

SELLER

guide

FOR SELLING YOUR HOME



**ISLAND
HOMES PEI**
REAL ESTATE

ISLAND HOMES PEI REAL ESTATE | [ISLANDHOMESPEI.COM](https://www.islandhomespei.com)



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Meet the team



Melissa Pitre

REALTOR®

No stranger to the fishing, construction & property development industries, Melissa is a hard worker with a shining personality and is 100% committed to her clients. She has a niche for Interior design, home decor and, of course, real estate!



Albert Kaye

REALTOR®

Albert is an award-winning Sales Account Manager credited with combining sales and marketing expertise. Incorporating those skill sets to his devotion and expertise of the Real Estate industry makes him a truly strong and valuable resource. He earns respect by working tirelessly for his clients and by always offering them candid advice.



Sharon Currie

REALTOR®

Sharon's passion for helping others extends beyond her professional life. As a REALTOR®, she is committed to guiding her clients through the complex process. She understands and recognizes the importance of being by her clients' side every step of the way.

Meet the team



Janessa Wolters

REALTOR®

With diverse career skills as a nutritionist and naturopath, Janessa's skillset expands in her real estate business with her compassion for clients, her creativity and great taste in home design. Committed and loyal, and always available for her clients.



Pam & Shane McGuigan

REALTORS® & BROKER

An award winning Realtor®, Shane is widely experienced in sales, as a business owner & in real estate. Pam's experience in real estate, home design & decor, and attention to detail make this team a 'dynamic duo'. Extensive knowledge of the industry, commitment to clients & always reachable.



John Dunphy

REALTOR®

An accomplished entrepreneur in the travel & tourism industries equip John with great management skills. Extensive business knowledge and an approachable personality carries through to providing excellent service & commitment to his real estate clients.



01

Preparing

YOUR HOME TO SELL

Determine The Listing Price, Answer Questionnaire,
Prepare Your Home & Pre-Listing Checklist

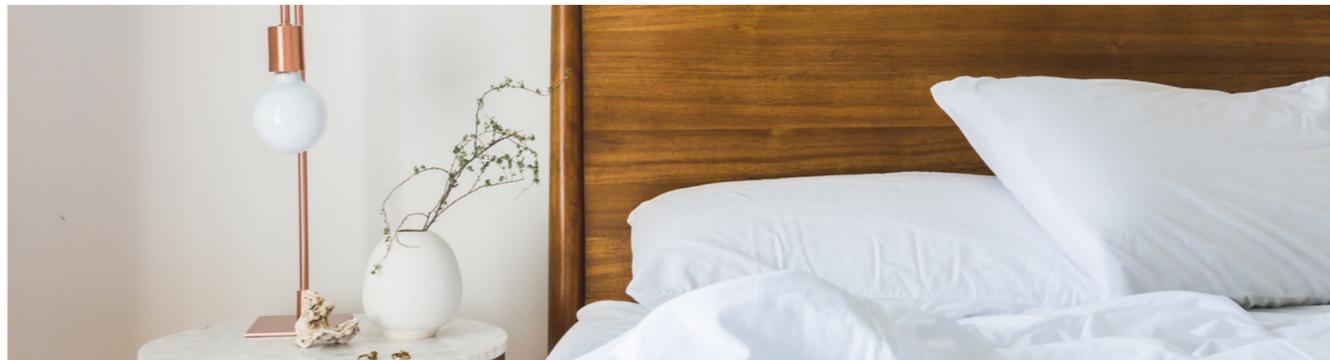
As Your Agent

WE WILL HELP PREPARE, LIST & MARKET YOUR HOME

Selling a home can be stressful and challenging. We will educate you, provide you with professional advice and will guide you every step of the way to make the process as seamless as possible.

Our experience, resources, knowledge of the industry, and marketing strategies will lead to providing you with a very competitive listing and getting you the best price for your home.

We will be work with your best interests to help guide you in your journey of selling your home.





MORE CONVENIENCE/ BETTER ACCESS

As your REALTOR® it is our job to act as a liaison between buyers and sellers, and other REALTORS®. We have easy access to all other properties listed and many exclusive resources.

NEGOTIATING IS TRICKY

We will put our negotiating skills to work for you. This can put you in a better position to get the price you want.

CONTRACTS CAN BE HARD TO HANDLE

An experienced REALTOR® deals with the same contracts and conditions on a regular basis and is familiar with conditions that should be used and which ones to be cautious of. Protecting you, as our client, is always our main priority.

ATTENTION TO DETAIL

We are extremely familiar and fluent with the contractual paperwork, which are legal documents. It is our job to ensure that all paperwork is accurate and that deadlines are met to ensure a successful transaction.

AVOID CLOSING PROBLEMS

When a sale nears closing, all kinds of pitfalls can happen in the final hours. We know to keep ahead of this to watch for and unexpected delays before it's too late.

Listing Price

WHAT'S MY HOUSE WORTH?

It's important to know what price is right for your home. Pricing your home too high can be a mistake, and pricing your home too low may or may not start a bidding war.

Together with a current CMA (Comparable Market Analysis) We will help you determine the best price for your house.



Please Do This Questionnaire

TO FIGURE OUT EXPECTATIONS

NAME: _____

EMAIL: _____

PHONE: _____

WHEN DO YOU WANT TO MOVE?

WHAT ARE YOUR REASONS FOR SELLING?

WHAT PRICE ARE YOU EXPECTING FROM YOUR HOME?

ARE YOU CURRENTLY ON MORTGAGE PAYMENTS?

PROPERTY INFO:
Bedrooms: _____
Bathrooms: _____
Approximate Sq. Ft: _____
Features: _____
Amenities: _____



Prepare Your Home

TO IMPRESS THE BUYERS

When selling your home you want it to look its absolute best for the potential buyers who walk through the door. That's where home staging comes in. First impressions are so important for potential buyers viewing your home.

Home staging is a method of decorating meant to highlight your home's most impressive assets and help buyers imagine themselves moving in and living there. The work and effort put into this process is well worth it and should help you to have no problem selling your home quickly.

Home Staging Tips...

- Start with curb/front door appeal, first impressions matter, so make your home stand out the instant buyers pull up to the curb/or approach the entrance to your home.
- Get rid of clutter that takes up a lot of space. Space is what sells but you don't feel like you have to get rid of everything forever, but you should pack up clutter and have it out of sight.
- Clean like you've never cleaned before. Spring cleaning has nothing on the cleaning you should do when you're putting your home on the market. A shining home will show at it's best.



Pre-Listing Checklist

Kitchen

- REMOVE MAGNETS FROM FRIDGE
- DECLUTTER COUNTER TOPS
- LEAVE FRESH FLOWERS/ BOWL OF FRUIT
- DEEP CLEAN ALL APPLIANCES
- REMOVE TRASH AND PUT IT IN THE GARAGE
- ENSURE ALL APPLIANCES ARE WORKING
- WASH ALL CABINET FRONTS
- DEEP CLEAN REFRIGERATOR AND STOVE

Bathroom

- CHECK WATER PRESSURE
- REMOVE ANY SOAP RESIDUE
- CLEAN TOILET BOWLS
- CLEAN TILE GROUT
- CLEAN OR REPLACE SHOWER CURTAIN
- PLACE FRESH TOWELS AND RUGS
- REMOVE ANY RUST OR STAINS
- RE-CAULK SINKS, TUBS AND SHOWERS

Curb Appeal

- REPAIR BROKEN WINDOWS & SHUTTERS
- MOW LAWN
- REMOVE STAINS FROM WALKWAYS
- CLEAN ALL PATIO FURNITURE
- REPLACE TORN SCREENS

Garage

- SEAL OR PAINT FLOORS
- ORGANIZE TO CREATE FLOOR SPACE
- ENSURE THE GARAGE DOOR IS WORKING

Bedroom

- REARRANGE FURNITURE AS NEEDED
- CLEAN SHEETS AND BED COVERS
- DUST FURNITURE AND LIGHTING
- DECLUTTER AND ORGANIZE CLOSETS
- CLEAN WINDOW COVERS/ SHADES
- ORGANIZE FURNITURE TO LOOK SPACIOUS

Laundry Room

- ORGANIZE SHELVES AND CABINETS
- STORE AWAY ANY REMAINING CLOTHES
- CLEAN APPLIANCES
- DECLUTTER AND WIPE SURFACES
- WIPE DOWN WASHER AND DRYER

Overall Interior

- REMOVE PERSONAL PHOTOS
- CLEAN FILTERS AND VENTS
- ORGANIZE EVERY CLOSET & ROOM
- RE-PAINT WALLS NEUTRAL TONE
- CLEAN FLOORS, BASEBOARDS, AND TRIM
- REPAIR HOLES OR CRACKS IN WALLS

Exterior

- REMOVE WEEDS & ADD FRESH MULCH
- REMOVE ANY COBWEBS AND NESTS
- PRESSURE WASH WALKWAYS
- REPAINT FRONT DOOR & MAILBOX
- MOW THE LAWN
- CLEAN PATIO FURNITURE
- ADD FRESH PLANTS IN BARE AREAS
- TRIM ANY TREES AND SHRUBS





02

*Finding A
Buyer*

LISTING & MARKETING

Professional Photography, Videography & Drone Imagery, MLS® Listing, REALTOR.ca®, DDF® (Data Distribution Facility), Social Media, Signage, Lock Box, Showings, Open House, Virtual Tour

MARKETING

Plan & Listing

LISTING

Once your home is listed for sale, it will be entered into the MLS® system, which feeds through to REALTOR.ca® and DDF®. These are powerful databases that are accessed continuously and on a regular basis by professional REALTORS® as well as potential buyers. This maximizes your potential audience and can bring you the best results.

SIGNAGE

An initial first step will include identifying that your house is up for sale by placing the classic FOR SALE sign on the front of the property.

LOCK BOX & SHOWINGS

Plan to leave your home at least 15 minutes prior to a scheduled showing time. Showings can generally last approximately 1/2 hour but can sometimes be shorter or longer, depending on the level of interest from the potential buyer. I will place a lock box located near the front entrance, and the lock box code will only be given to a bonded and licensed REALTOR® to allow access to your home for the showing.



Open House

An open house can be scheduled to spark the interest of some hesitant buyers. This is a no pressure tactic and is totally up to you, but generating interest in a home is in the best interest of the seller.



Virtual Tour

Among the newer, ever evolving, techniques employed by REALTORS® is a virtual tour of your home. This extends your reach in the market even further.



A bedroom scene featuring a white bed with a curved headboard, a white nightstand with a framed picture and a white lamp, and a large potted plant in a blue pot. The room has light blue curtains and a dark wood door with glass panels.

03

Final Steps

NEGOTIATION TIME

negotiations

TO SELL YOUR HOME

We will provide advice and suggestions during the negotiation process. It's a give and take type of thing. A little flexibility during the negotiation process is expected on both ends, and will ensure a smooth and quick road to signing the final sale contract.

At first glance accepting the highest possible offer seems like the most logical thing to do. Final sale price is obviously important, but there are many other factors you must also consider.

- **CASH OFFER:**

Some sellers accept a lower-priced cash offer over a higher-priced financed offer because there are typically fewer issues that could arise.

- **CLOSING DATE:**

You have to also consider when the buyer wants to take possession of the property and it's important that the possession date works for you. Selecting the offer with consideration of timeline is another important aspect that we can help you with.

- **CLOSING COSTS:**

If you are breaking a mortgage it is advisable to check with your lender to see what your penalty will be and what your options are if you are thinking of purchasing another property in the near future. There will be some legal fees involved. Best to check with your lawyer for an approximation of legal costs. As well as any unpaid utilities, condo fees, lease agreements, property taxes, etc.

Under Contract

Congratulations You're Under Contract...

Once you and the buyer have agreed on terms, a Purchase and Sale Agreement is signed and your home is officially under contract.





CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Real Estate Agent Commission
- Balance of Condo Fees Due
- Balance of Lease Agreements
- Unpaid Utilities
- Remaining Balance on Mortgage
- Mortgage Penalty if Breaking a Term



CLOSING IS THE FINAL STEP

This is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

Congratulations on selling your home!

BRING ITEMS TO CLOSING:

- Government Issued Photo ID
- House Keys
- Garage Openers
- Mailbox Keys

Trusted Resources

REFERRALS

We are happy to provide referrals for trusted professionals.

👤 LAWYER

👤 HOME STAGING

👤 REALTOR® REFERRAL IF RELOCATING

👤 HOUSE CLEANING SERVICE

👤 MOVING COMPANY

👤 CONTRACTOR / HANDYMAN / PAINTER

👤 OTHER SERVICES AS REQUIRED



Thank you!



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