

1.5% Home Selling Blitz

Get more. Keep more.

Sell your house for more money and pay less commission.

Realosophy
REALTY INC. BROKERAGE



How you get more:

1 | Realosophy Home Seller Kit

Selling your house can be overwhelming. Our Home Seller Kit gets you informed, organized and in control. You avoid stressful surprises and have a better selling experience. Includes detailed checklists.

2 | Valuation: What is Your House Worth?

The biggest question for every seller is “how much?” Your Realosophy sales representative helps you evaluate comparable houses and current demand in your neighbourhood. This first session also gives you a chance to decide if your sales representative is a good fit for you.

3 | Reality Check: Is it the Right Time for You to Sell?

Sellers often focus on market conditions (“buy low, sell high”) when it’s personal circumstances that matter most – for example, have you owned your house long enough to make a return? At Realosophy, we tell you if it isn’t the right time for you to sell. Includes customized financial spreadsheets. And if needed, quick hand drawn charts to illustrate financial implications (we get passionate about these things).

4 | Action Plan: Prep Your Product

Houses that connect with today’s buyers sell for more. We do a complete tour of your house and develop a customized action plan to improve the overall look of your house and tackle potential deal breakers (like an oil tank or a tricky layout). The key to the plan? Strategic solutions that get you the biggest bang for your buck.

5 | Pricing Strategy powered by realosophy.com

A poorly priced house keeps you from reaching your goal – whether it’s to sell for the highest possible price or sell quickly enough to make your next move. So it’s critical to price right. We use our valuation of your house and our exclusive realosophy.com data which tells us current demand conditions in your neighbourhood to recommend the right pricing strategy for you.

6 | Professional Photo Package

It’s outrageous that people try to sell a product worth hundreds of thousands of dollars with blurry images, shadowy rooms and “no photos available” messages. We use the best photography and modern design (think architecture magazines) to market your house. Because anything less is unacceptable. Includes full colour photo package, feature listing sheet and postcards.

7 | Realosophy Online Blitz

90% of buyers search online for houses. The Realosophy Online Blitz ensures that buyers see your house on the MLS, realosophy.com, Craigslist and all major real estate websites where buyers can tour – and fall in love with – your house 24/7. Includes dedicated website (www.123yourhouse.com), 360 virtual tour, mobile marketing and website traffic reports.

8 | Showings and Open Houses

To get offers, you need to show your house and show often. We organize and run all open houses and showings so you don't have to be there. You stay in control of the entire process by logging onto a secure website to accept, decline and keep track of showings.

9 | Handle Objections

Failing to handle buyer objections properly is the number one reason good offers are lost. Our goal is to bring in as many good offers as we can. To do this, we get to the heart of buyer objections, communicate respectfully and effectively with all parties and advise you on strategic responses.

10 | Make the Sale

Offer day! We advise you on each offer – helping you weigh various combinations of price, conditions and special clauses. Any offer you accept is a binding agreement so we make sure you don't agree to anything that is not in your best interest. And we're here long after to advise you on any post-sale issues (for example, what to do if a tenant doesn't vacate).

Bonus | Realosophy Neighbourhood Match Report

Buying after you sell? Realosophy is known for our innovative services for home buyers. Our exclusive Neighbourhood Match technology matches you to over 170+ Toronto neighbourhoods based on your budget, school quality and lifestyle needs, ranking your top choices by price appreciation and housing availability. We'd be pleased to include this service in our 1.5% Home Selling Blitz for you at anytime.

How you keep more:

You pay only 1.5% seller agent commission. The fee is based on your house sale price so you only pay when your house sells. That's at least \$5,000 in savings on a \$500,000 house when compared with traditional seller agents who charge 2.5% (or even 3%!)

We still recommend you offer 2.5% to buyer agents to get the highest number of offers possible (plus buyers agents are great allies when it comes to making deals happen). But we've gone further with our Realosophy Fee Promise: if a buyer buys without a buyer agent, you don't pay this fee. It's only fair.

Thinking of selling your house?
Get started with a free home valuation.

Contact us today:

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