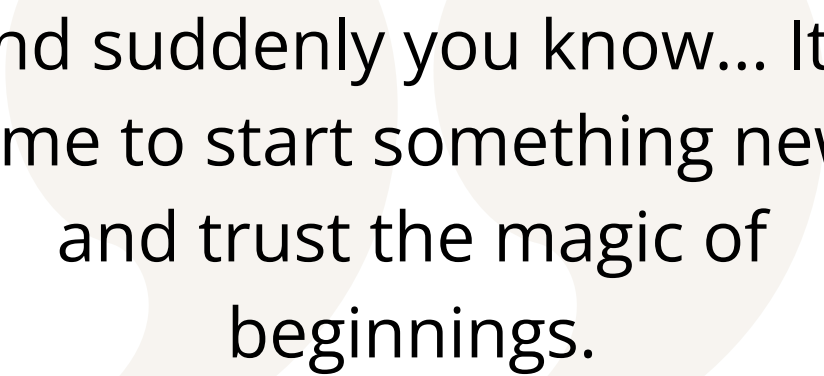


TOTALLY SOLD



SELLERS  
GUIDE



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

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# 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!

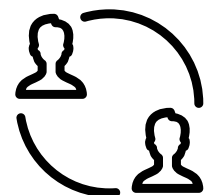
## OUR VALUES...



*Honesty & Integrity*



*Transparency & Collaboration*



*Lifelong Connections*

# MEET YOUR TEAM

*It's nice to meet you*



Laura Brown  
REALTOR®



Kristina Kritikos  
REALTOR®



Michelle Smith  
REALTOR®



Maria Angelescu  
REALTOR®

*the*  
**MOTHER**  
DAUGHTER  
TEAM

**REMAX** ESCARPMENT  
REALTY INC., BROKERAGE  
INDEPENDENTLY OWNED & OPERATED



# About RE/MAX

## About RE/MAX Escarpment Realty

RE/MAX Escarpment is the #1 brokerage in the Greater Hamilton-Burlington-Niagara region, known for delivering exceptional results and unmatched client service. With a team of over 700+ top-producing agents, we consistently outperform the market, backed by cutting-edge technology, award-winning marketing, and unparalleled local expertise.

- #1 in Market Share across our trading areas
- Consistently ranked among RE/MAX's Top Offices in Canada
- Industry-leading training and resources to support top-tier agents
- Strong international network, giving your home global exposure
- Backed by in-house marketing, legal, and admin support for smooth transactions

When you list with RE/MAX Escarpment, you're aligning with the best—offering your home maximum visibility, strategic pricing, and the negotiation power of a market leader.

## **OUR PROVEN MULTI-MEDIA MARKETING SYSTEM**

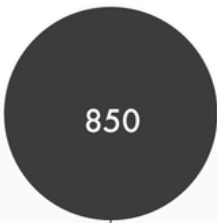
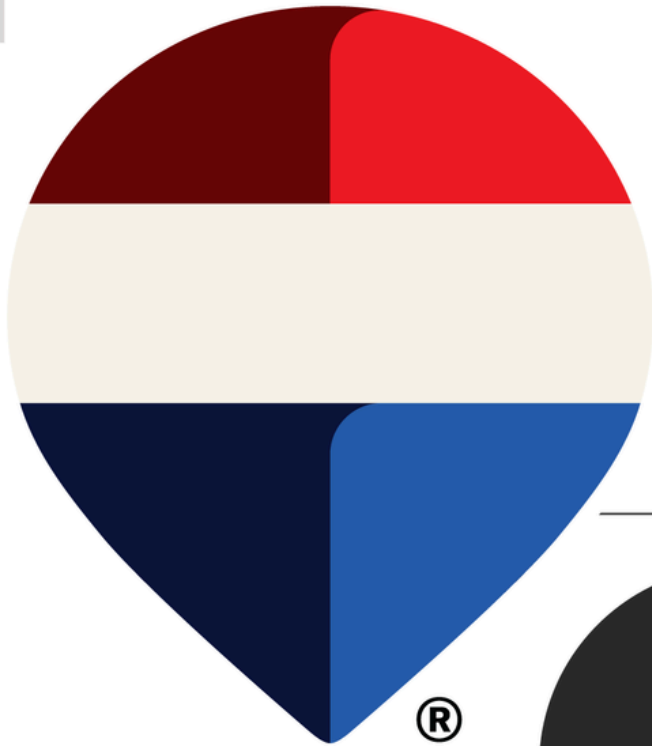
*SOME OF THE SERVICES I WILL PROVIDE INCLUDE:*

- Comparative Market Analysis
- MLS (Multiple Listing Service)
- Open Houses
- Marketing Plan - Print, Media, Social Media
- Target Marketing to Potential Buyers
- Exposure to REALTORS® and their clients
- Multiple office locations
- Staging Services
- Continuous communication
- Evaluate & educate re: market conditions

# BRANDS AGAINST THE MACHINE

**REMAX** ESCARPMENT  
& NIAGARA

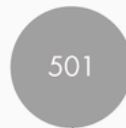
**8,088**  
UNIT SALES



Keller Williams



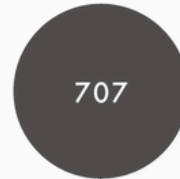
Right at Home



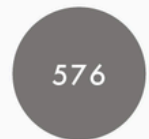
REVEL Realty



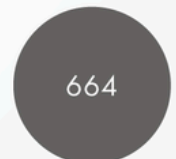
Royal LePage



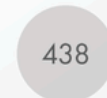
eXp Realty



Coldwell Banker



Century 21



Homelife



Sutton Group

How competitive brands and their collective offices rank against our brokerages across Halton, Hamilton and Niagara, January - June 2025

\*Based on total unit sales, January-June 2025 in Halton, Hamilton & Niagara.  
Source: Cornerstone & PropTx Client Association. For internal use only.

# 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 discharge 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
- Re/Max Encore
- Social Media Platforms
- MD Team website
- Re/Max 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.

### 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.

### Hiring Professionals

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

### 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:	<input type="checkbox"/> Exterior maintenance, <input type="checkbox"/> building insurance, <input type="checkbox"/> parking, <input type="checkbox"/> locker, <input type="checkbox"/> water, <input type="checkbox"/> hydro, <input type="checkbox"/> cable
Parking #	
Locker #	
Pass key to building	
Status Certificate (if available)	
Copy of By-Laws and Rules & Regulations	



## FAVOURITE FEATURES OF YOUR HOME

**01**

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**02**

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**03**

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**04**

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**05**

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## FAVOURITE FEATURES OF YOUR NBHD

**01**

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**02**

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**03**

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**04**

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**05**

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# 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.**

## 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

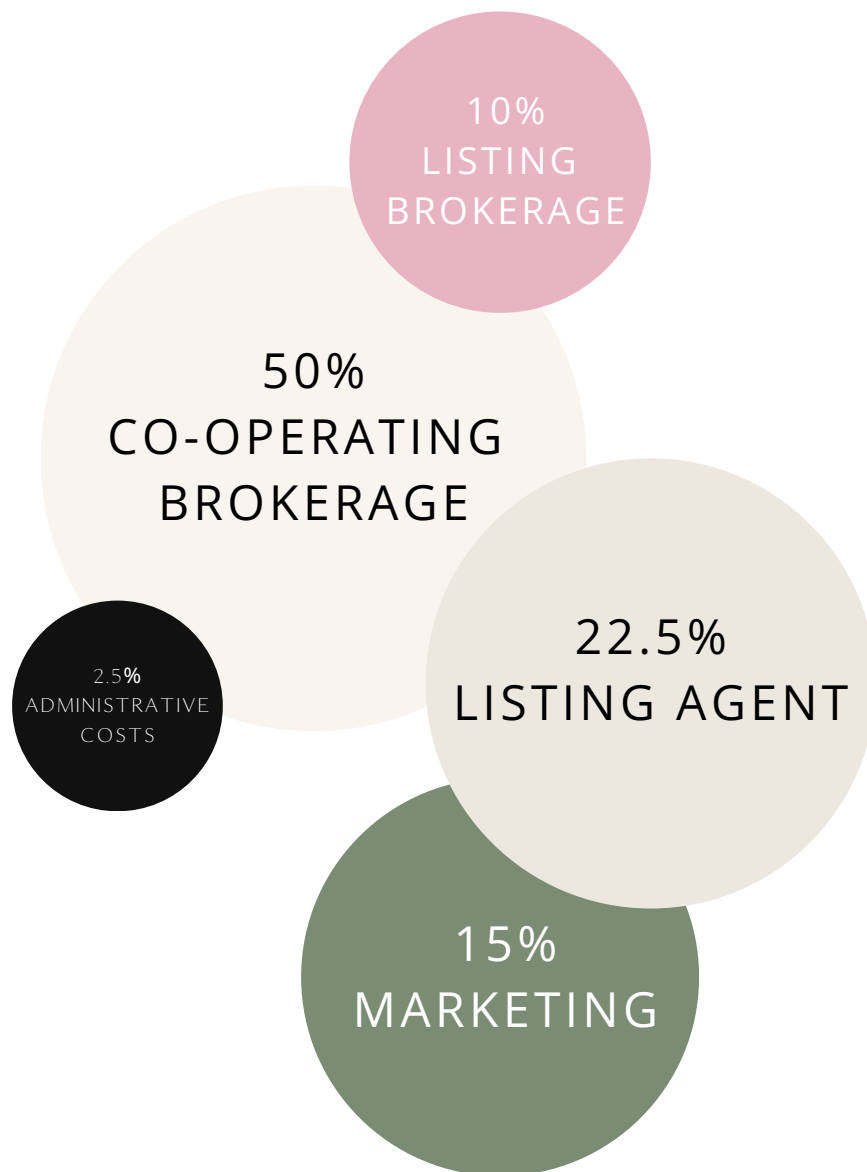
List of items that the buyer wants to include in the purchase price. May/may not be attached to property.

### 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

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"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



MOTHERDAUGHTERTEAM.CA

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Kristina@MotherDaughterTeam.ca