



HALIFAX REAL ESTATE **SELLER'S GUIDE**

WHERE TO START?
LET ME TELL YOU!



WELCOME!



Hi, I'm Chris Crowell,

a proud Haligonian and an experienced REALTOR® with a passion for helping clients sell their homes with confidence and ease. My journey in real estate is fueled by over 13 years of sales expertise and a understanding of Halifax's real estate market.

This guide is designed to take the guesswork out of selling your home. Whether it's your first sale or you're a seasoned seller, my goal is to ensure you have the tools, knowledge, and support to make informed decisions every step of the way.

THE SELLING PROCESS IN DETAIL: 10 ESSENTIAL STEPS

1. FIND YOUR REAL ESTATE AGENT

Choosing the right agent is the most important step in selling your home. A knowledgeable and experienced agent will guide you through the complexities of the selling process and advocate for your best interests. As a trusted Halifax REALTOR®, I bring market insight, negotiation skills, and personalized service to ensure your experience is smooth and successful.

2. PROPERTY VALUATION

To set the right asking price, I conduct a Comparative Market Analysis (CMA). This involves researching recently sold properties in your neighborhood, evaluating current market conditions, and analyzing key features of your home. By accurately pricing your property, we can attract serious buyers and maximize your return.





3. LISTING AGREEMENT

The listing agreement is a contract that authorizes me to represent you in the sale of your home. It outlines key details such as the listing price, duration of the agreement, and commission rate. Once signed, we're ready to officially list your home and start the marketing process.

4. PROPERTY PREPARATION & STAGING

Preparing your home for sale is crucial. I will walk through your property and provide a customized checklist of recommendations to enhance its appeal. This may include decluttering, deep cleaning, making minor repairs, and staging.

Staging Tip: First impressions matter! A well-staged home can sell faster and at a higher price. I WORK WITH CERTIFIED STAGING professional, and I include staging advice as part of my services.

5. MARKETING THE PROPERTY

My comprehensive marketing plan ensures maximum exposure for your home. Strategies include:

- Professional Photography & Virtual Tours
- MLS Listing
- Social Media Campaigns
- Custom Feature Sheets & Brochures
- Open Houses & Agent Tours



6. SHOWINGS, OPEN HOUSES & AGENT TOURS

Showings and open houses are opportunities for buyers to experience your home in person AND THE FIRST TWO WEEKS ARE CRUCIAL TO MAKE AN IMPRESSION. Open houses create buzz and allow multiple buyers to view the property at once, typically on weekends. Showings are private tours scheduled by buyer's agents. Agent tours allow REALTORS® to preview your home for their clients.

7. NEGOTIATION & OFFER MANAGEMENT

When an offer is received, I'll review it with you, explain the terms, and advise you on the best strategy. Holding firm on your asking price or rejecting low offers without counteroffers can sometimes encourage buyers to submit a stronger offer.

8. DUE DILIGENCE & INSPECTIONS

Buyers will conduct inspections and other due diligence. I'll help you prepare by addressing common issues beforehand. Transparency builds trust and smooths the transaction.

9. CLOSING PROCESS

The closing process finalizes the sale. I coordinate with lawyers and other parties to ensure a smooth transfer. Buyers may conduct a final walk-through to confirm the property's condition DAY OF CLOSING GENERALLY IN THE MORNING.

WHAT TO BRING TO CLOSING:

- Government-issued photo ID
- House keys, garage remotes, mailbox keys, gate keys, and any pool keys
- Final utility readings
- Property Tax Receipt



10. POST-SALE FOLLOW-UP

EVEN AFTER CLOSING, MY COMMITMENT CONTINUES. I'M HERE TO PROVIDE ADVICE AND SUPPORT FOR YOUR FUTURE REAL ESTATE NEEDS.

UNDERSTANDING CLOSING COSTS

Closing costs are final expenses associated with selling your home. Proper planning ensures there are no surprises.

TYPICAL CLOSING COSTS INCLUDE:

- Real Estate Commission: A percentage of the final sale price, split between listing and buyer's agents.
- Legal Fees: For handling title transfer and sale documentation.
- Property Tax Adjustments: To ensure taxes are paid appropriately for your ownership period.
- Mortgage Payoff: Any remaining balance on your mortgage.
- Title Search & Deed Preparation: Ensuring a clear title transfer.
- Utility and Service Adjustments: Final payments and service transfers.
- Home Warranty (Optional): If **NEW CONSTRUCTION HOME**
- Repairs and Maintenance: Completion of any agreed-upon repairs in contract.

FINAL THOUGHTS

Thank you for taking the time to read my Seller's Guide. I hope it has been informative and helpful. My goal is to ensure your selling experience is positive, smooth, and financially rewarding.

If you have any questions, or are ready to get started, I'd love to hear from you.

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READY TO MAKE YOUR MOVE? LET'S GET STARTED!

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