

# Sellers Handbook

a guide to selling your home

Corinne Byggelin  
REALTOR®



Royal LePage Real Estate  
Services Ltd Brokerage







# about me

At an early age I was introduced to real estate growing up as the daughter of a developer and builder. I grew up in a small tight knit community and learned a lot about hard work and accountability. After earning my Bachelor of Commerce degree I moved to another province to start a life of my own and spent time in different industries working in Quality Management as well as Marketing and Sales positions.

Prior to starting my family, my soon to be husband and I backpacked for a year through Mexico and Central and South America where I learned a true appreciation for all Canada has to offer and giving back to community.

I obtained my real estate license after my two children were born and I have spent the last 20+ years offering award winning service in the real estate industry selling residential and new construction, renovating, working on new developments and coaching others on real estate investments and flipping homes.

Finding myself quite fortunate, I have contributed time and money to organizations such as the Shelter Foundation, Food for Kids and Habitat for Humanity. My spare time is enjoyed with family and friends usually cooking large meals for get togethers and my vacations are best spent sailing or touring on a motorcycle and meeting new people.

*Corinne*

CORINNE BYGGDIN, Realtor 905-518-5443  
www.hamiltonhomestartshere.com

# why a realtor



A real estate agent can guide you through the process and ensure that you are making clear and concise decisions on how to price, market and negotiate the sale of your home.

The training and expertise from years of experience are key in getting the best sale price. A realtor will help you present your home in the best possible way. They will be available to answer key questions from buyers and offer the crucial advice needed.

Timing and pricing can make the difference of sitting on the market forced to lower your price multiple times or getting a quicker sale with more \$\$\$ in your pocket.

With my service I offer experience and efficient, direct answers. Take the time to make your decision based on who you are comfortable working with and ensure you are represented by a professional with values, honesty and integrity.



# My *Services*



**01**

20+ Years Experience in real estate to help you effectively navigate the current market conditions

**02**

Accelerated Marketing Package with professional photography, drone and video to boost your home

**03**

Premium Social Media marketing of both your home and neighbourhood to increase it's appeal

**04**

24/7 Service that makes the difference in getting your home sold fast and will outpace competition

**05**

Exceptionally fast and proven response rate to enquiries for you and your potential buyers

**06**

Complimentary home staging consultation in order to enhance your home's attributes

**07**

Exceptional hands on experience in the world of construction that will be invaluable in both helping you get your home market ready and convey the benefits of your property to buyers



# selling

## strategies 101



### 01

declutter, declutter, declutter

### 02

fresh paint goes a very long way

### 03

first impressions matter (curb appeal)

### 04

cleaning is key, that means windows too

### 05

have warranties and upgrades available

### 06

keep it well lit and smelling fresh :)





# home selling

# tips



If you're considering selling your home, this list can help to get the process underway on the right foot. While it might seem to be a simple process at first glance, there are many ways you can help to give yourself an advantage in our fast-paced market!

## Why Are You Selling Your Home?

Motivation to sell affects everything from how much money and effort you're willing to invest in preparing your home, to what you are prepared to establish as your asking price.

## Appearances Matter!

The appearance of your home will generate more of an emotional response than any other factor. Prospective buyers react to what they see, hear, feel, and smell - no matter the price of the home.

## Clean and Fix Everything

Scrub, scour, tidy up, get rid of the clutter, repair squeaks and other minor damages! The truth is, these little things can get in the way of making a deal. You'll never know what turns buyers off. Remember, you're not just competing with other resale homes, but brand-new ones as well.

## Allow Buyers to Imagine Living in Your Home

Avoid clutter such as family photos or too many knick-knacks. Decorate in neutral colours, like white or beige and place a few carefully chosen items to add warmth and character.

## Eliminate Odours!

Odd smells like certain foods, pets and smoking odours can stop a deal from coming together. If prospective buyers smell these odours, they may not want to invest in your home.

## Disclose Everything

Be proactive in disclosing all known defects to buyers in writing. This can reduce liability and prevent law suits later on.

## Keep Negotiations Free of Emotion

Try to become detached in your negotiations. It's hard, but minimize the emotion you've invested in your home.

## A Vacant Home is More Difficult to Sell

Moving out before you sell can put you at a disadvantage because the home becomes harder to imagine as a living space. Buyers could also start getting the message that you already have another home and are probably motivated to sell.

## Don't Take a Low Offer Personally

Initial offers could well come in below your asking price. I will help to ensure that any offer spells out the proper terms in order to evaluate the offer objectively. This can simply provide a starting point from which you can negotiate.

## Counter the Low Offer

You can counter a low offer to let the buyer know that the first offer isn't seen as being a serious one. Now, you'll be negotiating only with buyers who proceed with serious offers and are ready to purchase.

## Ensure the Contract is Complete

To avoid problems, ensure that all terms, costs and responsibilities are spelled out in the Agreement of Purchase and Sale (APS). Your REALTOR® and lawyer will help to ensure that all important information is contained in the contract.

## Resist Deviating From the Contract

Say no to special requests such as the buyer requesting a move-in date prior to closing. Now is not the time to take any chances of the deal falling-through.



# closing costs

to consider for buyers and sellers



- Land Transfer Taxes
- Mortgage costs/Appraisals
- Property tax adjustment
- Utility Costs
- Property Maintenance
- Heating oil/Propane
- Rental contract pay out
- Home Insurance
- Title Search
- Survey/ Title Insurance
- Legal costs/fees
- Home Inspection
- Parking permits
- Real estate fees
- Other annual contracts
- HST where applicable



# important contacts



## Hydro

Hamilton Alectra 1-866-458-1236

Burlington Hydro 905-332-1851

## Internet / Cable Provider

Cogeco 1-866-261-4447

Bell 1-866-394-6331

Rogers 1-844-648-1473

Telus 1-866-558-2273

## Natural Gas

Burlington and Hamilton

Enbridge Gas 1-888-774-3111

<https://www.enbridgegas.com/residential/new-customers>

## City Hall

Hamilton 905-546-2489

Burlington 905-335-7777

## School Boards

Hamilton

HWDSB 905-527-5092

HWCDNB 905-525-2930

Burlington

HDSB 905-335-3663

HCDSB 905-632-6300



# working with

## a real estate professional



Buying or selling a home is the biggest transaction most of us will ever go through. That's why it's so important to be informed and take advantage of expert advice.

If you decide to work with me, a registered real estate professional (REALTOR®), you'll have help navigating the buying or selling process along with the added benefit of valuable consumer protection from the Real Estate Council of Ontario (RECO).

All brokers and salespersons in Ontario are registered with, and regulated by RECO. RECO's job is to protect your best interests by maintaining a fair, safe and informed real estate marketplace. This includes enforcing the laws that all real estate professionals in Ontario must follow, on behalf of the provincial government.

Real estate professionals must complete education courses before they are allowed to trade in real estate and take mandatory continuing education every two years to keep their knowledge up-to-date and their skills sharp.

All brokers and salespersons in Ontario are required to uphold professional standards that stress fairness, honesty and integrity. They must follow rules and regulations that are designed to protect consumers.



Corinne,  
 We can't thank you enough for helping us navigate  
 the past couple months and getting our home sold  
 and getting us in to our new home despite all the  
 craziness that summer of 2022 presented. Despite  
 the stress, we always felt 100% confident knowing you  
 were in our corner. You are supportive, honest, creative,  
 knowledgeable and SO much more and we feel lucky to  
 get to work with you. Thank you for all your advice,  
 amazing ideas and positivity!  
 Love, Dan and Haley



*Testimonials*

*Awesome clients*

visit my website or Google for more reviews



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**@coreteam905**

*helping you is what we do*

# ABOUT ROYAL LE PAGE



CANADA'S  
REAL ESTATE COMPANY

by the  
NUMBERS  
NUMBERS  
**NUMBERS**  
NUMBERS  
NUMBERS

OCTOBER  
2022

INCREDIBLE REACH

**100** Million

VISITS<sup>2</sup> PER YEAR TO  
royallepage.ca

INDUSTRY LEADERSHIP

#**1** IN  
**180** markets  
NATIONWIDE<sup>3</sup>

**Brookfield**

A strong, stable parent company

#**1** Ranked as the  
top real estate  
company in the  
world by Forbes<sup>8</sup>

**\$750+** Billion  
of assets under management<sup>9</sup>

The Voice of  
Canadian Real Estate

MORE THAN

**7.4** Billion  
MEDIA IMPRESSIONS<sup>1</sup>

**1.5** Billion more  
THAN THE CLOSEST COMPETITOR



Powerful Leads & Referrals Channels

**344,000**

LEADS

per year from digital channels<sup>5</sup>

+ Referral relationships with top U.S. and international real estate companies

Over

**\$146** Billion  
in transactional dollar volume



Participated in

**~35%**

of all transactional dollar volume in Canada<sup>7</sup>

100% Canadian

CANADA'S  
REAL ESTATE COMPANY

A STRONG HERITAGE  
With over 100 years of success

9 out of 10 Canadians are familiar  
with the Royal LePage Brand<sup>10</sup>

UNSTOPPABLE  
MOMENTUM & GROWTH

approx

**20,000**

REALTORS<sup>®</sup>  
from coast to coast

CANADA'S LARGEST & FASTEST GROWING  
Commercial Brokerage

**42%** Growth in agent count<sup>4</sup> with **540** advisors coast to coast

Most Influential

#**1**

Phil Soper  
President & CEO of  
Royal LePage named  
most influential leader  
in Canadian Real Estate<sup>6</sup>



CONNECTING YOU

WITH MORE CANADIANS NATIONWIDE

**5** Social  
Media  
Channels



over **22,000** Page Likes

over **17,000** Followers

over **23,000** Followers

over **17,000** Followers

approx **1 Million** Views

Supporting the Community

**\$38** Million  
raised



through the Royal LePage Shelter Foundation

1 Print and online media impressions, for 12 months ending August 31, 2022. 2 ComScore MyMetric MultiPlatform Visits, Oct 2020 to Oct 2021. 3 Inside Real Estate Internal Lead System and Smart Leads System, Jan 2021 to Dec 2021. 4 Measured from 2019 to Q3 2022. 5 Phil Soper, Royal LePage President & CEO, named Most Influential Canadian for the last 9 years by Senapoint Power 200. 6 Based on market share and/or agent count. 7 2021. 8 In 2019. 9 2022. 10 Online survey of 1500 Canadians completed between August 27 - 31, 2021 using LePage's online parent, ROYAL LE PAGE is a registered trademark of Royal Bank of Canada and is used under license by Brookfield Real Estate Services Inc. and Brookfield Real Estate Services Manager Limited.