



SELLER'S *Guide*

Your home professionally
Marketed by

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REALTOR® -

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ABOUT ME



I'm Monique Green.

I am a mother of four and have been in Real Estate for 16 years. I fell in love with real estate the very first day. I am dedicated to providing you with the highest quality service possible. My personal knowledge of the local real estate market is vast and I am always upgrading to stay up with current trends.

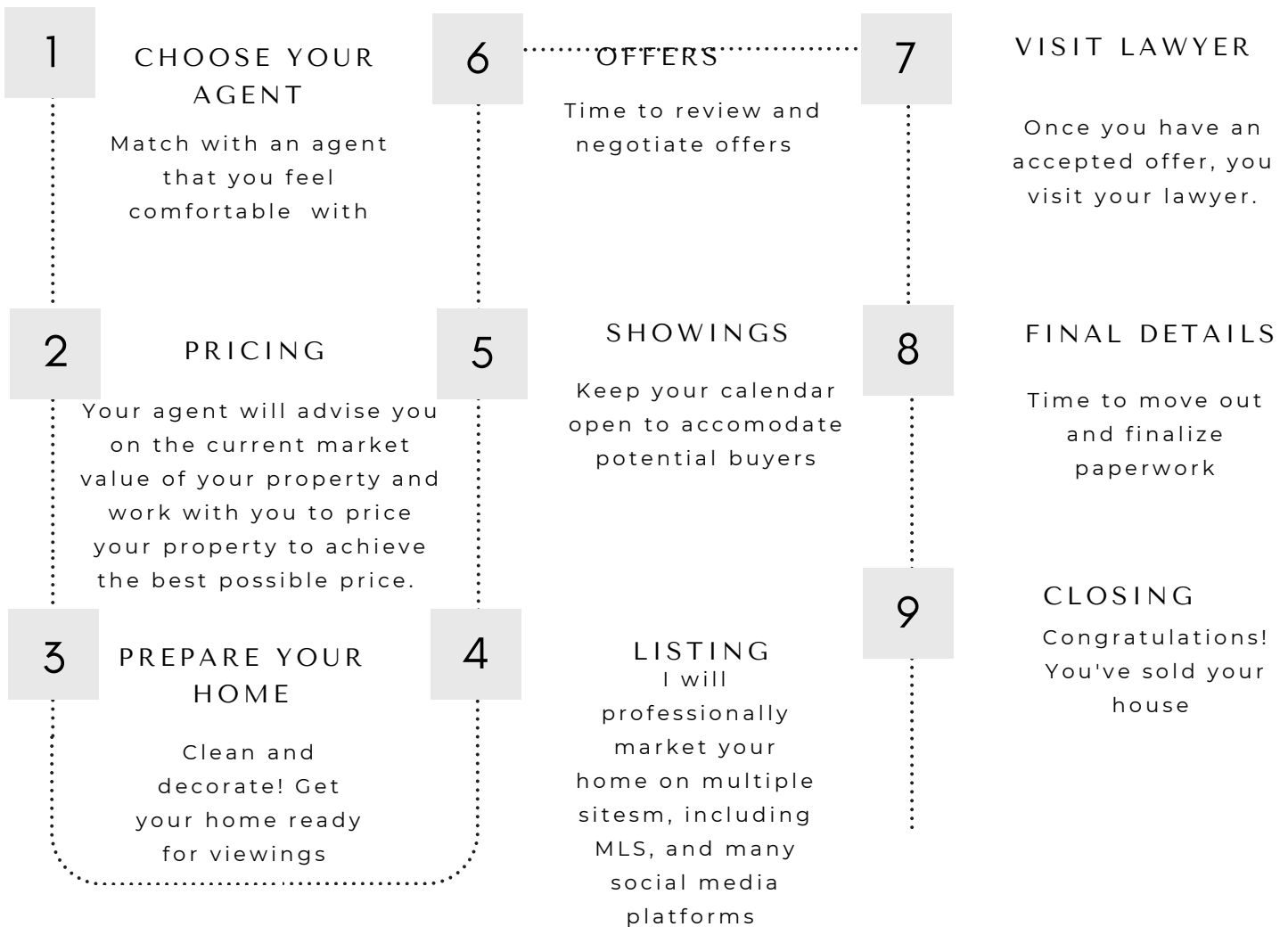
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Home Seller's ROADMAP

Follow this high level road map to help you sell your home!



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FINDING *a Great agent* 01

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

We have a great selection of agents who have over 50 combined years of experience.



INDUSTRY KNOWLEDGE

I have access to a wide variety of resources that is not readily available to the public. That can help you determine the best price and time to sell.

SMART NEGOTIATING

My experience and expertise, can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

I must undergo annual training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

I am are dedicated to helping you answer any questions that arise from this process.

ESTABLISH *a Price* 02

LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

WHAT DETERMINES THE PRICE?

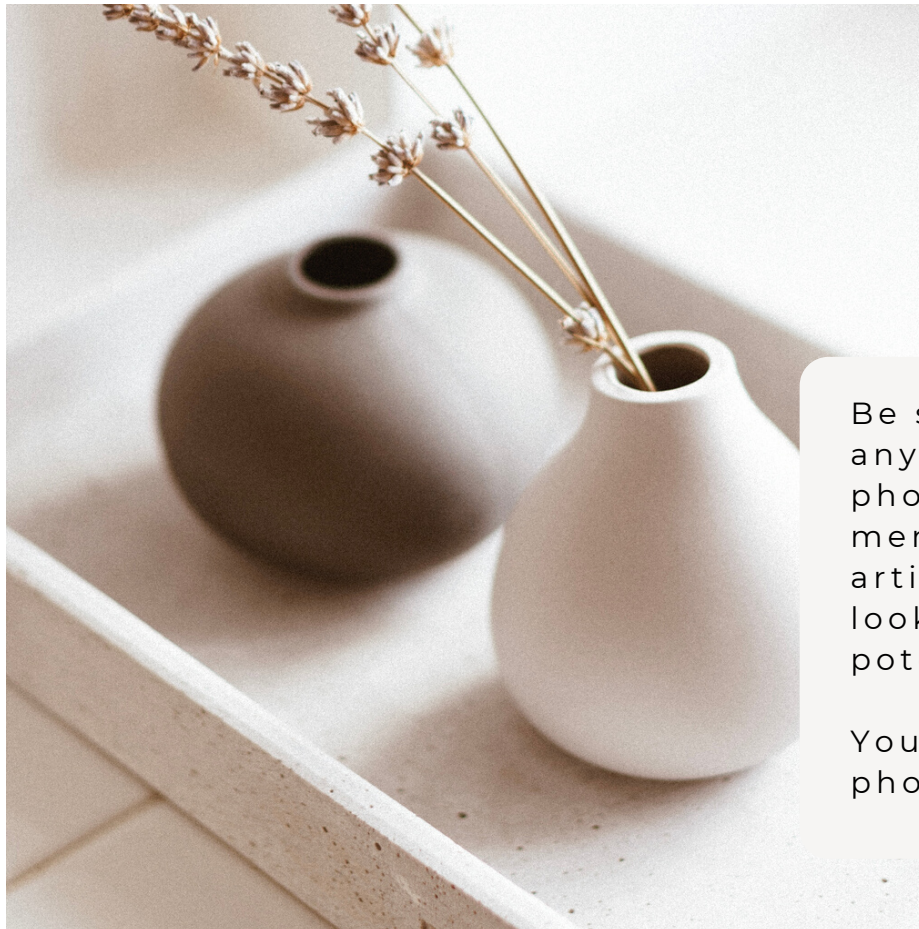
The current real estate market determines the price. I will perform an analysis on other comparable homes that have sold in the area. As they seller you determine the listing price. My job is to advise of the best price for the current market.



PREPARE *your Home* 03

HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.



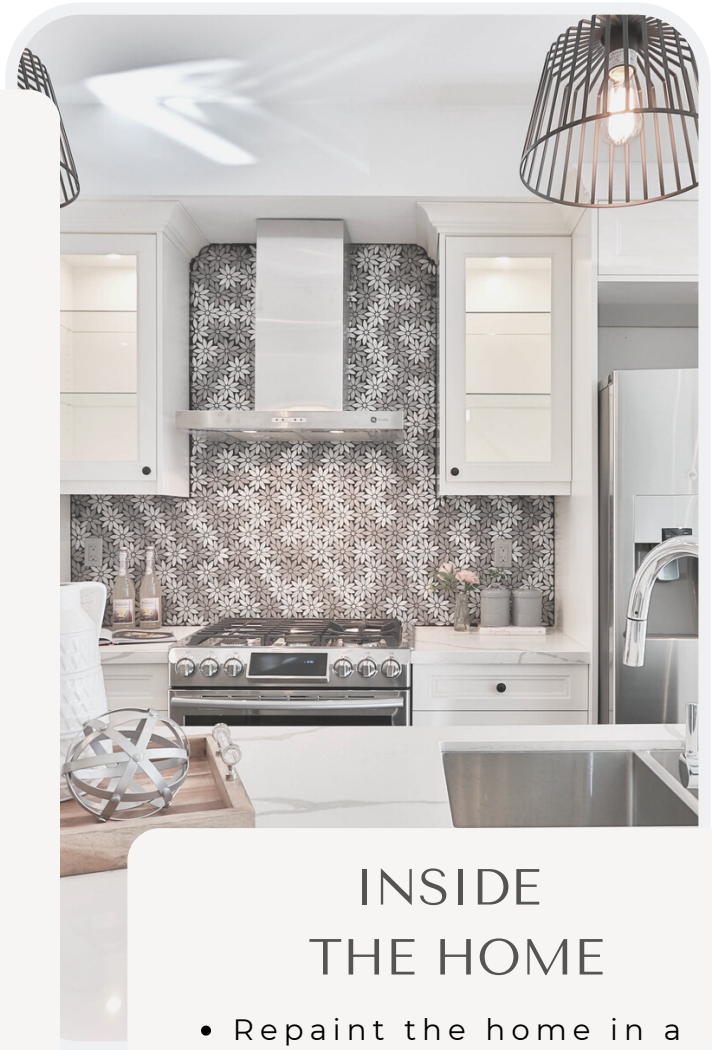
Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

PREPARING *Checklist*

OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



INSIDE THE HOME

- Repaint the home in a neutral colour (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

Marketing

Professional photos and videos will be taken of your home.



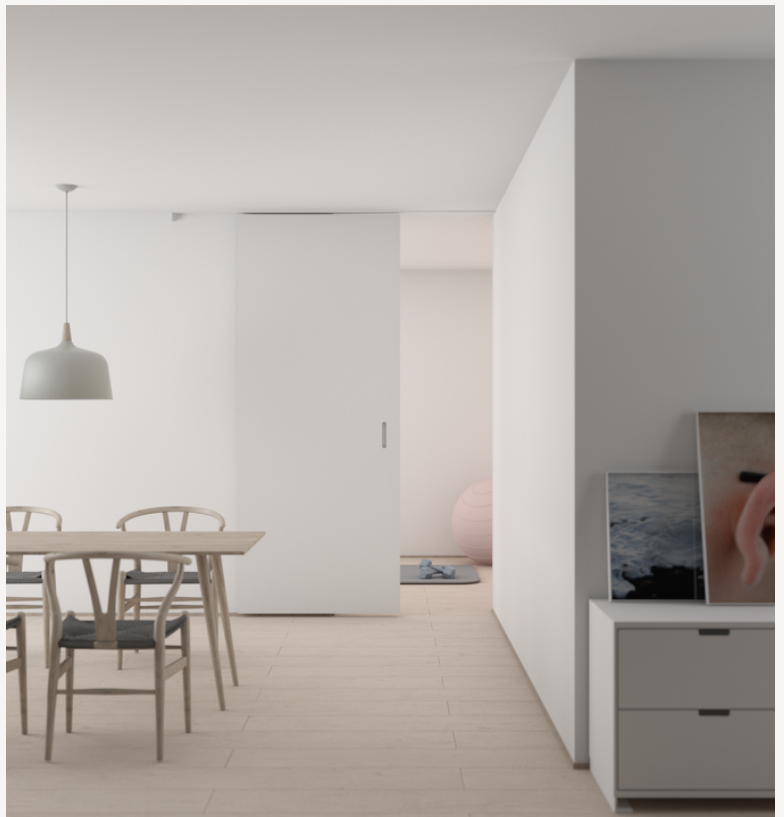
Your home will be advertised in many different ways, including MLS, and many different social media platforms.

Listing



Congratulations! You have officially listed your home for sale.

I will use my network to ensure that your listing is as visible as possible, and reaches the appropriate audience.



Showings

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

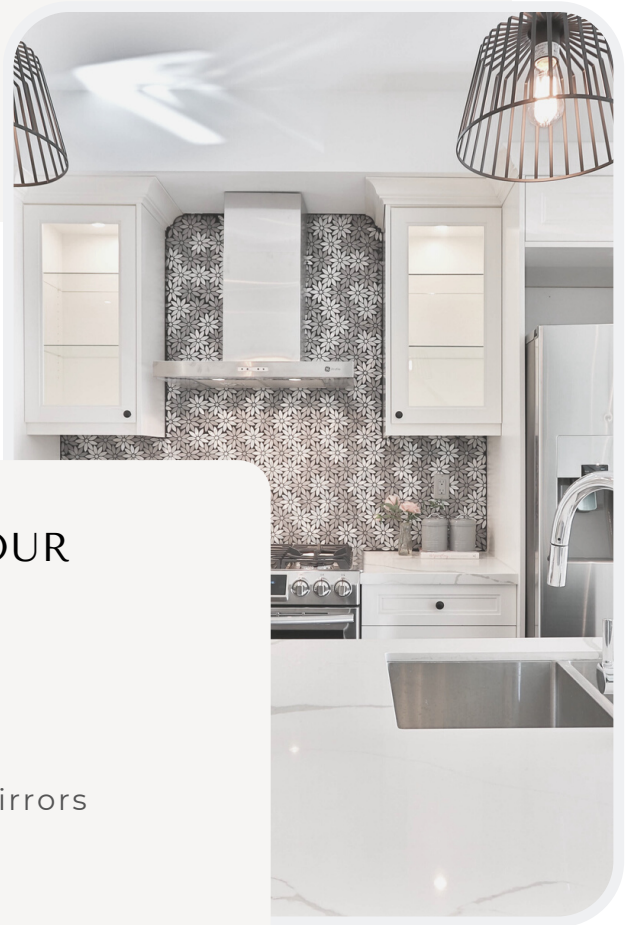
You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



SHOWING *Checklist*

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights



IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas

OFFERS *and Negotiations*

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers ,I will negotiate with the buyers agents to find a price that you are happy with.



Accepting the Offer



The offer will officially become accepted once the buyer and the seller both agree to the terms in the contract (which includes the price).

If there are any conditions that need to be satisfied, it will remain a pending offer until the purchaser has satisfied their conditions, eg financing conditions

Notes

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Monique Green

REAL ESTATE AGENT



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