

AN INFORMED HOME SELLER'S GUIDE

8 KEY STEPS TO A PAINLESS
AND PROFITABLE HOME SALE



I ALWAYS HAVE TIME FOR YOU!

C: 204.333.7648 **W:** YOURWINNIPEGREALTOR.COM
6-1549 ST MARY'S ROAD, WINNIPEG, MB R2M 5G9



NICOLE HACAULT
AND ASSOCIATES

ON A MISSION TO

DEFY

mediocrity

+

DELIVER

extraordinary experiences

TAKING STEPS TOWARDS THE SALE OF YOUR HOME





NICOLE HACAULT
AND ASSOCIATES

TABLE OF CONTENTS

BEFORE WE BEGIN	04
8 STEPS TO BECOMING AN INFORMED SELLER	05
STEP 1 - CHOOSING THE BEST REALTOR® FOR THE JOB	07
STEP 2 - PRICE RIGHT TO PROFIT MORE	09
STEP 3 - PREPARE TO AMAZE	11
STEP 4 - HOW WE MAXIMIZE EXPOSURE WITH OUR MARKETING SYSTEM	13
STEP 5 - MARKETING SYSTEM	16
STEP 6 - SHOW IT OFF	17
STEP 7 - NEGOTIATE LIKE A MASTER WITH YOUR SALES TEAM	18
STEP 8 - CALCULATING YOUR NET PROCEEDS	21
CHECKLIST	23
YOUR TOP 10 LIST	24
POINTS OF INFLUENCE	25
COMMUNICATION GUARANTEE	26

BEFORE WE BEGIN

- . What's the reason for the move?
- . What's most important to you in this process? (Money, ease, timing?)
- . Have you ever worked with a Realtor before?
- . How was your previous experience?
- . Did you work with a single Realtor or a team?
- . What would you have changed about that process?
- . What was your biggest headache?
- . What are you looking for in a Realtor/team?

Most people that we work with are trying to move forward with their lives in one way or another, and come to us to gain certainty and peace of mind, knowing that the job can get done, and they'll know from the start to finish that they're getting what they want out of this transition.

Most of our clients end up realizing that we make it much smoother than they thought it would be and most importantly, that hiring us actually makes them money.



8 STEPS TO BECOMING AN INFORMED SELLER

Planning to sell? If you're like most home owners, you're struggling with a few questions. After all, you're about to sell the single biggest asset you've ever bought.

You might have questions like, *What's my home worth? Should I use a Realtor or do it alone? What can I do to make my home as attractive as possible? How long will it take to sell my house?*

And of course, the big one: *How do I get the most for my home?*

The best way to start answering those questions is to be informed. If we've done our job right, then this guide should a) give you answers to many of those questions and b) make you feel a lot more confident about the whole process.

And if you still need more information? Our job is to make things easier—just ask. That's what we're here for.



STEP 1



CHOOSING THE BEST REALTOR FOR THE JOB

Most sellers use a Realtor. You certainly don't have to, but there are good reasons why most people still do:

1. PRICING IS A REAL ART.

The biggest factor in determining how quickly your home sells is the price, and deciding that price is trickier than it seems. It takes experience and even 1% more for your home can mean thousands to your bottom line.

2. NEGOTIATING IS HARD.

Not only hard to do but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need a Realtor.

3. MARKETING IS MORE THAN MLS.

To get the most for your home, you need as many buyers interested as possible. According to REALTOR.com, 82% of real estate sales are the result of agent contacts

4. SHOWINGS AND PAPERWORK ARE A PAIN.

There's more to the legal side of a home sale than you might think, and showing your own home is not only awkward it can really complicate your schedule.

A Realtor takes away the burden of all these things and works to get your home sold for the best price in the fastest time. After all-you've got a life to live.

How much of that price is yours to keep? I have included a worksheet at the end to help!

INTERVIEWING A REALTOR



QUESTION	OUR TEAM	REAL ESTATE BOARD AVG	AGENT #2
How long have you been selling real estate on a full-time basis?	Since 2013		
How many homes have you closed in the past twelve months?	52	6	
What percentage of your listings sell?	98%	63%	
What is your list price to selling price ratio?	99%	97%	
On average, how many days are your listings on the market? <small>*Rural properties always longer</small>	9	35	
How many of your own listings did you sell last year?	22	N/A	
Do you have a list of reviews?	Yes	N/A	
Do you provide feedback from buyers about showings of my home?	Yes. You will receive a feedback report once a week minimum.	N/A	
Do you have a marketing plan and systems for selling my home quickly?	Yes. There is marketing information included in this package.	N/A	
Do you have a personal website to market my home 24/7?	Yes. And these prospects are followed-up with on a daily basis.	N/A	
How many prospective home buyers contacted you last year?	Over 1200 from phone calls, Internet hits, walk-ins, referrals, etc.	N/A	
How many transactions did your brokerage do last year?	Over 5000.	N/A	
Is your brokerage located locally?	Yes, we advertise locally and have a community presence.	N/A	

STEP 2



PRICE RIGHT TO PROFIT MORE

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare away buyers to other properties. To complicate all this, your home is an emotional asset --- it's hard to see it objectively.

To find the optimal price --- one that maximizes the sale price and minimizes the time it takes to sell---requires strategic thinking.

REALTORS®

Pricing is something Realtors spend their careers refining and mastering.

They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price. And then they combine that with your unique needs to pick a price that fits you.

It's no easy task, but it's a critical one. Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest price for your home.

If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster.



STEP 3

PREPARE TO AMAZE

After price, the condition of your home is the single biggest factor determining how fast, and for how much, your home sells.



Luckily, you can dramatically improve how your home sells with few quick steps:

- Clean. Inside and out. It matters. A lot.
- De-clutter. Give it away, throw it away or store it away, but get it out of your house.
- Make minor repairs. Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can.
- Consider staging. According to the National Association of REALTORS®, staged homes sell 49% faster, and for 7-11% more money.
- Clean again. Really. It's that important.

With every one of our listings, we help you with this process by hiring a professional stager to assist you.

Sounds overwhelming? You don't need to do it overnight. Your agent can point you to someone who can help, or you can break it down into just one small task a day.

Think of it this way: everything you remove from the house, clean or repair puts money in your pocket. You're getting paid to do it!



STEP 4



HOW WE MAXIMIZE EXPOSURE TO BUYERS WITH OUR MARKETING SYSTEM

The Nicole Hacault Team
Home Seller Service Program

Once you've determined a price for your home and put it in showroom condition there's two more critical pieces of the puzzle before buyers begin flocking in to see your masterpiece:

- Where do Buyers come from?
- Getting their attention

Buyers come from local, regional, national and international platforms.

Getting the word out about your home matters for two critical reasons. First, buyers can't be interested if they don't know your home exists. But more important still, the more buyers you have interested in your home, the higher the potential sale price and the faster the sale.

Marketing your home to the biggest audience possible takes more than a sign on the front lawn. The best and fastest home sales use a combination of many of the following:

- **MLS Listing.** The largest online database of available real estate.
- **Video Tour.** A behind-the-scenes, online look at your home and neighbourhood.
- **Property Website.** Your home's very own website with all the info a buyer needs.
- **Online Exposure** on real estate websites such as yourwinnipegrealtor.com and royallepage.ca
- **Proactive Prospecting.** Reaching out directly to people who might be interested.
- **24/7 Direct-to-Text Ads.** Instant access to property details right from your For Sale sign.
- **Property Brochures.** Great photos, vibrant descriptions in professional take away form.
- **24-Hour Online Ads.** On major online sites from Facebook to Kijiji.
- **Social Media.** Facebook, Twitter, Instagram, and more.



WHERE DO BUYERS COME FROM?

INSIDE THE NUMBERS

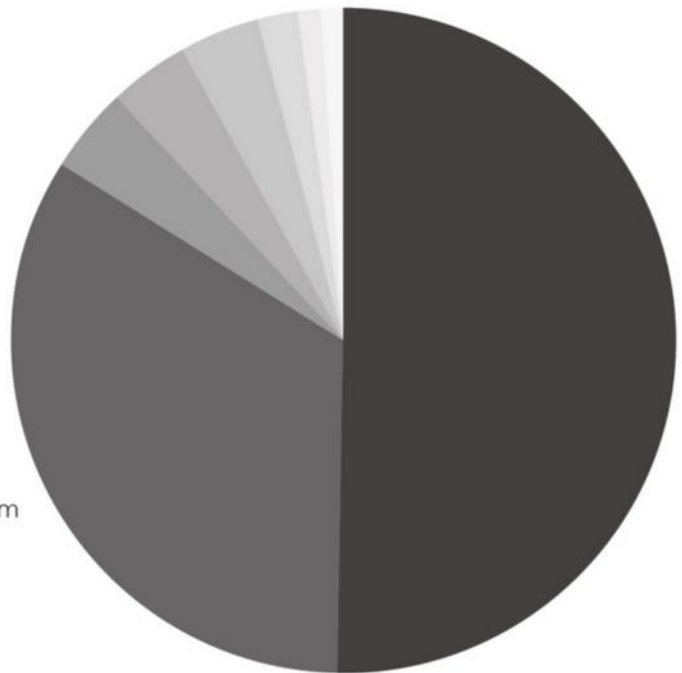
First-Time vs. Repeat Buyers:

- First-time buyers: 35%
- Median age of first-time buyers: 32
- Median age of repeat buyers: 52
- Median household income of first-time buyers: \$72,000
- Median household income of repeat buyers: \$98,000
- Among those who financed their home purchase, buyers typically financed 90% of the home price.
- 88% of buyers purchased their home through a real estate agent or broker --- a share that has steadily increased from 69% in 2001.
- Buyers who definitely would use same agent again: 73%

HOW DO BUYERS LOOK FOR A HOME?

- 51% internet (home searches and research)
- 34% Realtor
- 4% call on yard sign
- 4% friend/relative/neighbor
- 4% open house
- 2% new builder
- 1% local newspaper and magazines
- 1% knew the seller

Our website generates over 100 leads a month.
Your listing will be featured at yourwinnipegrealtor.com





STEP 5

OUR PROVEN MULTI-MEDIA MARKETING SYSTEM

MLS (MULTIPLE LISTING SERVICE)

MLS is the largest online database of available real estate in Winnipeg and it's where the majority of people begin their search. This website is accessible by thousands of real estate agents, each with (on average) four clients potentially looking for a place just like yours. MLS listings contain complete and detailed information about the property as well as full colour photographs.

WEBSITE MARKETING

Your property will be featured prominently on yourwinnipegrealtor.com, along with several other prominent real estate sites that combined garner over 30,000 hits per month. Our online marketing strategy gives your listing the best possible exposure to the most potential buyers in the city, province or worldwide.

PROACTIVE PROSPECTING

There are only two ways to find a buyer. You can wait for them to find you, or you can pro-actively go out and find them! We do both, and that means far more potential buyers for you and your home.

SOCIAL MEDIA

Social media platforms are fantastic tools for exposing your home to thousands of extra potential buyers. We are constantly educating ourselves to maintain the highest level of social media knowledge.

VIDEO TOURS

In a sea of competitive listings, video tours give potential buyers a behind-the-scenes look at your neighbourhood and your home without having to leave their couch. Your custom video tour will be uploaded to the website and to You Tube, where hundreds of potential buyers have viewing access 24/7. This is an invaluable tool for today's tech savvy, educated consumer.



STEP 6

SHOW IT OFF!

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to prospective buyers.

A REALTOR® will take care of almost all of the details, but here are a few tips to maximize the showing experience.

- You should leave. Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there.
- In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.
- Leave out any additional information that's helpful --- property brochures, floor plans, and contact information.
- Be as flexible as you can --- try to accommodate the buyer's schedule.

STEP 7



NEGOTIATE LIKE A MASTER WITH YOUR SALES TEAM

Now this is where things get exciting. You've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price. When it comes to settling on the final magic number, you're going to be negotiating. That's something your REALTOR® is an expert at, but here are some key strategies for owners:

It's a conversation. Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.

Always counteroffer. Momentum matters. Just the act of moving a deal forward helps make the deal happen.

Price isn't the only thing. You can negotiate on price, offer conditions, assets in the home. Don't get stuck on one thing.

Remember even 1% more for your home can mean thousands to your bottom line.

And once you agree, the buyer provides a deposit cheque to be held in trust until conditions are met. The conditions usually have a set time for removal, and usually include things like an inspection and financing.

Once the conditions are met, the buyer signs a waiver and the deal is firm. If you've completed all these steps, then you are a successful home seller.

Congratulations!

YOUR WINNIPEG REALTOR

Nicole Hacault

As a dedicated Winnipeg Realtor, I bring a genuine passion for helping families find their dream homes. I'm energized to navigate the vibrant Winnipeg real estate market every morning, leveraging innovative marketing strategies and local market insights to serve my clients' needs. My expertise isn't just rooted in real estate; it's about understanding the communities, neighbourhoods, and Winnipeg's unique charm.

Engaging in creative marketing, local market analysis, and dedicated client consultations over a cup of coffee is part of what makes my profession as a Winnipeg real estate agent so fulfilling.

Outside of my professional realm, my heart belongs to my family. Whether it's summer camping trips through Manitoba, beach outings, leisurely afternoons at the local parks, or hiking the Whiteshell trails, I cherish every moment spent with my kiddos. This personal appreciation for home and community drives my passion for assisting clients in finding their ideal homes or selling their properties in Winnipeg.

In the world of real estate, it's more than just transactions – it's about relationships. Each home bought or sold in Winnipeg represents a chapter in my client's lives, and I am privileged to be a part of that journey.

I'm committed to offering unparalleled service, ensuring every client feels valued, heard, and satisfied. If you want to buy or sell in Winnipeg, I'd be honoured to guide you through your next real estate adventure and be Your Winnipeg Realtor.



A FEW WORDS



FROM OUR SELLERS

“Took the time to get to know us”

Q and I want to thank you so much for the house warming gifts. They were very thoughtful! Not just in concept but it was obvious to us that you took the time to get to know us. We truly appreciate it and all you have done. Selling our house through you and getting to know you was a pleasure. You are a dynamite agent and a wonderful person.

– Q+K

“Thanks to the marketing genius of my awesome Realtor”

My house has officially sold!!! Thanks to the marketing genius of my awesome Realtor, Nicole Hacault, we persevered & my beautiful home will make new memories for a new family. Anyone looking for a realtor NEEDS to contact this wonderful lady! This process has taught me that selling my home in this market was not as easy as I thought it would be but with someone in your corner it definitely makes it less stressful.

— Beckie Walker

“We felt at ease dealing with her.”

I would deeply like to thank Nicole with the sale of a home. It was our first home we have sold and she put us in a relaxed and controlled position for the sale. Her professionalism stood out but her explanations of every situation was clear to understand and we felt at ease dealing with her. It was our pleasure having her represent us in our first time sale. Thank you so much Nicole!!

— Tom Neillings

Loved By Clients City Wide



STEP 8

CALCULATING YOUR NET PROCEEDS

The cheque is in! Now how much do you get to keep? There are a number of closing costs to consider.

Legal Fees. Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000.00 for a lawyer to look after the legal details necessary to close their home.

Mortgage Fees. Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. There is sometimes what is referred to as a discharge fee to remove the mortgage from title that can range from \$100 to \$250.

Disbursements. These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upwards of \$500, but can sometimes be built into your legal fees.

Adjustments. It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

Moving Costs. Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

To estimate your net proceeds, see the worksheet.

CALCULATING YOUR NET PROCEEDS

ESTIMATED SELLING PRICE \$	
Less:	\$
Mortgage Balance	\$
Mortgage Penalty (if applicable)	\$
Interest Per Diem (Interest from last payment to date of closing)	\$
Property Tax / Utilities Adjustments	\$
Moving Costs	\$
Other:	\$
Other:	\$
ESTIMATED NET PROCEEDS OF SALE \$	



CHECKLIST

PREPARING TO LIST YOUR HOME

In preparation for listing your home, you will need to gather up few things:

- A copy of your survey
- Your most recent annual property tax assessment
- The average cost of utilities (electricity, hydro, water)
- The age of your home
- Details of recent improvements or renovations
- A list of items you would like to exclude from the sale
- Pictures of seasonal features (i.e. gardens in bloom)
- A list of any easements or right-of-ways
- Receipts and warranties for recent home improvements
- 10 Best Features of Your Home" Worksheet
- Other relevant information (any upgrades, copy of floor plans, builder plans and/or model name)

For condominium owners:

- Maintenance fees and a list of maintenance/fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status Certificate (if available)
- A list of by-laws and restrictions

YOUR TOP 10 LIST

DESCRIBE 10 THINGS YOU LOVE MOST ABOUT YOUR HOME OR NEIGHBOURHOOD

1.

2.

3.

4.

5.

6.

7.

8.

9.

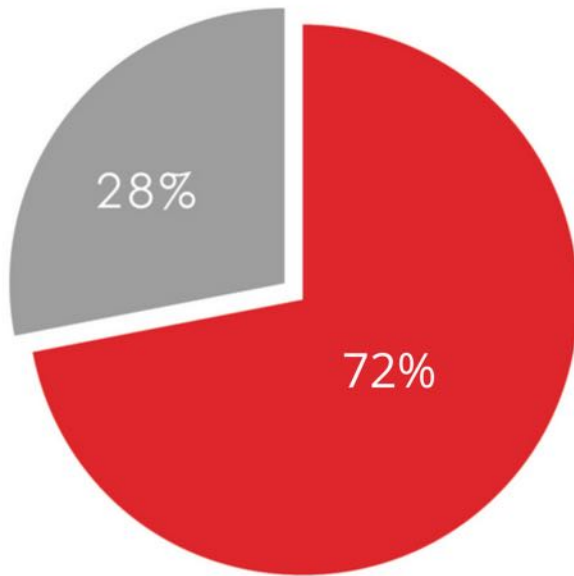
10.



Where We Work is Where You Can Live!



COMMUNICATION GUARANTEE



72%

OF HOMEOWNERS ARE
DISATISFIED WITH THEIR
REALTOR'S® PERFORMANCE.

WHAT YOU SHOULD EXPECT

1. WEEKLY UPDATES BY PHONE & EMAIL

We are available 7 days a week to answer your questions. The weekly updates allow us to show you the progress we have made and create a more focused conversation about what we have done and what we have planned.

2. UP-TO-DATE SHOWING FEEDBACK

Our customer care agents have systems that will ensure you receive feedback after showings in a timely manner.

3. UP-TO-DATE MARKET STATISTICS & TRENDS

EARLY EXIT GUARANTEE

Our Easy Exit Guarantee allows you to cancel our agreement if you are not satisfied.

We Work Diligently to produce exceptional results. We Fix Problems and issues within 48 hours.



YOUR
Winnipeg
REALTOR®

F
FINCH PARTS
LTD.



I ALWAYS HAVE TIME FOR YOU!

C: 204.333.7648 **W:** YOURWINNIPEGREALTOR.COM 6-1549
ST MARY'S ROAD, WINNIPEG, MB R2M 5G9