



SELLER’S CHECKLIST

EXTERIOR OF THE HOME

- ❑ Cars to be in the garage or off driveway for photos.
- ❑ Colourful flower pots framing door to add curb appeal.
- ❑ Garbage & recycling bins hidden or in garage.
- ❑ All children’s toys (bikes, scooters, etc.) in garage.
- ❑ Patio furniture out, cushions fluffed (if applicable).
- ❑ Animal droppings picked up.
- ❑ Grass freshly cut.
- ❑ Gardens weeded, mulched.

INTERIOR OF THE HOME

1. Foyer

- ❑ Free of all boots, shoes & jackets. Nothing on the floor.
- ❑ If you have a side table, keep it free of keys, mail, etc.
- ❑ Decor items neatly placed (not too many).

2. Living / Rec / Family Room

- ❑ Remove all magazines, remotes, coasters off tables.
- ❑ Fluff pillows (we call this the ‘karate chop’: fluff then ‘chop’ in the middle)
- ❑ Take away multiple throw blankets. This can look messy.
- ❑ Remove personal items from any hutches, side tables, furniture.
- ❑ All cords from TV or electronics neatly wrapped or hidden.

3. Kitchen

- ❑ Completely clear your countertops & show all the prep space!
- ❑ Only 1-2 small appliances on counters, if at all.
- ❑ Remove all items from the fridge door or top of fridge.
- ❑ Wipe down fronts of appliances.
- ❑ Only 1 clean dishtowel (if any) neatly folded on stove.

4. Dinette Area / Formal Dining Room

- ❑ DO NOT set your table. It’s not practical & actually prevents ‘clean lines’ from being shown. Perhaps just a small centerpiece on the table.
- ❑ Ensure hutches/cabinets are not too cluttered with china or table settings.

5. Bedrooms

- ❑ Clean lines & blankets on the bed, neatly made. Think hotel-made beds!
- ❑ No clothes or robes on the back of the door.
- ❑ No clothes on the floor or laundry baskets visible.
- ❑ Side tables should only have a lamp or alarm clock.
- ❑ All furniture should be free of personal items like makeup, perfume, pictures, jewelry, etc.
- ❑ If you have shelves, clean them off. Minimal decor.

6. Bathrooms

- ❑ All hygiene products put away (including those in the shower/tub) for when pictures are being taken.
- ❑ Crisp towels neatly hung when possible.
- ❑ Nothing on vanities except decor items (eg. basket of towels or neatly placed candles). Not too many!
- ❑ Garbages empty & toilet seats DOWN!
- ❑ No clothes or towels hanging on back of door.

7. Laundry Room

- ❑ This is the only time you don’t want laundry in your laundry room!
- ❑ All detergents and cleaning supplies hidden away.

8. Storage Areas

- ❑ Neatly stacked boxes with a clear pathway through.

9. Office

- ❑ No paperwork visible.
- ❑ All office supplies neatly placed or tucked away.
- ❑ Organize any loose computer cords.
- ❑ Remove all personal items (eg. receipts, bills, taxes or any personal information).

REMINDERS

- ❑ Replace all burned out light bulbs.
- ❑ Touch up paint where needed.
- ❑ If it’s broken, FIX IT! Small repairs may seem insignificant to you but they add up in a Buyer’s mind!



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THE ASKING PRICE

Deciding what price tag to put on your home is never easy. Price is often the determining factor for potential buyers. Location, layout and amenities are important but in the end most of us have to look at the bottom line.

Amount Put In Does Not Always Equal The Amount Put Out

The amount you actually spent for home upgrades is worth mentioning in the listing information, but don't expect to be reimbursed dollar for dollar for these renovations. As design trends change you may also find that certain renovations are either more or less desirable. Do you remember shag?

Arrange A Comparative Market Analysis (CMA)

It is standard practice for a seller to ask real estate agents to visit and evaluate their home. Ask for a comparative market analysis showing the selling prices of similar homes in the neighbourhood, those currently on the market and those that didn't sell. A CMA presented by an experienced agent can provide a realistic price estimate of your home.

WE PRIDE OURSELVES ON OUR FULL-SERVICE APPROACH

Conduct Your Own Market Research

When homes in your area have open houses, take a look. Use this opportunity to compare your home to 'the competition' in terms of price, location, square footage, and features. Once you look at several listings you should be able to make an educated guess as to the market value of different aspects of your home. If you are months away from actually listing your home, visiting open houses may also help you discover which renovations could be profitable and appeal to today's consumers.

Consider Market Conditions

Real estate is one of the most secure investments you can make. However, prices can rise and fall independent of the quality of the individual properties. If you attempt to sell your home when the market dips, you'll find you may have to lower the price below your expectations. Interest rates, the state of the economy, and the local job market should be considered before you put your home on the market.



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WELCOMING YOUR BUYERS

If you have a showing booked with a potential Buyer, you may only have a few minutes to tidy up and get out of the house before they arrive.

- 1 TURN ON ALL THE LIGHTS!**
Even if your showing is during the day, Buyers appreciate entering a bright and cheerful home. Open up the blinds, make sure the exterior lights are on too, and show off how lovely your home is inside and out!
- 2 WIPE DOWN COUNTERTOPS & TABLES!** All clutter should be put away, crumbs scooped up from tables & kitchen counters, and surfaces empty to emphasize the clean lines of your home!
- 3 FLUSH THE TOILETS & CLOSE THE LIDS.** This is a quick & easy job for kids to tackle before you head out the door.
- 4 DEAL WITH THE PETS.** Scoop the cat's litterbox, put the dogs in their crates (and cover with a blanket if possible), or better yet, take the pets with you when you exit the home for the showing. Some Buyers are not animal people and will appreciate that they're out of the house.
- 5 IF YOU HAVE 5 MINUTES TO SPARE, DO A QUICK VACUUM OR SWEEP OF THE FLOORS IN THE HOME.**
It leaves a positive impression if the floors are clean and they don't feel crumbs under their feet while they look around!

To add a little ambiance to your home, turn on some quiet music in the background, or set the tone with the fireplace turned on (if you're comfortable). Anything that will help your Buyers feel welcome and comfortable in your home can really set your home apart from the rest!

WHAT WE PROVIDE FOR OUR CLIENTS

- **Unlimited professional photography of your home***
- **Home cleaning prior to listing***
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- **Home staging advice & tips***
- **Strategic marketing plan to get your home sold***

* these items are subject to contract agreement, depending on the real estate package agreed upon