



# EVANS

— REAL ESTATE TEAM —

## SELLERS GUIDE

### Things to Consider to Sell For Top Dollar



*Sold By*  
**SYNA**

EVANS REAL ESTATE TEAM



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# *Our* STORY



Syna & I met in January 2006 while working on cruise ships in the Caribbean. Our first date was at Atlantis in Nassau, Bahamas & our storied journey eventually landed us in the beautiful community of Mineville Nova Scotia in 2016. It was the same year that I became a licensed real estate agent & as my business & reputation grew, I soon needed help. Syna jumped in & with her leadership, marketing & engineering background coupled with my MBA, sales & real estate experience our business really began to thrive.

When I first started in 2016 I was fortunate to be mentored by some of Nova Scotia's finest real estate agents. Those same agents hired me to work alongside them in what turned out to be one of the most successful condominium projects in the history of the city, Gorsebrook Park Condos. This once in a lifetime experience catapulted me to one of the top agents at my brokerage.

With this gained extensive knowledge on new construction, selling real estate (we sold 155 condos), Halifax trends, local demographics & so much more, my business really began to grow & I needed help.

Who better to turn to then one of the smartest & hardest working people I've ever met, Syna. Syna has taken what I started & quickly turned it into more than I could have ever imagined. Her marketing & engineering backgrounds in addition to her genuine care for our clients is world class & I'm so proud to have her as my business partner.

But enough about us, let's talk about you! In the following pages we discuss the process of selling your home. If you have any questions after reading this guide, please give us a call. We'd be more than happy to go over everything in more detail.

*Phil*



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# THE PROCESS

Every home is different but most importantly, every Seller's needs & wants are different & that's what's most important.

We are here to listen, guide & provide sound advice & knowledge so you can make the best decisions for you & your family. Once we understand what your wants & needs are, the process of selling your home can begin.

- Initial meeting: Walkthrough, Needs Analysis, Build a Rapport
- Second Meeting: Custom Marketing Plan, Timelines, Cost & Expectations
- Establish a Competitive Listing Price
- Prepare your Property for Sale; Staging, Photography, Drone Footage, 3D Virtual Tour, (see our Marketing Plan for more details).
- Launch "Coming Soon" Marketing Campaign
- Officially List Property on MLS. During this period your home is considered "Active"
- Launch "Just Listed" Marketing Campaign
- Open House & Viewings for Potential Buyers
- Ongoing Communication, Market Updates & Buyer Feedback
- Receive & Present Offers, Discuss Pros & Cons of Each & Pick the Offer that's Best for You!
- Negotiate Contract & Accept Offer. During this period your home is considered "Conditional" or "Pending"
- Begin Legal Review & Facilitate Home Inspection Process
- Buyer Completes the "Condition Phase" of Transaction
- Negotiate Issues (if any) Found in Home Inspection
- Offer goes "Firm" and Property is Considered "SOLD"
- Pack Up Home, Clean & Get Ready for Closing Day
- Cancel Utilities, Forward Mail & Clean Home ,
- Closing Day!



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# PRICING YOUR HOME TO SELL

## There is a lot of strategies to consider when selling your home.

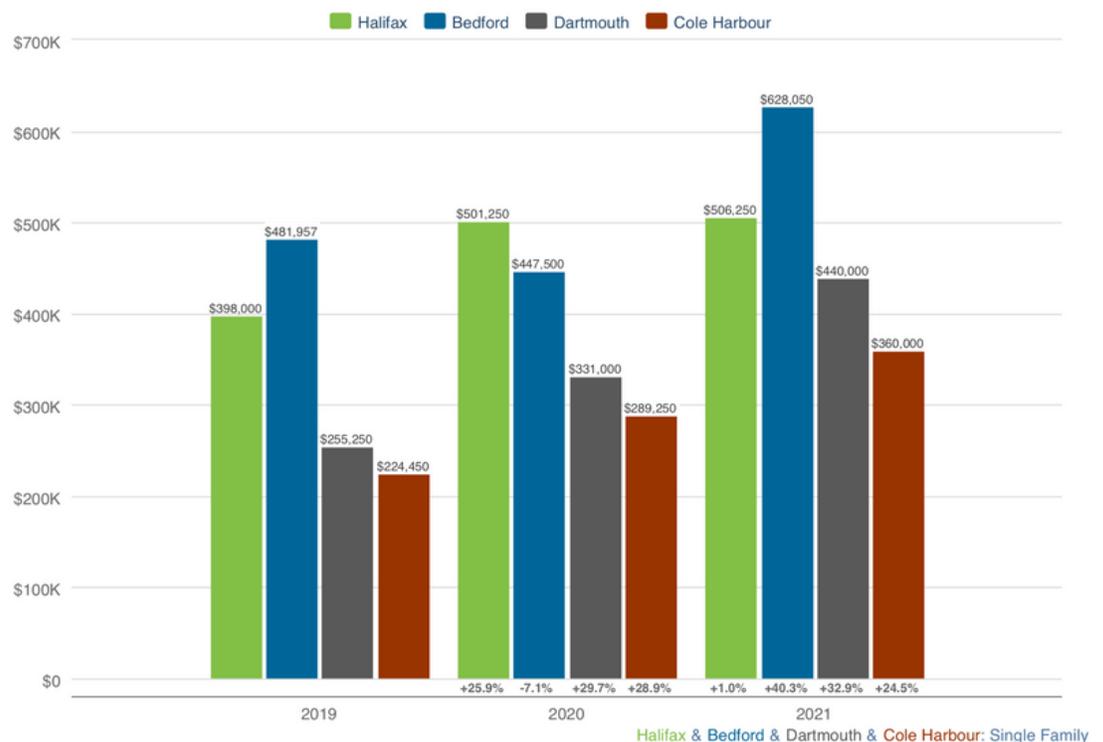
Our main objective when selling a property is to meet our clients most desired outcome. That is always our goal. And most often, our Seller's main goal is the final price. But for many Seller's there might be a personal item or two that needs to be considered. In fact, there is almost always something else to consider. Together, with our knowledge and and our Seller's wants, we come up with a strategic price that will bring us that desired outcome.

First, we look at comparable properties that have recently sold in addition to active homes that are currently on the market. Here is where we create a Comparative Market Analysis (CMA) that is specific to the Seller's home. This will provide this framework for the listing price we will soon be choosing.

Next, we look at market trends, upcoming seasons (it matters if Christmas or Summer vacation is around the corner) & begin to really narrow down the price range. Some agents recommend a very low listing price to create a lot of interest. We find this method "lazy" & we can explain to you in more detail why. But for now & in general, we tend to list our clients home on the higher side of the suggested price range.

However, we will never price a home too high as there are countless examples of that backfiring. Many agents try & please their clients too early. On the topic of listing a home too high, our motto is simple; "we'd rather disappoint you now than disappoint you later." We will not list a house that we do not think we can sell.

Once both parties are on the same page regarding the listing price & the marketing strategy, the fun really begins!



# PREPARING YOUR HOME TO BE LISTED

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## Minor & Major Repairs

Any significant issues with the home we like to address upfront. Depending on the severity, cost, time & other factors we determine how to best address potential problems. Some repairs we may fix prior to going to market while other issues we may leave as-is. Every home is different but one thing is always certain; with our knowledge & local trusted tradespeople, together we will make a decision that works best for you.

We always want to look at the home from the perspective of the Buyer while never losing sight of what's most important for our client, the Seller.



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## Staging & Photos

Studies show that when a new Buyer walks into your home you have ten seconds to make a positive first impression. We go the extra mile for our Seller's to ensure this happens with every potential Buyer. We recently partnered with a local stager & the results have been staggering. Our sales are breaking neighbourhood records & our Seller's are thrilled.

Our stager provides tips on how to declutter & depersonalize your home but only if necessary & our if our Seller's feel comfortable. While staging is something we recommend, we also understand it's not for everyone. With your approval, our stager will reorganize, move furniture & bring necessary colours & accents into your home to really make it stand out!

Next, we bring our exceptional photographer into your home to capture photos, videos & create the 3D Virtual Tour. This allows us to begin creating our marketing plan & accompanying marketing collateral. After this, the next step is to put your home on the market! For more information on our Marketing Plan, we're happy to go over it in more detail.



*Our Strategies Are  
Your Solutions*

# *Survive the* **SHOWINGS**



1

## Take a Mini-Vacation or Visit Relatives

The current Nova Scotia real estate market has a significant shortage of properties for sale and it deemed a Seller's Market. In addition to our marketing plan, you can expect a lot of interested Buyer's to want to view your home. As such, many of our clients find the simplest solution during the showing period is to take a mini vacation. A nice AirBnB or hotel downtown for three nights allows us the necessary time to maximize your viewing window. If this is not an option for you we can certainly work around it.



2

## Make a Showing Schedule

Prior to listing your home we will make this as easy for you as possible. If stepping away from the home for a few days is not an option we will create a pre-determined showing schedule custom to both yours and potential buyers needs.

Our general advice is to have some viewing windows during week days, week nights & weekends. But again, we start with your schedule & what you can offer and go from there.



3

## Rental Properties

With rental properties and occupied units it gets a little trickier. Sometimes tenants don't cooperate & the units don't show as well. Don't worry, we have solutions for that too.

Again, we will build a pre-determined showing schedule with the tenants or simply provide 24 hour notice for each viewing. It's always ideal if the tenants aren't home during the showings however it's not something we can necessarily control. Either way, you'll be in good hands & we will work through this together.

# Getting Under CONTRACT



## 1

### Receiving Offers

Our preference is to list a home during the first half of a week, allow a few days for viewings and "hold offers" until a determined time on the weekend. During this period we do not action on the offers until the entire viewing period is completed. Once all of the offers are gathered, we will go through them together & pick the one that is best suited for you. However, sometimes Buyer's try & "bully" their way into a Seller accepting an offer early. If we do not object to this approach if the offer has everything the Seller wants.

These are ongoing conversations that we will have through the entirety of the sale process.



## 2

### Choosing an Offer

Nine times out of ten the winning offer is also the highest price. However, there are many other factors to consider. Does the closing date work for you? What are their conditions? Have they proven they can financially afford the home they're trying to buy? These are all questions we'll be asking as we compare your multiple offers.

We will never make you select any particular offer. Rather, we will provide guidance & knowledge so you can make the best decision for your family while considering all of the important details. This is your decision, we're simply there to guide you through it.



## 3

### Under Contract

Once you choose the offer you want to accept your home will enter a "conditional period" as the Buyer completes they're due diligence. This will be a specific time period which is typically 5-8 business days in length.

There isn't a lot for Seller's to do during this period because we will have already asked you for the necessary documents to sell your home (property taxes, utility bills, etc.). Once the condition period is completed, the sale will go "firm" & congratulations, you've now sold your home!



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# SELLER'S FAQ'S

## How much is my home worth?

Often the most important question, what will my home sell for? While we don't have a crystal ball we do have years of experience, market trends & sales data to help us really narrow the range. However, the market is ever-changing so your home valuation could be significantly different in just a few short months. Regardless, we'd be more than happy to view your home & provide with you a Comparative Market Analysis. It's free & contains no obligations to work with us.

## How is the real estate market right now?

Great question! The Nova Scotia real estate market is considered a Seller's Market with inventory, or lack thereof, being the primary driver. It's a supply & demand issue where demand is high & the number of available homes to purchase is exceptionally low. There's never been a better time to be a Seller in Nova Scotia.

## What will it cost me to sell my home?

There are a number of costs to consider when selling your home. First, any upgrades or repairs that are necessary to get your home ready for sale. This amount is subjective and differs for every home. Second, there's a legal cost which we recommend you budget \$1,000 for. Third, there are your real estate fees which can run between 4-6% + HST. To narrow this cost down, we're happy to have this conversation with you.

Sometimes major issues arise during the sale of a home. Home owners tend to know their homes very well so it's rare that there are any surprises. But faulty septic systems, mould, asbestos among other items do present themselves. Regardless, we can help you mitigate these risk and work through this process.

And finally, the general cost of moving. Closing & opening utility accounts, forwarding mail, hiring movers are items that should be considered.

## Who pays for the marketing, photos, videos, staging, virtual tour, billboard, feature packages & open houses?

By now you've likely realized that we have an extensive marketing plan. Don't worry, it's no additional cost to you. Very few agents go the extra mile & spend the extra money on marketing like we do. It's just one of the many things that separates us from the rest.

## When is the best time to sell my home?

The Halifax market is not what we consider a "traditional" market right now where we have significant seasonal trends (it's always busy!). That said & when possible, it's best to avoid major holidays & vacation periods.

For more FAQ's, visit our website [realestateinhalifax.ca](http://realestateinhalifax.ca)



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# A LITTLE BIT ABOUT US



**Phil Evans**  
**REALTOR®, MBA**

- Business & Real Estate
- Sales & Client Management

### Relationships with:

- Developers & Builders
- Investors
- Mortgage Lenders & Banks
- Property Managers

### Knowledge & Expertise:

- Market Research
- Multi-Unit Investment Properties
- Property Valuations
- New Construction & Pre Construction
- Condominiums
- Negotiations



**Syna Rasmusson**  
**REALTOR®, CET**

- Civil Engineering Tech
- Marketing & Sales

### Relationships with:

- Tradespeople & Contractors
- Municipalities
- Out-of-Province Buyers
- Home & Septic Inspectors

### Knowledge & Expertise:

- Strategic Marketing
- Video Advertising Experience
- Luxury Sales & Single Family Homes
- Land Development & Subdivision
- Bylaws & Zoning
- Drainage, Sewage & Lot Services



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I can't say enough about Phil and Syna. We had an incredible experience with them in buying our new home and selling our existing house. With what would typically be a very stressful time, both Phil and Syna made the process smooth and seamless.

They went above and beyond to make sure they were available whenever we had a question or needed them. My husband and I have very busy careers with a young family and we often were reaching out to them late in the evening and they were always available. I am 100% confident our home would have not done so well on the market without them- they went the extra mile with getting the word out and guiding us to make sure our home showed as well as it did.

The showings went extremely well and completely exceeded our expectations. We sold above what we thought we would and we know it was because of their efforts. We cannot recommend them enough if you are looking for agents who truly care about your needs and will go above and beyond to make sure you are happy.

- Julie & Ryan, January 2022

# TESTIMONIAL

*We Give Back*

## **\$100 from every deal is donated to Halifax's The Laing House**

Laing House is a non-profit that is dedicated to empowering young people living with mental illness by providing well-rounded support in young people's wellness plans, which leads to better outcomes. They offer quality, non-clinical, people-centered mental health support for youth ages 16 - 29.



### **Meet Fabio**

Purrsident of Compassion

Fabio joined the team after a few big losses in our lives. He brings constant love & joy to everyone he meets & reminds us on our most difficult days to keep moving forward. He was also born in Russia & has won numerous cat shows. We're proud pet owners :)



EVANS REAL ESTATE TEAM

*Our Strategies Are Your Solutions*



*Tell Us Your Dreams*

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