



seller's guide
let's get your home sold



GOOD
MORNING



TuschTM
REAL ESTATE GROUP

About Us

Tusch Real Estate Group
50+ years of Cumulative Experience
eXp Realty

Tusch Real Estate Group has a proven record of success in helping home sellers with a timely and effective sale of their home.

Established in early 2020, 5 licensed realtors serving the City of London and surrounding areas. Whether you are looking to buy, sell or browse listings, our advanced systems work together alongside our 50+ years of cumulative experience

"Real estate is more than a career to us, it is our passion. Getting to help people with the sale of their home is such an honor and a pleasure for us."

-Tusch Real Estate Group

TEAM NAME

TUSCH REAL ESTATE GROUP

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Tusch Real Estate Group

office

Wellington London, ON,
Canada



TUSCH REAL ESTATE GROUP

\$22,627,154

2020 volume sold

7

members of the team

101.79%

list to sold price ratio 2020

50 +

years in business

58

Transactions 2020

100 +

five-star reviews

*results, not
promises.*

by the numbers

what our clients say

100+ GOOGLE REVIEWS



Professional, reliable, and super helpful. My family can always count on Tusch Real Estate Group - even in between selling homes! If we have a question, they do not hesitate to swing by and keep us posted on how to make our house ready for the next time we sell. Now THAT is service!

Thank you, guys!!
- Sarah Wakefield

Everyone at Tusch Real Estate is friendly, professional, and has their own unique personalities/traits which make each of them valuable to the Tusch team! They're a power team and great at what they do...

Making Sales! They also do some AWESOME giveaways! (Just saying!) So if you're looking to purchase a house, I suggest shopping with Tusch Real Estate today!

Happy buying :)
- Kaedyne

I would highly recommend the Tusch Real Estate Group to anyone hands down. The team set up they have is amazing to see in real estate. They are all willing to help each other with anything whether that be in the office or out showing houses! I will always use them.

- Lauren P

I have worked with Rick and Georgia on multiple deals and I will never use anyone else. They make themselves available to discuss options, show you your place, and help you find your new dream home. They were a dream to work with from start to finish. They will work hard to get the deals done no matter the deadlines or obstacles. Highly recommend them to anyone that tells me they are looking to buy or sell.

- David Cassel

Amazing experience! I'm probably one of the most painful deals to date. I Purchased my dream shop and house 5 years ago. I did not think it was gonna work out with all the hurdles along the way. But Georgia never gave up and never lost hope. Her personality and professionalism is one of a kind. Her ability to relate and personalize each individual with such heart and passion is truly inspiring. She was invested in me like my dream was her dream and I'm grateful to this day. I would recommend her and her team over and over again.

-Laura Gosnell

the selling process

Let's break the home selling process down into 4 simple steps:

01

PREPARE IT

Meet with your agent
Clean, declutter, paint

02

ADVERTISE IT

Determine price
Strategic marketing

03

SHOW IT

Negotiate offers
Get under contract

04

SELL IT

Inspections + appraisals
Closing day!

✓ MEET WITH YOUR AGENT

There are thousands of agents who can sell your home. It's important to interview your agent and decide whom you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents - we have provided our answers so you can see why we believe we're the best for the job.

1. How long have you been in real estate?

Tusch Real Estate Group has 50+ years of cumulative experience in the real estate industry. We have shaped our team with experience in all areas of real estate from farm/country estates to new construction and multi-family!

2. Are you a part-time or full-time agent?

Every member of the Tusch Real Estate Group are full time agents, we also have one full time client care representative and full time assistant! Someone is always available to talk anytime.

3. What is your average days on market?

Right now the London market has never been this competitive. We take different approaches on every listing, we could likely sell it in hours in the market but choose to do various strategies to help capture the highest possible market value.

4. What is your marketing strategy?

We would need a full half hour to go over our entire strategy but I can reassure you we do it differently at Tusch Real Estate Group and it shows! We use all social platforms plus our referral team to draw in buyers from out of town and paid ads across the board - check out our listing videos on Youtube!

5. Have you sold homes in this neighborhood?

We sell homes in London and surrounding areas, we go as far as Rodney to Parkhill and Woodstock!

6. Have you sold homes in this price range?

We sell homes in every price range, we have listed condos to million dollar estates, we can cover it all. We are known for our listings and going the extra mile on every single one to be at the top of the market.

7. How many sellers are you representing?

We list up to 60 plus homes a year in most cases, that's a lot of happy sellers!

8. Are you an independent agent or on a team?

We have all worked as a sole agent at one time but quickly realizing the workload and time it takes to be a full-time agent made being on a team the only option. Working with a team is like getting 5 agents for one, you will have constant contact and 5 agents working to help sell your home instead of one, the benefits outweigh an independent agent any day of the week.

9. Will I be working directly with you or a team?

One agent will take the lead on your listing but the entire team will be there to help every step of the way. Every agent plays a key role in every transaction.

✓ CLEAN, DECLUTTER, PAINT

"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



It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property.

Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

Use the checklist on the following page to prepare your home for the market.

✓ CREATE A GAME PLAN

- Walk through your home room by room as if you are a buyer and take notes of what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim and molding
- Landscape. Add some color with flowers and shrubs. Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs. Add more lamps and accent lighting to brighten up darker rooms.
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- Thoroughly clean the entire home or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

✓ KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

✓ CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in and light a scented candle
- Turn on all of the lights, open the blinds

✓ CONSIDER STAGING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers' agents said that home staging had an effect on most buyers' view of the home.

** Statistics from the National Association of Realtors® Research Group, 2019*



PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in shorter time

CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

✓ PRICE IT RIGHT #1

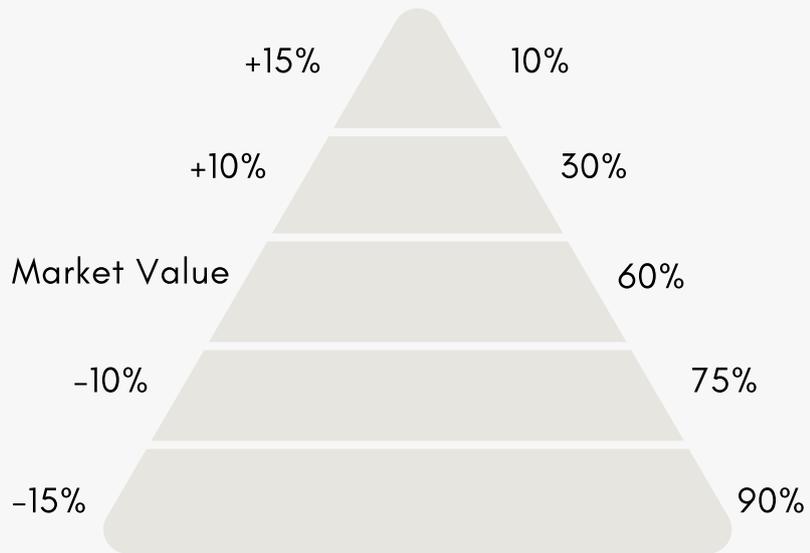
It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

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

why pricing it right is critical

asking price

percent of buyers



✓ PRICE IT RIGHT #2

Should we price it higher just to see what happens?

Setting a very high price just to “see what we get” is never a good idea. Setting an unreasonably high price usually results in a longer time on the market which does not look good to buyers and will frustrate you. Many sellers ask about the price that real estate websites give for their homes. These are not reliable because these sites are only taking into consideration very general demographics. Our job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

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



at market value

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



over market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender back to negotiations

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. We will do a comparative market analysis (CMA) to help you set the correct listing price. We look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then we compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighbourhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

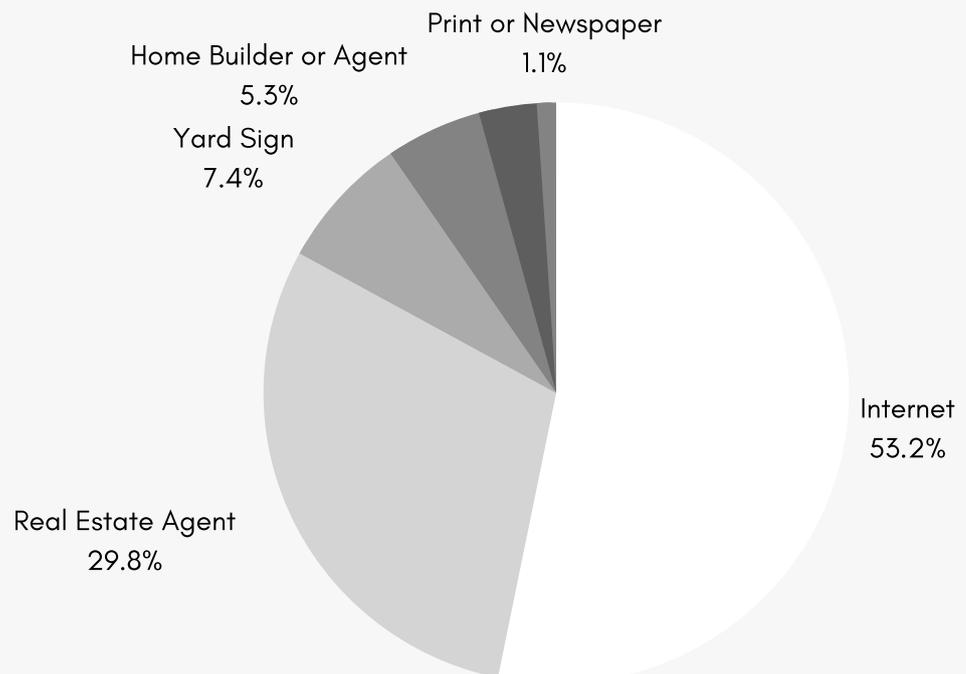
✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed on the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends

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 of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

✓ OUR MARKETING STRATEGY

- **List your marketing techniques here**
- Displayed on the brokerage website
- Displayed on our website
- Coming soon campaigns
- Virtual tours
- Broadcasted to thousands of followers across social media platforms
- Facebook marketplace
- Ad Campaigns
- Our Buyers List
- eXp Referral network - Toronto Agents
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Yard sign captures

EXAMPLE



1046 WINTER Drive,
Strathroy

**Sold in multiple offers 116%
Sale-to-List Ratio**

- We strategically priced the home and decided to wait for offers on a certain date to make sure buyers from out of town could have time to view the property
- We put it on the market with an eye-catching video explaining the property in detail
- Ran coming soon ads to generate excitement
- Boosted social media posts and received thousands of views; numerous shares; likes and messages
- Generated and worked multiple competitive offers and sold this property \$100 000 plus over asking!



HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- Remove all clutter and put away any personal items or decorations
- Remove all dishes from the sink and wipe it down
- Stow away any valuable items or take them with you
- Collect any kids or pet toys that are out
- Empty trash
- Clean bathrooms
- Spray air freshener or light a candle
- Fix and declutter exterior walkways

✓ PREPARING TO CLOSE

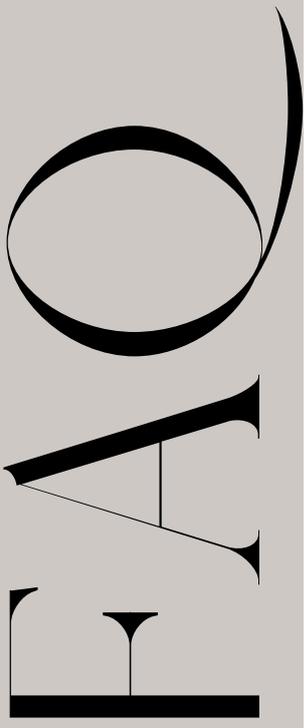
Once we have an offer accepted, keep in mind that we still have to clear any conditions on the offer before we close.

A **condition** is when there is something that the buyer or seller needs to do for the transaction to move forward.

Some common conditions are:

- **Inspection condition.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **Financing condition.** This will be on any offer where the buyer needs to obtain a mortgage in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they are capable of getting the mortgage, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Appraisal condition.** Typically, the lender requests an appraisal to be done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **Home sale condition.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other conditions, but it does happen.





What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they are not hit with bad news after going under contract. If you know of any problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, water issues then these need to be disclosed. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

What happens if my home doesn't appraise above the contract price?

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the offer to the satisfaction of both buyer and seller. Usually, we are able to work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal, but it's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. We will help you through the negotiation process to select the right buyer—and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing and how much they are financing. How much they are offering to put down as a deposit and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. We are always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract is a few days in this fast paced market. If you need to sell fast, that should be reflected in the list price.

thank you

Thank you for trusting us with the sale of your property. We are honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions? We're always available to help! Shoot us a text or give us a call for the quickest response. Helping our clients sell their homes for top dollar and with the most ease is what we are passionate about - we are always here to answer your questions.



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