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THE DEUTSCHMANN TEAM

REAL ESTATE



HOME SELLING GUIDE

A RESOURCE TO HELP YOU NAVIGATE THROUGH THE HOME
SELLING EXPERIENCE, FROM "LISTED" TO "SOLD"

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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 **OFFER 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!**



RE/MAX

HOME SELLING GUIDE

A resource to help you navigate through the home selling experience, from “listed” to “sold.”

TRUST US,

YOU'VE GOT THIS

Selling a home can be complicated. There's lots to do, from preparing the property for sale, to marketing the listing, to the negotiations and paperwork. If you're ready to embark on the home selling process, or just get a head start on planning, take your first step with the RE/MAX Home Selling Guide. This is a resource to help you navigate through the home selling experience, from "listed" to "sold."



The RE/MAX Home Selling Guide features relevant information including tips on finding the right listing agent, selling strategies for move-up buyers, advice on transacting safely in today's environment, DO's and DON'Ts when listing and showing your home, and important terms you should know.

By familiarizing yourself with these home-selling basics, you'll be better equipped to make a smart – and hopefully lucrative – home sale.

CHOOSE THE RE/MAX AGENT

THAT'S RIGHT FOR YOU

Studies show that home sellers who use a licensed real estate agent to represent them generally get a better price than those who sell the home themselves.

RE/MAX agents have access to current market information and resources to help price and market your home. Equally as important, REALTORS® add objectivity to an inherently emotional transaction: the sale of your home. As you move through the process, your RE/MAX agent can walk you through confusing paperwork and help you make informed decisions about the sale of your home.

The real estate market is a big place and an experienced RE/MAX agent can help you navigate it. Visit remax.ca to locate a RE/MAX agent in your area.

QUESTIONS TO ASK WHEN CHOOSING YOUR AGENT:

1. Are you a full-time real estate agent?
2. How much experience do you have in my neighbourhood and can you provide references?
3. How many homes have you listed and sold in the last year?
4. What services and resources do you offer?
5. How does the home-selling process work and what is expected of me?
6. How long are homes in my neighbourhood on the market?
7. How would you price and market my home?
8. What disclosure laws apply to me and what do I need to be aware of?
9. What does the listing agreement entail and what is your fee?
10. What happens if another agent locates a buyer?
11. What happens if I'm not happy with your services?

3 SELLING STRATEGIES FOR MOVE-UP BUYERS

Move-up buyers are often in a better position than their first-time counterparts. They typically have some savings and home equity to work with, making the move feel less like a compromise and more a thoughtful selection. But moveup buyers face their own set of challenges that call for a carefully considered strategy. Here are three options for the smart move-up buyer with a plan!

SELL FIRST, BUY LATER

The “Sell First” strategy is ideal for the move-up buyer who doesn’t want to get stuck paying two mortgages simultaneously. Selling the existing home first eliminates the risk of having to carry two mortgages. It also reduces the chances of having to lower your asking price if the sale isn’t happening quite fast enough for your liking. This is a good option for moveup buyers who are banking on the proceeds of their sale to fund their new (and likely more expensive) property. By selling first, you’ll know exactly how much money you have to purchase your next home.

TIME AND ALIGN YOUR PURCHASE AND SALE

All things considered, this approach to “moving up” is ideal, but getting there is another story. Aligning your purchase and sale closing dates can be tricky. Remember that there are three parties to these transactions: you, the person you’re buying from, and the person you’re selling to. You’ll also have to move out and move in on the same day. In this scenario, time is your best friend and flexibility your saviour. This means you’ve planned ahead – you’ve researched neighbourhoods, gotten pre-approved for a mortgage, and you’ve started the organizing and decluttering process before the big move.

BUY FIRST, THEN SELL

If you’re buying in a seller’s market, then buying first might be the way to go. By buying your new home before selling your old one, you won’t feel rushed into settling for a sub-par property, or having to seek alternative temporary housing options while you shop a tough market. This move-up buyer still lives in his or her existing home, allowing them time to shop around, and continue looking until they find that perfect place. This move-up buyer typically requires a bridge mortgage. Your move-up strategy will depend on a number of factors, such as your financial situation, the current housing market conditions, personal comfort level and even your personality. Consider this when making your decision. Plan ahead and work with a knowledgeable RE/MAX agent to ensure a smooth transaction at both sides of the offer table.



SAFETY FIRST

With RE/MAX, you have stability and comfort knowing that your real estate needs are still being met in a safe and responsible manner.

How do we do that? It starts with what you always get from RE/MAX – a dedicated real estate professional with vast knowledge, and the support they need to help you sell your home and find you a new one. When you combine that with our industry-leading tech tools, like RE/MAX 360 Tours, you can be assured a smooth process from “for sale” to “sold...” just as you’ve come to expect from RE/MAX.

VIRTUAL STAGING

A home can be staged remotely using photos and videos provided by the homeowner. When selling a vacant property, 3D home staging software uses room measurements to generate renderings, complete with perfectly scaled furniture, paint colour and decor that’s totally on trend – no home visits, furniture rental or heavy lifting required. Connect with your RE/MAX agent to learn more about remote and virtual home staging services.





CONTACTLESS SHOWINGS

Ready to show buyers what might be their next home? There are many ways to conduct showings that are effective, while keeping everyone safe. Your RE/MAX agent can schedule a virtual open house or showing for brokers or buyers, promote the event online, and host it via live or pre-recorded video. Video conferencing apps also allow people to view the home and ask questions in real time. It's the next best thing to being there in person.

BEST PRACTICES

In cases where an in-person showing is required, your agent can minimize contact by:

1. Only holding scheduled showings, no drop-in open houses
2. Limiting showings to one or two people from the same household at one time
3. Providing hand sanitizer, face masks, gloves and shoe-covers prior to entry
4. Turning all of the lights on yourself
5. Leaving doors, closets and storage areas open
6. Making utility areas in the home openly visible
7. Cleaning frequently touched surfaces, like doorknobs, after each showing

SELLERS DOS & DON'TS

DO

CLEAR OUT & CLEAN UP

You want house-hunters to imagine your house as their own, so clear out the clutter. Remove excess home décor, pack up the collectibles, put away the kids' toys, and eliminate pet evidence. You'll also want to clean everything, from the baseboards to the ceilings and every spot in between. In addition, keep the house at a comfortable room temperature.

UPDATE & UPKEEP

Impress house-hunters with simple yet visually appealing updates. Inside, consider swapping out old light fixtures, painting dark walls lighter, and replacing dingy carpets. Outside, keep up with your yard work: trim bushes and trees, keep the grass cut or the driveway shoveled, and plant flowers or add greenery for a flattering first impression.

ORGANIZE & CATEGORIZE

Everything has a place. Arrange furnishings to complement the size, traffic flow and natural light of the room. If you're not sure, consult a professional stager. You'll also want to organize all of your paperwork: inspection reports, property disclosures, appliance manuals, etc. Then, categorize them in an easy-to-access binder for quick reference.

RESPECT & RESPOND

You may be partial to your home, but not everyone will be. Respect professionals' (appraiser, inspector, stager, etc.) opinions on what changes can be made to make your home appeal to more people. Don't be offended by a low offer; respond to the buyer and let them know the offer was too low but that you are serious about accepting a better one.

DON'T

FALL BEHIND

Selling your house is hard work. Don't slack, stay up-to-date on your responsibilities. Keep your home clean and the yard well-maintained throughout the process. Once you find a buyer, don't fall behind on bills; keep paying your mortgage and utility bills on time so you don't have extra costs to cover at closing.

GET AHEAD

It takes time to sell a house in today's market. Don't try to get ahead of the trend and enter into negotiations with buyers who aren't pre-approved for a mortgage. Don't price your home excessively, listen to your agent and price it according to market conditions. Pricing it too high can keep it on the market and make it appear unattractive, flawed or stale.

HIDE OR HOVER

Your house needs to be available, you do not. Don't make your house unavailable for showings by requesting a day's notice or not answering the phone or email. Your home needs to be ready when buyers are. Don't hover around during showings. Buyers like their space and may feel awkward or uncomfortable sharing their thoughts with you present.

DO IT ALL OR LEAVE IT ALL

Working with a real estate agent can be invaluable. Why try to do it all when you can hire a professional agent with the experience and expertise to do it for you? However, when you hire a real estate agent, don't leave it all up to them. You'll have a number of personal responsibilities to manage to help make your home selling experience successful.



CLEAN UP THE CLUTTER

If you are listing your house and getting it ready for showings, clean up the clutter. A good way to start is to go through everything you don't use on a daily basis and create three piles: pack it, donate it, and junk it.

PACK IT

For the items you're packing, go online and search "portable storage and moving containers." These convenient containers can be rented monthly and take the trip out of the traditional storage unit. They are delivered to your house, you pack it up, and they're picked up and stored for you until you're ready to add more – or unload it at your new house!

DONATE IT

For the items you're donating, a number of charities now offer scheduled donation pick-ups. Visit your favourite charity's website to learn when they'll be in your neighbourhood.

JUNK IT

For the items you're dumping, first make sure they can be dumped. Certain items need to be recycled or properly disposed of. Check with your municipality website to find a convenient and affordable way to properly dispose of certain materials. If what you have truly can be junked, consider renting a dumpster for large quantities. For a more extensive room-by-room list of staging tips, ask your RE/MAX agent for a copy of the RE/MAX Home Staging Guide.

6 STAGING SUGGESTIONS

Not interested in hiring a professional stager? Consider these six staging suggestions to help enhance your home:

1. **Fix** minor flaws and imperfections; buyers don't want deferred maintenance issues.
2. **Remove** excess furniture and declutter countertops to make usable space and rooms appear larger.
3. **Clean** and organize everything including garages, closets, storage rooms and laundry rooms. Buyers look everywhere.
4. **Wash** windows, pull back curtains and turn on lights in dim rooms to brighten areas and make rooms appear larger.
5. **Paint** walls in neutral tones and pack up family pictures so buyers can envision their colour preference and portraits.
6. **Manage** your yard; shovel the paths, mow the lawn, plant flowers, and remove cobwebs from the door frame.

HOME SELLER'S GLOSSARY

Asking Price: The price that the seller has agreed to list their property for. The asking price is different from the selling price, which is the final price that has been agreed upon by the buyer and seller.

Balanced Market: There is an equal balance of buyers and sellers in the market, which means reasonable offers are often accepted by sellers, and homes sell within a reasonable amount of time and prices remain stable.

Bridge Financing: A short-term loan designed to “bridge” the gap for home buyers who have purchased their new home before selling their existing home. This type of financing is common in a seller’s market, allowing home buyers to purchase without having to sell first.

4. Buyer’s Market: There are more homes on the market than there are buyers, giving the limited number of buyers more choice and greater negotiating power. Homes may stay on the market longer, and prices can be stable or dropping.

Chattels: Unattached items in the home that can be removed without doing any damage to the property, such as curtains, but not the curtain rods since they are physically attached to the home. Chattels are usually not included with the home purchase, unless specified in the Agreement of Purchase and Sale.

Closing: This is the final step in the home selling process. Once all offer conditions outlined in the Agreement of Purchase and Sale have been met at the end of the closing period, ownership of the property is transferred to the buyer and the keys are exchanged on the closing date outlined in the offer.

Conditional Offer: When the sale of the home hinges on predetermined conditions, such as “conditional on financing” or “conditional on a satisfactory home inspection.” If the conditions are not met, the buyer can back out of the deal.

Counteroffer: When the original offer to purchase a home is rejected by the seller, the seller can counteroffer with adjustments, usually to the price or terms of the purchase, such as the closing date.

Curb Appeal: The appeal of a home when viewed from the curb. Curb appeal includes the home’s exterior, front yard, and anything else that’s visible from the street.

Current Market Assessment: A CMA (Current Market Assessment) is provided by your real estate agent during the listing process and is complimentary. This report assists with determining the asking price of the home, using current housing market information such as supply and demand, seasonality, home information like location, age, square footage and more.



Dual Agency: Dual agency is when one agent represents both the seller and the buyer in a single real estate transaction; consent of both parties is usually required. Dual agency practices may differ based on province, local rules and brokerage policies. Ask your real estate agent to clarify the dual agency policy if it pertains to your transaction.

Fixtures: Items that are physically attached to the home and require tools to remove. Fixtures are included as part of the purchase. Examples of fixtures include ceiling lights, cabinet hardware and appliances. If the seller plans to take any fixtures with them when they move, either remove them prior to listing the home, or be sure to specify the fixtures in the Agreement of Purchase and Sale.

FSBO: Acronym for “For Sale By Owner,” meaning the seller hasn’t retained the services of a real estate agent or broker to assist with the sale of their home. By virtue of the FSBO, the seller will avoid paying the real estate agent’s commission fee, which is split between the listing and buying agent.

Home Value Estimator: A home value estimator is a tool, typically found online, that helps home sellers estimate the value of their property. The result is an estimate and different from a detailed property assessment provided by a Realtor.

List-To-Sale-Price Ratio: The difference between the listing price of a home and the final selling price, expressed as a percentage. If the list-to-sale-price ratio is more than 100%, the home sold over asking. If it is below 100%, the home sold under asking.

MLS: The Multiple Listing Service, commonly referred to as MLS, is a real estate selling system operated jointly by real estate Boards and Associations across Canada.

Offer: An offer is a legal agreement to purchase a home. An offer can be conditional on a number of factors, commonly conditional on financing and a home inspection. If the conditions are not met, the buyer can cancel their offer.

Porting: Transferring your mortgage (and the existing interest rate and terms) from one property to another.

Seller’s Market: In a seller’s market, there are more buyers than there are homes for sale. With fewer homes on the market and more buyers, homes sell quickly in a seller’s market. Prices of homes are likely to increase, and there are more likely to be multiple offers on a home. Multiple offers give the seller negotiating power, and conditional offers may be rejected.

Staging: Preparing a home for sale to appeal to a wide range of homebuyers. The staging process often includes decluttering, depersonalizing, deep-cleaning, and minor updates such as painting and rearranging furniture.

Virtual Deals: The home-buying process completed by means of technology in place of face-to-face contact. Some common technology tools include 360 home tours and video showings, video conference calls, e-documents, e-signatures and e-transfers.



RE/MAX

SELLER'S ACTION PLAN

Review this plan with your Re/Max Agent to sell your home quickly and for top dollar.

ARE YOU FIT TO SELL?

Usually buyers are looking for all of the items on their wish list, not a list of repairs. Walking into your home and seeing a range of to do projects will turn them away faster than you can say “water damage”. Sometimes it’s not the big things but a lot of little things that turn buyers away.

Present buyers with a complete package that is move in ready. Help them see it as a home they can be comfortable and happy in. If they see problems and jobs to do, your house will go to the bottom of their list of homes, or their offer price may be much less than your expectation. Put it at the top of their list and have your home sell quickly and for top dollar!

MARKET TRENDS

1. Are there a lot of properties for sale in the area?

2. What are you competing against (Ex. New build)

3. What are the general market conditions?

4. Who is moving in and out of your neighbourhood?

5. Who is your target buyer and what do they want?

OWNERS INSIGHTS

1. What made you purchase this home?

2. What did you love or wish to change about this home?

3. What changes did you make?

4. What are the benefits of the location?

5. What fixtures, appliances etc. would you like to keep or include in the sale of your home?

KITCHEN

You need to show off a spotless, spacious and updated kitchen. Prospective buyers need to be able to visualize themselves efficiently preparing meals and entertaining.

WHAT ARE THE TOP FEATURES TO FOCUS ON?

- Ample counter space
 - Updated counters/cabinets
 - Storage space
 - Other
-

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- Dated appliances, counters, cabinets
 - Cluttered counters
 - Dirty counters, cabinets, appliances
 - Other
-

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

Buyers will look in your cupboards, so make sure to pre-pack items not being used and tidy your cupboards to show a lot of space. You can also organize your cans and food products.

DINING ROOM

If your home has a separate formal dining room, it is best to showcase it in an elegant manner.

You want the buyer to envision enjoying meals and entertaining friends and family.

WHAT ARE THE TOP FEATURES TO FOCUS ON?

- Size of room
 - Flooring
 - Light fixture
 - Other
-

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- Poor flooring (replace carpet with hardwood or laminate)
 - Too much furniture / awkward arrangement
 - Not set up as dining room
 - Dated Decor
 - Other
-

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

If you have a china cabinet make sure to treat it like a store window display. Pre-packing all your smaller items and only keeping the larger pieces will provide a better visual for buyers rather than looking at a cluttered cabinet.

MASTER BEDROOM

The master bedroom and en suite should create a mood that is relaxing with a spa like setting. Buyers want to envision the way they wish to live. Create the look that will encourage buyers to say “wow” when they walk in.

WHAT ARE THE TOP FEATURES TO FOCUS ON?

- Large space (retreat feel)
- Closet space
- En suite bathroom
- Other

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- Personal items/cluttered closets
- Dated Decor
- Exercise equipment, TV computer
- Other

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

Pre- pack off season items in your closet and organize . To give the illusion of even more space, remove everything off the floor and tidy shelves.

BATHROOMS

Creating a spa like feel in all the bathrooms will have buyers looking forward to relaxing at the end of a long day Luxury sells every bathroom Your bathrooms should look like no one has used them and if yours looks less than new, consider some reasonably priced upgrades.

WHAT ARE THE TOP FEATURES TO FOCUS ON?

- Updated decor and fixtures
- Lots of storage space (organized)
- Other

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- Personal items from counter and tub/shower
- Outdated decor and/or fixtures
- Other

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

Painting outdated cabinets, changing the hardware and updating the fixtures will give your bathroom a fresh new look.

FAMILY/GREAT ROOM

This space needs to feel relaxing. It is often cluttered and personalized. (Be aware of displaying books, collections, family photos, movies, trophies, etc. that may hinder a prospective buyers view of this space.)

WHAT ARE THE TOP FEATURES TO FOCUS ON?

- Fireplace
 - Size of room
 - Flooring
 - Other
-

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- Personal items/collectibles
 - Furniture placement
 - Dated decor and/or flooring
 - Other
-

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

Removing all your personal photos, collectibles and any personal items will allow buyers to feel that it is their home rather than being a guest in your home.

LIVING ROOM

This is one of the first rooms a prospective buyer may view. This room will set the tone for the rest of the house so you want to make sure it is inviting, elegant, cozy and well arranged so they can envision themselves using this space for entertaining or just relaxing.

WHAT ARE THE WWTOP FEATURES TO FOCUS ON?

- Size of room
 - Flooring
 - Light fixture
 - Other
-

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- All collections and personal photos
 - Extra or awkward arrangement of furniture
 - Wallpaper, unusual paint color or dated decor
 - Other
-

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

Consider aligning the furniture so it's parallel to the walls and arranging accessories symmetrically. Make sure the room feels warm and inviting by adding lamps, decorative pillows, throws and even live or silk greenery.

CURB APPEAL

Buyers will decide within seconds of driving up to a home or viewing photos on the internet as to whether or not to take the next step and view the inside of your home.

WHAT ARE THE TOP FEATURES TO FOCUS ON?

- Clean doors and windows (inside and outside)
 - Front door and garage door (paint if needed)
 - Flower beds/shrubs/lawn are well-maintained
 - Roof
 - Other
-

WHAT ARE THE TOP DISTRACTIONS TO REMOVE?

- Basketball net, kids toys
 - Weeds in flower bed, lawn and driveway
 - Poorly maintained items (doors, roof, driveway etc.)
 - Other
-

WHAT ARE THE KEY MARKETING PHOTOS FOR THIS ROOM?

BONUS TIP:

If you are painting the front door or garage make sure to select colours that work with the fixed elements of the home (Ex. brick, siding, roof). The front door needs to draw buyers in and the garage door needs to blend into the home.

SHOWINGS/OPEN HOUSE

1. What are the ideal times for you to have showings or an open house

PRICING REVIEWS

1. What price range do you feel your home fits in?

2. What is your budget for repairs and upgrades to the home to prepare it for sale?

ADDITIONAL SPECIAL FEATURES OF THE HOME?

ADDITIONAL MARKETING PHOTOS FOR THIS HOME?

CHECKLIST

OPEN HOUSE/SHOWING

Today's buyers are looking for properties that are move-in ready.
All showings and open houses need to make the right first impression.

EXTERIOR (SEASONAL)

- Add colour with mulch and/or greenery
- Maintain lawn/shrubs
- Remove pet waste, leaves, weeds
- Shovel and salt driveway and walkways
- Clean front door/garage
- Pick up toys
- Sand/stain stairs and deck
- Scrape peeling paint/repaint

INTERIOR

- Address Heating/AC
- Ensure floors are clean
- Have inviting scent
- Remove garbage
- Turn all lights on
- Address lighting
- Clean bathrooms
- No items on the stairs
- Pick up toys
- Tidy laundry room
- Organize pantry and closts
- Depersonalize
- Hide signs of pet(s)
- Remove clutter from front entrance
- Spotless kitchen
- Remove clutter/confidential info
- All beds are made
- Conceal valuables
- De-clutter home office
- Tidy utility room/make accessible
- Vacuum

PRIORITIES

COMMENTS



RE/MAX

HOME STAGING GUIDE

A room-by-room guide to help you stage
your home for sale.

WHAT IS HOME STAGING?

Staging means preparing a home for sale to appeal to the largest number of buyers, increasing the chances of selling quickly and for a higher price. As a seller, you can stage your own home, have your Realtor® help you stage it, or hire a professional home stager. A new twist on home staging is “virtual” staging, which means that photos of a home are digitally enhanced to demonstrate the possibilities of the space.

THE BENEFITS OF HOME STAGING

Faster Sale, Higher Price. When potential buyers can picture themselves living in the home, they will be more motivated to make a competitive offer. Depersonalizing the home of family photos and other such items helps buyers see the space as “theirs.”

SWIPE RIGHT

Photographs of a staged home are more likely to attract interest online. Since most home buyers these days start their home hunt online, it’s important to make a good impression through photos.

PICTURE IT!

When potential buyers view a listing, they’re thinking beyond what their eyes are showing them. They’re visualizing themselves living in the space. Is the home an ideal place for growing children, or to enjoy retirement? A home stager will take an objective approach to decluttering and decorating, allowing prospective purchasers to view the space as theirs.

LET A RE/MAX AGENT GUIDE YOU

The advice presented here includes tips from RE/MAX agents and other professional sources to help sellers like you through the home staging process. It’s a challenge to objectively critique your own home. Your RE/MAX agent will bring a fresh perspective, an understanding of the local market and knowledge of what buyers there are looking for, to ensure your home shows beautifully in person and in photos. Keep in mind that staging is not remodeling. Staging involves cleaning, rearranging and a bit of decorating to highlight a home’s best features, such as a fireplace, beautiful wood floors, gorgeous views or a cozy master suite. Your RE/MAX agent can also refer you to professional staging resources as needed.

START WITH DECLUTTERING

“Decluttering” is the first step in staging your home. Pack all non-essential items that you can live without until you move into your new home. This will help with the staging process and will kick-start the packing process. Donate or discard items that you don’t want, need or use.



BASIC STAGING

1. Clean! Consider hiring a professional cleaning service.
2. Declutter! Make it look organized, even if it really isn't.
3. Remove personal photographs from walls and tabletops.
4. Remove oversized and excess furniture and area rugs.
5. Keep closets tidy! Prospective buyers will want to evaluate the home's storage capacity, and clutter creates the illusion of less space.
6. Let the sunlight in by opening blinds and curtains.
7. Replace burned-out, dim or flickering light bulbs.
8. Consider replacing dated light fixtures.
9. A fresh coat of paint will help renew the look and feel of any room. Choose 2 to 3 different neutrals to use throughout the whole house.
10. Don't forget the exterior!

MISTAKES TO AVOID

- Don't spend a lot of money. Be resourceful.
- Don't paint everything white. Opt for soft neutrals.
- Don't cover up architectural details such as windows or the fireplace.
- Don't try to hide odors with overpowering air fresheners and candles.
- Don't make the house too sterile by removing everything. Your goal is "inviting and livable."



PACK IT! STORE IT!

Plastic storage bins are great for items that may need to be stored for an unknown period of time. Store these off-site if possible. Consider renting a portable storage unit. Many companies provide these large containers that can be stored in their climate-controlled warehouse until you are ready to have it delivered to your new home!

START WITH:

- personal framed photos, photo albums, trophies and awards,
- extra bake ware and cooking items,
- rarely used kitchen gadgets, cookbooks and small appliances,
- collectibles, figurines, special occasion dishware,
- extra or out-of-season décor items,
- out-of-season clothing, coats, boots and shoes,
- books, CDs, DVDs and games.

KITCHEN

The kitchen is the heart of the home, and it should be one of its biggest selling features. Ensure that it is clean, well-lit, and it should feel warm and welcoming.



- Remove magnets, photos and the children's art that's hanging on the refrigerator.
- Remove decorative items from the tops of cabinets which can make photos look cluttered
- Remove everything from the counter tops, then add items back strategically.
- Accent a neutral space with something colourful, like a bowl of lemons or a nice bottle of vinegar.
- Lighten up dark corners with a white or bright object like a vase or a high-quality small appliance.
- Put away area rugs.
- Update the light fixture.
- Add self-adhesive LED lights under cabinets.
- Clean the oven/stove, microwave, refrigerator and garbage can to eliminate odors at their source.



FAMILY ROOM

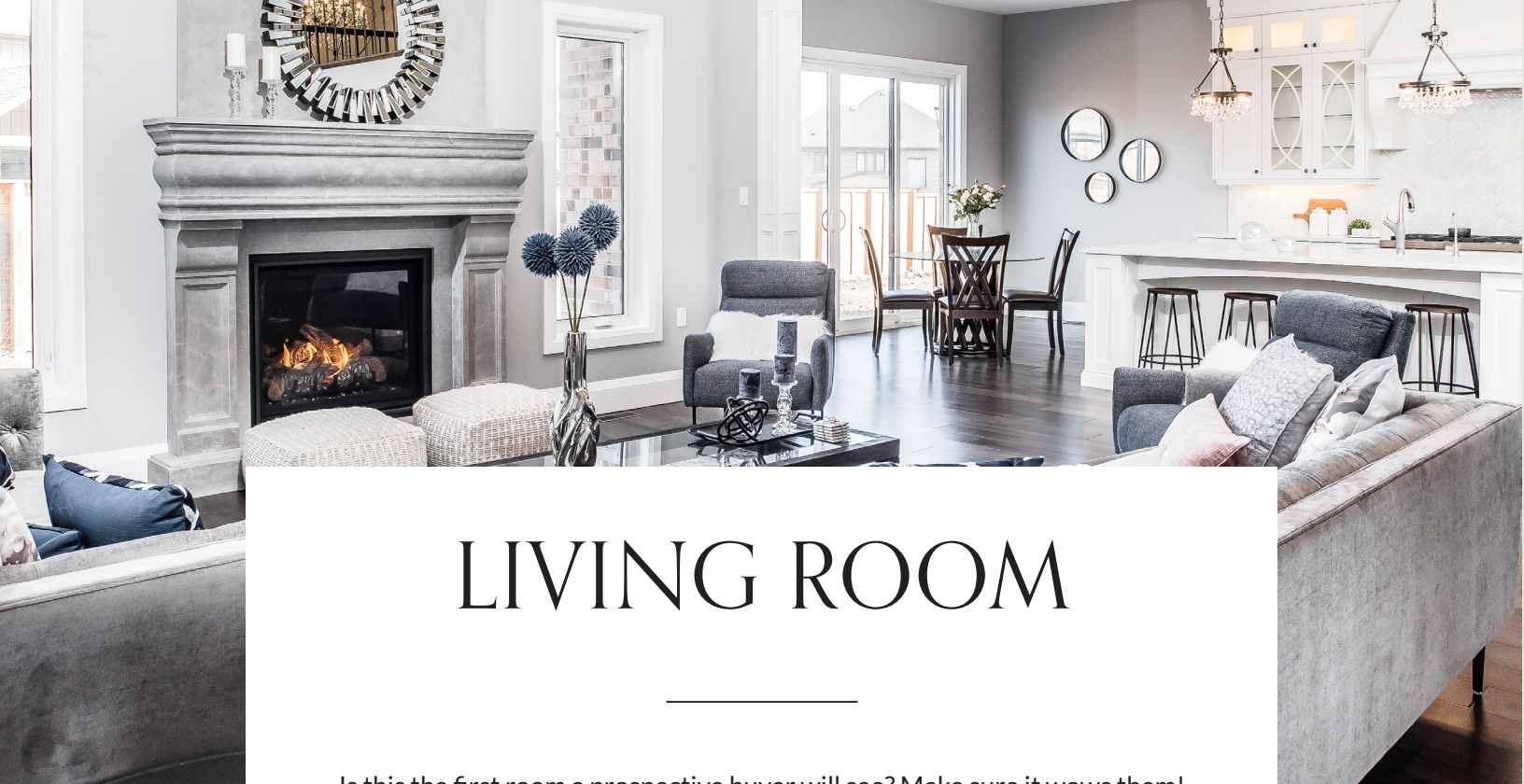
This room should feel spacious, relaxing and comfortable. Features to highlight, if your home has them, are the fireplace and up-to-date media systems. If your television is from the 1990s, get rid of it or buy a new one.

- Remove excess furniture to create the illusion of more space for entertaining family and friends.
- Pack up any toys that are cluttering the floor.
- Board games, video games, DVDs, remote controls and other items should be organized on shelves or in cupboards.
- Evaluate the lighting in the room. If needed, add a lamp or two, and replace dim light bulbs with brighter ones.
- Remove anything too casual or too personal, including beanbag chairs, family photos, sports trophies and, yes, the taxidermy must go!

STAGING CHALLENGE: PETS

Pets may be part of your family, but buyers may not be as receptive. If you can't remove the pet from the home, minimize evidence inside and out:

1. Deep-clean carpets and upholstery.
2. Put away all pet paraphernalia (dishes, toys, leashes, litter boxes).
3. Take your pet with you during showings.
4. If it's impossible to hide all the pet gear these items should be restricted to one low-traffic room.



LIVING ROOM

Is this the first room a prospective buyer will see? Make sure it wows them! Highlight the fireplace, hardwood floors or the beautiful view. Ideally, the television is not the focal point of this room.

- Remove excess furniture and arrange remaining pieces to enhance the flow of traffic.
- Group furniture for easy conversation.
- Remove outdated window treatments.
- Remove worn or shabby furniture or update it with slipcovers in neutral tones.
- A little decorating can make a difference in this room. Invest in some trendy accessories and throw pillows.
- Artwork should be high-quality and hung at eye level. Black-and-white photographs are neutral and can give a space a sophisticated look.



DINING ROOM

- Remove excess furniture, such as a hutch full of collectibles. They can be distracting to potential buyers.
- Remove extra leaves from the table to make the room appear larger.
- Have no more than 4 chairs around your dining table unless your dining room is exceptionally large.
- Consider removing the rug from under the table.
- Update the light fixture. Many trendy, inexpensive options are available.
- Add a decorative centerpiece, such as fresh flowers, to the tabletop.
- Talk to your agent about whether setting the table will enhance this room.





BEDROOM

Focus on the master suite. It should feel like a restful sanctuary from everyday life.

- Rearrange beds so they are facing the doorway.
- Remove excess furniture and items such as heavy dressers, exercise equipment, pet beds, and medical equipment like C-PAP machines.
- Remove photos and other personal items.
- Make the beds with clean, coordinated linens in a solid colour or simple pattern.
- Remove half the items in every closet and make sure what's left looks neat and organized.
- In the master bedroom, think in pairs – two nightstands, two lamps, two pieces of artwork hanging over the bed.



BATHROOM

Focus on the master suite. It should feel like a restful sanctuary from everyday life.



- Deep clean!
- Re-caulk around the tub and toilet.
- Replace old toilet seats.
- Hide all personal hygiene items and the garbage bin.
- Display fresh towels in a neutral colour.
- Run the fan to reduce humidity.
- Freshen the space with a small vase of flowers on the vanity.
- Remove toilet tank/lid covers.
- Only place one rug!
- Replace the shower curtain.
- Clear counter tops.



OTHER SPACES

Focus on the master suite. It should feel like a restful sanctuary from everyday life.

HOME OFFICE

Pack away piles of paper, especially any sensitive information such as passwords, confidential work documents and similar items. Keep cords out of the way. And just as in every room, remove clutter and excess furniture.

FRONT ENTRYWAY

Make sure it's completely clutter-free, with space for shoes and coats, depending on the season. If there's a table, add a floral arrangement or another single, beautiful decorative item.

GARAGE, LAUNDRY ROOM, BASEMENT

These are lower-priority areas but ensure there's no laundry hanging or piled up; ensure the washer and dryer are clean; organize tools/equipment and ensure there's enough room in the garage to park the car.

OUTDOORS

Your curb appeal makes a crucial first impression. Take the time to show off your yard, patio, deck, landscaping and the home itself, to generate the maximum level of interest and yield a higher return on resale!

- Power wash and/or paint the home's exterior.
- Trim landscaping and keep the lawn mowed at all times.
- Add fresh mulch to gardens.
- Add hanging baskets or potted plants by the front door.
- Repair any hazards, such as broken concrete.
- Remove toys, equipment and other objects from the yard and driveway.
- Make sure outdoor furniture is fresh, clean and ready to use.



STAGING CHALLENGE: KIDS

In children's bedrooms, decluttering is paramount. Moving can be tough on anyone, but especially kids. Make this process easier on them by including them in the process. Put them in charge of picking up and putting away their toys and games every day, focusing on high-priority areas like the living room, family room and kitchen.

In their bedrooms, declutter as much as possible. Clear toys off the floor, organizing them in baskets and bins for a quick clean-up. Children's rooms are often colourful and busy. Tone it down by removing personal photos, music posters and most plush toys. A fresh coat of paint will take care of any wear and tear on the walls.



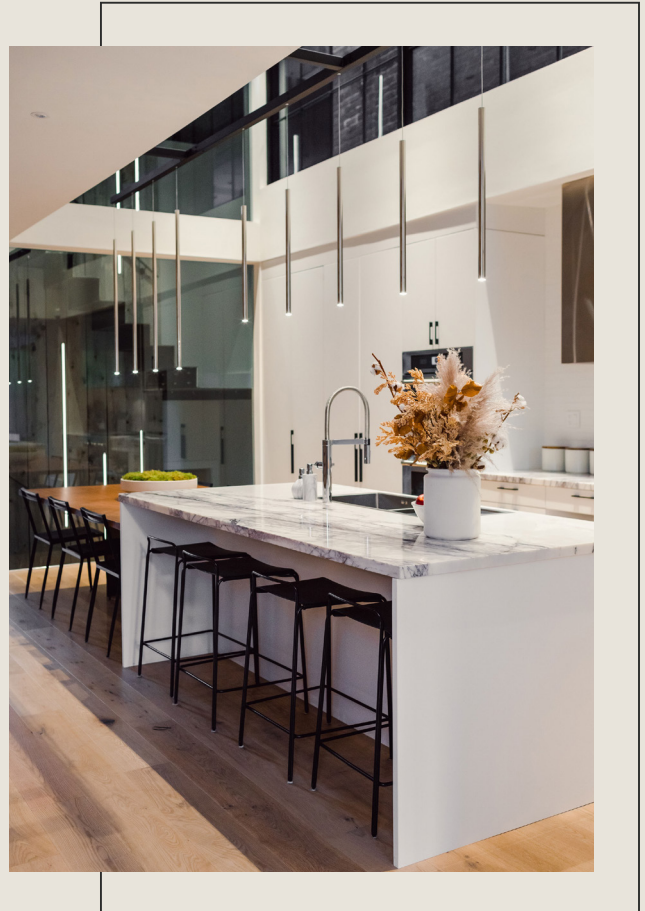
VACANT HOMES/ VIRTUAL STAGING

VACANT HOME ISSUES

Selling a vacant home can be more convenient for the seller. It presents an ideal opportunity to paint the walls, maintain the floors and complete any projects that might be difficult to complete while living in the home. However, to buyers, a vacant home may appear empty, unloved and abandoned. Staging a vacant home illustrates to buyers that it is well-maintained and helps them envision how each room can be used. Ensure every room contains a piece that matches its role—beds in the bedrooms, a desk in the home office, a table and chairs in the dining room.

VIRTUAL STAGING

A home can be staged remotely using photos and videos provided by the homeowner. When selling a vacant property, 3D home staging software uses room measurements to generate renderings, complete with perfectly scaled furniture, paint colour and decor that's totally on trend – no home visits, furniture rental or heavy lifting required. Connect with your RE/MAX agent to learn more about remote and virtual home staging services.



HOME VIEWING CHECKLIST:

Whether in person, online, or through a live video tour, here are some things that will enhance the viewing of your home:

- Open patio umbrella
- Empty/hide all garbage cans
- Open the blinds and curtains - turn on the lights
- Put away medications
- Put away jewelry, personal and financial documents
- Place a vase of fresh flowers in the front entryway or dining room
- Turn on classical music
- Turn off computers
- Put away pet paraphernalia and take the pets with you when you leave

CONTACTLESS SHOWINGS

Ready to show buyers what might be their next home? Your RE/MAX agent can schedule a virtual open house or showing for brokers or buyers, promote the event online, and host it via live or prerecorded video. Apps like FaceTime allow people to view the home and ask questions in real time. It's the next best thing to being there in person. In cases where an in-person showing is required, your agent can minimize contact by

- only holding scheduled showings, no drop-in open houses;
- limiting showings to 1 or 2 people from the same household at one time;
- providing hand sanitizer, face masks, gloves and shoe covers prior to entry;
- turning on all the lights;
- leaving doors, closets and storage areas open;
- making utility areas in the home openly visible;
- accompanying visitors on their tour of the home; and
- cleaning frequently touched surfaces, like doorknobs, after each showing.





THE
DEUTSCHMANN
TEAM
REAL ESTATE

MEET THE TEAM

TEAM LEADER

BECKY DEUTSCHMANN



I was born and raised in Kitchener-Waterloo, and I attended Wilfrid Laurier University, where I earned a Double Honours B.A.

I have deep roots in the real estate industry as my Father is a local Builder, and my Grandfather was also a Builder.

I am extremely passionate about my career as a REALTOR®, as I love helping people—it's what I do best. Helping people, getting to know them, being open, honest, and transparent throughout the whole buying or selling process is what we do. That's the Deutschmann Team difference.

What I really love about Waterloo Region, and working in this area, is that we live in a growing city that has increasing relevance on the international map. Kitchener-Waterloo is a hot spot and a technology hub. We have the innovative infrastructure, top-rated post-secondary educational institutions including the University of Waterloo, Wilfrid Laurier University, and Conestoga College, many successful businesses and globally renowned companies, various technology start-ups, and so much more. This community is a great place to live and raise a family—it truly is an exciting time to live and work in Waterloo Region!

My team and I work with buyers, sellers and investors in all price ranges in Kitchener, Waterloo, Cambridge, Guelph and all surrounding areas.

What sets our team apart from the local competition is that we are determined to provide the best service and experience for our clients. Buying or selling a home can be very stressful—it is a very personal experience, and we like to put ourselves in our clients' shoes. We treat every transaction as though we are buying or selling our own home. We take the time to really get to know our clients and establish mutual trust.

We try to understand each person's unique needs and personalize and prioritize service for them. Our goal is to simplify the process, making it hassle-free. How we work and our results really set us apart—we do real estate differently. We put honesty, integrity, and personality into everything we do—we really put our heart into it. We are always there for our clients before, during and after the sale.

I am a LUX VT Partner, Luxury Home Affiliate Member, and also a Certified Luxury Home Marketing Specialist with a Million Dollar Guild Designation. Recognized as the highest performing achievement in luxury markets around the world, the Million Dollar GUILD™

recognition assures individuals that real estate professionals who have achieved GUILD status are remarkably knowledgeable, experienced, and have the unique skills necessary to meet and exceed expectations for today's most discerning luxury buyers and sellers. Luxury real estate professionals achieve GUILD recognition after having completed the luxury home sales and marketing training, becoming an Institute Member, earning the Certified Luxury Home Marketing Specialist designation, and have documented performance in the million dollars and above residential market.

If you are looking to buy or sell, I truly would love to work with you. I look forward to hearing from you!



EXPECT EXCELLENCE
AWARD WINNING SALES
HIGHLIGHTS:

- 2021 TOP PRODUCING AGENT REMAX TWIN CITY, WATERLOO
- OVER \$112,000,000 WORTH OF REAL ESTATE TRADED IN 2021
- 2021 TOP 5 TEAMS IN CANADA-SMALL TEAM, RESIDENTIAL
- 2021 TOP 10 TEAMS WORLDWIDE-SMALL TEAM, RESIDENTIAL
- 2021 PINNACLE CLUB AWARD 2020 SALES VOLUME-OVER \$75,000,000
- 2020 SALES VOLUME-OVER \$75,000,000
- 2020 DIAMOND CLUB AWARD
- 2020 DIAMOND TEAM CLUB AWARD
- 2020 TORCHBEARER AWARD - RECOGNIZED AS ONE OF THE TOP 40 AGENTS UNDER THE AGE OF 40 ACROSS THE THREE RE/MAX INTEGRA REGIONS
- 2019 DIAMOND CLUB AWARD
- 2019 SALES VOLUME-OVER \$57,037,000
- 2018 TITAN CLUB AWARD
- 2018 SALES VOLUME-OVER \$50,438,000
- 2017 DIAMOND AWARD CLUB
- 2017 LIFETIME ACHIEVEMENT AWARD
- 2017 CLOSED 100 REAL ESTATE TRANSACTIONS
- 2016 CLOSED MORE \$1,000,000+ REAL ESTATE TRANSACTIONS THAN ANY OTHER REAL ESTATE AGENT IN KITCHENER, WATERLOO, AND CAMBRIDGE
- 2015 HALL OF FAME AWARD

REAL ESTATE AGENT

DREW DICKINSON



My name is Drew Dickinson – along with Becky, we make up The Deutchmann Team. I am originally from Durban, South Africa, but immigrated to Canada at the age of 10. I grew up in Waterloo Region, and I attended Conestoga College for Business-Accounting. Once graduated, I re-discovered my passion for sales.

I am now privileged with the opportunity to provide service to those in my community. I take pride in helping those around me discover their next home, make their first real estate investment, and help sellers set new sales records.

My strong work ethic, empathy, and desire to succeed coupled with an in-depth understanding of construction, finance and investment make my approach to real estate multi-faceted. I approach all real estate scenarios with structured know how and winning strategy. From identifying each buyer, seller, family, and investor goal, to implementing a path to success - I take pride in every aspect of real estate, where achieving beyond expectation is paramount.

Real estate investing is where I shine. Helping investors find the next addition to their property portfolio is a task I take great pride in. I excel in rental properties: single-unit or multi-residential, along with pre-construction properties, assignment of transactions, commercial leases, commercial purchases, and vacation properties. Visions for raw land or how an existing structure can be transformed and updated is an adventure I enjoy and am well experienced at.

I am so lucky to be able to help ideas become reality. And even luckier to see those I form strong bonds with create income and wealth.

I've always "walked the walk". I use my accounting background and personal investing experience to provide my clients with insight from real-world hands-on scenarios. From demolition to working on homes in my spare time, to working with contractors and trades, to looking for properties with the greatest returns and greatest potential; I have made the mistakes and found successes which have refined my skills. In addition, my firsthand knowledge of investing in pre-construction projects and looking for income producing cottages, along with assembling land for larger projects and being a landlord, has provided insight into what it really means to invest, what it means to look for opportunities, how to be a Landlord and how to profit.

I'm always here to talk about real estate and always happy to make dreams a reality.





WHAT TO EXPECT

WHY SELL WITH OUR TEAM

We provide an unmatched level of quality real estate services for the Kitchener-Waterloo Region. With a thorough understanding of the Kitchener-Waterloo market and proven experience selling homes in the area, we blend an aggressive marketing plan customized for each unique client with effective sales tactics aimed at securing the highest attainable price for your home. When you list your home with us, we guarantee detailed attention to the selling process, and marketing solutions and features that help your home stand out from the local competition. Having the right agent with the perfect combination of experience, passion and knowledge is imperative for your home to get top dollar.

We are expert marketing professionals who offer premium marketing services to ensure your home gets the highest level of exposure it deserves.

Our expertise in social media advertising brings hundreds of thousands of individuals to your figurative doorstep (and many to your literal doorstep!) as prospective buyers on your terms.

We also pride ourselves on working only with a select number of properties in order to give each client a personalized and detailed real estate service. Our hands-on approach and attention to detail allows us to highlight the personality and unique competitive advantage that lives within each home we sell.

Professionalism, reputation, honesty and integrity are the core pillars of our business. We are there with you from start to finish to provide the security and understanding you need for a positive sales experience. The work we do and the results that follow are what set us apart—we do real estate differently.

Let us help you make the most out of your investment.



YOUR HOME SOLD GUARANTEED

Ask us about our RE/MAX 90 day sold guarantee program. We want every client to walk away happy, so in the event the 90-day listing period does not result in an acceptable offer, sellers will be guaranteed a predetermined market value. Certain restrictions apply, so please feel free to contact us for more details. Evaluated on a case by case basis.

FREE HOME STAGING AND INTERIOR DESIGN CONSULTATION

Have you ever fallen in love with the room decor in a decorating magazine or a model home?

That magic is created by certified home staging experts within our company to help set our clients' homes apart from the competition. You'll receive valuable advice from an accredited home stager who is knowledgeable about the latest styles and trends, and how to prepare your home for sale so it can make a lasting impression. With certification in Interior Decorating and Home Staging, our hands-on approach embraces the small details that can make a huge difference.

CUSTOM MARKETING PLAN AND EFFECTIVE SALES STRATEGY

No two homes are alike and marketing plans should reflect that. We will sit down with you and create a marketing plan that best suits your needs. And, if something isn't working as we'd hoped, we're not afraid to change it up and try something new. Creativity is the name of our game, and we're always looking for innovative ways to market your homes. Contact us today to get a detailed marketing plan for your property.

PREMIUM REAL ESTATE PHOTOGRAPHY AND MULTI-MEDIA PRESENTATION

All of our listings include professional, premium real estate photography by our top photographers, including daytime and evening pictures, aerial pictures and video, interior walk through video, floor plan drafting with virtual tours, professional square footage measurement, and virtual staging (if applicable).
Stunning images that allow for a picture perfect presentation.

SOCIAL MEDIA ADVERTISING AND DIGITAL MARKETING

Social media plays an important role in real estate marketing; with 88% of homebuyers starting their home search online, digital based marketing is critical for selling real estate. Your listing will be featured on Instagram, IGTV, Facebook, LinkedIn, Twitter, YouTube, dedicated property websites and more. Ads and social video ads are targeted to the perfect buyers for your home and ads are targeted by location, wealth, interests, and lifestyle. Our listings reach potential buyers on every type of computer, smartphone, and tablet. Our advertising works 24 hours a day to market your home to buyers everywhere in the world.

24-HOUR INTERNET EXPOSURE

Your home will be marketed all day, every day, through the internet on the following sites: www.mls.ca, www.elitere.ca, www.remaxtwincity.ca, www.kwar.ca, www.kwopenhouses.ca, www.buysellimprove.com, www.kijiji.ca, www.collection.remax.ca (if applicable), www.worldproperties.com (if applicable), www.luxuryhomes.com (if applicable).

EST.  2012

THE DEUTSCHMANN TEAM

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BECKY DEUTSCHMANN & DREW DICKINSON

Real Estate Sales Representatives

RE/MAX | **TwinCity**

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