

Your Personal Guide to

# SELLING YOUR HOME



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— Real Estate —

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My name is Kyle Todoruk, I am a Realtor with Royal LePage in Prince George. I strive to go above and beyond to ensure your experience with buying or selling Real Estate is memorable.

My aim is to provide my clients with honesty, dedication, and reliability throughout each unique experience. I strive to respond to clients, customers, and other Realtors' inquiries in a timely and focused manner. My clients are my biggest assets and I hope to build lasting relationships with each of them.

My interest for real estate grew as I started buying investment properties of my own. I have learned a lot about what to look for in a home to get you the best value. I am very excited to use my experience and knowledge to help you find what you're looking for whether it be your dream home or an investment property! I will use the latest internet marketing tools to expose your property to the widest possible range of qualified buyers. I'm happy you made the right move by contacting me today, let the fun begin!

## PRICING STRATEGY FOR DIFFERENT MARKET CONDITIONS

### BALANCED MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or sellers. Properly priced homes should sell within 1-2 months.

### SELLER'S MARKET

Inventory is low. Properly priced homes generally sell within the first month of listing. If you have not received an offer within this time period, it is priced too high.

### BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes are priced just below other, similar homes and will usually sell within 2-3 months.

### SUCCESS RELIES ON THESE MAJOR FACTORS:

1. the listing price
2. the level of motivation in both the seller and the buyers
3. the marketing plan of your Realtor®

The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor® is responsible for implementing an effective marketing plan.

### Before setting your listing price, you need to seriously consider the following:

1. Are the benefits of moving important enough to you to price your property at fair market value?
2. Is your understanding of the current market value of your home based on actual statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
5. How long are you willing to wait to sell your home?

# THE **SELLING** PROCESS

The selling process can be a bumpy road to travel. I will be an invaluable source of knowledge, contacts, and advice, helping you get the best results from listing to sale.

## STEP 1



### CONSULTATION

Help me to thoroughly understand your needs, then enter into an agency relationship:

- DORT
- Fintrac Form
- Listing Contract
- Data Input Form
- Property Disclosure

## STEP 2



### LIST AND MARKET YOUR PROPERTY

I will provide professional advice to market your property to its full potential and optimize showings.

See my professional marketing plan within this guide.

## STEP 3



### SHOWINGS

I will coordinate showings with prospective Realtors® and their buyers. I will provide detailed feedback from showings and help you respond to those insights if it's deemed necessary.

## STEP 4



### PRESENTATION OF OFFERS

I will advise how to negotiate an offer that is in your best interest.

## STEP 5



### OFFER ACCEPTED

Once an offer is accepted, it will likely come with Conditions / Subject Clauses.

I will liaise with the buyer's Realtor® to help ensure that Conditions / Subject Clauses are satisfied.

## STEP 6



### REMOVE SUBJECTS

Your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc.

You will need to visit your lawyer or notary to sign closing documents.

## STEP 7



### COMPLETION

This is the official date that you receive the funds from the sale of your home.

The name on the title will be transferred into the buyer's name.

## STEP 8



### POSSESSION

I will deliver your keys to the buyer's Realtor®.

# MY PROFESSIONAL MARKETING STRATEGY



Signage



Social Media



Market Expertise



Personal Network of Buyers



MLS Access



Professional Photography



Negotiation Expertise



## TIPS for Best Showings

Buyers are excited to see your home. They have high hopes that this will be THE ONE! Everything you do to help bring that vision to a reality will benefit you in the long run.

- 1 Ensure easy access - provide a key
- 2 Remove parked cars from the driveway
- 3 Prune overgrown trees that impede line of sight from the street
- 4 Ensure walkways and entrance are clear and swept
- 5 Keep your lawn mowed and edged
- 6 Remove debris from landscaping
- 7 Keep your home clean - people will notice and remember
- 8 Keep all lights on and replace bulbs that need replacing
- 9 Keep all drapes and shutters open
- 10 Keep all doors unlocked
- 11 Leave soft music playing
- 12 Leave the premises - take a short walk with children/pets
- 13 Let the buyer be at ease and let the agents do their job





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