



Paolo Zulian

Sales Representative

905-335-3042 (Office)

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www.doorbell.ca

Royal LePage Burlington Real Estate Services Brokerage

EXPERIENCE YOU CAN TRUST !

3060 Mainway, Suite 200

Burlington, ON L7M-1A3

Ask for Help

I can help you see your home through the objective eyes of a prospective buyer and suggest preparations to make the right impression. Put my expertise to work for you and learn more about these steps in your home sale:

- Preparing**
- Pricing
- Listing
- Marketing
- Negotiating Offers
- Closing



Helping You With Your Home Sale

Preparing

Placing your home on the market requires objectivity and potentially significant preparation. As your chosen real estate professional, I will guide you through the preparation process to help you:

- ✓ Appreciate the impression your home will make on potential buyers
- ✓ Define improvements that you can undertake to sell your home faster and at the best possible price
- ✓ Outline suggested interior and exterior preparations for cleaning, repair and organization
- ✓ De-clutter and depersonalize your space to achieve the broadest appeal
- ✓ Arrange furniture to make rooms appear as spacious as possible
- ✓ Connect to professionals for preparation assistance such as painters, cleaners, contractors, carpenters, repair people, home stagers, and more
- ✓ Create a mood ideal for showcasing your home such as playing relaxing background music, lighting a fire, adding plants and flowers, maximizing lighting and fine-tuning the temperature



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Ask for Help

I can help you determine an asking price designed to deliver results. Put my expertise to work for you and learn more about these steps in your home sale:

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- Listing
- Marketing
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Helping You With Your Home Sale

Pricing

Determining the right asking price is the most critical factor to the success of your home sale. As your chosen real estate professional, I will:

- ✓ Help you understand current market conditions and how they will impact your home's asking price
- ✓ Prepare a market analysis to give you an appreciation of what comparable homes in your area have recently sold for
- ✓ Assist you in understanding the marketability of your home's location, size, style and condition
- ✓ Explain how pricing appropriate to market value will help make your home more marketable, exposing it to more qualified buyers while generating the best offers
- ✓ Clarify the importance of capitalizing on the early activity associated with new listings by pricing your home appropriately when it first goes on the market
- ✓ Help to create value and future negotiating power through chattel inclusions and exclusions
- ✓ Work with you to develop a pricing strategy and determine an asking price that will sell your home in the shortest amount of time at the best possible price



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Ask for Help

I can help you navigate through the required documentation for listing your home. Put my expertise to work for you and learn more about these steps in your home sale:

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- Marketing
- Negotiating Offers
- Closing



Helping You With Your Home Sale

Listing

Entering into a Listing Agreement is the first formal step in marketing your home to prospective buyers. As your chosen real estate professional, I will:

- ✓ Explain the Listing Agreement document, a contract that commits Royal LePage to market your home for a specified period of time in exchange for a marketing fee or commission, paid upon successful closing of your home sale
- ✓ Discuss the marketing fee and the specific value you will receive in exchange for that fee
- ✓ Outline the details of the agreement including the asking price, a description of the property, inclusions and exclusions, annual property taxes, and any rights of way, easements, liens, or charges against the property
- ✓ Request any required supporting documents such as a property survey, property tax receipts, deed or title search documentation
- ✓ Ask you to authorize your mortgage lender to verify your current mortgage details, where applicable
- ✓ Request other documentation such as expenses related to heating, electrical and water consumption as well as receipts for any home improvements to assist your home sale



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Ask for Help

I can help you market your home to reach the greatest amount of prospective buyers. Put my expertise to work for you and learn more about these steps in your home sale:

- Preparing
- Pricing
- Listing
- ▣ **Marketing**
- Negotiating Offers
- Closing



Helping You With Your Home Sale

Marketing

A comprehensive marketing plan, customized to your home, will give it maximum exposure and the attention it deserves. As your chosen real estate professional, I will:

- ✓ Prepare a personalized marketing plan containing all activities intended to market your property to prospective buyers and their real estate representatives
- ✓ Place your home on the Multiple Listing Service®, or MLS®, making it accessible to all real estate professionals and their clients, unless you choose to list your home exclusively with Royal LePage
- ✓ Provide national exposure for your home by placing it on both the MLS® and Royal LePage websites – two of the most visited real estate websites in Canada
- ✓ Provide local exposure for your home with a lawn sign, open houses, newspaper and print advertising
- ✓ Showcase your property through print and web-based marketing tools which may include property feature sheets and brochures, 'Just Listed' flyers and postcards, virtual slide shows, web commercials and email marketing
- ✓ Network with other real estate professionals and my database of clients where applicable, to provide incremental exposure for your home



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Ask for Help

I can help you understand the offers you receive and can negotiate to get you the best deal possible. Put my expertise to work for you and learn more about these steps in your home sale:

- Preparing
- Pricing
- Listing
- Marketing
- **Negotiating Offers**
- Closing



Helping You With Your Home Sale

Negotiating Offers

Upon receipt of a purchase offer, there are several considerations and negotiating nuances to understand before you provide acceptance. As your chosen real estate professional, I will:

- ✓ Clarify all elements of the offer including price, deposit, financial terms, inclusions and exclusions, the closing or possession date and any conditions that apply
- ✓ Help determine an appropriate response within the timeframe required, either accepting or rejecting the offer, or developing a counter-offer
- ✓ Set a course of action for any counter-offer terms such as adjusting the offer price, inclusions and exclusions, the closing date, or removing conditions
- ✓ Manage all offers and any counter-offers, negotiating to get you the best possible deal
- ✓ Ensure you understand and agree to all of the offer terms before you provide acceptance



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Ask for Help

I can help you understand the closing process and its associated tasks. Put my expertise to work for you and learn more about these steps in your home sale:

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- Marketing
- Negotiating Offers
- **Closing**



Helping You With Your Home Sale

Closing

Your home sale is completed on closing day when ownership is officially transferred to the buyer. As closing day approaches, there are a number of tasks to complete:

- ✓ Hire a legal professional to represent your interests and manage closing documentation
- ✓ Satisfy any conditions you may be subject to in the offer
- ✓ Arrange for your self-move requirements or obtain estimates from reputable moving companies and book as far in advance as possible
- ✓ Contact utilities to have meters read on closing day and coordinate cancellations, transfers and change-of-address notification for medical, financial and contracted services, licenses, subscriptions, memberships, and personal mail
- ✓ Organize the connection of services and utilities at your new home
- ✓ Coordinate with your lawyer the receipt of compensation for prepaid utility expenses and the payment of real estate and legal fees from the proceeds of the sale
- ✓ Meet with your lawyer to sign required closing documentation to discharge any mortgages, transfer the deed, and to provide the keys for the buyer