

# PRE-LIST CHECKLIST



WITH CONRAD KRUGER EXP REALTY



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*Know your*

## MORTGAGE NUMBERS



### Knowing your numbers is an important first step in selling your home

#### Mortgage Numbers

Begin by evaluating your equity to determine if it's sufficient for selling your home.

Be mindful of potential hidden costs within your mortgage, particularly concerning prepayment penalties,

In order to budget effectively it is

- Familiarize yourself with the terms of your mortgage, paying close attention to any prepayment penalties or transfer fees, particularly if you haven't lived in the home for an extended period.
- Assess the outstanding balance and ascertain the payoff amount, if applicable.
- If you relocating to a new home you will need a minimum 5% down payment

#### REALTOR® Fees & Closing Costs

As you prepare to sell your home, it's essential to consider the associated costs, including realtor fees and closing costs. Realtor fees typically cover the services provided by your real estate agent, including marketing your property, negotiating with buyers, and guiding you through the sales process. These fees are usually calculated as a percentage of the final sale price of your home.

Additionally, closing costs encompass various expenses such, as attorney fees, realtor fees and property taxes which are incurred during the finalization of the sale. It's important to budget for these expenses to ensure a smooth and successful home selling experience. Consulting with your real estate agent can provide you with a clearer understanding of these costs and how they will impact your overall proceeds from the sale.

*Creating the perfect balance is key.*



# EVALUATIONS HOME MARKET



## CMA - Comparative Market Analysis

A Comparative Market Analysis (CMA) is an indispensable tool for anyone looking to sell their home. It provides a comprehensive overview of the current real estate market by analyzing recent sales of similar properties in the area. This analysis allows homeowners to accurately assess the value of their home in relation to comparable properties, **ensuring they price it competitively**. By understanding the market dynamics and trends through a CMA, sellers can make informed decisions about their listing strategy, setting the stage for a successful sale.

Moreover, a CMA offers valuable insights into the preferences and behaviors of potential buyers. It helps sellers identify key selling points and potential areas for improvement in their home, enabling them to make necessary adjustments to enhance its market appeal. **Additionally, armed with the knowledge gained from a CMA, sellers can confidently negotiate with buyers** and navigate the complexities of the real estate transaction process. Ultimately, a Comparative Market Analysis empowers homeowners with the information they need to make strategic decisions and achieve the best possible outcome when selling their home.

*Pricing a property competitively is key to a successful sale*



# TIMEFRAMES

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## Understanding the available timeframe enables effective planning

The duration of a home selling transaction can vary, spanning as short as four weeks from start to finish. Typically, REALTORS® allocate two weeks each for mortgage advisors and property inspectors to conclude their tasks, followed by another two weeks for lawyers to finalize the transaction. Consequently, the entire sale process can be completed within this relatively brief timeframe.

This may not afford much time for planning your next steps, making it crucial to prepare for all eventualities. While the pace of sales differs across neighborhoods and markets, some homes may sell more swiftly than others. It's advisable to consult your realtor regarding the average days on the market for your specific neighborhood, enabling you to plan accordingly.



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## Being realistic goes a long way

If your home remains unsold beyond the average days on the market, it's crucial to adopt a realistic approach and reassess the pricing strategy. Understanding an essential principle in real estate, "Real Estate sells for a negotiated price between a willing buyer and willing seller at an arms length deal," is paramount. This implies that if the market consistently presents an offer around a certain amount, it likely reflects the accurate value of your home. While parting ways with your home and its associated memories can be emotional, it's imperative to separate these emotions from the reality of the market situation. This pragmatic perspective enables sellers to make informed decisions that align with their selling objectives and market dynamics.

*Plan your work and work our plan*



# DECLUTTER & UPDATE

*I am bringing sexy back*



## Curb Appeal

It's essential to enhance the overall appeal of your home, both inside and out. One significant aspect contributing to a successful sale is the concept of curb appeal. This refers to the attractiveness of your home's exterior when viewed from the street, which sets the initial impression for potential buyers. To maximize curb appeal, consider landscaping enhancements, such as mowing the lawn, trimming shrubs, and planting colorful flowers. Repair any visible exterior damage, such as touching up peeling paint, and cleaning siding etc. to ensure a well-maintained appearance.



## Inviting Interior

Furthermore, as you mentioned, the interior presentation of your home plays a pivotal role in attracting buyers. Removing personal items and clutter is crucial in making your home feel more spacious and inviting. By decluttering, you allow potential buyers to envision themselves living in the space, rather than being distracted by unnecessary clutter. From my experience showing many homes, potential buyers see work and maintenance as financial bargaining tools.



## General Maintenance and Cleanliness

A clean and tidy home not only enhances its visual appeal but also conveys a sense of care and pride in ownership. Buyers are more likely to be attracted to homes that appear well-maintained, as it suggests that the property has been properly cared for over time. By investing time and effort into cleaning and maintaining your home before and during the listing period, you increase the likelihood of attracting interested buyers and achieving a successful sale.



# GET FAQ INFORMATION

## Frequently asked questions for Homes

As a REALTOR® these are the most asked questions

- What are the property taxes?
- What year was the house built?
- What are the average utilities?
- What year is the furnace ?
- What year is the water heater?
- What amp is the electricity?

It's crucial to gather this information and have it readily available, as it can streamline the viewing process and provide quick and convenient answers to interested buyers. By including these details in the realtor notes, we can ensure a smoother experience for both buyers and sellers, facilitating informed decision-making and expediting the sales process.



## Frequently asked questions for Acreages & Cabins

As a REALTOR® these are the most asked questions

- What are the property taxes?
- What year was the house built?
- What are the average utilities?
- What year is the furnace ?
- What year is the water heater?
- What amp is the electricity?
- How is the sewage handled? Is it a septic field or tank etc?
- Is there Natural Gas to the property?
- What is the water supply?
- What are the internet services and costs like?

Again It's crucial to gather this information and have it readily available, as it can streamline the viewing process and provide quick and convenient answers to interested buyers. By including these details in the realtor notes, we can ensure a smoother experience for both buyers and sellers, facilitating informed decision-making and expediting the sales process.



Contact Conrad

## LISTING AGREEMENT



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### The listing agreement

After you have completed your own due diligence by gathering and knowing your numbers and prepared your home for a listing it is time to complete the listing contract

In order to complete a listing agreement or Sellers MLS® Brokerage Contract we will need some key bits of information

- Valid Identification - This is to verify you as the correct person selling the property
- Agency Agreement - entering into a Seller / Realtor contractual relationship
- The listing price
- The listing timeframe
- Date of possession
- Sales commission
- Completing a PCDS - Property Condition Disclosure Statement that entails general questions about your homes condition
- Highlighting the Unique features of your home (Listing description)
- Spare set of keys / or door code
- Lawyer Information - To complete the sale

*Conrad will assist you with all your questions and assist you to complete the information from contract to close*

**Contact Conrad Kruger eXp Realty**

**306 941 1684**

**[conrad@conradkruger.com](mailto:conrad@conradkruger.com)**

**[www.conradkruger.com](http://www.conradkruger.com)**

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# PHOTOSHOOT

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## Prepping for success

Preparing your home for a photoshoot is essential to showcase its best features and attract potential buyers. Start by decluttering and depersonalizing each room to create a clean and neutral space that allows buyers to envision themselves living there. Remove personal items such as family photos and knick-knacks, and clear countertops of any unnecessary items to make the rooms appear more spacious and inviting. Additionally, consider rearranging furniture to optimize the flow of each space and highlight its functionality.



Next, focus on enhancing the visual appeal of your home by maximizing natural light. Open curtains and blinds to let in as much natural light as possible, and ensure all light fixtures are clean and in working order. Prior to the photoshoot, thoroughly clean and tidy each room, paying special attention to high-traffic areas and frequently overlooked spots such as baseboards and light switches. By following these steps, you can ensure your home looks its best in photographs, captivating potential buyers and generating interest in your listing.



To further enhance the appeal of your home for the photoshoot, consider adding small touches to elevate its aesthetic appeal. Fresh flowers or strategically placed decorative accents can add warmth and charm to each room, creating an inviting atmosphere that resonates with potential buyers. Additionally, consider staging key areas such as the living room and master bedroom to showcase their potential functionality and versatility. Neutral, coordinated color schemes can help create a cohesive look throughout the home, while also ensuring that the focus remains on the space itself rather than individual decor items. Finally, don't forget to pay attention to exterior spaces as well. Ensure that outdoor areas are tidy and well-maintained, with any clutter removed and landscaping trimmed and manicured. By paying attention to these details, you can ensure that your home shines in the listing photos, leaving a lasting impression on buyers and increasing the likelihood of a successful sale.



# *Listing &* ADJUSTMENTS

## **MLS® Listing**

Your home is officially set to be listed on the MLS®! We strongly advise leveraging the MLS® for its unparalleled reach in the market. I'll handle all the final touches and craft a distinctive listing description using AI technology. Meanwhile, please keep your phone nearby for listing appointments, which I'll schedule through you, and please ensure your house and yard are impeccably maintained.

### **Here are some additional handy tips I learned from successful home sellers**

You might want to think about incorporating air freshener, particularly if there are pets in the household. It can contribute to a more pleasant atmosphere psychologically. Additionally, adding fresh flowers or creatively staging with decorations can significantly enhance the appeal. Some sellers have even gone the extra mile by baking fresh cookies for potential buyers, creating a warm and inviting scent of home.

## **Price Adjustments**

When a house fails to sell within a reasonable timeframe, a price adjustment becomes necessary to reinvigorate interest and attract potential buyers. The initial listing price might have been set too high for the current market conditions, deterring prospective purchasers and resulting in prolonged days on the market. A price adjustment signals to the market that the seller is willing to negotiate and may entice previously hesitant buyers to reconsider the property. By aligning the price more closely with market expectations, sellers increase the likelihood of generating renewed interest and receiving offers, ultimately expediting the sale process.

Moreover, failing to adjust the price in response to market feedback can lead to stagnation and further challenges down the line. A home that remains on the market for an extended period without selling may develop a stigma, causing buyers to question its value or condition. This can result in reduced interest and even lower offers over time, ultimately prolonging the selling process and potentially leading to a lower sale price in the end. By proactively adjusting the price to reflect current market conditions and buyer preferences, sellers demonstrate flexibility and commitment to achieving a successful sale, positioning their home competitively and increasing the likelihood of attracting motivated buyers.

*Lets do it!*



# Got Questions?

As a proud member of eXp Realty, the SRA & CREA Conrad leverages cutting-edge technology and innovative marketing strategies to give his clients a distinct advantage. He embraces the collaborative and forward-thinking culture of eXp Realty, ensuring that his clients have access to the latest tools and resources to make informed decisions

**Lets talk about your real estate GOALS!**



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*Here to assist you from contract to close*

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