market refers to a situation where the number of buyers exceeds the number of homes on the market. Characteristics of a seller's market include more buyers and low inventory, homes are selling quickly, and prices begin to increase. When selling your home in a seller's market, you may have a stronger negotiation position and obtain a higher price for your property.

balanced market

A balanced market occurs when the number of homes on the market closely matches the number of purchasers. This market tends to see homes sell within an acceptable timeframe, and prices are generally stable. Balanced markets have a more relaxed atmosphere, as buyers have a reasonable number of homes to choose from.



A prevalent issue that most home sellers confront is determining exactly how much their home is worth. As you know, many factors contribute to the pricing, including location, property condition, home features, size, and more. Many home sellers believe that by pricing their home on the high side, their home will sell at above-fair market value. While some sellers have had success using this strategy, it can also have potentially devastating consequences. This is what can happen when you list your home for too much money (or above fair market value).

risks of *overpricing* your home

1 YOUR PROPERTY WON'T SHOW UP IN CERTAIN SEARCH RESULTS

Buyers search for homes using different parameters they desire, including price ranges which are common search criteria. If you set an unrealistic price of, for example, \$450,000 for your home, all the buyers searching for homes like yours up to \$425,000 (which is close to fair market value) will fail to see your property in their search results, attracting fewer buyers to your home. Similarly, on home search sites, buyers typically insert a listing price maximum (which usually reflects how much they can afford). If we list your property too high, your property will not be exposed to as many people.

2 YOU WILL ATTRACT THE WRONG BUYERS

An overpriced home will not compare positively with other logically-valued homes in a buyer's price bracket. Additionally, if your home also lacks the amenities, square footage, or other features of homes within the price range you've placed it in, you risk your property not selling.

3 OVERPRICED HOMES LINGER ON THE MARKET AND CAN BECOME "STALE"

Buyers' interest in a home always peaks when the listing first hits the market. When an overpriced home stays on the market for an extended period, buyers tend to wonder what is wrong with the property, which can lead your home to have a bad reputation. Also, please keep in mind that when buyers move on from a listing, they rarely come back, even if you drop the price.

4 YOU RUN THE RISK OF GETTING LESS FOR YOUR HOME

The longer a property stays on the market, the more they tend to sell for significantly less than their listing price. When a home sits on the market for an extended period, buyers feel they have lots of room to negotiate. Therefore, it's better to price it right the first time to avoid receiving only lowball offers.

5 YOU INCUR MORE EXPENSES

When a home is overpriced, it can take a long time before it sells. During this time, every month your home goes unsold, you put out money for mortgage payments, utilities, and other home expenses that you will never recover and could have put to better use.

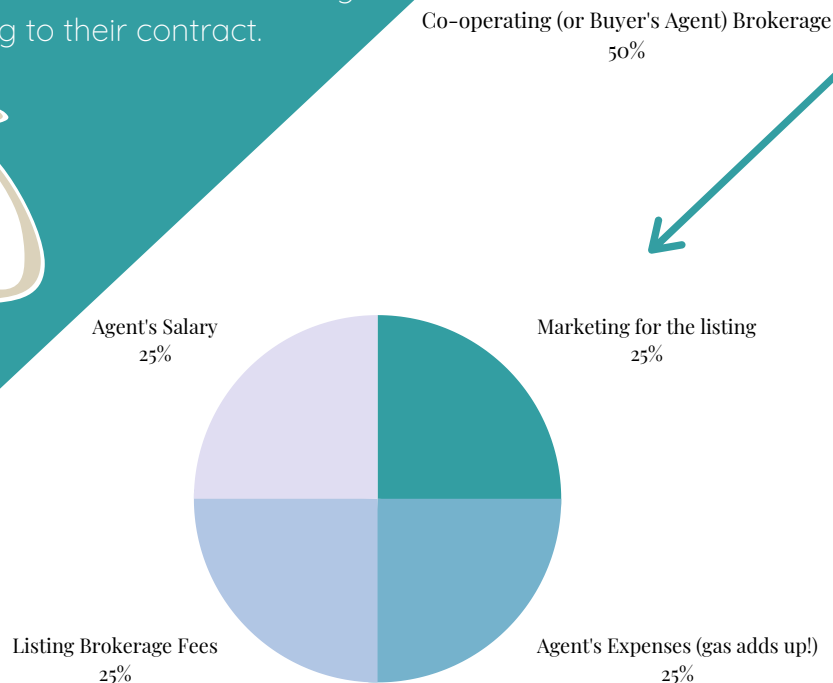
As you can tell, setting a realistic price for your home from the start is critical. Our rule of thumb is to list it at right below fair market value with the hopes that a buyer places an offer with an above-asking price. Do not worry about figuring out the price as we will analyze this together and set a fair price for your home to get your home SOLD and at the highest price possible!



where does the *commission* go?

WHAT IS A COMMISSION?

The commission paid on a real estate transaction is usually a percentage of the purchase price. In most circumstances, commission is paid by the Seller to the Listing Brokerage. Any Co-operating agents involved in the transaction are paid through the Listing Brokerage. Each Brokerage then “splits” the commission with the agent according to their contract.



HOW COMMISSIONS WORK:

Before we discuss our commission rate, please realize that the listing agent, who collects the commission from the Seller, offers around half of that commission to the Buyer's agent:

After the split between brokerages, a good portion of what's left of the listing agent's commission covers all our marketing costs, expenses, and listing brokerage fees. Whichever amount is left after these deductions, real estate agents keep as part of their annual salary. Please also note that no commission gets paid until the property closes.

Many consumers assume that all real estate agents provide the same service but at different commission rates. However, this is wrong in most cases. Every agent builds their business in a different way, so the services we offer are different than others. Here are a few of the key services we offer:

STAGING CONSULTATION

From increasing buyers' interest to view your home to decreasing your home's time on the market (and much more!), staging offers considerable benefits to home sellers. Therefore, we offer all our clients a staging consultation where we give you tips on how to stage your homes before listing your property.



MARKETING

We take the marketing aspect of real estate very seriously, as it is one of the most critical factors when listing a property. Therefore, we offer professional photos and videos, floor plans, customized "For Sale" lawn sign, full-color customized professional brochures and feature sheets, email and social media announcements of new listings, and massive online exposure of your property, all at OUR expense.



OPEN HOUSE EVENTS

Recognizing that today's buyers have changed the way they shop, we suggest Open Houses for the public on every possible weekend. At our "Open House Events", we offer complimentary refreshments to make your property have a homey aura when prospective buyers walk in. We also market all our Open Houses extensively to maximize the event's turnout.



STEP 2 :

PREPARE YOUR PROPERTY

for sale &
showings

STEPS TO *selling* YOUR HOME

STEP 2

PREPARE YOUR PROPERTY FOR SALE & SHOWINGS

After we have signed all the paperwork to get your home on the market, it's time to prepare your property for sale. At this stage, it's crucial to stop thinking about the house as yours and start treating it as a product on display. Buyers will examine every room, every surface, and every shelf with utmost detail. Therefore, it's essential to make your property ready for this audience.

Here are three important steps we recommend you follow to maximize your property's appearance and make your home's features stand out:

1. ONLY MAKE NECESSARY REPAIRS
2. CLEAN, DECLUTTER AND ORGANIZE EVERY ROOM OF THE HOUSE (INCLUDING EXTERIOR SPACES!)
3. STAGE YOUR HOME

After your home is ready to be listed, we will send professional photographers to your home to take [high-quality pictures and videos](#) of your property. Most buyers start their home search online, so the photos and videos of your property will be one of the main factors that decide whether prospective buyers and their agents book a showing or reject your property as a possibility. Therefore, additional to the quality photography and videography, we will make sure to create a customized property description that highlights your home's top features and tell the story of your home.

Next, we will launch your property's marketing plan to give your home the broadest exposure possible. These are some ways we promote our listings:

Share your listing across social media platforms

Provide you with "For Sale" sign installation services

Host Open Houses

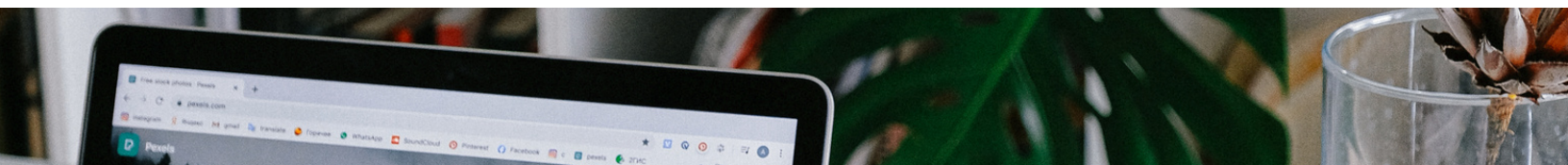
Create and host 3D Virtual tours of your property

Network with other real estate professionals

Upload your property to MLS, Zillow, Trulia, Redfin and other home search platforms

Lastly, while marketing plays a key role in the sale of a property, [showings are equally important](#). Logically, buyers want to see a property in person before making any kind of commitment. Therefore, please plan to be out of the house often until an offer is accepted. Additionally, please communicate with us any days and times of the week that you cannot leave your home and have a plan to prepare for last-minute showings. Please note that you should not be present in your home during a tour under any circumstances.

Additionally, buyers interested in viewing your property will ask their agent to book a tour through us, so you don't have to directly manage any communication or scheduling with buyers.



maximize your property's *appearance*



Use high-pressure water to wash the entire exterior portion of your home.



Paint your home using neutral colors to brighten up the walls and enhance the decor.



Spruce up your landscaping by adding beautiful plants, mowing your lawn, and paving your driveway/walkways to make your curb appeal look more attractive.



Choose wall art containing vibrant colors that pair well with your walls, furniture, and room decor.



In darker areas of your home, add soft lighting to brighten up every room.



Add mirrors throughout your home in strategic spots to make your interior spaces look more spacious and brighter.



Add natural indoor plants throughout your home to make your home look more luxurious and full of life.



Consider replacing your furniture if the pieces you currently have make your rooms feel old or dull.



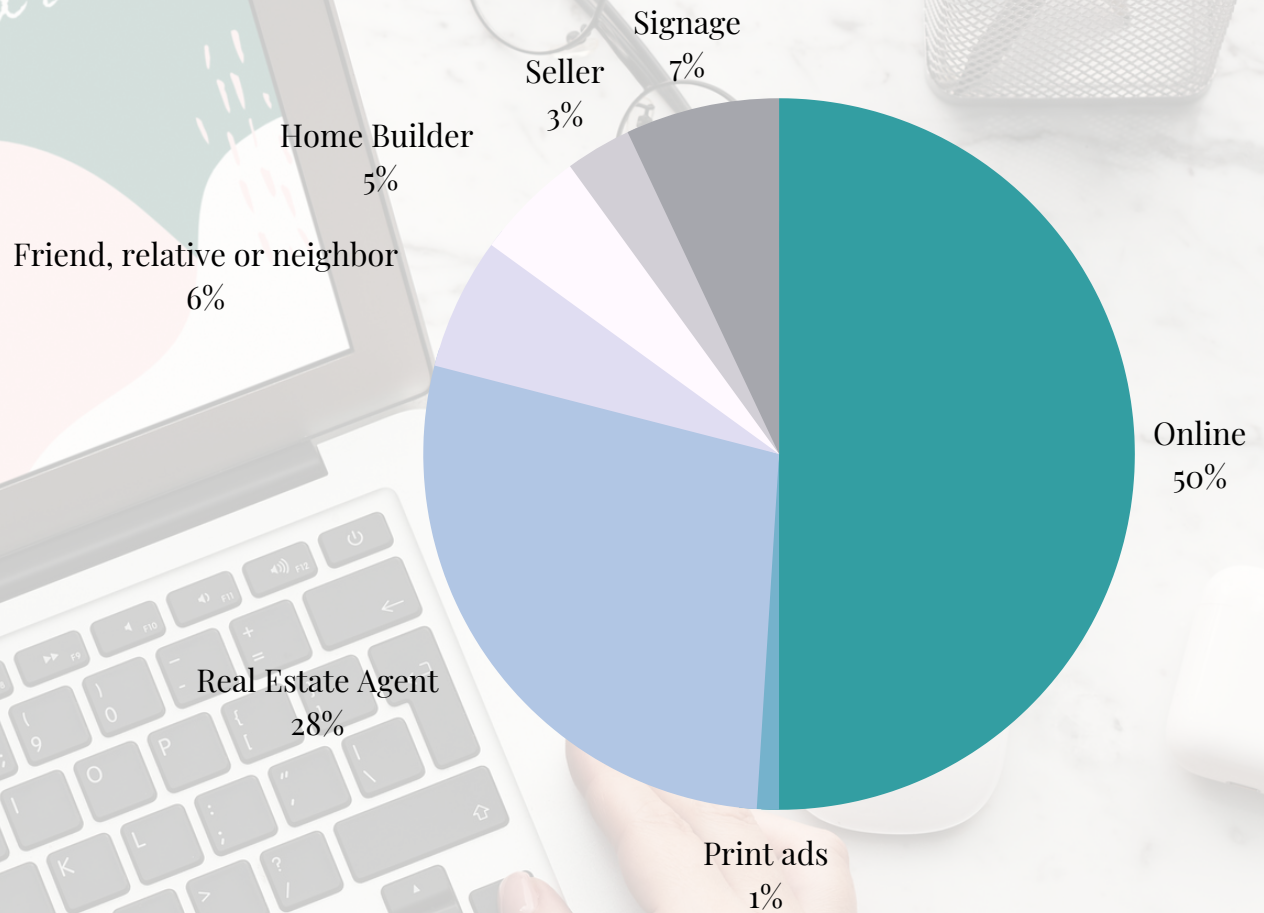
Grab your toolbox or hire a professional to do your minor home repairs, such as stuck windows, creaky doors, noisy floors, and loose doorknobs.



Declutter your entire home. Remove any old and unused items to make room for new pieces that will enhance every room's appeal. Try to clean one room per day.

listing exposure

Where buyers find the homes they purchase:



*According to 2018 NAR Report "Where Buyers Found the Home They Purchased"

Therefore, we take marketing VERY seriously, especially in the digital world!

Where do we promote your property online?

- Realtor.com
- Zillow
- YouTube
- Trulia
- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- & more!

What other techniques do we use to promote your property?

- Networking
- Signage (including a lawn sign)
- Email marketing
- Custom-designed property flyers
- Open Houses (weekends & weekdays)
- Social Media marketing
- & more!

facebook

Instagram

LinkedIn

YouTube

TikTok

PROFESSIONAL STAGING

As previously mentioned, we will provide you with a free staging consultation. Home staging helps buyers visualize your property as their future home. If adequately staged, it will help your home sell faster and for more money.

PROFESSIONAL PHOTOGRAPHY

Since the growth of the internet, more buyers have been using various real estate home search engines to find their next home. Therefore, real estate photography is an essential marketing strategy for sellers, so we invest in professional photographers to take stunning pictures of your home.

Properties that look visually professional and aesthetic will entice buyers (especially millennials) scrolling through the web to click on those homes rather than poorly presented homes.

Additionally, listings that have professional photography tend to sell faster on the market, sell at a higher price point, attracts more international buyers, and attracts more buyer leads to visit the homes in person.

PRICING STRATEGY

As previously discussed, pricing a property right is extremely important as it can make or break the sale of your home. To come up with a listing price for your property, we will use a scientific market analysis in your area.

This means that we will first perform a free online home value estimate based on current market trends. Then, we will set a price based on a comparative market analysis (CMA) to evaluate your property objectively. Next, depending on the type of market your area is experiencing, we may set your price below the competition to start a bidding war, but not low enough to make buyers suspicious of your property's condition. We will also set the price, keeping in mind online pricing benchmarks, to boost your home's visibility on popular home search websites.

NETWORKING MARKETING

There's a saying: "If you know 7 people, you know the entire world." Investing time to create relationships with other real estate agents and industry professionals pays off when it comes to listing your home! I will personally reach out to all my wonderful colleagues and tell them about your home to spread the word and make your listing known around their networking circles, boosting your property's visibility.

ADVERTISING & MARKETING

Other than the marketing strategies listed above, we will place signage on your lawn and around your neighbourhood, host open houses, create a personalized email campaign, distribute stunning customized property flyers, and promote your home all over our social media networks.



show your home ready in *one hour*

Make the beds

Throw all your clutter in a laundry basket and take it to your car

Put up your "show" towels

Create light in the house by opening curtains and blinds and turning on ALL lights

Empty all garbages into a garbage bag and put it in an appropriate room or take it with you

Vacuum all carpets

Clean all glass and mirrored surfaces

Sweep the front porch and shake out the door mat to remove debris

Clear kitchen and bathroom countertops (except for decorative items)

Close all the toilet seats

Wipe down all countertops

Secure your pets or take them with you

Sweep and mop all hard-surfaced floors

Put laundry away (or take it with you)



STEP 3:

THE OFFER

process

STEPS TO *selling* YOUR HOME

STEP 3

THE OFFER PROCESS

The average time a home will stay on the market before going under contract will vary between markets. Still, we will do everything possible to get your home an offer promptly after listing. The offer process can be confusing, but we will explain the process so that you know what to expect.

First, once we receive an offer, we will contact you to let you know. If we're lucky, we will receive more than one offer, which would trigger a multiple offer scenario. Either way, here are four basic steps that commonly occur after receiving an initial offer:

1. CONSIDER YOUR OFFERS (NOT ONLY BASED ON MONEY BUT ON CONTINGENCIES AS WELL).
2. SUBMIT A COUNTER OFFER IF YOU WISH TO NEGOTIATE PRICE AND/OR TERMS OF AN OFFER THAT WAS SUBMITTED.
3. ONCE YOU ARE SATISFIED WITH AN OFFER, ACCEPT IT!
4. IF YOU DON'T RECEIVE ANY OFFERS, IT COULD BE DUE TO A NUMBER OF DIFFERENT REASONS. WE WILL DISCUSS AND MAKE A DECISION ON HOW TO PROCEED TOGETHER.

Once both parties have reached an agreement, the offer is documented as a formal contract, and the closing process begins. When you accept an offer, you must sign the offer agreement, and once all documents are filled out, you must submit them to the escrow and title company.

Depending on your area, an escrow company or title company acts as a third party to gather documents and payments between you and the buyer. Then, the title report confirms the home's legal owners and flags any title issues with the home (which you may or may not have been aware of).

To stay on the safer side, we recommend you have a real estate attorney to review documents, and in case you ever find yourself in a situation where you require their services. Real estate attorneys can resolve any of the following issues with your title:

- TRUST COMPLICATIONS
- PROPERTY TAXES
- LENDER BALANCES
- LIENS OR JUDGEMENTS
- ENCROACHMENTS



Along with your title report, the escrow company will provide a bundle of documents to look through, including:

Grant deed

State-specific forms

Property information statement

& More!

We will review the documents with your real estate attorney to ensure there aren't any issues that you will need to correct before the sale goes through.

major elements in an *offer*

PRICE:

The price in an offer may be different than the listing price. Typically, in a seller's market, offered prices are higher than in a buyer's market.

DEPOSIT:

The deposit is money buyers put once an offer is accepted to show they are serious about purchasing a home. This money counts towards the purchase price of the house. A higher deposit offer typically implies the buyer is earnest about closing the deal.

TERMS:

This includes the total price the buyer is offering as well as the financing details.

CONDITIONS:

Conditions are items that must be completed or fulfilled before closing. These might include a home inspection, buyers obtaining financing, or buyers selling their existing house.

INCLUSIONS + EXCLUSIONS:

The buyer's offer may be conditional on certain items being either included or excluded in the sale. These items can be anything from appliances to decorative items, such as window coverings or mirrors (called chattels in legalese). Legally, all fixed items are included in the sale price if not specified, so we will make sure we clarify whatever is included and excluded to avoid any disputes and headaches along the road.

CLOSING DAY:

Generally, closing day is when the title of the property is transferred to the buyer and funds are received by the seller, unless otherwise specified.





STEP 4:

THE OFFER PROCESS:

conditional
offers

STEPS TO *selling* YOUR HOME

STEP 4

THE OFFER PROCESS: CONDITIONAL OFFERS

It is usual for buyers to want to inspect your home, get a mortgage pre-approval, do a home appraisal, or sell their home before committing to the purchase of your home.

If you accept a conditional offer on a home inspection and/or a home appraisal, they will most likely get it done within ten days when the offer is accepted (the "deadline" will be stated in the offer). This section will explain what you should expect from these conditional offers and how to prepare your home.



HOME INSPECTIONS

Buyers get a professional home inspection to provide them with an objective second opinion about the property's condition.

With home inspections, you must take the time to prepare for the appointment (which usually takes a few hours). This means that you should present it in its best condition to prevent any closing delays. Before listing your property (and especially before a home inspection), if any visible or hidden significant repairs need to be done, it is best to complete these beforehand. Additionally, if you have any receipts/invoices for any upgrades or home maintenance you have done to the home (i.e., roof shingles replacement, furnace maintenance, etc.), please have them available.

HOME APPRAISALS

A home appraisal for buyers essentially determines the value of the home and tells their lender that the buyer isn't paying more for the house than it's worth.

To develop an accurate value gauge, the appraiser conducts in-depth research of the comparable sales data and uses an on-site visit to verify the home's size, features, and condition.

A home appraisal can take anywhere from around 15 minutes to a few hours. You may stay at your home during the appointment.

HOW TO PREPARE YOUR HOME FOR A HOME INSPECTION AND APPRAISAL

- Make sure all lights can turn on properly
- Make a list of all the upgrades you have done to the home
- Make sure your home looks good from the curb
- Create a pleasant visit for the appraiser (i.e., decluttering, removing your pets and/or crating them, keeping the property at a comfortable temperature, etc.)
- Allow access to all areas of your home
- Leave all interior doors unlocked
- For an inspection, plan to leave the house for at least half a day (3 hours)
- Remove clothing from a closet if the attic hatch is found inside
- Remove your pets from the property or secure them in appropriate crates
- Make sure you clear access and spaces to the following areas: attic hatch, electrical panel, furnace, main water line, hot water tank, and air exchanger
- DEEP-CLEAN YOUR HOME!

top home selling *mistakes* to avoid

1 ONLY CONSIDERING THE HIGHEST OFFER

In a multiple offer situation, the highest offer, while exciting, isn't always the best offer given your needs. When vetting offers, consider the following factors as well:

1- The deposit is typically held by a title company and goes towards the buyer's down payment, so you don't receive this money directly upon signature. However, if a buyer does back out of a purchase, you, as the seller, typically keep this sum. Therefore, a high deposit usually suggests a firm offer.

2- Many offers have contingencies (or "conditions"). As offers with contingencies typically rely on you or the buyer to meet provisions, the buyer is entitled to back away from the offer and keep their deposit. Therefore, contracts with fewer contingencies are more likely to reach closing, and in a timely fashion.

3- An all-cash offer offers many benefits to both sellers and buyers. Buyers don't risk losing the home due to a lack of funds or mortgage disapproval, while sellers benefit from having a sales contract with fewer contingencies and being assured that the buyers have enough money to close with no issues.

4- Closing day typically takes place 30 to 60 days after the offer is finalized. However, depending on your situation, you may want to close sooner or later, so you may need to choose an offer or negotiate with buyers accordingly.

2 IGNORING MAJOR REPAIRS

A lengthy list of problems in the property can repel buyers and/or decrease the value of your property. Think about prioritizing and fixing the most critical issues, particularly those that are likely to be revealed to buyers during a home inspection.

3 RESTRICTING SHOWING TIMES TO BE CONVENIENT FOR YOU

Opening your home to potential buyers can become very exhausting, but it's to your advantage to make it as convenient for them as possible. To get the most exposure of prospective buyers into your home and getting your home sold quickly at the best terms and price, we recommend allowing showings between 10 am and 8 pm, 7 days a week. Don't worry; this is only temporary!

4 NOT DEEP-CLEANING YOUR HOME BEFORE LISTING IT

When Buyers visit homes for sale that are messy or dirty, they often assume that the property hasn't been properly maintained, which means less interest from buyers and lower offers. If you don't feel like cleaning, a solution could include bringing in a cleaning professional to deep-clean your home.

5 NOT TIDYING UP BEFORE EVERY SHOWING

Before every single showing, tidy up your home to show your property in the best condition to every prospective buyer. Take some time to make your bed, wash the dishes, put away your laundry, and clean the floors.

6 NOT ALLOWING US TO HOST OPEN HOUSES

Open houses can be a useful marketing tool. They give qualified buyers a convenient way to see your home without booking an appointment and they can expose your home to different types of potential buyers.



STEP 5:



MOVING OUT &

closing day

STEPS TO *selling* YOUR HOME

STEP 5

MOVING OUT & CLOSING DAY

After all conditions of an offer are waived, and the contract becomes firm, it's time to start planning your move! As moving is very time-consuming, organize yourselves and start preparing.

Here are a few ways you can start planning your move even with weeks or months ahead of closing:

Start collecting moving supplies (boxes, bins, packing tape, trash bags, markers, etc.)

Create a written plan to organize your move

Request quotes from different moving companies (and storage spaces if necessary) and book their services!

Once you've made it to closing day, CONGRATULATIONS! Unless you have made special arrangements with the buyer, you MUST completely move out by closing day, or you will have breached the contract.

Before you start celebrating, there's still quite a bit of work for you to get done. For the home to officially switch owners, you will need to sign some documents and hand in all items included with the home (for example, house keys, garage door openers, home and security codes, etc.).

To make it easier for you, make sure everything on this list is completed by closing day:

1. MOVE OUT AND MAKE SURE YOU DO NOT FORGET ANYTHING INSIDE YOUR HOME.
2. DEEP-CLEAN YOUR ENTIRE HOUSE ONCE IT'S EMPTY SO THAT OWNERS MOVE INTO A FRESH, CLEAN SPACE.
3. SHUT THE WATER AND GAS VALVES OFF TO AVOID FLOODING AND FIRES.
4. CHANGE YOUR ADDRESS AND FORWARD ALL OF YOUR MAIL AHEAD OF TIME.
5. GATHER MANUALS AND WARRANTY INFORMATION FOR THE BUYERS.
6. NOTIFY BANKS, SUBSCRIPTIONS, FAMILY, FRIENDS, AND ANY OTHER INSTITUTION OF YOUR NEW ADDRESS.

Also, when you attend closing, please make sure to bring the following with you to complete the sale:

All main keys and codes

Documents proving any repairs you made to the home per buyer's request

Government-issued Photo ID of yourself and any co-owners

Once you've closed on the sale of your home, go through this short post-sale checklist:

- Keep copies of your paperwork somewhere safe
- Transfer any remaining utilities
- Cancel (or transfer) your homeowners insurance

THEN...

celebrate

CONTACT information

IF YOU REQUIRE ANY ASSISTANCE DURING THIS HOME SELLING PROCESS, PLEASE CONTACT ME!



Hosein Khatibi, Sales Agent
EXP Realty Brokerage
(416) 918-9987 • info@sellwithhos.com
www.sellwithhos.com

I look forward to helping you sell your property!