

SELLERS GUIDE

Kerri Tucker 
yoursaskatoonagent.com



Table of Contents

01

First Things First

- About this Guide
- About Me
- Working with a REALTOR®

02

Getting Ready to Sell

- Our First Meeting
- Setting a Listing Price
- Preparing Your Home
- Staging Consult
- Professional Photoshoot

03

Listing the Home

- Listing Documents
- Promotion
- Showing Preparation
- The 3 Ps

04

You Have an Offer!

- Elements of an Offer
- Possible Conditions
- Offer Response Options
- Conditional Sale Period

05

And...Sold!

- What to Take and What to Leave
- Closing Time
- Commissions

About this Guide

This selling guide was designed to prepare you for the journey of selling your home.

Selling real estate for most people will be one of the most significant financial decisions they will make. Knowing what is ahead will help you to get ready to have a successful sale and move you along with your real estate goals.

This guide is an example of how things typically run when working with me. Every case is unique in some ways and we will adjust things as necessary.



As your Saskatoon real estate agent, I am here for you every step of the way.

So let's get started...

Hello, I'm Your Saskatoon Real Estate Agent Kerri Tucker

I have been a REALTOR® in Saskatoon since 2012 and I am committed to providing exceptional service to my clients. With that, as well as my experience and passion for helping people in real estate, I have established a reputation as a trusted and knowledgeable real estate advisor.

My attention to detail and commitment to communication sets me apart and make me a valuable resource for my real estate clients. Outside of work, I enjoy time with my family either at the hockey rink, dance competitions or making something delicious in the kitchen.

Real estate is personal. To me, it is never simply a transaction to complete. Your goals are my goals. My real estate philosophy revolves around four key principles:

Trust

Relationships

Professionalism

Full-service Excellence.

These values guide every aspect of my work, ensuring that your real estate journey is not only successful but also deeply rewarding.



My commitment to excellence and personalized service has earned me a loyal following of satisfied clients, and I look forward to the opportunity to work with you!

Welcome to a world where real estate is more than transactions.

Kerri Tucker

Working with a REALTOR®



Commitment to Professionalism

As a REALTOR®, I am a licensed real estate professional and a member of the Canadian Real Estate Association.

What you can expect from working with a REALTOR®:

- Work in your best interest with expert real estate advice and skills
- Simplify the home selling process with specialized real estate knowledge
- Explain your duties as a home seller in the sale process
- Stay informed of market conditions
- Honest communication



My job is to work for you and make the selling process as smooth as possible. I help with many things, including:

- Assessing the condition of your property and helping determine the best price
- Advising on improvements and staging to increase and enhance the saleability of the home
- Promote your property effectively to attract buyers
- Answer all inquiries, coordinate showings, and communicate all activity
- Receive offers and handle negotiations when necessary
- Be there for you and assist at every step of the way with advice and valuable information.
- Personalized service

Getting Ready for a Sale

Consultation Meeting

The first step will be to meet and discuss your goals, timelines, and any specific considerations you may need to work around. I want to get to know you and let you get to know me and how I work.

I will take a tour of your home so that I can take note of the features and start working on a Comparative Market Analysis so that we can decide on the best listing price.



Have you done any recent upgrades to your home?

The most common updates that buyers look for beyond cosmetic changes are heating and air conditioning, windows, shingles, hot water heater, appliances, and kitchen and bathroom updates. It's good to have a list handy so that I can reference these points.

Setting a Listing Price



Pricing a home for the market is a combination of science and art. There are many things to consider when setting an asking price:

- Current market conditions
- Neighbourhood and street location
- Square footage of the home
- Percentage of development (basement, yard, etc.)
- Age and condition of the property
- Number of bedrooms, bathrooms, bonus room
- Layout
- Special features such as fireplace, pool, a great view, recent renovations
- Access to transit, schools, parks, and amenities
- Your motivation



In my Comparative Market Analysis (CMA), we will look at what similar homes to your have sold for recently as well as any other homes that are listed that would be competing with yours for buyers attention.

While it is tempting to shoot for the stars, setting an asking price that is too high may ultimately result in a much lower selling price. Homes that are overpriced tend to sit on the market for longer and buyers could start to wonder what is wrong with it even if it does eventually reduce to a more appropriate price.

Preparing Your Home

When you are getting ready to list your home, there are a number of things you can do to make it much more attractive to buyers. I will share with you my **Pre-Listing Preparation Guide** to get ready. Some of the most important notes are:

- Clean clean clean! All surfaces should sparkle. Common places to miss that really make a difference are doors and handles, light switches, baseboards, and windows.
- Declutter as much as possible. Now is a good time to go through every drawer, closet, and storage spaces and sell or donate all unused items. You want to show buyers that there is more than enough space for their stuff. If you aren't planning to move it with you, it should be removed.
- Touch up paint where needed. If you have rooms with outdated or loud colours, painting them a contemporary neutral colour will be much more appealing.
- Change the furnace filter
- Clean air vents and returns
- Vacuum or wash curtains and blinds
- Depersonalize. We want buyers to visualize themselves in the home. Too much personal art, photos, or religious items will hinder that.
- Clean up the yard, power wash patios, and make sure the front door is welcoming - no spider webs or out of season decorations.



Staging Consult

We are getting close!

Prior to having the listing photos taken, I will have my professional stager come in and meet with you in your home. She will go through the house room by room and give you recommendations on everything from rearranging furniture to moving a plant or book from one spot to another. This is an extremely valuable service! You will be so impressed with how the smallest detail can make a huge difference in how the room looks and feels. You might even want to stay there, it looks so good! But let's keep focused!

You can then take the guide that she leaves with you and complete the recommendations that she makes.

Your home is now ready to show off!



Professional Photos

Now that the house is in great condition, clean, and staged, it's time to let the photographer capture it all. While our phones have come a long way and they take great photos, nothing compares to professional listing photography for a home. My photographers know all the best angles and how to showcase a home in its best light. Today's buyers start their search online and your home will show amazing there with the professional photography!



Drone photos will also be taken to show the location and proximity to amenities. Nothing gets missed.

Time to List!

You've cleaned, decluttered, sold some things and donated others, and followed the advice of the stager. The photos are done and the house looks great. It's go time!

There are a number of documents that you will need to sign in order to list the home. This can either be done in person or with DocuSign.

- Sellers Brokerage Contract
- MLS Data Input Form
- Agency Disclosure
- Property Condition Disclosure Statement

I will also ID you for my Fintrac requirements and record your place of work.

If the home is a condo, I will need to contact the management company to confirm condo fees, pets policy, levies or cash call information, and if a sign and lockbox are allowed.

We will go through the forms together and you can ask me any questions as we go along.



Promotion

Your home will be listing on the MLS. This is the most important piece and why professional listing photos are a must. This is your home's first impression opportunity. Almost every real estate listings site that you can find on the internet gets their listings from the MLS so your home will be advertised on all of those websites as well as my own, Century 21 Canada and Century 21 Global.



Other ways that I will promote your listing:

1. Social media - Facebook and Instagram posts, reels, and ads. You will be free to share the posts to your own page and I will send you my **Social Media Do's and Don'ts**.
2. Century 21 Agent Caravan.
3. Open Houses - not everyone cares to have an open house in their home, we will discuss the pros and cons and you can decide what you are comfortable with.

Showings

Once we have the home listed on the Multiple Listings Service (MLS), I will start receiving calls from other agents asking to show the property. You will have a copy of my **Showing Prep Guide** to reference when you are getting ready.



The three most important things to remember are:

1. Open all of the blinds and have all lights on if possible.
2. Keep the house nice and clean, and try not to cook foods with offensive odours.
3. Leave the home for showings. It is very uncomfortable for buyers to view a home with someone there. Best to run some errands at this time (and take Fido with you if possible)

The 3 Ps

There are 3 fundamental pieces to get right when selling a home. They are:

1

Property: The property should be clean and show as well as possible - this is where staging is so important

2

Promotion: This starts with professional photography and goes from there. MLS, websites, social media, and in person promotion are all important

3

Price: If the home shows its best and has been actively promoted, the last element is price. This is the one piece we can maneuver if the home is not selling as quickly as you'd like or if we are getting lots of showings but no offers.



You Have an Offer!

The work has paid off and a buyer has submitted an offer on your home. Once I have received the offer, we will go through all of the details together.

The most important aspects of the offer to consider will be:

- Offer price
- Possession Date
- Conditions and condition removal date
- Inclusions (such as appliances, shed, hot tub, etc)
- Deposit
- Financing arrangements if applicable



Some of the most common buyers conditions are:

- Financing approval
- Home inspection
- Permit report
- Property Condition Disclosure Statement
- Gas line locate
- Sale of the buyers property
- Estoppel package for condominiums

We will go through all of the details and discuss how to proceed.

When you respond to the offer, you have 3 options:

1. Accept the offer as written
2. Counter offer - this can be to negotiate price, terms, or conditions
3. Not respond and let the offer expire. I don't typically recommend doing this but it depends on the situation.

Conditional Sale Period

You have accepted an offer and the house is now conditionally sold! Whoop!

This time period is when the buyers will be busy dealing with their conditions. They will be working with their lender to get a **financing approval** and getting any paperwork in order that they require. The bank might require an appraisal and if so, the appraisal company may request access to view the home.

If there is a **gas line locate**, SaskEnergy will come out to flag the yard. It's important to leave the flags in the ground until conditions are removed.

I will share the **property condition disclosure statement** with them (you would have filled this out with the listing documents).

In the likely event that there is a **home inspection**, they will let us know when that is booked for. I will share with you my **Home Inspection Preparation Guide** so you can be ready for that. It will typically be an entire morning or an entire afternoon where the inspector will be in the home and then the buyers and their agent will meet for a walk through at the end of it. It's important to plan to be out of the house for the entire time and treat it as an extra long showing.



And...Sold!

The buyers have done all of their due diligence and the house is now sold. It's all paid off!

Between now and possession day, you will meet with your real estate lawyer to sign the transfer documents. And it is time to get packing. I will share with you my **Sellers Moving Checklist** so you remember to cancel utilities, forward your mail, and more. You will need to remove all of your items from the home unless anything was specifically noted in the offer to purchase. Attached shelving and TV mounts typically stay.



Once you have moved everything out, it is important to do a thorough cleaning. Buyers will expect to take possession of the home in the same condition in which they viewed it. My **Sellers Move-Out Cleaning Checklist** will be shared with you.

Prior to possession, I will do a walkthrough to make sure things are all in order for the buyers to take over. This is best done the day before if possible. On possession day, your lawyer will call me to let me know that keys are releasable to the buyers. And you are off on to your next real estate adventure! Congratulations!

Commissions

We can't get this far without talking about commissions. As a full-time real estate professional, I am 100% commission based. As a seller, you are responsible for the commission for myself as your listing agent, as well as the buyer agent's side. Adversely, when you purchase a home with me, you do not pay commission.

My commission rate is 6%/4.5%/2% which is:

6% on the first \$100,000 of sale price

4.5% on the second \$100,000

2% on the balance

I don't get paid until you do, which is after a buyer takes possession of your home. I pay for the professional photography, drone, staging consult, and advertising costs all up front. These are services I include for my sellers as part of my listing package.



Client Testimonials

"Kerri was so great to work with! She was accommodating, responsive and easy to connect with. I would definitely have her for any real estate transactions in the future."

- Nancy

"Kerri is so wonderful- she has been our realtor for many years; from buying our first home to now selling. She makes the process quick, efficient, stress-free and fun. We are so grateful for her help over the years."

- Whitney and Dan

"I had such a great experience working with Kerri Tucker to sell my home. She was very friendly and professional and did an amazing job marketing my house which helped make it a quick sale and get what I was asking for. She was always quick to respond and was able to answer all my questions along the way. She made the task of selling my home and moving a very stress-free experience. I would recommend Kerri Tucker to anyone looking to buy or sell a home."

- Logan

"Kerri helped us both buying and selling. She's a true professional, super knowledgeable about the market and made the whole process very easy."

- Carissa



This is the Beginning of Something Good.


Selling a home can be one of life's most stressful experiences. My mission is to make the process as smooth as possible for my clients. I will be there every step of the way!


Let's connect, discuss your plans, and see if we would be a good fit to work together.

If you are ready to get started, it would be my honour to work with you and sell your home and help you to move on to the next step in your real estate plan.



Kerri Tucker
CENTURY 21 Fusion
306.222.0542
kerri@yoursaskatoonagent.ca
yoursaskatoonagent.com

 /kerrituckersaskatoon

 @kerritucker

Kerri Tucker
REAL ESTATE