



MARK GOLDADE PERSONAL REAL ESTATE CORPORATION



**COLDWELL BANKER**

**PREFERRED  
REAL ESTATE**

## Home Seller's Guide

### Introduction:

Selling a home can be a complex and emotional process. This comprehensive guide is designed to help you navigate the home-selling journey in Winnipeg and surrounding areas, ensuring a smooth and successful transaction. Whether you are a first-time seller or a seasoned pro, this guide covers everything from preparing your home for sale to closing the deal.

### 1. Preparing to Sell Your Home:

#### Assess the Market:

- **Market Analysis:** Understand the current real estate market conditions in Winnipeg. A real estate agent can provide a Comparative Market Analysis (CMA) to help you price your home competitively.

- **Seasonal Trends:** Consider the best time of year to sell. Spring and summer are typically the busiest seasons for real estate in Manitoba.

### **Choose the Right Real Estate Agent:**

- **Experience:** Look for an agent with a proven track record in your local market.
- **Communication:** Choose someone who communicates effectively and is responsive to your needs.
- **Marketing Plan:** Ensure the agent has a comprehensive marketing plan to promote your home.

### **Prepare Your Home for Sale:**

- **Declutter and Depersonalize:** Remove personal items and excess clutter to make your home appear spacious and neutral.
- **Repairs and Maintenance:** Address any necessary repairs, such as leaky faucets, broken tiles, or peeling paint.
- **Staging:** Consider professional staging to highlight your home's best features and make it more appealing to buyers.

### **Get a Pre-Sale Home Inspection:**

- **Purpose:** Identify any potential issues that could affect the sale.
- **Benefits:** Addressing problems upfront can prevent surprises during the buyer's inspection and increase buyer confidence.

## **2. Pricing Your Home:**

### **Understand Your Home's Value:**

- **Comparable Sales:** Review recent sales of similar homes in your area to determine a fair market value.
- **Market Conditions:** Consider the current supply and demand in your local market.

### **Set a Competitive Price:**

- **Avoid Overpricing:** Pricing too high can deter buyers and result in a longer time on the market.
- **Price Strategically:** Work with your agent to set a price that attracts buyers and encourages competitive offers.

### **Consider Market Trends:**

- **Rising Markets:** In a rising market, pricing slightly below market value can create a bidding war.
- **Stable or Declining Markets:** In stable or declining markets, pricing at or slightly above market value may be appropriate.

## **3. Marketing Your Home:**

### **Professional Photography:**

- **High-Quality Photos:** Invest in professional photography to showcase your home's best features.

- **Virtual Tours:** Consider creating virtual tours or 3D walkthroughs to allow buyers to explore your home online.

### **Online Listings:**

- **MLS Listing:** Ensure your home is listed on the Multiple Listing Service (MLS) for maximum exposure.
- **Social Media:** Utilize social media platforms to reach a wider audience.

### **Print Marketing:**

- **Flyers and Brochures:** Create visually appealing marketing materials to distribute at open houses and around the neighborhood.
- **Local Newspapers:** Advertise in local newspapers to attract potential buyers.

### **Open Houses and Showings:**

- **Open Houses:** Host open houses to allow multiple buyers to view your home at once.
- **Private Showings:** Accommodate private showings for serious buyers.

## **4. Receiving and Negotiating Offers:**

### **Reviewing Offers:**

- **Evaluate Offers:** Consider the offer price, contingencies, and the buyer's financial qualifications.

- **Multiple Offers:** If you receive multiple offers, review them with your agent to determine the best one.

### **Negotiation Strategies:**

- **Counteroffers:** Be prepared to negotiate terms such as price, closing date, and contingencies.
- **Stay Objective:** Focus on the facts and avoid letting emotions influence your decisions.

### **Contingencies:**

- **Common Contingencies:** Common contingencies include financing, home inspection, and sale of the buyer's current home.
- **Removing Contingencies:** Work with your agent to address and remove contingencies as quickly as possible.

## **5. Closing the Deal:**

### **Accepting an Offer:**

- **Final Agreement:** Once you accept an offer, you will sign a purchase agreement outlining the terms of the sale.
- **Earnest Money:** The buyer will typically provide earnest money to demonstrate their commitment.

### **Home Inspection and Appraisal:**

- **Buyer's Inspection:** The buyer will conduct a home inspection to identify any issues.
- **Appraisal:** The lender will order an appraisal to ensure the home's value supports the loan amount.

#### **Title and Escrow:**

- **Title Search:** A title company will perform a title search to ensure there are no liens or claims against the property.
- **Escrow Account:** Funds will be held in an escrow account until closing.

#### **Final Walk-Through:**

- **Buyer's Walk-Through:** The buyer will conduct a final walk-through to ensure the home is in the agreed-upon condition.
- **Address Issues:** Address any last-minute issues that may arise during the walk-through.

#### **Closing Day:**

- **Sign Documents:** Sign the closing documents, including the deed and settlement statement.
- **Transfer Keys:** Hand over the keys to the new owner.
- **Receive Funds:** Receive the proceeds from the sale, minus any outstanding mortgage balance and closing costs.

#### **6. Special Considerations for Manitoba:**

## **Land Transfer Tax:**

- **Calculation:** Based on the property's purchase price, with rates increasing at different price thresholds.
- **Payment:** Typically paid by the buyer, but it's important to be aware of its impact on the sale.

## **Property Disclosures:**

- **Legal Requirements:** Sellers in Manitoba are required to disclose any known defects or issues with the property.
- **Complete and Accurate:** Ensure all disclosures are complete and accurate to avoid potential legal issues.

## **Condo Sales:**

- **Condo Documents:** Provide potential buyers with all relevant condo documents, including financial statements, bylaws, and rules.
- **Cooling-Off Period:** Be aware of the 7-day cooling-off period for condo purchases in Manitoba, allowing buyers to rescind their offer without penalty.

## **7. Post-Sale Considerations:**

### **Cancel Services and Utilities:**

- **Utility Transfers:** Arrange for the transfer or cancellation of utilities, including electricity, gas, water, and internet.

- **Service Providers:** Notify service providers of your move and arrange for final bills to be paid.

### **Change of Address:**

- **Notify Parties:** Inform your bank, employer, insurance providers, and other important parties of your new address.
- **Mail Forwarding:** Set up mail forwarding with Canada Post to ensure you receive all important mail.

### **Tax Implications:**

- **Capital Gains Tax:** Consult with a tax advisor to understand any potential capital gains tax implications from the sale of your home.
- **Reporting the Sale:** Ensure you report the sale of your home on your tax return if required.

### **Leave a Review:**

- **Feedback:** Provide feedback to your real estate agent to help them improve their services.
- **Referrals:** Consider referring your agent to friends and family who may be looking to buy or sell a home.

### **Contact Information:**

For more personalized assistance, contact me at:

Mark Goldade, CD  
Mark Goldade Personal Real Estate Corporation  
Coldwell Banker Preferred Real Estate



431.777.4080

mark@goldaderealtor.com

<http://www.goldaderealtor.com>