

Selling your home yourself?

Here are some important things you should know.



Brought to you by members of the Nova Scotia Association of REALTORS®

PROTECT YOURSELF AND YOUR FAMILY AGAINST LIABILITY RISKS AND SAFETY THREATS

REALTORS® can reduce your risk of liability.

Did you know...

- As a seller, you can be held liable for any issues with your property for up to seven years after you have sold it?
- Using poor choices of wording on listing descriptions or a lack of understanding in filling out the Property Condition Disclosure Statement can mean a lengthy and expensive lawsuit for a seller?
- As a private seller, not having an understanding of the information or documentation you and the buyer need to complete the transaction can cause a delay or failure to close which could introduce a potential lawsuit?

REALTORS® undergo ongoing education to learn how to reduce the seller's risk of liability in the listing and sale process. No property or transaction is the same, and REALTORS® are experienced in determining what they need to look for in order to close the transaction successfully and reduce your risk of liability down the road.

REALTORS® protect you and your family's safety.

Do you feel comfortable letting strangers into your home to look around, meet your family and get a sense of your lifestyle?

Not everyone that comes to view your home may be a potential buyer. Some may be scoping the place looking for valuables. Some may "innocently" ask you questions to get a sense of your schedule and determine when you will or won't be home, or when you or other family members will be home alone.

REALTORS® arrange and host property visits and open houses for you not only because they are trained to show homes effectively, but to protect you and your family's safety.

Are you comfortable letting strangers into your home?

BRING MORE POTENTIAL BUYERS TO YOUR HOME



REALTORS® are the only people who can list your home on the MLS® system.

When you work with a REALTOR®, your home gets listed on the MLS® (Multiple Listing Service®) system. This means that many REALTORS®, not just your own, will be working to sell your home to their clients.

It also means that buyers across the world can find your property on **REALTOR.ca** (formerly *mls.ca*). Buyers want one easy search tool to find all of the properties in their desired area and price range. The search tool they are using is **REALTOR.ca**. It is a national site and the search tool used by people in and outside of Canada looking to buy a home in any province.

REALTORS® don't rely on a colourful sign on the lawn to sell your home. REALTORS® help.



REALTORS® use a powerful marketing mix to get the attention of potential buyers.

Listing your home on the MLS® system gives you maximum visibility on REALTOR.ca. Combined with other proven marketing techniques and channels and the REALTOR®'s proactive efforts in bringing qualified buyers to your home, this is one powerful marketing mix.

PRICE AND SHOW YOUR HOME EFFECTIVELY

How do you know your home is priced effectively?

REALTORS® help determine your asking price based on very detailed information about similar properties in your area - information to which only REALTORS® have access. A REALTOR® will also take into account your urgency to sell and/or financial requirements to help you price your home accordingly.

REALTORS® are not emotionally attached to your home... and that's a good thing.

They understand that not everyone has the same taste and they know how to show your home as a neutral third party. REALTORS® are skilled in taking negative comments and turning them into suggestions or ideas for the buyer to increase their interest in and the value of the property.

REALTORS® can give you ideas to sell your home more quickly and for more money.

They know what adds to or takes away from the value of your home and can make suggestions on what you can do to increase the value, and therefore the price, before you even list.



TAKE THE STRESS AND HEADACHE OUT OF SELLING YOUR HOME

Are you sure you know EVERYTHING you need to do to sell your own home to lower your risk of liability down the road?

There are so many tasks REALTORS® must complete throughout the selling process that sellers don't see or understand. Peace of mind is priceless. Working with a REALTOR®, you can ensure that all the required tasks are being completed to ensure for a timely and successful transaction and a lower risk of liability.

It takes a lot of time and energy to market and sell your home.

Getting ready for a move takes enough time and energy - why spend more on trying to sell your house without the guidance and support from a REALTOR®? Some REALTORS® may make selling a house appear effortless, but it takes a lot of work and dedication. If you feel like you don't have enough time to enjoy life now, consider working with a REALTOR® to sell your home.

REALTORS® are comfortable negotiating.

They do it all the time. Private sellers unfamiliar with the negotiation process and the necessary paperwork can easily be overwhelmed and intimidated. A REALTOR® takes care of the negotiation process for you, understanding your requirements and doing everything he or she can to get you the price you want for your home.



REALTORS® undergo extensive education, training and testing before they are licensed. They are also required to attend mandatory education sessions every year in order to maintain their license and use the REALTOR® trademark.

INTERVIEW A REALTOR® TODAY

Only real estate professionals who are members of the Canadian Real Estate Association (and in Nova Scotia, the Nova Scotia Association of REALTORS®) can call themselves REALTORS®. This means they participate in ongoing education and training, as well as subscribe to a high standard of professional service and a strict code of ethics.

If you are considering working with a REALTOR® to sell your home, it is important to find a REALTOR® that you are confident in and know that you will have an effective working relationship.

Here are 10 questions you may wish to ask a REALTOR® to assist you in finding the right one for you:

1. How long have you been in the business?

A freshly-licensed REALTOR® can do a wonderful job and will have up-to-date training; those in the business longer bring more practical experience to the table.

2. What is your average list-to-sales-price ratio?

A competent listing REALTOR® should hold a track record for negotiating sales prices that are very close to list prices.

3. How will your marketing plan meet my needs?

Specifically, how will you sell my home? Where and how often do you advertise? Will you show me a sample flier? How do you market online?

4. Will you provide references?

Ask if any of the references are related to the REALTOR®. Ask if you can call their references with additional questions.

5. What separates you from your competition?

Key phrases to listen for: assertive, available by phone or e-mail, analytical, able to maintain a good sense of humour under trying circumstances.

6. May I review documents that I will be asked to sign?

A good REALTOR® makes forms available to you before you are required to sign them. Ask to see Agency Disclosure, Listing Agreement, Seller Disclosure.

7. How will you help me find other professionals?

Ask for a written list of professionals. Get an explanation if you see the term “affiliated.” It could mean the REALTOR® is getting compensation from these professionals.

8. How much do you charge?

You don't have to ask if the fee is negotiable, since all real estate fees are negotiated.

9. What kind of guarantee do you offer?

If you sign a listing agreement with the REALTOR® and later find that you are unhappy with the arrangement, will the REALTOR® let you cancel the agreement?

10. What haven't I asked you that I need to know?

Pay close attention to how the REALTOR® answers this question, because there is always something you need to know.

Find this article and more online at howrealtorshelp.ca

VALUABLE RESOURCES FOR SELLERS AND BUYERS

Looking for a REALTOR®?

Search all REALTORS® in your area at www.nsar-mls.ca.

Looking for a home?

Search the 7 days of newest MLS® listings at www.nshomeguide.ca or all MLS® listings at REALTOR.ca.

Looking for tips on selling?

Visit howrealtorshelp.ca.

