

# zoocasa SELLING GUIDE

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SMARTER, FASTER HOME SALE

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# SELLING WITH ZOOCASA

Zoocasa is not your average real estate team. We believe it takes more to sell houses than a For Sale sign and a postcard mailout. It takes an experienced, full-service team with a modern approach to marketing to make your home sale experience faster, easier, and more successful.

## ACCESS MORE BUYERS

With over 900,000 views per month (and more than 500,000 in the GTA alone), Zoocasa.com is one of the top real estate sites in Canada. Zoocasa listings get featured placements on the website and its expansive social media channels.

## HIRE AN AGENT, GET A TEAM

Every Zoocasa listing is supported by a:

- Staging and styling consultant, and your
- Zoocasa Client Concierge, who will guide you through the transaction to close

## DAZZLE WITH AWE-INSPIRING MARKETING

From stunning photography and virtual tours to a proven pricing strategy, we are prepared to delight potential Buyers at every opportunity.

## SELL FASTER, FOR MORE MONEY

Zoocasa Agents outperform industry averages, meaning you have more time and financial flexibility for life's next adventure.

AVERAGE DAYS ON MARKET

### SELL FASTER\*



### FOR MORE MONEY\*

**\$83,934**

more per freehold home sold

**\$9,500**

more per home sold (all types)

\*2015 Zoocasa Team average compared to the Toronto Real Estate Board (TREB)

# SELLING TIMELINE

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## CHOOSE ZOOCASA

Team vs individual agent  
Agent meeting  
Sale process review

## LAUNCH MARKETING

Online marketing  
Custom website  
Feature Sheets

## OFFER REVIEW

Skilled negotiation  
Terms and conditions  
Bidding wars

## PLAN & PREPARE

Expert design consultation  
Action plan  
Professional photography

## GO LIVE

Pricing strategy  
VIP preview party  
Open House

## FINALIZE THE SALE

Clear conditions  
Closing costs  
Moving concierge

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**CHOOSE ZOOCASA**

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# TEAM VS. INDIVIDUAL AGENT

## Why hire one person when you can get three?

Your Zoocasa Agent will lead your home sale, and will be supported by a Stager and your Zoocasa Client Concierge.

### AGENT

Leads the home sale, sets a pricing strategy, coordinates financing and legals, and conducts all negotiations.

### STAGER

Performs a design and staging consultation, coordinates third-party contractors, and beautifies your home.

### CLIENT CONCIERGE

Takes care of all paperwork details from financing, lawyers, movers, and beyond.

The advantage of a team over an individual agent is that you have better access to a member of the Zoocasa team at all times, specialists working in their respective area of expertise, and an easier and more efficient home sale process.

Two brains are better than one—which means three are superior—and multiplies the effective effort toward getting your home sold!

## YOU

- Meet with your Zoocasa Agent
- Review experience, service, and references
- Sign a Listing Agreement

## YOUR ZOOCASA AGENT

- Walk you through the sale process
- Review a Comparative Market Analysis on the neighbourhood/building
- Discuss pricing strategy
- Set dates for optimal listing launch



## ANGELA AMLANI, Bachelor of Interior Design DESIGN & STAGING DIRECTOR

Angela holds a Bachelor of Interior Design from Ryerson University, and is best known for her work as an on-air designer for W Network's *Save Us From Our House*. It was in this capacity that Angela staged and designed interiors for numerous residences throughout Toronto and Southern Ontario.

Following her career in television, Angela started her own residential design firm working on properties such as luxury condominiums at the Ritz Carlton, as well as the restyling of residential homes for sale.

This led Angela to the team at Zoocasa where she takes great pride in using her creativity and problem-solving skills to make sure that every client's unique needs are understood and that every home shows its best to attract the maximum number of Buyers.

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*"We were very glad that the staging of the house was included in the service and that there is a dedicated person, Angela, to do that for us. Angela has a gift for design! We were impressed by how beautiful the house looked after her touch. It was very pleasant working with her, as she is a true professional, efficient and thorough, and very approachable." – Cecil*



# BEFORE & AFTER STAGING





# BEFORE & AFTER STAGING



# **PLAN & PREPARE**

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# THE ACTION PLAN

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## 1. STAGING CONSULTATION

Zoocasa Stagers are experts at design and staging, working to help make your home look its best and appeal to the greatest number of Buyers.

Your Zoocasa Stager will create a personalized Action Plan, and will show you what tasks to prioritize to make the most impact with the least amount of effort.

If you need help with your Action Plan, your Zoocasa Stager can arrange third-party contractors to do the work for you—everything from cleaners and painters to electricians and carpenters.

Once your Action Plan is complete, your Zoocasa Stager will use a combination of your own and supplied furniture, plus special touches like fresh linens and flowers to make your house look like a home. Staging services for occupied properties are included with your Zoocasa listing.

*You only pay for services provided by third-party contractors, all of which are completely optional.*

## 2. SELLER'S TIMELINE

A detailed calendar outlining the timeline of your Action Plan and important dates will be provided to you.

# THE ACTION PLAN

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## 3. PROFESSIONAL PHOTOGRAPHY AND VIRTUAL TOUR

After your home is staged and ready, it will be professionally photographed and a virtual tour will be prepared for use in marketing materials.

## 4. PRE-LISTING HOME INSPECTION

For houses, we recommend purchasing a third-party pre-listing home inspection to make available to prospective Buyers. This makes the sale process move more swiftly and smoothly.

### YOU

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- Start packing!
- Declutter and clean your home (or hire specialists)
- Connect with third-party contractors
- Execute plan

### YOUR STAGER

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- Conduct design and staging consultation
- Connect seller to third-party contractors
- Organize professional photography and virtual tour
- Organize a pre-listing home inspection

### YOUR ZOOCASA AGENT

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- Draft seller timeline and Action Plan
- Prep the marketing plan

# SAMPLE SELLER'S TIMELINE – HOUSE

| SUNDAY           | MONDAY                                      | TUESDAY                           | WEDNESDAY                                  | THURSDAY                      | FRIDAY                         | SATURDAY         |
|------------------|---|-----------------------------------|--|-------------------------------|--------------------------------|------------------|
|                  | 1<br>Staging consultation & "before" photos | 2                                 | 3<br>Action plan delivered                 | 4                             | 5                              | 6                |
| 7                | 8   | 9<br>Pre-listing home inspection  | 10<br>Staging                              | 11<br>Professional deep clean | 12<br>Professional photography | 13               |
| 14               | 15  | 16<br>Marketing package delivered | 17<br>Listing goes live & Agent Open House | 18<br>VIP wine & cheese       | 19                             | 20<br>Open House |
| 21<br>Open House | 22  | 23<br>Offer day                   | 24   | 25                            | 26                             | 27               |
| 28               | 29  | 30                                | 31   |                               |                                |                  |

# SAMPLE SELLER'S TIMELINE – CONDO

| SUNDAY            | MONDAY   | TUESDAY                                     | WEDNESDAY                  | THURSDAY                      | FRIDAY                         | SATURDAY          |
|-------------------|--|---|----------------------------|-------------------------------|--------------------------------|-------------------|
|                   | 1<br>Sign Listing Agreement & order Status Certificate | 2<br>Staging consultation & "before" photos | 3<br>Action plan delivered | 4                             | 5                              | 6                 |
| 7                 | 8  | 9   | 10<br>Staging              | 11<br>Professional deep clean | 12<br>Professional photography | 13                |
| 14                | 15   | 16<br>Marketing package delivered           | 17<br>Listing goes live    | 18                            | 19                             | 20<br>Open House* |
| 21<br>Open House* | 22   | 23  | 24                         | 25                            | 26                             | 27                |
| 28                | 29   | 30  | 31                         |                               |                                |                   |

\* If condo building allows Open Houses



# BEFORE & AFTER STAGING

A thorough cleaning, a fresh coat of paint, the right lighting, and professional photography could be the difference between a potential Buyer seeing or skipping your home.



Would you know these are photos of the **same** room?



# **LAUNCH MARKETING**

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# MARKETING PLAN

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Real estate postcards go straight in the garbage. That's why we don't send them.

So, how do we attract Buyers and make your home stand out from other listings? With stunning, professional-grade marketing materials, online marketing, and old-fashioned relationship building.

## ONLINE MARKETING

- Launch a custom website with a lifelike virtual tour (visit [www.9withrow.com](http://www.9withrow.com) for a live example)
- Advertise your home on Realtor.ca (MLS), Zoocasa.com, and dozens of other sites, for maximum reach
- Feature your home on the home page of Zoocasa.com, which has over 900,000 views per month
- Support with an email and social media campaign, accessing Zoocasa's nearly 20,000 followers on Facebook, Twitter, and Instagram

## PRINT MARKETING & FOR SALE SIGNS

- Catch the eye of local Buyers with Zoocasa's bright, modern signage
- Retain Buyer interest with brochures and feature sheets that can be saved and stored for future consideration.

## YOU

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- Engage with Zoocasa's social media channels and share your home listing with friends and family

## YOUR CLIENT CONCIERGE

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- Post your home on real estate listing sites, including Realtor.ca (MLS) and Zoocasa.com

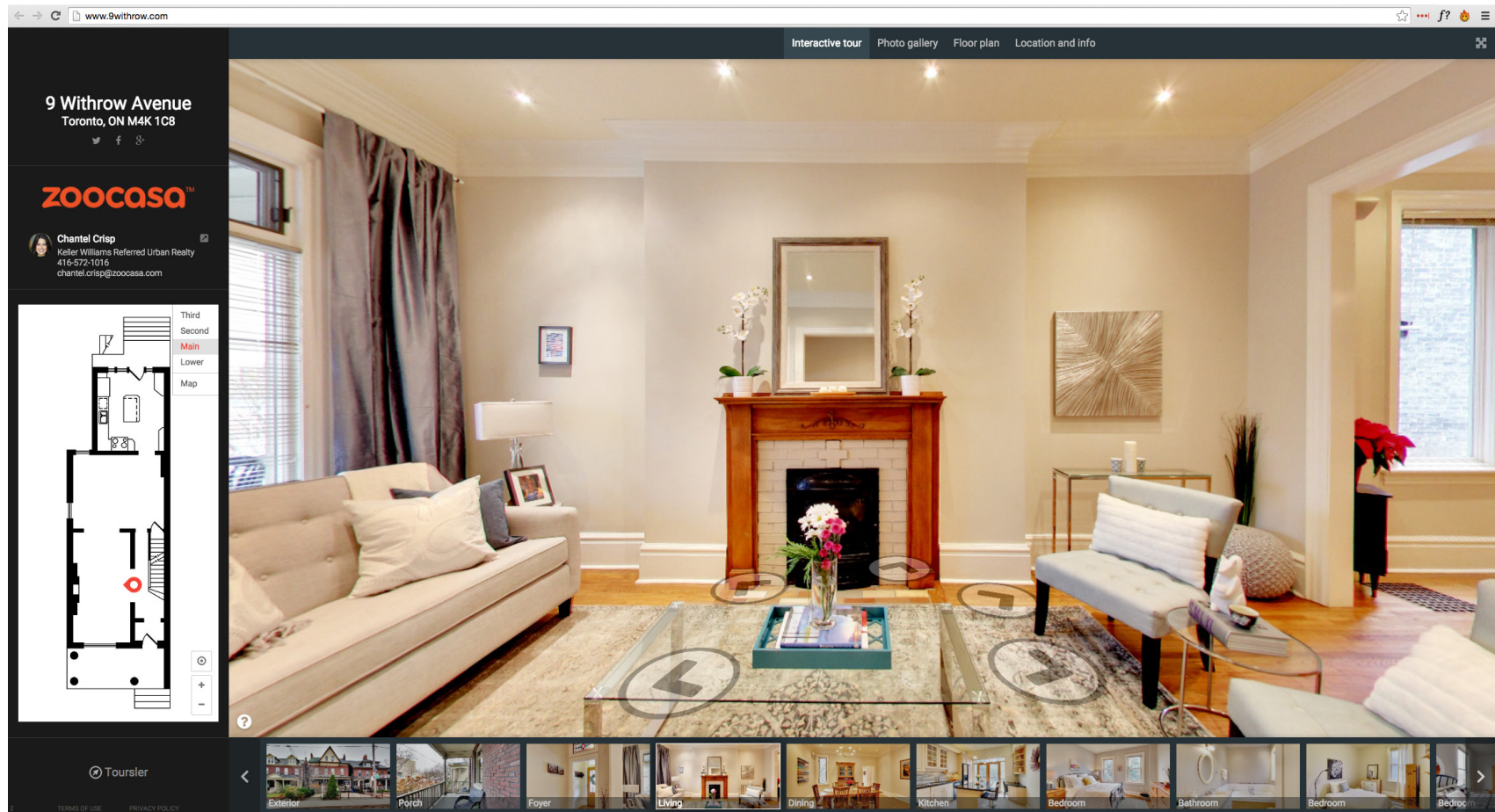
## YOUR ZOOCASA AGENT

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- Organize all online marketing and print marketing materials
- Start tapping into our network of Buyers and Buying Agents

# CUSTOM WEBSITE

A custom website with professional photography, a lifelike virtual tour, and detailed floor plans showcases your home in the best format and allows potential Buyers to easily share the listing with the people who are influencing their decisions. Visit [www.9withrow.com](http://www.9withrow.com) for a live example.



# BROCHURES & FEATURE SHEETS

Each potential Buyer will walk away with a modern brochure filled with professional photographs and listing highlights.

Everyone who views your home will also receive a mortgage snapshot to help them understand the monthly cost of owning the home.

**TORONTO  
9 WITHROW AVENUE**









**James Laird**  
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Urban Realty, Brokerage  
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www.zoocasa.ca

## 9 Withrow Avenue

**List Price: \$1,189,000**

Down Payment Required:  
**\$237,800**

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Purchase Price:  
**\$1,189,000**

Amortization:  
**25 Years**

Our Mortgage Rate:  
**2.42%**






| DOWN PAYMENT OPTIONS                      | 20%              | 25%              | 30%              | 35%              |
|---|------------------|------------------|------------------|------------------|
| Down Payment                              | \$237,800        | \$297,250        | \$356,700        | \$416,150        |
| Mortgage Insurance                        | \$0              | \$0              | \$0              | \$0              |
| <b>Total Mortgage Required</b>            | <b>\$95,1200</b> | <b>\$89,1750</b> | <b>\$832,300</b> | <b>\$772,850</b> |
| <b>Mortgage Payment</b>                   | <b>\$4,223</b>   | <b>\$3,959</b>   | <b>\$3,695</b>   | <b>\$3,431</b>   |
| Property Tax <sup>1</sup>                 | \$467            | \$467            | \$467            | \$467            |
| Property Insurance <sup>2</sup>           | \$75             | \$75             | \$75             | \$75             |
| Maintenance Fees <sup>3</sup>             | \$0              | \$0              | \$0              | \$0              |
| Utilities <sup>4</sup>                    | \$350            | \$350            | \$350            | \$350            |
| <b>Total Monthly Expenses<sup>1</sup></b> | <b>\$5,115</b>   | <b>\$4,851</b>   | <b>\$4,587</b>   | <b>\$4,323</b>   |

<sup>1</sup>Estimate



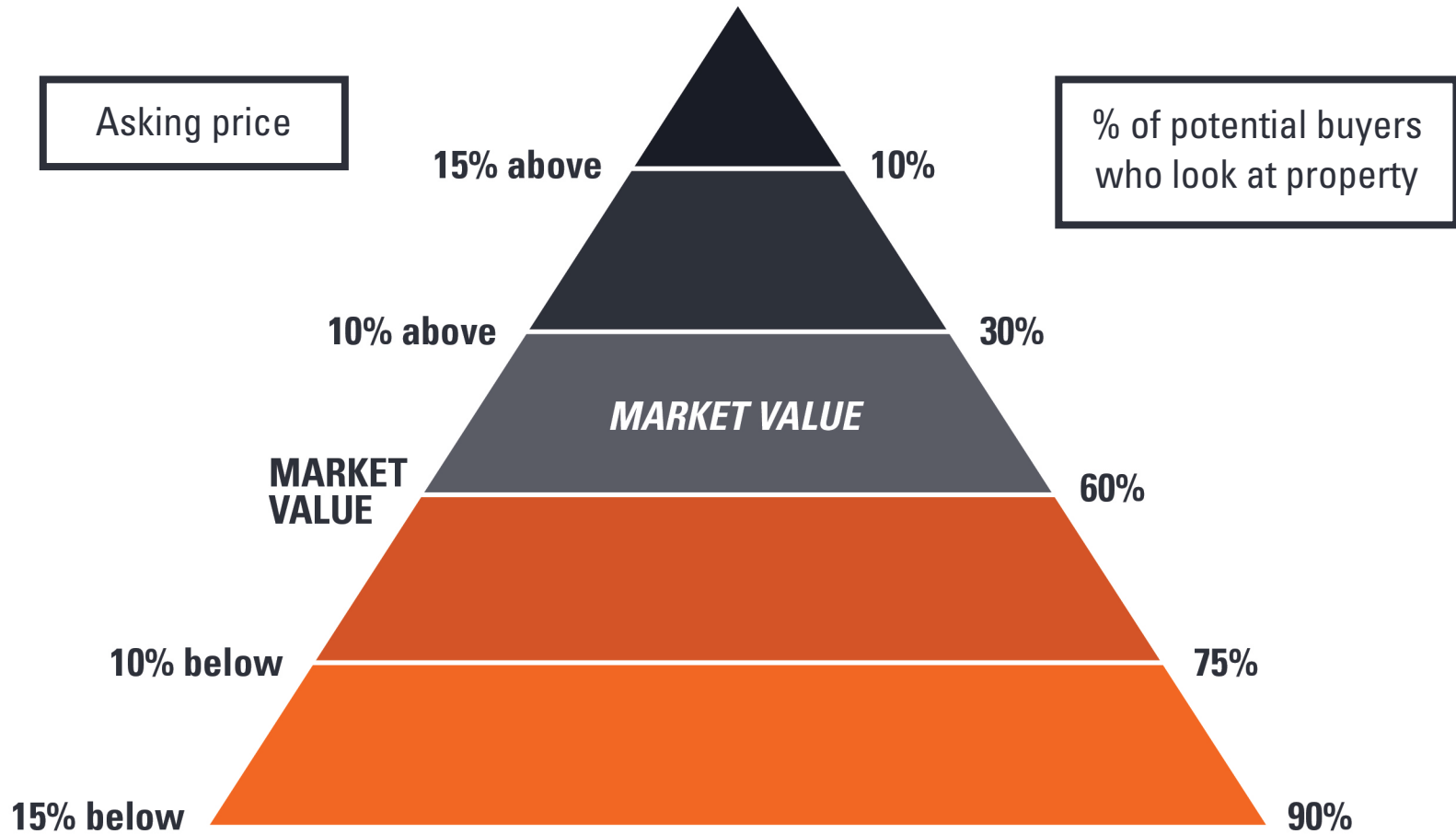
The above information is believed to be correct but is not guaranteed and therefore should not be relied on without verification. Please contact your CanWise Mortgage Broker for more information.

**GO LIVE**

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# PRICING STRATEGY

Before we go live, we'll work with you to analyze comparable sales, gauge interest, and pick the right asking price to attract the maximum number of Buyers.



# TIME TO LIST!

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After your home is prepped, pictures have been taken, and marketing materials have been produced, it's time to list.

## ACTIVATE LISTING

- Set up a "Coming Soon" sign on your front lawn to generate interest
- Invite family, friends, and neighbours to a VIP wine & cheese exclusive preview
- Schedule and promote an Open House on the first Saturday and Sunday the house is listed

## PREP BUYING AGENTS

- Circulate the listing to prospective Buying Agents, noting any pertinent details on showing the home to their Buyers like where to park, what's nearby, and major selling features or upgrades of the property (house) or building (condo)
- After showings, follow up with the Buying Agents to get feedback and reiterate the best features of your home

## YOU

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- Invite family, friends, and neighbours to a VIP wine & cheese
- Leave your house for showings and be flexible with showing times
- Maintain cleanliness of your home throughout the showing period

## YOUR ZOOCASA AGENT

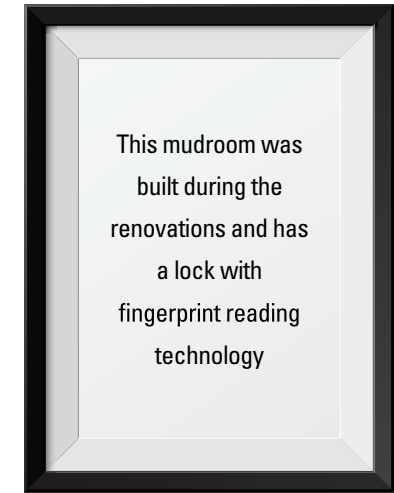
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- Review a Comparative Market Analysis on the neighbourhood/building
- Determine final list price
- Host VIP wine & cheese and public Open House
- Prep Buying Agents



# OPEN HOUSE

We'll host a VIP preview night for your friends, family, and neighbours, and a weekend public Open House, minding all the details including planning and execution!



## SPOTLIGHT: FEATURE FRAMES

Strategically placed feature frames highlight selling features buyers might miss, like special upgrades, new appliances, or other hidden features.

# **OFFER REVIEW**

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# OFFER & NEGOTIATIONS

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When you receive an offer, it's time for your Zoocasa Agent to put their negotiation skills to work. Your Agent will carefully review the offer with you, and will advise you on how to proceed based on your specific situation. If you've received multiple offers, your Agent will help you use this situation to your advantage and get the highest possible price.

## YOU

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- Name your price and terms (move date, conditions, etc.)
- Understand your current and future financial position
- Be prepared to accept a firm offer when required
- Order the Status Certificate (condo)

## YOUR ZOOCASA AGENT

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- Review contents of offer
- Clarify terms and conditions
- Advise on best options and trade-offs
- Work with your mortgage broker on a financing plan and risk assessment
- Negotiate best outcome and close the deal!

# TERMS & CONDITIONS

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The terms and conditions attached to the sale of a home often come with inherent trade-offs, so it's necessary to evaluate each one carefully and decide on what's most important to you.

## **PRICE**

The price offered by the Buyer is typically the most important term of the sale.

## **CLOSING DATE**

The closing date of a real estate transaction is typically set to occur several weeks after an Offer to Purchase is accepted. On closing day, real estate lawyers ensure funds are moved so you, the Seller, are paid and the Buyer's mortgage is taken out. As well, all closing costs are paid, ownership of the property is transferred, and the Buyer can pick up the keys to their new home.

## **DEPOSIT AMOUNT**

In the GTA, a typical deposit is 5% of the purchase price. A certified cheque should be provided within 24 hours of accepting the Buyer's offer. In multiple offer situations, you may want to require proof of the cheque at the time of offer.

## CONDITIONS

Typical conditions can include financing approval, a home inspection or status certificate review, and sale of the Buyer's current home.

## CHATELS AND FIXTURES

Any items that are physically attached to the structure of your home (appliances, light fixtures, etc.) will be included in the price of the sale, unless otherwise stated. If there are any such items you want excluded from the sale, you must specify them. A Buyer may also ask for other items like furniture in their offer and you will have to evaluate whether you want to part with them.

## BIDDING WARS

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Not all home listings will result in a bidding war, but if there is one, it's best to be prepared.

### PRE-EMPTIVE "BULLY" OFFER

Sometimes, Buyers will present a strong offer with a strict time limit for acceptance—often just a few hours—in an attempt to get ahead of other bidders and a possible bidding war. Your Zoocasa Agent will review all types of offers with you and will have a strategy in place for dealing with Bully Offers.

### FIRM SALE

Presenting an offer without conditions is the norm in competitive markets and bidding wars. If you accept a firm sale offer, the sale is final. There is no cooling-off period.

**FINALIZE THE SALE**

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# FINALIZE THE SALE

When you decide to accept an offer, the Zoocasa team will help you take care of all the details to clear any conditions and finalize the sale. Your Zoocasa Client Concierge will make arrangements with your lawyer, coordinate with your mortgage broker, and even help you book a mover.

Your Zoocasa Agent will oversee the process to make sure everything runs smoothly right up until your closing day.

| <b>YOU</b>  | <b>YOUR ZOOCCASA AGENT</b>   | <b>YOUR CLIENT CONCIERGE</b>  | <b>YOUR MORTGAGE BROKER</b>  | <b>YOUR LAWYER</b>   |
|---|--|---|--|--|
| <ul style="list-style-type: none"><li>• Pay any closing costs</li><li>• Inform utility companies and the city of your impending move</li><li>• Cancel your home insurance</li></ul> | <ul style="list-style-type: none"><li>• Handle any closing issues or amendments</li><li>• Monitor the deal until close</li></ul> | <ul style="list-style-type: none"><li>• Coordinate documentation (between your mortgage broker and your lawyer)</li><li>• Notify you when the Buyer's conditions have been met</li><li>• Act as your moving concierge</li></ul> | <ul style="list-style-type: none"><li>• Present mortgage options for porting, assuming, or breaking your mortgage</li><li>• Send instructions to lawyer for lender financing</li></ul> | <ul style="list-style-type: none"><li>• Collect funds from purchaser</li><li>• Remove your name from the title of the property</li><li>• Use proceeds from sale to pay off your mortgage</li></ul> |



# CLOSING COSTS

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## MORTGAGE OPTIONS & PENALTIES

When you sell your home, you need to decide if you're going to port, assume, or break your mortgage, and calculate with your mortgage broker what breaking it will cost.

## REAL ESTATE COMMISSION

The Zoocasa real estate commission is 5% on the final sale price of your home. Our firm will pay 2.5% to a cooperating agent representing the buyers.

## LAWYER FEES

Lawyer fees typically range between \$1000 and \$2000. Ask for an all-in price that includes disbursements and professional fees.

## ADJUSTMENTS

If any property taxes or utilities are accrued up until the date of possession by the Buyer, you will have to pay the balance you owe up until that day. However, if you have prepaid any of these, the Buyer will have to pay you back for anything paid for after they take possession.

## HELPFUL RESOURCES

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### ZOOCASA.COM

Visit Zoocasa.com's comprehensive education centre on selling your home and use our home search tool to find your next property.

### RATEHUB.CA

RateHub.ca has a closing cost calculator and guide, as well as a mortgage refinance section with a mortgage penalty calculator that's useful if you need to break your mortgage.

# SELLER WORKSHEET

Use this template to calculate the net return on selling your home.

|                        | AMOUNT |
|------------------------|--------|
| <b>Selling Price</b>   |        |
| Mortgage               |        |
| – Mortgage Outstanding |        |
| – Mortgage Penalty     |        |
| Real Estate Agent      |        |
| – Commission           |        |
| – HST                  |        |
| Lawyer                 |        |
| – Lawyer fee           |        |
| <b>= Seller Net</b>    |        |

# INCLUDED SERVICES

The following services are included when you list your home with Zoocasa:

## AGENT SERVICES

- Comparative Market Analysis (CMA)
- Pricing strategy
- MLS listing
- Zoocasa.com homepage listing
- Facebook album & social media campaign
- Online marketing
- Sneak peek mail-out
- VIP neighbour wine & cheese
- Open House
- Showing coordination
- Buyer Agent prep calls
- Buyer follow-up calls
- Offer negotiation

## STAGING SERVICES

- Expert staging consultation
- Customized Action Plan
- Furniture arrangement
- Supplemental furniture & delivery
- Professional photography
- Virtual tour
- Professional floor plans
- Custom website
- Feature sheets
- Perrier-stocked fridge
- Feature frames
- Fresh flowers

## CLIENT CONCIERGE SERVICES

- Full-service concierge
- Prospect match
- Paperwork coordination
- Mover coordination
- Financing coordination
- Legal service coordination
- Pre-listing home inspection coordination
- Important date reminders

*We will happily coordinate services free of charge; however, third-party services will be billed to the seller. Providers who charge for services may include cleaners, painters, tradespeople, home inspectors, lawyers, and movers.*

**zoocasa**

**zoocasa.com**

**1.844.683.4663**