



YOUR COMPLETE GUIDE TO LISTING YOUR HOME



1. INTRODUCTION				
	About Me	4		
	Seller FAQ's	5		
	4 Stages Of Selling	6		
	2 DDICING VOUD HOME			
	2. PRICING YOUR HOME			
	Pricing Right	8		
	How Does An Agent Price	9		
	3. MY STEPS TO SOLD			
	Steps To Sold	11		
	Preparing Your Home	12		
	Staging Your home	13		
	Tips to Prepare Your Home	14		
11	Professional Photography	_15		
	Pre-Listing Home Inspection	16		
	Social Media Marketing	17		
	Open Houses	18		
	Showing Your Home	19		
	Showing Checklist	20		
4. THE OFFER AND CLOSING				
	Negotiating The Offer	23		
	The Offer Process	25		
	Scheduling Your Move	26		
5. WHY ME?				
		28		
	My Promise	25.22		
	Testimonials	29		

Thank you!

As your real estate agent, I promise to work tirelessly to market and sell your home for the best possible price.

I'll keep you informed every step of the way and ensure that the selling process is as smooth and stress-free as possible.

Your satisfaction is my top priority and I'm committed to delivering outstanding service throughout the entire transaction.

Julianne Reynolds

Realtor © Accredited Buyers Representative

Cell: 705-868-8812 info@juliannesellshomes.com www.juliannesellshomes.com



ABOUT ME

I grew up in Bancroft, Ontario and moved to Peterborough over 20 years ago to attend Sir Sandford Fleming College. I proceeded to work in an upscale, local retirement residence as the Assistant Activity Director. After having my daughter in 2015, I made the decision to become a stayat-home mom. Although I loved staying at home and raising my daughter, I knew that when my daughter started school I wanted to get back into a professional career, and that's when my real estate career began.

You could say Real Estate "is in my blood" as my father has been in real estate since 1983. I grew up working as my father's assistant and from an early age I realized the passion, dedication and hard work it takes to succeed. I proceeded to develop my skills over the past few years, becoming an Accredited Buyers Representative and also helped open the Keller Williams Community Real Estate brokerage in 2023.

With a passion for helping clients navigate the dynamic real estate market, I am dedicated to providing personalized, professional service to buyers, sellers, and investors. Whether you're a first-time homebuyer, a seasoned investor, or looking to sell your property, I will guide you through every step of the process with integrity and expertise.

In my free time, I enjoy spending time with my family and friends, going to my cottage in Bancroft and travelling!





HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

This depends on the situation but it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. I can guide you through the process.

4 STAGES OF SELLING

1 PRELISTING

- Schedule an appointment with me
- Discuss the best strategy for selling
- Competitive market analysis
- Establish sales price
- Sign listing agreement and all other paperwork

2 PREP FOR MARKET

- Declutter
- Professional photography taken
- Professional cleaning
- Pre-List home inspection (if applicable)
- Meet with Staging Consultant (if applicable)
- Signs & lockbox installed

3 ACTIVE ON MARKET

- Live on MLS
- Social media campaign launched
- Email campaigns started
- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held

4 OFFER AND CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Inspections and appraisals completed by buyers (if applicable)
- Conditions removed
- Property closes
- Refer your friends to me!



PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner.

WHY PRICING YOUR HOUSE RIGHT MATTERS

UNDERPRICED

- Limits your future buying power
- Missed opportunity to earn more on home
- · May raise doubts among buyers

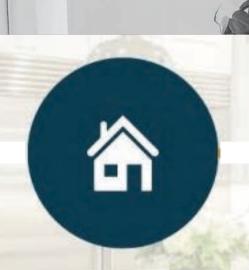
MARKET VALUE

- Increases chance of a bidding war
- Improves chance of getting a higher price
- High chance of a quick sale

OVERPRICED

- May need a price reduction, raising red flags
- Sits on the market longer
- Higher price could deter buyers

HOW DOES AN AGENT PRICE YOUR HOME?



The agent considers your whole neighborhood, including the reputation, crime rate and other factors.



The agent considers recent comparable sales. This helps create CMA reports to set listing prices.



The agent considers
your home's condition
and updates you have
made when pricing your
home.



ABCDE

SEVEN STEPS

TO GETTING YOUR HOME SOLD

PREPARING YOUR HOME

STAGING YOUR HOME

PHOTOGRAPHY/VIRTUAL TOUR

PRE-LIST HOME INSPECTION

SOCIAL MEDIA

OPEN HOUSES

SHOWING YOUR HOME

PREPARING YOUR HOME

FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. A lot of potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

STAGING YOUR HOME

83%

of buyers' agents
said staging a
home made it
easier for a buyer to
visualize the
property as a
future home

67%

of top agents say that home staging helps a seller fetch more money for their house resale 40%

of top buyers agents cited that a home staging had an effect on most buyers view of the home

PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

TIPS TO PREPARE YOUR HOME

MAXIMIZE CURB APPEAL

MAKE YOUR HOME SPARKLE

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

FRESHEN & CLEAN

- · Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

PROFESSIONAL PHOTOGRAPHY & VIRTUAL TOURS

I recognize the importance of professional photography and virtual tours, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.





HOMES WITH PROFESSIONAL PHOTOGRAPHY & VIRTUAL TOURS...

Sell 32% faster than homes with amateur photography Have a 50% higher asking price per square foot Get 403% more inquiries when paired with social media posts

PRE-LISTING HOME INSPECTION

Buyers wants to know more about the home they're potentially going to purchase. This is what a pre-listing home inspection does. As the name suggests, a pre-listing home inspection is a thorough check of the major components of a house, completed before listing.

When a buyer makes an offer with a home inspection condition, they'll become aware of any shortcomings. Instead of waiting for that moment, you could solve any minor problems ahead of time.

Main Benefits of Pre-Listing Inspections:

- Find potential repairs and rectify them as a show of good faith to buyers
- Buyers will be more attracted to your listing because they know what they are getting up front
- Ensure a smoother real estate transaction by eliminating a home inspection condition
- Preserve the perception of value
- Advertise a clean real estate bill of health to prospective buyers
- Receive more accurate offers, less likely to change terms of the offer later on
- Know exactly what you are selling

SOCIAL MEDIA MARKETING

INSTAGRAM

I regularly post professional photos, videos, and stories to expose your listing to as many people as possible.

FACEBOOK

I run targeted ad campaigns to ensure your listing shows up in front of the right buyers.

TIKTOK

I post professional grade videos of your home to show off every angle.



OPEN HOUSES



I LOVE SHOWCASING YOUR HOME WITH AN OPEN HOUSE

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

TIPS FOR AN EFFECTIVE OPEN HOUSE:

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security

SHOWING YOUR HOME

STEP 1:

A SHOWING HAS BEEN REQUESTED

STEP 3:

HOME IS PREPARED FOR THE SHOWING

STEP 5:

FEEDBACK IS RECIEVED

STEP 2:

YOU APPROVE OR DISAPPROVE

STEP 4:

YOU LEAVE AND THE SHOWING IS COMPLETED

STEP 6:

REVIEW FEEDBACK OR OFFER

SHOWING CHECKLIST

Clean and declutter the entire house, including closets, cabinets, and drawers.	Clear off kitchen and bathroom counters, leaving only necessary items.
Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.	Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.
Repaint walls in neutral colors if necessary.	Stage the house with attractive furniture and decor.
Mow the lawn and trim bushes and hedges.	Make sure all appliances are in good working order and clean.
Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.	Provide a detailed list of updates and renovations to your real estate agent.
Add potted plants or flowers for curb appeal.	Remove any pet odors and stains.
Clean the gutters and downspouts.	Replace any burnt-out light bulbs.
Clean or pressure wash the exterior of the house.	Provide a list of features and benefits of the house to the real estate agent.
Sweep and tidy up the yard and outdoor living spaces.	Clean and organize the garage or storage areas.
Ensure that the roof is in good condition.	Make sure that the house is well-lit both inside and outside.
Make any necessary arrangements for pets or children during the showing.	Be flexible and willing to work with potential buyers to make the sale happen.
Make sure that the house is easy to access and that potential buyers can find it easily.	Leave the house during the showing to give potential buyers privacy.

SHOWING FEEDBACK

GETTING FEEDBACK

Not every listing agent asks buyers agents for feedback about the house, but they should, and the most important question to ask following a house showing is "What did your clients think?"

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

I'm in direct contact with buyers agents and ask for feedback on each one of my properties after every showing.

QUESTIONS I'LL ASK

- 1. What's your overall impression?
- 2. How does this home compare?
- 3. What do you like most?
- 4. What do you like least?
- 5. What's your opinion of the price?
- 6. Do you see yourself living here?

Feel free to email me any other questions you want to ask the buyers agent.



NEGOTIATING THE OFFER

Did you know that negotiation can take place at two different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's conditional period, there is another chance to negotiate. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. I will use my negotiating skills to advocate for

THE OFFER

you.

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. However, there's no need to be concerned – I'll be there every step of the way to guide you.







DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. As a general rule, sellers of real estate and their listing agents have a duty to disclose any hidden (latent) defects that they are aware of in the property that could affect a reasonable buyer's use and enjoyment and/or perceived value of the property.

INSPECTIONS

It's crucial to comprehend the conditions that could come with any offers received. For instance, inspection conditions could take anywhere from 1-14 days to complete. It's important to know your obligations and options during this period. I'll stay in contact with you to ensure that all deadlines are met.

FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when selling a home. They can help you review offers and ensure that the buyers making them have undergone full mortgage pre-approval so their are no surprises at closing.

CLOSING

My goal is to help and coach you through the entire transaction. I'm here to guide you through every step of the way.

THE OFFER PROCESS

AFTER YOU RECIEVE AN OFFER

We will review the offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER CONTRACT.

SCHEDULING YOUR MOVE

AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

2 WEEKS TO MOVE

- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

1 WEEK TO MOVE

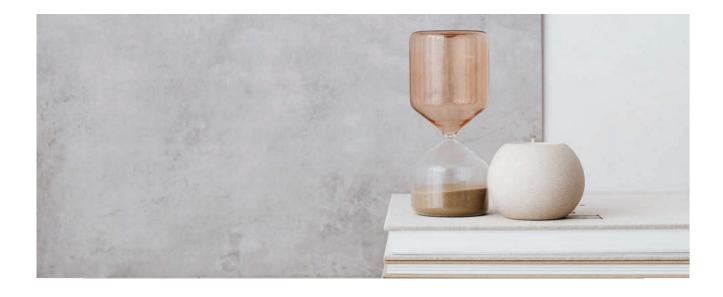
- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Confirm delivery date with the moving company.



MYPROMISE TO YOU

Choosing me as your real estate agent means you'll have a dedicated and experienced agent working to help you sell your property for the best price. I provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ HONESTY AND TRANSPARENCY
- ✓ COMMUNICATION AND RESPONSIVENESS
- ✓ PROFESSIONALISM AND EXPERTISE
- ✓ DILIGENCE AND ATTENTION TO DETAIL



SUCCESS STORIES



I contacted Julianne Reynolds after she came highly recommended by a friend. Selling my house was hard as it was my childhood home, but it was time. From the moment I contacted Julianne with my situation I felt a massive load off my shoulders. My financial situation didn't allow me to prepare the house for market on my own and I was getting sick from the stress of trying. Julianne came over to see the house and offered to take over with anything I needed. She did countless dump runs, cleaned, moved some of my stuff to a storage unit, staged the home and made sure I wasn't in need of anything during the entire process. The communication was consistent, and she was sensitive to my situation. The support I received went above and beyond my expectations of a relator and I'm very appreciative of that.

- Chantel



Buying and selling a home can be a busy and stressful time but Julianne and the professionals she recommended made all the difference! We sold our home fast and at an excellent price. We recieved sound advice in this unpredictable market and wouldn't hesitate to recommend her!

- Andrea



I highly recommend Julianne! Her expertise and professionalism made the process of selling a property effortless. She was responsive, knowledgeable, and went above and beyond to ensure a smooth transaction. I couldn't have asked for a better agent to work with.

- Jamie

NOTES

NOTES



I look forward to working with you!

JULIANNE REYNOLDS

C: 705-868-8812 | O: 705-486-8600 57 Hunter St E., Peterborough, ON www.juliannesellshomes.com info@juliannesellshomes.com

