

A woman with long brown hair, wearing a white sleeveless top and grey pants, stands in a modern home interior. She is holding a large, dark wooden sign with the words 'FOR SALE' in white, distressed lettering. The background features a white wall with two wooden shelves. The top shelf holds a small potted plant and a wooden box with two white candles. The bottom shelf holds a large white bowl and a stack of books. The overall lighting is soft and warm.

LET'S GET YOUR HOME SOLD

# Sellers Guide

Everything you Need to Know When Listing

# Steps to SELLING YOUR HOME



## **C H O O S E   A N   A G E N T**

Interview a few agents to see who is the best fit. Different agents will have unique styles and strategies

## **P R I C I N G**

The right price will make all the difference in how the home performs when it hits the market

## **P R E W O R K**

Here we get all the paperwork and the pre-listing items done to ensure the transaction will be smooth. Take this time to get your home clean and photo-ready.

## **L I S T I N G   G O E S   L I V E**

Your home is published online and shared with potential buyers. Be flexible and ready for showings on short notice!

## **O F F E R S**

I will help consider offers that are presented. We will work together to work out an offer that has the best terms, conditions and price for you.

## **P E N D I N G**

Once an offer is accepted the parties now have time to work through the condition period. After satisfying conditions the home will be sold.

## **C L O S I N G**

Start packing, moving out and cleaning the home. Ensure to fulfill your part of the contract.



# ABOUT ME



Hi, I'm Melissa Saretsky, and I love helping sellers navigate through a move. I have a degree in Business Management which gives me an advantage in marketing properties. With my proven strategies, we can get your home sold! I love being outside bike riding in the river valley or staying in watching some good reality TV drama.

Selling your investment can be stressful, with many moving parts. There are many considerations when selling a home and a lot of behind-the-scenes details. I go beyond the transaction and will be there with you every step of the way.

Have questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.

## CELL

780.709.9658

## OFFICE

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Edmonton, AB T6H 2H6

## INSTAGRAM

@melissasaretsky

## WEBSITE

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## EMAIL

[melissa.saretsky@century21.ca](mailto:melissa.saretsky@century21.ca)

## BROKERAGE

Century 21 Masters

## STAGING

First impressions are everything! I can make suggestions for improvements.

## PHOTOGRAPHY

Listings will get a professional photoshoot to showcase all the details of the home.

## MEASUREMENTS

Homes are professionally measured using the legislated RMS standards. This is universal and every listing must follow these rules.

## MODERN DETAIL

Personal QR code: This highlight sheet will link to custom feature sheets, extra photos and the 3D tour of the home

Mobile Marketing for Custom Home website for instant access to the property

## MARKETING

I use many different streams to ensure potential buyers see your home:

- Social Media: Instagram, Facebook, LinkedIn and Twitter
- MLS complete profile
- Personal Website URL
- SEO optimized online post
- Kiji and Facebook Marketplace
- Exclusive REALTOR® sharing
- Early VIP Open House
- Virtual and In-person Open House
- Century 21 International Marketing
- Focused Postal Code online Ads

## 3D TOUR

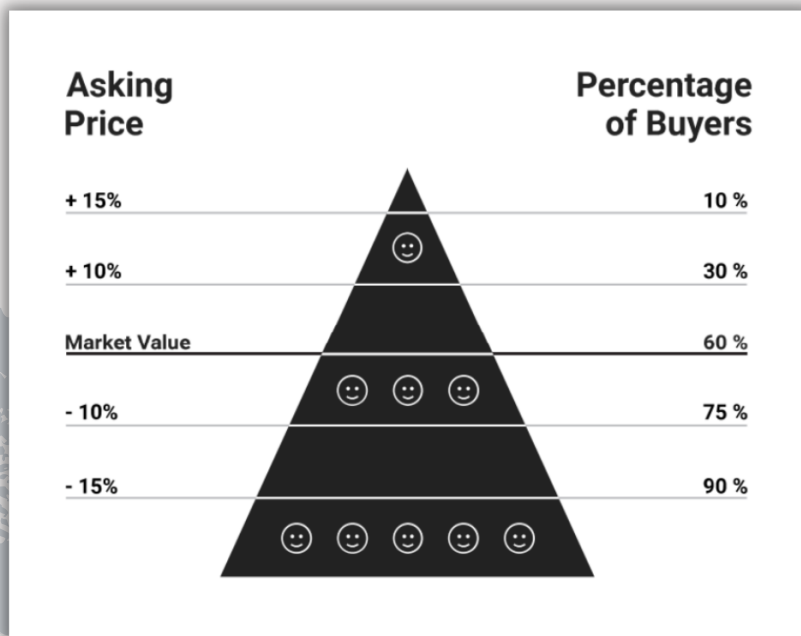
Buyers will have a chance to walk through the house before they ever step foot on the property. Giving you more vetted buyers

What I  
PROVIDE

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# Picking the PRICE POINT



## C M A

Comparative Market analysis gives a realistic list price for your home. This report will detail homes that are comparable and have sold recently. A home is only worth how much someone is willing to pay for it.

It will also showcase the competition that is currently on the market. If buyers are looking at homes in the area they will look at your home and the competition.

## P R I C I N G

It is imperative that the home is priced right. An overpriced home will deter a large demographic of potential buyers from looking at your home.

If the home is underpriced this will potentially bring more buyers through and have more opportunities to sell over list price.

# Pricing AND TIMING

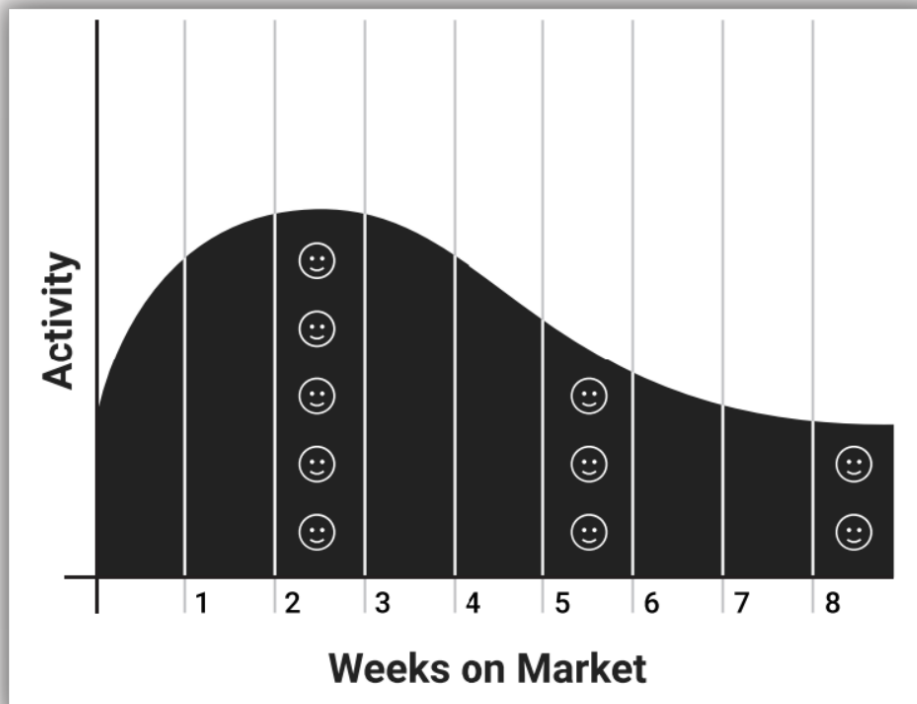
Your best chance of selling your home is in the first two weeks of coming to the market as the property is fresh and exciting to potential buyers and their agents.

## THE MARKET

Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.



# DOCUMENTS

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- CASL Acknowledgement: Giving permission to contact you and to store your information for communication purposes
- Consumer Relationship Guide: Sharing the different aspects of how you can work with REALTOR® It outlines the duties of industry members.
- Seller Representation Agreement: the contract to get the property on the market. It outlines both parties' responsibilities and commitment.
- Property Title: The current land title will show the current owners and any other information that can be imperative to the sale of the home.
- Real Property Report: shows the land and all the structures with locations. Many buyers look for municipal compliance.



# Showing PROCESS

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

**Use this showing checklist to get your home prepared for each showing.**

- ☐ Remove all clutter and put away any personal items or decorations
- ☐ Remove all dishes from the sink and wipe it down
- ☐ Stow away any valuable items or take them with you
- ☐ Collect any kids or pets toys that are out
- ☐ Empty trash
- ☐ Clean bathrooms
- ☐ Spray air freshener or light a candle
- ☐ Fix and declutter exterior walkways

# Offers and NEGOTIATIONS

I look out for your best interest by negotiating the best terms, conditions and price for you!

Be ready to negotiate. Once an offer is received, you have a few choices. You can make a counter-offer, reject the offer or accept the offer. It can take a bit of back and forth before a final agreement is made. When a conditional offer is accepted, the property is considered pending!

Some conditions that may be presented in the offer:

**8.2 (a) Financing:** the buyer's lender will determine the eligibility for mortgage financing on this specific property

**8.2(b) Property Inspection:** A visual examination of accessible aspects of a property. The purpose of a property inspection is to look for signs that there may be problems with the property and to suggest any areas that should be looked at further by an expert.

**8.2(c) Sale of Buyer's Property:** The buyer needs to sell their current home before they can move forward with purchasing your home.





# PENDING

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Once the home is pending the buyer will take the time to work out the conditions. This may include:

- Home inspection: The inspector, buyer and buyer's agent will attend the inspection. The inspection is for the buyer's benefit and at the buyer's cost. It is best to give them space as they completed the inspection.
- Property Appraisal: A formal, impartial estimate or opinion of value which is typically done for a lender

Before possession day you will need to make arrangements with a lawyer to complete the final paperwork.



# FINAL DETAILS

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There may be additional costs including loan fees, title insurance charges, filing fees and lawyer fees.

Start Packing and moving all your item out with care.

Make sure to leave anything behind that was agreed to in the contract and all attached items.

Don't forget to cancel or transfer utilities. Remember you are responsible to carry insurance until the new owners occupy.

# What more information about selling? I'm here to help!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



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