

# Home Buying and Selling Guide

## Home Buyer Guide



**Dear Reader, this is a very short guide. Attended our free home buyers seminar by zoom**

- **When To Buy**
  - Get into home ownership as early as possible
  - Don't Let Bad Credit Stop you
  - Beware of lo ball appraisals. You will have to come up with the shortfall in value
  - [Call us for more information ...](#)
- **Why Buy**
  - Home ownership is generally considered a good long-term investment
  - TIP: Value Consideration: Avoid buying the biggest home on the street ("Looses Money"), as smaller surrounding homes may lower its appraised value.
  - [Call us for more information ...](#)
- **Get Approved for a mortgage:**
  - Don't Let Bad Credit Stop you
  - ONLY remove the financing condition if you have it in writing from the lender
  - Beware of lo ball appraisals. You will have to come up with the shortfall in value
  - [Call us for more information ...](#)
- **The Down Payment:**
  - A minimum of 5 % Down payment (\$25,000) on a 500,000 home
  - Down Payment Assistance Programs are Available
  - Don't wait to save for more. Buy with the least amount down
  - [Call us for more...](#)
- **The Realtor:**
  - Our offers are in English. Make sure the agent has a good command over English
  - Use an experienced realtor, not just because they are a friend of family member
  - **Beware:** Referred realtor as often paying for the referral
  - [Call us for more information ...](#)
- **The Buyer Representation:**
  - Using a realtor is often Free. But there are scenarios when a buyer will be responsible to the buyer agent
  - Beware of long term contracts
  - [Call us for more information ...](#)
- **The Viewings:**
  - Check the are amenities, You are buying into a neighbourhood
  - Check the Area crime rate
  - High density of apartment buildings and Housing is not a good sign
  - [Call us for more...](#)

- **The Agreement of Purchase and Sale (APS)**
  - The Price
  - The inclusions (what stays with the house).
  - The APS Conditions ( Financing, Inspection, Stigma).
  - **Call us for more...**
- **The Offer:**
  - The deposit (Is Your Deposit Protected. **Not Really!**)
  - The conditions to be fulfilled
  - The firming up of the deal
  - **Call us for more information...**
  -
- **The Lawyer:**
  - Very important to use an experienced lawyer
  - Make sure the lawyer is available on closing day
  - Make sure your lawyer is on the lenders Approved List
  - **Call us for more...**
- **The Moving Day:**
  - Make sure your moving day is in the middle of the week
  - Make sure the moving day is not on a holiday
  - You will get the keys at 5 pm
  - **Call us for more...**

#### **FREE SEMINARS**

If you like more information please attend our Free Online Seminar as

[AwesomeDawson.ca/free-seminar](http://AwesomeDawson.ca/free-seminar)

Dawson Pereira –BROKER

647-509-8289

Sutton Group Admiral Realty -Brokerage

Dear Reader, this is a very short guide. Attended our free home sellers seminar by zoom

## The Home Seller Guide (Maximization Your Return)

### I. Preparation and Pricing: Getting it Right from the Start

Mistake to Avoid	Action to Take	Key Concept
<b>Overpricing the Home</b>	<b>Price it right based on comparable sales (Comps), not emotion.</b> Overpriced homes deter qualified buyers, "go stale," and usually sell for less after reductions.	<b>Market Value vs. Emotional Value:</b> The market determines the price. Use a professional Comparative Market Analysis (CMA).
<b>Ignoring Minor Repairs</b>	<b>Fix the small stuff</b> (leaks, holes, sticky doors). Buyers exaggerate the cost of minor flaws, which can lead to lowball offers.	<b>Deferred Maintenance Red Flags:</b> A clean, well-maintained home suggests structural systems are also in good order.
<b>Over-Renovating</b>	<b>Focus on cosmetic and high-return improvements</b> (e.g., fresh, neutral paint, landscaping), not expensive, custom projects that may not appeal to all buyers.	<b>ROI vs. Appeal:</b> Invest in universal appeal. Let the buyer customize the big-ticket items.

### II. Presentation and Marketing: Making the Best First Impression

Mistake to Avoid	Action to Take	Key Concept
<b>Failing to Stage, Declutter, and Depersonalize</b>	<b>Follow the "Three D's": Declutter, Depersonalize, and Deep Clean.</b> Remove personal items, family photos, and clutter to allow buyers to envision themselves living there.	<b>Visualization:</b> Buyers need to imagine their future, not be distracted by your past.
<b>Ignoring Curb Appeal and "Screen Appeal"</b>	<b>Enhance the exterior</b> (landscaping, clean entryway). <b>Invest in professional, high-quality photography and video</b> for online listings.	<b>First Impression:</b> Poor online photos or a neglected exterior will cause buyers to immediately skip the listing.
<b>Ignoring Odors</b>	<b>Eliminate odors.</b> Strong smells (pets, smoke, cooking) are a major deterrent. Have an objective third party confirm the air is neutral.	<b>Sensory Triggers:</b> Odors can cause a buyer to reject a home regardless of price or condition.

### III. The Selling Process and Negotiation

Mistake to Avoid	Action to Take	Key Concept
<b>Limiting Showings and Being Inflexible</b>	<b>Maximize availability.</b> Be prepared to leave your home on short notice for viewings. If possible, always vacate the premises during showings.	<b>Accessibility:</b> Buyers will move on if they cannot easily see the home. Sellers who "hover" make buyers uncomfortable.
<b>Letting Emotions Interfere</b>	<b>Keep a business focus.</b> Do not get insulted by low offers or defensive over buyer feedback. Your agent should manage all communication and negotiation.	<b>Separation of Business and Emotion:</b> Personal feelings about your home have no bearing on its market value.
<b>Failing to Disclose Known Issues</b>	<b>Be transparent about all known material defects.</b> Honesty about problems prevents legal issues down the line, as most defects will be discovered during the home inspection.	<b>Trust and Legal Risk:</b> Hiding issues can cause the deal to collapse, or lead to a lawsuit after closing.
<b>Being Too Rigid in Negotiation</b>	<b>Be flexible on non-essential terms</b> (closing date, repair credits). Evaluate the total offer package, not just the price.	<b>Total Package:</b> An acceptable price with a quick, non-contingent closing may be better than a higher price with uncertain terms.

### IV. Professional and Financial Management

Mistake to Avoid	Action to Take	Key Concept
<b>Hiring the Wrong Agent (or None at All)</b>	<b>Interview experienced, local agents</b> with a proven track record. Avoid attempting a "For Sale by Owner" (FSBO), which typically very risky	<b>Expertise Pays:</b> A top agent's marketing and negotiation skills often result in a higher sale price, more than justifying their commission.
<b>Forgetting to Factor in All Selling Costs</b>	<b>Prepare for selling expenses</b> including agent commissions, legal fees, transfer taxes, and existing mortgage prepayment penalties.	<b>Net Proceeds:</b> Calculate your final profit as the sale price minus your mortgage payoff and all selling costs.

#### FREE SEMINARS

If you like more information please attend our Free Online Seminar as

[AwesomeDawson.ca/free-seminar](http://AwesomeDawson.ca/free-seminar)

Dawson Pereira –BROKER

647-509-8289

Sutton Group Admiral Realty -Brokerage