PROPERTY SELLER GUIDE

REAL ON RISE INTERNATIONAL REALTY INC.

SELLING REAL ESTATE

- | The Official Home seller Guide from ***Real on Rise International Realty Inc.***

Let’s Get Real — On Rise.

Selling your home isn’t just a transaction — it’s a turning point. At **Rise International Realty Inc.**, we’re not in the business of *“Listing Homes”*, we’re in the business of getting them ***“Sold”.***
Strategic sales & Strong returns — your all-in-one home seller guide designed to give you the edge in today's market.

- | Why Seller’s chose to work with ***Real on Rise International Realty Inc.***?

Real on Rise International Realty Inc., we believe that **real estate is more than contracts and commissions — it’s about connection, clarity, and confidence**.

Our Brokerage is not about gimmicks or generic service. We’re a **locally rooted, globally aware** brokerage driven by innovation, market expertise, and a people-first approach.

We deliver:

- ✅ Strategic pricing backed by data
- ✅ Local expertise with global reach
- ✅ Modern marketing tools & professional staging
- ✅ Negotiation mastery
- ✅ Hands-on support from list to close

When you partner with us, you're getting **more than a listing agent** — you’re getting a **results-driven team committed to your success**.

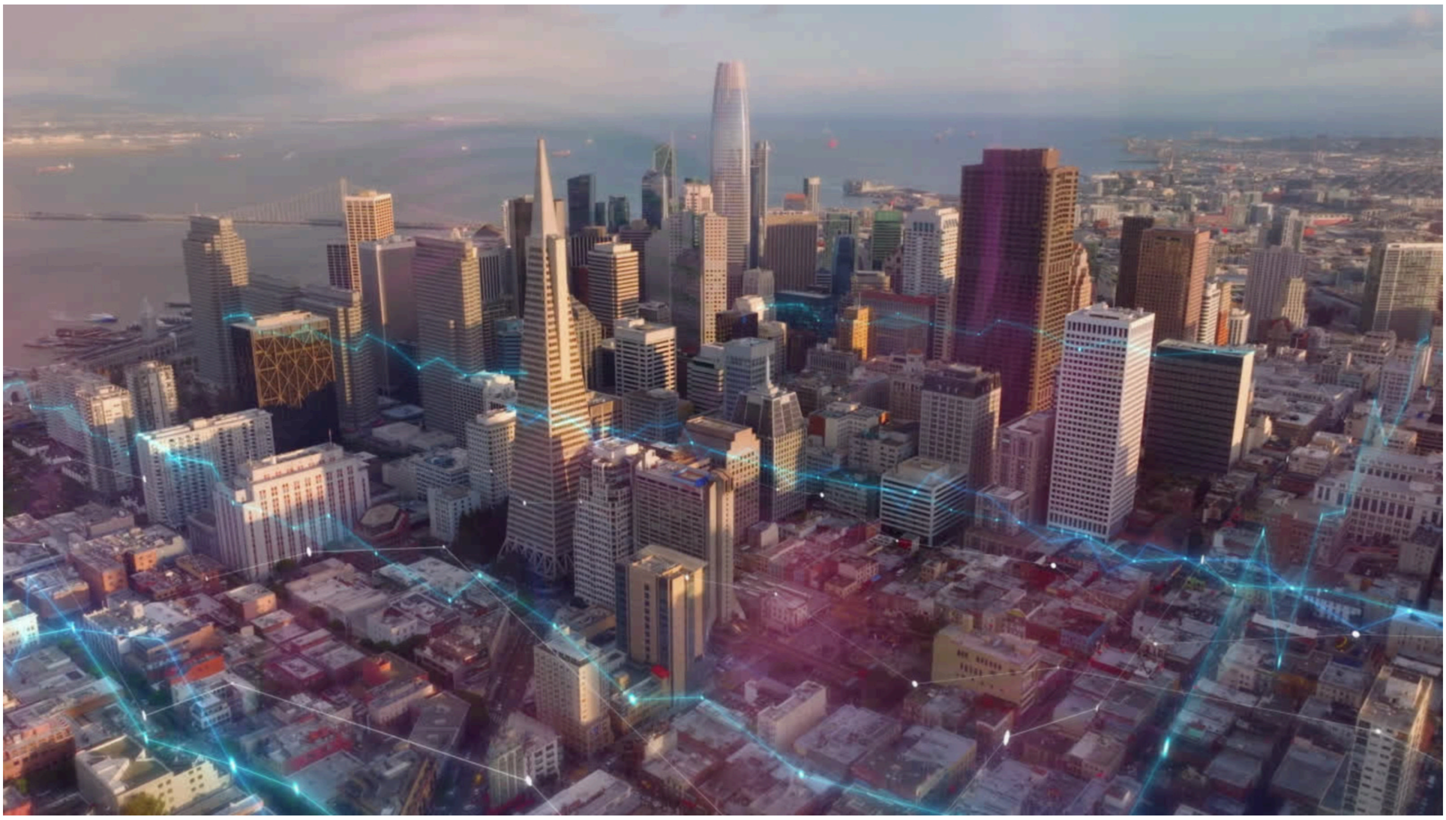
BUILT ON TRUST, BACKED BY RESULTS

- | Your Selling Roadmap

Selling a home can feel overwhelming — but with **REAL ON RISE**, you're in control and informed. We walk with you through every step:

What's Inside:

- How to choose the right listing agent
- What to do (and what not to do) before listing
- Expert staging tips
- Smart move-up strategies
- Must-know real estate terms
- How Rise International Realty supports every phase of your sale



SELLER REPRESENTATION

- | Choosing the Right Real Estate Partner

(And Why Sellers Trust ***Real on Rise International Realty Inc.***)

Selecting the right real estate professional is one of the most important decisions you'll make in the selling process. Your agent directly impacts your pricing strategy, market exposure, negotiation outcomes, and overall experience — so it's critical to work with someone who leads with both expertise and strategic precision.

At **Real on Rise International Realty Inc.**, our agents are **results-oriented professionals** equipped with the tools, insights, and experience necessary to position your property effectively in today's competitive market.

When interviewing agents, consider the following key questions to ensure you're aligning with the right advisor:

- How many listings have you sold in the past ***12-24*** months?
- What was your average days-on-market and list-to-sale price ratio this year?
- Can you provide a track record of recent listings and sales?
- What marketing services do you offer beyond the MLS?
- How do you determine the ideal listing price for a home like mine?
- How do you qualify buyers before showings or offers are presented?
- How often will I receive updates on showings, buyer feedback, and market activity?

At Real on Rise International Realty Inc., our agents deliver more than just listing support — they provide:

- Strategic property positioning backed by comparative market analysis (CMA)

- On-demand property valuations and listing performance reports
- Targeted marketing strategies with data-driven reach
- Proactive communication at every stage of the sale

Choosing **Rise International Realty Inc.** means aligning your sale with a **brokerage that prioritizes precision, professionalism, and measurable success.**

SELLER DO's & DONT'S

- | What to Do — & What to Avoid — When Preparing Your Home for Sale

DO: Set yourself Up for a Strategic Sale

1. Prepare Financially
Understand all projected costs — including commissions, staging, legal, and potential closing adjustments. Don't be lured by unrealistic discount services that may cost more in the long run.

2. Declutter and Deep Clean
Present your home in its best light. Cleanliness signals care. Remove personal items, excess furniture, and anything that distracts buyers from seeing the property's full potential.

3. Make Targeted Upgrades
Small investments can yield strong returns. Focus on cosmetic improvements like lighting, hardware, paint, or curb appeal — the updates buyers notice.

4. Organize Property Documents
Keep all documentation easily accessible: disclosures, receipts for improvements, utility bills, warranties, manuals — anything that provides clarity and builds buyer confidence.

5. Stay Open to Feedback
Market responses — even if critical or lower than expected — are data, not personal. Use them to refine your strategy with your agent.

DON'T:

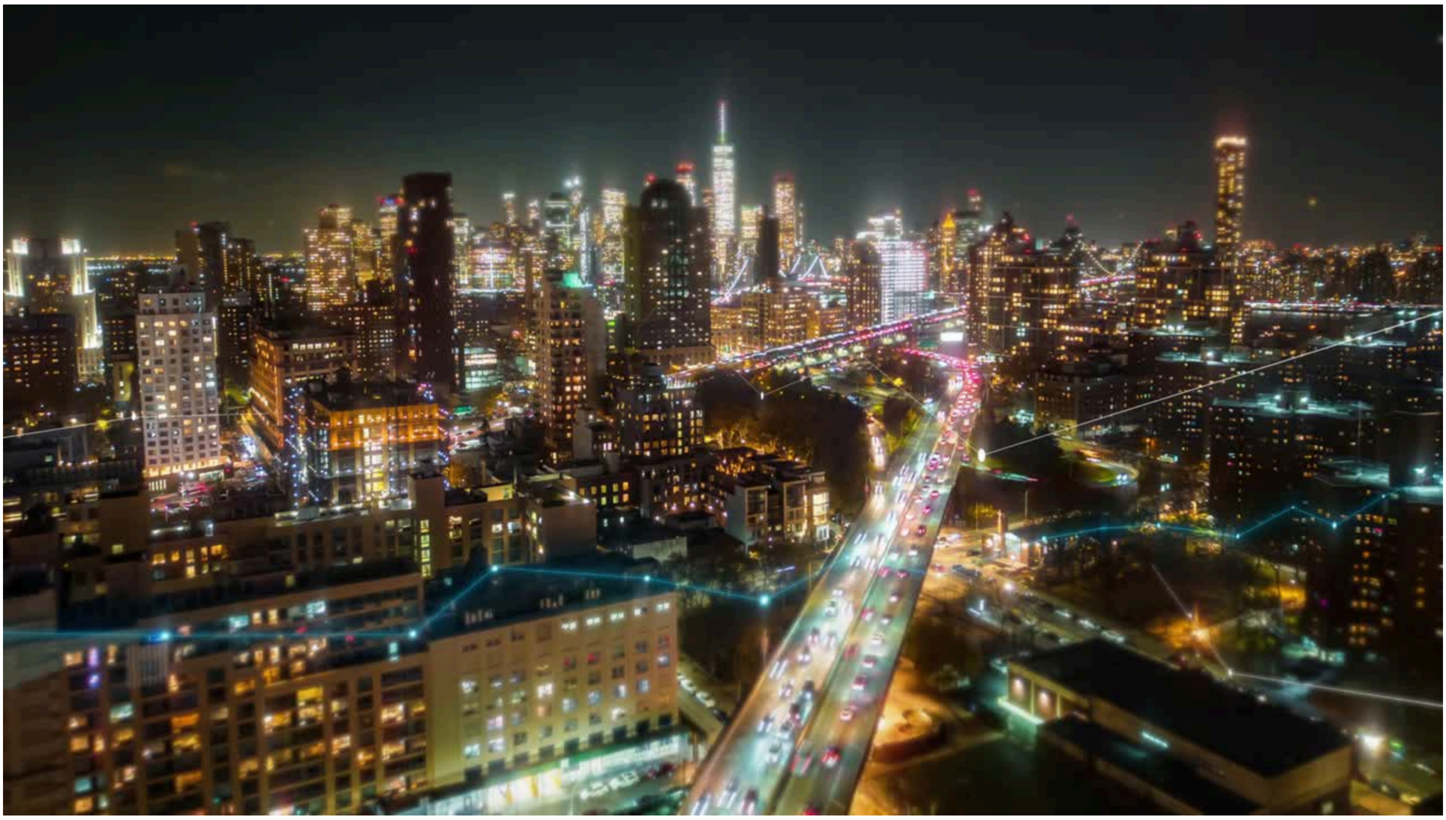
1. Let the Home Slip
A property that shows poorly sends the wrong message. Maintain cleanliness, curb appeal, and temperature control throughout the listing period.

2. Rush the Process
Market timing matters. Lean on your agent's expertise to avoid premature pricing decisions or ill-timed listings.

3. Be Present During Showings
Buyers need space to imagine the home as theirs. Step out, and let them explore freely — without pressure or distraction.

4. Disregard Market Data
Overpricing can stall your listing. Competitive pricing — based on current market conditions — keeps you in play.

5. Assume It's All on the Agent
This is a collaboration. While your agent handles the strategy, marketing, and negotiations, your responsiveness, flexibility, and engagement also drive results.



DECLUTTER WITH PURPOSE

- | The Rise Method for Pre-Listing Preparation

A clean, well-organized home shows better, photographs better, and sells faster. At Real on Rise International Realty Inc., we recommend a strategic approach to decluttering — one that creates space and showcases your home's best features.

The REAL ON RISE 3-Step Declutter Strategy:

1. Pack It (Store the Essentials You Don't Need Daily)
Set aside rarely used, seasonal, or personal items — such as holiday décor, keepsakes, off-season clothing, and bulky kitchen appliances. Consider using offsite or portable storage to keep your home streamlined during showings.

2. Donate It (Give Useful Items a New Life)
Furniture, clothing, toys, or décor that no longer serve your space — but are still in good condition — can be donated to local charities. Many offer free pickup services to make it even easier.

3. Discard It (Remove What No Longer Belongs)
Broken, outdated, or non-functional items should be properly disposed of. Check with your municipality for recycling or hazardous waste guidelines. For larger cleanouts, a dumpster rental may be worthwhile.

- | Six Simple Staging Hack

1. **Fix visible flaws** (squeaky doors, chipped paint).
2. **Minimize furniture** to make rooms feel larger.
3. **Deep-clean** every room — especially kitchens and bathrooms.
4. **Light it up** — open curtains, replace bulbs.
5. **Neutralize the space** with soft paint tones and minimal décor.
6. **Boost curb appeal** with fresh landscaping and a clean entrance.

Pro Tip: Decluttering isn't just about cleaning — it's about **creating space for buyers to envision their future.** Less clutter means more impact.

FOR-SERVICE PROPERTY MANAGEMENT FOR SELLER'S

- | Additional Services We Offer to Simplify Your Sale

At Real on Rise International Realty Inc., we understand that preparing a home for sale can be overwhelming. That's why we offer **property management support** to assist with cleaning and decluttering — tailored to each individual listing and the specific needs of your home. Fees for these services vary based on the scope of work required.

In addition, our network of trusted affiliated professionals provides **renovation and handyman services** to address repairs, upgrades, and improvements that can enhance your property's appeal and market value.

STRATEGIC GUIDANCE FOR RELOCATING OR REINVESTING SELLER'S

- | Sophisticated Solutions for Established Property Owners

Whether you're relocating for professional or personal reasons, or reinvesting in a property that better aligns with your long-term goals, selling your current home while purchasing another introduces complex timing, financial, and market dynamics.

At **Real on Rise International Realty Inc.**, we offer tailored strategies for established homeowners navigating this next chapter — ensuring a smooth, coordinated transition backed by experienced, results-driven representation.

Sell First, Then Buy

This approach is often preferred by sellers who require the proceeds from their current home to fund their next purchase. It's also ideal for those seeking financial clarity before committing to a new investment.

Advantages include:

- Eliminating the risk of carrying two mortgages
- Establishing a defined budget for your next acquisition
- Reducing the likelihood of price reductions under time pressure
- Improving negotiation strength as a well-positioned buyer

Although this strategy may require temporary housing or storage solutions, it provides greater financial control — especially in fluctuating markets or when relocating to higher-priced areas.

TIMING AND ALIGNING YOUR SALE & PURCHASE

- | Expertly Managing Both Sides of Your Transaction

Coordinating the sale of your current home with the purchase of your next property can be a complex process — particularly when you're dealing with three interconnected timelines: your own, your buyer’s, and your seller’s. Each party may have different contingencies, financing schedules, or move-out requirements.

Executing both transactions on the same day — or in close proximity — requires detailed planning and a high level of flexibility. To do this successfully, you’ll need to:

- Secure mortgage pre-approval
- Begin organizing and decluttering early
- Research your target markets in advance
- Prepare for potential short-term solutions (storage, rentals, bridge loans)

At **Real on Rise International Realty Inc.**, our agents are trained to manage these dual timelines with strategic precision — so your transition is smooth, and your interests are protected on both ends of the deal.

- | Buy First, Then Sell

A Confident Approach in Competitive Markets

If you're purchasing in a seller's market — where inventory moves quickly — buying first may be the most effective strategy. This approach gives you the time and freedom to:

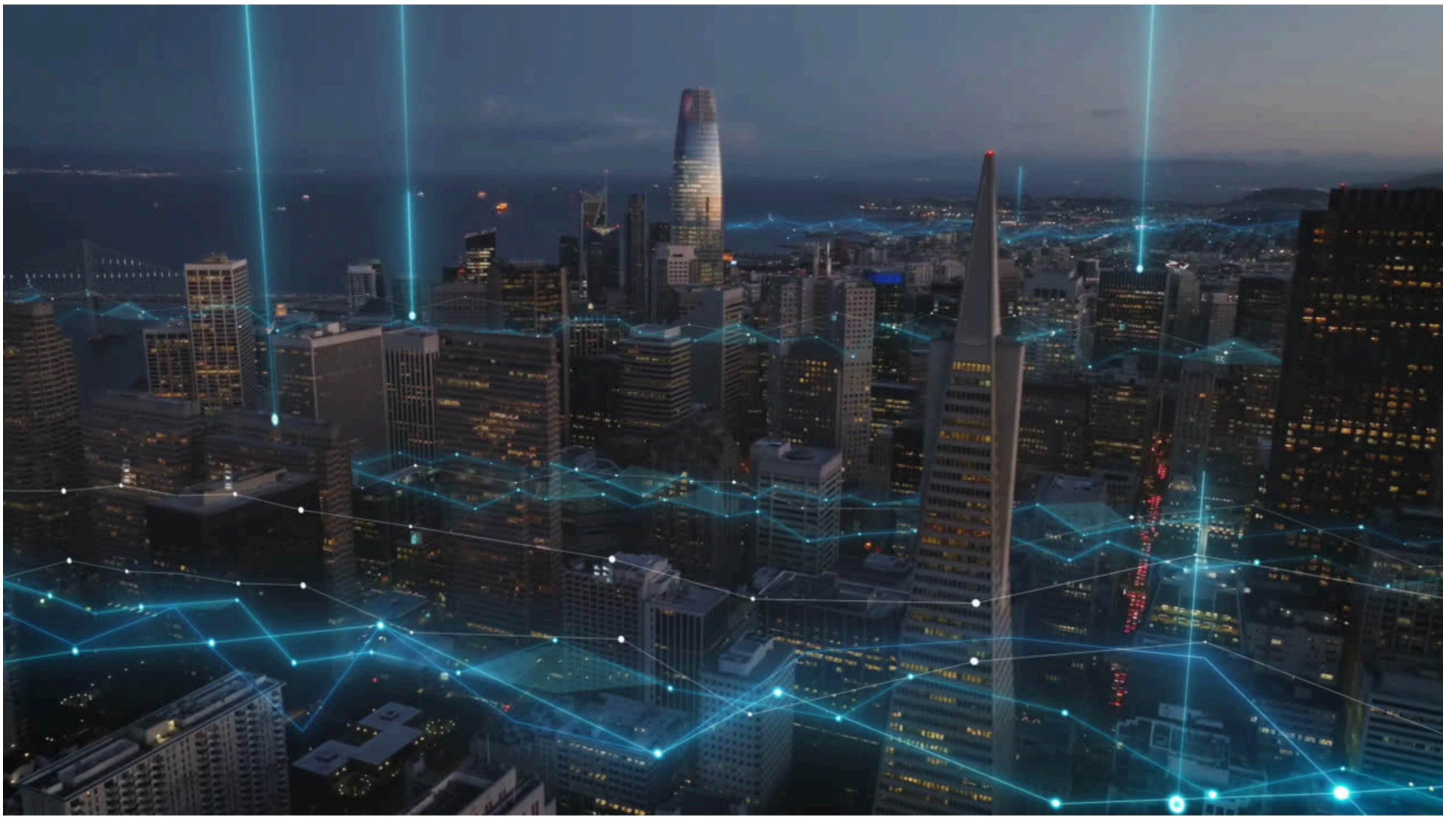
- Secure a new home that truly meets your needs
- Avoid settling or overpaying due to pressure
- Stay in your current home while preparing it for market
- Eliminate the stress of temporary housing during your search

This strategy typically requires bridge financing or the ability to carry two properties short-term. Rise agents can connect you with trusted mortgage professionals and assist with financial planning.

The Right Strategy Is the One That Works for You

Whether you choose to sell first, buy first, or align both transactions, your decision should be guided by your financial readiness, timeline flexibility, and the current market landscape.

With **Rise International Realty Inc.**, you're not navigating this alone. You'll have a dedicated real estate professional managing your next move with confidence, precision, and care — every step of the way.



WHAT’S YOUR STYLE ?

Home Seller’s Glossary — Real on Rise Edition

Key Terms Every Seller Should Know.

- **Asking Price**
  The initial price at which a property is listed for sale. It reflects the seller’s expectations but may differ from the final **selling price**, which is determined through negotiation and agreement.
- **Balanced Market**
  A real estate environment where the number of buyers and sellers is relatively equal. Homes typically sell within a reasonable timeframe, and prices remain stable without significant fluctuations.
- **Bridge Financing**
  A short-term loan used to “bridge” the financial gap when a homeowner purchases a new property before selling their current one. Common in fast-paced markets where immediate purchasing power is needed.
- **Buyer’s Market**
  Occurs when inventory (homes for sale) exceeds buyer demand. Sellers may face longer listing times and increased competition. Buyers typically have more leverage and room for negotiation.
- **Chattels**
  Moveable personal items that are not permanently attached to the property, such as curtains or furniture. Unless specifically included in the agreement, chattels do not transfer with the sale.
- **Closing**
  The final step in the real estate transaction. Legal ownership transfers from seller to buyer once all conditions are met, funds are exchanged, and keys are handed over on the **closing date**.
- **Contingencies**
  Conditions written into a purchase agreement that must be satisfied for the transaction to proceed. Common examples include financing approval or a satisfactory home inspection.
- **Counteroffer**
  A response to an initial offer that includes changes to terms such as price, closing date, or included items. Negotiations may involve multiple counteroffers before both parties reach an agreement.
- **Curb Appeal**
  The first impression a home makes from the street. Includes landscaping, exterior maintenance, entryway design, and visible upgrades. Strong curb appeal attracts more buyers and often increases perceived value.
- **Comparative Market Analysis (CMA)**
  A professional report that evaluates recently sold, active, and expired listings in your area to estimate the fair market value of your home. A Rise agent uses a CMA to price your property strategically and competitively.
- **Fixtures**
  Items permanently attached to the property (e.g., built-in appliances, lighting, shelving) that are included in the sale. If any fixture is excluded, it should be removed before listing or clearly noted in the Agreement of Purchase and Sale.
- **FSBO (For Sale By Owner)**
  A sale where the homeowner opts not to use a licensed real estate professional. While this may seem cost-effective, FSBO sellers often face challenges with pricing, marketing, negotiations, and legal compliance.

- **Home Value Estimator**
  An online tool that gives a general estimate of a property's worth based on publicly available data. It is not a substitute for a professional CMA, which accounts for current market conditions, property upgrades, and local nuances.
- **MLS (Multiple Listing Service)**
  A cooperative database used by licensed real estate professionals to list properties, share information, and maximize exposure across multiple platforms and brokerage networks.
- **Offer**
  A legally binding agreement outlining the buyer's proposed terms for purchasing the property. Offers may include contingencies, such as financing or inspections, and can be accepted, rejected, or countered by the seller.
- **Seller's Market**
  Occurs when buyer demand exceeds housing supply. Homes typically sell faster and may receive multiple offers, often at or above asking price. Strategic pricing and presentation are crucial in this environment.
- **Staging**
  The process of preparing a home for sale to highlight its best features. This may involve decluttering, neutralizing décor, making small repairs, and rearranging furniture — all aimed at helping buyers envision themselves in the space.

🏁 Your Next Move Starts Here

Selling your home isn't just a transaction — it's a transition. With *Real on Rise International Realty Inc.*, you gain more than market expertise. You gain a trusted partner to lead you through every phase of your real estate journey — with clarity, confidence, and results.

Ready to Rise?
Contact your local Rise agent today to schedule your personalized listing consultation.

Strategic Sales, Strong Returns
Powered by Rise International Realty Inc.
Real People. Real Estate. Real Results.

ADDITIONAL TIPS TO CONSIDER

1. Explore Tax-Deferred Exchanges (1031 Exchange)

If you are selling an investment property, consider a 1031 exchange to defer capital gains taxes by reinvesting proceeds into a like-kind property. Consult with your tax advisor and your Rise agent to understand the timing and requirements.

2. Avoid Panic Selling with Balloon Loans

If your mortgage includes a balloon payment, proactively plan your sale strategy well before maturity to avoid last-minute pressure. Early coordination with your Rise agent and financial advisor can prevent forced sales at unfavorable prices.

3. Respond Promptly to Legal Notices (Lis Pendens or Foreclosure)

Receiving a notice of Lis pendens or foreclosure requires immediate action. Work closely with your agent and legal counsel to assess options such as short sales, loan modifications, or refinancing to protect your equity and credit standing.

4. Consider Cash-Out Refinancing to Fund Upgrades

A cash-out refinance can provide liquidity to finance necessary repairs, renovations, or staging enhancements that increase your property's market appeal and value, potentially leading to higher sale prices.

5. Maintain Market Awareness and Avoid Overpricing

Stay informed on current market conditions and comparable sales. Overpricing can result in extended time on market and lost buyer interest. Your Rise agent will provide comprehensive market analysis and pricing strategy tailored to your property.

6. Strategically Manage Transaction Timelines

Coordinate your purchase and sale dates carefully to minimize carrying costs and avoid gaps in housing. Flexibility and precise timing can mitigate financial risk and ease transition challenges.

7. Professional Preparation and Presentation

Invest in professional photography, staging, and marketing to showcase your property's best features and attract qualified buyers quickly.

8. Maintain Open, Transparent Communication

Keep all parties informed throughout the transaction. Prompt responses to offers, inspection reports, and contingencies help prevent delays and misunderstandings.

9. Engage Trusted Advisors Early

Work with your Rise agent alongside legal, tax, and financial professionals to develop a comprehensive plan tailored to your unique situation, optimizing outcomes and minimizing risks.

10. Plan Your Next Move with Confidence

Whether relocating or reinvesting, aligning your sale with your broader financial goals is essential. Your Rise agent will provide expert guidance on market conditions, financing options, and strategic timing to support your objectives.

IMPORTANT DISCLAIMER

The information in this guide is for educational and informational purposes only—not legal or financial advice. Although we take care to ensure accuracy and currency, we cannot guarantee completeness or timeliness. Real estate laws, practices, and resources vary by region; always consult with local professionals (attorneys, lenders, inspectors) for advice tailored to your situation.

EQUAL HOUSING OPPORTUNITY

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