



SELLING YOUR HOME

Kevin Appl.
REAL ESTATE



SELLER'S GUIDE.

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MEET KEVIN.

I'm Kevin Appl, a Saskatoon Realtor® who believes buying or selling a home doesn't have to be overwhelming, it can even be enjoyable. I've been told I have a calm, approachable way of guiding clients through big decisions, and I'll admit, I'm always quick with a laugh and usually armed with a dad joke or two. My focus is simple: keep things clear, keep things moving, and make the process as smooth as possible.

My path to real estate wasn't exactly typical. Before becoming an agent, I wore a lot of hats, building custom kitchens, managing a large retail franchise, working with local marketing firms, and spending over a decade as an internationally published photographer. That photography career took me across North America, shooting weddings, food, product campaigns, luxury cars, and countless real estate projects for other agents. Today, that experience gives me a unique edge when it comes to showcasing homes. Every property I market gets the kind of visual treatment that makes it stand out.

In 2021, I was honoured to receive the Harry Janzen Memorial Award from my peers. It meant a lot because it recognized professionalism, integrity, and commitment to growth. But if I'm honest, the real reward for me is the trust my clients place in me, and the relationships that carry on long after the deal is done.

Real estate is also a family business for us. My wife Amber is my full-time assistant and partner, and she keeps everything running smoothly behind the scenes. Together with our son Hudson and our Wheaten Terrier, Hunter, we've built a life rooted in community, family, and the simple joy of calling Saskatoon home.

For me, real estate isn't just about transactions, it's about helping people feel confident and comfortable in the next chapter of their lives. And if I can make the journey a little less stressful (and maybe even a little fun), then I've done my job right.



YOU CAN FIND ME ON



MY COMMITMENT TO YOU.

As your representative, I commit:

To Guide You From Start to Sold

- Research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property.
- Recommend repairs and cleaning based on typical buyer preferences.
- Provide you with a trusted network of recommendations for all services you'll need during the selling process.
- Timely presentation and response to all offers.
- Keep your needs in mind as I negotiate the best price and terms on your behalf.
- Assist you in making informed decisions to achieve a satisfactory sale.

To Offer Professional, Reliable Service

- All representation will be enacted in good faith.
- Timely response to emails, texts, and phone calls.
- Follow your directions and faithfully represent your concerns.
- Adhere to all deadlines and important dates.

To Be Accountable

- Provide a receipt of deposit once funds are in eXp Realty's trust account
- Obtain and deliver all documents promptly
- Review all settlement documents with you

To Prioritize You

- I will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interest will be placed above all others

GET READY TO SELL.

*I'm here to
guide you
through the
process,
every step of
the way.*



HOME SELLING PROCESS.



**GET READ
TO SELL
YOUR
HOME**



**PRICING
YOUR
HOME**



**PREPARE
HOME FOR
SALE**



**LIST &
MARKET
HOME**



**RECEIVE
OFFERS &
NEGOTIATE**



**HOME
INSPECTION &
APPRAISAL**



CLOSING

PRE-LISTING PREPARATION.

- **Schedule** a tour of your home with your agent.
- **Discuss** any potential repairs, upgrades or staging to be completed before listing your home.
- **Establish** an asking price based on the current market and comparable property listings.
- **Prepare** your home to be professionally photographed and put on the market.



PRICING YOUR HOME TO SELL.

The Market Value

of your home is based on a combination of factors including:

- THE CURRENT MARKET
- COMPARABLE LISTINGS
- LOCATION
- NEIGHBORHOOD
- AGE OF THE HOME
- CONDITION OF THE HOME
- IMPROVEMENTS



Pricing Strategy

plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE.

A home that is priced

at a fair market value will attract more buyers, and is more likely to get multiple offers and sell faster.



7 EASY CURB APPEAL TIPS.

That will make buyers fall in love...

1

FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2

ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3

PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4

UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5

KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6

ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7

ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP.

In today's market, professional photographs are a requirement for every successful listing.

We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.



PHOTOS & SHOWINGS CHECKLIST.

Things You Can Do Ahead of Time

INSIDE

- ☐ Clear off all flat surfaces – less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

Pro Tip

Don't be tempted to shove things inside closets! Curious buyers look in there too.

On the Day of Photography or Showings

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

Pro Tip

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

PREP YOUR HOME TO SELL FAST.

1

START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2

DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3

CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4

MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5

BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING & MARKETING.

When we list your home,

your listing will receive maximum exposure using our extensive marketing techniques.



LISTING YOUR HOME.

MLS LISTING



Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.

SIGNAGE



A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.

LOCK BOX & SHOWINGS



A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.

OPEN HOUSE



An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.

VIRTUAL TOUR



We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

OUR MARKETING STRATEGY.



EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, YouTube, Realtor.ca and LinkedIn to get the word out about your listing.

PRINT MARKETING

A well-crafted professional brochure can help answer questions a buyer may have. It will also highlight features.

OPEN HOUSE

Open houses provide an opportunity to showcase the property to a wide audience. Potential buyers, neighbours, and curious individuals can visit and get a feel for the property.



OFFERS & NEGOTIATIONS.

*We've received an offer, or multiple offers;
now what?*

YOU ACCEPT

If you accept the offer and it's unconditional, congratulations! You've sold your home. If you accept the offer and it contained conditions, the buyer's real estate professional will work with their clients to satisfy and waive conditions by the condition(s) expiry date.

YOU REJECT

If you reject the offer, it's up to the buyers to decide what they want to do next – they can submit a new Offer to Purchase or look elsewhere.

YOU COUNTER

If you want to make a counter offer, discuss with your real estate professional the terms with which you were unhappy (price, possession date, inclusions, etc.). Provide a counter offer with the terms you want.

MULTIPLE OFFERS

A multiple offer situation is when multiple buyers submit an Offer to Purchase on the same property, at the same time. It's your decision how to proceed in the event of multiple offers. We will help you to understand your options, and to advise and guide you through this.

Being flexible will help

the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home.

CONDITIONAL.

Once you and the buyer have agreed

on terms, a sales agreement is signed and your home is officially conditionally sold.



STEPS BEFORE CONDITIONS ARE REMOVED.

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.



YOU'VE SOLD YOUR HOME.

So, now what?

- Hire a lawyer to go over all legal documents with you, discuss title transfer, closing costs and disbursements, mortgage payout (if applicable), and to have you sign the documents to transfer the property's title to the buyer after they advance the purchase funds.
- Arrange for your mail to be forwarded to your new address.
- Arrange for your home insurance and utilities to be disconnected (electricity, gas, cable, etc.).
- Hire a moving company or truck (if using).
- Continue to maintain the home; cut the grass, shovel the sidewalks, and continue paying your home insurance coverage.



SIGNING FINAL DOCUMENTS.

Meeting with your lawyer

is one of the final steps of the selling process. Both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.



PLANNING FOR POSSESSION.

CLOSING EXPENSES

for the seller can include:

- TITLE INSURANCE POLICY
- REAL ESTATE AGENT COMMISSIONS
- LAWYER FEES
- ANY REMAINING UNPAID PROPERTY TAXES
- REMAINING BALANCE ON MORTGAGE
- ANY UNPAID ASSESSMENTS, PENALTIES OR CLAIMS AGAINST YOUR PROPERTY

ITEMS TO BRING TO FINAL WALK THROUGH:

- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys

***CONGRATULATIONS ON SELLING
YOUR HOUSE!***

SUCCESS STORIES.

We went with Kevin to help find a new home for our growing family and were not disappointed in the slightest. Kevin patiently worked with us for 2 years to find the perfect place, then secured the offer in a very competitive market. He listed our old home and absolutely killed it. We took all of his advice in terms of list price, staging, photos, etc. and we are glad we did as we got much more than we were expecting to and made the move much easier.



-Justin.



Kevin is a wonder to have sell a Home. He understands that this transaction involves your dream, your life, your family's lives. Every detail. Kevin's photography and drone videos were absolutely wonderful. To promote the wonders of our acreage and home. Kevin is patient and for ever courteous. He gave us thoughtful suggestions for helping us get ready to sell. We have sold a few houses before and Kevin is by far the best we have dealt with.



-Janice.

Kevin is the real estate agent for you if you want someone who is passionate in what they do. He cares about his sellers and their selling journey. Available along every step of the way to answer questions and guide you in making the best selling decisions! Kevin is transparent with his reasoning and excellent at explaining the entire process. 10/10 would recommend to everyone I know buying or selling!



-Kayla.





Congratulations!

*Selling your home is a
major undertaking.
Great work on
completing the sale
successfully!*

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