

# A ROADMAP TO SELLING YOUR HOME

Your Step-by-Step Guide to a  
Successful & Profitable Sale

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# THE ADVANTAGES OF BEING AN EDUCATED SELLER



If you're thinking of selling, you probably have a lot of questions!

- What's my home worth?
- Should I use an agent or go at it alone?
- How do I make my home attractive to buyers?

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

The Rocca Sisters Team can help!

Selling your home is a journey, and the more informed you are about what to do and expect, the more successful your sale will be.

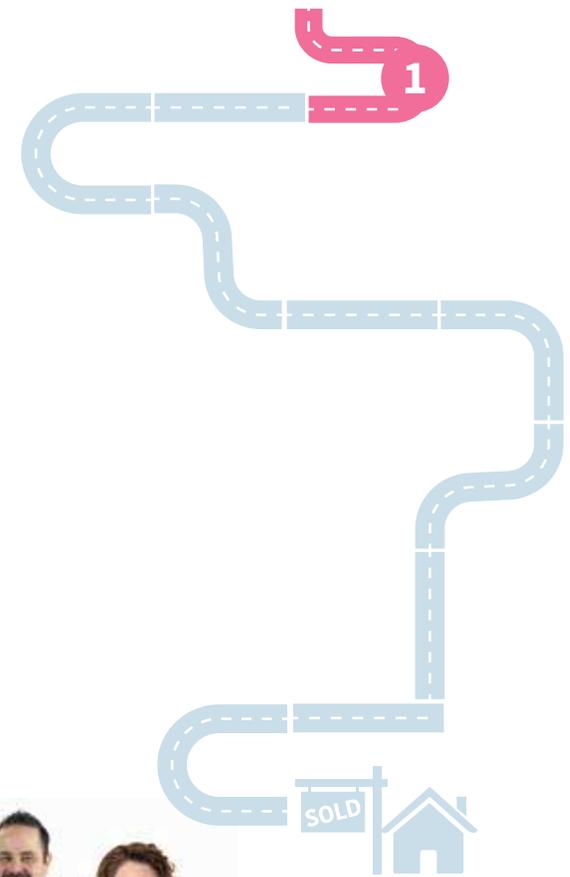
Let your journey with The Rocca Sisters Team begin!

# GETTING READY FOR SUCCESS

The first step starts with a phone call. Our dedicated associates are ready to speak with you regarding your home and starting the process.

Lets get the ball rolling! Whether you are considering listing now or perhaps you are thinking about months or years down the road. We can provide you with valuable insight on how to get ready, including small inexpensive changes that can add value to your home.

The Rocca Sisters Team will make your journey easy and enjoyable!



## 3 WAYS TO MAKE HOME SELLING EASY

- 1 Connect with The Rocca Sisters Team.**  
Our team offers specialized Listing Associates & Buyer Associates that are extremely educated on the market and areas to give you the best advice to move forward on your journey. We're the best in the business!
- 2 Understand the steps involved.**  
The more you know about what to expect, the less intimidating the process will be. You will make better decisions, too.
- 3 Start now.**  
The earlier you begin the process of selling your home, the more time you will have... and the less stressful the journey will be.

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Need  
Help?

Have a question? Curious about what your property is worth in today's market? See the back of this guide for our contact information and reach out to us at any time.



## PRICE SMART

Setting the list price of your home is an art. Too low and you leave money on the table — perhaps tens of thousands. Too high and you scare away buyers — perhaps forever.

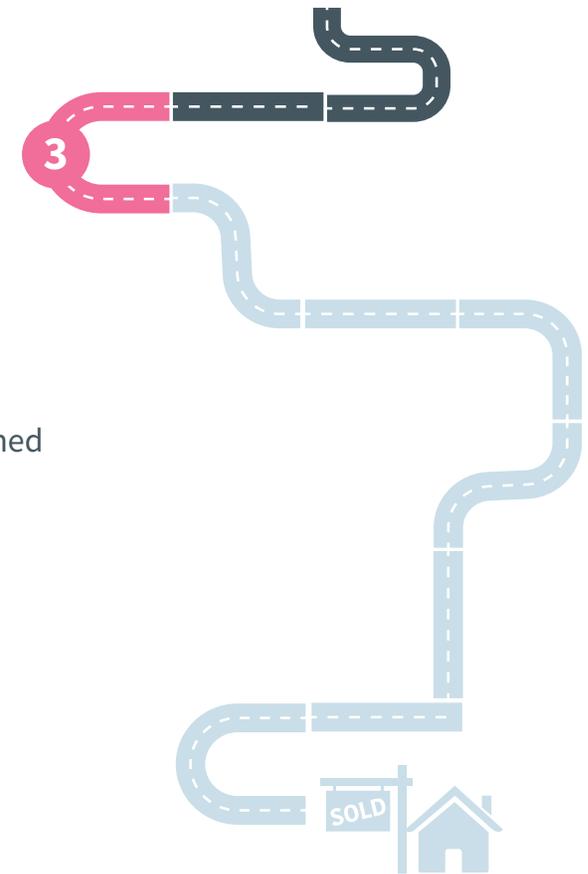
To complicate this, your home is an emotional asset. It's hard to see it objectively, as a “product” for sale.

Establishing the optimal price requires a combination of expertise, analysis, and old-fashioned street smarts with local and national market knowledge, an exhaustive study of relevant homes for sale, an analysis of past sales, and extensive experience.

Our Listing Associates are incredibly savvy at determining a list price that maximizes your property's value and minimizes the time it takes to sell. We have a proven track record for selling homes faster and for more \$.

It's no easy task, but it's a critical one. Pricing your home right the first time results in more showings, more offers and ultimately the best result with selling 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.



## STEP 3 (CONTINUED)

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# MARKET RULES

The most important thing to understand is that the market rules. Buyers want to purchase your property at or near its actual market value — which may differ from the sentimental value you place on your home.

We have an all encompassing, full comprehensive guide to accurately price your home and navigate you through what to expect day by day in the market place. Read what the market is telling us, and interpret the important feedback we receive. We are not just a team at Rocca Sisters Team, we're a team with you, walking you through the process step by step.

It all sounds complicated, but it doesn't need to be. The good news is, you will have a knowledgeable and experienced Listing Associate to turn to every step of the way.

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Need  
Help?

Want to find out what your home will likely sell for on today's market?  
Give us a call at 905.335.4102 or email [info@roccasisters.ca](mailto:info@roccasisters.ca).

## Pricing Is Tricky

Home for sale in  
the \$250,000-  
\$500,000 range.

 **Price set  
just 15%  
too high.**

Few qualified buyers  
bother to see it.

 **Price set  
just 15%  
too low.**

Risk of losing \$37,500-  
\$67,500 on the sale.

# PREPARING TO WOW BUYERS

Once you have set the price, your next step in the journey is preparing your property so that it looks attractive to buyers. Ideally, you want your home to look like a showpiece.

This is more important than you might think. We repeatedly find that people can't visualize the potential of a home. They have to see it. **That means that how your home shows — today — is how people see themselves in it.** They can't see past the chips, leaks, clutter and stains. In fact, they tend to focus even more on those things.

## The 3 R's of prepping your home for sale



### Remove.

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, or better yet...donate it! Just get it out of the house. You want your home to look spacious and tidy.



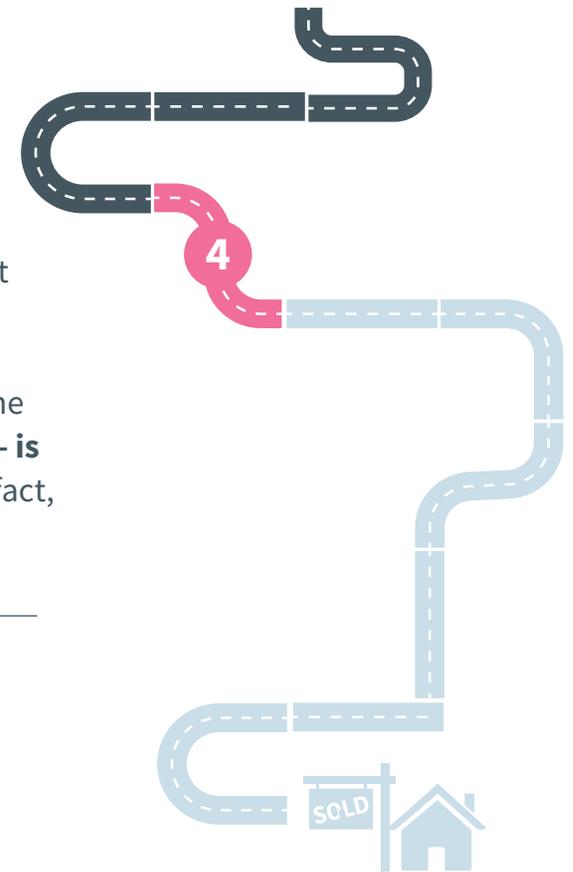
### Repair.

Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can. If you need a contractor, our team can recommend one.



### Renew.

Clean, clean and clean again. (It's that important!) You want your home to look guest-ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way to dramatically improving the look.



## STEP 4 (CONTINUED)

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# Consider Staging

The Rocca Sisters Team provide a full Staged & Sold Action Plan that includes a complimentary staging consultation, even complimentary staging.

For information on our Staged & Sold program, please contact us directly.

The National Association of REALTORS state that staged homes sell 49% faster and for 7-11% more money.



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Need  
Help?

We would be happy to help give you a few staging tips and ideas.  
Give us a call at 905.335.4102 or email [info@roccasisters.ca](mailto:info@roccasisters.ca).

<sup>3</sup>Source: 2015 Profile On Staging published by NAR, <http://www.realtor.org/reports/2015-profile-of-home-staging>

## Staging

Staged homes sell

**49%**

faster for

**7%-11%**

more money<sup>3</sup>

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# MAXIMUM EXPOSURE TO BUYERS

Now that you have made your property look its best, you want as many qualified buyers as possible to consider it.

In other words, you want to get the word out. 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 importantly, the more buyers you have interested in your home, the higher the potential sale price, and the faster the sale.

These days, marketing requires more than an MLS® listing and lawn sign. You need a strategic action plan to promote your listing so that all the right buyers find out about it, get excited about it, and — most importantly — come to see it and want it!

**Homes that sell fast and for a top price tend to use a combination of the following:**

## ONLINE MARKETING

### MLS®

A detailed listing on the largest database of available real estate. We are members of three Real Estate Boards.

### Photos

A picture really can paint a thousand words so be sure to have professional photos that complements each room and feature.

### Video

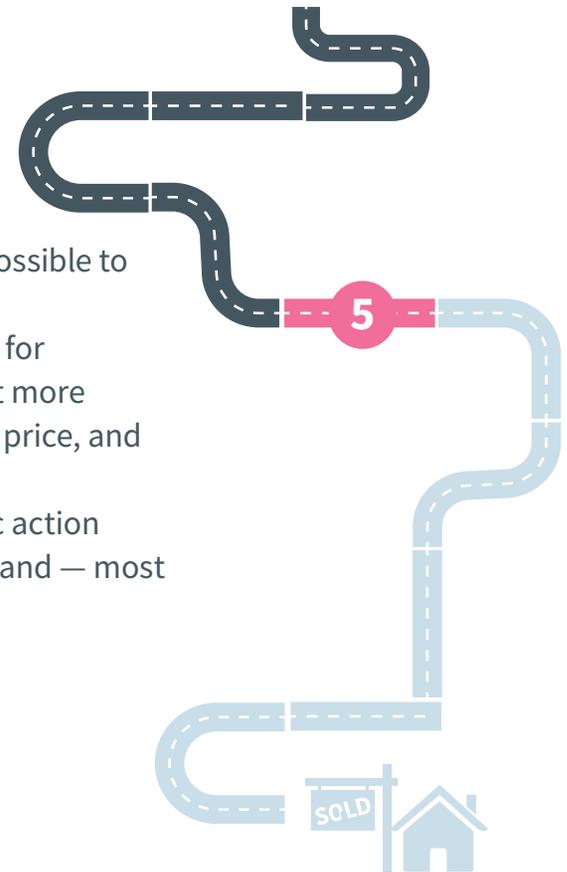
Our videos are high definition, cutting edge technology representing your home and neighbourhood in it's finest form.

### Websites

Over 90% of buyers start their home search online.<sup>4</sup> We ensure your home is showcased on as many websites as possible

### Social

We use professional targeted social media tools to reach the right buyers at the right time on multiple platforms including Facebook, Instagram, Twitter, Pinterest and more.



<sup>4</sup>Source: *The Digital House Hunt: Consumer And Market Trends In Real Estate* published by NAR.

## STEP 5 (CONTINUED)

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### OFFLINE MARKETING

#### Open Houses

A good way to showcase your home to agents and potential buyers.

#### Print

Print ads in local newspapers & magazines as well as postcard drops are an effective way to market your home and drive traffic to your online listing. We offer an extensive print advertising package that we would love to share with you.

#### Prospecting

Great agents tap into their network. The only thing that separates one agent from other is their knowledge, experience, expertise and NETWORK. As Nationally Ranked Top Producing agents, we reach out far & wide in our local & international networks to find a buyer for your home.

#### Feature Sheets

Great photos, inspiring descriptions in professional take-away form are a great reminder for viewers who are still deciding.

And...that's just the beginning!

The Rocca Sisters Team have a dedicated in house marketing team whose primary focus is your home. We encourage you to meet with one of our Listing Associates to view our extensive portfolio of marketing & advertising (second to none) that proves we get our clients top dollar for their most valuable asset time and time again.

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Need  
Help?

Want some initial ideas on how to get qualified buyers flocking to see your home? We can help. Give us a call at 905.335.4102 or email [info@roccasisters.ca](mailto:info@roccasisters.ca).

## The Power of Promotion

The higher the number of qualified buyers who find out about your listing, the more likely you are to sell at a top price.



Poorly promoted listing.

Few qualified buyers find out about it.



Moderately promoted listing.

About 50% of qualified buyers find out about it.



Rocca Sisters Team promoted listing.

Nearly 100% of qualified buyers find out about it.

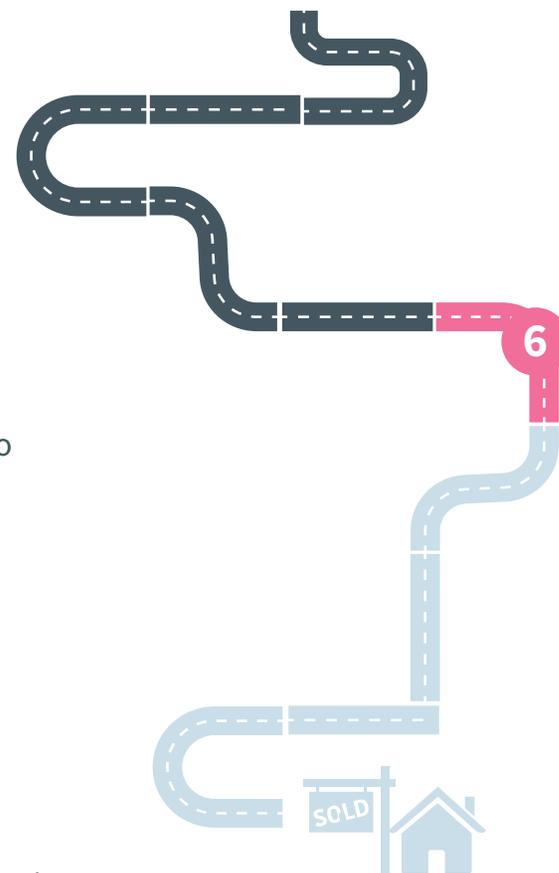
# SHOWING IT OFF

At this stage in the journey, it's getting exciting! You have qualified buyers coming to see your property. One or more may fall in love with your home and make an offer.

**How do you turn lookers into buyers? Follow these guidelines:**

- 1 Don't be there.**  
Buyers want to feel free to look around and discuss your home candidly. According to the research, they prefer to see a home with an agent rather than the homeowner.
- 2 Be flexible when scheduling.**  
Restricting viewings to "Saturdays 3-6" will considerably limit the number of buyers able to see your home. We understand showings can sometimes be a pain, but the potential is getting an offer. Try to be flexible, and approve viewings as often as possible.

Also, be willing to have a buyer see your home on short notice. (They are often the most eager to buy.)



## STEP 6 (CONTINUED)

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### **Make your home inviting.**

Ever notice how model homes are always neat and tidy — and never have closed doors! That’s because the more inviting a home is the more likely the buyer is to make an offer.

You don’t have to do much to prepare. Make sure your home is clean. Put away personal items like family pictures (that way a buyer can imagine themselves living there.) Leave lights on and open curtains and blinds, where appropriate. Make sure pets are cordoned off or, better still, take them out.

Maintain the yard. Cut the grass, trim the hedges, and sweep the walkway. Often, buyers will form an initial “good or bad” impression by the time they have entered your front door.

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### **Have helpful information available.**

These include property brochures and contact information. If you are selling your home in the winter, summer pictures help buyers visualize how great your home looks in the warmer weather. Got a great neighbourhood? A list of area features — parks, schools, running paths — will give buyers a clearer picture. These features and more are all showcased through the Rocca Sisters in house marketing program.

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Need  
Help?

If you would like some practical ideas for making your viewings more successful, give us a call at 905.335.4102 or email [info@roccasisters.ca](mailto:info@roccasisters.ca).

## Where good impressions are made



### **Curb appeal**

How your home looks from “the curb”. Make sure what they see looks great.



### **Foyer**

What the buyer sees as soon as they walk in the front door. Make sure this area is clean, uncluttered and spacious.



### **Kitchen**

Often the first room a buyer sees! Ensure countertops are cleared and everything shines.



### **Bathrooms**

Store away personal items, such as toothbrushes and cosmetics.

## STEP 6 (CONTINUED)

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Describe 10 things you love most about your home or neighbourhood.

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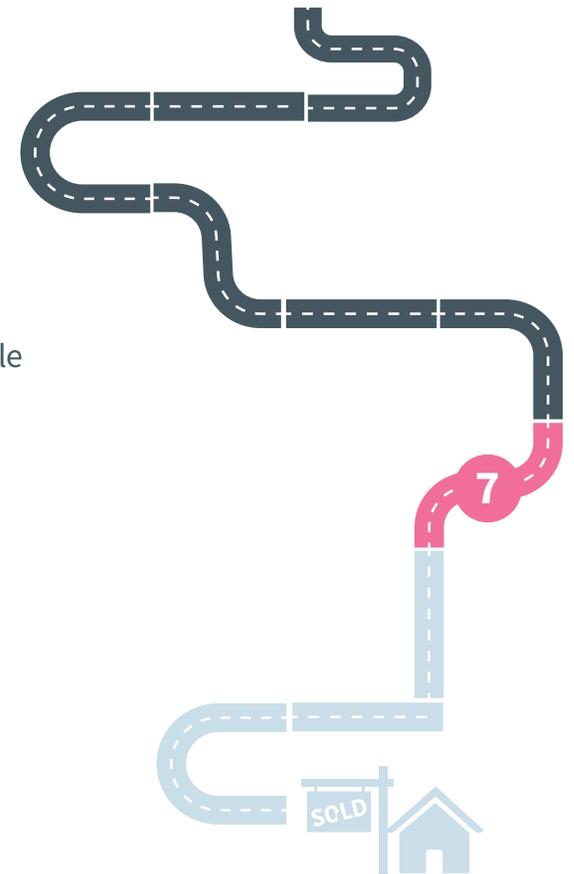
# NEGOTIATE LIKE A MASTER

When your Listing Associate presents you with an offer – or ideally multiple offers – you are getting close to selling your home. Skilled negotiations are required to ensure that the deal is made for the highest price possible, with the ideal terms and conditions that you are comfortable with.

Chances are, an offer will be lower than your asking price. Don't be concerned or offended it is very normal. The best way to think of the first view of an offer is as a starting point to a conversation. If the buyer is interested in your home, the conversation has begun.

Things to keep in mind:

- Counter offers are normal. Expect there to be a back and forth.
- Momentum is important. Things happen quickly at this stage and your Listing Associate will be at the forefront on your behalf.
- Price isn't the only thing. Keep in mind your negotiations for conditions, closing date, and inclusions. Don't get stuck off the price.







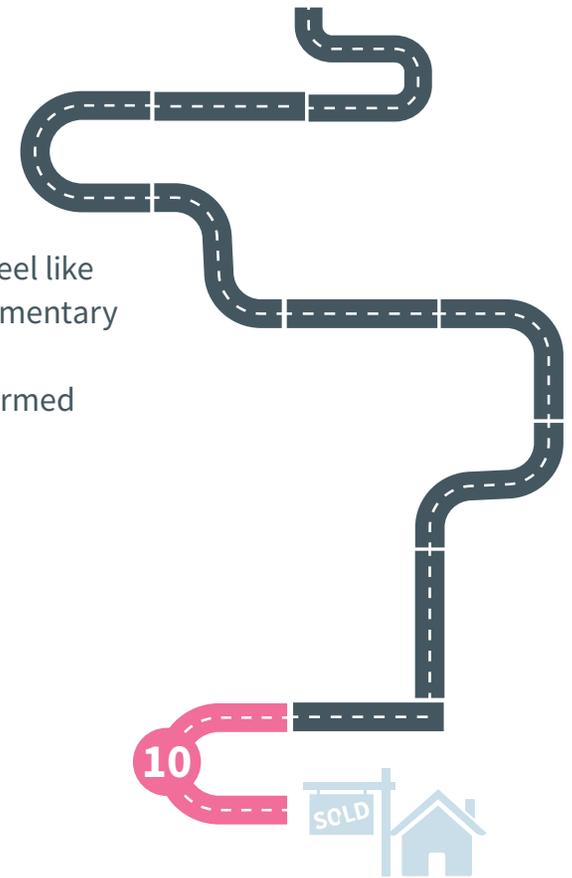
# BOOK A MEETING

Feeling more informed? We hope so! There's a lot to selling a home. If, after reading this, you feel like you want some help, we would be happy to speak with you. We will provide you with a complimentary market evaluation of your home and answer any other questions you have. Please find our contact information below. We would love to help you become even more informed and organized to get the best result when selling your property.

Sincerely,

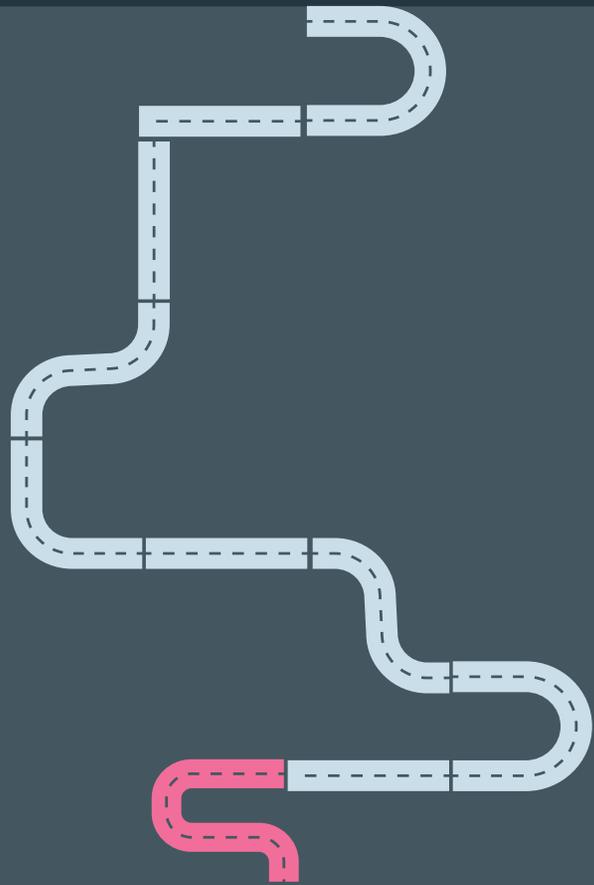
**Cathy and Tanya Rocca**  
**Rocca Sisters Team**

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OUR RELATIONSHIPS RECOMMEND US



CONTACT US

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DISCLAIMER: This document is not intended to solicit properties already listed for sale with another broker.



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