



YOUR GUIDE TO

Sold

RE/MAX Ocean Pacific Realty

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SONIA LEGER  
REAL ESTATE AGENT



# 7 STEPS TO *Gold*

- 01 ESTABLISH A PRICE
- 02 PREPARE YOUR HOME
- 03 LISTING
- 04 MARKETING
- 05 SHOWINGS
- 06 OFFERS & NEGOTIAIONS
- 07 CLOSING



# 1 ESTABLISH A PRICE

## PRICING YOUR HOME COMPETITIVELY...

THE LISTING PRICE IS ONE OF THE MOST IMPORTANT FACTORS  
IN A SUCCESSFUL HOME SALE

I WILL PROVIDE AN IN DEPTH MARKET ANALYSIS OF YOUR  
HOME & TOGETHER WE WILL SET THE PERFECT STARTING PRICE.

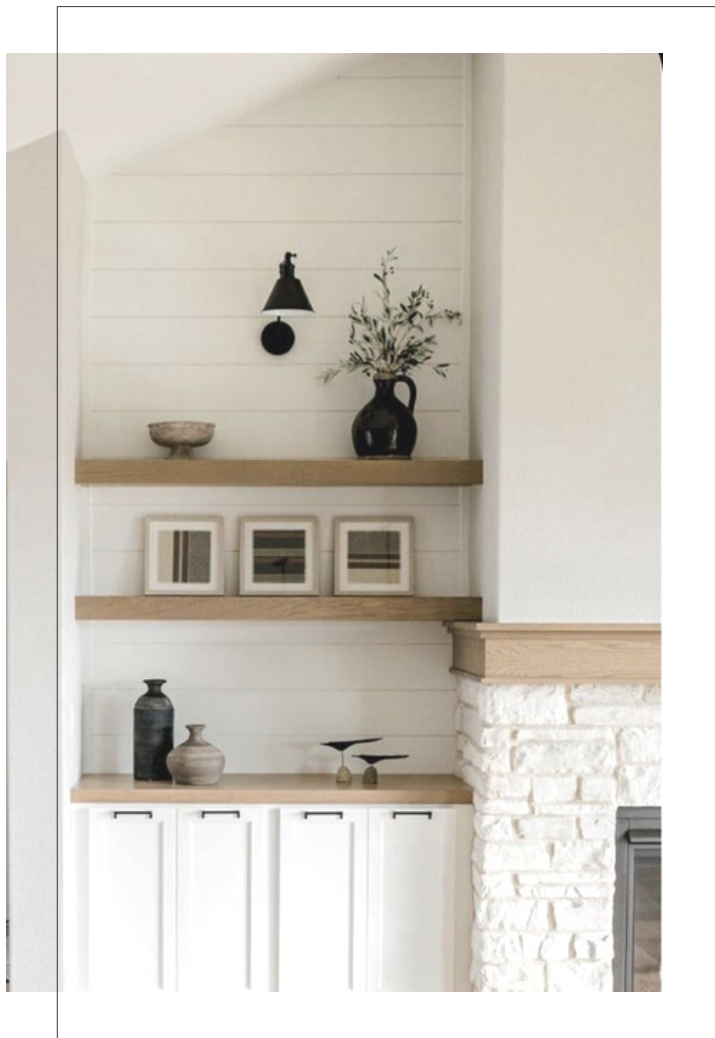
### WHAT DOES THIS INCLUDE?

- 1 Inspection and assessment of your property location, style and condition.
- 2 Fair Market Evaluation of your property including optimal pricing strategy.
- 3 Estimate of expenses to show net proceeds when your sale is complete!



# 2

## PREPARE YOUR HOME



HERE'S HOW WE HELP MAXIMIZE THE VALUE OF YOUR HOME

**01 HOME ENHANCEMENT CHECKLIST**  
Small tasks to get your home showing ready!

**02 MINOR REPAIRS & IMPROVEMENTS**  
Recommendations to help sell your property for the highest possible price.

**03 RECOMMENDED PROFESSIONALS**  
A list of the most reliable and dependable home improvement workers in the Comox Valley

# ENHANCEMENT *Checklist*

## EXTERIOR

- ☐ Mow lawn
- ☐ Trim around walkways, trees and bushes
- ☐ Remove weeds from flowerbeds and mulch
- ☐ Repaint or stain where needed
- ☐ Inspect driveway, sidewalks & foundation for cracks
- ☐ Wash all windows and window wells

## INTERIOR

- ☐ Repaint in neutral colors that appeal to many styles
- ☐ Remove all clutter and personal photos
- ☐ Create a warm, inviting space in each room
- ☐ Ensure all lights are working and bright

# RECOMMENDED *professionals*

## CONTRACTOR

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DANCOR  
CONSTRUCTION 250-650-5558  
LTD

## ELECTRICIAN

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AIKI ELECTRIC 250-702-6990

## PLUMBER

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ROB MITCHELL  
PLUMBING 250-218-1167

## PAINTER

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DWAYNE 250-897-8600

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# 3 LISTING

Your home is officially on the market - **Congratulations!**

## NOW WHAT?

- 1 A 'For Sale' sign will be placed in your front yard
- 2 You'll receive a copy of the MLS printout to review for accuracy.
- 3 I'll be in touch weekly to provide updates on activity and feedback





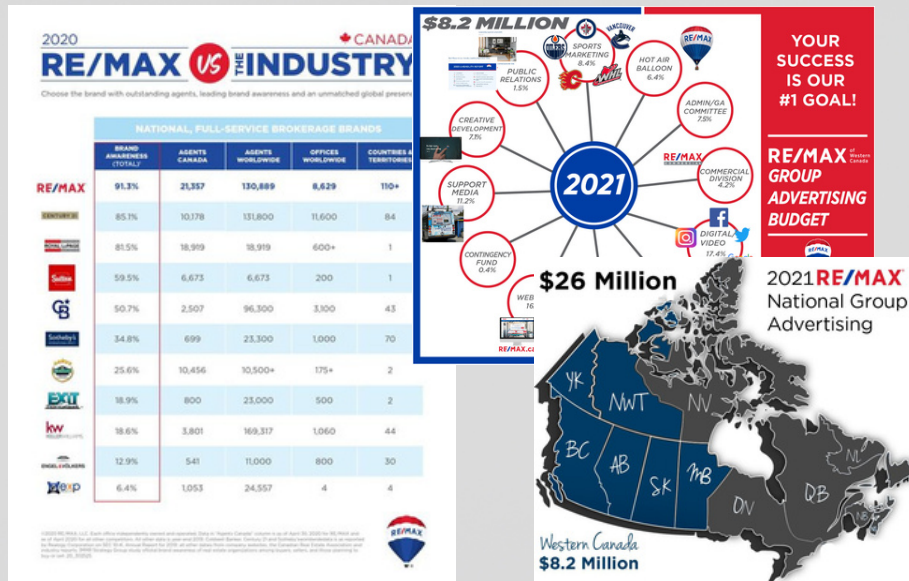
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## MARKETING

Your home is on the market & the goal is to get it in front of as many buyers as possible.

HOW?

- 01 ADVERTISE ACROSS MULTIPLE SALES CHANNELS
- 02 SHARE WITH PERSONAL CONNECTIONS TO GET THE WORD OUT
- 03 UTILIZE THE RE/MAX ADVANTAGE!





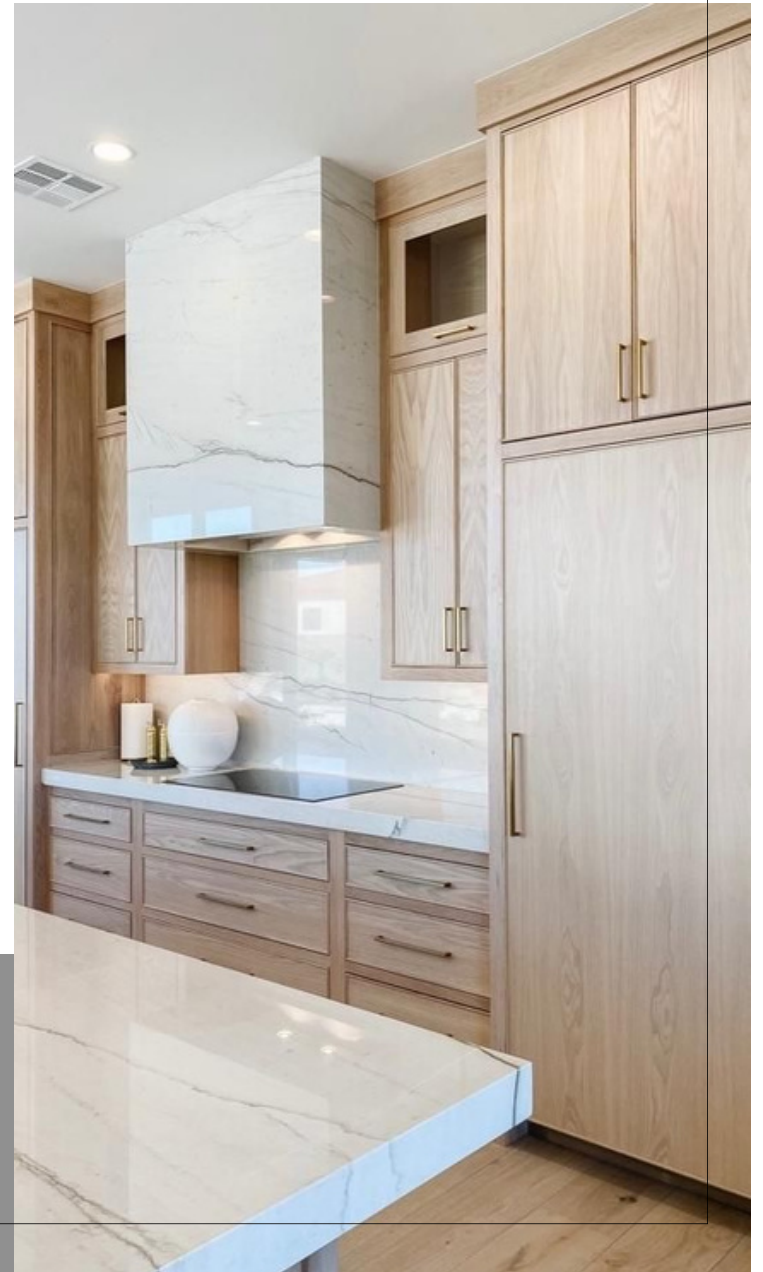
# 5 SHOWINGS

THE MOST IMPORTANT THING TO KEEP IN MIND WHILE SHOWING YOUR HOME IS **FLEXIBILITY.**

I WILL SET UP PRIVATE SHOWINGS AND IF COMFORTABLE, AN OPEN HOUSE TO GET AS MANY POTENTIAL BUYERS IN YOUR HOME AS POSSIBLE.

## *Showing Tip*

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.



# SHOWING *Checklist*

## ...IF YOU HAVE TEN MINUTES

- ☐ Make all beds
- ☐ Toss clutter into a basket & take it with you
- ☐ Empty garbage cans & take out the trash
- ☐ Wipe down countertops & put dishes in dishwasher
- ☐ Put out your nice towels
- ☐ Pick up toys & personal items
- ☐ Turn on all the lights

## ...IF YOU HAVE AN HOUR

- ☐ Complete the ten min list
- ☐ Vacuum carpets and rugs
- ☐ Sweep hard surface floors, mop if you have time
- ☐ Wipe down all major appliances
- ☐ Wipe down all glass & mirrored surfaces
- ☐ Put away all laundry
- ☐ Dust highly visible surfaces

# 6

## OFFERS & NEGOTIATIONS



**WHEN PROSPECTIVE BUYERS COME ALONG,  
YOU CAN COUNT ON ME TO:**

1

Carefully review and present all offers for your consideration.

Qualify prospective buyers & research their lending options to increase the likelihood that they can secure financing.

2

3

Negotiate the strongest terms to create a solid transaction that will close on time without any surprises.



# 7 CLOSING

**ONCE WE'VE SECURED A QUALIFIED BUYER, I PROMISE TO SMOOTHLY NAVIGATE YOU THROUGH THE TRANSACTION**

01 Count on me 2 to manage all the details of your real estate transaction on a daily basis.

02 I will stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible.

*We did it!*

Closing is the final step in your home selling process.

During the closing, title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.



*Congrats*  
ON SELLING  
YOUR HOME!

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