

# LIST READY

Maximize the value of your home and sell for top dollar!

List Ready. List with Confidence. Strike SOLD!

Michelle Ellis  
REALTOR®



# SO, YOU HAVE A HOUSE TO SELL?

**Don't leave money on the table...  
Let me show you how**

Selling your home can be a daunting and stressful task. The pressure and the hassle of getting the house ready for the market can be a pain, but totally worth it if you are looking to pull off a selling price you didn't know was possible!

Being a **List Ready** home is the way that you want to sell your house; and it's also what Buyers want!



*Always very responsive, Michelle provided us excellent service from the very start. Very personable and friendly. As first home buyers, she made our experience easy and is always there to answer our questions or to help. Without any doubt we will use her again in the future! Thank you so much for everything Michelle!!!! JP & Dee*



THESE SELLERS WANTED TO  
SHOW OFF THEIR VACANT  
HOME WITH STYLE

SO THEY GOT  
LIST READY

A small  
investment can  
go a long way,  
let's get you  
List Ready!



## CURB APPEAL/ EXTERIOR

**You never get a second chance to make a first impression.**

Was it love at first sight? More often than not, this is a true statement in real estate. The first glance is generally what initially catches their attention. If you can pique their interest, you can reel them in to look a little deeper!

This is key, because if they aren't impressed with the "first look" they may not even consider a look inside! Be sure to take the time to ensure you have the "love at first sight" look.



*My husband and I were selling our house in Kingston and looking for a house in Belleville to buy. Michelle McFarland sold the old one and bought our new house all in the SAME day. she's very professional, courteous, well-mannered and knows her job very well. And after 3 years we still love our new home thanks Michelle!!*

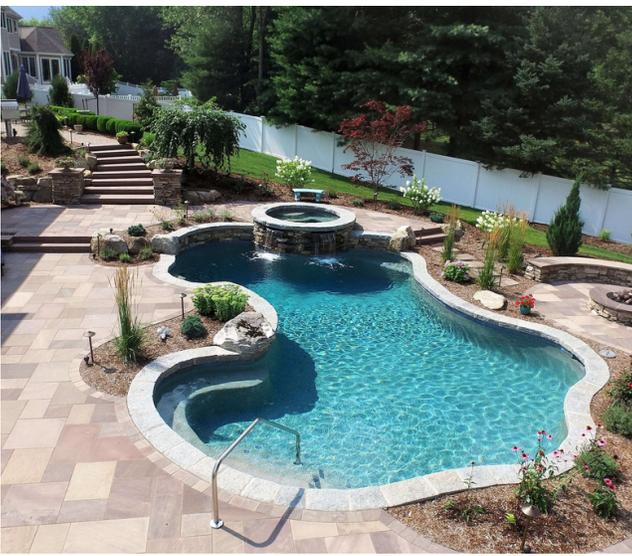
# FEEL/INTERIOR



**Home is not a place, It's a feeling.**

You have most likely experienced the feeling of "homey". This is what you want to achieve for your potential Buyers. Make it warm, inviting and non-personal. Ensure the Buyers can see the entirety of the home. Get rid of as much clutter as possible. These people want to imagine this as their home, not yours. If they can picture themselves there, you may have a Buyer!

*My wife and I have bought and sold many different homes with numerous realtors and this was by far the best buying experience we have had. Michelle could not have been more helpful in not only finding us our new home but handled the sale in a way she was in our interests and not just her own. I highly recommend Michelle and don't tend to give a 5 star review but had no choice as it is deserved.*



# COMPONENTS OF THE HOUSE

**"The house don't fall when the bones are good"**

**~Maren Morris**



I cant count how many times I've heard Buyers say "We don't want to fix the big things." It's important to consider the big ticket items of your home.

Buyers expect these components to be in good working order, and not to be replacing them right away. Every single Buyer will appreciate that you've taken the time and effort to ensure these things are kept up!



*Michelle was awesome to work with! Right from the start she made my first time home buying experience easy and effortless. Before she was referred to me I was using an agent who wasn't meeting my needs, but from the first conversation with Michelle it was like night and day. If I buy more property in the future or one day I decide to sell she will be my first phone call! Do yourself a favour and list with her or give her a call if you're looking to buy, you won't regret it!*



THIS SELLER WANTED TOP  
DOLLAR

SO SHE GOT  
LIST READY

and SOLD for 116% of asking!

List Ready.  
List with  
Confidence.  
Strike SOLD!

#LivetheDream



# IMPROVEMENTS

## COST: \$0

**The best things in life are free.**

- CLEAN - CLEAN - CLEAN
- Donate / Dispose of unwanted items
- Clean Lawn / Yard Work
- Clean Appliances
- Neatly Place Visible Items
- De-Clutter
- De-Personalize
- Organize Closets
- Straighten Shelves
- Ensure all Pet Odor & Smoke Smells are Non-Existent (Vinegar in a bowl)



*Michelle was our real estate agent when we were posted from Petawawa to Trenton two years ago. She went above and beyond to help us find the perfect home in a very short period of time. I would recommend Michelle in a heartbeat.*



# IMPROVEMENTS

## COST: \$1 - \$250

**The reward is worth more than what you will spend.**



- Carpet Cleaning
- Duct Cleaning
- Full House Cleaning
- Professional Staging Consultation
- Fix / Patch Walls & Paint
- Repair Taps / Faucets
- Re-Caulk Bathrooms / Kitchen
- Replace / Mats & Rugs
- Replace Furnace Filter
- Move Items to Storage
- Replace all Light Bulbs

*Michelle was and is amazing to work with. Michelle is the one I reached out to when it came to purchasing my first home. She always gives it her all for her clients. She goes above and beyond to make sure you understand and is there for you every step of the way. If you've got questions she's either got the answers or will get you the answer. I highly recommend Michelle and I will be using her every step of the way again and again.*



# IMPROVEMENTS

## COST: \$250 - \$1000

**A small investment can go a long way!**

- Pre-List Home Inspection
- Resolve Home Inspection Issues
- Upgrade Insulation
- Dispose of unwanted items
- Carpet Cleaning
- New Window Coverings
- Tree Trimming
- Replace Front Door
- Seal Driveway
- Replace Light Fixtures
- Create Additional Storage
- Crown Moulding/ Decorative Ceiling Medallions



*Michelle is an amazing realtor! This is our first home and she worked with us to help find our perfect home. She is so personable, patient and honest. Michelle is very knowledgeable about current markets and has a great eye for possible renovation ideas that would increase the value of your investment. I would recommend Michelle to anyone! #readysold*



# IMPROVEMENTS

## COST: \$1000 - \$5000

**It won't be easy, but it'll be worth it.**



- Replace Hot Water Tank
- Paint Interior / Exterior
- Resurface Driveway
- Add Deck / Landscaping
- New Washer / Dryer
- New Fridge / Stove
- Add Pool / Hot Tub
- New Flooring / Trim
- New Interior Doors & Handles
- Replace Cabinetry



*I didn't realize real estate agents followed up with you after you bought your home. As someone so green to this whole process, I appreciate all the help and support that you have offered. I honestly never expected you to follow-up with us to ensure we were happy with everything, and I love the sign that you had made for us. Throughout this whole process, that we had no idea about, you were excellent, and supportive, and gave us the proper direction and insight that we required in buying our forever home. We are so happy, and I truly believe you were the best person to ensure this. Congratulations on the new addition to your family. I hope this new addition brings you as much happiness as ours has. Thank you for everything.*



# IMPROVEMENTS COST: \$5000+

**"There's nothing more reassuring then buying a home where all the big-ticket items have been updated"**

**~ Mr. & Mrs. Buyer**



- New Efficient Heating & Cooling System
- New Roof
- New Windows
- New Exterior Doors
- New Well / Septic System
- New Siding
- New Garage Door(s)



*Michelle helped us look for homes last year and she really got to know us. She would tell us what was good and what wasn't for us. She helped with the sale of our home. Her knowledge in getting the house ready was amazing. She ended up getting our house sold in 6 hours above list. She was amazing through the whole thing. Would definitely recommend her.*

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exp<sup>®</sup>  
REALTY  
BROKERAGE

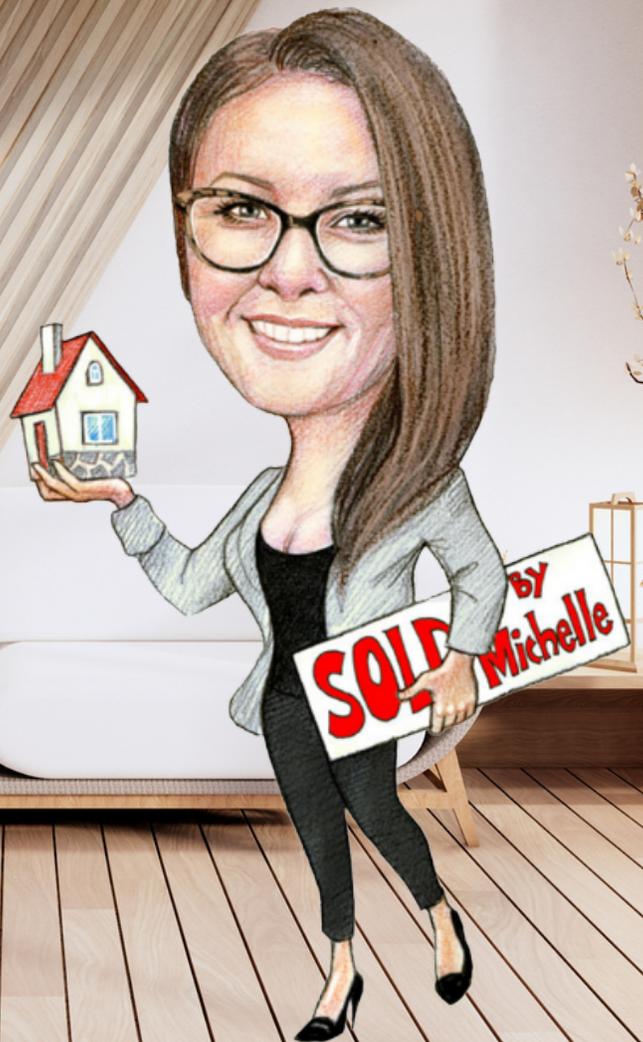
ME

THE REALTOR<sup>®</sup>

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