

The listing is just the start of a detailed marketing plan

Are you thinking of selling your home?

If so, you'll need professional help to ensure that your home gets maximum exposure and is well-marketed. You'll want to enlist the services of a real estate practitioner to make sure you achieve your goal.

The listing is the beginning of a selling process that includes a well-thought out and detailed marketing plan, accessibility to a wide range of potential buyers and commitment to professional service.

It also means you'll receive friendly, helpful advice throughout the sale of your home.

Technically speaking, a listing is an authority granted by you to a real estate broker to act as your agent in offering your property for sale or lease — according to the terms and conditions set out in the listing contract.

When you list your home with a real estate brokerage, you're entering into a binding agreement with that firm, so it's important to choose a company and a real estate salesperson that you're satisfied with.

To find the right firm and individual, try interviewing three realtors and ask them about the services they'll offer when they list your home.

Your realtor will conduct a thorough inspection of your property to help determine what your home's market value is.

He or she will take accurate measurements along with a detailed description of the property.

You'll also be asked for documentation on taxes, surveys, title deed and mortgage information. As well, it's important for them to know if there are any limitations on the property which might affect its value — such as a right-of-way.

The realtor will also ask you questions to get a better idea of your sales circumstances (whether you're pressed for time or not) and what your expectations are.

For instance, you may have no pressing need to sell your home and are willing to wait a year until the right offer comes in.

On the other hand, if you're being transferred to another job posting, you'll have more time constraints. These are things your realtor will need to know, so that he/she can recommend a marketing approach that best suits your needs.

The real estate professional also needs to do a market value comparison to see what comparable homes in the area are selling for.

You'll also decide how long the listing will be for and whether it will be put on the Multiple Listing Service (MLS).

Use of the MLS gives your home maximum exposure in today's marketplace because it offers the realtor the opportunity to use the facilities and services of other realtors through a system operated by the local real estate board.

Only realtors (members of the Ontario Real Estate Association) have access to MLS.

Understanding Value & Price — Before listing your home, you should understand that there is a difference between the market value of your property and the price you ask for. Often the two are not the same.

For instance, a realtor may estimate the market value of your home to be \$180,000 — but if you're under pres-

sure to sell in a hurry, he/she may advise you to list below \$180,000. On the other hand, if you're not pressed for time, your realtor may advise you to list it slightly above market value.

Teamwork — One of the most important steps in listing a property is for the realtor to develop a good working relationship with you. At this stage, you, the broker and salesperson are forming a team for the

purpose of selling your home.

As an owner, you'll be responsible for trying to assist in the marketing of your property where possible, without actually becoming physically involved in showings.

The realtor will tell you about preparing the house, arranging showings or open houses and tell you about what's involved in offer presentations.



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