

FARM & RESIDENTIAL

SELLING YOUR HOME

*...it starts here*

Doug &  
Tricia Pool  
Sales Representatives

**RE/MAX**<sup>®</sup>

GREY BRUCE REALTY INC., BROKERAGE  
Locally Owned & Independently Operated



## *Our Objective*

To sell your home...  
In the shortest amount of time.  
For the highest amount possible.  
And with the most favourable terms.

Selling your home is one of the most significant transactions of your life. We take our responsibility very seriously, and approach our task with sensitivity, concern and the highest professionalism.

*Doug Pool*



*Tricia Pool*



# HERE'S WHAT WE DO FOR YOU.



Complete home evaluation and staging consultation if needed.

Professional photo session.

Get as many QUALIFIED buyers as possible into your home until it's sold.

Print ads (Sun Times, Local Newspaper, Grey Bruce Homes, Farms Mag, Ontario Farmer, other).

MLS (Multiple Listing Service) immediately alerts all local Realtors of your property.

Web advertising (realtor.ca, remax.ca, kijiji, dougandtriciapool.com, facebook, instagram, etc.).

Conduct public open houses at your convenience.

Conduct an agent open house when appropriate and present to other RE/MAX agents at weekly meetings.

Install a sign and lockbox.

Display book with property features, benefits, photos, utility costs and other property information or community information

Weekly communication of our activities, feedback from showings, current market changes.

Represent you upon the presentation of all offers and help you negotiate the best possible price and terms for you.

Handle follow-up and keep you informed, after the contract has been accepted, on all mortgage and other closing procedures.

# HOME SALE TIMELINE.



## ➤ PRE-LISTING

Meet with Doug and Tricia at your home for a walkthrough

Discuss strategy for selling

Discuss staging and/or repairs

Present market analysis and suggest pricing

Sign Listing Agreement

Prepare utility costs, list of improvements, survey, etc.

Professional photos scheduled



## ➤ LISTING & ACTIVE

Lockbox and sign installed

Submit to real estate board to enter into MLS

Home is active online

Display book and feature sheets delivered

Open house is scheduled for within next two weeks

RE/MAX office tour first Wednesday morning

Realtor caravan tour first Thursday morning

Keep house "showing-ready" at all times



## ➤ OFFERS & CLOSING

Offer(s) received

Offer negotiated

Offer accepted

Buyer completes home inspection and other conditions

Possible appraisal completed

Repairs negotiated if necessary and conditions waived

Offer is sent to lawyer

Rural sellers to possibly have septic pumped and water samples sent to Health Unit

Meet with lawyer within week of closing

Property closes

Refer friends and family to our team



# SUGGESTIONS FOR MAXIMIZING SHOWINGS.



Have all lights on especially in darker areas.

Make sure all light fixtures are clean and working. Change bulbs if necessary.

Keep kitchen counters as clear as possible to show maximum counter space.

Ensure all kitchen appliances are surface clean.

Make sure dishwasher is empty.

Remove any unnecessary clothing and items from closets to make space appear larger.

Bathroom/kitchen fixtures, sink and mirrors should sparkle.

Declutter! Pack up and store personal items such as photos, knick knacks, toys, etc.

Carpets and/or wood floors should be cleaned accordingly.

Make sure windows and sills are clean.

All toilet seats should be left down and lids closed.

*Let The Sun In!*

Open all of those blinds and curtains to show buyers your home's natural light.

Shower curtains should hang outside of tub and open to far end away from the faucet.

## **CURB APPEAL**

Tidy up landscaping and gardens. Keep your lawn freshly cut.

Touch up paint on exterior doors, garage doors and trim.

Shovel the snow in winter on walkways

New "Welcome" mat that compliments your home's style.

Make sure visitors can see inside the garage, if only access is from outside leave a remote or key to access.

Keep main entry clear of shoes, umbrellas, etc. Buyer will have an open and inviting feel when they walk in.

Open all interior doors, including French doors.

Put coffee table items such as remotes, magazines, etc. out of sight.

Fluff/smooth furniture pillows or cushions.

Make beds and keep bedroom surfaces clear and free of clutter.

Hang fresh matching towels in the bathrooms.

Set thermostat to comfortable setting.

Remove pet or child security gates and store out of site.

Remove pets from the home if possible.

Put litter boxes, cages, crates, beds, in an area such as laundry or utility room or garage.

Make sure all interior garbage cans are empty.

If possible, light scented candle or plug in your Scentsy warmer.

Lock away all valuables and prescription drugs.

## *One Weekend Projects*

Paint your front door a fresh colour that compliments your home.

Swap out outlet covers that are cracked, out-dated, or painted.

Take down wallpaper and paint with a warm neutral.

Put a fresh seal of caulking around bathroom sink and tubs.

## **BE ABSENT**

If you return home before showing is concluded, drive around the block until visitors are gone

# FAQ'S

## ▶ How long will showings take?

Showings can take anywhere from five minutes to an hour or more. Plan to be away for about 1.5 hours.

## ▶ How much notice will I get before showings?

If you need a lot of notice before showings, we can put that into the showing instructions to the Realtors. If not, you might get anywhere from an hour to 48 hours. It's a good idea to keep your house "show-ready" at all times.

## ▶ Will I get feedback from the showings?

Yes! We try to get as much feedback from the buyers as possible. Some will be positive or constructive and some not so much. Sometimes there's nothing you can do, so let it roll off your back.

## ▶ What commission do you charge?

We calculate the commission based on 5% of the SALE price of your home.

We are pleased to offer special rates based on certain variables.

1. If your home receives an offer within 1 week, we will deduct 0.5%.
2. If we, as listing agents, also bring the buyer to the transaction (double end), we deduct 0.5%.
3. If you are planning to purchase another home with us after we sell your current home, we will deduct 0.5%.

Of the total percentage, 2.5% is paid to the Realtor that is representing the Buyer.

\*Please refer to the Listing Agreement for more information on commission.

\*Different rates may apply for farm and vacant land listings.

*Doug & Tricia Pool*

519-387-7665 | [dougandtriciapool.com](http://dougandtriciapool.com)

This is not intended to solicit anyone already under contract with another brokerage.

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