



Platine

Real estate Agency



A practical guide to
sell your house
in 10 steps



30 years of **success!**

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BROSSARD



LA PRAIRIE



CANDIAC



ST-CONSTANT



SOLAR (DIX30)

We are very pleased to present our Seller's Guide. It will allow you to understand the stages of this process and the importance of being well supported in the most important project of your life. Our role is to support you and respond to your needs and questions throughout the process.

Located on the South Shore, RE/MAX Platine has been well known in the area for over 30 years. Our team counts over 250 experienced brokers whose reputation is well established. RE/MAX PLATINE IS RESPONSIBLE FOR MORE THAN 60% OF TRANSACTIONS IN ITS TERRITORY.

Winner of the #1 agency for the number and volume of transactions in 2021 in the category "Multi-territory organization" within the RE/MAX network.



"No need to entrust the sale of your property to another broker, since there is a good chance that it will be sold by a RE/MAX Platine broker."

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AROUND THE WORLD

Present in over 110 countries and bringing together more than **130 000 brokers** and **more than 8 600 offices** in 5 continents.



IN CANADA

Present for over 40 years, with more than **23 350 brokers**, RE/MAX is the Real Estate Industry leader.

Source : Centris, Com-Score & Google analytics for the year 2022

Statistics



IN QUEBEC

Founded in 1982, and with more than **4 350 brokers** everywhere in the province, RE/MAX is **# 1**. Our numbers represent **40%** of all brokers in Quebec. RE/MAX closes **43 %** of all real estate transactions across Quebec. More than **2** out of every **5 properties** are sold by a RE/MAX broker. We are the **most visited** real estate banner on the Web and other social media.



More than **2** out of every **5 properties** are sold by a RE/MAX broker, representing **84 938** real estate transactions in Quebec.



2,9 times more visitors to our site than to our closest competitor's.

37 994 933 visits on remax-quebec.com.

56% of all searches carried out on real estate banner sites are done on remax-quebec.com.



113 548 345 pages viewed. Your listing will be viewed an average of **5 623 times**.

An impressive total of **25 million** dollars since the first telethon in 1987.



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Agence immobilière

Common reasons that push people to sell their house

- A growing family.
- The need to finance a project.
- The wish to prepare for retirement.
- The wish to explore the world.

Why are you selling?



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Sell your house in 10 steps

Selling your home comes with its share of questions and concerns. The best way to sell quickly and worry-free is to do business with a real estate broker.

Here are the steps to sell your house...



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STEP 1 Promoting your property

How?

- Make some renovations before hitting the market.
- Increase your property value and make your house look more appealing with a fresh paint job.
- Add some decorative elements.

Hire a professional photographer who will do justice to your property. Several brokers offer this service in their offer!

Why renovate before selling?

- To make sure to sell quickly.
- To modernize your property if it is older.
- To attract buyers.
- To increase the worth of your property and sell for maximum value.



TIPS

Favour a neutral atmosphere for your interior decor.

Ask for quotes!

Compare them and be sure to get the best value for the money you spend on renovations.



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STEP 2

Pre-sales inspection

What is an inspection?

- A necessary procedure to analyze the visible and easily accessible components of the different systems of the house (plumbing, heating, roofing, insulation) in order to detect possible problems and hidden defects.
- It also makes it possible to become aware of existing problems and to correct them quickly.

Why do an inspection?

- To make sure you sell a house in good condition to your buyer.
- To avoid a lawsuit after the sale.
- To inspire confidence in your buyers whose conformity has been validated by a professional.



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STEP 3

House evaluation

Why?

- Because your home has probably appreciated in value since the day you bought it.
- To know its real value.

The details of an evaluation

- The evaluation will be carried out by an evaluator recognized by the Order of Approved Evaluators of Quebec (OEAQ).
- The assessor will make a first visit to examine the components.
- The appraiser will draw up a list of comparable homes that have recently been sold in proximity.
- You can use the services of a real estate broker who is able to assess the market value of your property.



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STEP 4

Location certificate

What is it?

- A document that testifies to the current condition of a property in relation to property titles, cadastre, as well as laws and regulations that may affect it.
- In particular, the dimensions of the property, the swimming pool, the coating exterior, doors and windows.



TIPS

Once the land surveyor gives you the certificate of location, all the elements of the property must remain unchanged.

Your notary will be able to determine if your certificate of location is still valid or not.

If you plan to renovate, do your renovation work before commissioning the land surveyor.



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GOOD TO KNOW

You can use the Integri-T program to sell safely.

Sellers can offer the Integri-T guarantee to their buyers and give them the financial protection up to \$40,000 over a three-year period while limiting your liability in the event latent defects are discovered.

Helps attract more potential buyers.

Helps make a sale for the right price by adding protection.

Limits the seller's financial liability to \$5,000 in case of a claim higher than that amount.

Allows you to benefit from a comprehensive conciliation service by experts.

STEP 5 Documents

What documents should you have in your possession?

- Pre-sale inspection report.
- Declaration of co-ownership in the case of a condo.
- Assessment report provided by a certified assessor.
- Statement of school and municipal taxes.
- Certificate of localisation provided by the land surveyor.
- Bills for electricity, gas, home insurance, etc.
- Invoices for renovation work carried out over the years.
- Deed of sale proving that you are the owner of the property.





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STEP 6 Start up

The advantages of a broker

- Time saving (marketing, response to requests for information, management and the planning of visits);
- Professional advice (especially if you receive several offers from buyers and you have to bet on the right buyer.
- The broker's negotiating skills.
- The visibility of your property.
- The broker knows how to target serious buyers.



GOOD TO KNOW

Buying or selling a home can be stressful.

That's why RE/MAX offers a program to protect your clients and let them rest easy.

It covers a range of complications that might come up during the sale or purchase of a property.

If you choose a broker from RE/MAX Platine, make sure they have joined the Tranquilli-T program.





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STEP 7

Visit management

Benefits

- The broker takes care of EVERYTHING.
- You can leave it to your broker to answer all the questions.
- A broker may offer to organize some open house of your property to increase your chances of getting a better price.



TIPS

Tidy up your home.

Make sure the litter box is clean and that there are no foul smells.

Have your animals looked after. Not everyone is comfortable with them..

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STEP 8

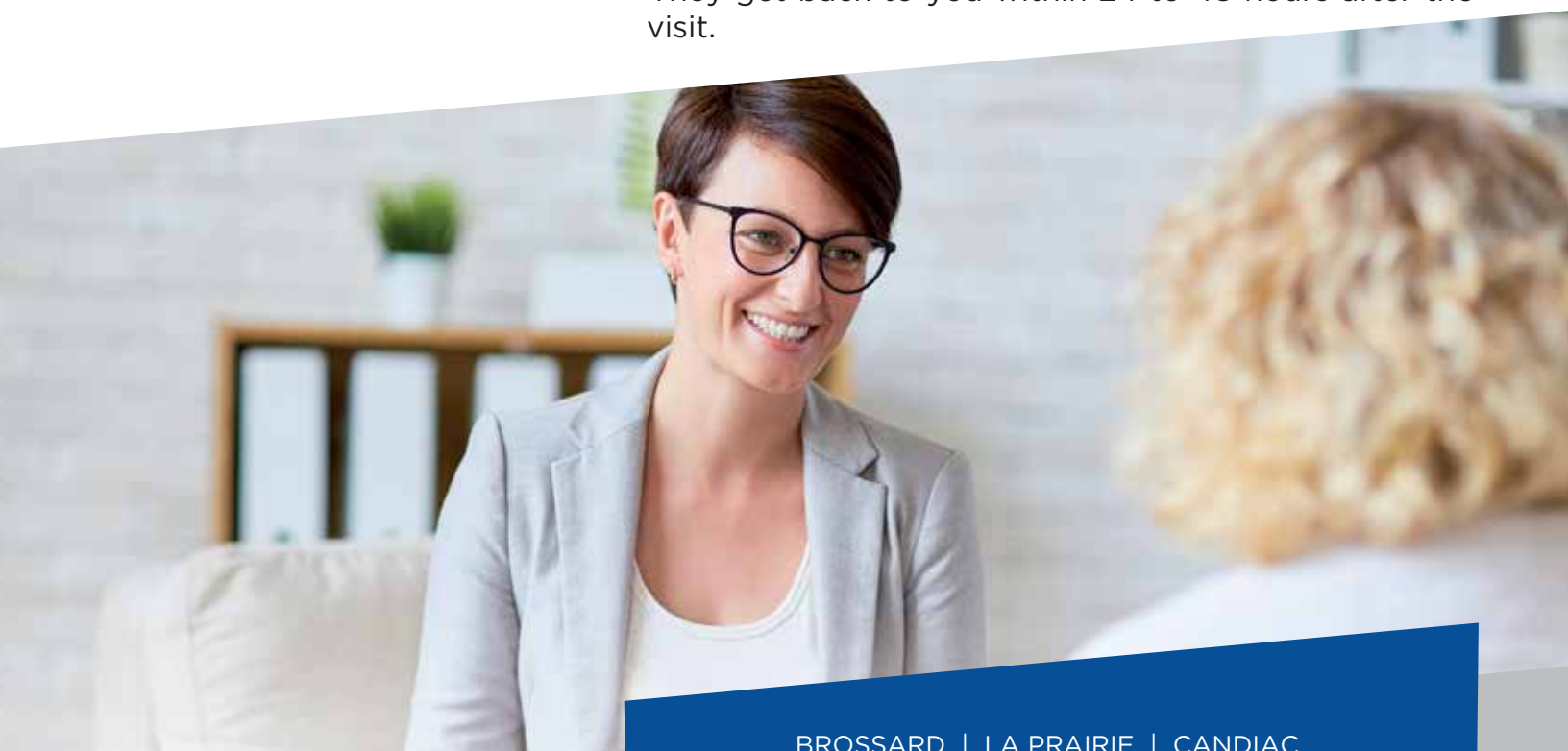
Buyer's choice

Why you should do business with a real estate broker?

- The broker knows how to recognize the candidates to focus on.
- Your broker can help you make the right decision, especially if the buyer offers you less than you ask for.
- You will benefit from the advice of a professional who will recommend that you seize the opportunity, or wait for a buyer who will offer a better price.
- A professional like a RE/MAX Platine broker can guarantee the credibility of a buyer and ensures that the buyer is pre-qualified and serious. The real estate broker is able to ask the right questions before confirming a visit.

Signs of a serious buyer

- They inquired about the neighbourhood.
- They sought to buy quickly.
- They had a mortgage preapproved.
- They asked questions during the visit.
- They visited other houses in the area.
- They get back to you within 24 to 48 hours after the visit.



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STEP 9

Acceptance of the offer to purchase

What the offer to purchase document includes

- The price they offer you for the purchase of the house.
- Various conditions relating to the real estate transaction.

What does the acceptance of the offer to purchase mean

- You agree to sell the house to your buyer according to the terms agreed upon.



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STEP 10

Conclude the transaction

What is a notary for?

- Real estate law has no secrets for notaries.
- The documents they write are authentic before the courts.
- It will prevent you from unpleasant surprises when selling your house.
- They ensure the conformity of all documents.
- They manage the sums of money entrusted to them for the sale of the property.



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Predictable

Real estate photographer

About \$150. Many real estate brokers offer this service for free.

Interior designer

From \$60 \$ to \$150/hour.

Appraiser

The price to appraise a single family home starts at around \$500.

Inspector

Expect about \$400 for a condo and \$550 to \$600 for a detached house. The prices rise to \$725 for a duplex, \$800 for a three-storey triplex and can reach up to \$1000 for a larger property.

Surveyor-geometer

Expect to pay about \$1500.

Real estate broker

A real estate broker's commission is based on a percentage of the price sold and is payable only if your broker sells your property.



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Traps to avoid

- 1 Make sure you choose a broker who is familiar with the industry.
- 2 The property appraiser and the expert responsible for providing you with a certificate of location must be part of the Order of Chartered Evaluators of Quebec (OEAQ).
- 3 Even if it is not governed by a professional order, your home inspector must absolutely have insurance covering errors and omissions in the inspection of buildings.
- 4 Rely on a realistic price when marketing so as not to scare away buyers.
- 5 Evaluate each offer carefully.
- 6 Hire a contractor with an RBQ license to be protected in the event of a dispute.
- 7 Go through a notary so that the real estate transaction is done in the best possible way.
- 8 Hire a broker for peace of mind from start to finish.





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Our programs protections

Without a doubt, buying or selling a property is one of the most important transaction in people's lives today. Your RE/MAX real estate broker is very aware of this, and they work in your best interest to make sure your dream comes true.



The 4 components of the program:



DELAY AND WITHDRAWAL

The Tranquilli-T program protects you in case of a delay in the signature of the Deed of sale or withdrawal.



DEATH

In the event of the death of a buyer and/or their spouse, the seller's transaction will be protected.



LEGAL ASSISTANCE

The Tranquilli-T RE/MAX program gives you access to a toll-free legal assistance service.



SMALL CLAIMS

Up to 3 hours of legal supervision for disputes under the Small Claims Division of the Court of Quebec.

*Certain conditions apply. For more d'information : <https://www.remax-quebec.com/en/tranquilli-t/index.rmx>



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Our programs protections

The Intégri-T program is a guarantee offered to sellers who wish to protect themselves against hidden defects when selling their property. This unique and exclusive guarantee to RE/MAX provides you with financial protection in the event of a claim. If hidden defects are discovered, the Conciliation Service manages complaints and allows the parties to avoid recourse to the courts, which will save you fees, expert fees and time.



DIFFERENTIATION
Enhancement of your property by RE/MAX brokers in order to distinguish it from the competition. A guarantee that attracts and secures potential buyers.



CONCILIATION
A fast and free conciliation service is offered to you in the event of a complaint for hidden defects.



FINANCIAL PROTECTION
A significant reduction in your financial obligations of up to \$ 40,000 for a period of 3 years.

*Certain conditions apply. For more d'information : <https://www.remax-quebec.com/en/integri-t/index.rmx>



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Our programs fiscal

What if mortgage interest on your new personal residence was deductible from your income?

In fact, self-employed workers who are not incorporated are eligible for such an advantage. Following a recent decision by the Supreme Court of Canada, combined with a new administrative position taken by Revenue Canada, these workers may now use the so called “cash damming” technique and therefore convert non-deductible mortgage interest on their personal residence into deductible interest.

Astounding figures

By referring to the table below, we observe that an individual who has chosen to amortize their residential mortgage of \$ 150,000 (at an average rate of 6%) over a period of 20 years, will be able to, over the years, deduct from his income the imposing sum of \$ 106,388.

Mortgage	Amortization period			
	10 years	15 years	20 years	25 years
\$100,000	32 781	51 179	70 925	91 942
\$150,000	49 172	76 768	106 388	137 913
\$200,000	65 562	102 358	141 850	183 884
\$250,000	81 953	127 947	177 313	229 855

By using a 45% tax rate, the taxpayer will eventually be richer by \$47,875 after taxes. In addition, the cost of using this strategy ranges from very low to zero! So...

*Certain conditions apply. For more information:
<https://www.remax-quebec.com/en/conseils/miseapartargent.rmx>

40 km program

Federal and provincial tax regulations say that when an individual moves their place of residence within Canada due to a new workplace or because they will open a business in a new location, they can deduct eligible moving expenses, including the real estate broker's retribution, as long as the new residence (house, rented apartment, condo, etc.) is at least 40 kilometers from the new workplace (whether it's full-time or part-time work).

*Certain conditions apply. For more information:
<https://www.remax-quebec.com/en/conseils/programme40km.rmx>

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THE
RE/MAX
COLLECTION



Others programs

THE RE/MAX COLLECTION

The RE/MAX Collection is a program specially created for luxury properties:



state-of-the-art support throughout the listing and transaction;



production of a high-end printed presentation document, personalized for the property;



distinctive signs in the colors of the program;



enhancement of the property and photos by a team of professionals;



international visibility thanks to the network and specially designed tools: GLOBAL.REMAX.COM

*Certain conditions apply. For more information:
<https://www.remax-quebec.com/en/infos/collection.rmx>

KEY PROGRAM

You have just listed your property with your RE/MAX broker?

You now have the privilege of being a member of the RE/MAX KEY Program! This program will allow you to save on an impressive selection of products thanks to our carefully selected partners..

*Certain conditions apply. For more information :
<https://www.remax-quebec.com/en/infos/collection.rmx>

1. Discover

online exclusive offers especially for you.

2. Shop

the offers in force and buy directly in store.

3. Save money

on a host of products from our participating merchants.



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