

# FOR RESULTS THAT *MOVE* YOU

A SELLER'S GUIDE



**CHRISTAL J. MOURA**  
sales representative







# ARE YOU READY TO MAKE A CHANGE?

When you purchased your home, did you ever picture yourself selling it? Perhaps you knew that your current home was a stepping stone in your greater life plan or you just feel like it's not working for you anymore, there are many reasons why a homeowner might want to sell.

In today's market, selling a home is more than just a 'for sale' sign on your lawn. It's a complete marketing and sales plan custom-tailored to each property. There are so many moving parts that need to be managed for a successful, quick, efficient, and profitable sale.

In this guide, I'm going to share what you can expect when selling your home in today's market.

**Let's get started.**



# YOU MAY HAVE NOTICED SOME 'FOR SALE BY OWNER' SIGNS IN YOUR NEIGHBOURHOOD LATELY...

Some homeowners choose this route because they think it will save them money. In reality, the money they save is pretty negligible compared to the profit and benefit of working with a professional REALTOR®.

When you choose to work with an experienced local REALTOR®, like myself, you will reap the full benefits of their industry knowledge and firsthand experience.

Benefits of working with an experienced REALTOR® are:

- **Accessing trusted advice and guidance throughout the entire process**
- **Collaborating with an expert who will advocate specifically for you**
- **Strategic pricing designed to get the best possible price for your home**
- **Professional marketing to ensure your home stands out**
- **Access to a network of professionals to help at all stages of the selling process**

The REALTOR® takes care of all the details, from start to finish, eliminating stress, and making the process smooth and successful.

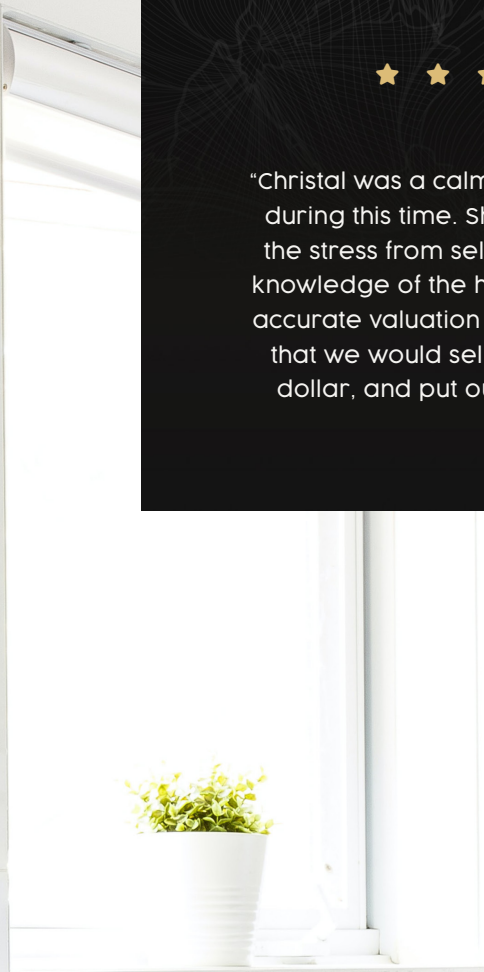




Sonia M.



"Christal was a calming presence for us during this time. She took away all of the stress from selling our home. Her knowledge of the housing industry and accurate valuation gave us confidence that we would sell our home for top dollar, and put our minds at ease."





# MEET, GREET, SHARE, COMPARE

When selling your home, expect to have at least a couple of meetings with your REALTOR®. An experienced REALTOR® will want to walk through your property to learn as much as possible about it before creating a comprehensive listing strategy.

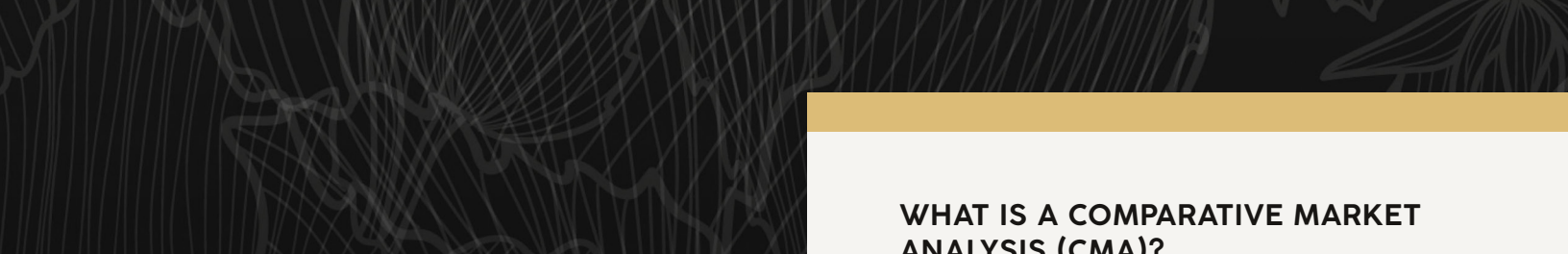
Every home is unique, and when building an accurate pricing strategy, you need to know the property. For example, what makes the home special, such as its particular upgrades and features.

Typically, a REALTOR® will ask if they can meet for an initial walkthrough of the property. They will gather information and go back to their office to conduct more research to put together a comparative market analysis (CMA) to present at your next meeting.

This might seem unnecessary, but in fact, it's the most critical component of the process. Although it feels nice to hear an agent compliment your home and provide high figures of what they think they can sell it for without actually seeing the property, be wary of agents that over-promise without taking the time to evaluate everything.







## WHAT IS A COMPARATIVE MARKET ANALYSIS (CMA)?

The CMA is one of the most important parts of preparing a listing to go to market. It's a method agents use to help determine property value against similar properties that have recently sold in your area. A CMA is different from an appraisal in that an appraisal is an official estimation of a home's specific value, while a CMA results in a property's market value range that the REALTOR® believes buyers will pay. They can then use it to inform their pricing strategy.









# SO, WHAT'S ALL THE HYPE ABOUT *STAGING*? IS IT WORTH IT?

The short answer is—**yes**. Pretty things sell, that's a fact. According to a recent study by NAR, "one-quarter of buyer's agents said that staging a home increased the dollar value offered on a home between one and five percent, compared to other similar homes on the market that are not staged." That's a lot of money when you do the math!

In almost all cases, the benefit of staging greatly outweighs any costs associated. A professional REALTOR® can certainly make suggestions on things to change or to tidy up before listing, but a professional stager can transform your space into something that will wow buyers and allow them to visualize themselves living in the space.

Sarah L.



"Initially, we listed our home without staging because we thought the recent renovations would speak for themselves. However, buyers couldn't see beyond what was there and the moment we brought in staging furniture and accessories we immediately saw an increase in showings and an attractive offer rolled in. Going forward I will always use staging whether it be to add subtle simplicity or a complete transformation of the space because it is worth the investment."

Professional stagers are acutely aware of space, functionality, and good design practices. In addition to highlighting the nicest parts of your home and downplaying the less desirable features, a professional stager applies strategic design principles to create flow and space in the rooms, ensuring that visitors can easily move through the home and that their eyes fall exactly where you want them to look.

In short, **staged homes most often sell faster and for more money** than homes that did not get staged.



# MARKETING WITH A CREATIVE FLAIR

Marketing is taking data and using it to tell a captivating story to potential buyers. It offers a chance to showcase your home in creative and strategic ways. It's an important part of listing and selling, and with so many houses on the market right now, your home must stand out.

Marketing plans look deep into factors such as location, property type, and the state of the market to generate a customized plan just for your home. This strategic marketing plan will attractively highlight your home to make sure you get the best return on investment.

Marketing strategies typically consist of:

- ● **Professional, editorial photography**
- ● **Video and 3D tours**
- ● **Social media marketing**
- ● **Online advertising through web and brokerage channels**
- ● **High-quality print materials**
- ● **'Coming Soon' signs to drum up excitement**
- ● **And more!**





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## MY CAMBRIDGE REAL ESTATE LISTINGS

Ready to begin your search for a home? Curious as to what's on the market? I'm more than happy to show you. Start by browsing my latest Cambridge real estate listings and Kitchener-Waterloo real estate listings here. If you need a hand finding the right home, **just let me know.**

Search By Status

Search By Keywords



sold

84 BLAIR RD  
VICTORIA

3 b | 2.1 p | 1501-2000

[learn more](#) →



sold

2 PINECREST AVE  
CHURCHILL PARK

3 b | 2 p | 1001-1500

[learn more](#)



# STRATEGIC PRICING IS KEY

A professional REALTOR® has their finger on the pulse of the local market. They know the stats and figures, they've researched best practices, and their experience has told them what works and what doesn't.

Depending on several factors—most of them covered in the CMA—your REALTOR® will recommend a price to list your home. Rest assured, this number is not picked out of thin air. There's a strategy behind it.

**Pricing Low** - Pricing your home below market value could garner a lot of attention from buyers when it's first listed and could incite a bidding war. However, there's still some risk involved if no one decides to put in an offer or the offer you decide doesn't meet your expectations.

**Pricing High** - Pricing your home above market value is another strategy that might work for some sellers. It could lead to more negotiations. However, pricing high runs the risk of the home sitting on the market for longer, which might cause buyers to lose interest over time.

Each strategy has its own risks and benefits, but ultimately, your REALTOR® will present all the information and recommend a strategy that will result in a successful and profitable sale for you.







## SELLER'S MARKET VS. BUYER'S MARKET

In real estate, you'll hear a lot of talk about it being a 'seller's market' or a 'buyer's market' but what does that exactly mean? Here's a closer look:

### SELLER'S MARKET

- Happens when there are more potential buyers than there are homes available.
- Increased demand leads to homes selling quickly and for higher prices.
- Multiple offers on a home are common.

### BUYER'S MARKET

- Happens when there are more homes available than there are potential buyers.
- Homes sit unsold on the market for longer.
- Ultimately it's the classic tale of supply and demand with lower prices because of reduced demand.









# WHAT TO EXPECT ONCE YOU LIST

So now that you have set the price and listed your home, you should be aware ahead of time what to expect from the listing process.

Appointments and showings are a very necessary part of selling. Although virtual open houses and showings are becoming increasingly common in today's world, the in-person appointment is still a standard.

Your REALTOR® will collaborate with you on the best times for appointments and will give you ample time to prepare. One of the benefits of working with a professional real estate agent is that appointment logistics are handled by them, not you. However, you do have total visibility on scheduling with an online scheduling tool downloaded to your phone.



# APPOINTMENT FAQ



## SHOULD I BE THERE?

In short—no. Appointments and showings typically take place when the homeowner is not present. With fewer people in the home, it will feel more spacious and buyers will feel more comfortable asking the nitty-gritty questions. Additionally, your REALTOR® has done considerable research on the property and can effectively highlight the home's best selling points.

## HOW DO APPOINTMENTS GET BOOKED?

Typically, your REALTOR® will get notified by potential buyers or a buyer's agent when they want to see the home. From there, your REALTOR® will contact you and confirm an acceptable date/time for the showing. However, today, many top agents utilize virtual booking tools to make the process of booking and approving appointments easy and seamless.

## WHAT'S THE DEAL WITH THE LOCKBOX?

Some homeowners might feel uncomfortable with the idea of having a lockbox on their door. This is a secure box that contains a key to your home. It is usually opened when a code is entered and it helps facilitate showings when you aren't home. In some regions (like Waterloo) we use Bluetooth-enabled lockboxes. These are more secure than traditional lockboxes since only licensed REALTORS® have access. The REALTOR® also receives a notification if the lockbox is opened or closed for added security.


## HOW MANY APPOINTMENTS CAN I EXPECT?

Depending on the interest in your property, you might expect several showings over the course of a couple of weeks. One thing that many buyers don't expect, however, is that once an offer is made, you can expect a couple more appointments. The prospective buyers might want to take a second look at the home or require the work of an appraiser or home inspector to tour the property. It's important to know that you might need some flexibility to accept numerous appointments during the course of the listing and pending the closing date.





# WHEN THE OFFERS START TO COME IN


A modern living room with a light grey sofa, a white coffee table, and a stack of books. The sofa has large, light-colored cushions. On the coffee table, there is a stack of three books, with the top one titled 'THE KINFOLK HOME'. A small, white, rounded vase sits on top of the books. The background is a plain, light-colored wall.

Now that your home is staged, you've worked out a great pricing strategy, put out some beautiful marketing materials, officially listed, and even have some showings, what's next?

**This is where you get to see all the hard work pay off.**

Your REALTOR® will receive the offers and present all of them (if there are multiple) that will be most favourable to you. They will highlight important key elements of the offer to consider and will provide their guidance and advice on how to respond.





Your REALTOR® will advocate for you during negotiations and provide you with the insight to get the best possible outcome. An excellent agent prioritizes two things. In addition to ensuring that you get the best price, clauses, and conditions for your home, they also want to make sure that you are happy with the results and feel confident moving forward through the process.

Selling a home can be stressful enough, your REALTOR® is there to guide you and keep everything under control.

## HOW TO HANDLE A BULLY OFFER?

A bully offer or a pre-emptive offer as it is sometimes called is when offers on your home come in before getting officially listed or before the offer date that was determined at the time of listing. In a seller's market, bully offers are becoming more common. My personal outlook on these types of offers is to always have an open conversation with my client. Bully offers can sometimes feel exciting and possibly chaotic, and, if accepted, results in the seller leaving some money on the table. However, if your goal is to sell as quickly as possible, bully offers can sometimes be advantageous. It all depends on your goals.



sign





# HI, I'M CRISTAL MOURA.

I'm passionate about real estate—but more importantly, I'm **passionate about helping people.**

I understand that everyone is unique, and by getting to know you and your family, I can zero in on exactly what you need for a successful home sale. I love getting to know my clients so we can collaborate on what is probably one of the biggest transactions of your life.

With attention to detail and great care, I work hard for my clients to ensure they see the best possible results. My tailored approach to selling combines transparent advice, up-to-the-minute data, my firsthand experience, and a keen eye for design so you can get top dollar for your home.

Real estate has many complexities. Having one of the most passionate Cambridge real estate agents on your side to see that **your best interests are at the heart of it all** is of the utmost importance to me.





Sally R.



"Working with Christal Moura was one of the best decisions I made. She makes everything clear and takes the time to go over everything. I would highly recommend her to anyone."





# THANK YOU

Thank you for taking the time to look through my Seller's Guide. I hope you found the information useful and informative.

**Are you ready to sell your home?** Reach out today for a complimentary selling consultation.



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