



Seller's Counselling Guide

Thank you for considering Magnuson Realty Ltd. to assist with the sale of your property. This guide is designed to help explain the selling process, answer common questions, and help you feel informed and prepared throughout your real estate journey.

Preparing Your Property for Sale

First impressions matter. Buyers often decide how they feel about a property within moments of arriving. Preparing your property may include decluttering, cleaning, minor repairs, staging, lawn maintenance, snow removal, or improving curb appeal.

Pricing Strategy

Pricing a property correctly is one of the most important parts of the selling process. Market conditions, location, condition, recent sales, and current competition all play a role in determining a competitive list price.

Marketing Your Property

Your property may be marketed through the MLS® System, social media, online advertising, signage, professional photography, video, and my local network of buyers and REALTORS®.

Communication During the Listing

Communication is important throughout the selling process. We will discuss your preferred method of communication, whether that is phone calls, text messages, or email updates.

Identification Requirements (FINTRAC)

As required by the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC), real estate professionals must verify and record the identity of their clients. This is a federal requirement designed to help prevent fraud, money laundering, and other financial crimes.

You will be asked to provide valid government-issued identification during the listing process. Your information is handled confidentially and in accordance with privacy legislation.

Plain English Version:

Before I can officially help sell your property, I am legally required to confirm who you are — similar to what a bank or lawyer must do. It is simply part of today's real estate process in Canada.

Seller Representation Agreement (Listing Agreement)

Before your property is listed for sale, we will review and sign an Exclusive Seller's Representation Agreement (commonly called a Listing Agreement).

This agreement outlines:

- The responsibilities of the brokerage and seller
- The term of the agreement
- How the property will be marketed
- How commission is handled
- The services provided throughout the listing and sale process

This agreement formalizes our working relationship and ensures that I am acting in your best interests throughout the transaction.

Plain English Version:

This agreement explains how we will work together, what services I will provide, and what both of us can expect during the sale of your property. I will review everything with you step-by-step and answer any questions you may have.

Possible Seller Closing Costs

Sellers should be prepared for possible costs associated with selling a property, including:

- Real estate commission
- Legal fees
- Real Property Report and compliance letter costs
- Repairs requested during negotiations
- Property maintenance while vacant (grass cutting, snow removal, monitoring, utilities, etc.)

Thank you for the opportunity to assist you with the sale of your property. With over 23 years of real estate experience in the Vulcan area, Magnuson Realty Ltd. looks forward to helping guide you through the process from start to finish.