

SELLER'S GUIDE

EVERYTHING YOU MUST KNOW BEFORE YOU SELL



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REALTOR®

REALTY EXECUTIVES MJ



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01

CHOOSE YOUR AGENT

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

-Cody Pytatluk





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ABOUT ME

With a deep-rooted understanding of Moose Jaw's neighborhoods, schools, and amenities, I can effectively highlight the unique features of your property that resonate with potential buyers, maximizing its appeal and value in the market. Through strategic use of social media platforms, I ensure that the latest listings, market trends, and neighborhood highlights are just a click away for my clients, keeping them informed every step of the way.

I may be new to the field, but I'm a fast learner. I'm backed by a supportive team of experienced professionals who share my commitment to providing exceptional service.

I'm eager to leverage Social media marketing, my local knowledge and dedication to find the buyer for your property.

CREDENTIALS

- Licensed Real Estate Agent in Saskatchewan
- Member of Saskatchewan Real Estate Commission
- Residential Specialist



Founded in 1965, Realty Executives is one of the largest and most established real estate franchise systems, with over 8,000 agents and 500 offices across the globe. Our Executives are there for every step in the home selling process, connecting with you, understanding your needs, and knowing your community better than any other professional in your area.

PREPARE FOR THE MARKET

CONSIDER HOME REPAIRS

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



HOME PREPARATIONS CHECKLIST

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| ☐ | ☐ | Light fixtures |
| ☐ | ☐ | Light bulbs |
| ☐ | ☐ | Worn/stained carpeting |
| ☐ | ☐ | Window glass |
| ☐ | ☐ | Cabinets |
| ☐ | ☐ | Sinks and faucets |
| ☐ | ☐ | Paint walls |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| ☐ | ☐ | HVAC |
| ☐ | ☐ | Flooring |
| ☐ | ☐ | Doors and trim |
| ☐ | ☐ | Wallpaper |
| ☐ | ☐ | Flooring |
| ☐ | ☐ | Carbon monoxide detector |
| ☐ | ☐ | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Clean counters and declutter |
| ☐ | ☐ | Clean tile grout |
| ☐ | ☐ | Clean appliances (Inside & out) |
| ☐ | ☐ | Organize drawers, cabinets and pantries |
| ☐ | ☐ | Clean floors |
| ☐ | ☐ | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Dust and clean all surfaces |
| ☐ | ☐ | Declutter countertops and drawers |
| ☐ | ☐ | Fold towels |
| ☐ | ☐ | Tidy cabinets and remove unnecessary toiletries |
| ☐ | ☐ | Clean or replace shower curtains |
| ☐ | ☐ | Clean moldy areas |

LIVING & DINING

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Stage with pillows and throws |
| ☐ | ☐ | Dust and clean all surfaces and fixtures |
| ☐ | ☐ | Keep all tables clear and decluttered |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------------------|
| ☐ | ☐ | Pressure wash concrete or driveway |
| ☐ | ☐ | Clean or repaint doors |
| ☐ | ☐ | Repaint trim |
| ☐ | ☐ | Wash windows |
| ☐ | ☐ | Sweep walkways & patios |
| ☐ | ☐ | Trim hedges |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Clean out and organize closets |
| ☐ | ☐ | Repair any damage in walls |
| ☐ | ☐ | Keep closets closed during showings |
| ☐ | ☐ | Make beds before any showings |

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see *what they see within the first 8 seconds.*"

BARBARA CORCORAN

03

STRATEGIC MARKETING

PRICING YOUR HOME

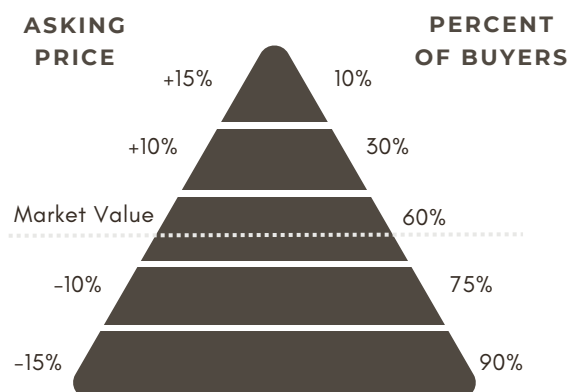
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!

PROS & CONS OF PRICING





WHAT'S THE BIG DEAL ABOUT LISTING PHOTOS & VIDEOS?

Most likely, the first place potential buyers will see your home is online. In fact 97% of homebuyers look at homes online. This is why we leverage social media marketing to make sure you and your property stand out online.

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos above are examples from previous listings of REALTY EXECUTIVES MJ.

WHAT'S INCLUDED IN MY MARKETING PLAN

- Listed on MLS®, REALTOR.ca & more
- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Facebook marketplace
- Yard Sign
- Flyers
- Open Houses
- Professional photography*
- Video Tour



PREPARING FOR YOUR LISTING PHOTOSHOOT

- Clean floors (sweep, mop, vacuum)

- Declutter & depersonalize all countertops and public areas

- Open curtains and window treatments to invite natural light

- Arrange furniture to create a sense of space and flow.

- Arrange for pets to be out of the house and remove any pet-related items (bowls, crates & toys)

- Add fresh flowers or a bowl of fruit to add a welcoming touch

- Close toilet seats and shower curtains. Put out fresh, crisp linens

- Replace burned-out lightbulbs

- Turn off TVs, computers, and ceiling fans

- Remove runners, floor mats, and bath mats.

- Clear appliances of magnets, papers, and photos.

- Make all beds

- Store all shoes out of sight



STAGED TO SELL

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

SHOWING YOUR HOME



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

HOME SHOWINGS CHECKLIST



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

THE CLOSING PROCESS



This process begins once we accept an offer on the home. Here are the major milestones to expect:

Deposit: The deposit for a real estate transaction is typically held by the brokerage of the buyer's agent and placed into a trust account at a financial institution like a bank, credit union, or trust company.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Typically, meeting these approvals are conditions of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

WHY OFFERING COMPETATIVE BUYER AGENT COMPENSATION IS A SMART MOVE



EXPANDS YOUR PROPERTY'S VISIBILITY

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

ENCOURAGES SMOOTH TRANSACTIONS

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

POSITIVELY IMPACTS SALE OUTCOMES

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

SIGNALS A PROFESSIONAL APPROACH

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

4-6 WEEKS BEFORE MOVING

- | | |
|--|--|
| ☐ Declutter, discard & donate | ☐ Choose a mover and sign contract |
| ☐ Collect quotes from moving companies | ☐ Create a file of moving-related papers and receipts |
| ☐ Locate schools, healthcare providers in your new location | ☐ Contact homeowner's insurance agent about coverage for moving |
| ☐ Secure off-site storage if needed | ☐ Contact insurance companies to arrange for coverage in new home |

3-4 WEEKS BEFORE MOVING

Notify the following about your change of address:

- ☐ CRA, Bank, Credit Card Companies
- ☐ Post Office
- ☐ Insurance Companies
- ☐ Gov. of Sask. - Health Card

Notify utility companies of date to discontinue or transfer service

- | | |
|-----------------------------------|-----------------------------------|
| ☐ Electric | ☐ Gas |
| ☐ Water | ☐ Internet |
| ☐ Phone | ☐ TV |

2-3 WEEKS BEFORE MOVING

- | | |
|--|---|
| ☐ Notify SGI of new address | ☐ Close/open bank accounts |
| ☐ Discontinue additional home services (housekeeper, gardener/lawn service) | ☐ Arrange for child and pet care on moving day |
| ☐ Start using up things you can't move, such as perishables | |

1 WEEK BEFORE MOVING

- | | |
|--|--|
| ☐ Confirm final arrangements | ☐ Take a picture in your home |
| ☐ Arrange transportation for your pets and plants | ☐ Pack an essentials box for quick access at new home |
| ☐ Review your moving-day plan with moving company | ☐ Label moving boxes with the contents inside |



NEXT STEPS

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in the next few days.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

— *Cody Pytluk*



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