HOME SELLING

A PRE-LISTING GUIDE

Mate

REALTOR®

SOLID ROCK REALTY



I'M KATE MCKINNON

YOUR TRUSTED REAL ESTATE PROFESSIONAL

It's so nice to meet you!

I began my career path with the Canadian Armed Forces, having served seven years as both a soldier and a sailor. After leaving the Navy honourably, I relocated to the Ottawa region, where I met my husband, started my family, earned an Honours B.A. and an M.A. in English Literature, and worked at the University of Ottawa. After over a decade of work in academia and in business, I took a leap of faith into the world of real estate, where I continue to serve my clients faithfully every day.

I come with a unique set of life experiences and skills that are not common in the industry. My goals are always the same: to put my clients first, to nurture my relationships, to act with professionalism, dignity, and respect, and to help my community.

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I DO REAL ESTATE DIFFERENTLY

I have one goal: TO GIVE YOU AN EXCEPTIONAL CLIENT EXPERIENCE! With over 25 years of work experience in business and academia, I can bring you a fresh, modern, and forward-thinking experience that will make you a client for life. Consider me your personal home concierge: Hand me the keys, and I'll take care of the rest!

COMMITTED SERVICE

The moment we commit to one another to work collaboratively as a team, you can feel confident in knowing that you have partnered with a reliable, professional, and results-driven representative. I want only to provide you with the very best service, tailored to your individual goals and needs.

MANAGING DIFFICULT CONVERSATIONS

I'll serve as your guide and liaison throughout the whole process. I'll handle negotiating offer terms, coordinating with other industry professionals on your behalf, and helping you meet contractual deadlines.

BEHIND YOU

I will look out for your best interest, as it is my fiduciary responsibility. With my knowledge of the local market, strong ties to the community, and sound understanding of the home selling process, I'll help you price, market, and sell your home according to your specific goals.

ONGOING COMMUNICATION

I'm a keen communicator who documents everything. I will always provide absolute transparency by carbon copying you in all electronic mail exchanges.

PROBLEM SOLVER

Throughout the entire home-selling process, I will make every effort to safeguard your home and interests. My ultimate goal is to make the process of selling your house as smooth and stress-free as possible.



HOME SELLING PROCESS



1.MEET WITH YOUR AGENT

· Review TRESA Information Guide · Discuss your needs · Research CMAs Discuss sales strategy · Set a competitive list price



2.PREPARE TO LIST

- · Deep clean & declutter Make needed repairs Focus on curb appeal
 - · Stage home



3.IMAGERY

- · Professional photo session
- Professional video session
 Professional drone session



4.MARKETING

· MLS: RSL, CLAR, TRREB, Lakeland, Muskoka, Waterloo, + • SRR and Agent Website

- **Community Events**
 - · Social media
 - Signage
- · Local Papers, Flyers



5.SHOWINGS

Ensure home is ready for showings
 MLS (Realtor) Tour

· Schedule open houses

 ShowingTime app for private viewings Receive feedback from agents and prospective buyers

· Revision of online metrics



6. RECEIVE AN OFFER

 Each offer is presented and we will discuss the benefits and risks of each offer



7.NEGOTIATE

 Most offers require negotiating either before or after inspections. I will negotiate on your behalf. You can accept, counter, or deny an offer.
 You can also reveal various aspects of offers as a part of the new open bidding rules.



8.INSPECTIONS & APPRAISAL

· I will work with the buyer's agent to coordinate and schedule an inspection and an appraisal (if needed).

· These are generally requested by the Buyer at the Buyer's expense.



9.REPAIRS

· It's possible some small repairs will need to be made after inspections. Review my list of recommended vendors if needed.



10.CLOSING

· Final walk-through · Sign closing documents



TWELVE STEPS to sold

STEP ONE: DEEP CLEAN

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with. This means a committing to a thorough, deep cleaning, which can also help eliminate lingering odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plugins, and get rid of the source that is creating the smell.

STEP TWO: DECLUTTER

Buyers have a hard time picturing themselves living in your home when it's full of clutter and personal effects. Store, hide, or toss all items in your home that you don't want or immediately need. Your home will sell more quickly if it's depersonalized, and your move will go more smoothly: Set your mind on cleaning one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

STEP THREE: COMPLETE REPAIRS

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. I can help you narrow down and prioritize what has to be done to maximize your return on investment.

STEP FOUR: NEUTRALIZE

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

STEP FIVE: REMOVE SCUFF MARKS

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can absolutely transform scuffed walls and baseboards and make them feel new again.

STEP SIX: CREATE A WARM ENTRYWAY

A home's entry makes an important first impression. To prevent clutter, have plenty of baskets for storage, or purchase a simple entryway organizer. Use can also use a comfortable bench and some hooks to add functionality and warmth for prospective buyers..

TWELVE STEPS to sold

STEP SEVEN: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look as big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.

STEP EIGHT: UPGRADE LIGHTING

Replace out-of-date and obsolete lamps and other lighting fixtures with more modern ones. This inexpensive modification can have a big impact and will aid in the sale of your house.

STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be a challenge. While you might consider them part of the family, not everyone agrees. To make your home appealing to everyone make sure to remove any evidence of pets just to be safe. Make sure to pick up all pet bowls, beds, and toys. Avoid using scented candles or perfumed goods to merely cover up scents. Strong perfumes can be irritating to certain people and don't get rid of the odor altogether. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

STEP TEN: EXTERIOR

The outside of your home is the first impression of your home. Make sure the exterior of your home is in tip-top shape so that possible buyers will want to take a look inside. Pay close attention to your siding, gutters, and windows, and make sure they look fresh and clean. Repair any cracks in the driveway, walkway, or patio. Make sure the roof is in good condition. Nothing turns a buyer away faster than a leaky roof. Take care of any repairs to your fence if there are broken pickets. If any of these issues come up and you are unable to make the repairs be prepared for buyers to ask you to drop your asking price.

STEP ELEVEN: CURB APPEAL

Catch a buyer's attention by making sure walkways are clear, landscaping is freshly mulched, plants are freshly placed by the door and a colorful welcome mat welcomes them to a freshly painted front door. All of these things help create a sense of home to prospective buyers.

STEP TWELVE: GATHER PAPERWORK

Being prepared is the key to a smooth sale. Having said that, don't forget to have the house's paperwork prepared and organized. The deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property are some of the documents that a seller will need when selling a home.





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THE FIRST LISTING PRICE CAN AFFECT

the entire outcome of your home sale.

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research active, expired, and sold properties in your area and determine the best listing price. We want prospective buyers to see the home's value and jump at the chance to see it, which is difficult to achieve when the home is overpriced in the buyers' minds. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

THE PROBLEM WITH LISTING TOO HIGH

PROBLEM 1

exclusion

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

PROBLEM 2

appear distressed

Due to a lack of interest you may have to later drop the price, and now your house appears to be a distressed property.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



the price of your home

- ·market condition
- ·comparative sold properties
- ·current inventory
- property features
- ·exposure
- ·location
- ·condition

DOES NOT DETERMINE the price of your home

- ·what you paid for the home
- ·what online sites think it is worth
- ·what you need to make on the home



YOUR HOMEinformation

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
PARKING	
ANNUAL TAXES \$	
HOA?	
HOA ANNUAL FEE	

WHY	ARE	YOU	MOV	ING?
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WHAT IS YOUR TIMELINE?

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?



HOW MUCH DO YOU THINK YOU SHOULD LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THE VALUE OF YOUR HOME?

WHAT ITEMS WILL BE STAYING WITH THE HOME?

YOUR HOME improvements

IMPROVEMENT	COST		

AVERAGEntilities

		ELECTRIC	GAS	WATER	TRASH	
	JAN					
	FEB					
	MARCH					
	APRIL					
	MAY					
	JUNE					
	JULY					
	AUGUST					
	SEPT					
	OCT					
	NOV					
	DEC					
	YEARLY AVG.					
	HYDRO PROVIDER FUEL PROVIDER AGE OF A/C		F			
AGE OF WINDOWS						
AGE OF FURNACE FUEL TYPE			RENTALS			
	AGE OF ROOF					
		OOF				
FOL	INDATION T	YPE				

selling EXPERIENCE

HOW MANY HOMES HAVE YOU SOLD IN THE PAST?

WHEN WAS YOUR LAST HOME SALE?

WHAT WAS YOUR EXPERIENCE LIKE?

WHY DID YOU SELECT THE PREVIOUS AGENT?

WHAT DO YOU FEEL THE LAST AGENT DID BEST? HOW COULD THEY IMPROVE?

WHAT ARE YOU LOOKING FOR IN AN AGENT?





GATHER

- ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX
- ANY SURVEY OR REPORTS FOR THE PROPERTY
- A LIST OF UPGRADES YOU HAVE MADE
- TOP FIVE THINGS ABOUT YOUR HOME LIST
- UTILITY INFORMATION

NOTES		



recommended RESOURCES

GENERAL CONTRACTOR

KYLE WEATHERSTONE THOUSANDISLANDSSOLUTIONS@GMAIL.COM 613-349-2646

PAINTING

MIKE BUTLER PAINTING SERVICES 343-571-8468

HOUSE CLEANING

KERRI LAMING 613-340-0713

ELECTRICIAN

401 ELECTRIC 613-342-6042 401ELECTRIC.COM

MORTGAGE BROKER

SANDRA BROWN, MORTGAGE ALLIANCE (613) 933-3339 SANBROWN@MORTGAGEALLIANCE.COM

LANDUST BARRER 613.591.3591 INFO@THEMORTGAGEADVISORS.COM

LAWYER

BRIAN EVELY AND ANGUS BICKERTON 613-345-1907 3 COURT TERRACE, BROCKVILLE

HOME INSPECTOR

JOHN ARNOTT, WELCOME HOME INSPECTIONS 613-246-2095 WWW.WELCOMEHOMEINSPECTIONS.CA









REVIEWS ★★★★★

"Since she arrived in Brockville, Kate has been making herself a integral part of the community and helping people everywhere she goes. She is one of the kindest, most reliable and hardworking women I have ever met with a wonderful sense of humour to boot! You can't go wrong adding Kate to your life in any capacity - as a friend, an agent or business partner!

If you choose Kate, your buying experience will be so smooth. She is exceptional at her job and goes above and beyond for her clients. Kate has been on this journey with us for months on end and always went the extra mile with each home we looked at until we found our perfect home. She really became part of our family. She is hard working and so dedicated. Our big bow and welcome home basket were extra thoughtful. You won't find a better realtor than Kate! We are so thankful for her!

Kate is a wonderful realtor that I highly recommend. She has helped myself, and other family members with the buying and selling of our homes. Friendly, professional, caring, and experienced.

"Kate is an awesome realtor. She worked so hard, and spent a lot of time and energy to find the perfect house for our daughter. Lots of viewings and communications. Thank you for your support and dedication to make our daughter's first home incredibly special.

Where do I start. I'm a painter by trade and have been in contact with many realtors and Kate McKinnon is one of the best people I have ever had the pleasure of working with. She's a very knowledgeable and dedicated person who works tirelessly for her clients no matter what it takes. She and her beautiful family are pillars of the community with a strong desire to help others. When selling or buying a home she helps make it happen. Her dedication is second to none. She always goes above and beyond. So if you are looking to buy or sell your home she's your person.

Kate is absolutely fantastic, and a must have in your corner when purchasing a house. She helped me purchase a home 2000km across Ontario from my previous residence. She is very punctual and will assist you every step of the way, even through the strangest of circumstances. I cannot recommend her enough.

REVIEWS ★★★★★

"Kate is great! Super friendly, knowledgeable and reliable. She has a great work ethic and is a pleasure to work with. I Highly recommend her!

We had a very difficult task of finding a home in my price range and lo and behold Kate did it!! WW I highly recommend Kate as she was always a positive person and super supportive!!

"Definitely one of the best realtors there is

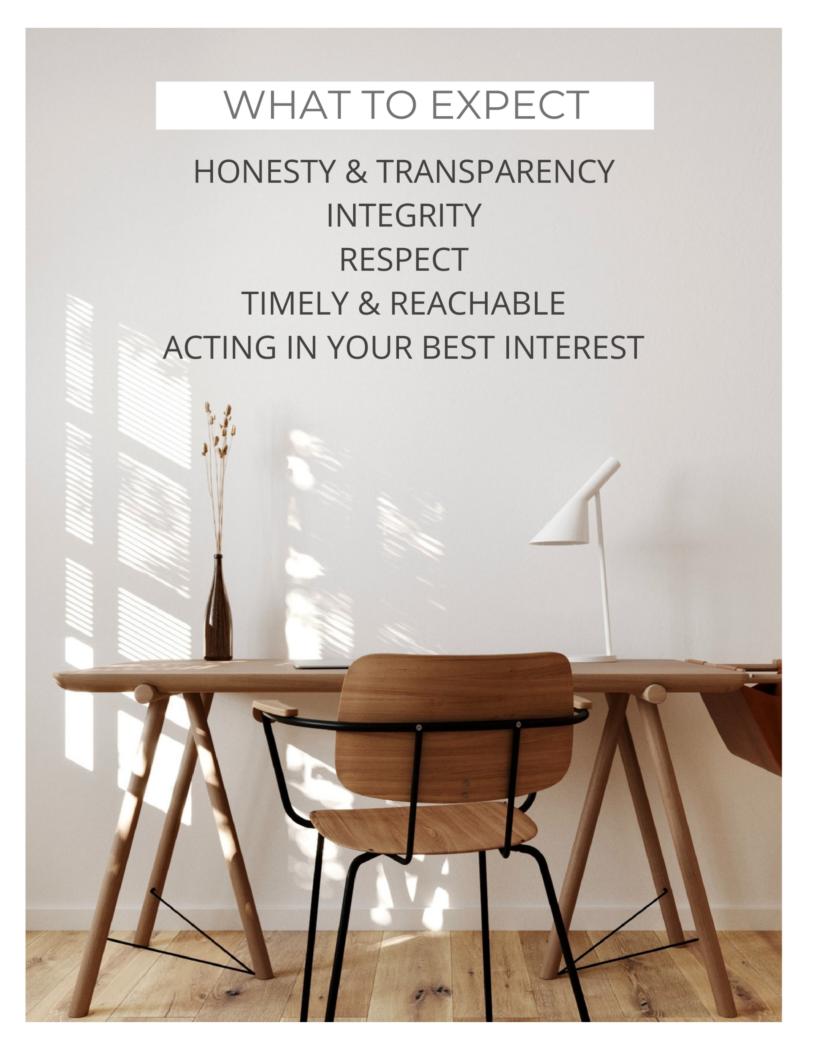
One of the kindest most professional hardworking individuals I have ever had the pleasure of working with. She treats everyone like they are part of her family.

Thank you Kate! Kate is very knowledgeable and understanding. We felt taken care of every step of the way. I highly recommend her.

"Where do I start. I'm a painter by trade and have been in contact with many realtors and Kate McKinnon is one of the best people I have ever had the pleasure of working with. She's a very knowledgeable and dedicated person who works tirelessly for her clients no matter what it takes. She and her beautiful family are pillars of the community with a strong desire to help others. When selling or buying a home she helps make it happen. Her dedication is second to none. She always goes above and beyond. So if you are looking to buy or sell your home she's your perso

Katie McKinnon. I could write about her for hours.. If you are looking for a realtor who isn't using you for a quick buck, this is her! She takes the time to learn your personality, your family, your needs and will make it her mission to find you the perfect home! When you are her client, you become her family as well. She is always available to answer questions, she checked a bunch of things I would have never known to look for. She goes above and beyond to make sure closing goes seamlessly and take away as much stress as possible. My favorite thing, she treats your kids like her own and you end up looking for houses with a friend, not someone who is on their phone and rushing you through the place.

I highly recommend Katie and I suggest you try her out!



HOME SELLING
OLIGHER SELLING

REALTOR® SOLID ROCK