Homeseller's Guide



A resource to help guide you through the luxury homeselling experience from start to finish.

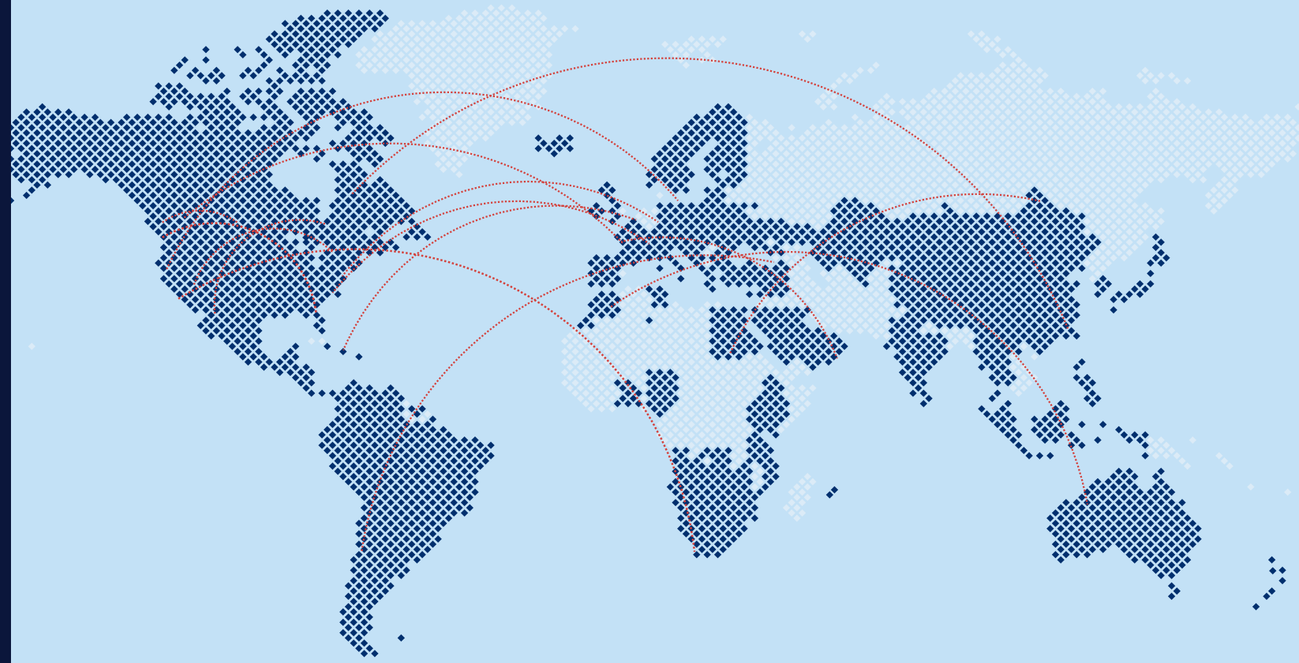
THE RE/MAX COLLECTION®



Commitment

When you work with The REMAX Collection®, you can trust your luxury agent has access to the right tools and resources to help you meet your real estate goals and beyond.

Founded in 1973 by Dave and Gail Liniger, REMAX® stands for “Real Estate Maximums.” Their mission was to disrupt the industry by creating an innovative, entrepreneurial culture that affords its agents and franchisees the flexibility to operate their businesses with greater independence.



Connected

With a presence in over **120 countries and territories**, the REMAX network’s global footprint is unmatched by any other real estate brand. REMAX has the right connections to market and sell luxury homes around the world.

But it didn’t happen overnight. It took unstoppable grit, continuous learning, agile navigating and, most of all, passion. That’s why the REMAX network has more real estate sales experience than other real estate agents so that you can have confidence in any market with a REMAX agent.

More Buyers and Sellers Think of REMAX Than Any Other Real Estate Brand[1]

In 2025, REMAX agents closed over 1.6 million total transaction sides.[2]

[1]MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell asked, when they think of real estate brands, which ones come to mind? (first mention recorded). [2]Combined residential and commercial transaction sides for full-year 2025.

Find the Luxury Agent Who's Right for You

The REMAX Collection luxury agents are deeply committed to providing a personalized service that meets the expectations of a diverse and global community.

Ask Your Top Candidates These Questions:

1. How much experience do you have?
2. Can you provide references?
3. Will you be our point of contact throughout the entire process?
4. How often will you communicate with me? What's your preferred communication method?
5. What types of homes or markets are your specialty?
6. What is your experience in multiple offer situations?
7. What happens if you (or another agent) find a buyer to purchase my house?

Seller Checklist

The REMAX Collection luxury agents are committed to your success and will guide you through a thoughtful process to prepare your home for the market.

- Choose a REMAX agent - the right agent can improve the quality and experience of your entire home-selling journey. Visit remax.ca/luxury to locate an agent.
- Financially prepare - discuss expenses and strategies for listing and marketing your home with your agent.
- Clear out and clean up - pack personal items to help a buyer envision their life in the home.
- Update and upkeep - Review ways to make your home as marketable as possible to attract buyers. Consider swapping old light fixtures, painting the walls, polishing the floors and more. Remember to address the exterior items too from landscaping to pool cleaning.
- Organize and categorize - Arrange furnishings to optimize room flow and complement the size and natural light of the room. Consult a professional stager. Maintain your files and records through close of escrow.
- Respect and respond - Keep an open mind when meeting professionals (appraisers, inspectors, stagers) who offer their opinions. Discuss options with your agent.

Prepare Your Home for Sale

Explore what updates and repairs you can do to make your home more appealing to potential buyers. Addressing issues like water damage or foundation concerns can significantly enhance the marketability of your property. Even minimal cosmetic changes like replacing outdated light fixtures or a fresh coat of paint could attract more buyers.

Clean Up the Clutter

When listing your house and preparing for showings, it's best to organize your space. A good rule of thumb is to sort through all the items you don't use regularly and sort them into three piles: pack it, donate it and junk it.

- **Pack It —** For the items you're packing, go online and search "portable storage and moving containers." These convenient containers can be rented monthly and will save you a trip to a traditional storage unit. They are delivered to your house, and once you've packed it up, it's picked up and stored for you until you're ready to add more — or unload it at your new house.
- **Donate It —** For the items you're donating, a number of charities now offer scheduled donation pick-ups. Visit your favorite charity's website to learn when they'll be in your neighborhood.
- **Junk It —** For the items you're dumping, first make sure they can be dumped. Certain items need to be recycled or properly disposed of. Check with your municipality website to find a convenient and affordable way to properly dispose of certain materials. If what you have truly can be junked, consider renting a dumpster for large quantities.



Six Staging Suggestions

Staging, including virtual staging, broadens the potential buyer pool by appealing to individuals with a wide range of styles and various living space uses.

Not interested in hiring a professional stager? Consider these six staging suggestions to help enhance your home:

1. **Fix** minor flaws and imperfections; buyers don't want deferred maintenance issues.
2. **Remove** excess furniture from rooms and clutter from countertops to make spaces appear larger.
3. **Clean** and organize everything including garages, closets, storage rooms and laundry rooms. Buyers look everywhere.
4. **Wash** windows, pull back curtains and turn on lights in dim rooms to brighten areas and make rooms appear larger.
5. **Paint** walls in light neutral tones and pack up family pictures so buyers can envision their décor preferences.
6. **Manage** your yard; shovel the paths, mow the lawn, plant flowers and remove cobwebs from the door frames.

Marketing and Pricing Strategy

The REMAX Collection luxury agent will develop a proper strategy to position your home on the market while keeping your goals and timeline in mind.

Questions from your luxury agent may include:

- Why did you buy this home?
- What's your favourite part about this home?
- As you consider your options, are there others you will seek advice or information from, such as an attorney or financial advisor?
- Are there nearby sales you'd like to discuss before determining a sales price?
- Have you had an appraisal in the past year or two?
- What is your timeline for selling and moving?
- Where do you plan on going once this home sells?

Markets

Higher-priced homes typically take longer to sell. There are fewer buyers in higher price ranges, and they have more options from geographical location to remodeling options. Knowing current market conditions can help sellers have realistic expectations of potential buyers' timelines and how to counteroffer.

- **Seller's Market:** In a seller's market, there are more buyers than homes for sale. With fewer homes and more buyers, homes sell quickly. Prices are likely to increase, and multiple offers are common. This gives the seller greater negotiating power, and conditional offers may be rejected.
- **Balanced Market:** There is an equal balance of buyers and sellers, leading sellers to often accept reasonable offers. Homes sell within a reasonable timeframe, and prices remain stable.
- **Buyer's Market:** There are more homes available than buyers, giving buyers more choice and greater negotiating power. Homes may stay on the market longer, and prices tend to be stable or dropping.

Your Next Steps

Outgrown your home? Dreaming of a new lifestyle? Ready for a vacation home? Rightsizing to fit your needs better? The REMAX Collection luxury agents are with you through the real estate process and beyond. Whether it's a new purchase, moving out of state or acquiring an investment property, your luxury agent helps review all the options before you embark on your next steps.

Selling your home can raise many questions. The REMAX Collection luxury agents are here to address your concerns and help you sell your home. Embrace your real estate dreams with our expertise.

Luxury Homeseller's Glossary



1. **Asking Price:** The price that the seller has agreed to list their property. The asking price is different from the selling price, which is the final price that has been agreed upon by the buyer and seller.

2. **Bridge Financing:** A short-term loan designed to "bridge" the gap for homebuyers who have purchased their new home before selling their existing home. This type of financing is common in a seller's market, allowing homebuyers to purchase without having to sell first.

3. **Chattels:** Unattached items in the home that can be removed without doing any damage to the property, such as curtains, but not the curtain rods since they are physically attached to the home. Chattels are usually not included with the home purchase unless specified in the Agreement of Purchase and Sale.

4. **Closing:** This is the final step in the homeselling process. Once all offer conditions outlined in the Agreement of Purchase and Sale have been met, at the end of the closing period, ownership of the property is transferred to the buyer and the keys are exchanged on the closing date outlined in the offer. Dates vary by location. Be sure to ask your real estate agent.

5. **Contingencies:** When the sale of the home hinges on predetermined conditions, such as "conditional on financing" or "conditional on a satisfactory home inspection." If the conditions are not met, the buyer can back out of the deal.

6. **Counteroffer:** When the original offer to purchase a home is rejected by the seller, the seller can counteroffer with adjustments, usually to the price or terms of the purchase, such as the closing date.

7. **Curb Appeal:** The appeal of a home when viewed from the curb. Curb appeal includes the home's exterior, front yard and anything visible from the street.

8. **Comparative Market Analysis (CMA):** Your luxury agent provides this report and includes relevant, comparable homes in the nearby area and is used to derive an asking price of the home.

9. **Equity:** The difference between a home's market value and the amount owed on the mortgage. This represents the portion of the home that has been paid for and is officially "owned."

10. **Escrow:** A legal arrangement between a buyer and seller where a neutral third party temporarily holds the funds to protect the integrity of the transaction.

11. **Fixtures:** Items that are physically attached to the home and require tools to remove. Fixtures are included in the purchase. Examples of fixtures include ceiling lights, cabinet hardware and appliances. If the seller plans to take any fixtures with them when they move, either remove them prior to listing the home or specify the fixtures in the Agreement of Purchase and Sale.

12. **FSBO:** Acronym for "For Sale By Owner," meaning the seller hasn't retained the services of a licensed real estate agent to assist with the sale of their home.

13. **Home Value Estimator:** A home value estimator is a tool, typically found online, that helps homesellers estimate the value of their property. The result is an estimate and different from a detailed CMA provided by a real estate agent.

14. **Land Survey:** A land survey identifies property lines, defining what is yours and what isn't. While not required to purchase a house, it is recommended and may be required by the mortgage lender. A land survey is important if issues arise with neighbors or the municipality or if the owner wishes to make changes involving property lines in the future.

15. **MLS:** The Multiple Listing Service, commonly referred to as MLS, is a database established by cooperating real estate brokers to provide data about properties for sale.

16. **Offer:** An offer is a legal agreement to purchase a home. It can be conditional on a number of factors, commonly conditional on financing and a home inspection. If the conditions are not met, the buyer can cancel their offer.

17. **Staging:** Preparing a home for sale to appeal to a wide range of homebuyers. The staging process often includes decluttering, depersonalizing, deep cleaning and minor updates such as painting and rearranging furniture.

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Fine Homes & Luxury Properties

remax.ca/luxury

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