



.....> Sellers



THE ULTIMATE ROADMAP TO SELLING YOUR HOME

SelectaService.ca





Contents

10 Questions to Ask Before Hiring a Realtor

Steps to Sell Your Own Home

7 Mistakes Most Home Sellers Make

21 Steps to Staging a Home for Top Dollar Offers

Buy or Sell First

The Team

The Numbers

The 9 Step System

The Service

The Approach

The Community

The FAQ's

Next Steps



.....→ 10 Questions to Ask Before Hiring a Realtor

1. What makes you different?

Why should I list my home with you?

What unique marketing plans and programs does this agent have in place to make sure that your home stands out favorably versus other competing homes? What things does this agent offer you that others don't to help you sell your home in the least amount of time with the least amount of hassle and for the most amount of money?

2. What is your company's track record and reputation in the market place?

It may seem like everywhere you look, real estate agents are boasting about being #1 for this or that, or quoting you the number of homes they've sold. If you're like many homeowners, you've probably become immune to much of this information. After all, the only thing you likely care about is whether they can sell YOUR home quickly and for the most amount of money and you want to have an enjoyable experience while doing so.

3. What are your marketing plans for my home?

How much money does this agent spend in advertising the homes s/he lists versus the other agents you are interviewing? In what media does this agent advertise? What does s/he know about the effectiveness of one medium over the other? What do they know about the importance of messaging?

4. What has your company sold in my area?

Agents should bring you a complete list of both their own, and other comparable sales in your area.

5. Does your Broker control your advertising or do you?

If your agent is not in control of their own advertising, then your home will be competing for advertising space not only with this agent's other listings, but also with the listings of every other agent in the brokerage. You will not get top dollar if they do not control their own marketing.

6. On average, when your listings sell, how close is the selling price to the asking price?

Is this agent's performance higher or lower than the board average? Their performance on this measurement will help you predict how high a price you will get for the sale of your home.

7. On average, how long does it take for your listings to sell?

Does this agent tend to sell faster or slower than the board average? Their performance on this measurement will help you predict how long your home will be on the market before it sells.

8. How many Buyers and Sellers are you currently working with?

Ask them to describe the system they have for attracting buyers. Obviously, the more buyers, the better your chances are of selling your home quickly and for top dollar. An agent with many buyers can set up an auction-like atmosphere where many buyers bid on your home at the same time. How many other sellers is that agent working with? Will they have their attention on you and your listing?

9. Do you have a reference list of clients I could contact?

Ask for the list and contact a couple of them

10. Can I cancel my listing contract if I'm not happy?

Is there any compensation for my time?



1. Price it Right

Correctly setting your asking price is critical. Setting your price too high can be as costly as setting it too low. Home prices are determined by fluctuations in the marketplace not by your emotional attachment or by what you feel your home is worth. In order to establish a realistic asking price for your home, objectively compare the price, features and condition of all similar sales in your neighborhood that have sold in recent months. Remember, asking price is not what you're selling for, it is a strategy to attract buyers, the sale price is determined during negotiation.

2. Prepare Your Home to Sell

First impression is crucial. Make sure your home makes a positive statement by carefully inspecting all details and viewing it through the objective eyes of a buyer. Don't gloss over needed repairs and fix-ups, as your prospective buyers won't. Your job is to ensure that your home stands out favorably from the competition.

3. Understand & Prepare Legal Documents

Not surprisingly, there are many important legal contracts and documents which you must assemble, complete and understand. This is one of the largest transactions of your life.

4. Market Your Home Effectively

Beyond the sign you will put on your lawn, you should find effective ways to spread the word about your home. Local buyers can be reached through the newspaper, Google, Facebook & Instagram ads, but this is only a small part of the market you are after. Be sure you include the many buyers who are already working with a Realtor®. To locate them, target as many top agents as possible in your market to see if the criteria of their buyers matches that of your home's. Because out of town buyers are also an important target, you should create a strategy to reach these people as well. Above all, you should be very service minded and make it easy for pre-qualified buyers to view your home. Ensure there is always someone available to answer the phone, pick up messages promptly, answer any questions and be ready to give qualified prospects a tour of your home as soon as possible.

5. Remain Objective

Keep emotion out of the sale of your home, and the best way to do this during a showing is to remain physically in the background. If a prospective buyer says something negative about your home, it is better to counter-balance this point of view by illustrating the positives or agreeing rather than becoming defensive. You want to be enjoyable to work with, seem like a reasonable person and that you're on their side.

6. Pre-qualify Prospects

Don't waste your time entertaining buyers who could never afford your home. Research their financial steadiness with respect to job security, salary, debts, liabilities and credit standing. Ask to see a pre-approval.

7. Negotiate Like a Pro

There will be many details to resolve before a sale can be considered final: price, terms, inspections, possession date, buyer concerns and objections. Make sure you fully understand the contract you have drawn up so you can in turn explain details and ramifications to the buyer. While negotiations are going on, manage the buyer's interest in your home so that it doesn't wane and always understand who has the power. Make it a win-win while also getting everything you can out of the deal.

8. Know Your Buyer

You can't go back later and ask for an extra \$25,000 but if you know where you stand, understand the buyer's motivation, know the market and communicate precisely and positionally than you may be able get that extra cash. Try to determine what your buyer's motivation is. Does he or she need to move quickly? Do they have enough money to pay your asking price or more? How much do they love your home?

9. Don't Moveout Before Selling

It looks forlorn, forgotten, simply not appealing. It could even cost you money. If you move, you're also telling buyers that you have a new home and are motivated to sell fast which can, of course, give them an advantage at the negotiating table.

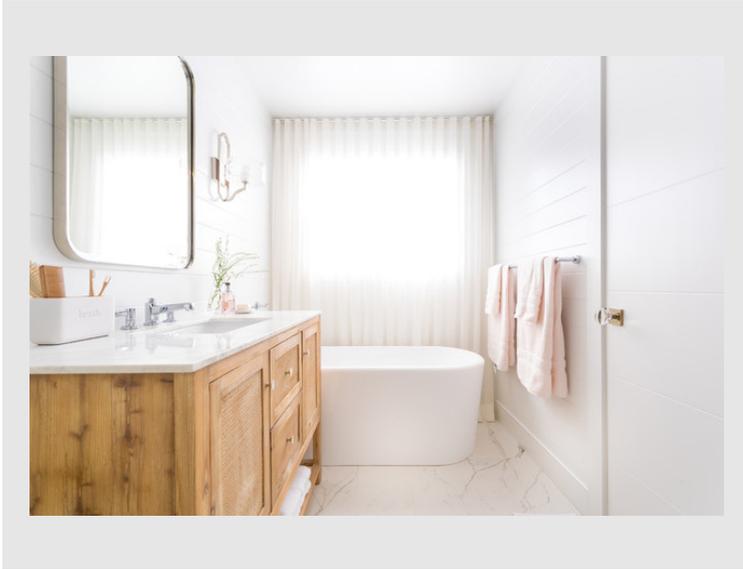
10. Understand Yourself

Different goals will dictate different strategies.





7 Mistakes Most Home Sellers Make



1. Failing to understand and analyze why they are selling and why that is important
2. Not preparing their home for the Buyer's Eye and overlooking repairs
3. Price their home incorrectly
4. Selling too hard
5. Signing a listing agreement that doesn't have a performance guarantee
6. Unintentionally making it difficult for buyers to get information about their home
7. Failing to find their next home first



Performance Guarantees:

1. Your Home Sold for 100% of Asking Price Guaranteed or I'll Pay You!*
2. Your Home Sold in 14 Days Guaranteed or I'll Pay the Deposit for Your New Home!*
3. Guaranteed Offer within 24 Hours
4. You Can Cancel Your Listing Anytime After 30 Days and I'll Pay You \$1000!*
5. Your Home Sold Guaranteed Or I'll Buy It!*
6. 24 Month Purchase Satisfaction Guarantee!* (\$25,000+ in Savings)

SelectaService.ca



21 Steps to Staging a Home for Top Dollar Offers



1. Boost Curb Appeal
2. Create an inviting porch/entrance
3. Get your house sparkling clean
4. Clear away all clutter
5. Create a "lived in but clean" look
6. Style the dining room table and kitchen
7. Take a good look at your floors
8. Rearrange furniture to be optimal
9. Choose neutral colors
10. Create gender neutral master bed and bath
11. Open and arrange those closets!



You can download the full report for free by visiting:

DarbyHiles.ca/resources



Buy or Sell First?



The Problem

We've all heard the old saying about being caught between a rock and a hard place. Well, unfortunately, that's where most homeowners find themselves when they decide to move from one home to another. You see, if you buy before selling, you could run the risk of owning two homes. Or, just as bad, if you sell first, you could end up homeless. That's what is known as the Real Estate Catch 22, and for thousands of homeowners, it's an extremely stressful position they find themselves in.

The Dilemma

The biggest dilemma when considering moving is deciding whether to buy first or sell first. Either way is risky because you could end up owning two homes or no home at all. Let's face it, the real estate market has become a tough environment for buyers and sellers alike. The fact is that it's more difficult to buy a home today due to the competition and rising prices. Therefore it's essential that real estate agents look for new and innovative ways to meet the demands of the market.

The Solution

A new and innovative program that Selecta Service offers actually guarantees the sale of your home and takes away all of the worry and stress associated with selling and buying another home.

How it Works

1. Our agent will prepare a market analysis of all comparable home sales and listings in your area.
2. With this information you and our agent will determine a market value for your home.
3. This establishes your guaranteed price and list price which you will receive up front (and in writing) before your home is marketed and presented for sale.
4. It is better than risk free, you know that your home will sell for at least the guaranteed price and if you receive a higher offer from an outside buyer, you get the higher offer.
5. You can confidently look for your next home and immediately place a firm offer when you find a home that you like because you know when and how much your home will sell for.
6. This service eliminates the usual stress and worry (the emotional roller coaster ride) of whether to buy first or sell first so you can avoid the risk of getting stuck with two homes or no home at all.

Remember, not all agents are alike, you should only consider those that can offer you the most innovative marketing plan and ensure that your experience is better than risk free (you win no matter what).



Exclusive Solution

The Team



"It's better than risk free to sell your home with Selecta Service"



Knowledgeable, Dependable, Neighbourhood Expertise & Insights.

Welcome to RE/MAX Orillia realty (1996) Ltd. Brokerage! We proudly serve Orillia, Oro-Medonte, Severn & Ramara. RE/MAX® is the most widely recognized real estate brands in the world. RE/MAX® has been the leading real estate organization in Canada.

RE/MAX Orillia has been family run since 1983. We are the largest real estate office in Orillia with over 45 agents who specialize in all different areas of real estate. Working with one of our agents will be the best decision for one of your biggest decisions.



Darby Hiles
Broker



It's Better Than Risk Free

You take on zero risk when you sell your home with Selecta Service thanks to our better-than-risk-free guarantee. If your home is not sold after 30 days, you can cancel the listing and I will personally pay you \$1000. When you choose to work with us, you get peace of mind knowing that the result you are after is guaranteed. Your home will sell in your timeframe and at a price acceptable to you, it is that simple.

We are able to guarantee results because we only work with 5 clients at a time. Unlike most realtors who are busy serving everyone else, we give you the time, services, and focus required to market your home and sell for more.

If you choose to work with us you will also receive a 24-month satisfaction guarantee that can save you over \$25,000 in commission*

You don't pay a cent unless we sell your home at a price acceptable to you. Guaranteed offer in 24 hours, sold in 14 days for 100% of Asking Price Guaranteed or I'll Pay the Deposit for Your New Home*





The Numbers

2020 Stats

1 in 5

Approximately 1 in 5 homes sold in Orillia are sold by us

386

Total Number of Homes We Sold Last Year

160

of Homes We Sold for 100% of Asking Price or more

4 Days

On average we sold homes 4 days faster than the market average



9 Step System to Selling Fast and For Top Dollar <-----

1. Know Why You're Selling

The reasons behind your decision to sell affects everything from setting a price to deciding how much time and money to invest in getting your home ready for sale. What's more important to you: the money you walk away with, the length of time your property is on the market, or both? Different goals will dictate different strategies which is why Selecta Service tailors our service to your needs and goals.

2. Setting the Price

Setting an asking price shouldn't be done lightly. Once you've set your price, you've told the buyers what to compare your home against. Pricing too high is just as dangerous or more dangerous than pricing too low. Remember that the average buyer is looking at 15-20 homes at the same time they are considering yours. This means that they have a basis of comparison, and if your home doesn't compare favorably with others in the price range you've set, you won't be taken seriously by prospects or agents. As a result, your home will sit on the market for a long time, and, knowing this, new buyers on the market will think there must be something wrong with your home.

3. More Homework

(your agent should do this for you) Find out what homes in your own and similar neighborhoods have sold for in the past 3-6 months, and research what current homes are listed for. That's certainly how prospective buyers will assess the worth of your home.

4. Join Forces with Selecta Service

Nearly three-quarters of homeowners claim that they wouldn't use the same realtor who sold their last home. Dissatisfaction boils down to poor communication, lack of ability, and the agent's failure to meet the seller's expectations. When you work with Selecta Service, we establish your expectations, tailor our service to your needs and guarantee the results you want or we will actually pay you*. Working with Selecta Service is better than risk-free and you'll always come out as the winner.

5. Maximize Sale Potential

Each year, corporate North America spends billions on product and packaging design. Appearance is critical, and it would be foolish to ignore this when selling your home. You may not be able to change your home's location or floor plan, but you can do a lot to improve its appearance. The look and feel of your home generates a greater emotional response than any other factor. Before showings, your home will be cleaned like never before. Pick up, straighten, unclutter, scrub, scour, and dust. Everything will be fixed, no matter how insignificant it may appear. Your home will be presented to get a "WOW" response from prospective buyers. We allow the buyers to imagine themselves living in your home. The decision to buy a home is based on emotion, not logic. Prospective buyers want to try on your home just like they would a new suit of clothes. The goal is to get them to feel comfortable enough to imagine themselves living in your home.

6. Make it Easy for Prospects

You may be surprised to learn that some marketing tools that most agents use to sell homes (eg. traditional open houses) are actually not very effective. In fact, only 1% of homes are sold at an open house. At Selecta Service, we know and do what actually works.

7. Know Your Buyer

What is your buyer's motivation? Does s/he need to move quickly? Does s/he have enough money to pay you your asking price? Knowing this information and understanding the market gives us the upper hand in the negotiation because we know how far we can push to get you the result you want.

8. Complete the Paperwork

Now is not the time to take any chances and have the deal fall through, use a professional such as Selecta Service.

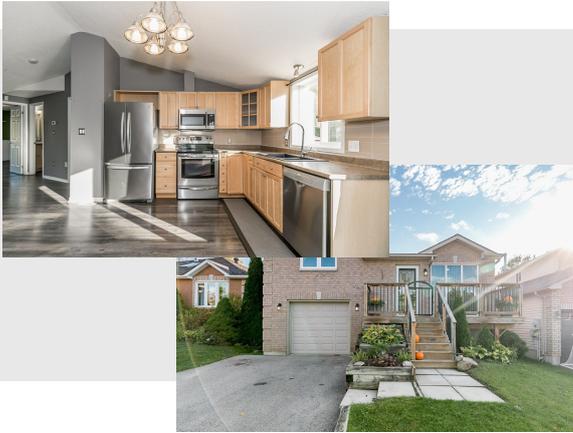
9. Don't Moveout Before Selling

It looks forlorn, forgotten, simply not appealing. It could really cost you money. If you move, you're also telling buyers that you have a new home and are motivated to sell fast which can, of course, give them an advantage at the negotiating table.





The Service

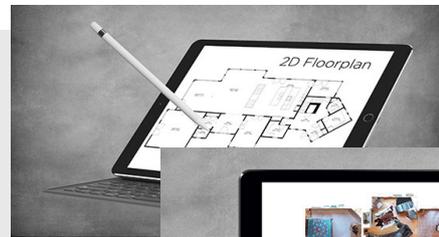


Professional Photos

95% of home searches start online. Your home needs to look great in order to attract the highest paying buyers. We only hire the best photographers, satisfaction guaranteed.

24/7 Virtual Tours

Avoids unnecessary showings, you only have to leave the home for buyers who are qualified and interested.



Neighborhood Blitz

There is no doubt that your neighborhood will know that your home is for sale. Signage, doorhangers, postcards etc.



All Our Services

DarbyHiles.ca/services

Every Step to Selling Fast and For Top Dollar

Realtor.ca Listing
Online Syndication
DarbyHiles.ca Listing
Social Media Listings
Toronto Board Listing
Professional Staging
Consultation
Professional Photography
Hard Workin Hands Curb
Appeal
Virtual Staging
Virtual Tour
Floorplans
Database of Potential Buyers
Top Buyer Software
Top Buyer Agents
Unbranded Marketing
Approach
Neighborhood Blitz
Web Marketing Blitz

Referral System
24 Hour Talking Ads
Smooth Transition Program
Best Buyer Magnets
Look Books and Brochures
Showing System and Software
Lockbox and Software
Local Statistics
Weekly Listing Report
Professional Appraisal Opinion
The Everyday Open House
Reverse Offer System
24/7 Helpline
24/7 Buyer Request Hotline
The Ultimate Moving Checklist
27 Selling Tips
21 Step Staging
Mortgage App
Listing App
CREA News and Stats
+ More



The Approach

The Meeting

The first time you meet with us, we just want to get to know you. We will have a conversation about your goals, your current situation and together we will start to create a picture of where you are currently, where you want to be/what you want, we will go through our services and together we will decide whether or not we can get you the results that you're after.

The Agreement

We will collaboratively create a service agreement and commission that is perfect for you and your needs. You'll also have the opportunity to select a guaranteed result, whether that is a timeframe, price etc. If you'd prefer, you can simply sell your home to us, this way you don't have to do any of the work associated with listing a home for sale. If you decide to work with us and you're not satisfied with our service, you can cancel our agreement, if you want to cancel after 30 days, I will actually pay you \$1000* for your time and faith in us.

The Result of Working with Selecta Service

Your home is sold, it didn't take long, and you got the price that you wanted or perhaps even more. While working with us, you had the comfort of knowing that no matter what, you were going to come out as the winner. We took all the risk so that you didn't have to, you experienced none of the typical worry and stress that is associated with selling and buying another home and you're now happily moved into your new home and you are sharing our information with everyone that you know.

The Ultimate Goal

Our ultimate goal is to create clients and friends for life, we want you to be so happy with our services that you enthusiastically refer everyone you know and you will never use a different company. We want to help everyone that we serve build wealth through real estate, accomplish their goals and live the life that they deserve.

Remember, not all agents are alike, you should only consider those that can offer you the most innovative marketing plan and ensure that your experience is better than risk free (you win no matter what).



"Darby is amazing in not only selling my home but finding me my new dream home. He puts everything into perspective and really helps you find the home that you will love. He is sincere about his professionalism as well as finding something you would love. Would definitely use him again!" **Gab Quinn**

"Darby was a fantastic realtor. He was very professional and went above and beyond for my family. He is great at his job and gets to know his clients on a more personal level. He truly loves his career and it shows. Thank you for everything Darby." **Katrina Cormack**

"Darby was very helpful in our search for a new home in the area. Good attention to detail and very attentive to our needs. Found us a home that fit our needs perfectly in a very difficult market." **Chris Chapman**

"Darby helped my family and I find the perfect home in a great community. We're very happy with the service he provided and our new home. He even helped us clean up the lawn and flower beds." **Dan Rea**

"it wouldn't have happened without the hard work of my realtor Darby Hiles. It was so refreshing to work with a young person that actually cares about his job! He is very professional but is not afraid to get his hands dirty. Darby came to my house numerous times to help the kids and I. He is caring, intelligent, and a diligent worker. Thank you Darby! I couldn't have done this without you, you're my angel in disguise! If anyone is selling or buying in Simcoe County or the GTA I would highly recommend Darby Hiles and Selecta Service." **Tracey Pletz**

"Darby is knowledgeable and will not pressure or coax you, he wants you to be absolutely certain. If I ever sell or buy another house I would not hesitate to go with Darby again. " **Rachel Brocklebank**

We love our community and are so happy that our clients are more than satisfied with our work.





How Long Does the Selling Process Take from Beginning to End

From the moment you reach out to us, you will be placed on the fast track if that is what you wish. The initial meeting can be the same day and we can have your home listed for sale in as little as 48 hours. We often sell homes in the first week and the fastest closing date is usually 30 days. Therefore, you could be sold and moved in as little as 30 days if that is what you want. We work with any timeline and negotiate in order to get you what you want.

Is it a Buyer or a Seller's Market and why is that important?

A seller's market occurs when there are more buyers than there are houses for sale. This is usually determined by months of inventory being less than 3 months. A buyer's market is when there are more homes for sale than buyers. This is one of the most important metrics to understand as it affects who has the leverage, how much homes sell for, as well as how fast homes sell.





Ready to Get Started?



(705)984-5760 | (855)801-4081 | 2darbyhiles@gmail.com

SelectaService.ca

What will you do?

- 1. Accept Our Offer-** We will buy your home today. To receive an Offer, Call (705)984-5760.
- 2. Let Us Work For You For Free-** If we don't get you the results that you want, you don't pay a cent. We'll prepare, market, and negotiate the sale of your home. We'll sell your home in 14 days and for more than our offer, guaranteed, or I'll pay the deposit for your new home!* P.S. If you contact us this week you'll keep 100% of the profits above our offer price*. Visit SelectaService.ca to book a listing appointment.
- 3. Find the Perfect Home First-** Before you do anything, let us find you the perfect home, that way you'll know where you're moving to. You'll have access to homes with no competing offers and hundreds of new listings daily. Visit DarbyHiles.ca/buy or call (705)984-5760.
- 4. Do Nothing-** If you're happy where you are then stay, if you're not then you're only delaying your move, causing yourself stress and missing out on the wealth that you can create through real estate when you have Selecta Service on your team.

