

# **SELLER'S GUIDE**

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**A STEP BY STEP GUIDE TO  
SELLING YOUR HOME**

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# Selecting the Right Realtor

There is no doubt about it. Your Realtor has a huge impact on whether or not your home sells quickly, how much you get for your property and your experience throughout the process.

You may ask, "Why should I sell with you?" The best way for me to answer that is during a personal consultation.

Our meeting will give us an opportunity to get to know each other, for me to explain my skills and experience, and for you to ask questions to ensure there is a good fit. There is absolutely no obligation to proceed.

## **As your realtor, I will:**

- » Listen carefully to your needs and goals, and keep these top-of-mind throughout the process.
- » Be readily available to you by phone, email, or text when you have questions or concerns.
- » Provide you with practical suggestions on how to prepare your home so it impresses and excites buyers.
- » Recommend a listing price that takes into account your goal as a seller, the current market conditions, and generates buyer interest.
- » Prepare a plan to promote your property to qualified buyers to ensure that it sells.
- » Prepare promotional materials including pictures, property description, flyers, etc.
- » Generate excitement in the marketplace about your listing.
- » Work with you to schedule showings and open houses with as few inconveniences to you as possible.
- » Negotiate the best price and terms when an offer is made.

## **Attracting Qualified Buyers**

- » The sooner that we can begin the process, the sooner your house will be sold – and for top price!
- » Your home must attract the attention of qualified buyers eager to purchase a property like yours.
- » Before your house is even listed, I will connect with my network of buyers.
- » I will also ensure my fellow real estate agents are informing their clients about your home.



## SETTING YOUR PRICE

The goal is to sell your home for the highest possible price. You may even have a number in mind. How do you determine if that number is reasonable?

**You may be concerned that:**

- » If the list price is too high, few buyers, if any, will see it.
- » If the list price is too low, you could end up leaving thousands of dollars on the table.

Don't worry! We will collaborate to establish a list price that will pique the interest of qualified buyers - so you get the highest sale price possible.

Once we've walked through your property together and looked at its features, we then take into account the comparable homes in the area. We will set a price and ensure it's the right fit for the current market and your goals.





## SELLING YOUR HOME



### CONSULTATION

We meet to discuss your wants and needs, assess the value of your home and go over any recommendations to get the home ready for the market.



### COMING SOON CAMPAIGN

Marketing of the property through a coming soon campaign – this way, once we hit the open market, we will be approaching it with great momentum. This is done through a live video taken by myself introducing the home and then posted on all of my social channels. I will also put the coming soon sign on the lawn, so that we don't miss out any potential buyers driving by.



### STAGING

If necessary, a professional stager will consult and stage the home to attract the attention of qualified buyers.



### PROFESSIONAL PHOTOGRAPHY

Every successful marketing campaign begins with great imagery. Our highly experienced partners produce quality photos of your property. Imagery alone, can make or break the outcome of interest or a sale based on the quality of how it is portrayed online. The use of drones and videos can also help market your home.



## FACEBOOK

There are over 2.4 billion current users on Facebook. With a platform this large, we recognize the need to use it to advertise your home. Various advertisements are produced for your home that move across desktop, tablet and mobile devices.



## INSTAGRAM

Instagram is an important tool to get your house seen by a copious amount of people and potential buyers. Having over 600 million users, Instagram is a common platform for many people of all ages with different interests. Many different types of advertisements and posts are created using Instagram such as photos, stories, videos, and reels.



## PROPERTY WEBSITE

It is a great tool that we will utilize to get your home visible to not only the most number of people, but to the most number of active buyers.



## SIGNAGE

Proper signage is something that is extremely overlooked when selling a home. The lawn sign works 24/7, rain or shine, letting buyers know about your home. This helps to spread awareness through word-of-mouth resulting in more views of your home.



## MLS

At this point, your home is launched on the MLS system, getting your homes listing to buyers that are actively looking and receiving listings or searching online. Another tool that is used here is the DDF/IDX Feed - this shares your home among other realty websites (Realtor.ca & Zolo) to help promote your home.



## SHOWINGS AND OPEN HOUSES

Open houses are a great selling tool and can be an effective way to promote your home. Hosting virtual showings & open houses on social media, has been very helpful with the challenges our market faced due to Covid. For all in-person showings, all proper safety precautions are taken.



## FOLLOW UP

Once the showing phase begins, I will start following up with agents immediately to get feedback from their buyers. This will gauge if they are interested in making an offer and a chance to understand what buyers are loving about your home. The feedback will be communicated to you on a daily basis to ensure that you are always in the loop.



## RECEIVING OFFERS

When selling your home, receiving an offer is one of the most exciting parts. This means someone is interested in purchasing your property and has prepared a formal offer to buy it. Ideally, when you receive an offer, you will want to sell your house for the highest possible price and terms such as closing date, conditions (if any) etc. In addition, you will want to make sure to manage any potential issues that could prevent a deal from closing – such as the buyer being unable to arrange financing. This may sound complicated, but don't worry! As your REALTOR®, I will take care of all of the details and will be in communication with you every step of the way. Selling your home is my expertise.



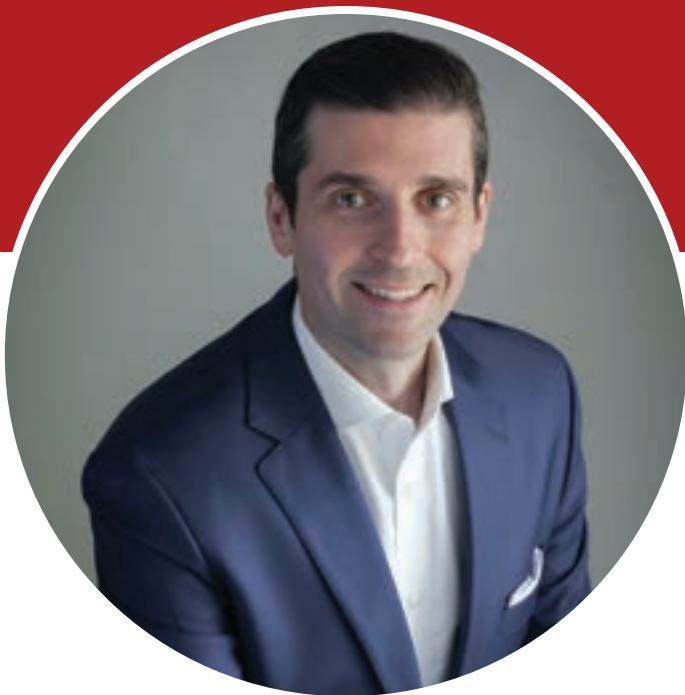
## CLOSING THE SALE

"Your home has sold!"

That means we have found a qualified buyer, got you the price you wanted and negotiated a great deal. That doesn't mean that my work here is finished. As your REALTOR®, I will keep working closely with you to ensure the deal finalizes and that your move goes smoothly. I will also be there with you up to the day you move – and beyond. I can provide you with the names of recommended lawyers, contractors, movers, etc. from my network of reputable professionals. I will also clearly explain what to expect leading up to closing day and give you advice as to how to prepare.

## MY GOAL:

To do everything I can to sell your home for the most amount of money and the best terms, in the least time with zero hassle or stress, which will create experiences worth sharing.



## ADRIEN COSTABILE

REALTOR®



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