

# Selling My Home

**A Home Owner's Guide**



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# Selling your home?

You probably have questions like

- *How much is it worth?*
- *How long will it take to sell?*
- *How do I maximize my sale price?*

Let's answer these questions in this step-by-step approach to

## ***Selling My Home.***



### **Why sell now?**

Real estate in the greater Halifax area has been undervalued for years. In 2019 the market started a correction. If you bought your home before 2019, you are in the enviable position of having paid some of the lowest prices for a single-family detached home of any major city in Canada. So, why sell now?

***Buy low, sell high.***





# Don't leave the sale of your most valuable asset to chance.

## How much is my home worth?

To determine your home's listing price, I perform a Comparative Market Analysis (CMA). My study includes city-wide real estate market statistics, sales statistics for your neighbourhood, and the sales data for recently sold comparable homes. When I present my report, I will provide you with a range for your home's asking price based on the statistical data.

## How long will it take to sell my home?

As part of your CMA, I will provide you with data showing how long comparable homes were on the market before they sold. This data will give you an estimate of how long it will take to sell your home.

## How do I maximize my sale price?

Pre-listing preparation determines the success of the sale of your home. During the pre-listing phase, I will advise you how to

- Gather documentation
- Reduce buyer objections
- Create "curb appeal"

## What documentation do I need?

The sale of your home will require a combination of documents unique to its characteristics such as

- Working with the Real Estate Industry
- Residential Input Form
- Seller Designated Brokerage Agreement
- Equipment Schedule
- Property Disclosure Statement
- Utility Statements
- Covenants

I look forward to explaining which documents your listing requires and the purpose each one plays in the successful sale of your home.

## What is a buyer's objection?

A buyer's objection is the statement of a personal preference or the identification of a material defect to justify withholding or terminating an offer.

An objection can be as simple as a preference for a paint colour or as serious as the identification of a failed electrical system. Objections due to clutter, necessary repairs, cleanliness, pets, and neglected landscaping are all preventable.



## How do I create "curb appeal"?

I can suggest a strategy for you to prepare your home to make the best impression on buyers. To maximize your home's curb appeal, I will advise you to

- Declutter
- Repair known deficiencies
- Make cosmetic upgrades
- Clean
- Reduce the presence of pets
- Maintain landscaping
- Professionally stage

## Sell your home professionally.

My role as your REALTOR® is to make sure that you and your home are well-prepared so that you achieve the best outcome from the sale of your home.



# Sell your home professionally.

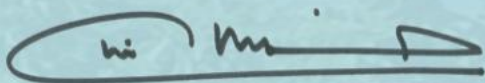
## Chris, what will you do to sell my home professionally?

I will meet with you to map out a strategic plan for selling your home. Here are the services I will provide to professionally list your home for sale

1. Present an up-to-date analysis of the Halifax real estate market
2. Present a statistically-based Comparative Market Analysis (CMA)
3. Explain listing documents
4. Assemble required supporting documentation
5. Recommend sub-contractors if repairs are required
6. Recommend lawyers for closing
7. Take professional real estate photography
8. Create a 3D virtual tour
9. Produce and promote a listing video
10. Create PDF and printed listing brochures
11. Provide a secure lockbox to facilitate showings
12. Register a full Multiple Listing Service (MLS) listing
13. Provide social media promotion
14. Process sales inquiries
15. Show your home to qualified buyers
16. Present offers to you
17. Provide advice for negotiating
18. Recommend moving companies if needed
19. File required documentation
20. Confirm buyer's deposit has been paid
21. Hold buyer to account during the conditions phase of the offer
22. Work with your lawyer towards a smooth closing

As your REALTOR®, I will help you manage the ups, the downs, and the stress of selling your home. I will take you through the entire process step-by-step and advise you regarding documentation, decluttering, repairing, cleaning, staging, photography, showings, time-sensitive offers, negotiating, inspections, counter offers, lawyers, and closings.

Don't leave the sale of your family's most valuable asset to chance. Sell your home professionally with a licensed expert. Contact me to get started Selling Your Home!



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## How can I get started?

Call, text, or email me.



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Not intended to solicit clients already under contract.