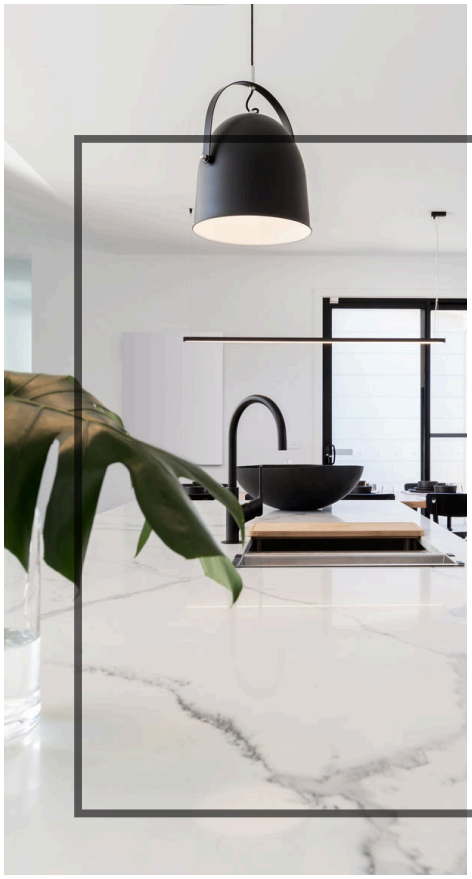
TOTALLY SOLD

SELLERS GUIDE

And suddenly you know... It's time to start something new and trust the magic of beginnings.

Welcome.

OUR MISSION



Selling a home is no small feat and whether you're selling your family home or an investment property, the process can get stressful and tricky. Here at The Mother Daughter Team, our main goal is to ensure that your experience is as stress-free as possible and to turn your approach from ***cautious*** to ***confident***. We work in YOUR best interest to make sure you sell your home in a timely fashion and for top dollar. We're equipped with the knowledge, experience, and tools to make your real estate goals happen!

OUR VALUES...

Honesty & Integrity

Transparency & Collaboration

Lifelong Connections

MEET YOUR TEAM

It's nice to meet you

Laura Brown
REALTOR®

Kristina Kritikos
REALTOR®

Michelle Smith
REALTOR®

MD

MOTHER DAUGHTER TEAM

Maria Angelescu
REALTOR®

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THE STEPS

So, you want to sell your home for top dollar and within your time frame? We know exactly how to get you there. Here are the typical steps involved in selling a home.

PREPARE TO SELL

Decide when to Sell.

Consider whether it's a sellers or buyers market and what season it is.

Manage Your Money.

Be aware of related fees: Lawyers, mortgage dischare fees, tax, etc.

Find a Realtor who's Right for You.

Don't simply go with the first REALTOR® who suggests the highest asking price. Ask around, talk to a few, and you'll soon find the one that's right for you.

LISTING YOUR HOME

Determine the Asking Price.

A REALTOR® can help you enter the market at the right time, analyze market trends and ensure that you are buying or selling your property at a good price.

Sign a Listing Agreement.

Signing a listing agreement officially gives your REALTOR® the green light to start selling your home.

MARKETING YOUR HOME

By working with a REALTOR®, you can maximize your property's visibility and traffic on and offline.

- Use of signage
- Realtor.ca
- Public open house
- DDF - Data Distribution Facility
- Social Media Platforms
- MD Team website
- RLP website
- Vendor List

THE OFFER

Receive an Offer.

Your REALTOR® can provide advice before any judgments are made. You can either accept, reject, or provide a counter offer. We negotiate on your behalf with your best interests in mind!

Close the Sale.

Your lawyer will deal with the legalities surrounding the sale. They will transfer over title and disburse sale proceeds accordingly.

What You Can Expect

Consistent Communication

My goal is to work *with* you to navigate the home-selling process before, during and after the sale.

Hiring Professionals

This includes photographers, stagers, cleaners, print professionals, and more! **Depends on home's needs*

Marketing & Showings

Your home will get the exposure it deserves. We customize showings according to your schedule. I follow-up with all REALTORS® and provide you with feedback.

Skilled Negotiation

While you may be excited about an offer price, you may also need to consider closing date, inclusions, conditions and deposit amount. I work to achieve your best interests!

SELLER SURVEY

A few items for you to gather:	
Do you have your most recent annual property tax bill?	YES / NO
Do you have a floor plan of your home? (if yes, please have a copy available)	YES / NO
Do you have a survey of your home? (if yes, please have a copy available)	YES / NO
	If yes, what is the year of the survey?
Are there any easements or right-of-ways that you are aware of?	YES / NO

Heating and Hydro	
Type of Heating	Gas / Electric / Oil / Other: _____
Average Cost of Heating	$/per month
Average Cost of Hydro/Water	$/per month

Rental Items	
Water Tank	$/per month
Furnace/AC	$/per month
Alarm/Other	$/per month

How old are the following?	
Roof Shingles	
Windows	
Water Tank	
Air Conditioner	
Furnace	

Mortgage Information	
Amount	$
Rate	%
Due	
Payment	$
Assumable?	

SELLER SURVEY

What improvements have you made to your home?	
Description/Date	**Cost $**

List of items you would like to Include with the sale:	

List of items you would like to Exclude from the sale:	

Be sure to complete the *FAVOURITE FEATURES* worksheet →

For CONDOMINIUM Owners	
Monthly Condo Fee:	$/per month
Fee Includes:	☐ Exterior maintenance, ☐ building insurance, ☐ parking, ☐ locker, ☐ water, ☐ hydro, ☐ cable
Parking #	
Locker #	
Pass key to building	
Status Certificate (if available)	
Copy of By-Laws and Rules & Regulations	

Favourite Features

You know it best!
What are the 5 BEST FEATURES
of your home and neighbourhood?

FAVOURITE FEATURES OF YOUR HOME

01 _____

02 _____

03 _____

04 _____

05 _____

FAVOURITE FEATURES OF YOUR NBHD

01 _____

02 _____

03 _____

04 _____

05 _____

PRE-SHOWING *Checklist*

FIRST IMPRESSIONS/GENERAL

- [ ] House number clearly visible
- [ ] Eavestroughs/downspouts in good repair
- [ ] Cracked or broken window panes replaced
- [ ] Windows cleaned - inside and out

BATHROOMS

- [ ] Mirrors/fixtures/taps clean and polished
- [ ] Personal items stored away
- [ ] Towels clean and matching
- [ ] Leaky taps & toilets repaired
- [ ] Seals around tubs/basins in good repair

DEPENDING ON THE SEASON

- [ ] Lawns cut/raked; hedges/shrubs trimmed; gardens weeded/edged
- [ ] Leaves raked; walks swept; decks/patios clear of leaves/debris
- [ ] Snow/ice cleared; walkways sanded/salted

KITCHEN

- [ ] Sinks/taps cleaned & polished
- [ ] Appliances cleaned inside & out
- [ ] Countertops clear & polished
- [ ] Small appliances put away

AT THE FRONT DOOR

- [ ] Doorbell is operational
- [ ] Door hardware in good repair
- [ ] Porch & foyer clean & tidy

INTERIOR MAINTENANCE

- [ ] Cracked plaster repaired
- [ ] Chipped paint touched up
- [ ] Furnace wibed down/cleaned
- [ ] Burned out light bulbs replaced
- [ ] Door knobs/cupboard latches tight

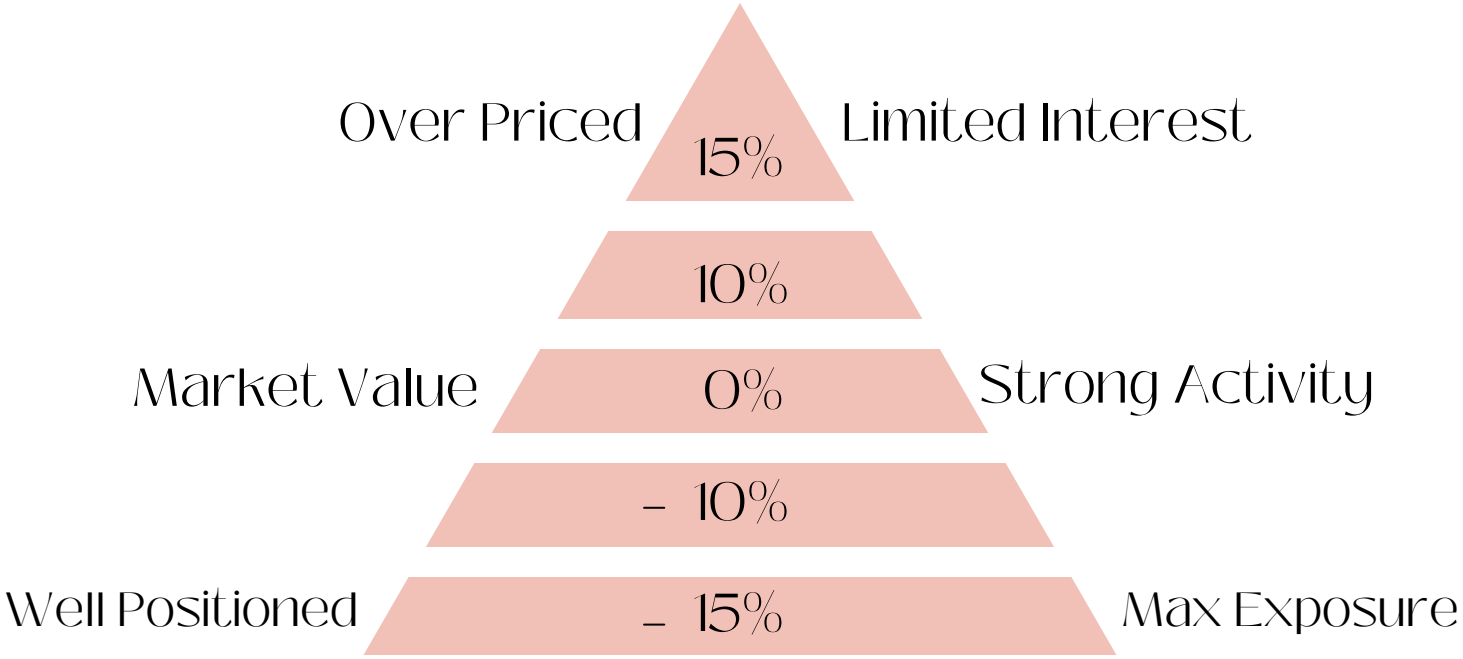
A BUYING ATMOSPHERE

- [ ] All lights turned on
- [ ] AC on in warm weather/fireplace in cooler weather
- [ ] Drapes opened during daylight
- [ ] Floors cleaned & carpets freshly vacuumed
- [ ] Toilet flushed & seats/lids down

Why Pricing Your Home Right Matters More Than Ever

PRICING PYRAMID

The price you choose directly affects how many buyers even see your home.



Market Value Defined

Market value is the price a willing buyer and seller agree upon in an open and competitive market, without undue pressure.

Our Approach

With local market knowledge, comparable sales analysis, and current buyer behavior, we help determine a pricing strategy designed to protect your leverage and deliver results.

THE BENEFITS OF *Pricing Right*

Sells faster, because it's exposed to more buyers.

Your home doesn't lose its "marketability".

The closer to market value, less days on market

Accurately priced will sell quicker

As soon as a home comes on the market, this is a crucial time when potential buyers sit up and take notice. The right price will get buyers to act quickly and maintain interest.

EXTRA RESOURCES

Client Care Partners

- Stagers/Decorators
- Furniture suppliers
- Cleaning services
- Duct cleaners
- Handyman Services
- Painters
- Electricians/Plumbers
- Carpet/Flooring/Hardwood
- Landscapers
- Building inspectors
- HVAC inspectors
- Pool inspectors
- Septic inspectors
- Environmental inspectors
- Lawyers
- Mortgage brokers/lenders
- Appraisers & Surveyors
- Movers

Glossary of Terms

Appraisal

Estimating the value of a property. It is used by the buyer's lender for mortgage purposes.

Irrevocability

The party submitting the offer to purchase allows the other side until a certain time/date to accept the offer.

Chattels

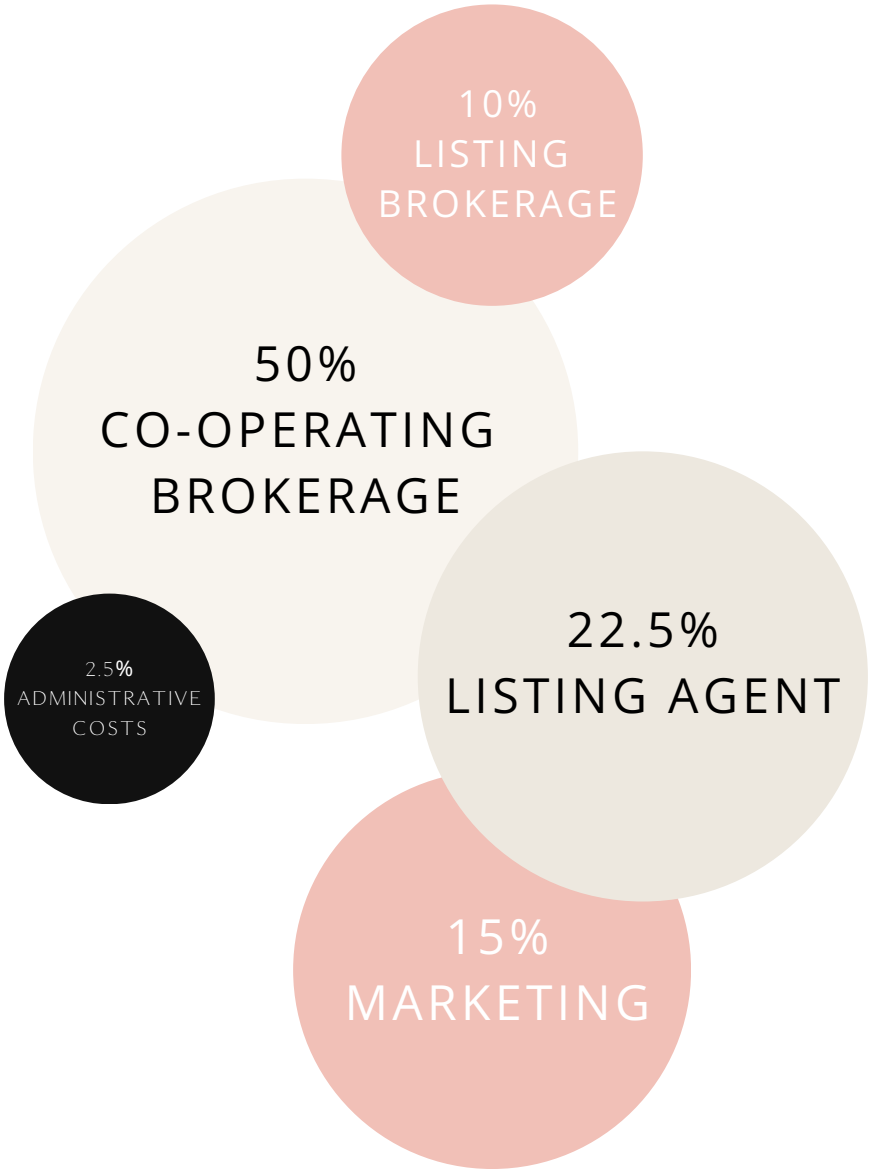
List of items that the buyer wants to include in the purchase price. May/may not be attached to property.

Conditional Offer

The offer to purchase is subject to certain conditions like arranging a mortgage or completing a home inspection.

WHERE Commission Dollars GO

Below is a sample chart showing how my commission is divided and disbursed based on a 5% fee for service.



Commission is a form of pay-for-performance and is contingent on a home selling – if a home is listed for sale and doesn't sell, no commission is paid.

TESTIMONIALS

"The most phenomenal team to work with. Way beyond in the quality of service and would strongly recommend to anyone looking to buy or sell a home."

-Tim & Melissa

"I would not change a single thing about their service. Very professional, friendly, the entire package plus some! Strongly Recommend!"

-Gloria

The MD Team went above & beyond my expectations & really cared about my needs & worked very closely with me to provide advice & resources. I couldn't be happier!

-Danny

5/5 ON FACEBOOK & GOOGLE

Kristina Kritikos

SALES REPRESENTATIVE

MOTHER DAUGHTER TEAM

MOTHERDAUGHTERTEAM.CA

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