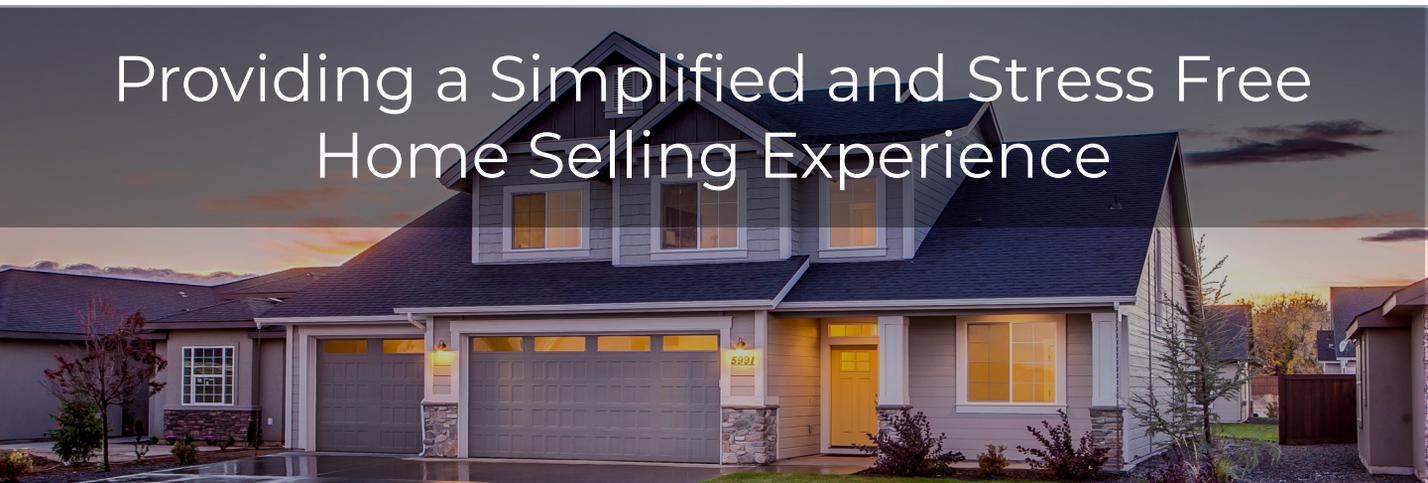


THE ULTIMATE HOME SELLER CHECKLIST



Providing a Simplified and Stress Free
Home Selling Experience





DEAR HOME SELLER,

Are you considering selling your home but you're not sure where to start? Does the thought of listing your home and getting it show-ready stressing you out?

My name is Cindy Charles, and I'm committed to making sure that your home selling experience is as painless as possible. My team and I have been helping home owners all across Montreal (and surroundings) sell their homes quickly, easily, and at the highest price possible.

The following guide contains important information you will need to gather prior to listing your home for sale.

Use the Ultimate Seller Checklist as a guideline to help you get your home listed quickly and effortlessly.

If you have any questions, please feel free to ask. I'm here to help.

Sincerely,

Cindy Charles

ANNUAL OPERATING COSTS (APPROXIMATE)

Water: _____

Hydro: _____

Heating: _____

Property Taxes: _____

INFORMATION

Age of Home _____

Age of Roof _____

Age of Furnace _____

Age of Windows _____

Age of Central Air Conditioning _____

DOCUMENTS (IF AVAILABLE)

Please submit the following documents with this first page. Copies are okay.

- Survey of Property
- Floor Plan
- Home Inspection Report
- Building Permits (if applicable)
- Receipts for All Major Improvements to Property (ie. kitchen, flooring, roofing)
- Certificate Of Location

KEYS

Please have an extra set of keys handy so that prospective Buyers and their agents may access your home.

- Front Door Key
- Garage door keys (if not accessible from interior)
- Keys to outdoor sheds

HOME IMPROVEMENTS

Please list any major improvements have been made that may affect the value of your home, and the approximate cost of these improvements:

Improvement	Year	Cost



Staging Your Home



It's a proven fact that a staged home appeals to more buyers, spends less time on the market, and sells for more money, than if it were not staged.

How a home looks and feels affects a Buyer's perception of how much it's worth.

Staging adds visual appeal, warmth, and beauty to your home by optimizing the use, look and feel of your home.

This section outlines the different things you can do to stage your home to sell for top dollar. For recommendations on professional stagers, feel free to reach out to me by calling (514) 562-3717

Whole Home Considerations

TOUCH UP WALLS WITH FRESH, NEUTRAL PAINT

A fresh coat of paint is one of the cheapest ways to update your home. Bold colours may not appeal to Buyers, so now's the time to re-paint that red accent wall and purple bathroom.



PRO TIP:

Light colours make small rooms appear bigger and **Blue** puts more green in your pocket

According to Zillow's 2017 Color Analysis Report, the right shade of blue adds the most value to a home. In particular, homes with bathrooms painted in light blue or periwinkle sold for \$5,440 more, kitchens in light blue or slate grey (+\$1,809), dining rooms (+\$1,926), and bedrooms (+\$1,856), on average.

The only room where blue was found to decrease a home's value was the living room, where it dropped a home's value by \$820. Walls painted in other livable neutrals such as soft taupe and pale grey were found to be more profitable in this space, increasing a home's selling price by \$1,809 and \$1,526 respectively.

Pull your rooms together by placing accent pieces from the same colour palette (like the Benjamin Moore swatch pictured above) throughout your rooms. This will create a more cohesive look.

WALLS AND CEILINGS

- Clear of dirt, fingerprints and water damage stains
- Cracks, chips, and holes repaired
- Neutral, light colours

STAGE EVERY ROOM FOR ITS INTENDED PURPOSE

If you've converted the spare bedroom into a den, or the den into an exercise room, make the effort to convert those rooms to the way that most people use them. You want Buyers to easily visualize how they'd live in your home and its rooms the way they would use them.

GET RID OF FAMILY PHOTOS, RELIGIOUS ARTIFACTS, AND PERSONAL MEMENTOS

Indeed, these are the exact things that make your home feel like home – but that's precisely why you need to get rid of them. You want to create an objective space – a blank canvas so to speak – for potential Buyers. Take down your wedding photos and your shot glass collection – they'll soon have a new home anyhow.

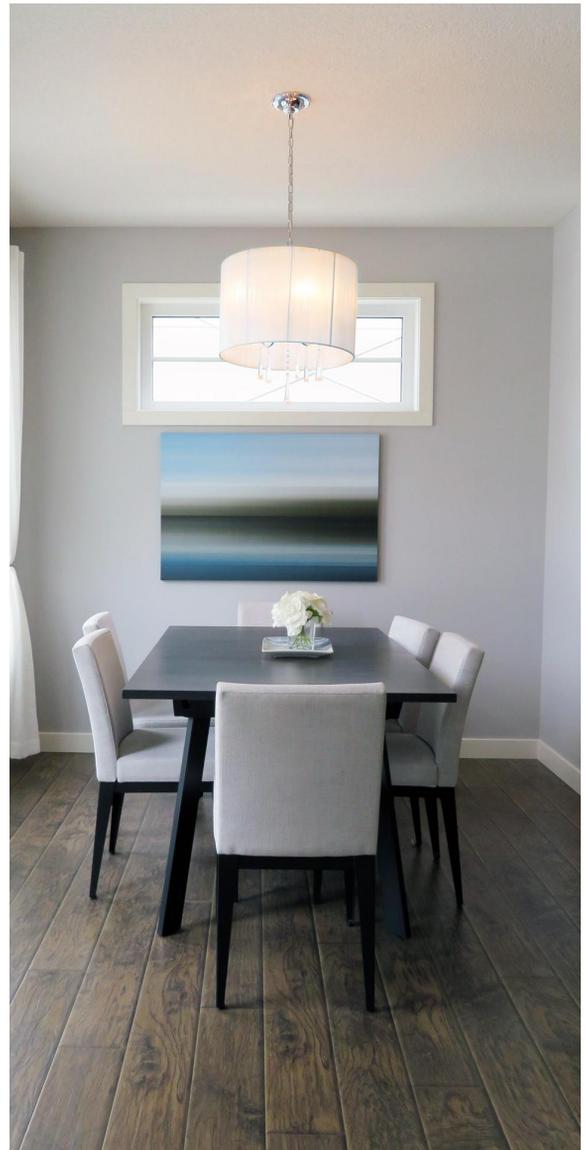
Febreze the smell out of your home

Every home has a smell. You may be desensitized to your own home's scent because you're used to it, but a Buyer will sense it as soon as they walk through the door.

Give pets a good wash and commit to not cooking fish or curry for the time your home is listed for sale. Buy a few plug-in air fresheners and don't ever smoke in your house. If you do smoke outside, hide the evidence. An ashtray full of butts can be off putting to potential Buyers as well.

CLOSETS AND STORAGE AREAS

Unfortunately, cramming everything you don't want seen in to your closets won't fly. Buyers will open doors and look in your cupboards and assume that a cramped closet equals insufficient storage in your home. Purge what belongings you don't need and neatly organize what you do.



- Closets and Storage Areas
- Clean and well organized
- Clutter and excess junk removed
- Clothes neatly hung

Daily Upkeep

INSIDE YOUR HOME

It isn't enough to just have a clean and shiny home the day you go on the market. You never know when a Buyer may turn up for a viewing , so you need to have it looking its best every day. Ensure your home is always show-ready to make the most of every opportunity and get the highest possible price for your home.

KITCHEN

The kitchen is one of the rooms Buyers are most attracted so give extra love to this space.

- Remove as many small appliances as possible. You want the counters to be as clear
- Fridge clear of magnets, photos and reminders.
- Store your booze collection (and take out the empties).
- Every surface sparkling clean
- Countertops organized, all but daily use appliances
- Spoiled food discarded
- Stovetop clean



BATHROOMS/POWDER ROOM

- Every surface sparkling clean
- Countertops organized, free of clutter
- Sinks spotlessly clean
- Tub and shower surfaces clean
- Towels stain-free and hanging neatly
- Toilet extra-clean and working properly



LIVING ROOM

- Put away toys. Children's and/or pet toys should be put away when not in use. Don't hide the fact that you have children and/or pets this may be a commonality between you and your potential Buyer. But everything should have its place and look organized.
- Fireplace clean, logs/kindling stacked neatly?
- TV wires tucked neatly
- Decluttered and items neatly organized



BASEMENT

- Decluttered and organized
- Remove any musty smells with dehumidifier
- Clean cobwebs
- Make sure all lights are working



FLOORING (HARDWOOD, TILE, CARPETING, AREA RUGS, ETC.)

- Clean any stains
- Repair excessive wear or damage
- Fix damaged tiles and grout

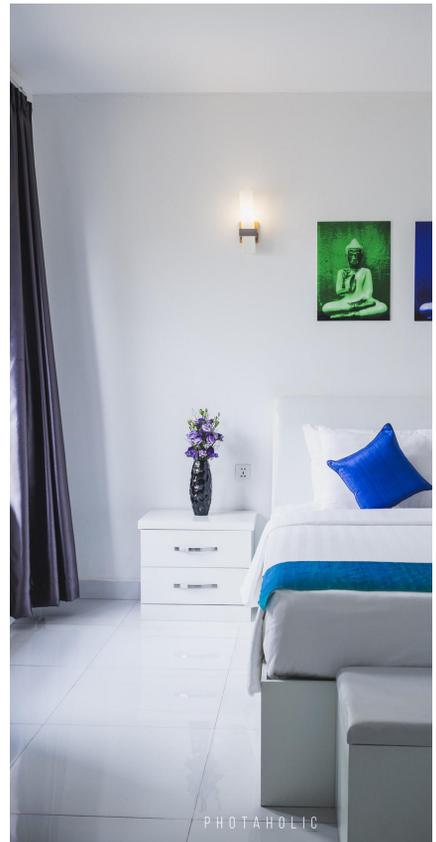


WINDOWS

- Sparkling and streak-free
- Fix broken cranks
- Repair damaged screens

BEDROOMS

- Valuables removed from sight
- Beds made
- Furniture clean and in good repair
- Clutter and excess removed
- Thoroughly vacuumed
- Mirrors sparkling
- Declutter closets



OUTSIDE YOUR HOME

- Front porch organized
- Furniture clean
- Driveway clean
- Fences/decks in good condition
- Walkways in good repair



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