

SELLER'S GUIDE



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SALES REPRESENTATIVE

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A COMPREHENSIVE GUIDE TO SELLING YOUR HOME IN KINGSTON



Introduction

Selling your home is a significant decision, and whether you're planning to sell this year or simply exploring the idea, this guide will provide you with all the information you need. My name is Jason Barbosa, a Realtor in Kingston, Ontario, with 18 years of experience and over 500 homes sold. I've created this guide to share the conversations I have with clients weekly, covering everything from commission structures to pricing strategies to ensure you're equipped to make the best decisions for your unique situation.

CHAPTER 1

WHY ARE YOU SELLING AND THE COSTS INVOLVED?

Before diving into the logistics, reflect on your reasons for selling. Whether you're upsizing, downsizing, or facing life changes, clarity on your "why" is essential. Selling isn't cheap—it involves fees, effort, and potential disruptions. Ensure your decision aligns with your long-term goals, not just market trends or external opinions.

KEY COSTS TO CONSIDER

- 1 Mortgage Penalty:** Breaking a fixed-rate mortgage often comes with penalties. Variable-rate mortgages usually charge three months' interest. Contact your bank or mortgage broker to understand the exact cost.
- 2 Realtor Commissions:**
 - Commissions in Kingston are typically 4-5%, split between the seller's and buyer's agents.
 - 2% of that, sometimes 2.5% goes to the Buyers agent that brings the offer. This is negotiable between you and your agent. You want to be sure you are offering the buyers agent at least 2% because that is what 90% of the other properties that you are competing with will be offering. Offering higher than 2% can be a good incentive to attract more agents.
 - HST applies to commissions, adding to your total costs.
- 3 Closing Costs:** Lawyer Fees range from \$1000-\$2000 for each side of the transaction, buying plus selling.
- 4 Moving Costs:** The cost of hiring professional movers varies based on factors such as the size of your residence, the distance of the move, and any additional services required.

Here's a breakdown of typical moving costs:

For a Local Move

Studio or Small 1-Bedroom Apartment: Approximately \$580 to \$750.

2-Bedroom Apartment: Around \$850 to \$1,200.

3-Bedroom Home: Between \$1,580 and \$2,050.

4-Bedroom or Larger Home: From \$2,190 to \$4,200.

These estimates are based on standard hourly rates, which typically range from \$130 to \$180 per hour for a team of two movers and one truck. The total cost depends on the time required to complete the move and the number of movers involved.

Selling a home is a financial decision. Ensure your goals align with your budget and long-term plans. Use the attached Closing Cheat Sheet to help calculate your possible expenses.

CLOSING COSTS CHEAT SHEET

When you're looking to buy or sell a home, it's easy to forget that the purchase price is just one of many costs associated with home ownership. These costs can add up and take an unexpected chunk out of your budget. Complete this sheet to better understand the full cost of buying or selling a property.

Seller Credits

Estimate Sale Price: \$ _____

Less Selling Costs

First Mortgage Balance: \$ _____

Second Mortgage Balance: \$ _____

Mortgage Payout Penalty: \$ _____

Mortgage Discharge Fees: \$ _____

Real Estate Fees + GST: \$ _____

Approximate Legal Fees: \$ _____

Home Improvement Costs (ex: painting): \$ _____

Staging Costs: \$ _____

Less After-Closing Costs

Moving Costs: \$ _____

Adjustment Costs (taxes, utilities, etc): \$ _____

Other:

\$ _____

Estimated Net Proceed: \$ _____

CHAPTER 2

SERVICE MODELS FOR SELLING YOUR HOME

When selling your property, you have three main options to choose from:

1 **Mere Posting Services**

A low-cost option where companies charge a flat fee to list your property on MLS. You handle all other aspects of the sale, including paperwork and negotiations. No strategy, No pricing advice

2 **Discount Realtors**

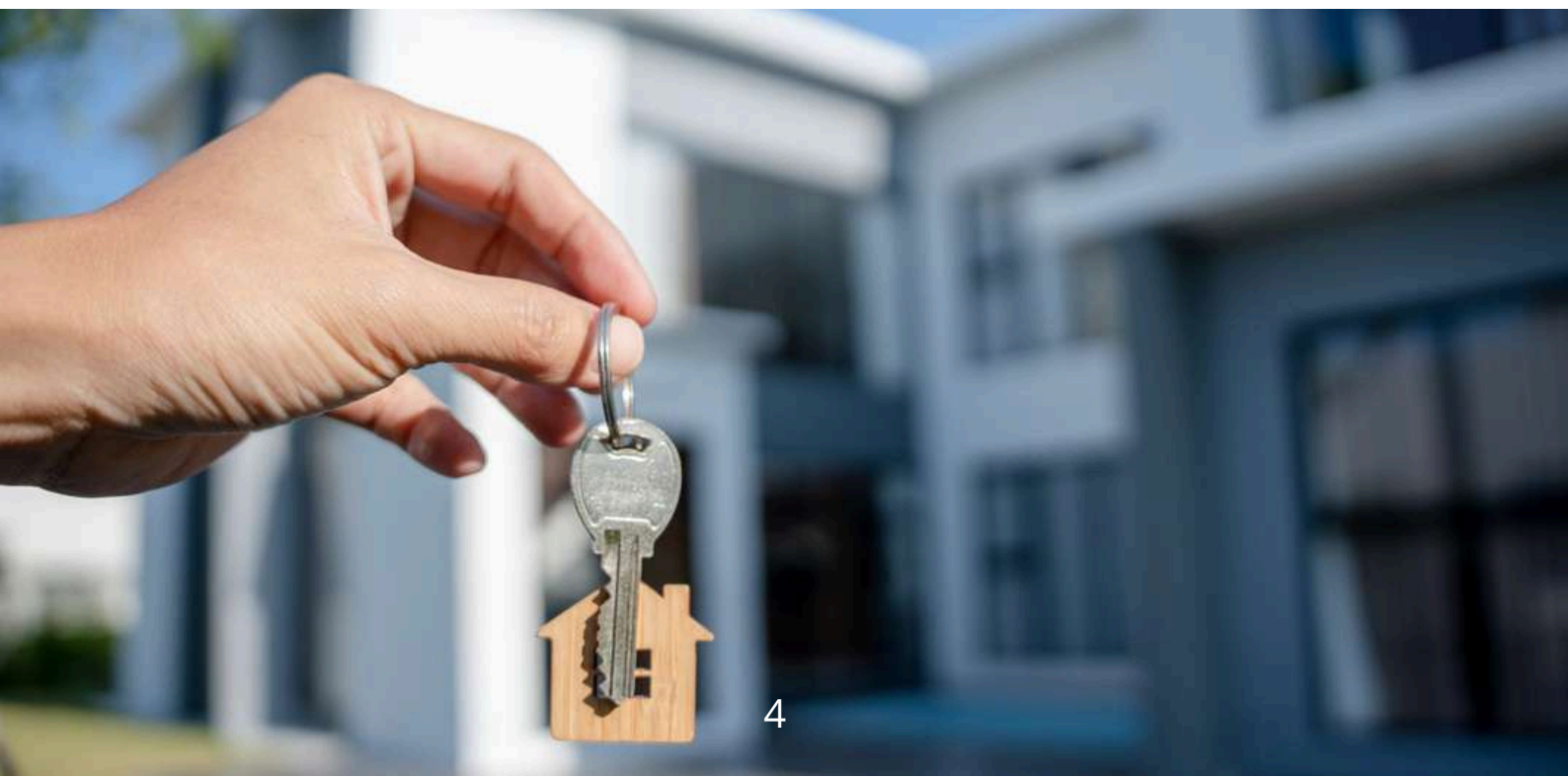
These agents charge lower commissions which usually translates to limited services and basic photography they often take themselves with minimal marketing.

3 **Full-Service Realtors**

Full-service Realtors invest in your property to maximize its value. We do this by hiring professional photographers and videographers, staging experts if needed and using high leverage marketing tactics, networking, and negotiation skills to get you as high a price as possible in a timely manner.

They offer end-to-end support and are ideal for sellers seeking the highest return on investment.

Here is a link to my [Listing Package](#) with an outline of the services and packages the I offer.



CHAPTER 3

WHAT YOUR PROPERTY IS WORTH AND PRICING STRATEGY

Understanding your property's value is critical to setting a successful pricing strategy.

1 Determining Your Home's Value

Contacting a Realtor for a professional valuation is the first step in understanding your home's value.

Good Realtors will compare your home, including its features, size, and condition, to similar homes that have sold in your area over the past 12 months. This provides a solid foundation for estimating its value.

Great Realtors go beyond this. They take the sold data and analyze it alongside the active listings currently on the market. These are the homes your property will compete with when it's listed. Buyers who view your home will likely compare it to these other options. By positioning your home as a "good value" compared to the active competition, a great Realtor ensures your property stands out to buyers. This approach maximizes interest and helps you secure the best possible price.

2 Pricing Strategies

Market Value Pricing

- List your home at or slightly above the price you want.
- Keep in mind that homes in Kingston typically sell for about 97% of their list price.

Multiple Offer Strategy

- List below market value to generate high interest and multiple offers.
- Works best in seller's markets with limited inventory and is ideal for quick sales.



Your pricing strategy should align with your goals, market conditions, and buyer demand. Your Realtor will guide you to the best approach.

After pricing, exposure is key to selling your home. The more people who see your property, the better your chances of securing the best offer.

Effective Marketing Strategies Include

1

MLS Listings

MLS is the cornerstone of real estate marketing, funneling your listing to Realtor.ca and other third-party websites.

2

Staging and Photography

Presenting your home in its best possible condition with high-quality photos, videos, and virtual tours is essential for making it stand out. Almost all buyers begin their search online, focusing on new listings as they hit the market. This makes a strong first impression critical.

Keep in mind: the visibility of your home drops significantly after the initial launch. Viewer engagement typically decreases by 50% within the first 48 hours, and then halves again by the following week. Capturing attention early is key to maximizing interest and securing offers.

3

Social Media and Digital Marketing

Use these to reach Buyers and other realtors directly. An effective strategy is to distribute sneak peaks of your upcoming home through these channels. I like to do this a week before I list. If you leverage this successfully you can create a waiting list of people wanting to see your property when it hits MLS.

4

Open Houses

While open houses can attract some buyers, most sales come from private showings. Virtual tours and online marketing have largely replaced traditional open houses, especially post-pandemic.

The focus should be on strategies that bring serious, qualified buyers through your door like the ones discussed earlier. Open houses remain optional for my sellers and can be tailored to their preferences.

Agent Open Houses – held before listing and exclusively for agents—are often far more effective than traditional open houses for the general public. These events allow agents to preview your property, match it with their buyers, and generate early buzz before it officially hits the market.

A well-rounded marketing plan, including modern and targeted approaches, is essential to maximize interest and secure the best offers.

CHAPTER 5

REVIEWING OFFERS AND THE CLOSING PROCESS

Once your home attracts an offer, the negotiation and closing process begins.

When you receive an offer. You have three options.



Accept the offer as is.



Reject the offer



Counter the offer with changes (e.g., price, closing date, conditions).

Negotiation Tips

- Stay objective; don't take offers personally.
- Experienced Realtors leverage relationships and insights to gauge the reliability of the buyer's agent and their client.
- Trust your Realtor's expertise to guide negotiations effectively.

The Importance of Experience and Relationships in Negotiations

Negotiations are a critical part of selling your home, and having a skilled and experienced Realtor by your side can make all the difference. An experienced agent knows how to navigate the stress and complexities of negotiations, ensuring the best possible outcome for you.

A seasoned Realtor understands how to keep the process moving forward, effectively communicating the strengths and weaknesses of offers without offending the other party. This professionalism can be the key to closing a deal smoothly.

Moreover, a lot of deals come together because of the relationships Realtors have with their colleagues. An experienced agent can quickly identify whether the buyer's agent has properly qualified their client and knows which agents they can trust to follow through on commitments. These relationships and insights are invaluable when navigating offers, especially in competitive or sensitive situations.

Hiring an experienced Realtor with strong industry connections ensures you have the expertise and network needed to achieve the best result.



CLOSING THE DEAL

Hire a Lawyer

They'll handle the transaction's legal aspects, including receiving funds from the buyer's lawyer. I can recommend trusted lawyers if needed.

Final Walkthrough

Between the date the buyer waves conditions and the closing date. The buyer likely has a few walkthroughs of the property.

One of the two is typically scheduled 24-48 hours before the closing date to confirm the condition matches the agreement.

The other one can be scheduled anytime and is typically used for taking measurements, planning renovations or showing the home to a family member who may not have had the chance to visit (kids, parent, etc).

Refer to my Seller Closing Checklist for a detailed guide on what to expect after your home sells and prior to closing.

Conclusion

Selling a home involves many moving parts, but with the right guidance, it can be a smooth and rewarding process. From understanding Kingston's market to preparing your home for sale, every step matters. If you're ready to sell or have more questions, let's discuss how I can help you achieve your goals. 