



GUIDE TO SELLING YOUR RURAL PROPERTY





Many people dream about buying rural property as a way to create exciting lifestyle change for themselves. For others, it might be time to sell their rural property to move into a city to be closer to adult children, employment, or because their large property may require more upkeep than they can keep up with.

Deciding to sell

I'll conduct a comprehensive analysis of your property to provide you with a recommendation of your property's current value based on experience, local knowledge, external market factors, and recent comparable sales in the area.

I'll then present you with a recommendation for a listing (asking) price, along with a forecast of anticipated activity and offers. I might recommend some minor repairs, cleaning, or other items to tackle to highlight your property. This is a good time for you to assess each room and sell, give away, or put any unnecessary items into storage. A cluttered room looks smaller than it actually is. Walk around your property and try to look at it with fresh eyes. Are there piles of items where they shouldn't be, repair projects unfinished, garbage to get rid of?

We'll examine the issue of included or excluded items carefully. We'll review items such security systems, air conditioning units, window coverings, fridges, stoves, washers, and dryers, etc. Sometimes sellers of rural properties expect to leave items in barns or in fields that the buyers may or may not want—clarity is key.

Preparing to list

Once you've made the decision to list, we'll sign a contract, and move quickly to launch your listing. I will:

- Book your photography package. A professional photographer will visit to take high-definition photos, including digital perspective and colour correction for maximum impact. This is especially important as we see Nova Scotia's real estate market heating up with out-of-province buyers. If you plan to declutter any buildings or haul away unwanted items, this is the time to do it. Potential buyers like to envision what's possible; it can be intimidating for them to stress out about clearing old items off the land.
- Produce a high-quality video tour of the property. Where possible, we'll take drone photos and videos.
- Place a "For Sale" sign on the property to assist in showings (with your permission).



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- Notify specific buyer clients who may be interested in the property.
 - Notify specific agents in the area who have expressed interest in finding a property like yours.
 - Produce a full-colour feature sheet posted in our office for walk-in customers to see, and distribute to key locations.
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- Launch a customized social media marketing campaign to promote your property to local, national, and international buyers, as appropriate. Rural properties and acreages are a specialized market and need a special marketing strategy.
 - Promote your property on all key MLS®-based websites including Realtor.ca, REMAX.ca, REMAXBanner.com, Viewpoint, and dozens of others.
 - Monitor and adjust until sold.

Online marketing efforts are continually monitored to ensure we're reaching all potential buyers. We'll talk frequently to determine if adjustments are necessary. You'll be provided with regular updates on the status of the market as a whole.

Common Questions Buyers will Have

While many buyers are waiving home inspection requirements as part of their offer, you'll likely still be required to submit to a buyer's home inspection. The buyer is responsible for the cost of this inspection, and any other inspections. Septic inspections are common, as are well water testing. If your property has a home and Internet, before listing I'll test your WiFi speed. Even living rurally, people want to be connected, especially if they're a remote worker. Potential buyers will want to have a good understanding of the property boundaries. While the buyer is responsible for determining the exact boundaries, you can help make this process easier by flagging known survey stakes, or providing a survey if you have one.

Closing Fees

The buyer is responsible for most of the inspection and other fees when buying a home in Nova Scotia. As a seller, your closing costs include legal fees and the sales commission. All property sales in Nova Scotia are registered through the new Land Registration Act requirements and the government certifies title. This means all property that changes hands in Nova Scotia must be converted over to the new Land Registry System. If your property is not on the new system, your lawyer will help you to take the necessary steps to convert the title to the new system. If you believe your property may not be migrated, you should speak with a real estate lawyer prior to listing.



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As property taxes are paid in advance, you may receive a credit for any portion of taxes paid for tax days subsequent to the closing date. Or, if there are tax arrears on the property the Purchaser's lawyer will deduct these arrears from the funds payable to the you. If home is oil heated, we will typically request a credit for a full tank of fuel on closing.

Why Choose a Realtor?

Passive agents are a thing of the past—selling a home today at the best price possible requires innovation. It's critical to ensure your property is being presented in avenues the competitors haven't considered.

Your rural property is special. Our marketing plan will be too. I continually monitor and research market trends to ensure advertisements are seen by the right buyer, at the right time. When a potential buyer reaches out, I'm engaging with them quickly to ensure they stay interested in your property.

I look after your best interests every step of the way, without compromise. You'll receive excellent advice on pricing, staging, showings, and negotiations. If you need to engage the services of a handyman, plumber, painter, inspector, or other professional, I'll help you with my network of local experts. I get paid when you get paid—contact me to discuss my fee schedule.

Ready to Learn More?

As your Realtor, I want to know what's important to you. I work around your schedule. Days, evenings, and weekends are all fair game. In this business, we need to move quickly. Negotiations are often ongoing from point of first contact with a seller to the sold sign going up. I know the approaches to take to ensure my clients get a great deal.

A sale is never over for me. I'm always available after keys change hands, to help with questions after the fact. Give me a call or text at **902-349-1022** or drop me an email at **keith@keithkucharski.com**.



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