

SELL YOUR HOME 101

Workbook



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So you need to sell your house?

Or you just want to. Sometimes it's just time for a change.

Turns out, selling your house takes a little more than placing a For Sale sign in the yard. In fact, listing a house for sale is considered one of the top 5 most stressful life events. Sooo, that's cool. We've got that going for us now.

HERE'S THE DEAL

It doesn't have to be a nightmare.
It doesn't have to make you cry.
And, it doesn't have to overwhelm you.

what's in this book:

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WORKING WITH A REALTOR®

You're considering selling your home and there's **SO MUCH** to think about now! It can be a really exciting adventure to move to a new area, and it can also be overwhelming to go through the process on your own. By listing your home for sale with a Realtor®, you will have a representative that knows exactly what the process entails and how to get the most money for your home, which takes away a significant amount of your stress load as a seller, especially if you are in a time-crunch!

The National Association of Realtors says 92% of home buyers are represented by an agent. You wouldn't go to court without a lawyer, would you? Especially if you knew the opposing side had professional counsel. Selling a house is the same!

As a negotiation expert, I am skilled in the finesse of making deals happen. Real estate is my full-time career so I'm also an expert at looking at the market, evaluating needs and desires, and I know the process inside and out! The same way you seek out and trust a doctor for a medical need or advice, you seek out a Realtor® for a real estate need and advice.

Think of a realtor as your personal concierge. I do all the marketing, coordinating, negotiating, and overall make this as much of a fun experience for you as possible.

I understand that you are selling your home for a reason. It may be a reason you are excited about or it may be a reason that brings some pain, and it may be both! I am able to judiciously help you make expert decisions and have some space around the stress of selling your home so that you may have a seamless transition.



WHAT ARE YOU WAITING FOR?

CALL ME AND *let's get started.*

780-742-5722

WHAT MY CLIENTS SAY



"I would like to thank Aleaha Frigon for being an amazing person and attentive real estate agent. She helped me to find a beautiful home this year (my first house in Canada) and she supported me during all the time with my questions (sometimes crazy and strange) and she is patient and polite, experienced and educated! I HIGHLY recommend her for everyone who is looking to own!!Thank you Aleaha for being so nice to me!"

- Kateryna

"Definitely 5 Star!!! Thanks for your help!!!! I'll recommend you any day of the week and will to anyone!!!!

- Brandon



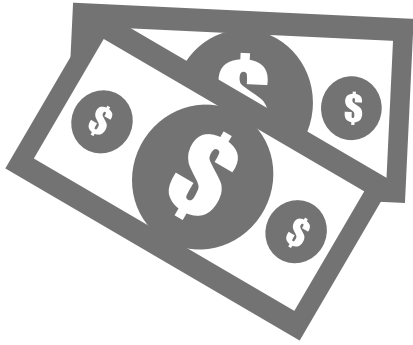
This lady is AMAZING. We are so thankful to have had such a caring person to work with and to help find our perfect family home. She was so patient and understanding through it all. She made it so much fun and we now have so many great memories from house hunting. Thank you for all your constant positive energy and kindness. We couldn't have asked for a better person to work with.

Dallas & DAnielle

PLANNING YOUR NEXT STAGE

Your motivation to sell is crucial as it directly determines our timeline. A seller who needs to sell before buying their next home--and has a specific timeframe to buy their next home--approaches the entire process and strategy differently from a seller who is selling property they simply don't want to own anymore. This pressure or lack of pressure can dictate the pricing strategy, negotiation tactics, and overall marketing for the sale of the home.

WHY ARE YOU SELLING? _____



DO YOU NEED TO NET A MINIMUM PROFIT?

DO YOU NEED TO SELL BY A CERTAIN DATE? _____

**IF YOU ARE MOVING, DO YOU KNOW WHERE
YOU ARE MOVING TO? WHERE?**



PRE-MARKET: PART 1

YOUR HOME IS NOW A PRODUCT

Your precious home is no longer your precious home. It is now a product on the open market--up for scrutiny and judgement. If we were discussing the smartphone market, we would talk about each phone's features and benefits, value, downsides, price-point, target market, and positioning in the market. We're going to do the same thing with your home so we can achieve the highest price possible in the quickest amount of time.

1st Things First: Curb Appeal

This is the very first impression a prospective buyer gets of your home, so it's important that it's a good one! Whether we are preparing for professional photos, getting ready for individual showings, or an open house, we want the outside to be as clean, crisp, and inviting as possible.

- Make sure all tree limbs are high enough to be walked under
- Replace missing sod if lawn is patchy
- Clean the exterior of all windows, window frames, shutters, sills, etc.
- Flowerbeds should be clean, neat, crisp edges, and freshly mulched
- Pull all weeds--do not wait for herbicides to do their job
- Clean all exterior light fixtures
- Keep lawn mowed and neatly edged at all times. While your home is on the market, you may be mowing the lawn weekly and possibly more depending on the season!
- In the Fall, keep all leaves raked--try not to keep bags of leaves at the curb or in obvious places
- Remove any wasp nests or similar insect activity
- Clean gutters and roof
- Keep trash cans and recycling bins out of immediate sight
- If necessary, consider light pressure wash on house or sidewalk



REALLY, WE ARE JUST GETTING A HEADSTART ON PACKING!

- Closets half-empty--pack away out of season clothing, additional linens, holiday decor, etc.
- Shelves half-empty--pack away books, family photos, and chotchkes
- No item's home is the floor (laundry, shoes, bags, books--anything that is not furniture)
- Toys put up (including in the yard)
- Remove family photos so a buyer can envision their life in the home
- Pack up half of your tupperware, dishes, and fine china so cabinets appear spacious
- Pack non-essential toiletries from bathrooms

2nd things next: cleaning

Go room by room and wipe all trims, ceiling fans, windows and windowsills, air vents, and light switches. If you're not replacing the carpets, have them professionally cleaned. Be sure fire place area is cleaned and soot-free. Scrub all bathrooms from top to bottom, including toilet bases, shower grout, and fixtures. Wipe all cabinets in kitchen, bathrooms, utility, etc.

The Kitchen

We need to talk about the kitchen ASAP. Make sure all appliances work, even if you aren't leaving them. Wipe every single surface (counters, backsplash, under cabinets, cabinet faces, knobs, dust on top of fridge, etc.) Clean the oven. Get. On. Your. Hands. And. Knees. And. Clean. (or pay someone, just get it done!)

PRE-MARKET: PART 2

Common Repairs

There are some general repairs and upgrades that are so universal, you may want to go ahead and consider them automatically, many of them are probably already on your "honey-do" list!:

- Fresh paint inside and outside (or just touch-ups)
- New outlet and switchplate covers
- Replace any dead lightbulbs
- Make sure all ceiling fans work
- Ensure you have the appropriate attic insulation (not nearly as costly or hard to do as that sounds out of context!)
- Fix any leaky faucets or plumbing you are aware of
- Repair any holes in walls or ceiling



WHAT REPAIRS & UPGRADES
DO YOU KNOW YOUR HOUSE
NEEDS TO SELL?

Honey-do

Co\$t

Bathrooms Schmathrooms? No. Bathrooms = \$\$\$

Get back on your hands and knees for the bathroom cleaning! Wipe all cabinets free of water stains, remove any rust or mineral build-up around fixtures, touch up caulking around showers, tubs, and countertops. Pay special attention to the toilet, making sure to wipe the base, where the bolts are, and the plumbing tubes behind the comode. Pack up non-essential toiletries. Consider a fresh shower curtain and display towels.

The Bedrooms

Pack away non-seasonal items from your closets so your closets appear as spacious as possible. Take down any posters (children's rooms) and family photos. Generally, artwork and landscapes are fine. Organize and/or lock away any files or papers. Consider new, fluffy bedding and pillows, ensure curtains and blinds are free of dust and not in need of repair. If you're comfortable, remove any overly religious artifacts so your home can appeal to as many people as possible,

The Garage & Attic

Make sure there is access to all HVAC and plumbing systems. Consider a pre-emptive HVAC inspection to provide to buyers. Make sure none of the HVAC ducts are touching (which fosters condensation); Insulation sheets are usually very inexpensive and readily available at all the hardware stores--you just stick a piece of insulation between the ducts. Keep garage organized, clean and swept. Even if it's filled with your moving boxes, ensure it is tidy.

SET THE STAGE



Furniture Placement

The placement of your furniture can make a small space look grand and a large space look crowded. It may be a good idea to do some rearranging or even place some furniture in temporary storage. Make sure the furniture in the room shows the room's function. For example, if you are utilizing the dining room as a kid's play room—can you transform the dining room back to a dining room by removing toys and placing a table and chairs back in the room? Also make sure you aren't hiding your home's features with furniture. Maybe you don't use the fireplace and prefer to have your entertainment set blocking its view, however your fireplace is a selling feature and you want prospective buyers to see it. These philosophies apply in each room.

Personal Affects

We want anyone who comes into your home as a potential buyer to be able to envision as much of themselves in the home as possible. One way we do that is by removing your personal items like family photos. Consider if any of the artwork (including posters in kiddo's rooms) might be offensive or just very "loud." We also don't want any room to be excessively masculine or feminine so that the home can appeal to both sexes pretty equally.



Outside Areas

You will want to keep your lawn manicured and it may be a good idea to do a bit of landscaping. Additionally, make sure the yard is tidy—your trash cans are out of view, BBQ grills and patio areas are clean, toys are up, pet waste is picked up, and any tools or pool equipment are organized and have a home rather than being strewn about.



HOW MUCH MONEY WILL YOU NET?

I know that one of the most important questions for you is how much money you will walk away with after selling your home. This is called **cashing out your equity**. Take a look at this example to see how to estimate your net-return. I also have a calculator on my website for you to play with!

It's time to do some math...

HOME SALE PRICE

The price your home sells for. Let's pretend \$300,000.

\$300,000

MINUS

AGENT COSTS

The agreed percentage of sales price to list your home and compensate both agents. Let's pretend six percent. $6\% \times \$300,000 = \$18,000$

-\$18,000

= \$282,000

MINUS

SALES PREP COSTS

Consider any money you spend to repair or "fix up" your home before listing for sale. Let's pretend you spent \$5,000 on new a kitchen remodel before listing your home for sale.

-\$5,000

= \$277,000

MINUS

BUYER REPAIR REQUESTS

The buyer may have some repair requests that you both negotiate and agree upon. What if the buyer finds a minor plumbing snafu and you agree to fix it, which costs you \$200.

-\$200

= \$276,800

MINUS

CLOSING COSTS & SELLER CONCESSIONS

Closing costs (fees from the title company) are generally estimated just under 1%--once you have selected a title company they will be able to give you an exact dollar amount. Seller concessions are agreed upon in the contract and may include home warranty, VA/FHA loan mandates or money you have agreed to give to the buyer for any reason. Let's estimate .09% for closing costs and a \$500 home warranty to the buyer: $.09\% \times \$300,000 = \$2,700$ and $\$2,700 + \$500 = \$3,200$.

-\$3,200

= \$273,600

MINUS

MORTGAGE PAY OFF AMOUNT

The amount you still owe the bank. Let's say you only owe \$125,000.

-\$125,000

= \$148,600

MINUS

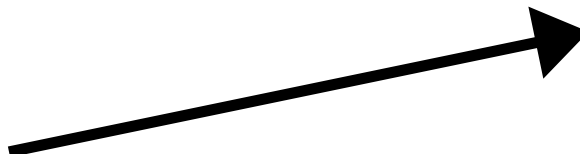
PRORATED TAXES DUE

The government says you have to pay the property taxes for the time you owned the property. Find the daily tax rate and multiply by how many days of the year are between January 1 and the day before closing. Let's pretend annual tax rate is \$4,000 total and you are closing on August 15. $\$4000/365 = \10.96 in taxes due per day. The number of days between January 1 and August 14 is 226. $\$10.96 \times 226 = \2476.96 .

-2477

= \$146,123

YOUR PROFIT



A QUICK LOOK AT THE PROCESS

1 Get House Sale-Ready

There may be some small repairs you want to make to maximize your sales price. Start ticking items off your home-repair list. Begin de-personalizing your home and packing.

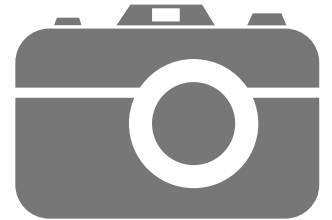


2 Meet with An Agent

Meet with your Realtor® (me, of course!) to discuss pricing strategies, timeline, your next move, and take an in-depth look at the process. Get any questions and concerns you may have addressed. We will sign papers and the home-sale process will officially begin!

3 Marketing your home

It may be necessary to hire a professional home stager, and maybe not! When we have professional photos taken of your home, we will be ready to list it on the MLS where it will be sent out to thousands of real estate sites across the globe. We will hold "Open Houses" and agents will be able to show your home to their clients.



4 Showings

Agents will bring their clients to your home for showings. You will want to make sure valuables like jewelry and even prescription medicines are hidden, pets are put up or out of the home, and you also want to be out of the home. Give the buyers some space to see if your home is a match for them!

5 Under Contract

When we receive an offer from a buyer, you can accept the offer, counter-offer, or decline the offer. After we have an accepted offer, we will be in the buyer's option period where they will have the home inspected. Then we will renegotiate. The property will be surveyed and appraised by the buyer's lender.



6 Closing Day!

You'll sign papers! The title company will transfer the deed and title for the home! You'll deliver the keys! And that's it! Your home is sold! The title company will pay off your mortgage balance and you'll get a check for the rest! BAM!

THAT'S IT!

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I hope you feel less stress and more excitement towards your home selling process! My goal is to empower you with knowledge and arm you with the tools to have as smooth of a real estate experience as possible.

It is completely my pleasure and honor to help you, if you have any questions or need additional information, call or text me anytime: **780-742-5722**

If phone-talking isn't your thing, send me an email at **aleahafrigon5@gmail.com**

And, if you're not ready for more human-interaction yet, I have even more resources available to help you at **www.helloaleahafrigon.com**