

A person is sitting on a laptop, holding a white cup of coffee. They are wearing a thick, white, knitted sweater. The background is a blurred desk with a laptop and a smartphone. The entire image is overlaid with a dark, semi-transparent filter.

SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

MADDOX REAL ESTATE

W O

Worked with Jason and his team on buying a
condo 5 years ago, now in 2021, worked with
Jason and his team on selling the same condo.

I can't tell you what positive experience this was.
A true professional, and a professional team. I
personally recommend Jason and his team to
anyone out there!

-Luis Andrade

R D

ONE

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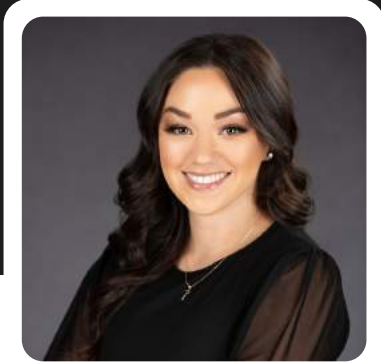
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JAMIE ABITIA



Unlocking Doors to Your Dream Home: Your Trusted Guide in Your Real Estate Journey!

KATRENA PRIOR



Client Focused, Results Driven. With Katrena, you'll have an experienced and trusted advisor by your side.

THE TEAM

SINDY ANDERSON



Your committed partner with unwavering dedication and personalized attention, ensuring a smooth and stress-free real estate journey from start to finish.

AMY DAVIS



Our master negotiator and Seller's Representative Specialist (SRS)/listing agent extraordinaire. You want this gal on your side!

LISA CHILTON



Our amazing buyer's representative who will guide you through every step of the way!

THE TEAM

JASON MADDOX



The guy we turn to whenever we've got questions...our fearless leader and knower of all things real estate!

IAN GARCIA



Our compliance and client care expert. Ian's got you every single step of the way! You'll love him as much as we do!

TEAM STATS

We have consistently sold more homes than any other team in our city!

We've sold over 35 homes in the last 12 months.

Our accomplished team has had the privilege of assisting hundreds of buyers and sellers.

Our listings have consistently SOLD above asking price!

THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

TAKE PHOTOS

Our professional photographers will make your home look its best!

4



CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



6



SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

REVIEW OFFERS

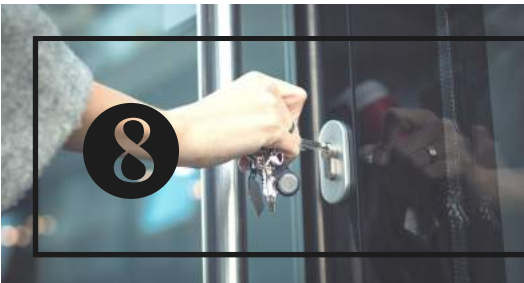
We will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys and you collect your cheque!





MADDOX REAL ESTATE has been our go-to for all of our real estate needs. Always available to make things go smoothly and to help with whatever needs to get done. Even when things are complicated they get it done. Knowledgeable and professional but they feel like family.

If I could give them more stars I would!

-Joann Medeiros

A woman with blonde, wavy hair, wearing a black blazer over a white collared shirt, is looking down at a large document she is holding. She is standing in a well-organized closet or wardrobe. The closet features wooden shelves with various items, including bags and boxes, and hanging clothes. The lighting is soft, and the overall atmosphere is professional and focused.

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that's \$10,000-50,000 more money.

THE MARKETING

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

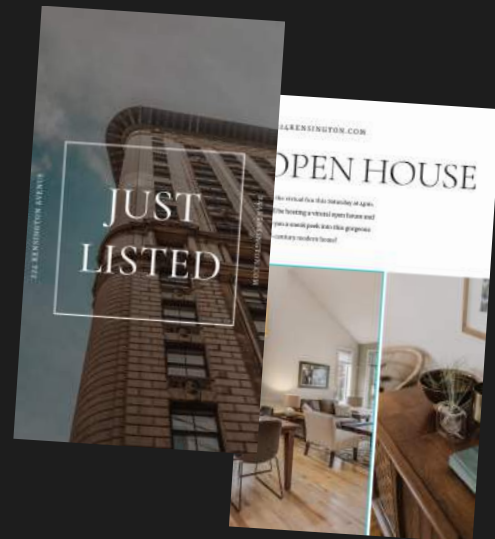


VISUALS

Photos, neighbourhood flyers, and property brochures get your home noticed!

ADS

Your home is distributed across all of our online and social media platforms



OPEN HOUSE



EVENTS

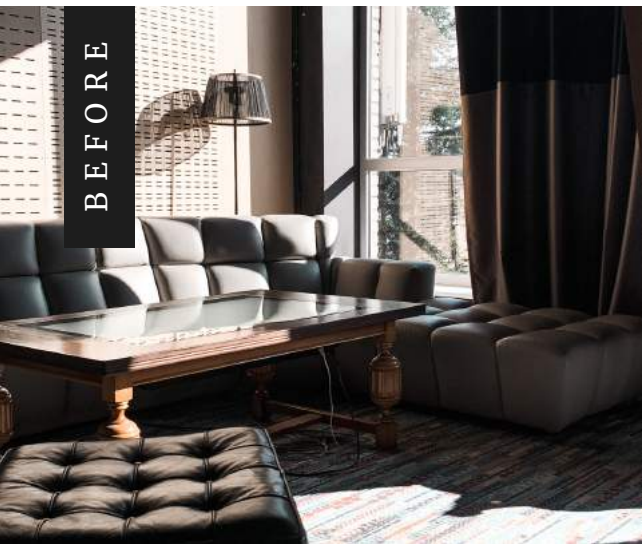
From neighbourhood wine & cheese to weekend open houses your home will be given the royal treatment!



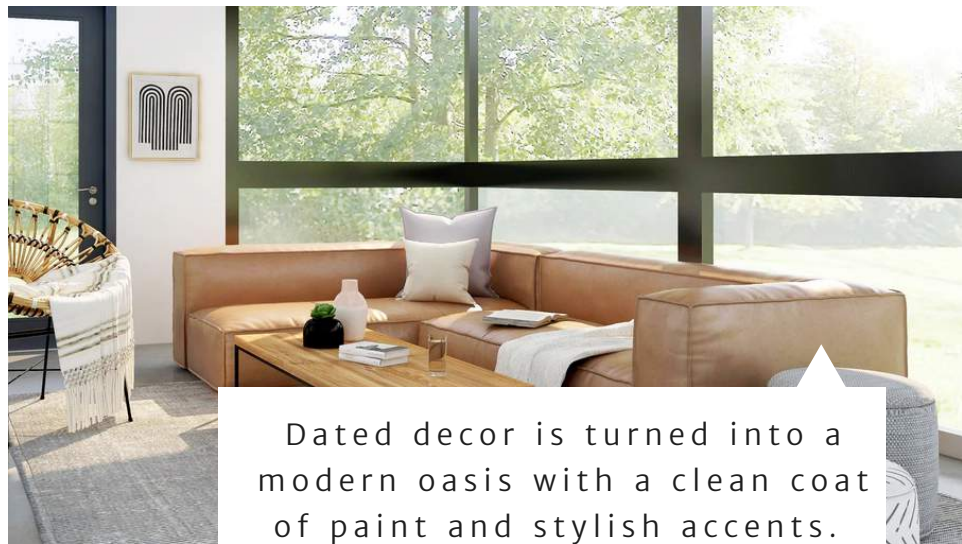
Dark and bare before is transformed into an open and inviting space after!



BEFORE



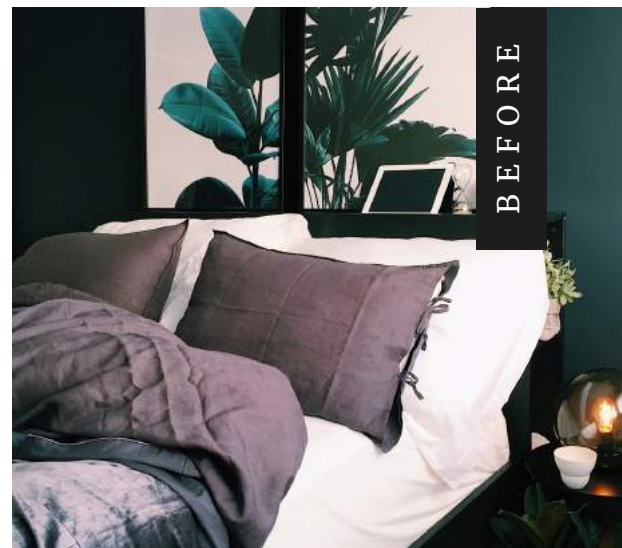
BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

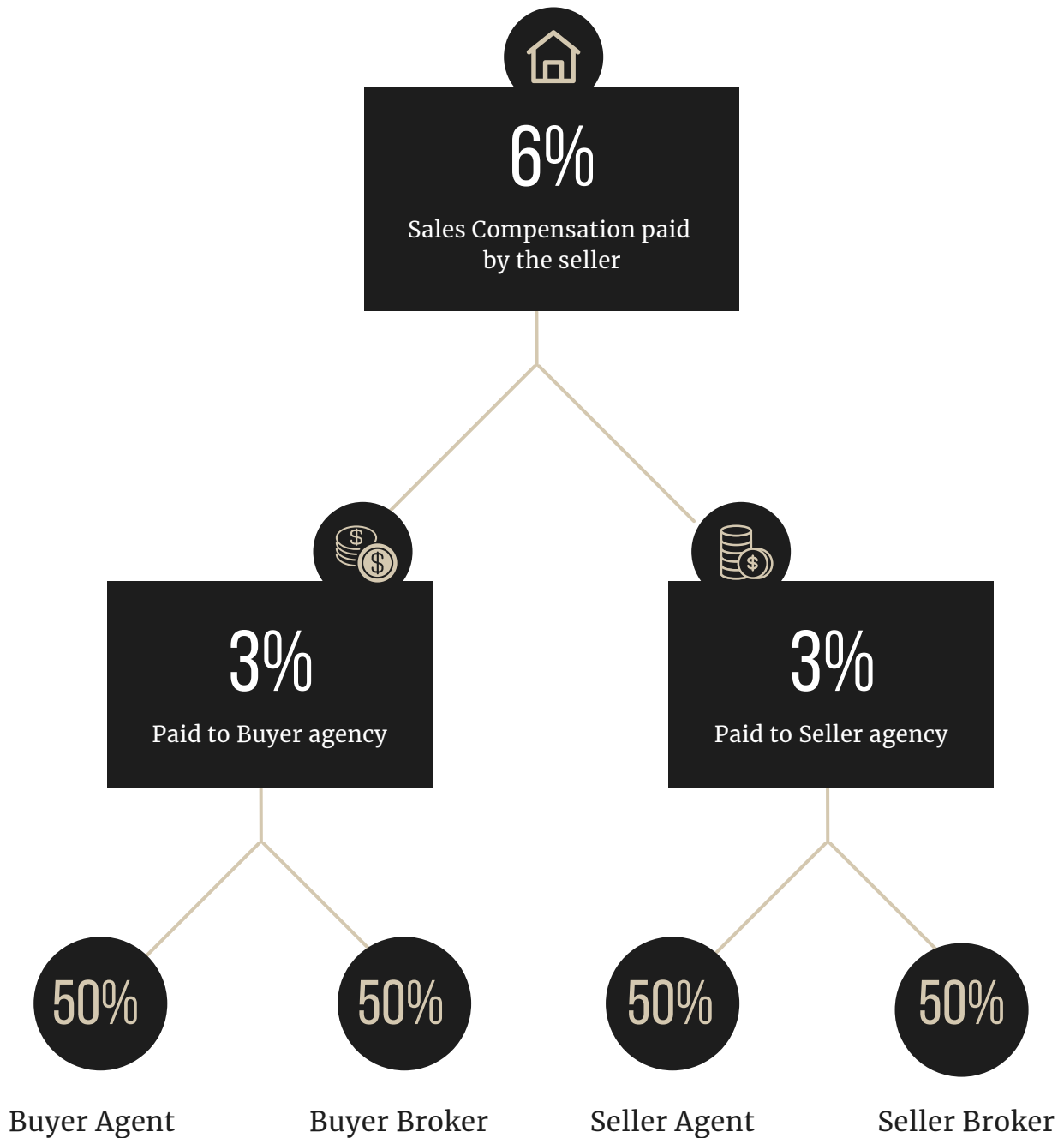
Final Walkthrough

Buyers will typically have an opportunity to do a final walkthrough of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMPENSATION EXPLAINED

Team Maddox is amazing. Their clients are always happy and informed. They are easy to work with and very responsive. I really appreciate working with such a professional group.

-Debbie Barry of Fidelity National Title Company



WHERE OUR PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

From feature sheets, to open house expenses, flyers and online ads marketing your home to the most amount of qualified buyers is our speciality.

REALTOR FEES & ADMIN

As a REALTOR® we need to pay dues and fees to various organizations to remain licensed and legal as well as pay our admin staff.

AGENT FEE

And finally, we budget a portion of the compensation to pay ourselves, making sure we can keep doing what we love to do well.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms



TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors

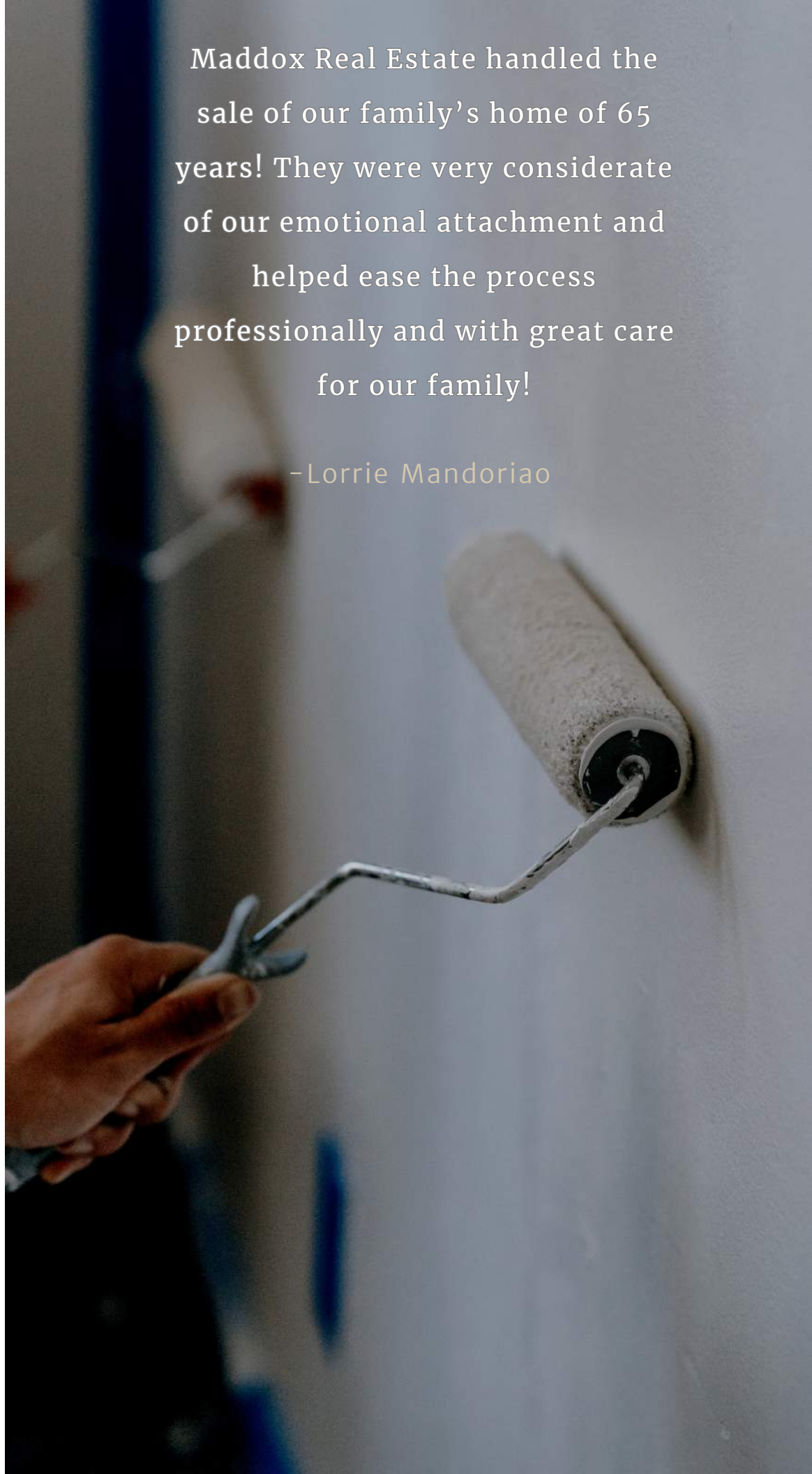


ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

Maddox Real Estate handled the sale of our family's home of 65 years! They were very considerate of our emotional attachment and helped ease the process professionally and with great care for our family!

-Lorrie Mandorlao





TESTIMONIALS

“

MADDOX REAL ESTATE helped me sell my property while I was overseas. Really great salesmanship combined with professionalism and thoroughness. I highly recommend their team.

-Carol Yunzhou Zhang

“

MADDOX REAL ESTATE is great to work with. Very knowledgeable and professional.

-A Shafizadeh

“

MADDOX REAL ESTATE was awesome. Very honest, knowledgeable, personable, and most important of all, easy to work with.

-R Gardner



MADDOX REAL ESTATE

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www.MaddoxPodcast.com

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