



## Selling Things to Consider

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TREB PRESIDENT'S COLUMN AS IT APPEARS IN THE TORONTO SUN

September 5, 2008

The fall season is traditionally an active period in the real estate market, and there are a number of important details to consider.

Your first step in the process is to choose a REALTOR® who will serve as your advocate.

Your REALTOR® can help you establish a realistic asking price by thoroughly reviewing market trends and sold prices of comparable properties in the area. REALTORS® are professionals who have the expertise as they inspect homes and review market trends on daily basis.

Your REALTOR® is skilled in marketing and negotiating, two very important areas pertinent to the real estate transaction. These important elements will yield you the highest price for your home when selling, and securing realistic information for a buyer to make an informed decision. After all, a real estate investment will be one of your most important decisions.

Whether you're seeking a change in lifestyle, a career-related move, you need more space or greater financial freedom, whatever your motivation is for moving, you should share this information with your REALTOR® so that they can most effectively represent your interests.

It's important to clean and de-clutter before your house is presented to the home-buying public. Your REALTOR® can help with suggestions for fix-ups that otherwise, you can be sure prospective buyers will notice. Aim to achieve a light and bright atmosphere.

Your house will be marketed to other REALTORS® on the Multiple Listing Service, of which 27,000 professional REALTORS® check daily.

Some marketing features include your listing on the consumer website REALTOR.ca, by having a lawn sign erected, and if agreeable to you, by holding an agent open house and/or a public open house to expose your property even further.

Have handy to give to your REALTOR® important documentation on your house such as the land survey, a recent property tax statement and if possible, utility bills.

The average time a home currently remains on the market in the Greater Toronto Area is 35 days so if your house presents well, it won't be long before you have an offer to consider.

When it comes time to sell you may have offers that will include conditions such home inspections, financing, sale of the buyers property, or subject your solicitors approval.

Your REALTOR® will negotiate firmly on your behalf and will take care of all of the required forms and follow up until your home has successful closed.

Before you have signed on the dotted line, be sure that you have taken closing costs into consideration as well. Be sure to plan for expenses such as legal fees, land transfer tax, moving costs. You may also face a penalty from your financial institution if you are breaking the term of your current mortgage. While there are a number of details to consider before selling your home, with the help of a REALTOR® you can achieve a smooth and profitable transaction.

*To learn more visit [www.TorontoRealEstateBoard.com](http://www.TorontoRealEstateBoard.com)*

*Maureen O'Neill is President of the Toronto Real Estate Board, a professional association that represents 28,000 REALTORS® in the Greater Toronto Area.*