

# Seller's Guide

Prepared By:

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## **BIOS: JANE & VINCENT CYR**

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# INTRODUCTION

One of the biggest questions people have about real estate is when's the right time to sell? There are many deciding factors that go into the timing of selling a home, ranging from financial, practical, and personal needs.

This decision is not made casually. You may be asking yourself:

- Is it the right time to sell?
- How much are we going to sell the house for?
- Will we be able to get the proceeds we are looking for?
- What do I need to do to prepare the home?
- Where are we going to move to?
- And many more.....

This guide is intended to answer some of these questions and help you understand the process.

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# IS IT THE RIGHT TIME TO SELL?

The housing market often fluctuates. Is it a buyer's market or is it a seller's market? When you are ready to sell your home, it is the right time. Market conditions should not be the only factor in your decision.

Here are some questions to ask yourself:

- **Do you need more space to accommodate your family?**
- **Are your children grown and moved out? Do you have more house than you need?**
- **Where do you want to move? Do you have a neighborhood in mind?**
- **How much house can you afford?**
- **How much equity do you have in your home?**

Answering these questions will help you understand the why behind selling your home. Rightsizing, relocation, change in life circumstances, financial reasons, these are all circumstances that will impact the goals and objectives.

Understanding the decision will help you and your agent build a plan that works for you. This plan will include the timeline, preparation and strategy to get your home sold as quickly as possible while providing the maximum net proceeds.

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# CHOOSING AN AGENT

Choosing the right agent is important. Agents will bring their market expertise and experience to you. Agents are active in the field and know what is available in the market, what is selling in the market and what buyers are looking for. Use an agent as your guide to getting this process complete.

What do you look for in an agent?

- Someone you can trust.
- An agent with a proven track record.
- Agents with certification in the field. These agents are always developing their professional skills and stay current in the marketplace.
- Ask for case studies and **testimonials**.



The right agent will be able to:

- Negotiate on your behalf.
- Provide you with a plan specific to your home and based on current market information.
- Provide a broad marketing plan to get your home viewed by as many potential buyers as possible.
- Provide you with a professional presentation of your home to the market.

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# PREPARING TO SELL

Once you have the detailed plan to sell your home, it is now time to prepare your home. This stage is very important. The preparations help potential buyers see themselves living in your home.

Be prepared to hear honest, sometimes critical, feedback about your home. Be prepared to not make it personal. The potential buyer needs to see themselves in your home.

Take some time to walk through your home and think from a buyer's perspective, what would you want to see? The sale of your home will happen twice, first online, the second upon showing.

A good Real Estate Agent will work with you to provide you with a **plan to position** your home in the marketplace. so it is attractive to potential buyers.

**88%**

of Buyers search for  
a home online  
before finding an  
agent

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# PRICING YOUR HOME

There are three main factors that go in to pricing your home. The factors are:

- Condition of your home
- Location of your home
- Current real estate market conditions

It will be important to keep all of these factors in mind when pricing your home. An agent will be able to bring their expertise into recommending the listing price for your home.

An agent will provide you with a competitive market analysis of your home.



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# FROM CONTRACT TO CLOSE

When an offer has been on your home, the agent will be your expert and guide to get you from contract to close as seamless as possible. An agent can help explain to you the details of the offer, understanding the agreement that you will be signing is important. The following steps are what your agent should provide:

- Strategic Approach To Offers
- Negotiate to Obtain Best Terms and Conditions
- Vetting the buyer(s)
- **Negotiating Inspections / Repairs**
- **Appraisal Process**
- Conveyance (preparing the home for transfer of title)
- Settlement





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# NEXT STEPS

Congratulations! You have just taken the first step to preparing to sell your home.

This guide should have provided you with the tools needed to get you started.

Your next steps are to continue this journey and talk to agents that can help guide you through the **process**.

**The Cyr Team** would love to hear from you. We are a full service, full fee, full results real estate team. We understand that selling a home is more than just a transaction: it's a life-changing experience. That's why our team of highly-seasoned real estate professionals is dedicated to providing exceptional, personalized service for all of our clients. We take great pride in the relationships we build and always work relentlessly on the your behalf to help you achieve your real estate goals.

We look forward to hearing from you!

*Vincent & Jane*



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## Jane Cyr Realtor

Jane is Co-Ceo at The Cyr Team at Keller Williams Real Estate – West Chester.

Jane grew up in many parts of the country and world as her father was in the Air Force. She became skilled at developing relationships quickly as she would often have to move within a year. Her family settled in the Buffalo area when her father retired from the Air Force. Possessing a strong work ethic since her teenage years, she has always had a penchant to jobs that involve people and customer service. Having moved as a child, and experiencing relocation for Vince's job, she understands the challenges of running a household, raising children, and getting everyone in the family acclimated to their new surroundings. Her real estate career is a culmination of relationship building, empathy with her client's situations and needs, and her ability to manage multiple projects at the same time. She had successive year-over-year sales performance improvement and eventually became manager of one her broker's offices.

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Our team delivers superior client care to those looking to buy or sell real estate. We bring a structured, process-driven approach to bring consistency and clarity to a real estate transaction. Located in SE Pennsylvania, we are licensed in PA, DE, and NJ to better serve the tri-state area. As part of the Keller Williams family, the nation's largest real estate company, we leverage our superior technology platform, deep agent relationships, and our passion for excellence to deliver results for our clients.

## Vincent Cyr Associate Broker

Vince is the CEO and Team Lead for The Cyr Team at Keller Williams Real Estate – West Chester.

Growing up in the Buffalo area, one learns from the harsh weather that reliance upon each other is a vital part of community. That concept is ingrained in Vince's DNA – reliable – dependable – someone you can count on. His work ethic was instilled in his early youth and exists today in his constant pursuit of improving the value and service he delivers to his clients. With a background in business, technology consulting, and running his own companies, Vince applies those skills to understand how best to position and market our client's properties. He brings a project management approach to every home that is specific and unique to that property. An avid pursuer of knowledge and improvement, he is an avid reader, is fitness and health conscious, and is active in his community.

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