



# SELLER'S HANDBOOK



SHAMBEL  
MULUNEH



## ABOUT ME

I was born and raised in the rural part of Ethiopia and now call Brandon home. I have lived in Brandon since 2013 with my supportive wife and my two daughters. I like to provide outstanding customer service to my clients in their home buying and selling needs. Fluent in both Amharic and English language, I have also a Civil Engineering background and am a member of Engineers Geoscientist Manitoba, as well as a licensed Wastewater Treatment Operator with Manitoba Sustainable Development. I have been working in the service industry in the community of Brandon since 2014. Currently, along with Sutton-Harrison Realty 's innovative Technology, my civil engineering background, real estate knowledge and a hard work ethic, I will do whatever takes to achieve your real estate goals.



## ABOUT SUTTON

Sutton is a national real estate company with over 200 offices across the country.

- We are 100% Canadian owned
- We have been in business since 1983
- Today, we have grown to more than 8,900 salespeople



Sutton-Harrison Realty is a highly recognized and respected real estate company in Brandon and surrounding area. The Sutton team is made up of highly motivated professionals working in all aspects of the Westman real estate market - residential, condominiums, commercial opportunities, farms, acreages and recreational properties.

Sutton-Harrison success is built on: developing long-term relationships, a focus on individual customer needs, and an understanding of the current local real estate market.

We have offices located in Neepawa, Russell, Ste. Rose, Virden and Moosomin. We currently have a team of over 25 agents who truly DO work as a team. When you hire a Sutton agent, you get an entire team working to sell your property.

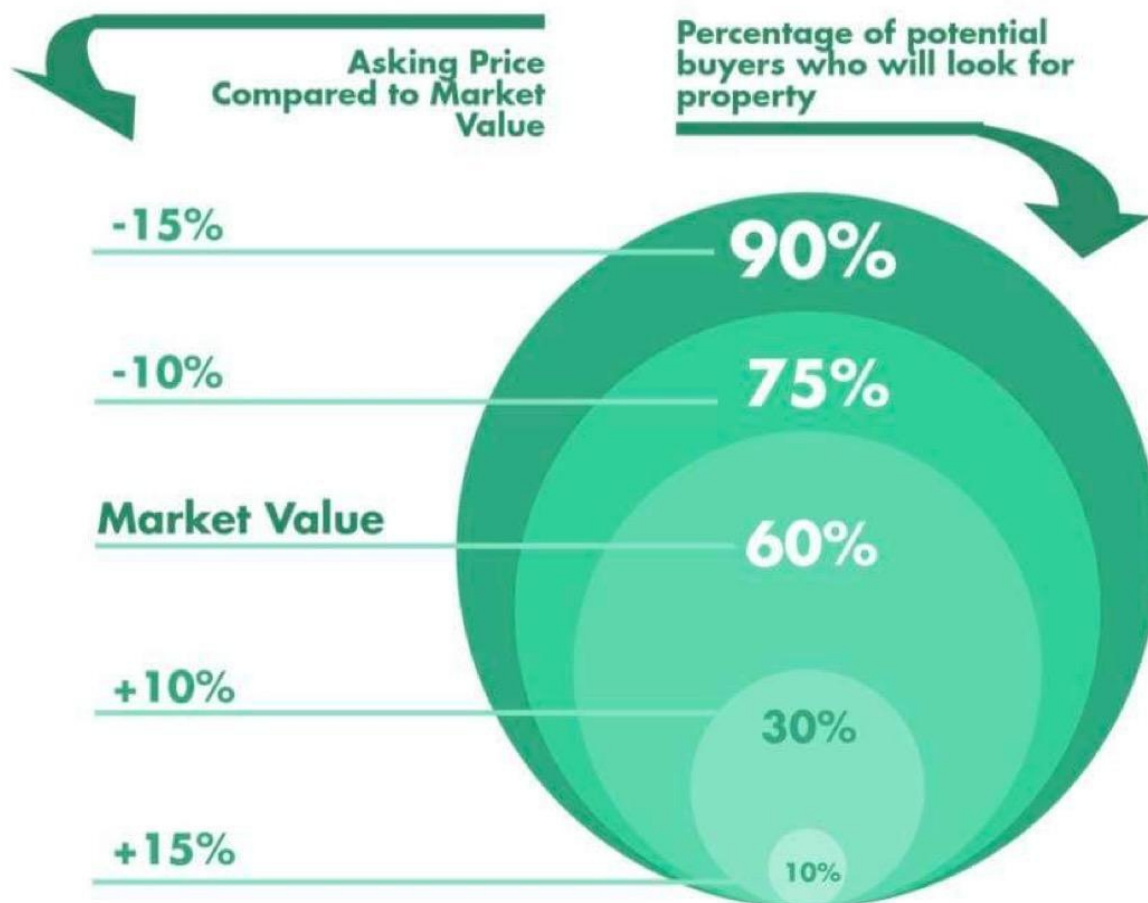




# POWER OF PRICING

Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Asking price compared to market value % of potential buyers who will look at the property:







# MY GUARANTEE TO YOU

**A Competitive Asking Price:** I WILL complete a walkthrough of your home and discuss with you, its strengths and weaknesses. I will then provide you with a Comparative Market Analysis, taking into consideration economic factors and current market trends. Together, we will list your property at a competitive price.

**Active Marketing of Your Home:** I WILL develop a plan that is specific to your home that will provide the best results.

**Providing You with Up-to-Date Information:** I WILL keep you informed of all aspects of the sale of your home, including feedback I receive from other REALTORS® and their buyers.

**Sales Negotiations:** I WILL review all offers with you personally and explain the contract details. I will point out their strengths and weaknesses and assist you in the negotiation process to help you get the best price for your home.

**Post Sales Service:** I am working for you every step of the way. I WILL provide you with information to assist you and your family in all your real estate needs. I will follow up with you after you and your family are settled into your new home. I will also keep in contact with you through my newsletters published throughout the year. Should you ever have a real estate question or are in need of our professional real estate services, I want to be your first call.

**A Termination Clause:** I am COMMITTED 100% to helping you and your family. If you are not completely satisfied with my services, you may terminate the balance of the listing at any time, by giving notice to myself or the Sutton office.

## CLOSING COST OUTLINE

### Land Transfer Tax & Lawyers Fees:

Land Transfer Tax is always paid by the buyer in a any transaction. Lawyers fees for you on the selling side should be as follows: Fees, disbursements & taxes: Approximately \$1000 (\$700 for fees and the rest is disbursements (land titles fees, discharge of mortgage, law office file and paperwork fees).

### Property Taxes:

In all transactions, either the buyer or the seller (or their respective mortgage holder, where applicable) pays the annual tax bill to the City or Municipality. These costs are adjusted on closing and pro-rated to the day. This is done so that you're only paying taxes for the time period that you own the house.

### Real Estate Commissions:

Upon completion of the transaction, the seller's lawyer must deduct the commission from the purchase price.

GST: GST is not payable on land transfer tax or land titles costs, but is payable on some legal fees and commission.

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# MARKETING

## Market Research:

Combined with my knowledge and experience in the market, I gather research to create a Comparative Market Analysis to price your home strategically.

## Multiple Listing Service (MLS):

Your home will be posted to the Canadian Real Estate Association's National website. Listing with me ensures that every potential buyer will have access to your listing information.

## Sutton Referral Network:

There are over 8000 Realtors coast to coast in our National team, and 30+ Realtors in our Brandon office who I work with closely.

## REALTOR® Open House:

I will host a REALTOR® open house in order to give all of the registered agents in Brandon a chance to preview your home for their buyers.

## Multimedia:

A picture is worth a thousand words. High quality photos create a positive first impression and attract buyers to your home. The multiple listing service (MLS), allows us to use up to 20 photos to market our listings. Great pictures & the use of multimedia are the number one key to getting your property sold. Over 90% of buyers are viewing your home online and if the pictures and video don't attract them, they simply will not call. I have invested in professional multimedia equipment to make your home's listing shine above the rest. I take photos with a professional SLR camera. I also offer a unique virtual tour of your home taken with 4K Ultra HD video quality. I use a high-quality drone to capture birds eye view images and video of your property. The photos and video I take will be viewable not only on MLS and realtor.ca, but on several social media platforms and multiple online sites, including Facebook, Instagram, TikTok, Twitter and YouTube.



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# OPEN HOUSES



With your approval I will host public open houses. This classic technique is proven to get traffic through the home. This gives me a chance to have one-on-one time with current buyers in the marketplace and an opportunity to "talk up" your home to them. High quality and detailed features sheets will be given out at all open houses and an advertisement will run in the Brandon Sun prior to the open house taking place.

Aside from public open houses, I will first host a Realtor open house with your approval. This give all the Realtors who are a part of the Brandon Real Estate Board, a chance to view your home and see if it would be suitable for any of their current clients or upcoming buyers. After all open houses and any showings that take place, I will provide you with the direct feedback that was given.

Every home is unique - this means it needs to have it's own unique marketing plan. Together we'll figure out what method will work best to sell your home.

Feature Sheets: Feature sheets complete with color photos will be created for buyers to take home to remember the important details of your home.

Websites: Your home will be seen on realtor.ca, breb.mb.ca, suttonharrison.com and more!

Social Media.

Lawn Sign. Your best marketing tool is a sign on your lawn to let people know your home is for sale! Print Advertising. I will utilize local print media.

With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to potential buyers.

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# SELLER TIPS



## General Maintenance

- Oil squeaky doors
- Tighten door knobs
- Replace burnt out lights
- Clean and repair windows
- Touch-up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets

## Spic and Span

- Shampoo carpets
- Clean washer, dryer and tubs
- Clean fridge and stove
- Clean and service furnace
- Clean and freshen bathrooms
- Toys - put away

## The Spacious Look

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

## Curb Appeal

- Cut lawn
- Trim shrubs and plants
- Weed and edge gardens
- Pick up any litter
- Repair gutters, eaves and down spouts
- Touch-up exterior paint

## The Buying Atmosphere

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes during the day
- Play quiet background music
- Fresh but not overpowering scents
- Keep pets outside or kennelled

## The First Impression

- Clean and tidy entrance
- Functional doorbell
- Clean and tidy garage
- Walkways cleaned (cleared in winter)

1. A REALTOR® is able to obtain you more net dollars for your property than if you tried to sell yourself.
2. Statistics prove that your home will sell faster when you use the services of a Realtor.
3. Listing your home with me and the MLS system, gets you the widest possible exposure to potential purchasers.
4. The Sutton team and I have the experience, skills, and resources to market your home effectively.
5. I am capable of assessing market conditions and property values on a daily basis.
6. As a licensed Realtor, I have been educated on the real estate laws and regulations and am trained to put together a legally binding contract.
7. Negotiating price is an art. I will negotiate objectively to get you the best price for your home.
8. I am available 7 days a week to show your home and answer any questions.
9. I can provide the latest information on mortgages and am aware of many options available for financing the sale.
10. The majority of qualified buyers are generated by real estate agents through their network of clients via various marketing activities, referrals and past customers.

Please take the time to prepare a list of the great features of your property and the benefits you have enjoyed over the years. By completing this list, you will help make your listing the best it can be!

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