

# THE HOME SELLER'S GUIDE



WELCOME  
TO  
HARVEY KALLES  
REAL ESTATE



## LUXURY IS NOT ABOUT THE PRICE. IT'S ABOUT THE EXPERIENCE.

Thank you for considering Harvey Kalles Real Estate Ltd., Brokerage, and one of our expert sales representatives to sell your property. Rest assured, each and every Harvey Kalles salesperson adheres to the highest ethical standards and is supported by a network of trained and knowledgeable management and support staff.

Since 1957, our company has been committed to providing the finest service and negotiation skills. We are proud to be in the top 1% for number of transactions, with \$10 Billion in real estate deals in the last three years alone (2021-2023).\*

Selling your home can be an exciting time and you're certain to have many questions. We hope that our Home Seller's Guide will help bring clarity and peace of mind during this process. Of course, should you have any additional questions about the process or the market, our team is always available to assist you.

We wish you all the best throughout your sales experience, and we look forward to playing a significant role in this most important real estate transaction.

Michael Kalles, MBA, RPD  
President

HARVEY KALLES  
*Chairman & CEO*



MICHAEL KALLES  
*President*





## ABOUT US

Harvey Kalles Real Estate Ltd., Brokerage is known for offering luxury service across the GTA for homes in **every** price range. In the face of larger franchises, this independent brokerage has thrived, boasting over 300 sales representatives in 6 offices throughout the GTA including Muskoka, Huntsville and Picton. We love being part of this vibrant and cultured region.

Our continuing support of 225 charitable organizations every year has allowed us to maintain a solid reputation as a successful and socially responsible corporation.

Today, Harvey Kalles Real Estate agents, upon association, align themselves with an iconic Toronto brand. Harvey Kalles Real Estate Ltd., Brokerage is synonymous with integrity, honesty, and success. No other real estate brand has more impact.

## THE HARVEY KALLES VISION

Our company's primary goal is to facilitate the smooth sale of your home by offering a full range of services. We know that you have many choices as a homeowner, and we work hard to ensure that all our clients receive the value and service that they deserve.

Our mission is to earn clients for life by attending to every detail from the pre-listing phase to post-closing activities. We strive to save you time and minimize your stress by focusing our efforts on service and success. Our sales representatives manage every stage of the marketing process. Our managers are full time and non-competing, and our sales team is supported by an extensive skilled network of administrative staff.

Our commitment to excellence is founded upon honesty and integrity. We stand behind these ideals in each and every one of our transactions. The proof is in our reputation, enormous referral network, and corporate affiliations.







## USING THE HOME SELLER'S GUIDE

Regardless of your reasons for selling your home, we understand your ultimate goal: To achieve the best possible price for your home, in the shortest period of time, with terms that are favourable to you.

Harvey Kalles Real Estate's Home Seller's Guide is designed to educate you on exactly how to achieve this goal by providing you with the pertinent information for every step of the selling process, while introducing you to some of the unique tools available to the Harvey Kalles Real Estate sales team.







## THE HARVEY KALLES ADVANTAGE

Your Harvey Kalles Real Estate sales representative is under contract to work solely in your best interest. Here is a list of services your agent will provide:

**ACCURATE HOME EVALUATION** | Establishing the right listing price based on a thorough market analysis.

**ADVICE ON YOUR ROLE IN MARKETING YOUR HOME** | Recommendations to optimize your property's value and appeal may include the use of a home stager to maximize the beauty of your home or the hiring of a contractor to address minor deficiencies.

**PROMOTE YOUR HOME TO OTHER REAL ESTATE AGENTS** | An agents' open house will be arranged to expose other sales representatives to your home.

**SIGNAGE** | The well-respected Harvey Kalles name will be a permanent fixture on your lawn during the course of the listing. Our sign will help to attract potential buyers.

**PROACTIVE BUYER PROSPECTING** | We will proactively seek out buyers for your home through social media, direct mail, and by consulting our buyer databases.

**OPEN HOUSES** | Open houses will be arranged and held during times convenient for you. This helps to maximize your home's exposure to potential buyers.

**ADVERTISING/SOCIAL MEDIA** | Your sales representative will create an effective marketing plan to target buyers for your home. This may include: direct mail, print advertising, company website, and social media such as Facebook, Instagram, Twitter, and LinkedIn.

**ONGOING COMMUNICATION** | Every stage of the sales effort will be communicated to you on a regular basis. We ask for feedback from every salesperson who shows your home, and we will fine-tune your listing, if needed, to ensure maximum appeal.

**THE COLLECTION** | *The Collection* is Harvey Kalles Real Estate's exclusive marketing magazine. It is hosted online and distributed digitally. It is produced in-house, every quarter. The content, listings, and advertisements are timely, interesting and interactive, providing our clients with an ideal way to connect with a large, targeted audience.

**MARKETING MATERIALS** | We pride ourselves on our high-quality feature sheets with professional photos and vibrant descriptions. Created in-house by a dedicated, full-time team of graphic designers and made available to interested buyers, these brochures help to leave a lasting impression. We also offer a virtual tour to provide online access to potential buyers.

**LISTED  
LOCALLY.  
MARKETING  
GLOBALLY.**

BRINGING TOGETHER  
BUYERS AND SELLERS  
FROM AROUND THE GLOBE.

**HARVEY KALLES**  
REAL ESTATE LTD., BROKERAGE  
416.441.2888 | HARVEYKALLES.COM

LUXURY PORTFOLIO INTERNATIONAL LUXURY REAL ESTATE Leading REAL ESTATE COMPANIES OF THE WORLD Savills 居外 Juwai.com

## AFFILIATE NETWORK & MARKETING CHANNELS

In addition to leveraging our expertise and reputation, our clients benefit from our established referral network of national & international affiliations:

### LEADING REAL ESTATE COMPANIES OF THE WORLD — LEADINGRE.COM

A collection of over 500 of the finest residential real estate firms from around the globe, producing more annual home sales than any other real estate network.

### LUXURY PORTFOLIO INTERNATIONAL — LUXURYPORTFOLIO.COM

We are the exclusive Toronto representative for this prestigious organization, backed by the experience of the world's most respected and well-known experts in luxury real estate.

### WHO'S WHO IN LUXURY REAL ESTATE — LUXURYREALESTATE.COM

A compendium of the finest residential real estate firms from around the world. Luxuryrealestate.com offers access to the most multi-million dollar properties.

### THE BOARD OF REGENTS — REGENTS.COM

An exclusive network of the world's most elite luxury real estate brokers. Brokerages with this distinction provide leadership and the highest level of personal service and commitment.

### AVENTURE REALTY NETWORK — AVENTUREREALTY.COM

A national real estate association, providing access to a database of REALTORS® and brokers in over 1,200 markets across Canada.

### SAVILLS — SAVILLS.COM

Savills is a global real estate services provider listed on the London Stock Exchange, with 700 offices and 40,000 employees, in over 70 countries.

### JUWAI — JUWAI.COM

The leading international property portal for Chinese buyers, providing our clients with effective and measurable access to the Chinese market.

### CHINESE REAL ESTATE PROFESSIONAL SOCIETY OF ONTARIO — CREPSO.COM

Membership organization incorporated to facilitate and promote co-operation and networking among Chinese real estate professionals.

### BUILDING INDUSTRY AND LAND DEVELOPMENT ASSOCIATION — BILDGTA.CA

The voice of the home building, land development and professional renovation industry in the Greater Toronto Area, with over 1500 member companies from all corners of the industry.



LET'S  
GET  
STARTED





## PRICING YOUR HOME

Pricing your home right the first time will result in more exposure, more showings, more offers, and ultimately, the highest price for your home. Our sales representatives are carefully trained experts at determining the best pricing strategy for your home.

## STRATEGIES FOR ACHIEVING THE HIGHEST SALE PRICE

It is important to understand that ultimately the market determines the value of your home. That said, choosing the optimal listing price is a crucial step to maximize your home's value. For example, if you price too high, you risk losing potential buyers who think your property is out of their price range, and inadvertently, you may help your competition sell faster.

Determining the optimal list price is a strategic process that requires extensive marketing knowledge and research. Your Harvey Kalles sales representative will provide you with an in-depth Comparative Market Analysis (CMA) to educate you on similar properties that have recently sold in your area. It is equally important to review similar homes that are currently for sale so that you can assess your competition. In addition, a strong understanding of local and national housing trends is essential to arriving at the optimal price.







## STEP 2

### LISTING YOUR HOME

You will need to gather the following items and information prior to listing your home for sale.

#### INFORMATION CHECKLIST

- ☐ A copy of your survey, if available.
- ☐ A copy of your front door key.
- ☐ Your most recent annual property tax bill.
- ☐ The average cost of utilities (hydro, gas, water).
- ☐ The age of your home.
- ☐ A list of items you would like to exclude from the sale.
- ☐ Pictures of seasonal features (For example, your summer garden in bloom).
- ☐ A list of any easements or right of ways.
- ☐ Receipts and warranties for recent home improvements.
- ☐ Other relevant information (such as a list of upgrades, copy of floor plans, builder plans and/or model name).

#### *For condo owners*

- ☐ All maintenance fees, along with a list of maintenance fee inclusions.
- ☐ Parking and locker numbers.
- ☐ Pass key to the building.
- ☐ Status Certificate (if available).
- ☐ A list of by-laws and restrictions (such as the condominium's pet policy).







## STEP 3

### SHOWING YOUR HOME

Access to your home for showings is a critical component of the sales process, however we understand this can be an inconvenience. We take steps to ensure this process is as streamlined and hassle-free as possible.

We will schedule showings at the times you are most comfortable with, check with you first before booking an appointment, and make sure that all showings are conducted with a licensed real estate professional present.

We take great care in ensuring that the key to your home is kept safely and securely.

We will ask for feedback from every person that shows your home and pass it on to you so that you know where you stand every step of the way. Regular and ongoing communication is an essential part of a successful and positive sales experience.





## TIPS TO ENSURE YOUR HOME LOOKS ITS VERY BEST

- **Trim the lawn and keep it green.** A front yard has instant impact and is indicative of the overall condition of your house.
- **Clean up your garden.** Trim shrubs and weed the flower beds.
- **Clear your driveway and walkways of any snow or ice** to ensure ease of access.
- **Keep high-traffic areas clutter-free** such as, entryways, stairs and hallways.
- **Replace screens** if they are rusted or torn.
- **Wash windows** and clean window coverings.
- **Add charm with flowers** inside and out.
- **Rid the driveway of grease stains** with an eco-friendly chemical solvent.
- **Pick up all pet droppings** and debris.
- **Tidy the garage** to show off its size.
- **Perk up rooms with fresh paint.** It's a great investment that could add dollars to your final selling price. Choose light, neutral colours for the greatest appeal.
- **Consider replacing carpeting** if it is worn, dirty, outdated or an unusual colour.
- **Keep your kitchen clean.** Sinks, counters, and floors should be spotless.
- **Clear closets** to make them appear roomier.
- **Maintain bathroom appeal.** Sinks and floors should be clean, loose caulking or grout should be replaced, and dripping faucets should be fixed.
- **Provide a welcome doormat for appeal** and to keep your floors clean during showings.
- **Add special accents** that make your home appear comfortable and inviting.
- **Clean and brighten your basement** to enhance the space.
- **Maintain your backyard.** If you have a pool or hot tub, make sure that it has been cleaned.
- **Treat pets to an outing during showings.** Potential buyers may be allergic or afraid of pets.
- **Turn off the television or radio.** This will allow potential buyers to get a sense of your home.
- **Be aware of any odours emanating from cooking, pets or smoking.** You may be used to it but a potential buyer will notice.
- **Discuss home staging services with your sales representative** and whether they are recommended to show your living spaces in the best possible light.
- **Remove excessive or unnecessary furnishings and place them in storage.** This will create a roomier atmosphere and make the space appear larger.





## STEP 4

### OFFER NEGOTIATIONS

This is the exciting part! You've got an offer — or maybe even multiple offers! At this point, you can accept the offer or make a counter offer. You can be certain that your Harvey Kalles sales representative will negotiate the best possible price and terms on your behalf.

While all offers have a purchase price, they will also include such things as the closing date and other terms and conditions. We also ask potential buyers to include in their offer a *Schedule of Clauses* that we've created to best protect your interests.

The offer may also contain some conditions. Conditions could include such things as giving the buyer time to secure financing or obtain an inspection of your property by a qualified home inspector. In an ideal situation, the buyer may make an offer with no conditions in order to make the offer more attractive to you.

Naturally, the most important part of the offer is the price, but you will be walked through all the components of the offer to ensure you understand every aspect of the agreement.







## ACCEPTANCE OF THE OFFER

Once you've accepted an offer, the buyers must provide a deposit cheque to be held in trust. If the buyer(s) does not waive the conditions, the offer becomes null and void and the deposit will be returned to them. Once all conditions are met, the deal becomes "firm" and the deposit will be held until closing when it is applied to the sale proceeds.

**FULFILLING THE CONDITIONS** | As mentioned, the Agreement of Purchase & Sale may contain one or more conditions which must be satisfied before the accepted offer can become firm and binding. Conditions will have a set period of time for removal, as outlined in the Agreement. Common examples include:

- **FINANCING CONDITIONS** For financing conditions, buyers are often pre-approved. They may simply need to have the approval applied to your property, so the removal of this condition is fairly swift.
- **HOME INSPECTION** If the offer is conditional upon a satisfactory home inspection, the buyers will request permission for a qualified professional home inspector to spend 2-4 hours thoroughly checking your home. The buyers usually accompany the inspectors, as well. The inspector will provide the buyers with a report, and if the buyer is satisfied, they'll waive this condition. If for some reason the buyer is not satisfied, the offer would become null and void and the deposit would be returned to the buyer. This isn't the ideal situation, but we will get right back to work to find the right buyer for your home.

Once the conditions are met, the buyer signs a waiver and the deal is firm. If you've completed all these steps, then you are a successful home seller. Congratulations!





# STEP 6

## COSTS INVOLVED IN SELLING A HOME

Aside from commissions, there will be additional costs that you can expect to incur when selling a home. To help prepare for this, please note the following:

- **SURVEY COSTS** If you have a current survey in your possession and nothing has changed since it was created, this survey will usually suffice. If you are obligated to provide a new survey, the cost will generally be between \$1,200 - \$1,800 in the city, slightly more in the country.
- **LEGAL FEES** These fees can start from approximately \$1,000 plus disbursements. The fee may be higher if there is a mortgage being discharged. Disbursements are additional expenses and could include photocopies, courier, registration fees, and preparing document transfers.
- **ADJUSTMENTS** It's difficult for a home seller to calculate exactly how much money is owed to which utilities on the date of closing. Your lawyer will ensure that any overpayment or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.
- **MOVING COSTS** These costs vary based on the location and the amount of possessions being moved. If you are moving yourself, be sure to factor in the cost of gas, rental vehicles and moving supplies.



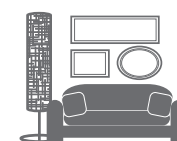


## HARVEY KALLES SELECT

At Harvey Kalles, we understand that your experience doesn't end with the purchase or sale of a home. To ensure you receive the same care, attention, and service you expect from Harvey Kalles Real Estate, we have curated a team of trusted retail and service professionals. Each one is committed to enhancing your real estate journey, and making sure you are taken care of every step of the way... some even offer exclusive discounts and promotions. So, whether you're looking for the right insurance coverage, the best mortgage provider, moving services, cleaning services, a dream kitchen, or even a beautiful carpet, we can help. Your Harvey Kalles sales representative can provide you with the complete list of participating companies.



DESIGN  
&  
DECOR



HOME  
STAGING



HOME  
RENOVATION



MOVING  
&  
MAINTENANCE



LEGAL  
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