

CARE

CORE ASSETS REAL ESTATE

SELLERS GUIDE





Getting Started

Property Walk-Through

The first step in the listing process is setting up a time to do a comprehensive walkthrough of the Property. This will give us a great opportunity to learn about the Property from the person who knows it best- you! We'll discuss its history, layout, any upgrades and renovations that you have made, as well as the age of the structural components. This information will ultimately help guide us in determining the true market value.

Discuss Background and Considerations

Prior to listing your house, it's really important to answer a few relevant questions as this will guide the strategy and process; what is your motivation to sell? Have you purchased a new home already? Is this a matrimonial home (i.e. do you own it with your spouse)? Have you had a preliminary conversation with an accountant and real estate lawyer? Is now the best time to sell? What is your preferred closing date?

Prepare a Strategy

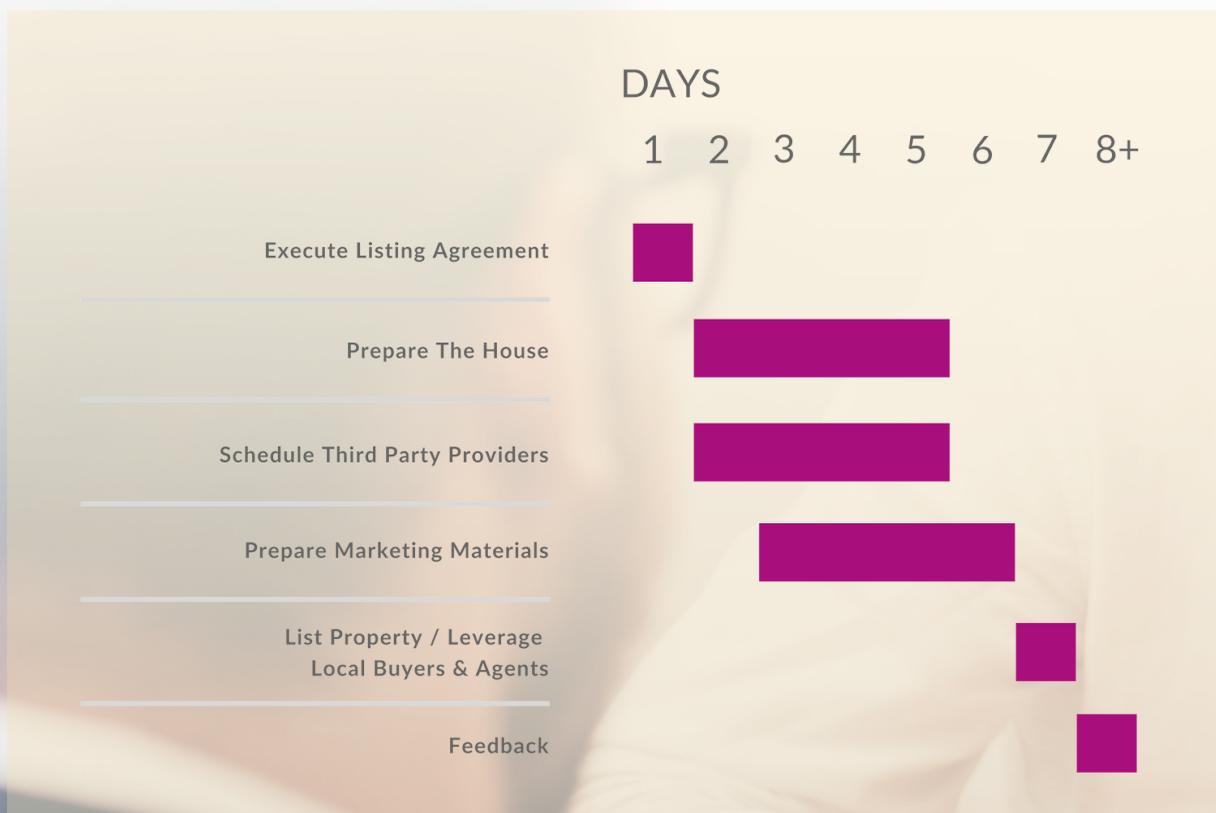
- Pricing (accept Offers anytime or hold back Offers to attract multiple Offers)
- House preparation
- Will the house be vacant? This will allow the home to show in its absolute best light and take the stress off of you to keep your home clean during the entire listing period. If only we could all live the way a staged house looks!
- If you plan on living in the home during showings, what hours will you allow showings? The more flexible we can be with showing hours, the better.
- Will there be any pets or children at home during showings?

Listing Process

LISTING PROCESS

- 1) Execute listing agreement
- 2) Prepare the house for listing (declutter/organize, paint, staging/decorating, home inspection, professional cleaning)
- 3) Creative (i.e. photos, video, virtual tour)
- 4) Prepare marketing materials (brochures, custom website, social media content)
- 5) List Property!
- 6) Leverage buyers & agents (MLS listing, signage, brochures/direct mail, networking/word of mouth, social media, email blast, open houses)
- 7) Measure, track & follow up (campaign performance, buyer/agent feedback)

LISTING TIMELINE



Offers

The Offer itself is a lengthy document outlining all of the terms of the purchase including purchase price, closing date, deposit amount, and any conditions. We will always review this document in detail, but a few key items to be aware of are:

IRREVOCABLE

Synonymous with “expiry date” this is the time and date at which the Offer expires. As the Seller, you must either (1) accept the offer or (2) sign back the offer (with any changes) prior to this time/date in order to keep the offer active.

DEPOSIT

In Toronto, the typical deposit amount is approximately 5% of the purchase price (i.e. for \$500,000, the deposit is \$25,000) and is different than a downpayment. This amount is due within 24 hours of an accepted Agreement of Purchase and Sale (even if it’s conditional!) and must be provided via certified cheque/bank draft. This money will be held in our trust account until closing at which point it will be released to the lawyers. If the Offer is conditional and the buyer is unable to fulfill the conditions, the deposit is returned in full.

COMPLETION DATE

This is also known as the “closing date” which is when you want the buyers to take possession of the Property. Buyers often close on a new Property earlier than when they need to move out of their current residence to allow time for painting, moving, etc. and to reduce stress! A key thing to note is that purchases CANNOT close on weekends or holidays.

CONDITIONS

Although conditions are becoming a rarity in today’s market given multiple Offer scenarios, typical conditions of an Offer include financing, home inspection and/or status certificate review (in condos only). In multiple Offer scenarios, these items are often fulfilled prior to submitting an Offer in order to increase the competitiveness of a buyer’s Offer.

WHAT HAPPENS AFTER AN OFFER IS ACCEPTED

DOCUMENTS TO LENDER / LAWYER

As soon as an Offer is accepted, whether it be conditional or otherwise, send the Agreement of Purchase and Sale along with a copy of the deposit cheque, to your lender/bank and lawyer. This will allow them to begin working on your file right away and ensure everything is in order for closing.

RECEIVE DEPOSIT CHEQUE - 24 HOURS

Once you accept an Offer, the buyer will have 24 hours to deliver a deposit cheque to our brokerage.

CONDITIONS FULFILLED

The buyer typically has 3-5 business days to fulfill any conditions that were included in their Offer (i.e. financing, home inspection, etc.). A “Waiver” or “Notice of Fulfillment of Condition” must be executed by the buyer within the designated time period in order to complete these items at which time the Offer becomes firm and binding.

PRE-CLOSING VISITS

There are typically 2-3 visits allotted to the buyer which allows them the opportunity to walk through the Property prior to closing. Buyers can use these visits to take measurements, bring contractors through or to simply show their family/friends their beautiful new home!

— Key Success Factors & What's Next —

REMAIN OBJECTIVE

We understand that you may have many great memories associated with your house, but for the purpose of selling, it is important to detach yourself from all of these (we know how hard this can be!). Removing all personal items allows buyers to picture themselves in your home and can help generate increased attention. If you treat the sale of your home as a financial transaction you'll truly see the biggest return.

PRIORITIZE VIEWINGS

We know that life gets busy, but we want to give buyers the most opportunities possible to view your Property. It's ideal to list a Property that's vacant which would involve you moving out of your house, but we realize that this is difficult for most. When this is not possible, it is important to be on call to leave the house with short notice during reasonable hours. This could mean the difference between getting an Offer and not!

RESPONSIVENESS

Given the fast-paced nature of the current market, responsiveness is key as Offers are often submitted soon after listing a Property! We recommend checking your e-mail regularly so you can confirm appointments, respond to questions from potential buyers (relayed by us), and to ensure we're in constant communication.

MAINTAIN THE HOUSE

In order to show the Property in its absolute best light, it's important to ensure that it consistently shows the same way it did on day 1 of listing. Keeping the Property clean, beds made, counters decluttered and lawns mowed will keep buyers coming and the possibility of an Offer high!

What's Next

Let's schedule a time within the next week to get together and go over a more formal listing presentation now that we have completed a walkthrough of the Property. At this meeting we will go over the following components in detail:

**MARKETING
STRATEGY**

**PRICING
STRATEGY**

**COMMISSION
STRUCTURE**

About Core Assets

Core Assets Real Estate is a modern brokerage reinventing how real Property is sold by empowering some of the top minds in the industry through technology and collaboration.

Since our launch in late 2012, our goal has been to create a real estate brokerage united by the same core values vital to transform an industry. It is these values that have guided us every step of the way and acted as our compass. The result is a culture that is uncompromising and fiercely focused on quality. This means that we are not the cheapest option in the market but we may be one of the most successful. Our real estate listings continuously sell fast and for top dollar. This can be attributed in large part to a company wide, standardized marketing formula that continues to adapt with the evolving market.



FORM AND FUNCTION

As a technology-driven real estate brokerage, we empower our agents through a unique set of digital tools that captures the essence of a luxury brand but also mimics the flexibility of a technology company through continuous learning.



PASSION OVER PERFORMANCE

We've always believed that we can train a mediocre agent to be great but it takes the right mix of passion and persistence. At Core Assets, we hire great people, plain and simple. We put this mandate above and beyond any other priority.



COLLABORATIVE CULTURE

Unlike many traditional brokerages, Core Assets is a collaborative, learning centre. We have a very clear mandate to learn from each other, share resources and grow as a team. This is reflective in our culture and our continuous referral network.



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