

REALTY HUB
BROKERAGE



SELLER'S GUIDE





WELCOME

Thank you for considering us to guide you through such a meaningful chapter – the sale of your beautiful home.

This guide was thoughtfully created to give you an inside look at how we work, what to expect, and how we tailor each step to support your unique goals. Because selling a home isn't just about paperwork and price points – **it's about care and confidence** – making sure you feel supported from beginning to end.

Inside, you'll find an overview of the entire journey – from setting the right price and preparing your home, to creating polished marketing, navigating negotiations, and celebrating a successful close. You'll also get a feel for our philosophy: **personalized service, honest guidance, and a hands-on approach that puts your needs first.** We don't believe in one-size-fits-all strategies, because no two

homes – or homeowners – are the same.

We take the time to listen, understand what matters most to you, and build a plan that reflects your comfort, pace, and priorities. You'll never feel rushed or pressured. Our role is to be the experienced, steady hand beside you – offering clear answers, thoughtful advice, and unwavering support from our first meeting to the final handoff of keys.

Whether you're preparing for your next chapter, parting with a place full of memories, or simply exploring what's possible, we're here to guide you with clarity, compassion, and confidence every step of the way.

This is your journey, and we're honoured to be part of it.

Let's get started.



MEET BRITTNEY SEAL

HIGH-VALUE HOMES,
HANDLED WITH HEART

There's nothing quite like the moment you find the one – a home that feels just right. Whether it's your very first place, a new chapter for your family, or a shift toward something simpler and more spacious, I'm genuinely thrilled to help you get there.

At the heart of every home search is a story waiting to be written – and I'm here to help you write yours. It means the world to me to walk alongside you – not just as your REALTOR®, but as a trusted guide and steady voice through every decision, showing, offer, and key handoff. My goal is for you to feel like you've got a knowledgeable friend in your corner – someone who's here to listen, advocate, and make the process feel a little lighter and a lot more exciting.

I bring deep market insight, strong negotiation skills, and a hands-on, boutique approach that puts your comfort first. I only take on a select number of clients at a time, so you always feel heard, cared for, and well looked after.

This is your story, and I'm here to help you write the next chapter with confidence and heart. Let's find you that perfect place – one that fits your life, your needs, and your dreams.

I truly can't wait to get started.

- **Brittney**

SELLING STEP BY STEP

Selling your home is a major milestone. While every situation is unique, this overview highlights the key steps we'll take together. It's designed to provide a sense of structure, clarity, and what to expect so the journey feels calm, confident, and completely tailored to you.

My goal is to ensure you feel supported, informed, and at ease from start to finish.

1

HOME EVALUATION

We'll begin with a walkthrough of your home. This isn't just about features or square footage – it's a chance for you to share what you love most about your space and what makes it special. I'll then complete a Comparative Market Analysis (CMA) to evaluate how your home compares to similar listings and recent sales. Together, we'll use this insight to determine a thoughtful pricing strategy that aligns with the market and with your goals.

2

PREPARING YOUR HOME

A few small updates can make a big impact. We'll walk through your space and identify simple ways to enhance its appeal, like decluttering, depersonalizing, deep cleaning, or taking care of minor repairs. The goal is to make a strong first impression that helps buyers feel an instant connection.

3

STAGING

Staging helps bring your home's full potential to life. Whether it's a few curated touches or a fully furnished transformation, I work closely with one of Regina's top interior stylists to ensure your home feels elevated, welcoming, and move-in ready – allowing buyers to picture themselves living there.

4

LISTING & MARKETING

Once your home is ready, we'll launch a tailored marketing campaign designed to make your listing stand out. This may include:

- A listing on MLS® and other real estate platforms
- Professional photography and cinematic videography
- Branded social media exposure
- Targeted online visibility
- Curated open houses to build momentum and attract serious interest

5

SHOWINGS

This is where first impressions count. I'll support you in keeping your home "show-ready" with simple strategies to help make each viewing feel seamless. The more accessible and inviting your space is, the better chance we have of capturing the right buyer's attention.

6

OFFERS & NEGOTIATIONS

When offers come in, I'll guide you through the details – from pricing and possession dates to any conditions included. We'll weigh each offer carefully and decide on the best approach together, whether that means negotiating, countering, or accepting with confidence.

7

CONDITIONAL PERIOD

This is when the buyer finalizes financing and arranges inspections. Occasionally, they may request repairs or negotiate based on inspection findings. I'll be by your side to manage these conversations with guidance, insight, and your best outcome in mind.

8

CLOSING DAY

The finish line is here! Once all conditions are removed, the sale becomes official and we begin preparing for possession. I'll coordinate with your lawyer, the buyer's team, and all key contacts to ensure everything is in place. From final paperwork to handing over the keys, I'll be right beside you, making sure the transition is smooth, timely, and fully supported.

LOOKING AHEAD

Your home holds meaning, memories, and milestones – and parting with it is never just a transaction. As we move through each stage of the process, my role is to guide you with clarity and care, honouring your journey while helping you step confidently into what's next.



GETTING THE PRICE RIGHT IS ONE OF THE MOST IMPORTANT DECISIONS YOU'LL MAKE WHEN SELLING YOUR HOME.

It affects how quickly your home sells, how many people walk through the door, and ultimately, the kind of offers you receive.



Together, we'll look at a variety of factors to guide our pricing strategy:

- Recent sales of comparable homes in your area
- How many similar properties are currently on the market
- Unique features, upgrades, and overall condition of your home
- Any needed repairs or updates
- The current market climate (whether it's favouring buyers, sellers, or sitting somewhere in between)

Our goal is to price your home with intention, so it stands out, draws real interest, and reflects the full value of what you're offering. With the right strategy, we'll position your home to attract serious buyers and ensure you get the value your home truly deserves.

PREPARING YOUR HOME FOR SALE

When it comes to selling, presentation plays a powerful role, and your home deserves to be seen in its best light.

That's why I invest in thoughtful staging and preparation for every listing. Whether it's a few key updates or a full furniture plan, this service helps highlight your home's potential and create a space buyers connect with from the moment they walk in.

Together, we'll walk through your home and determine what's worth refreshing, rearranging, or removing to create a clean, welcoming feel, without ever losing the warmth of a well-loved and lived-in space. Next, are some of the most effective ways to get started:

HOME PREPARATION TIPS

- Replace burnt-out lightbulbs
- Touch up paint and patch minor scuffs
- Clean thoroughly, including carpets, windows, trim, and surfaces
- Clear off countertops and remove personal items
- Remove extra furniture to create a more spacious, open feel.
- Minimize visible signs of pets or children (toys, hair, odours)
- Keep curtains open and lights on during showings for natural brightness
- Ensure front yard and entry are tidy and inviting – paint the door if needed, sweep the porch, mow the lawn, and tidy garden beds

Staging isn't about making your home look flawless.

It's about creating a space where someone new can picture themselves building a life – just like you once did. With my guidance, your home will tell its story with heart, while making space for someone new to imagine theirs. That emotional connection is what lingers with buyers long after they leave a showing.

These small touches and extra layers of care aren't just about polish; they're part of the full-service experience we take pride in. From presentation to preparation, I'm here to make sure your home feels truly ready for its next chapter, and you feel supported every step of the way.



ELEVATED MARKETING

Make your high-value home a standout property in a crowded marketplace.

Your home deserves more than just exposure – it deserves care, intention, and a strategy that highlights everything that makes it special. From stunning visuals to smart positioning, we focus on what matters most to buyers while staying true to the heart of your home.

Because no two homes are alike, every listing is approached with fresh eyes and a tailored plan. We combine presentation, connection, and expertise to spark interest, create emotional impact, and reach the people most likely to fall in love.

Here's how we do that:



REALTOR.CA LISTING

Your property is featured on Realtor.ca, the most visited real estate site in Canada, where serious buyers – and their agents – are actively searching.

PROFESSIONAL PHOTOGRAPHY

Beautiful, high-quality photos showcase your home at its very best. From lighting to layout, we highlight the spaces that matter most to buyers.

CINEMATIC VIDEOGRAPHY

Video adds emotion and movement, helping buyers picture what it feels like to live in your home. Whether it's the glow of the evening light through the windows or the warmth of the living room, it draws people in and builds excitement.

OPEN HOUSES

Welcoming and well-prepared, open houses offer a valuable chance for buyers to explore in person – especially those who may not have booked a private showing yet

PRINT MATERIALS

From feature sheets to take-home flyers, every printed piece is designed to leave a lasting impression. These beautifully crafted materials help your home stay top-of-mind after buyers walk out the door.

SOCIAL MEDIA EXPOSURE

By sharing your home across well-established channels and networks (like Facebook, Instagram, etc.), we amplify its reach and create shareability – putting your listing in front of a wider audience, faster.

REALTOR-EXCLUSIVE PREVIEW EVENTS

We'll often invite local agents to a special early look at your home. It's a chance to personally showcase its best features and connect directly with professionals who may already have interested buyers in mind.

WHEN DONE
RIGHT, MARKETING
DOESN'T FEEL
LIKE ADVERTISING;
IT FEELS LIKE
CONNECTION.

Every detail we include is intentional and every tool is chosen with care. From cinematic video to printed keepsakes, these extra touches not only elevate your listing, but they also help your listing shine and achieve the result you deserve. It's part of the full-service experience we're proud to offer while making sure your home is seen, remembered, and valued in all the right ways.

FROM OFFER TO OWNERSHIP

The final stretch of selling your home can bring both excitement and emotion. This is the stage where all the preparation, pricing, and promotion pays off – and where we shift from showcasing your home to securing the best possible outcome. With clear guidance and thoughtful communication, I'll help you navigate each step with confidence and care.

HERE'S WHAT TO EXPECT

REVIEWING THE OFFER

An offer includes more than just a price. We'll walk through every detail together – including deposit amount, requested conditions, inclusions or exclusions (like appliances or window treatments), and the proposed possession date – so you understand the full picture.

NEGOTIATING THE BEST OUTCOME

From price adjustments to possession timelines, we'll discuss whether to accept, reject, or counter based on your goals and the current market. You'll always have my professional recommendations, but the final decision is entirely yours.

NAVIGATING CONDITIONS

Most offers include conditions such as:

- **HOME INSPECTION:** A buyer's inspector will assess your home for any issues. Depending on their findings, they may request repairs, a price adjustment, or credits moving forward.

- **FINANCING:** The buyer will confirm their ability to fund the purchase. This may involve mortgage approval, confirming the sale of other assets, or securing alternative financing.
- **SALE OF EXISTING HOME:** Some buyers make their offer conditional on the successful sale of their current property.
- **OTHER COMMON CONDITIONS:** These can include appraisal requirements, review of condominium documents (in the case of condos or townhomes).

I'll be here to help manage conversations and keep things moving forward, always with your best interests in mind.

CLOSING THE SALE

Once all conditions are removed, the sale becomes official. Your lawyer will coordinate the final paperwork, transfer of title, and settlement of closing costs – which may include legal fees, commission, mortgage penalties, and property tax adjustments. I'll keep things organized and clear and work closely with your lawyer and the buyer's team to ensure a smooth handoff.

STEPPING INTO YOUR NEXT CHAPTER

When we reach the finish line, it's more than a transaction – it's a moment worth celebrating. Whether you're saying goodbye or turning the page toward something new, I'll be there to support you every step of the way. Thoughtful service, clear communication, and care for your goals are always at the heart of the process.



TRUSTED SUPPORT, TRANSPARENT COSTS

Every detail of your experience matters, and that includes transparency around commissions. The service you receive reflects a team that's fully invested in your success – bringing added touches, expert insight, and a genuine commitment to making the journey feel supported from start to finish. You're not just selling a home; you're gaining trusted partners who care about the result as much as you do.

UNDERSTANDING COMMISSIONS

Commissions are a standard part of the home-selling process, and they help ensure you have dedicated professionals guiding every step of the way – from listing to closing day.

When you work with a REALTOR® to sell your home, you agree to a commission as part of your service agreement. This is typically paid by the seller and then shared between the two agents involved in the transaction: the listing agent (representing you) and the buyer's agent (representing the purchaser).

While commission rates are negotiable, the most common structure in our market is **a total of 4% of the sale price – split evenly between the two agents (2% each).**

This fee reflects more than administrative work. It represents the experience, strategy, and care that go into presenting your home thoughtfully, attracting the right buyers, and guiding every step of the process with intention and expertise.

If you ever have questions about how commissions work or what they mean for your sale, I'm always here to offer clear answers and honest advice so you can feel comfortable and confident at every step.





TESTIMONIAL

BRITTNEY IS A RAY OF SUNSHINE!

She is a go getter and spent hours door knocking for us in our preferred area. In this tough market she will do everything possible to get you a home. Brittney is an absolute joy to work with and was just as excited with the process as we were. We have worked with other realtors in the past and no one comes close to Brittney's level of enthusiasm and customer service.

AMANDA & MATT

REALTY **HUB**
BROKERAGE



BRITTNEY
SEAL REALTOR®

306 527 4817
info@brittneyseal.com

www.brittneyseal.com