ROYAL LEPAGE Atlantic GO BEYOND

Seller handbook

FROM LISTED TO SOLD





Olesia Bemister-Zozulia

◆ YOUR PROPERTY MATCHMAKER ◆

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A BIT ABOUT ME

OLESIA ZOZULIA
REAL ESTATE AGENT

Top 5% nationwide with Royal LePage
Ruby Award 2025 — recognized for excellence in sales
4+ years in real estate
Fluent in Ukrainian, Russian, English, and Italian
Strong social media presence with high-impact marketing
Active volunteer in the Ukrainian Community of Halifax
Co-founder of the Ukrainian Business Club



SELLER FAQS

HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as your motivation to sell, location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers. Contact your Realtor to discuss if planned repairs will give you ROI.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. As of October 2023, homes in HRM stay on the market for 26 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

A staged home spends 73% less time on the market than a non-staged home. Staging a home on the market increases the sale price of the home on average anywhere from 1-10% according to 50% of home real estate agents.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and the services he/she includes in the commission.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. Your real estate agent can guide you through the process.

4 STAGES OF HOME SELLING

PRELISTING

- Schedule an appointment with Me - Your trusted REALTOR.
- Discuss the best strategy for selling and possible home improvements.
- Meet with Staging Consultant
- Determine sales price
- Sign the docs

PREP FOR MARKET

- Prepare the property to hit the market (cleaning, staging, working on curb appeal)
- Start marketing campaign
- Professional photography
- Install lawn sign
- Prepare and print feature sheets
- Scheduling Agent Open Houses/Open Houses.

ACTIVE ON MARKET

- Showings...Showings...Showings...
- Feedback...what can we improve?
- Open Houses
- Active campaign in social media

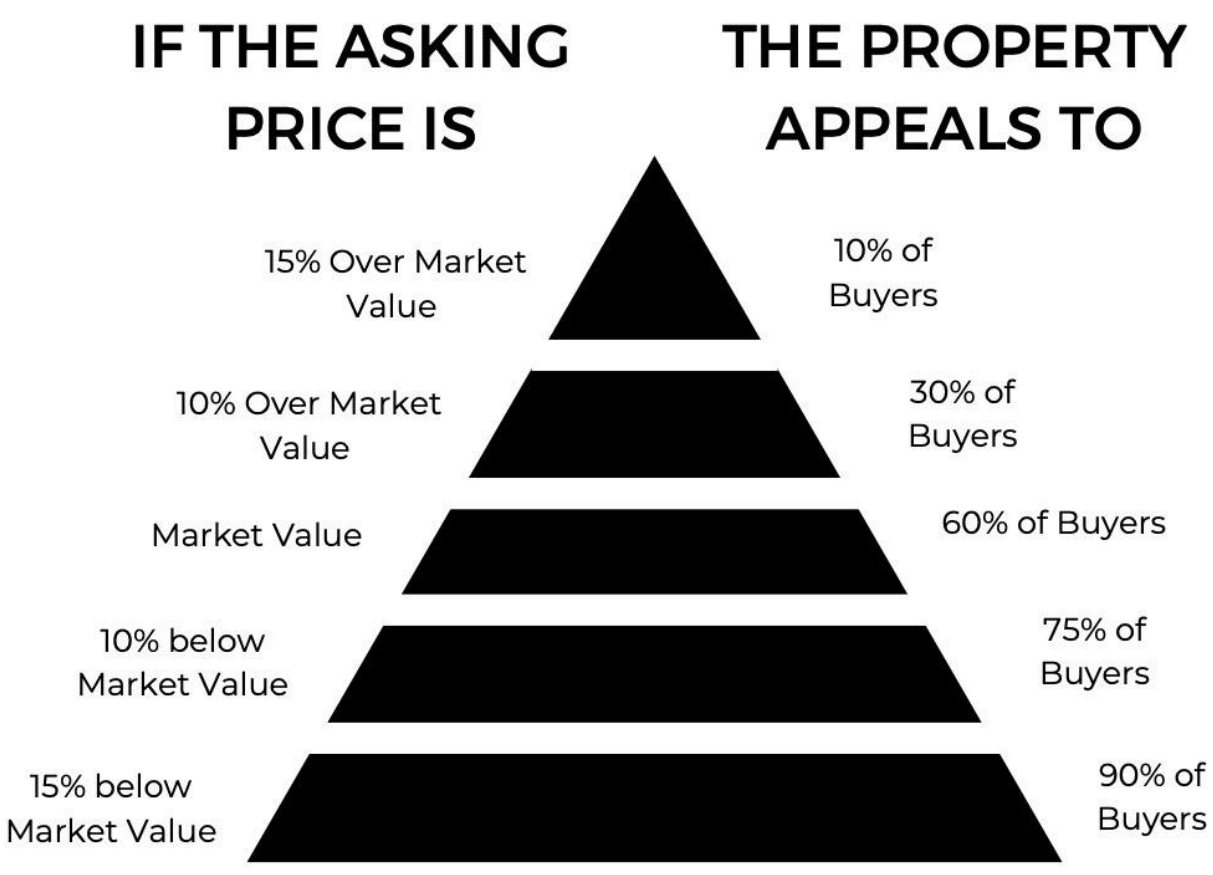
OFFER AND CLOSING

- Offer(s)
- Negotiations
- Accepted offer
- Working on conditions.
- Firm sale
- Getting ready to move, packing.
- Property closes
- Refer friends to us!

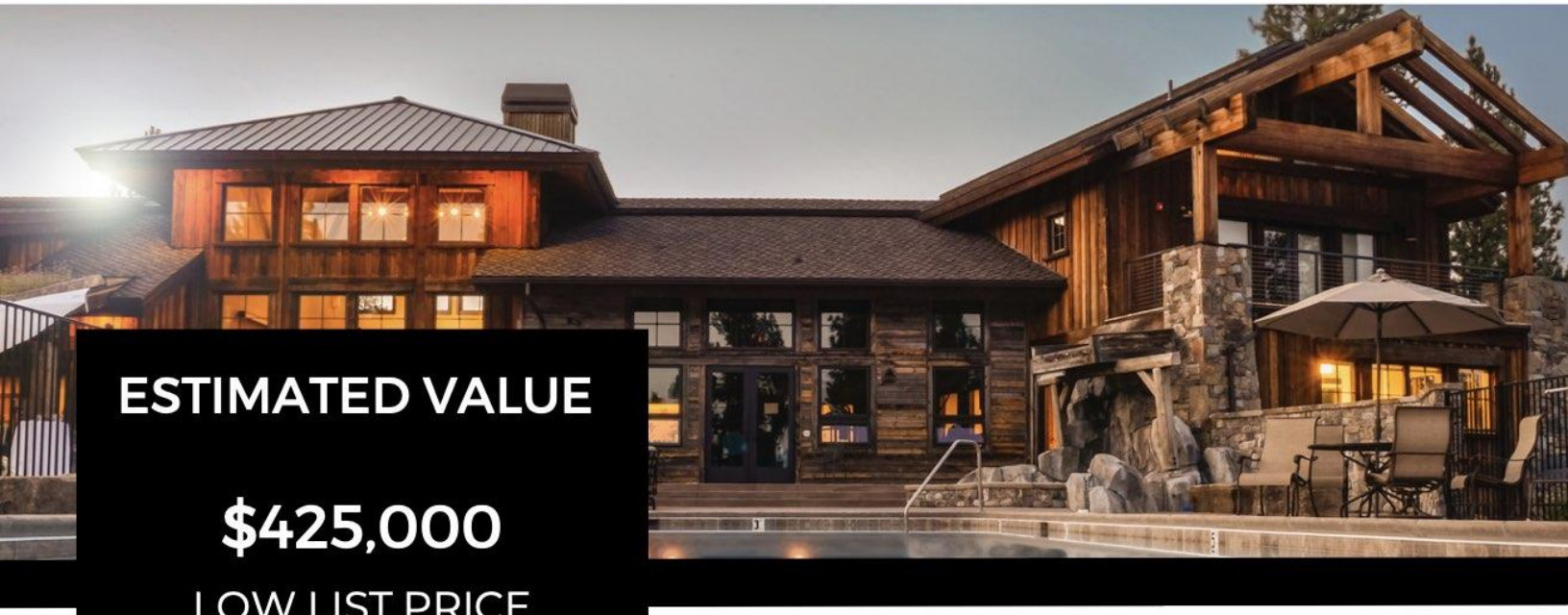

your
current home

PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.



EXAMPLES



ESTIMATED VALUE

$425,000

LOW LIST PRICE

$605,000

HIGH LIST PRICE

$520,000

RECOMMENDED LIST PRICE

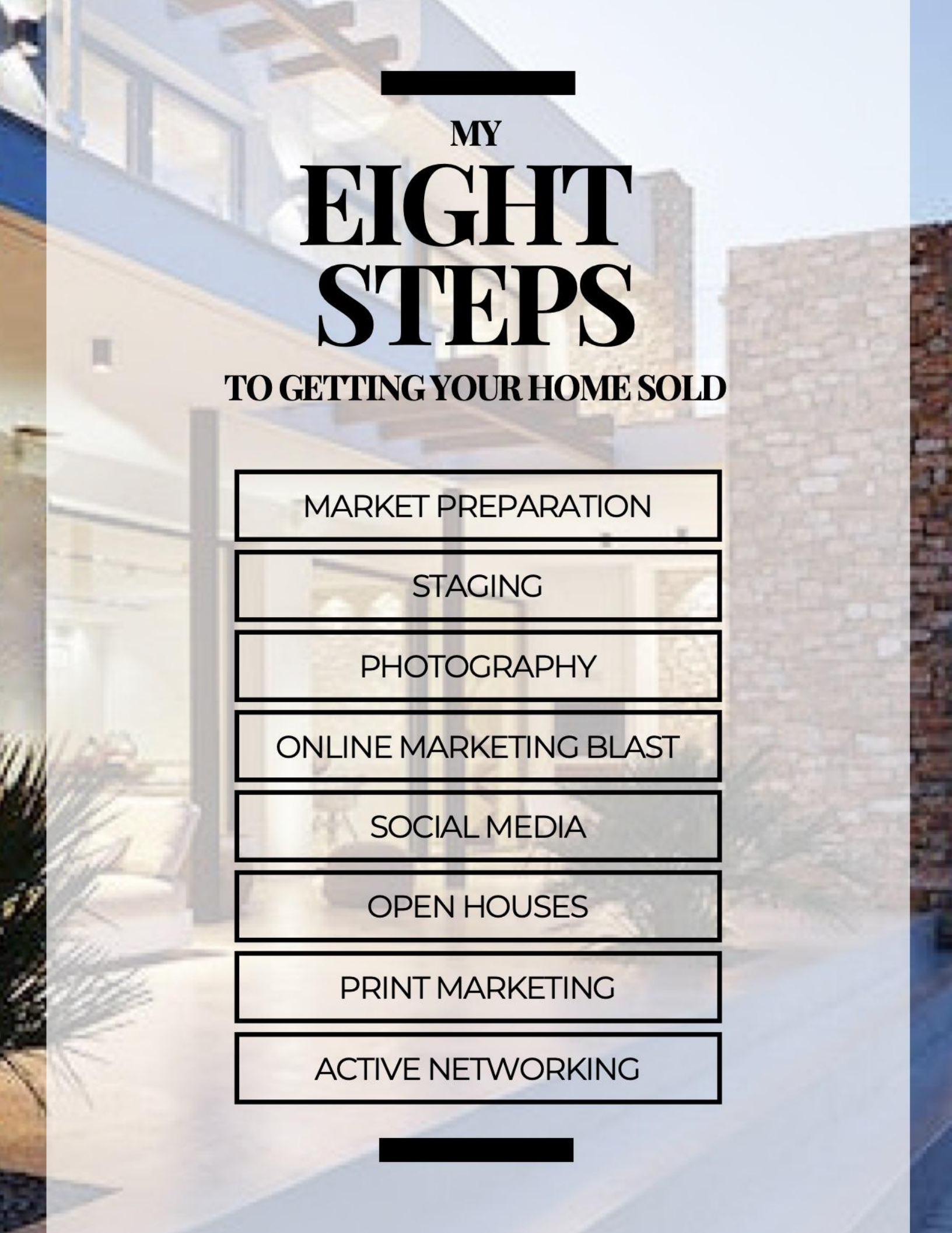
PRICING HIGHER:WHAT IT DOES

- You get less showings
- If you don't get your offer in the first 30 days, people start to think there's something wrong with the house.
- You might need to reduce the price to reengage and as a result get less than the real value

PRICING LOWER: WHAT IT DOES

- Works for homes under 500k in a hot sellers market
- Lots of activity during showings. Be prepared to stay at friends house during that time
- Discuss offer cut with your REALTOR
- When strategically prepared, pricing low might bring you a higher than real value offer.


my steps
to sold



MY EIGHT STEPS

TO GETTING YOUR HOME SOLD

- MARKET PREPARATION
- STAGING
- PHOTOGRAPHY
- ONLINE MARKETING BLAST
- SOCIAL MEDIA
- OPEN HOUSES
- PRINT MARKETING
- ACTIVE NETWORKING

PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

I work with Charlotte Interiors, Halifax leading home styling company. Good staging lets the buyers imagine themselves in the home; shows off its good features and hides its flaws; turns weird spaces into usable spaces; creates a mood (stagers call it “emotional staging”); and makes the home look significantly better in photos.

83%	67%	40%
of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home	of top agents say that home staging helps a seller fetch more money for their house resale	of top buyers agents cited that a home staging had an effect on most buyers view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

STAGING TIPS

MAXIMIZE CURB APPEAL

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

MAKE YOUR HOME SPARKLE

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

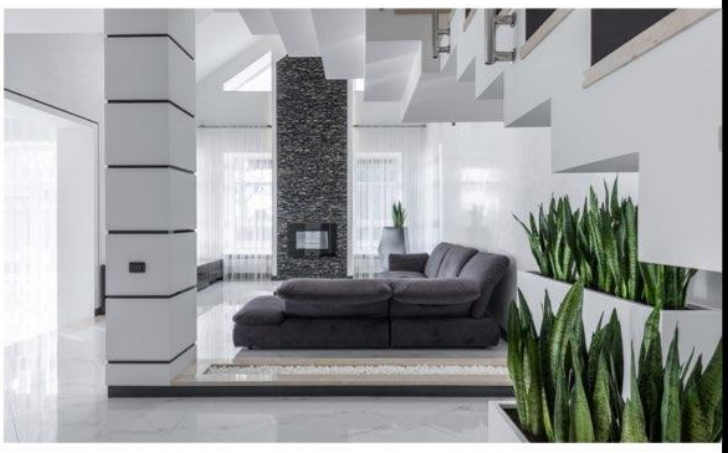
DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.





HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster than homes with amateur photography

Have a 50% higher asking price per square foot

Get 403% more inquiries when paired with listing videos

MY

ONLINE MARKETING

BLITZ

REALTOR.CA

THE REAL ESTATE BOOK: NS

NS RE AGENTS HELPING AGENTS

FACEBOOK TARGETED ONLINE CAMPAIGN

TARGETED EMAIL CAMPAIGN

FB GROUP: HOUSES FOR SALE NS

TIKTOK VIDEOS

SOCIAL MEDIA POSTS

ROYALLEPAGEATLANTIC.COM

FACEBOOK MARKETPLACE

PRIVATE REALTOR TELEGRAM GROUPS

+MANY MORE!

SOCIAL MEDIA MARKETING

INSTAGRAM

I regularly post professional photos, REELS, and stories to expose your listing to as many people as possible.

FACEBOOK

I run targeted ad campaigns to ensure your listing shows up in front of the right buyers.

TIKTOK

I post professional grade videos of your home to show off every angle.



OPEN HOUSES



WE LOVE SHOWCASING YOUR HOME WITH AN OPEN HOUSE

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments, small snacks (home made cookies are the best) to make visitors feel comfortable.

PRINT MARKETING

To promote my listings, I use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, II can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

PRINT COLLATERAL

01

Property Feature Sheets

02

Custom Property Postcards

03

Custom Door Hangers

04

Newspapers & Custom Magazines

05

Open House & For Sale Signs

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS BEEN REQUETED

STEP 2:

YOU APPROVE OR DISAPPROVE

STEP 3:

HOME IS PREPARED FOR THE SHOWING

STEP 4:

YOU LEAVE AND THE SHOWING IS COMPLETED

STEP 5:

FEEDBACK IS RECIEVED

STEP 6:

REVIEW FEEDBACK OR OFFER

SHOWING CHECKLIST

- [ ] Clean and declutter the entire house, including closets, cabinets, and drawers.
- [ ] Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.
- [ ] Repaint walls in neutral colors if necessary.
- [ ] Mow the lawn and trim bushes and hedges.
- [ ] Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.
- [ ] Add potted plants or flowers for curb appeal.
- [ ] Clean the gutters and downspouts.
- [ ] Clean or pressure wash the exterior of the house.
- [ ] Sweep and tidy up the yard and outdoor living spaces.
- [ ] Ensure that the roof is in good condition.
- [ ] Make any necessary arrangements for pets or children during the showing.
- [ ] Make sure that the house is easy to access and that potential buyers can find it easily.
- [ ] Clear off kitchen and bathroom counters, leaving only necessary items.
- [ ] Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.
- [ ] Stage the house with attractive furniture and decor.
- [ ] Make sure all appliances are in good working order and clean.
- [ ] Provide a detailed list of updates and renovations to your real estate agent.
- [ ] Remove any pet odors and stains.
- [ ] Replace any burnt-out light bulbs.
- [ ] Provide a list of features and benefits of the house to the real estate agent.
- [ ] Clean and organize the garage or storage areas.
- [ ] Make sure that the house is well-lit both inside and outside.
- [ ] Be flexible and willing to work with potential buyers to make the sale happen.
- [ ] Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is ***"What did you think?"*** Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

I'm in direct contact with buyers agents and ask for feedback on each one of our properties after every showing.

QUESTIONS WE'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers.


the offer &
closing

NEGOTIATING THE OFFER

Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection period, there is another chance to negotiate. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. I love negotiation stage of the offer, and I'll use my skills to advocate for you.

THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose all the information regarding condition of the house (Property Disclosure Statement), and any property bills that are in your possession. Once you have accepted the contract, the work on conditions will begin. However, there's no need to be concerned – we'll be there every step of the way to guide you.







PROPERTY DISCLOSURE STATEMENT

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. It's important to keep in mind that failing to provide truthful information can result in legal issues.

INSPECTIONS

It's crucial to comprehend the conditions that come with offers received. For instance, inspection contingencies could take anywhere from 1-14 days to complete. It's important to know your obligations and options during this period. We'll stay in contact with you to ensure that all deadlines are met.

FINANCING

Having a competent agent by your side is essential to avoid complications when purchasing a home. They can help you review offers and ensure that the buyers making them have undergone full approval.

CLOSING

Our goal is to help and coach you through the entire transaction. We're here to guide you through every step of the way.

THE OFFER PROCESS

AFTER YOU RECIEVE AN OFFER

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT.

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal and home inspection.
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1-2 DAYS BEFORE CLOSING

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.


why you should
hire me

MY PROMISE TO YOU

Choosing me as your REALTOR® means you'll have a dedicated and experienced professional working to help you sell your property for the best price. I provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ **HONESTY AND TRANSPARENCY**
- ✓ **COMMUNICATION AND RESPONSIVENESS**
- ✓ **PROFESSIONALISM AND EXPERTISE**
- ✓ **DILIGENCE AND ATTENTION TO DETAIL**



SUCCESS STORIES

★★★★★

HAD THE PLEASURE OF WORKING WITH OLESIA AS MY REALTOR, AND I MUST SAY THAT SHE IS TRULY EXCEPTIONAL. HER PROFESSIONALISM AND EXPERTISE WERE EVIDENT THROUGHOUT, AND IT WAS A DELIGHTFUL EXPERIENCE DEALING WITH HER. THANK YOU, OLESIA, FOR YOUR EXCELLENT SERVICE!

- ANDRII NEDOSHYTKO

★★★★★

OLESIA ZOZULIA WAS GREAT IN GUIDING US THROUGH THE PROCESS OF SELLING OUR HOME. SHE WAS VERY PROFESSIONAL, KNOWLEDGEABLE, FRIENDLY AND A PLEASURE TO WORK WITH! WE LOOK FORWARD TO WORKING WITH OLESIA AGAIN WHEN WE ARE READY TO BUY A NEW HOME. THANK YOU, OLESIA!

- CATHY BEMISTER

★★★★★

THANK YOU VERY MUCH OLESIA! SHE HELPED US BUY OUR FIRST HOME IN CANADA. SHE WAS ALWAYS IN TOUCH WITH US, SPENT A LOT OF TIME WITH US AND ANSWERED ALL OUR QUESTIONS. SHE'S A PROFESSIONAL. HIGHLY RECOMMENDED!

- OLEG KHUDYNETS