

Halifax Homes
& Lifestyles



Seller's Guide

“Richard sold my home after I had it listed with another agent for just over half a year! The market in the HRM is uncertain, to say the least, but I believe Richard sold it not just because it was a great home, but because of his passion for the real estate business!”

He was very professional, personable, reachable, reliable and explicitly clear on every detail of the process. He knows the process of home selling and in addition, has a lot of contacts to help the closing process (roofers, carpenters, cleaners, “water guys” etc...) which can cause anxiety in any homeowner selling their home but get stressed and frustrated with trying to find people to reconcile the minor deficiencies that come up before closing!

Long story short, if you are considering listing your home, you will not find a better, more professional agent than Richard!”





Contents

Mission Statement	1
Message From Richard	1
Our Team	2
Two-Step CMA - What Is It?	3
Pricing Your Home For The Market	4
Common Concerns/ What Are Your Fears?	5
Why Choose Us?	6
Timeline	7
Preparing Your Home For The Market - What We Do	8
Pre-Inspection - Do I Need One?	9
Social Media & Marketing	10
Write Up	11
Our Website	11
ShowingTime	13
Signage	14
Traditional Methods of Marketing	14
Feature Sheets	15
Open Houses	16
Weekly Market Updates	16
Loyalty & Commitment	17
Next Steps	18

Mission Statement

We strive to provide exceptional client services to the people of Halifax and surrounding areas. We love what we do and find our work deeply rewarding. We continue to strive for excellence and pride

ourselves on always putting our clients first. Our business is built one meaningful connection at a time.

Message From Richard

Halifax Homes and Lifestyles not only works where we invest; we live here too. If you're looking for professional advice and expertise, we are available 24/7 and always willing to help. Our client-centric philosophy means that we're serious about creating exceptional experiences. Our network of partners makes our company a great asset. When it comes

to your real estate needs, we've got you covered. We specialize in Halifax residential real estate. Buying a home, whether it be your first time or your tenth, is always going to be one of the most important personal decisions of your life. Our goal is to ensure we make this process as simple, seamless and stress-free as possible from start to finish.



Our Team



Richard Payne
REALTOR®



Jane Killeen
Marketing Manager

Fenwick Smith
Virtual Assistant



Two-Step CMA - What Is It?

A CMA is a Current Market Analysis of your home. We provide a comprehensive two-step approach to our

When you feel that the time is ready to find out the value of your home, we will meet with you and discuss your home and your motivations for selling. This process is usually a 15-20 minute appointment which will include a walk-through of your home.

From that, we will create an in-depth market analysis of your home and the surrounding market. We will pull comparable homes that are listed or have sold in your area and price range.

After we have all the relevant information and statistics, one of our team will then call you and schedule a second CMA appointment to go over everything with you.





Pricing Your Home For The Market

This is an integral part of listing your home. With the CMA complete, you'll now have an idea of where your home should be priced to sell quickly and for the most money. At this point in listing your home, we are here to guide you through the process and set you up for success. A smartly priced home has the potential to sell quicker and create more showings compared to a home that is priced higher than the current market value. Understanding your motivations and urgency is key.

Common Concerns/ What Are Your Fears?

Selling a home affects every Seller differently. Discussing your fears or objections beforehand allows you to address those concerns, so you are prepared and confident before your home hits the market. Here are some common concerns and fears:

- **Will I have a home to move into in time?**
- **What if my home sells too quickly?**
- **What if my house doesn't sell?**
- **Are the showings going to impact my day-to-day life?**
- **How will I get my home ready to sell?**
- **How will I feel about selling my home?**
- **Do I need to do any work to my home before selling?**
- **Do I need to complete the projects in my home before selling?**
- **What if I don't have the funds to complete outstanding projects?**
- **What if I feel that my home is worth more?**





Why Choose Us?

Deciding on a REALTOR® to help you with the largest transaction of your life can be stressful and difficult. At Halifax Homes and Lifestyles we approach real estate with a client-centric mindset, meaning you and your needs are our main priority. We have a dedicated team to assist you in all aspects of the sale of your home. As well as licensed agents who are out in the field

helping clients every day, we have a designated marketing manager who will ensure your home is marketed to its highest potential and a client care manager/operational manager who will make sure all leads, paperwork and fine details are fully taken care of for you.

Timeline

When you decide to list your home it has its advantages and disadvantages. If you're thinking of listing your home in Spring, it's usually the busiest time of the year, but that also means the market is flooded with homes. If you choose to list in the winter, some buyers don't want to move in the winter, but the inventory is much thinner so your listing will have much less competition. It's important to have this discussion with your REALTOR® so you can present your home at the ideal time.



Preparing Your Home For The Market – What We Do

STAGING:

One of the most important things you can do for your home when you are preparing to list it is to make sure you have decluttered. When a Buyer comes through for the first time, you want them to be able to envision their possessions in your home and not be focused on too many distractions.

We offer ideas about how to best present the house and its features to buyers who will be looking. In some circumstances, we bring in our stager to suggest options for de-cluttering, storage and also furniture rental/staging as necessary.

PHOTOS/VIDEO/DRONE/AERIALS:

The first thing any buyer looks at when searching for their new home is photos. We believe photography and video have the highest level of impact on the sale of a listing. That is why we work closely with high-end media companies to produce some of the most progressive listing videos and contacts in the industry. Each home we list receives beautiful, professionally edited photos and a narrated listing video with the agent who is selling the property.

PROFESSIONAL FLOOR PLAN:

For every listing, we provide a professionally made floor plan showing the square footage of your home. Each floor has colour-coded rooms making it easy for a buyer to see where the bedrooms are, or how large the family room is. This floor plan is also extremely helpful for listing your home on MLS as some buyers have specific needs for square footage when they purchase their next home.

3D TOUR/MATTERPORT:

We also offer the option of a professionally done 3D tour. The potential client can visually navigate through your home and can view the 3D layout.



Pre-Inspection – Do I Need One?

Depending on your home and its age, a pre-inspection is a great tool to have. We take one of the scariest documents during the selling process and turn it into a marketing tool that can accomplish many things for the seller including:

- **bringing to light any issues with the home that a buyer would uncover in an inspection, which you can then address before the home is listed;**
- **confirmation that your home is sound, and make you aware of any**

issues a buyer would bring up during negotiation from an inspection;

- **insight to any issues you may not want to address before the listing, so you can adjust the list price;**
- **provide a comprehensive report you can provide to serious buyers so they may waive the subject to inspection condition on an offer, which could mean your home spends less time in the conditional phase.**



Social Media & Marketing

92% of home-buyers start their search online. This is a huge number and a big factor in how the Halifax Homes & Lifestyles team approaches our marketing strategy. Video is one of the most effective ways to market a home and we make a unique listing video for every listing we take on. Here are just a few ways we will market your home:

- **www.halifaxhomesandlifestyles.ca & www.richardpayne.ca**
- **www.moving2novascotia.com which connects both International and out of province Buyers with our home Sellers**
- **A personalized listing video which we market on Facebook, YouTube, Pinterest, Google and MLS with targeted ads**
- **SEO & Google Adwords Campaigns run by our in-house marketing manager, Jane**
- **A targeted email blast to our database of potential Buyers with your listing video**

Write Up

Your Tasks | Costs With Purchasing

Photos and video grab a home buyer's attention, but a well-written description gets them in the door. Our listing write-ups tap into a buyer's emotions and draw a captivating picture of what it would be like to live in the home – to sit in front of the fireplace, catch the sunset from the deck, or host a festive holiday gathering. Our descriptions will successfully tell the story of your home.

Our Website

Our website is the most user-friendly real estate site in Halifax. Listings are updated by the minute, it is responsive on all devices including mobile and it is designed to convert leads. We generate more than 150+ buyer leads a month through our website alone. This tool is important as we can source new leads through our site that meet the criteria specifically for your home.



“Richard sold my house in a timely and hassle-free manner. He patiently guided me along every step of the way with his wealth of experience and knowledge, and I have no hesitations in recommending his services as a realtor to anyone. Thank you, Richard!”



ShowingTime

One of the many services we provide to our clients to make this process as seamless as possible is called ShowingTime. This program allows the seller to receive the feedback for their home and from the agents who've shown it. Once a home is listed, our team inputs all your contact information into this program and sends you an email to ensure you have the details. As viewings are requested and confirmed, you will receive either an email, text or both to keep you informed of the number of viewings on the property. As soon as we receive feedback from the Showing Agent, we input the feedback into the ShowingTime system and it will automatically notify you of your most recent feedback. You are always kept up to date and have the convenience of all your showings in one location. Our clients love this feature.



Signage

We place a For Sale sign on a beautiful wood post outside every listing, so prospective buyers who are out driving around will immediately take notice.



Traditional Methods of Marketing

There are many other ways to market a home effectively, with some of them being severely outdated. We do, however, find some to be worthwhile continuing such as:

- **Open Houses**
- **Exclusive Neighbourhood Previews**
- **Networking Events**
- **Phone Prospecting**
- **Door to Door**
- **Promotional Flyers**
- **Internal Press Release**
- **REALTOR® Tour**

Feature Sheets

Each listing with the Halifax Homes and Lifestyles team receives a beautiful, professional feature sheet with a unique write-up, professional photos, floor plan and features of the home for each prospective buyer to take with them once they have left your home. We also provide these for any open houses held at your home during the duration of your listing.



Open Houses

We have many referral partners within EXP Realty who can hold open houses for our listings. Depending on your schedule, location of your home and time of the year, open houses can be another marketing tool to help sell your home.

Weekly Market Updates

Every Friday, our Team will provide our Sellers with a comprehensive market update. We provide you with the current evaluations on your competition, sales in your area and the feedback & showings happening on your home. Weekly updates keep our Sellers in the know and reassure

our clients that we are doing everything to sell your home quickly and for the most money.

Loyalty & Commitment

Our Referral Program

If you have enjoyed working with our Team and know of a friend or family member who might be interested in selling or purchasing a property soon, we have a fantastic referral program.

Send Us A Client

Give us a call, text or email anytime with the name and phone number of the person you

know who is looking to purchase a home. You can also give them our information if they would prefer to give us a call.

Calling The Client

After receiving their information we will give them a call right away to review their current situation, and start helping them as soon as they are ready.



Next Steps

We know that your property means a lot to you, and this is why you can trust us to have your best interests at heart when selling your Halifax home. We have built our business on outstanding service, trust and integrity and my Team and I will do whatever it takes to find the right Buyers for your home and land the very best deal for you.

If you're interested in potentially selling your home with the Halifax Homes & Lifestyles team, contact us today to see how we can help you move forward. We are always happy to help.



Closing Cost Worksheet

Selling Price

\$ _____

Less Costs

Real Estate Commission

\$ _____

Legal Fee

\$ _____

Payout of Mortgage

\$ _____

Property Taxes (paid up to date)

\$ _____

Other Debts to be paid out from the Sale

\$ _____

Net Cash Available from Sale (price - costs)

\$ _____

Purchase Price of New Property

Less Deposit Made With Offer

\$ _____

Closing Costs

Deed Transfer Tax

\$ _____

Legal Fee

\$ _____

Registration Costs/Disbursements on Purchase

\$ _____

Title Insurance

\$ _____

Adjustments/Incidentals

\$ _____

Mortgage Application Fee/Appraisal Fee

\$ _____

Insurance Premiums or Lender Fee

\$ _____

Total Closing Costs

\$ _____

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