

Real Estate Seller's GUIDE



THE ULTIMATE ROADMAP
TO SELLING YOUR HOME

Mike Mifsud
CEO & Broker of Record
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HOMELIFE TEAM
HOMELIFE NOKY REALTY LTD., BROKERAGE
HIGHER STANDARDS
EXPERIENCE YOU CAN TRUST!



Preparing Your Home For Sale

Staging your home is not about redecorating your entire home and removing all your furnishings. It's about removing clutter and rearranging what you do have, making a few improvements that will appeal to more buyers.

If you're not interested in doing this yourself, Mike and his team can recommend a professional stager.

Curb Appeal

First impressions count! Cut the grass, trim overgrown bushes, paint the front door and garage doors, and plant or use potted plants to provide some colour at the front of the home.

De-Personalize

Remove personal photos and family heirlooms. Buyers can better visualize themselves living in the home.

Minor Repairs

Take care of minor items like patch holes in drywall, replace crack tiles or chipped counter tops, fix leaky faucets and replace burnt out light bulbs.

Remove Excluded Items

Remove any fixtures or window coverings that you want to keep so that they don't become part of the deal or a sore point during negotiations.

Make the Home Shine

Clean Homes sell faster. A thorough cleaning throughout is vital. Wash windows, and ensure that your kitchen and bathrooms, gleam. Shampoo carpets and clean and dust. Also clean around furnace and water heater.

Declutter Closets & Cabinets

Organized and tidy closets and cabinets have a positive impact on buyers.

A Bright Home Feels Good

Welcome buyers by opening all window coverings and let the sunshine in. Fresh Flowers or air fresheners are important too. Turn on all the lights for night time showings.

Temperature Setting

You want to have buyers comfortable when viewing your home. Cool not Cold in Summer and Warm not Hot in the Winter.

All System GO

Ensure that all mechanical systems, fireplaces, water softener, garage door openers are working.

Buyers like to roam alone

It's best to leave the property during any buyer visits. It's important to allow buyers to feel comfortable while viewing your home.

Pets

We know pets are family too. It's best to make arrangements to ensure your pets are not present during showings.

Be Ready

Although we do everything to give you as much notice as possible...sometimes buyers want to see your home on short notice. So keep the house tidy and make the beds, just in case.





THE FAQs

All of your questions
answered!

HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes generally sell in less than 2 weeks on average.

WHAT IS A BUYER VS SELLER MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

WHAT PROTECTION CAN I EXPECT WITH COVID19?

COVID19 continues to concern many people. Your Family's health is paramount. We have strict protocols in place where anyone entering your home must verify that they do not have Covid19 and have not come into contact with anyone with Covid19.

THE STEPS

Let's take a closer look at the steps to selling your home.



STEP ONE GET IT READY

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



STEP TWO SET THE PRICE

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



STEP FOUR SHOWINGS

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



STEP THREE VISUAL MARKETING

Professional 360 Interactive video tour and photos are crucial to show your home online. We have a great photographer that will showcase your home!



STEP FIVE REVIEW OFFERS

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



STEP SIX ACCEPTED OFFER

When an offer is accepted we handle all the details.



STEP SEVEN CLOSE & MOVE



THE APPROACH

How we go about selling your home from beginning to end.

ASSESS

We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.

PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs and storing personal items to make your home as neutral as possible.

SELL

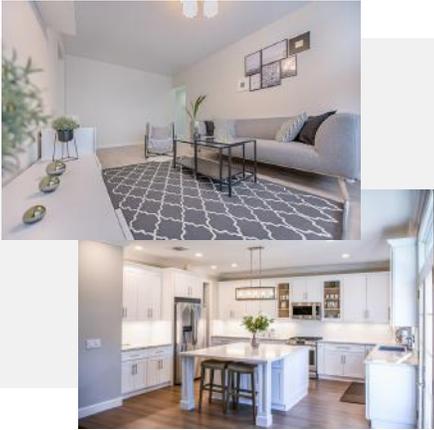
Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, Barrie & Toronto MLS Listing, networking on prominent home selling websites, social media marketing, virtual walkthroughs and print marketing that reach audiences far and wide.



"THEY TOOK CARE OF EVERYTHING, FROM STAGING TO MARKETING, AND OUR HOME SOLD FOR OVER ASKING, MIKE REALLY KNOWS HOW TO SELL!"

Randy S.

THE MARKETING

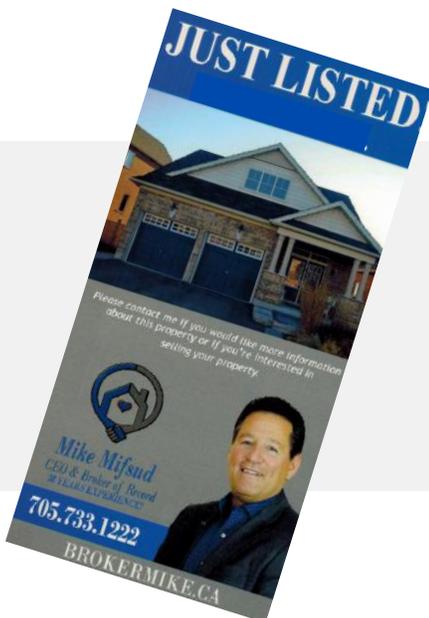


PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to the widest audience possible. We only use the best professional photographers.

3D 360 VIRTUAL TOURS

We showcase your home with 360 3D Interactive video tour.



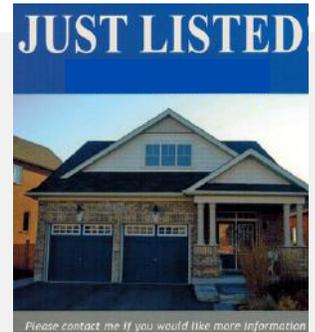
NEIGHBOURHOOD FLYERS

We make sure your hood is informed first so they can spread the word to their families and friends.

We have a unique marketing system that takes all of your home's needs into consideration.

SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is growing everyday which means your home gets in front of more eyes.



PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers can walk away feeling more impressed with your home.

STAGING DONE WELL

We assess your staging needs during our first meeting and get the job done regardless of whether you need a little spruce or a large overhaul.



OUR COMPANY

We are a full service real estate company. We assist home buyers and sellers throughout the entire process of buying and selling a property.

We are located in Barrie and have served the Barrie area market for almost 30 years.

We welcome the opportunity to help you with your real estate needs.

We have helped property owners in the Barrie area sell their properties for almost 30 years. We care about your best interests and your sale.



Mike Mifsud is the Broker of Record and owner with more than 39 years experience in the real estate business.

OUR TEAM

We believe in an approach to selling your home as unique as you are.



MIKE MIFSUD

CEO & BROKER OF RECORD

As the Broker of Record and Owner, I can assure you that when you work with my team, you'll receive the highest level of experience and professionalism. We pride ourselves in providing exceptional service and are always available to answer your questions. We'll work hard from sign up to sign down and sell your home for top dollar!



JILLIAN
DAVIS
REALTOR



COREY
STAGG
REALTOR



RON
RILEY
MORTGAGES



MICHELLE
MIFSUD
ADMIN



TESTIMONIALS

What our clients had to say about our selling process



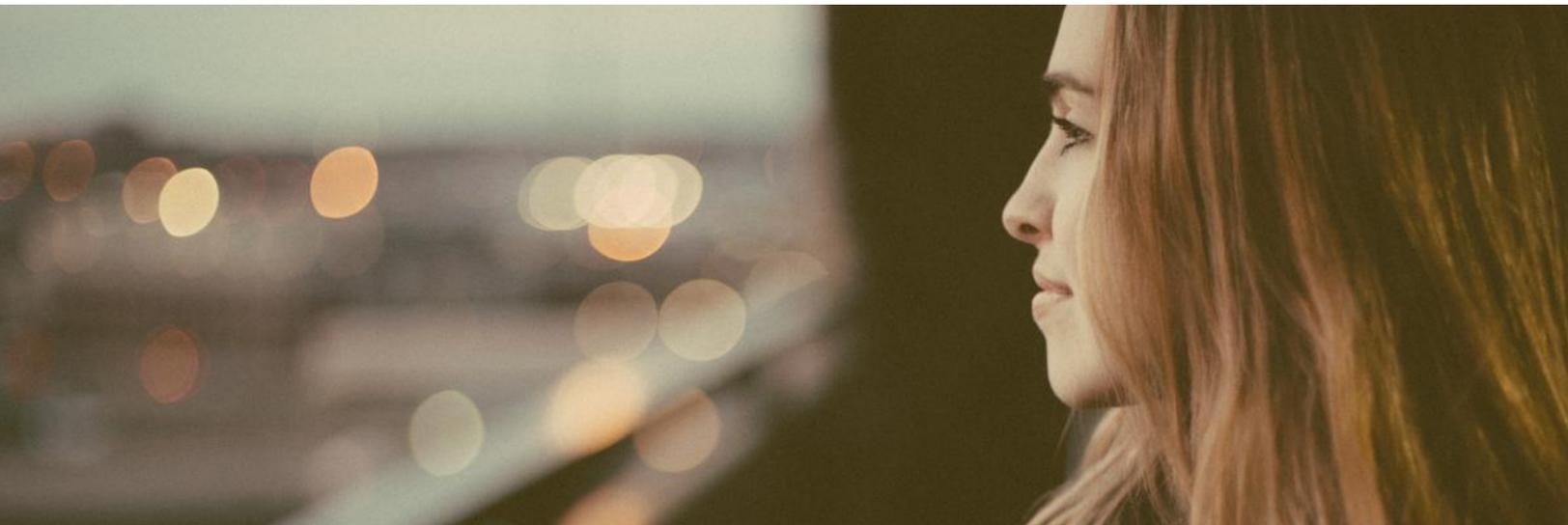
Mike and his team were hands down the best realtors we've ever worked with, we will use them again and again and again...

-Renee K.



Mike sure can sell and negotiate well, Wow what a great team, they made sure we were always comfortable every step of the way.

-Khole W.



Mike helped us sell our first home. He was more than patient and helped us every step of the way. We highly recommend Mike.

-Grencys L.



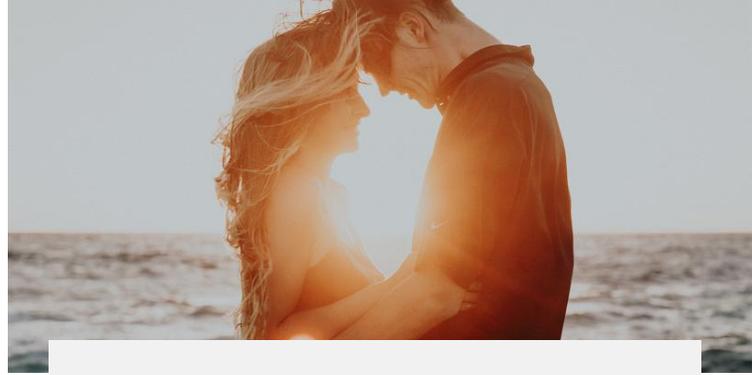
Mike and his team really went all out for us. The market was a bit crazy but we sold our current home and bought the new house with Mike's hard work and negotiation skills.

-Wendy W.



My mom needed to sell her home during the pandemic, everything from safety procedures to wonderful virtual marketing ads were perfectly executed. We didn't have to do anything or worry about too many people entering our home, as my mother is elderly it was very important to us to be as safe as possible.

-Matthew S.



We're so happy we chose to work with Mike. His experience and knowledge really made the difference!

-Nancy T.



There are a lot of realtors out there and a lot of choices, but when it came to selling our home we knew there was no one else but Mike and his team were professional, caring, knowledgeable and when it came down to it made us feel like part of their team and part of their family. It was as fun to sell our home as it was profitable. These guys are definitely the best of the best! We wouldn't hesitate to recommend them to our family, friends, instapals, everyone!

-Randy S.



We were so busy with kids, work and life! Mike and his team took care of everything and we didn't need to lift a finger. It was amazing and they sold our home in two days..

-Amenda S.



FOR SALE



HOMELIFE TEAM

HOMELIFE NU-KEY REALTY LTD., BROKERAGE
HIGHER STANDARDS

READY TO GET STARTED?

CONTACT: MIKE MIFSUD



MIKE MIFSUD TEAM

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BROKERMIKE.CA

*Independently owned and operated.



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