

You want your home to sell as quickly and as profitably as possible. However, selling your home is a complex – and often emotional – process, involving large sums of money and stringent legal requirements.

For the best results you'll need the help of a REALTOR – a licensed real estate professional who is a member of the Ontario Real Estate Association.

REALTORS have the knowledge, the training and the experience to effectively market your home and look out for your best interests.

Honesty and Integrity

Most real estate professionals in our province are members of the Ontario Real Estate Association (OREA) and only members of OREA can call themselves REALTORS.

When you work with a REALTOR, you can expect not only strict adherence to provincial laws, but also adherence to a Code of Ethics. And that code is very important to you because it assures you will receive the highest level of service, honesty and integrity.

Highest Professional Standards

Before receiving a real estate license, candidates must successfully complete an extensive course of study developed by OREA on behalf of the Real Estate Council of Ontario. That is only the beginning: in the first two years of practice, licencees are required to successfully complete three additional courses as part of their articling with an experienced broker. In addition, all licencees must continue to attend courses throughout their careers in order to maintain their licence.



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*REALTOR is a trademark which identifies real estate professionals who are members of the Canadian Real Estate Association and of the National Association of REALTORS (U.S.) and, as such, subscribe to a high standard of professional service and to a strict code of ethics.



**What To Expect
From A REALTOR**



Choosing a REALTOR

As a seller, your relationship with a REALTOR is vital – so meet with several before making a final decision. A good place to start is right in your neighbourhood. Check "FOR SALE" signs to see which REALTORS are doing business in your area. Ask them about their track record, their knowledge of neighbourhood selling prices and other reasons why you should list with them. Also choose a REALTOR you feel comfortable with; one who will handle the sale of your home as if it were his or her own.

What to Expect

Your REALTOR will not take for granted that you know all the in's and out's of the selling process. He or she will provide you with a full explanation of what to expect so you are not faced with any surprises along the way.

Getting to Know You

One of the first things your REALTOR will ask is, "Why are you selling your house?" Your REALTOR will also explore any time constraints you may have, your financial situation and any future plans. It's all part of getting to know you so the sale will be handled to your complete satisfaction.

Setting the Price

Arriving at an accurate estimate of value for your home is one of your REALTOR's prime tasks. It involves analyzing your home and comparing it to other, similar houses for sale or recently sold in the neighbourhood. It may also include a broader market survey, using sales statistics available only to qualified REALTORS. In the end, you will be sure the price you set reflects the true value of your home under current market conditions.

The Marketing Plan

Depending on your circumstances, and on the prevailing market, your REALTOR will develop a plan to help sell your home quickly and effectively. This plan may include:

- A listing on the MLS (Multiple Listing Service) to maximize your home's market exposure. Only REALTORS have access to the MLS which puts your home in front of a broad base of potential buyers and can help deliver fast action and the best possible price. MLS is a valuable sales tool that makes the details of your property available to a whole network of local real estate professionals looking to match your home with a buyer.
- Promotion on mls.ca, the public web portal of the MLS which enables the public to preview properties for sale
- Open Houses for other REALTORS and for the public.
- Advertising in newspapers, specialty publications and cable TV.
- Tips and hints – whether it be a fresh coat of paint, flowers or rearranging furniture – your REALTOR will help you with advice to enhance your home's "saleability."

Pre-qualifying Potential Buyers

Your REALTOR knows how to separate the "lookers" from the "buyers," identifying those who are likely to be interested in your home and qualified to buy it. This will save you time and wear and tear on your home because it helps ensure only serious buyers visit your house.

Your Negotiator

Your REALTOR has the knowledge and experience to negotiate an agreement on your behalf according to your instructions. He or she will assist in negotiating a better offer, acting as mediator between you and the buyer to head off any potential conflicts, and will participate in drawing up a legally binding contract that protects your interests.

Professional Service

You hire a REALTOR to sell your home by signing a "Listing Agreement." This is a legal contract that gives your REALTOR the right to act as your exclusive agent in the sale of your house for a specified period. The listing agreement spells out exactly what your REALTOR will do on your behalf and he or she will take all the time necessary to explain it to you.

The agreement will also specify the amount of professional fees to be paid to your REALTOR from the sale of your home. Usually fees are set as a percentage of the selling price of your home. The agreement will also spell out the formal agency relationship between the real estate company and you. Under the relationship, your REALTOR is responsible for looking after your best interests including full disclosure of any information that may influence your decisions, as well as complete confidentiality.