

# HOME SELLING GUIDE

From listed To sold

[soldinmoncton.ca](http://soldinmoncton.ca)





# MEET THE TEAM

We're more than a real estate team — we're community-driven professionals committed to making a real impact in the place we all call home. When you work with us, you gain a team that shows up, treats you like family, and gets it done.

Whether you're buying, selling, or investing, our mission is to get you the best possible outcome with a strategy tailored to your goals. With powerful market knowledge, strong negotiation skills, and a seamless client experience, we guide you every step of the way.

We're proud to be recognized among EXIT International's top-performing real estate teams — a milestone made possible by the trust of our clients.



**ERIK LANG**  
**REALTOR®**

Born and raised in Moncton, Erik's outgoing personality has earned him the trust of others and allowed him to build a strong personal and professional network throughout the Greater Moncton Area.

Holding a Business Degree (B.B.A.) in Marketing from the University of Moncton, Erik brings a decade of high-performing sales and marketing experience, which, combined with his long-standing interest in real estate, allows him to provide valuable insight and trusted guidance to those looking to buy or sell property.

Known for his strong business acumen, strategic mindset, and diligent work ethic, Erik ensures both comfort and results for his current and future clients.

**506.381.0186**  
**erik.lang@exitmoncton.ca**



**MATHIEU LEBLANC**  
**REALTOR®**

After earning his Bachelor's degree in Marketing in 2016, he embarked on an entrepreneurial journey, founding and successfully operating a leading marketing agency until he sold it in 2022.

Redirecting his focus to real estate, Mathieu's experience brings a strategic marketing perspective to the table, ensuring unparalleled exposure for your property. Enriched by his father's construction business during his upbringing, Mathieu developed a distinctive viewpoint from a young age. With extensive experience in the construction industry, he is well-positioned to be your invaluable guide through every step of your real estate journey.

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**mathieu.leblanc@exitmoncton.ca**



**LISA LEBLANC**  
**Administration**

Armed with both a Bachelor's and a Master's degree, Lisa brings a combination of academic rigor and practical skill to her role. Lisa's meticulous attention to detail and organizational prowess make her an invaluable asset to our team.

From managing schedules to handling paperwork, Lisa's efficiency and dedication ensure that our day-to-day operations are handled with precision and care.



# HOW CAN WE HELP SELL YOUR HOME?

### 1. Strategic Pricing:

Setting the right price from the start is the key to attracting serious buyers and achieving the best possible outcome. As top-producing, full-time agents, we're immersed in the market daily — giving us the insight needed to position your home strategically. Our goal is to ensure your pricing is competitive while maximizing the value of your property.

### 3. Negotiations:

Once a potential buyer shows interest, smart negotiation becomes crucial. There are many factors that determine whether to stand firm or take a more collaborative approach. That's where our experience comes in—we know how to navigate negotiations strategically to protect your bottom line while keeping the deal on track.

### 2. Marketing and Following:

As two ex-marketing professionals, we take showcasing your home seriously. That's why we've got our own in-house marketing specialist — full-time, on our team — whose only focus is marketing your property across every platform and market we can tap into.

### 4. Smooth Selling:

Let's be honest—selling a home can be stressful. That's why having a trusted professional by your side makes all the difference. We're here to streamline the process, reduce the overwhelm, and even make it enjoyable along the way.

## WHY WORK WITH US?

### Versatile

Our real estate team offers a wide range of expertise to support you in various real estate projects. Whether you're:

- Buying or Selling
- Flipping or renovating for financial gain
- Looking for investment properties
- Preparing for a major real estate project or investment

### Strategic

With over 20 years of combined experience in business, coaching, and negotiations, we specialize in tailoring strategies that work for you. Whether you prefer a hands-on or hands-off approach, we'll customize the process to fit your preferences.

### Efficient

"Teamwork makes the dream work."  
Collaboration is key to delivering outstanding results. Each team member plays a vital role in creating a seamless, efficient process that brings your goals to life—on time and with precision.

### Accessible

As a well-structured team of three, we pride ourselves on always being available to our clients — 24/7. Your needs are our priority, and we're here when you need us.

### Honest

Honesty is at the core of our values, and it's a promise we uphold in every transaction. As proud members of our community, we're committed to growing our business with integrity and maintaining a positive reputation — no compromises.

## OUR ROLE



**Present a detailed Comparative Market Analysis to help you determine the most suitable and competitive listing price**



**Prepare and manage all required documentation to list your home on MLS and support a smooth transaction**



**Launch targeted marketing campaigns to maximize exposure to qualified buyers**



**Coordinate staging guidance to showcase your home effectively for showings and open houses**



**Provide access to our trusted network of industry professionals, from home repair specialists to transaction experts**



**Remain readily available to answer all your questions — big or small — throughout the process**



**Review all offers thoroughly and provide professional guidance to help you negotiate from a position of strength**



**Assist you in satisfying all contractual conditions and required steps to closing**



**Celebrate your successful closing with you!**

# SELLING PROCESS

WHAT YOU CAN EXPECT FROM US THROUGH THE SELLING PROCESS FROM START TO FINISH.

1

## MEET WITH US

- ✓ Discuss budget
- ✓ Research area neighbourhoods
- ✓ Set wants & needs

2

## PRICE ANALYSIS

- ✓ We'll share what your home is worth in today's market
- ✓ Our analysis is based on recent sales and market activity in your area

3

## LISTING PREP

- ✓ Mutual agreement on price
- ✓ Paperwork coordination.

4

## HOME PICTURES

- ✓ We coordinate and cover the cost of professional photography for your home
- ✓ Your home should look its best for photos. See the next pages for staging tips

5

## LISTING LAUNCH ON MLS

- ✓ It's showtime!
- ✓ Be ready for showing requests in the upcoming days
- ✓ We kick off your home's marketing plan

6

## SHOWINGS

- ✓ Prepare your home to look its best
- ✓ We will coordinate all showings with you
- ✓ We recommend that you be out of the home during showings

7

## OFFER IN HAND

- ✓ Accept, counter or reject.
- ✓ Your counteroffer should include either a new price or improved terms

8

## FULFILLING CONDITIONS

- ✓ Typical seller's conditions: disclosure statement, repairs, and chattels to remain at closing

9

## FIRM UP "SOLD"

- ✓ All conditions are fulfilled
- ✓ Property is considered sold
- ✓ All necessary documents are sent to the lawyers

10

## CLOSING

- ✓ Home is clean and empty
- ✓ A final walk-through will be completed by the buyer
- ✓ Sign closing documents with your lawyer

## QUESTIONS? GIVE US A CALL.

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## 2. PRICE ANALYSIS

The listing price of your home is crucial and strategic to achieve maximum return. To determine the optimal price, we conduct a thorough research and analysis of the market. Our process uses a robust database tracking property activity in your region over the past 10+ years.

### IN THIS ANALYSIS, WE EXAMINE:

- Recent sales: How much comparable homes sold for.
- Failed listings: At what price some comparable homes didn't sell.
- Current listings: Active properties, their prices, and how long they've been on the market.

### HOW DO WE MEASURE COMPARABLE HOMES?

#### Key features include:

- Square footage (size)
- Age of the home
- Number of bedrooms (including in-law suites) and bathrooms
- Location
- Condition of the home (renovations, upgrades)
- Garage type and lot value

#### Secondary features include:

- Interior finishes (flooring, countertops, cabinets to ceiling, doors, etc.)
- Heating type
- Trendy or desirable features

Once the data is compiled, we present it to you in an easy-to-understand format for review and discussion.

Below is a simplified illustration of the Comparative Market Analysis (CMA) concept to help you visualize the process.



**Sold for \$545,000**  
October 2024  
Days on the market: 12



**Sold for \$550,000**  
December 2024  
Day on the market: 40



**Sold for \$550,000**  
January 2025  
Days on the market: 32



**Your home - February 2025**  
Recommended price:  
\$545,000 - \$555,000

The final listing price within our recommended range should be selected based on your needs and the strategy that works best for you. Our role is to guide you through this decision and ensure you feel confident every step of the way.

# 3. LISTING PREPARATION

## STEP 1: SIGN THE LISTING AGREEMENT

The first step in preparing your home for sale is to sign the listing agreement, which will be sent to you after our discussion.

## STEP 2: PREPARE THE MLS LISTING

We'll gather and organize the most accurate information for your MLS listing. This ensures we can craft a compelling description of your home and respond quickly to potential buyers' questions.

### Below are some of the key features and specifications we'll help you collect:

Fill-out with the information you have and check multiple boxes, if applicable. Complete as much as you can and share a photo of your answers with us.

Address: _____	Heating Source:
Postal Code: _____	Electric      Baseboard      Central Heat Pump
Square Footage: _____	Mini-split      Geothermal      Natural Gas
Year Built: _____	Other: _____
Number of bedrooms above grade: _____	Garage dimensions (if applicable): _____
Number of bedrooms total: _____	Shed dimensions (if applicable): _____
Number of bathrooms: _____	Water source:      Municipal      Well
Number of half bathrooms: _____	Sewer:      Municipal      Septic
Square footage: _____	Age of roof: _____
Lot size: _____	Interior Upgrades in the last 5-10 years: _____
Year built: _____	Exterior Upgrades in the last 5-10 years: _____
Floor types:	Electric bill average amount: _____
hardwood      tile      vinyl      laminate	
Other: _____	



# HOW TO PREP YOUR HOME

Before starting any work, let's discuss your home's unique needs and characteristics. One thing is certain: staging your home can boost both its sale speed and value.

- Staged homes sell 73% faster (NAR)\*
- Staged homes sell for 6-10% more (RESA)\*\*

### How much to invest in staging?

- Staging expenses typically run around 1% of the asking price.
- On average, sellers see a return on investment (ROI) of 8-10 times the staging cost.

### Key areas to focus on:

- Kitchen: Immaculate and clean
- Bathrooms: Sparkling and fresh
- Living room: Inviting and comfortable
- Bedrooms: Cozy and welcoming

### Additional tips:

- Fix what's broken (replace only if necessary)
- Paint, caulking, and patching to refresh surfaces
- Clean thoroughly: Dust, remove moisture stains, and polish surfaces that shine
- Curb appeal: Wash siding, paint the deck and front door, refresh mulch, and make the exterior inviting
- Declutter and refresh décor: Remove excess furniture, add appealing accents
- Welcoming scent: Light scents like coffee, baked goods, or gentle floral fragrances can enhance the showing experience

A pre-inspection is a powerful tool that puts you in the driver's seat of the sale. By identifying issues early, we can:

- Eliminate "Deal-Breakers"
- Build Immediate Buyer Trust
- Strengthen Our Negotiations

Qualified inspector referral below:



**Germain Gautreau**  
702.370.0035  
germain.gautreau@abuyerschoice.com

\*National Association of Realtors  
\*\*Real Estate Staging Association



## 4. HOME PICTURES

It's time to schedule a date for your home pictures! We believe that professional pictures are very important, therefore, we cover the expense of our professional photographer.

**For this day, you'll want your home to look its best.**

HOW DO YOU DO THAT?



Remove clutter



Remove stains in the kitchen and bathroom



Enhance your lighting: clean glass lighting fixtures, replace burnt bulbs with the same tone, get all the natural light inside.



Spruce up the outside

We also recommend removing personal portraits and replacing them with artwork from any home store.

## 5. LISTING LAUNCH ON MLS

Depending on market conditions, the first few days or week on the market can be a strong indicator of what's to come.

Be prepared for showings during the first week of our launch—typically the busiest business week. Early visitors are often serious buyers who have been searching for a property like yours, making them prime candidates to purchase.

## 6. SHOWINGS

Once your property is listed on MLS, we will provide a lockbox for your spare house key, which will be attached to your exterior door. This allows qualified realtors to show your home without you needing to be present. All showings are coordinated through us to ensure a smooth process.

### Tips for Showings:

- Welcoming scent: Light coffee, baked goods, or a gentle floral fragrance to create a pleasant atmosphere.
- Maximize light: Turn on lights and open window blinds where possible.
- Tidy bedrooms and bathrooms: Make beds and fold towels/blankets.
- Cleanliness matters: A neat, clutter-free home makes the best impression.

# 7. OFFER IN HAND

Receiving an offer can be both exciting and stressful, and we're here to guide you through the process.

For each offer, you have three options: **accept, reject, or submit a counteroffer.** Before making a decision, it's important to understand the key conditions outlined in the purchase and sale agreement (the offer).

## CLOSING DATE

- Your closing date is when you officially hand over the keys to the buyer.
- You will need to be available to sign documents with your lawyer on that day or in the days leading up to it, unless your lawyer advises otherwise.

## SALE OF THE BUYER'S PROPERTY

- This means the buyer must sell their current home before fulfilling their financing or other related conditions.
- If you receive another offer while the first buyer is trying to sell their home, you can give the first buyer 24–48 hours to remove their conditions, or you may choose to accept the new offer.
- This condition is generally less favorable for the seller, but it can work if the buyer is motivated and their property is likely to sell quickly.

## DEPOSIT

- The deposit shows the buyer's commitment once all conditions are met. It's typically 1–2% of the purchase price, though the amount can be negotiated depending on the situation.
- Once the buyer has fulfilled all conditions, their deposit becomes non-refundable.

## FINANCING

- We typically request a pre-approval letter with the buyer's offer.
- The buyer will use this time to obtain an official financing letter from their bank.
- The financing condition is very common and is typically requested for 10–14 days.

## INSPECTION

- The buyer may, at their own expense, hire a certified home inspector to inspect your property. Once the inspection is completed, the buyer can either accept the report or reject it, which would render the deal null and void.
- Often, the buyer will accept the inspection conditionally, requesting certain repairs or a credit toward repair costs.
- The inspection is conducted at the buyer's expense.

It's important to note that a buyer's conditions can be modified in a counteroffer, and the same applies to the offered price.

## INSURANCE

- In most cases, the buyer will request proof of insurance before finalizing the deal to avoid any surprises.

## WATER TEST & ENVIRONMENT

- A water test is a common condition for properties with well water.
- These tests or assessments are conducted at the buyer's expense.

## RESIDENTIAL PROPERTY DISCLOSURE STATEMENT

- At the buyer's request, you will need to complete a disclosure statement based on your knowledge of the property.
- Once submitted, the buyer will have a set timeframe to review, approve, or reject and sign the disclosure statement.

## ADDITIONAL TERMS AND CONDITIONS

- In this section, both parties can include specific conditions not already covered in the purchase and sale agreement.
- Some of these conditions may need to be fulfilled before finalizing the deal.

## CHATELS & FIXTURES

- A simple way to differentiate chattels from fixtures is to imagine your home upside down: items that would fall to the ground are typically considered chattels, while items that remain in place are usually fixtures.
- This isn't always clear-cut. If you're unsure whether an item should stay with the home, please contact us for guidance.
- Chattels are generally removed from the property at closing unless otherwise specified in the agreement. Fixtures are expected to remain with the property unless specifically excluded in the agreement.

# 8. FULFILLING CONDITIONS

It's time to address any conditions requested by the buyer. If you need professional help, we can provide contacts for our trusted resources. Whether you need a plumber, electrician, carpenter, landscaper, roofer, or other specialists, we've got you covered!

# 9. FIRM UP "SOLD"

Once all buyer conditions have been satisfied, the deal is considered "firm." At this point, our brokerage (EXIT Realty Associates) will send the necessary documents to both parties' lawyers.

If you don't yet have a lawyer, let us know—we'll connect you with one of our trusted legal resources.



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## Seller Closing Day To-Do List:

- ✓ NB Power: Call to disconnect your power on closing day or the day after, to be safe.
- ✓ Home Insurance: Cancel coverage for the day after closing, just to be safe.
- ✓ Snow Removal: Arrange for snow removal on closing day (if applicable).
- ✓ Professional Cleaning: Schedule a cleaning between your move-out date and closing day.
- ✓ Keys & Controls: Gather all keys, remotes, and controls for your home. Leave them on the kitchen counter on closing day.



## 10. CLOSING DAY

### Closing Days Tips:

- **Clear the Property:** Remove all belongings and debris the night before closing.
- **Avoid Moving on Closing Morning:** Buyers may do their final walk-through as early as 7 a.m., so plan to move beforehand.
- **Be Accessible:** Stay reachable in case any discussions are needed after the final walkthrough.

### TRUSTED MOVING COMPANY



**Bargain Movers**  
506.479.3408  
[www.bargainmovers.ca](http://www.bargainmovers.ca)





THANK YOU FOR TRUSTING US  
WITH YOUR REAL ESTATE NEEDS

**QUESTIONS? GIVE US A CALL.**

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