

BARNETT REAL ESTATE TEAM

# SELLER'S GUIDE

Everything you need to know  
about selling your home with us.

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# OUR SELLING APPROACH IS SIMPLE

When you sell your home, you shouldn't have to choose between cutting-edge marketing and first-class service. We deliver both - with the results you deserve!

Putting a home on the market may seem complicated, but it doesn't have to be. When you have the right professionals on your side, they'll make sure everything falls into place.

That's why we at the Katherine Barnett Team like to keep things simple. Our strategy is rooted in your selling goals, and every step we take is designed to make sure you achieve them.

Our approach has helped countless sellers across the GTA get the results they deserve - and it can do the same for you!

A higher selling  
**STANDARD**





## WHAT WE STAND FOR

The Barnett Real Estate Team is committed to treating every real estate deal with the same high level of care and detail.

We've been in the business for over 30 years, and we apply our decades of wisdom to every transaction we take part in.

We know how stressful life transitions can be, which is why we dedicate ourselves to providing smooth buying and selling experiences that never feel rushed.

It's a philosophy we all share: to put you first, every time.



## WHAT WE BRING TO YOUR SALE

When we tend to your sale, we provide more than just our decades of experience. Here's what we rely on to ensure your selling success:

- Polished presentation - Our team knows what buyers are looking for, and we make sure your home fits the bill. From impactful preparations to world-class staging, we highlight your property's best features
- Marketing finesse - When it comes to marketing your home, we blend the traditional with the cutting-edge. Our unique strategies are guaranteed to capture buyer attention and make your home stand out
- Results-first approach - The moment we start the selling process, we have our eyes on the prize. Whether we're pricing your home or negotiating on your behalf, we ensure that every detail leads to success

*Katherine and her team are professional, responsive and helpful. We felt supported through the process of selling and buying a house with Katherine's team. She kept us updated and provided guidance when needed. Thank you Katherine!*

- Jenn C



# OUR STEPS TO SELLING SUCCESS

Over the years we've perfected the selling process. Here are the steps we'll walk you through on your path to a successful closing.

- Getting to know you - we'll meet up to learn about your selling objectives. If you think we're a good fit, we'll start putting together a plan to price, market, and sell your home.
- Preparing your property - to bring out the best in your home, we'll suggest appropriate preparations and staging efforts. Then, we'll tap into our professional network to bring them to fruition.
- Spreading the word - next, we'll carry out our marketing strategy by preparing your listing, putting together promotional materials, and performing ongoing online distribution.
- Weighing your options - we'll field any offers you receive, help you understand the implications of each one, and ensure you make a fully-informed decision.
- Advocating for you - with your selling goals in mind, we'll go to bat for you. While ensuring everyone is treated fairly, we'll secure the best possible price, terms, and conditions.
- Wrapping up your sale - we'll help coordinate your closing, take care of all the details, and be the first to congratulate you when you make a successful sale!



# PREPARING YOUR HOME TO SELL

When presenting your home to prospective buyers, first impressions are crucial. Buyers begin judging your home the moment they see it, and generally they prefer homes that are well-maintained, clean and clutter-free- homes they can picture themselves living in. That is why home improvements – particularly if they address the anticipated needs of buyers – can boost your home's saleability and sale price.

Here are a few proven, cost effective tips that will help your home look its best:

## Exterior

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for colour, or place potted plants beside the front door
- Clean or paint front door, polish front door hardware, ensure doorbell works

## Interior

- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interior with light-tone paint
- Brighten rooms by installing high wattage light bulbs and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops and cabinets
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter
- Clean mirrors and window so they sparkle
- Organize and clean garage and basement
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.


## Tips for Showing and Virtual Open Houses

- Be absent so buyers feel more comfortable making comments
- Light the fireplace, open the drapes, play quiet background music
- Keep pets outdoors

These are just a few ideas to get your started. I know what today's buyers are looking for and can provide more ideas that will maximize your home's appeal. Remember, a few easy and inexpensive improvements can produce big returns on your investments.



# MARKETING ACTION PLAN



We offer virtual or in person consultations, video meetings, matterport videos for our listings, HD videography and photography, digital floor plans, virtual/in person showings, FaceTime showings and digital signatures.

Our strategy for getting your property sold for top market value is a simple but effective one: We'll maximize its market exposure so you attract as many qualified, motivated buyers as possible. We'll also keep you fully informed of all our activities, as well as all developments related to the listing.

In addition, we will:

- Help you determine the best asking price
- Offer proven advice on how to prepare your property for showings
- Call/text you regularly
- Provide feedback from showings and open houses
- Pre-qualify motivated, potential buyers
- Negotiate the highest possible price and best terms for you
- Arrange for relocation agent, if required



*Katherine and her team were absolutely phenomenal during the process of helping us sell our current house and purchase our new dream home. With the expertise of her and her team of professionals, we were able to get a great deal on the home we purchased, while selling our home at an even better price than we had expected. Katherine was around to answer our questions at all hours, and her support and tremendous knowledge made our experience incredibly enjoyable. Katherine has helped us out with multiple real estate transactions in the past and we have had great experiences and results every time. Her and her team were very friendly and worked tirelessly night and day to ensure that our experience turned out as we expected it to. Her commitment to helping her clients is unparalleled, and we are extremely thankful for all the effort and time she put in to making sure that our transactions worked out according to plan.*

- Ferenc Jaszai

*We have used Katherine twice not only to look for a home, but to also sell my parents home in Burlington. Katherine's team is amazing. They cannot do enough for you.*

- Lynn McCool





GET STARTED

# READY TO PUT YOUR HOME ON THE MARKET?

Your successful sale starts here!

Reach out to schedule a time to chat with us about your selling objectives and the local market. Let us put our proven selling process to work for you.

Reach out via phone, email or book a call.

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- [Book a Call](#)

