

# the O'Brien GROUP

## THE HOME SELLERS GUIDE

### ENGAGING A REALTOR



1. You are considering Selling your Home? Call your Realtor! aka US!
  - a. In our initial phone call, we will ask some basic information about your home, i.e. square footage, updates, number of bedrooms, bathrooms, etc.
  - b. We will set up a time for us to come in to your home and take a look.
  - c. We put together our Comparative Market Analysis based on our initial phone call and during our in person appointment we will go over the details and provide a realistic value for your Home.
2. You are happy with our Valuation and Discussion of our Services, its time to MOBILIZE!

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### STAGING CONSULTATION

3. Time to Mobilize! We have 4 steps to take.
4. The O'Brien Group provides a Staging Consultation
5. Our Staging Team will connect with you for 45 mins
  - a. They provide suggestions on how best to present your home.
  - b. They provide a great "to-do" list for you to follow
    - b.i. you can follow the "to-do" list as much or as little as you want.
  - c. They provide a great support and guidance all along the way, if required.



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### PHOTO READY!



6. Step 2: We can have the measuring tech come in and create the floor plan for your home, you don't need to be photo ready yet!
7. You've completed the "To-do" List from the Stagers.
8. You're ready for Photos!
9. Step 3 and 4, we have the Photographer and the Matterport Technician come in at the final steps before listing. And we are ready to list!

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### WE LIST, THEN OFFERS? NOW WHAT?!

10. We go live on MLS, now what?
  - 10.a. Between our Team and yourself we will come with a showing game plan.
    - i. We don't advertise this right away as we want to hear the phone ring. Once, we start getting calls we provide an update to you and implement our showing game plan.
    - ii. First we have "First Showings" which is a designated time slot to show your home.
    - iii. Our aim is to fully expose your home to the market! So we do group showings as much as possible
11. Your property is being well received! What can we expect?
  - 11.a. We will have you fill out a Direction Regarding Presentation of Offers, typically 7 days after we list.
    - i. We have our Showing Game Plan to give everyone the opportunity to fall in love with your home!
    - ii. Be prepared for possible pre-inspections, this means that a potential Buyer is wanting to do their due diligence before our set time for offers.
    - iii. Depending on how the market receives your home, we may be in the position to receive multiple offers and perhaps offers that are subject free! (if subject free offers are received and accepted, you can jump down to the Lawyer / Notary section below)
12. We haven't had any offers by time our Direction for Offers day comes and goes, what next?
  - 12.a. We will move towards a more normal showing schedule. This normal showing schedule is typically 24 hours notice for showings, but still aiming to get all those who want to view the property in to see it.
    - i. We will also be doing our Facebook Live Open House to drive additional traffic.
    - ii. We can also look to paid social media ads in key feeder neighbourhoods, Realtor Addressed Invites, Real Estate Board Direct Ads, and paper marketing.
    - iii. There are a number of options we have at every step of the way!
13. What should we expect during offer negotiations?
  - 13.a. We, as your agents, are working to negotiate top dollar for your home every step of the way. Every negotiation is different, but don't worry, we will guide you through every step, always working in your best interest of course!
14. An Accepted Offer, now what? Congratulations!
  - 14.a. Depending on if the offer is subject free or has subjects there are two different processes.
    - i. If we have a subject free offer, congratulations you're all done! See next steps below.
    - ii. If we have an accepted offer with Subjects, then there may be a few questions asked, a home inspection done, as well as any other due diligence by the Buyer.
      - ii.a. The Buyer is satisfied and we receive subject removal, congratulations you're all done!

MORE QUESTIONS? WE ARE HERE FOR YOU!

[www.obriengrouprealtors.com](http://www.obriengrouprealtors.com)

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### NOTARY OR LAWYER TIME

15. We now have either removed subjects or have an accepted subject free offer (a firm deal)
16. Time to find a notary or lawyer who can convey the property for you. There are a number of great options in Vancouver and across the lower mainland. It is best to confirm with one about a month out from completion, our office sends all the documents to them pertaining to the purchase, but they will require additional documents from you.

### PREP FOR COMPLETION AND POSSESSION

17. The O'Brien Group provides a complimentary Moving Kit to get you started on your packing!
18. You will want to have your home insurance coverage until 12:01am on Possession Day
19. Set up your movers, Uhaul, friends, and family to get you over there for Possession day.
20. If there are any additional items that were part of negotiations to be completed prior to completion or possession, now would be the time to take care of them. This could be ensuring cleaners are lined up, any minor fixes, etc.
21. You will want to notify Strata of your Move Out Day / Time and confirm if there is a move out fee associated with this.
22. Remember to Let BC Hydro, Shaw / Telus, and any other Service providers of the possession day for the new owners, that when these services should be cancelled by at the latest.



### THE NOTARY OR LAWYER



23. You will meet with the Lawyer or Notary about 2-3 days before completion to sign all the documents for registration, the Buyer typically signs first. At this time the Lawyer or Notary will go over the statement of adjustments at this time with you as well.
24. Please Remember that the statement of adjustments will deal with items such as prepaid property taxes (or unpaid taxes) adjustment for maintenance fees for the month, any remainders to be paid off the Form B if you are in strata, etc.
25. Lastly, the municipality will be notified at registration of title of the new owners information and items such as garbage, fortis, etc will be transferred over to them.

### COMPLETION DAY!

26. The Day of Completion, this is the day you receive your funds from the sale of your home. Registration of the title from your name to the new owners usually completes around 3pm in the afternoon. (almost) Sheila or Ashley give you a call once we have the registration in hand.



### POSSESSION DAY!

27. Possession Day! We arrange keys on your behalf with the Buyers Agent and coordinate a time to meet with you beforehand to get the balance of the keys. We typically retain our set from when your home was listed. We then ensure to make keys available in time for the designated contract possession time.

### CONGRATULATIONS!

The O'Brien Group is 100% client focussed. Our client's trust, happiness, and peace of mind is the most important aspect of our business. We hope you have enjoyed and found this information both helpful and informative. We look forward to guiding you through one of the most major investments of your life!

Sincerely,  
The O'Brien Group Team



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