



THE
PROPERTY
GALLERY
REALTY INC., BROKERAGE

JMJUSTIN M^CCLINTOCK
SALES REPRESENTATIVE, AEA

A COMPLETE GUIDE TO THE HOME SELLING PROCESS

PROVEN RESULTS

COMPREHENSIVE SERVICE

Selling has changed. We make sure your experience is worth talking about. Every Time.

EFFECTIVE MARKETING

In an age of overwhelming information we make sure you cut through the noise.

#YourRealtor

519-217-2034

JUSTINMCCLINTOCK.CA

FACEBOOK.COM/SELLINGHEADWATERS
INSTAGRAM: @JUSTINMCCLINTOCK.CA



What Others Are Saying?



THE
**PROPERTY
GALLERY**
REALTY INC., BROKERAGE

GOOGLE REVIEWS

Most relevant ▾

 **kim halley**
1 review
★★★★★ 5 days ago
Justin is a rare gem. He really does care. He works hard and gives you his all. He answers questions in timely manner, and will give you all of your options. was a pleasure having him working for me. I would definitely give him another star if possible.

 1

 **fiddo fiddo**
1 review
★★★★★ a week ago - 📍
It was a pleasure meeting with Justin, we were so lucky to sell and buy a new property with Justin. He is great, he helped us with everything, literally everything, from finding someone to cut our grass to helping me paint, clean, to buy screws for me!!! I didnt feel that I am dealing with a realtor, I felt he cares for us like a family member.
On the open house day, he would show half an hour before to set the banners and everything outside before he comes in and ensure that everything looks great and perfect.
He had the MoveSnap service that was complimentary (paid by him) that made our life so so easy.
After we moved, he kept calling us to find how we are doing and if there's anything he could help us with.
Thank you Justin from the bottom of our heart, we are so glad we met you, proud of working with you; definitely will refer people to you.
You are awesome.
Fida and Tarek

 1

What should we keep doing?

What could we do differently?

When referring us to others, what would you say?

Keep being a hard-working, honest, and dedicated Realtor

Nothing, all what you did Justin!! exceeded our expectations

I will say that your clients are precious to you, and you care about them more than they care about themselves!!! Even after we moved, he kept checking on us!! He is awesome.

Very responsive to messages, very professional and knowledgable.

Honestly we had a great experience we can't really think of anything we wish you did differently.

You were very helpful and would recommend !

Why Use a Professional Realtor?

EXPERIENCE

- **Keeping our fingers on the pulse of the market.** You get Valuable Insight into what's going on in the area and how much you should or shouldn't Buy or List a home for. Wondering what a 4B/2B that comes with all the ELF's and a W/D is?
 - **Real estate has it's own language...full of Contracts, Acronyms and Semi-Arcane jargon.** As your Realtor, we're trained to speak that language fluently and prevent people from ending up in court.
 - Plus, buying or selling a home usually requires dozens of forms, reports, disclosures, Research and other technical documents.
- We have the expertise to help you prepare a killer deal, while avoiding delays or costly mistakes that can cause serious problems.**

WE'RE GREAT NEGOTIATORS!

You want a savvy and Professional Negotiator on your side. Unless you're an investor, Buying & Selling a Home is Most Often a MASSIVELY EMOTIONAL Decision. We act as an educated buffer to Remove the Tension & Filter the Emotions between parties so you Get You the Best possible Price & Terms & keep everyone at the Table. We do everything in our power to **Safe Guard You** against anything that may weaken your negotiating leverage. It's not Always just about the purchase price. We create a purchase agreement that allows enough time for inspections, contingencies & anything else that's crucial to your particular needs.

WE'RE LOOKING OUT FOR YOUR BEST INTERESTS

We wear a lot of different hats. Sure, we're salespeople, but we actually do a whole heck of a lot behind the scenes to earn our Fee. **Consider us the "Glue" that holds these transactions together.** We know how to maneuver through the process and avoid the potential pitfalls long before you encounter them. If everything is going smoothly that's because we are doing our Job & If Anything arises, we're there to help you through it.

- And, of course, we're working for you at nearly all hours of the day and night—Need more info on a home? Or just someone to talk to in order to feel at ease with the offer you just accepted. This is the biggest financial (and possibly emotional) decision of your life and isn't a responsibility we take lightly.

IT MATTERS! - Out of over 55,000 Agents in the Toronto Real Estate Board. 75% of them do less than 4 Transactions per year and 80% do less than 6 per Year.

-We Consistently Perform WELL above the industry Average in terms of Production...So What Does this Mean For You?

- More Experience in, Pricing, Negotiating, Getting the Sale to Close, & Exceeding Client Expectations all the while Protecting YOU, YOUR Best Interests and Usually your Biggest ASSETS. Every...Step...Of...The...Way!



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Why Use a Professional Realtor?

WE ADHERE TO A STRICT CODE OF ETHICS

As Professional Realtors we are governed by a strict code of ethics. **When you hire us to Represent You. We have a LEGAL Fiduciary responsibility directly to YOU.** This means that we have a legal obligation to put your interests before anyone else's. (especially our own) We must provide you with any important information we have that affects the sale of your home. **OUR DUTIES to You** include...Maintaining Utmost Loyalty, Avoiding Conflicts of Interest, Disclosing any Potential or Imminent Conflicts of Interest, To Not to Make a Secret Profit and to Not Misuse Confidential Information Provided to Us. There are real consequences for Realtors who do not maintain this standard and you as the consumer have real forms of recourse. You can find out more at www.Reco.on.ca

CONNECTED TO AND HELP FACILITATE EVERYONE INVOLVED

We make it our mission to know just about everyone who can possibly help in the process of buying or selling a home. **REPUTABLE - Mortgage brokers, Real Estate Attorneys, Home inspectors, Stagers, Interior Designers—the list goes on—and they're all in Our network. Use them.** It is our personal policy that we do not take any type of kickbacks or commissions for referring you to the services of our trusted advisors. Much of our work is done behind the scenes facilitating everyone involved. Making sure Deadlines, Expectations, Inspections, Paperwork and Communications to name a few are all met and flowing in a harmonious fashion. **We orchestrate the details so you don't have to!**

WHEN DO YOU LEAVE IT TO THE PRO'S?

Alright so we get it. There's a lot things that we can do ourselves too. For example, we enjoy doing some of our own hobby renovations. But we simply **CANNOT** compare to the efficiency, quality and overall results of hiring a professional who does the job EVERY SINGLE DAY. And last but not least, the experience of having been through all of the potential problems you can encounter and knowing how to navigate through them are things you just don't want to learn the hard way.

Sure...it's going to considerably more if we did it ourselves but when we want things done quickly and properly, so that we can sleep at night knowing everything is taken care of...**That's when we hire the Pro's**

DID YOU KNOW? We work Primarily By Referral. So by Doing an amazing job for our clients they Refer their friends & Family to us & this allows us to Dedicate more of our Time & Energy to Selling your home & Finding You the Perfect Property for your Next Move. As Your Realtor we work on Commission and are only paid a fee AFTER you successfully move into your home...We Invest Time & Money Up Front...



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How Do We Know?

Much of this Decision will be weighted on the Market Conditions and will be Different for everyone based on their Situation.

We can help you weigh the Pro's & Cons.

BUY FIRST

Buying first can make the house hunting experience more enjoyable.

Without a closing date looming on your existing home, you have more time to find the perfect home.

The downside is if you aren't able to sell your current home fast enough, you could find yourself owning two homes at once. Plus all the other costs of home ownership is not realistic for most. As a buyer with an existing home to sell, you can protect yourself by making your offer conditional on the sale of your current home.

That means if you're unable to sell within a specified period of time, you're able to back out of the transaction. However, keep in mind that this condition will likely make your offer less attractive to the seller, especially if you're buying in an area with a hot market.

SELL FIRST

The Biggest Benefit of Selling First is you know how much money you have for your Next Home. The Downside is, there can be pressure from your closing date if you don't Find what you're looking for. If you're not careful, you may end up rushing the Buying process and settling for a home that isn't ideal for you, or paying more than you planned because you feel pressured. This is where we help you narrow down your best options.

On the flip side of Buying First, your offer to purchase the new home will look More Attractive to the Seller as it will not be conditional on the sale of your house. This can be a definite advantage when buying in an area with a hot market

Buy First or Sell First?

PLAN B - CONTINGENCY PLAN

Regardless of which route you choose, it's a smart idea to have a back-up plan in place in case you are left with two homes, or no home, for a period of time.

If the sale of your home closes first, you might consider a short-term rental or moving in with family or friends. This could be better than settling for a less-than-ideal home because you are rushed.

Either way, If one home closes before the other, you might need something called **"Bridge Financing" - A Short Term Loan From the Bank to Own Two Properties.**

- Before making a decision, talk to us for advice and solutions to help you through the process. We can walk you through various scenarios and set realistic expectations about what may happen so we can come up with a plan that works for you.



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DID YOU KNOW? A Credit Check Is typically only good for 30 Days before the Banks need another one.... AND

Your overall Credit rating **DECREASES** Every time Someone other than You Checks it such as Banks, Department Stores or Car Dealerships.

MORTGAGE BROKER BASICS

WHAT IS A MORTGAGE BROKER?

- **These are the people you want to meet with first, BEFORE we go Looking for Homes.** Your Mortgage Broker works for you and only you. Their job is to get you the best possible financing or "Loan" given your current situation. Even better, their services are **Completely Free to you.**
- **They specialize** in getting you financing for All types of Properties, Residential, Investment, Commercial etc. In order to achieve this, Mortgage Brokers have pre-established relationships with multiple lending institutions, more commonly known as banks. Meaning they're typically able to **provide you with MORE Options.** And sometimes better rates than you get from your own bank, Don't Take it Personal!
- **Why Are Their Services Free?** - The banks pay the Mortgage Broker their Fee for arranging your mortgage through them.

What is a Mortgage Broker & What Are The Advantages?

WHAT ARE THE ADVANTAGES?

They know Exactly What the Banks are Looking For when you need to get approved. Banks & Lenders Have Different Rules for Different People! Luckily we have pre-existing relationships with reputable Mortgage Brokers we would be happy to refer you to!

We ensure that all Lenders we recommend to you operate on the same No Pressure, No Obligation Policy that we do. You can always count on honest service and advice.

Please don't mistake our enthusiasm for our Brokers as pressure. In Our experience this can be the single biggest factor that helps a transaction Run Smoothly when we Know who is working behind the scenes for you.

BETTER OPTIONS

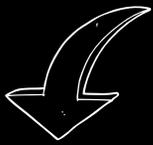
- 1) Help Protect your Credit By being able to Use One Credit Check at Multiple Banks
- 2) We get you to Pull your own credit from Equifax so we preserve the score as much as possible until you've found a home you want to buy and get an Offer Accepted.
- 3) They're Your Inside "Man" or Woman...Unlike Most bank advisors who get paid Salary or Hourly, Our Specialized Mortgage Brokers and in house Bank Reps Know where you're deal is EVERY Step of the Way. **This is CRUCIAL** when we need to know about financing before your inspection & we typically only have 5-7 Days to complete all of your Conditions.
- 4) Many Banks put your Application into a "cue" waiting to be processed because they get paid whether or not your Offer get's completed or not.



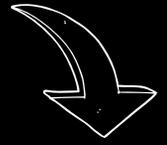
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GETTING PRE-APPROVED



WHAT DO I NEED?

WHAT IS A PRE-APPROVAL?

- Written and sometimes Verbal confirmation of a POSSIBLE Price range that you can afford given your Current Financial Position.

DEBT SERVICE RATIOS?

- How Much Money You Make vs How much you owe. (Rules Vary By Lender)

- The General Rule is that your Mortgage payments should not exceed 32-36% of Your Gross Monthly Income

- Your Total Debt Ratio (TDS) which is your Mortgage plus all other debt payments should not Exceed 40-44% of your Gross monthly Income.

REMEMBER!! Pre-Approval vs. Mortgage Commitment

A Pre-approval Is NOT a "GUARANTEE" Think of it a rough estimate & Opportunity to lock in an Interest rate for a period of 90-120 days.

- What you need is called a Mortgage Commitment. How much money you can Borrow based on the bank confirming many other things such as.

- Specific Property & Appraised Value
- Taxes, Location
- Confirmation in Writing of all of your Financial Documents they have requested.

WHAT DO I NEED FOR A PRE-APPROVAL?

- Current dated employment letter on letterhead, original ink signature, your name, position, salary, and start date

- 2 years' Notice of Assessment, 2 years' T1 General, Statement of Business Activities, if self employed

- Articles of Incorporation, Business License, GST registration, business bank statements, if self-employed

- 2 years' T4, if commissioned, if paid hourly or if you are part time

- Two most recent pay stubs

- Select a PROFESSIONAL Realtor to Identify & Evaluate Your Goals & Expectations based on your Budget to find your dream home.

- Submit & get an Accepted offer to Purchase

- Before you waive financing, YOU MUST obtain a Mortgage Commitment/Approval from Your Bank

- Proof of down payment (3 months bank/RRSP/mortgage statements or lawyer's ledger if sale involved)

- Proof of 1.5% closing costs (3 months bank/RRSP/mortgage statements or lawyer's ledger, if sale involved)



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DOWN PAYMENTS

How Much Do I Need?

- In Ontario there are rules for the minimum amount of money you must have invested into the home in order to qualify for a Mortgage
- **The minimum Down Payment Required in Ontario is 5% of the Purchase Price up to \$500,000**

Any Portion over and above 500k requires a minimum of a 10% down payment. For example, on a sale of a 700k home the down payment would be a total of 45k (\$25k, 5% on 500k = \$25k + 10% on 200k = 20k).

You ONLY NEED 20% Down If the home is not your primary residence, i.e Investment / Rental Property or Don't Fit into Standard Lending Rules like a Corporation or Business Owner. you will need to have a minimum of 20% of the purchase price as a down payment or Sometimes more. Your Lender can evaluate your Situation based on you circumstances.

What is Mortgage Insurance & CMHC Fees?

If you have any less than 20% down payment you will be required to have your mortgage insured, typically by CMHC (Canada Mortgage and Housing Corporation.) Your fee for this insurance will vary depending on your loan and down payment amount. *Your Lender will verify these costs dependent on your loan.

To protect against major shortfalls and defaults in loans across the country the government mandates that, any home being purchased with less than a 20% down payment be insured as it is considered to be a high ratio loan and carries more risk.

he CMHC fees are calculated based on your purchase price and the size of your Down Payment and how long it is amortized over (25-30yrs). You have the option to either pay it all up front or the cost can be amortized (with interest) and added to the monthly payment of your mortgage which is the most common way of paying these fees. As many people simply cannot afford the extra expense out of pocket.

CMHC charges a higher Premium for the insurance on your mortgage the less of a down payment you have if you need to add the fee to your mortgage. Keep in mind while this seems like a lot of money to insure your mortgage on top of your purchase price \$12,000.00 on your mortgage of about 3% interest over 25 years makes a difference of about \$57.00 per month. If your property appreciates by a historically conservative rate of 3.5% over the next year. You have essentially just regained your \$12,000 fee that you had to pay. Purchase Price \$350,000.00 (x) 0.035 = \$362,500.00. Difference of \$12,500.

5% Down

Purchase Price of \$500,000.00
Down Payment: 5% = \$25,000.00
Amortization: 25 Years
CMHC Premium = 4%
CMHC Fee = \$19,000.00

10% Down

Purchase Price of \$500,000.00
Down Payment: 5% = \$50,000.00
Amortization: 25 Years
CMHC Premium = 3.1%
CMHC Fee = \$13,950.00

THE SELLING PROCESS

MAKE A GOOD FIRST IMPRESSION

Things to Keep in Mind

When you Place your Home For Sale we Have to Remember it becomes a **PRODUCT**. Just like any product on the shelves at your local store it has features & benefits, pluses & minuses, and there are other products to compare yours to.

To gain an edge you must be priced right and look better than the competition. It is difficult to think of your home as just a product. But it helps you try and take things less personally because buyers are not as emotionally invested in your home as you are.

When your home is listed on the Market, remember to remove all valuables from the home. Jewellery, Cash Heirlooms etc.

When you sell your home, you are going to have to move. When you move, you are going to have to pack. Most of the principles of Staging & De-cluttering just mean that you pack up some of your things early. You are going to have to do it anyway- so let's do it now so that we can get you top dollar for your property.

People decide whether they like your home within 5 Seconds seconds. Inside & Out. When preparing your home for the market, we need to keep this top of mind.

At the end of the Day The Real Estate Agent Nor The Seller Determine the Final Price of a Home... It is whatever a willing Ready & Able Buyer is willing to pay given the Market Conditions.

People judge parts of the home they cannot see by what they can see. Keep Things as Clean as Possible We need to make sure that what can be seen is presented perfectly. That's the purpose behind this booklet.

THE SELLING PROCESS

THE THREE P's

PRESENTATION

This Part is a Team Effort. We work together and help with you with Needed vs Unneeded Repairs, Upgrades, Staging Suggestions, Furniture Placement, De-Cluttering & Optimizing Appearances.

As hard as we know it can be. We Need your Help to TRY Your BEST to

- Keep things as Clean as Possible, Inside and Out. A Clean home gives Buyers the feel that it has been cared for. The Opposite is true when it is Dirty.
- Avoid Strong Odours & Air Fresheners

- Pet Smells -

PROMOTION

This is Our Wheelhouse.

- We use the most Advanced Technology in the Market to make sure that your Home Is exposed to the Largest amount of Buyers Possible in the Best light Possible

HOW YOU ASK?

With an Ever Changing Digital Environment We train with some of the Top Marketing Influencers in North America to make sure our Comprehensive Strategies are always

RELEVANT & EFFECTIVE.

PRICE

With our in depth Price Analysis We always Aim to get as close to a Realistic Pricing Strategy as we can given the Current Market conditions.

We Are so Confident in our systems for navigating the sale of your home and our Ability to Market your home to the masses that...

If the First Two P's are working together. It is almost ALWAYS coming down to the price.

The Thing is... No Amount of Marketing in the World is going to Sell an overpriced product to Today's Internet Empowered Consumer.

The Three P's Represent the Things We Can Control

THE SELLING PROCESS

MARKET TERMS & CONDITIONS

BALANCED MARKET

A balanced market is a term used to describe whether or not supply is meeting demand. If a region's housing market is balanced it means that there is enough demand from buyers to equal the supply from sellers.

In a balanced market, sellers usually accept reasonable, close-to-list-price offers, while homes generally sit on the market for an average or typical length of time (this can vary from market to market). In a balanced market, housing prices remain stable and, for buyers, there is usually a sufficient number of homes to compare and choose from.

BUYERS MARKET

A buyer's market describes real estate market conditions that are favourable to buyers. In this market, buyers have more power in negotiating making it the best market for purchasing new properties.

If looking for a new home in a buyer's market, there will be many options with reasonable prices to choose from. Many of these may have been on the market for an extended period of time perhaps creating a price drop.

SELLERS MARKET

In a seller's market, there are more buyers looking for homes than there are homes available for sale. In a seller's market prices for homes tend to rise faster than the long-term average inflation rate—the rate at which most homes appreciate, on average, over time. Usually the long term Inflation rate is around 2% per year.

This is where you will encounter things like Multiple offer and will definitely want the help of a Savvy Agent.

Interest rates, Employment levels, Immigration & Consumer Confidence are just some of many things that we do not have control over in the market. Be Very Cautious of anyone who claims to know FOR SURE what is going to happen. Instead, evaluate their knowledge and accept that you are normally dealing with an educated guess at best based on past performances of the market. A good example is during the Financial Crisis in 2008, there were many niche markets surrounding the major cities here in Canada that were still climbing in value year over year during the recession. Albeit a slower climb, a progression nonetheless. While the major hubs in Canada took the brunt of the U.S fall, there were many different outcomes depending who and where you were.

THE SELLING PROCESS

DE-CLUTTER & DE-PERSONALIZE

DE-PERSONALIZE

This is IMPORTANT & Difficult because these are the things that make your house a home. For the time being we need to De-personalize
You want the Buyers visualizing this as “their” home and not yours. (It's human nature to be Nosy) You want them to remember your beautiful open concept kitchen, not if they think they know Uncle Bob on the wall. All of these items are best to be packed away and stored, preferably away from the property if this is conceivable so as not to add to any of our next step...clutter

DE-CLUTTER

We Tend To "Collect Things" over the Years. Unfortunately, in the unconscious mind of a buyer it looks like clutter. Remember, Buyers are going opening drawers, cupboards, closets, everything.

It is important to have everything as neat and organized as possible so when they do examine these areas they feel there is enough room for their stuff. Clean & empty the counters, get rid of the junk in “junk drawer”. Basements, garages, and attics are also prime suspects for inadvertently collecting and storing “clutter” and “junk”. It's unavoidable to most but for our sake, let's get rid of it for now. Once your home is sold you may bring it all back out if you see fit!

ODOURS

As far as pets and smoking are concerned, these are major contributors to Potentially less than an inviting smell you may have unconsciously become accustomed to. Try to limit smoking in the house and using a non-scented air freshener or cleaner. Ensure all litter boxes, fish tanks and any outdoor areas for dog business are cleaned frequently. People tend to be suspicious when they see or smell an abundance of air fresheners. It may have the same affect as when they see 2 or 3 dehumidifiers in the basement.

(You get the idea)

The checklist will help you give the inside of your home the greatest presence.

A Notorious spot for collecting clutter tends to be under the sinks.

The cupboards below the sinks is imperative to keep clean, even a buyer who knows nothings about plumbing will open this cupboard and be able to tell if there has been some kind of leak in the area.

If appliances and other areas of the home have any kind of strange odors it's going to send another signal to the buyer that this home may not have been cared for in the way they would like their home to be cared for.

Keep all appliances in the cleanest order possible. Again, people are going to open your fridges, stoves, dishwashers and microwaves.

THE SELLING PROCESS

SMALL CHANGES THAT MAKE A BIG IMPACT

PAINT COLOUR

Remember almost 100% of buyers are viewing your home online FIRST! Paint makes a huge difference in appearance of size in a home.

We Suggest that if it's in the budget, you should consider sticking with light Neutral Tones, Typically Grays and Off whites are fantastic for really maximizing the size of a space.

Try and avoid Bold Dark colours or compensate with Extra Lighting.

LIGHTING & FIXTURES INTERIOR DOORS & HANDLES

Again, a rather inexpensive upgrade or update that can really help with an updated feel of the home without breaking the bank.

- Try to Stick with Bright White Lighting in the Kitchen & Bath area of the home. Typically 4500k - 6000k Rating
- Try to use the a Soft White and slightly warmer lighting throughout the other living spaces at about the 3000-4000k Range.

This is another inexpensive fix that goes a long way. Unless you're trying to showcase the victorian charm of your century home or mid Century Modern Home. Let's Try and get rid of those brass door knobs.

- Interios Doors are also easily updated and replaced at your local Hardware store.



THE SELLING PROCESS

WHAT TO EXPECT WHEN YOUR HOME IS FOR SALE

When you leave the house, please leave it as if you are leaving for a showing. Yes, it is difficult sometimes and it might even mean you have to get up a little earlier in order to take care of these important items, but you never know when the right people are going to look at your home. This way, you will always be ready for them!

Please try to accommodate all showings. Buyers tend to look at multiple properties during each outing and may find another before you are able to reschedule or may not come back at all. We understand it is sometimes inconvenient when you experience very short notice. Unfortunately, we cannot control this and only ask that you try your best!

The easier a property is to show the more likely people are going to show it. Especially in a hot market. If your electric bill does not go up while your house is on the market-you are doing something wrong. While on the market, your house should have the lights left on in case of a showing and a comfortable temperature should be maintained.

Unfortunately We Cannot Control How all agents operate their businesses and occasionally some things are out of our Control. Sometimes they may be late, or leave lights on, track dirt into the home. Please let us know and we will be sure to follow up. But Our #1 Priority is the Security of your home. Please ALWAYS REMOVE ANY VALUABLE SUCH AS CASH, JEWELLERY OR HEIRLUMS While on the Market.

NEVER ALLOW ANYONE INTO YOUR HOME WITHOUT A CONFIRMED SHOWING DIRECTLY FROM US OR OUR OFFICE. During a showing, leave the premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyers be at ease, and let the agents do their jobs.

If you need the name of a painter, house cleaner, handyman, roofer, electrician, anything... just give us a call. We would be glad to refer you to vendors we have worked with and from whom we have received excellent service.



GENERAL EXTERIOR CHECKLIST

**Suggestions - If Needed,
Not always Mandatory**

- Make sure windows are spotless. This includes frames around the windows, the sills and shutters, Inside & Out.**
- Keep driveway swept/ Shoveled. If not paved, rake and add more gravel if needed.
- Flowerbeds should be clean, and look good in all seasons. Make sure all beds have a sharp edge and are free of leaves and debris.
- Keep the lawn manicured and neatly edged. A perfectly mowed lawn does wonders for presence. You may have to mow twice per week during growing season.
- Aerate and seed any bare / thin spots in your lawn. Consider new sod if necessary.
- Arrange for a lawn fertilization company to set up an accelerated program to keep your lawn a deep green colour and weed free.
- Try to Pull Weeds rather than Spray as they will just typically brown & become unsightly. Mulching Garden Beds will help with Weeds.
- In the fall, be sure to rake leaves from your lawn and from planting beds. This may need to be done every couple of days in the fall.
- Mulching Garden Beds will help with Weeds.
- Shrubs and landscaping should enhance, not hide the home. Shrubs should be lowered to, at most, the height of the home.
- Remove trash cans, discarded wood scraps, and trash. Re-stack wood piles if necessary and remove all storage containers, children's toys and other unnecessary objects.
- Consider painting or cleaning any ornamental fences, light posts and railings.
- For covered porches, consider a bench or set of chairs so people can imagine themselves relaxing here. Make sure they are clean, inviting and don't clutter the space.
- Clear any pathways to water or other Amenities on your property. Clean up, rake and check any shoreline or beach areas.





ENTRANCE

- Consider a fresh coat of paint or varnish on the front door. At the very least, clean the door and hardware.
- Make sure your doorbell not only functions but is not cracked or broken.
- Have an attractive welcome mat for people to wipe their feet. A second mat inside is important during bad weather. Keep your porch swept.
- Make sure the mailbox is clean, consider the cost of rust proof paint.
- Verify house numbers are large and visible. We want to make sure buyers and agents are able to find your home.
- Air out the Home...
If you do notice any bad odor, search for and destroy the source.
- Wash all the windows inside and out. Clean the window sills and the bottoms of the window jams. Wash the blinds and vacuum the drapes.
- In the fall, be sure to rake leaves from your lawn and from planting beds. This may need to be done every couple of days in the fall.



INTERIOR

- Remove all ashtrays. If there is a smoker in the residence, all smoking must be outside (not in garage) while property is on the market.
- Invest in some new and bedding (comforter, sheets, and accent pillows). You can take them when you move, and they will improve the look of the bedrooms while your current house is on the market.
- If your house is a bit dated, consider changing some inexpensive items that will increase your home's desirability such as, light fixtures, switches, Door Knobs etc.





INTERIOR

- If your carpets look dirty or have not been cleaned in over a year, clean them. Buyers only know what they see ... not the way it is going to be. Unless your home is a “fixer upper”, badly worn or very out of date carpets should be replaced before coming on the market. Offering a buyer a credit to pick their own new carpet or discount off the price is far less effective and usually ends up costing more money and slowing down the selling process. Pick a light colored short plush or Berber carpet. Clean or polish all floors.

- Clean all the closets, cabinets, and drawers. Get rid of things you have not used in the past 5 years and pack everything that you have not used the past year (this will also give you a head start on moving). Potential buyers are going to be opening your drawers and cupboards.

- Make sure the closets look like they have enough room to hold additional items. Make sure doors do not stick and nothing will fall out when opened. Get everything off the floor (unless very neatly arranged) and do not have the shelves piled to the ceiling. If necessary, box up off-season clothes (another head start on moving). All coats should be facing in the same direction.

- There should not be too much furniture in the rooms. You will be far better off selecting the pieces that look best and putting the others in the garage or in storage

- Make sure fireplace mantels are not overloaded with items on display. A couple of well-placed items as needed. Clear the ashes if not being used.

- Clear out family photos and all other items that say “You do not live here” to a potential buyer. Fill any holes and touch up paint from taking them down

- Put maximum safe wattage of light bulbs in all fixtures. Clean all wall switches and replace broken plates.

- Make sure that any pull-down staircase is strong enough to be used safely

- Consider whether the posters currently in your children’s rooms are likely to offend or distract any buyers. If so, store those posters for now.





KITCHEN/ BATHS & LAUNDRY

- Clean the oven and keep it clean; After cleaning the range, put new drip pans under the burners or foil over the old ones.**
- Look at the kitchen as if you were a health inspector. Paying particular attention to: Garbage area, Cracks and Corners. Clean around the seal of the dishwasher door.
- Make certain you get rid of all junk, broken or cracked dishes. Also remove disorganized items that have accumulated in the kitchen drawers and cabinets.
- If your house is the least bit dated, consider changing items that will increase your home's desirability such as dated wallpaper, light fixtures, etc.
- Keep everything put away that can be put away, especially on counters.
- Air out the Home...
If you do notice any bad odor, search for and destroy the source.
- Check the cabinet doors and door handles for fingerprints.
- Repair all leaky faucets. Caulk bathtubs, showers, and sinks.
- Coordinate towels in one or two colors. Fold clean towels in thirds and hang onto racks each day. Purchase new towels if necessary. (They don't have to be expensive)
- Clear all items out of shower stalls and tubs except for necessities. Clean or replace shower curtains.
- If necessary, remove the shower door for cleaning. Use solution of one-part muriatic acid to 10 parts water, then scrub with plastic scouring pad and rinse clean.
- Fresh flower arrangements do wonders for a bathroom, both in appearance and aroma. Plug-in air fresheners or scented candles should be very Modest & Not Strong
- Put laundry soaps and supplies in cabinets or containers. Keep counters and sink clean and empty.
- The laundry is one room to take special care with lighting. Many laundry rooms are way too dark. Upgrade wattage in light fixtures if safe to do so.





GARAGE / SHOPS

- If you have pets, be sure to clean around their food areas and empty litter boxes frequently.**
- Clean and sweep garage. Consider painting walls flat white and floors light gray.
- Store any dangerous tools and arrange others neatly. Use containers and tool boxes as necessary.
- Vacuum pipes around heating system which are visible.
- Check garage windows and screens. Windows should be clean and screens free of rips and tears. Windows should be checked for cracks and holes. Replace as needed.
- Remove all "junk" from the attic, basement, closets, garage, and tool shed. Large storage areas appeal to buyers. Rent a storage unit and clear out as much as possible to make your home feel open and roomy.

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SHOWING PREPARATION

Your Property looks great and you have a scheduled showing appointment. Now What?

Open all drapes and window shades. Open all doors between rooms to give an inviting feeling.

Turn on all lights including lamps. Turn off the TV. Look around for clutter, including newspapers and magazines and clear it away.

See that the kitchen counters are free of unnecessary items and that any dirty dishes are put away.

Verify that the bathroom is straightened up: toilet lids down, counter tops cleared off and towels hung neatly.

In the fall, be sure to rake leaves from your lawn and from planting beds. This may need to be done every couple of days in the fall.

Make sure beds are made and clothes are picked up.

If it is fireplace season or you have a gas log, light the fire as you leave.

NO air fresheners or scented candles. They can aggravate allergies and create an image of covering up or masking issues.

Keep your home well lit. Buyers will drive by at odd hours and you want your home to stand out. Keep ample lights on-both inside and out-until at least 9pm every day.

Remember to take out the trash. If you have pets, get them out of the way during showings-preferably out of the house, and take care of their food and/or litter area. Many people are uncomfortable around animals and may even be allergic to them.



DO YOU HAVE AN UPCOMING SHOOT? BEFORE WE ARRIVE

The majority of home buyers start their search online, so it is important to make the first impression count!

INSIDE YOUR HOME

- Turn ON all lighting
- Ceiling fans turn OFF
- Toilet lids down
- Blinds/shades same height level
- Clear clutter
- Clear bathroom/kitchen counters
- Hide towels & rags on appliances
- Hide paper towel, sponges, soap dispensers, etc
- Hide any personal belongings
- Hide trash cans
- Hide shoes
- Hide remotes
- Turn OFF TVs & Monitors
- Remove pets & pet items

OUTSIDE YOUR HOME

- Remove cars from driveway or away from the front of the house
- Close garage doors
- Hide garbage bins
- Remove BBQ cover
- Clear Clutter
- Unlock and Clear Side Gates

PLEASE NOTE:

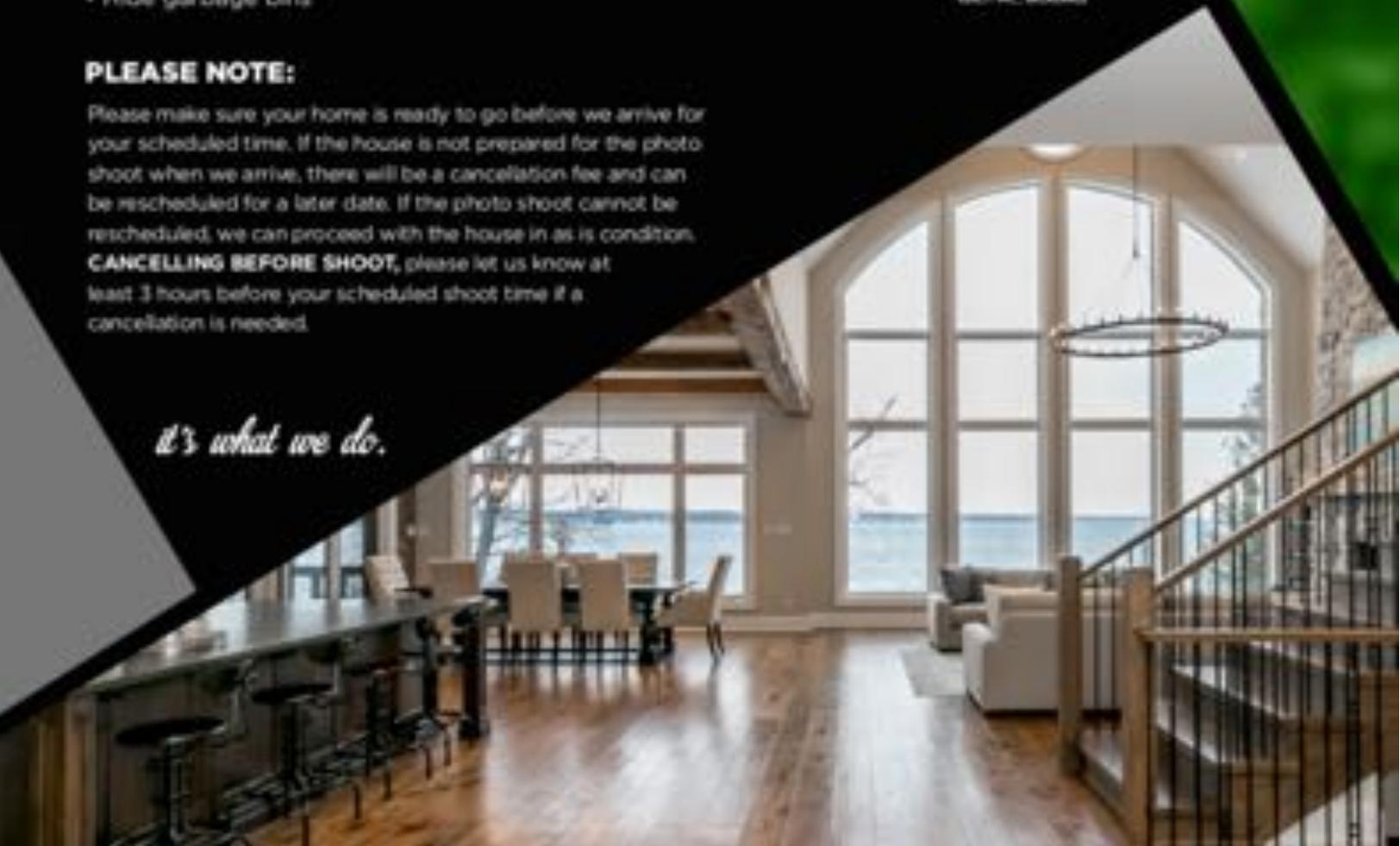
Please make sure your home is ready to go before we arrive for your scheduled time. If the house is not prepared for the photo shoot when we arrive, there will be a cancellation fee and can be rescheduled for a later date. If the photo shoot cannot be rescheduled, we can proceed with the house in as is condition.

CANCELLING BEFORE SHOOT, please let us know at least 3 hours before your scheduled shoot time if a cancellation is needed.

it's what we do.



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BEFORE WE ARRIVE

CHECKLIST

Use this check list to help prepare you for your photoshoot!

INSIDE

- Turn ON all lighting
- Ceiling fans turn OFF
- Turn OFF TVs & Monitors
- Toilet lids down
- Open blinds/curtains
- Clear bathroom/kitchen counters
- Clear fridge surface
- Hide towels & rags on appliances
- Hide paper towel, sponges, dispensers, etc
- Hide any personal belongings
- Hide trash cans
- Hide shoes
- Hide remotes
- Hide tissue boxes

- Hide hygiene products
- Replace burnt out bulbs (if possible)
- Remove pets & pet items
- Set up pool table (if present)

OUTSIDE

- Remove cars from driveway
- Close garage doors
- Hide garbage bins
- Put cushions on patio furniture
- Remove BBQ cover
- Clear Clutter
- Unlock and Clear Side Gates

JM JUSTIN MCCLINTOCK

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