

PRE-LISTING PACKAGE



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EXECUTIVES INC., BROKERAGE, INDEPENDENTLY OWNED AND OPERATED

Jason Barbosa

SALES REPRESENTATIVE

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1. ABOUT PRE-LISTING PACKAGE

Hello,

I'm Jason Barbosa, I've been helping people Buy and Sell Homes in Kingston for 18 Years! Over this time I've sold over 500 homes and \$200,000,000 worth of Real Estate! I've learned over the years that what you do to prepare your house to hit the market is key to getting the highest price when you sell!

I've put together this Pre-Listing package for you. It's filled with a bunch of tips that will help you prepare your home to go on the market. Even if you do as little as 25% of these suggestions it will go a long way in showcasing your home in the best possible light!

When you begin preparing your home to get listed I would love it if you contacted me to notify me that you plan on listing your home ahead of time! While you are doing your part to prepare for amazing photos, video tours, and showings, I can start doing mine by getting everything in motion to ramp up interest in your home before it hits the market by implementing my coming soon strategy!

For me this includes Pre-Marketing your house. I do this by letting my email list of over 3000 buyers that have come through my website searching for Kingston Real Estate know about an amazing home that I have "Coming Soon" on the market! Creating anticipation and a waiting list for your home. I will also reach out to my network of Top Realtors to let them know I have a great listing coming down the pipe! Plus much more! These actions will create demand for your home before it is even listed, so that when you go to market you have a waiting list of Buyers interested!

I will also start lining up my amazing Photographer and Virtual Tour Specialist to be available so that the timing to go to market is perfect! Please reach out to me anytime to get a **Free Opinion of Value** and seller strategy session on your home

Yours for a quick and profitable sale,

Jason barbosa

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SIMPLE TASKS TO INCREASE VALUE

First Impressions

LAWNS: cut grass, edge walks, trim hedges, weed gardens

IN WINTER: remove snow and ice from walks and driveway, use sand/salt if necessary

FRONT PORCH / VERANDA: clean or paint, if necessary

SIDING: hose down siding and remove unsightly marks, especially siding leading up to the front door

FRONT DOOR AND TRIM: clean or paint, if necessary

WINDOWS: clean windows and paint trim, if necessary, especially at the front of the home

Inside the Home:

FRONT ENTRANCE: clean any marks off of the walls (paint, if necessary), polish floors

KITCHEN: remove clutter from counters and refrigerator, clean appliances, sinks, countertops and cabinet faces, tuck away garbage cans

BATHROOMS: clean mirrors, sinks, tubs, shower doors, toilets and grout — put out fresh, clean towels, tuck away garbage cans

LIVING ROOM / GREAT ROOM / FAMILY ROOM: remove clutter, polish floors or steam clean carpets, vacuum

BEDROOMS: remove clutter, organize closets

STORAGE AREAS: remove extra unwanted items

UTILITY / LAUNDRY ROOM: dust and clean utility and laundry machines, have furnace serviced, if necessary

For a Fresh Look:

PAINT: a coat of fresh paint goes a long way — choose a neutral but modern colour, remember to check with your local hardware store or paint shop for the latest hue trends

FLOORING: polish floors, steam clean carpets, repair damaged or worn areas

CLUTTER: pack unused items around the home, clear out closets

LIGHTS: clean fixtures, use bright and warm light bulbs, fix faulty switches

30 DAY PLAN TO GET YOUR HOME READY

A Plan to Prepare Your Home To Sell Fast



Don't just list it without any advance preparation. A few minor touch-ups can go a long way towards making a favorable impression on potential buyers — and perhaps speeding the deal.

Put your buyer's hat on and walk through your home like it is the first time, make notes on what you, as a buyer, would notice and then repair or replace those items.

I have made a plan for you so you don't get overwhelmed and can take it one day at a time!

Please reach out with any questions.

TAKE THE NEXT 30 DAYS TO PREPARE YOUR HOME FOR THE MARKET...



ready...set...GO...

day 1

Day 1: Change Light Bulbs and Update Light Fixtures.

It's easy to forget about all the bulbs that have burned out over the years, but you want your home to be as bright as possible. Lighting makes an incredible difference in how a home looks to potential Buyers. If you have dated light fixtures (it's OK, a lot of us do), take a quick trip to IKEA or Home Depot and pick up some modern ones.

day 2

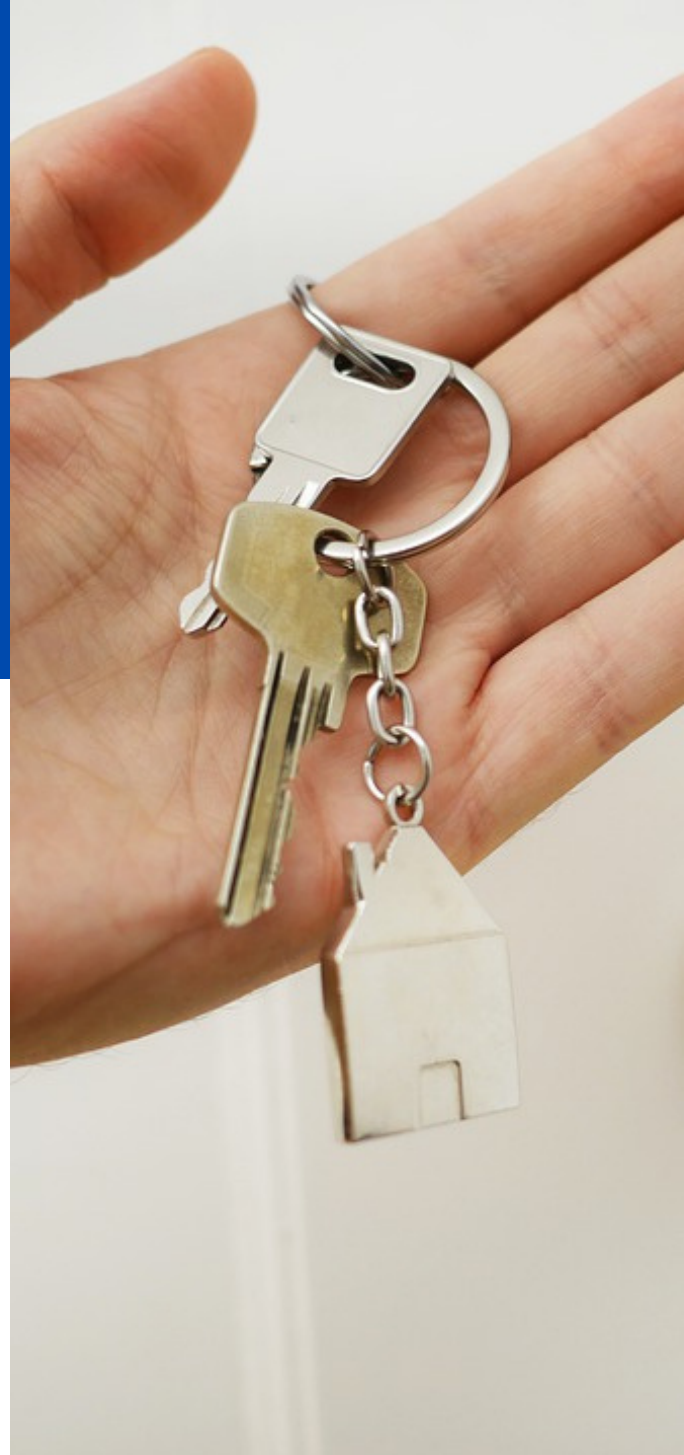
Day 2: Prepare the Paperwork

Buyers and agents are going to ask a lot of questions, so start digging out the paperwork now: utility bills, tax bills, renovation details, warranties, mortgage details, survey and rental contracts.

day 3

DAY 3: MAKE AN EXTRA SET OF KEYS

PROSPECTIVE BUYERS AND THEIR AGENTS WILL NEED TO ACCESS YOUR HOME, SO YOU'LL NEED AN EXTRA SET OF KEYS. IT'S WORTH THE \$3 NOT TO HAVE TO OPEN THE LOCKBOX EVERY TIME YOU WANT TO COME HOME.



day 4

Day 4: Get Boxes and Duct Tape

A big part of the adventure you're about to embark on involves reducing clutter, and while Costco and the LCBO might be cheap options for boxes, it sure isn't convenient.

An investment under \$100 will get you proper packing supplies and reduce your stress. Better yet, consider Frogbox – re-useable boxes that won't fall apart (bonus: they're good for the environment too).

If you're going to be moving a lot of stuff out of your house for the sale, consider renting a POD storage locker – you fill up at your house, it gets carted away, stored and delivered to your new home when you move in!



day 5

DAY 5: TACKLE THE BATHROOMS

REMOVE ALL THE TOILETRIES YOU HAVE ON DISPLAY (NOBODY WANTS TO KNOW YOU USE HEAD & SHOULDERS).

INVEST IN SOME NEW WHITE TOWELS (AND NO, YOU DON'T GET TO USE THEM). VISIT WINNERS OR HOMESENSE FOR AFFORDABLE ACCESSORIES: SOAP DISH, TOOTHBRUSH HOLDER, ETC.

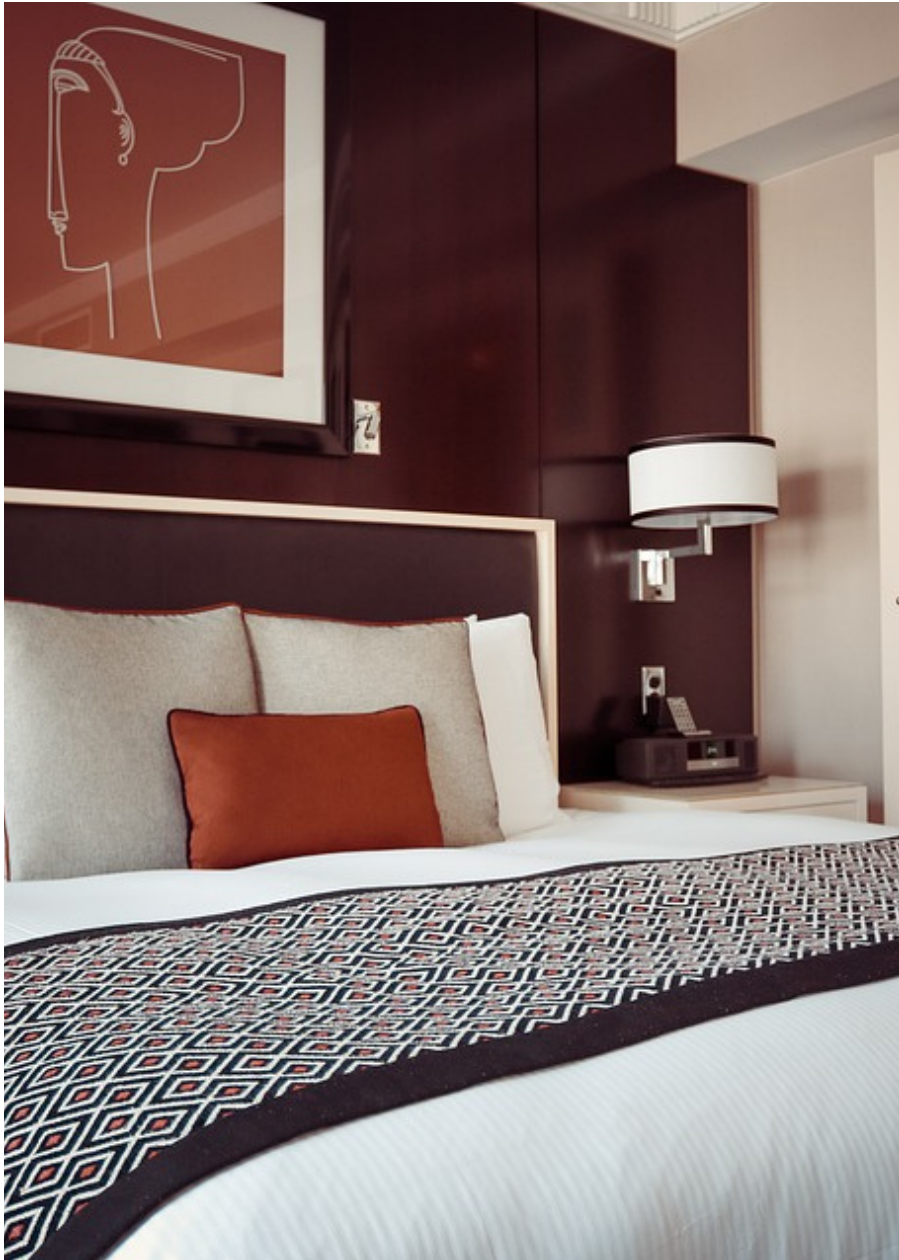
IF YOUR TOILET SEAT, SHOWER CURTAIN OR BATH MATT ARE GROSS (BE HONEST WITH YOURSELF), REPLACE THEM. CONSIDER REPLACING THE TOILET PAPER HOLDER AND TOWEL RACK/HOOKS TOO.

Day 6: Declutter the Kitchen

The kitchen is one of the rooms Buyers are most attracted to so if you're looking to skip a room, this shouldn't be it.

- Remove your blender/George Foreman Grill/Kitchen Aid mixer/toaster/bread machine from the counters – you want the counters to be as clear as possible.
- Clean inside all the cupboards (and yes, I mean remove everything and wipe them out). Don't cram all your dishes and food back in – again, you want to convey to Buyers that your kitchen has enough storage for the Buyer's stuff.
- Clean inside the fridge (and remove the magnets, photos and reminders).
- Turn on your self-cleaning oven.
- Store your booze collection (and take out the empties).
- Consider investing in some fresh flowers and a beautiful bowl with some fresh fruit in it.

day 6



day 7

Day 7: Next up: The Bedrooms

The bedrooms should be inviting, and that means more cleaning and decluttering and investing in a few props.

If you don't already have one, invest in a neutral-coloured duvet cover and some new fancy pillows. Straighten the bookshelves. Remove personal photos, knick-knacks and personal grooming products. Clean out the closets.

Consider getting an area rug if the floors are cold. If you've jammed in a dresser or armoire that doesn't really fit into the space consider storing it offsite.

day 8

Day 8: Tackle The Living Room

Clean the sofa and chairs and invest in some new throw pillows. Consider getting an area rug to bring the room together. Hide the magazine rack and all the clutter that has accumulated. Hide the wires from your TV/stereo/speakers.

day 9

Day 9: Make Your Dining Room Look Inviting

Remove the kids' homework and the piles of stuff that have accumulated on the dining room table. Clean up the hutch. If your dining chairs have seen better days, consider getting them reupholstered or buying some slips. Invest in a new tablecloth to hide an old table.



day 10

Day 10: De-clutter, Organize and Clean the Basement

If your basement is anything like mine, this is going to take more than one day. Whether your basement is finished or just a storage area for extra stuff you'll need to invest the time to make it look as spacious and clean as possible. And what a great way to rid yourself of all that stuff you never use.

day 11

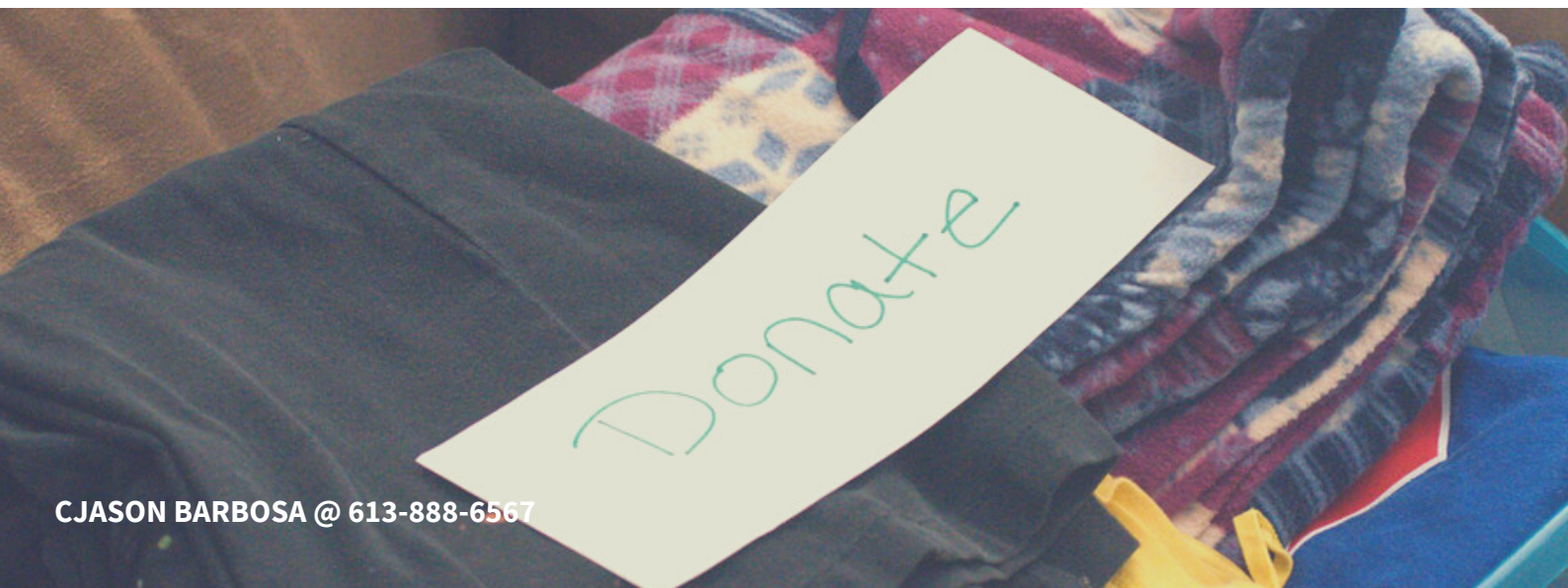
DAY 11: STORE VS. DONATE VS. THROW AWAY

IT'S A PAIN (AND EXPENSIVE) TO STORE ALL THE STUFF YOU DON'T REALLY NEED.

day 12 **Day 12:** Tackle the Closets and Storage Areas

Much as I'd love to say that you can cram all the stuff you don't want on display into your closets, Buyers will open your closets. They'll look in your cupboards. And they'll judge you.

The last thing you want is for Buyers to think there isn't enough storage in your home, so take the time to pack away what you don't need in the immediate future.



day 13

Day 13: The Entrance

Remember that most Buyers will have an emotional reaction to your home within 15 seconds of entering it, so what they experience at the entrance is CRITICAL. You want your entrance to be clean, de-cluttered and inviting.

And no, you won't really wear all your shoes and coats while your house is for sale, so be disciplined and store things away. If you don't have a hall closet, don't pile 15 coats on a coat rack – that's just drawing attention to your lack of a closet.

day 14

Day 14: Get Rid of All the Things That Make Your Home Yours

Ouch, I know it hurts to read that. You want your house to appeal to as many Buyers as possible, and that will only happen if they can picture their own stuff in your house.

Get rid of all the family photos, the collections and the souvenirs from your trip to Asia. Walk through every room in your house and pretend you're a Buyer. If what you see helps people get to know you as you, remove it.



day 15

Day 15: Paint Touch-ups and Re-painting

A fresh coat of paint is one of the cheapest ways to freshen up your home.

Bold colours are bound to be a turn-off to some Buyers, so to appeal to the most people possible take the time to re-paint that red bedroom and blue bathroom.

(Tip: light colours will help small rooms look bigger). Don't forget about baseboards and ceilings – they might need some paint too.

day 16

Take a day off!



day 17

Day 17: Repair What You've Been Avoiding

We all have that list of never-never repairs and fixes. Now's the time to get to it, including fixing the leaky faucet, the picture holes in the wall, etc. and get it done once and for all.

If you aren't handy yourself, bring in a handyman to take care of it (I know some good ones, I can help).

JASON BARBOSA @ 613-888-6567

day 18

Day 18: Get the Windows Cleaned

I know, you probably don't even think about cleaning your windows, but rain, snow and construction can really make your windows dirty.



day 19

DAY 19: FOCUS ON THE FRONT YARD

CURB APPEAL MATTERS AND WILL SIGNIFICANTLY IMPACT PEOPLE'S FIRST IMPRESSION OF YOUR HOUSE. STAND ON YOUR STREET AND TAKE IN YOUR FRONT YARD: WHAT DO YOU SEE?

AT A MINIMUM, CLEAN THE SCUFF MARKS OFF THE FRONT DOOR AND TOUCH-UP THE CHIPPED PAINT OR GIVE IT A FRESH COAT. AND IF YOUR FRONT DOOR HAS SEEN BETTER DAYS, CONSIDER INVESTING IN A NEW ONE. IF YOU HAVE A FRONT PORCH, MAKE IT LOOK INVITING (AND NOT JUST A RECEPTACLE FOR MORE OF YOUR STUFF).

INVEST IN SOME SEASONAL PLANTS. CLEAN UP THE GARDEN. A LOT OF BUYERS WILL SEE YOUR HOME AT NIGHT, SO MAKE SURE THAT YOUR OUTDOOR LIGHTING IS SHOWING OFF YOUR HOME.

day 20

Day 20: Showcase Your Backyard

What you can accomplish in the back yard will, of course, depend on what time of year you sell. If you're selling in the spring/summer: clean up the gardens, trim the trees, cut the grass, stain the deck and clean the patio furniture and BBQ. If it's winter: do your best to make it look presentable. If you have a garage: tidy it up and fix any peeling paint and the sagging roof.





day 21

DAY 21: GET THE CARPETS CLEANED

UNLESS YOUR CARPETS ARE BRAND NEW, YOU'LL WANT TO HAVE THEM STEAM CLEANED (OR DO IT YOURSELF). YOU'LL BE AMAZED AT WHAT A DIFFERENCE IT MAKES.

day 22

DAY 22: DON'T FORGET ABOUT THE FLOORS

YOU'LL NEED MORE THAN A SWIFFER TO GET INTO ALL THE CORNERS AND CRACKS. IF YOUR FLOORS ARE SCRATCHED, THERE ARE SOME GREAT PRODUCTS OUT THERE TO MAKE THEM LOOK ALMOST-BRAND-NEW.





day 23

Day 23: Tackle the Walls and Doors

If your walls and doors are scuffed, buy some Magic Erasers and go to town. You'll wonder why you didn't do it sooner. If your art needs an update, now's the time to do it too.

day 24

Day 24: The Final Clean

By now you're probably exhausted..sorry about that. While you can do this final step yourself, we always like to suggest to bring in professional cleaners who will make sure to clean all the spots you don't: the baseboards, inside the lights, the fridge, etc.

day 25

Day 25: Make Plans for the Kids and the Dog/Cat

No Buyer wants to look at all your kids' toys, finger painting works of art or dirty diapers, so put it all away and make a plan to keep it concealed. I love my dog too, but prospective Buyers won't appreciate the barking/jumping. Make a plan to get your pets out of the house: Doggie daycare? Grandma and Grandpa? Multiple walks.



day 26

Day 26: Staging Day!

If you're working with a professional Stager, this is usually the day they will come and stage the house. They'll move, re-arrange and add furniture and use accessories and colour to make your home look it's best. Pro staging has been proven to help homes sell faster and for more money .

day 27

Day 27: Make Your Home Smell Good

If you're a dog owner, wash any couches, beds and surfaces where the dogs sleep. You may not smell him anymore, but Buyers will.

Tuck the litter box away (and clean it twice a day while your home is on the market). Consider lighting some candles (but avoid strong air fresheners).



day 28

Day 28: Get a Pre-listing Home Inspection

It's not fun to find out what's wrong with your house at the negotiating table, so arm yourself with the information before you list your home. You can either fix the problems before you list your home, or factor it into your asking price and expectations.

day 29

DAY 29: PHOTOGRAPHY

WHEN YOUR HOUSE IS DE-CLUTTERED, CLEANED AND READY FOR PRIME TIME, IT'S TIME FOR THE PHOTOGRAPHER TO WORK THEIR MAGIC.

THIS WILL HAPPEN A FEW DAYS BEFORE YOU LIST YOUR HOME FOR SALE. I HIRE THE BEST REAL ESTATE PHOTOGRAPHERS IN TOWN FOR MY PHOTOS AND VIRTUAL TOURS TO ENSURE YOU HAVE THE BEST POSSIBLE PRESENTATION



...final day!

day 30

Day 30: The Final Once-Over

You've worked hard, and now it's time to step back and admire your work. How does it look? Do you see anything that might distract or turn off a Buyer? Take one final walk through all the rooms and adjust as necessary.

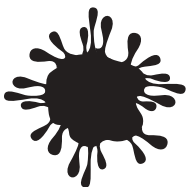
Now...Don't. Touch. Anything :)

Call me back over to have another look! Your home may be worth a few thousand dollars more!

JASON BARBOSA @ 613-888-6567

PASS THE HOME INSPECTION & SAVE

Nearly all home buyers hire a professional home inspector to take a close look at their new house before closing. You can speed things along by analyzing the condition of your home and making the necessary repairs now before the house is under contract. Home inspections cover numerous systems within the house, but there are a handful of hot-spots that concern buyers the most.



Mold & Mildew

Mildew stains and odours scare buyers, especially because toxic black mold is such a hot topic. You likely won't even get an acceptable offer if mold and mildew are present. Even if the mold in your house is the normal variety, treat it and address the source of the problem.



Warning: If it comes up in the home inspection, the buyer might demand professional mold remediation, and that can cost thousands.

Damp Basements and Crawlspaces

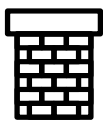


Mildew odours signal that a basement is too moist. Buyers and home inspectors will look closely at the walls and floors for patches of mildew and signs of dampness. The inspector might use a meter to determine how much moisture is present in these spaces because moisture deteriorates building materials and attracts insects. Cover exposed earth in basements and crawl spaces with plastic to help keep moisture levels down. Most foundation "leaks" are a result of poor drainage that funnels water towards the foundation.

To address this issue, consider the following steps:

- Make sure gutters are clean so that rainwater flows toward downspouts instead of spilling over gutter sides along the foundation.
- Point drainage downspouts away from the house.
- Check water flow through buried drainage lines by flooding them with water from a hose.
- If water comes back towards you, the line is plugged and should be cleared.

If foundation problems do exist, and you cannot make repairs, you might need to lower the price of the house up front, with the understanding that the price reflects the problem. Another option is to give the buyers an allowance to make repairs after closing.



Roof and Chimney

Deteriorated shingles or other roof coverings are one of the first things home buyers and home inspectors notice. If the elements underneath the shingles are moist or rotted, repairs will likely be requested. Make sure flashing around the base of the chimney is watertight, and that mortar and bricks are in good condition. Inspect the fireplace to make sure it is functioning properly.

Plumbing Problems

Fix leaks long before the home inspection takes place. The inspector will check water pressure by turning on multiple faucets and flushing toilets at the same time. The inspector will also run the dishwasher. The home inspector might check the septic system.

Inadequate or Inferior Electrical Systems



The electrical panel and circuit breaker configuration should be adequate for the needs of the house. Depending on the code, these systems change over the years, especially with older homes.

The inspector will look for receptacles with ground fault circuit interrupters (GFI) in bathrooms and kitchens. These receptacles contain mini-circuit breakers that click off during a short circuit or overload. The home inspector will likely make sure the receptacles are what they appear to be, and not "dummies" that aren't wired correctly. The inspector will test a portion of the remaining receptacles in the house.

Other Important Checks

- The home inspector will check the heating and cooling systems, making sure they work and commenting on their efficiency.
- The home inspector will take a close look at the structure and foundation.
- The home inspector will check appliances that remain with the house, including smoke detectors and carbon monoxide detectors.



Before the Home Inspection

Do everything you can to get the house in good condition before you attempt to sell it, but don't be discouraged if the inspection report contains a few negative statements.

Home inspectors make a note of everything they see. All homes have defects.

Here are a few more tips:

- inspections usually take 2-3 hours. The Inspector and Buyer will have access to your home during that whole time. Crate your pets if you cannot remove them from the premises.
- Make available to the home inspector all invoices and documents regarding remodeling projects or new items such as a roof or furnace.
- Home inspectors are people first and inspectors second. As people, they carry preconceived ideas of how well a home has been maintained. Clean homes say you care and take care of the house. It's a good idea to make a good impression. Don't make the mistake of thinking they can see past stuff; they can't.

SPEND RENOVATION DOLLARS WISELY

Whether you're thinking of selling your home soon or doing some upgrades for you—here are the renovations that'll bring you the best return on your investment.

Where to even start?

The two rooms in the home that can make or break a sale are the:



- **KITCHEN**
- **BATHROOM**

These two rooms are usually the hardest (and most expensive) to change, but good news - they offer a much higher return on their investment than the average home renovation!

Where to focus those renovation funds?

1) Paint - nothing says modern and clean like fresh, up-to-date colours. A fresh coat of paint is, in my opinion, one of the best investments you can make when selling your home. Don't forget to paint your front door! Don't have a lot of money to spend on your home? You can do the painting yourself.

2) Bathroom - RE/MAX Canada reports that bathroom renovations have a 56% higher return than the average home improvement. Impressive! The most important bath to upgrade is the ensuite bath, or if you don't have one, the main bath in the home.

3) Kitchen - this gathering place in the home tends to “make or break” a sale. Doing renovations on the kitchen can bring up to a 44% higher investment than other popular upgrades.

4) Flooring - updated flooring can deliver as much as a 22% more return than other popular upgrades to your home. My recommendation is to try for proper maintenance of your flooring first and foremost, then if you want to upgrade:

- choose neutral colours
- refinish or recycle your current flooring for other uses
- underlay for carpets is key (installing good underlay can make less expensive carpet seem more posh, and you may not have to replace the underlay when upgrading to new carpet).

5) Curb appeal - be sure to keep your walks clean, rake up last fall’s leaves (if they’re still on your lawn) and keep the front yard well-maintained.

How do I know all this?!

Throughout my career in the real estate industry, I have helped hundreds of Kingston sellers get more money for their homes, by providing advice and assistance with home staging, renovation tips and more.



*Statistics are taken from RE/MAX Canada. Any information herein is not warranted - I am not a contractor or a real estate lawyer, I'm just putting my thoughts out there to help you get more money for your home. Always consult with an expert (or many experts) before undertaking any renovations, or spending any of your hard-earned money!

CLOSING COSTS CHEAT SHEET

When you're looking to buy or sell a home, it's easy to forget that the purchase price is just one of many costs associated with home ownership. These costs can add up and take an unexpected chunk out of your budget. Complete this sheet to better understand the full cost of buying or selling a property.

Seller Credits

Estimate Sale Price: \$ _____

Less Selling Costs

First Mortgage Balance: \$ _____

Second Mortgage Balance: \$ _____

Mortgage Payout Penalty: \$ _____

Mortgage Discharge Fees: \$ _____

Real Estate Fees + GST: \$ _____

Approximate Legal Fees: \$ _____

Home Improvement Costs (ex: painting): \$ _____

Staging Costs: \$ _____

Less After-Closing Costs

Moving Costs: \$ _____

Adjustment Costs (taxes, utilities, etc): \$ _____

Other: \$ _____

Estimated Net Proceed: \$ _____



SELLING PROCESS

1.

Decide to Sell Your Home



Make sure you are ready both financially and emotionally.

2.

REALTOR® Consultation



There is no commitment required on your part for the initial meeting with an agent. It will be educational and will help you identify the right agent for you. Your RE/MAX agent will provide you with a comparative market analysis and all the tools they have to help sell your home the fastest.

5.

List it for Sale



When everything is in place, your agent will put your home on the open market. Your RE/MAX agent will be actively working behind the scenes marketing your property to colleagues, clients and the public!

4.

Prepare Your Home for Sale



View your home through the eyes of the buyer and ask yourself what you would expect. Your agent will help guide you and give you tips on de-cluttering and other things that will help your home be more sellable.

3.

Establish a Price



Now that you have chosen an agent, they will help you establish your asking price for your property.

6.

Showings



Potential buyers may ask to see your home on short notice. It is best if you can accommodate these requests, you never want to miss a potential sale. After each showing, your RE/MAX agent will follow up with the people who viewed your home to hear their feedback.

7.

Offers Negotiations



If everything goes well, a buyer's agent will present your agent with an offer. You have three choices—accept the offer, counter the offer or reject the offer. Our knowledge of your needs will enable your agent to represent you in the best way possible.

8.

Under Contract



At this point, you have accepted an offer and have agreed to all the terms set forth in the contract.

10.

Closing



This is the date of transfer of funds and ownership that was agreed upon in your binding contract. Be sure you are packed up and ready to go before this date!

9.

Conditional Phase



When the agreement of purchase and sale is accepted and signed by all parties, the conditional phase begins. The buyers will have a pre-determined amount of time to fulfill items likely including home inspection, financing, home insurance, etc. The date the conditions are removed, you now have a firm and binding contract for the sale of your home. SOLD!

Have questions?

For more information on the selling process, contact **Jason Barbosa**

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