

A GUIDE TO SELLING *with Shannon*



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Niagara Real Estate

step by step guide to selling your home

1 goals

2 preparing your home

3 paint colours

4 timeline

5 mortgage agents

6 lawyers

understand your goals

- How much work are you prepared to put into the home prior to listing?
- What is your ideal timeline from start to finish?
- Where are you moving when your home sells?
- Have you spoke with your mortgage agent?

preparing your home

Choose Neutral Colours

For bedding, curtains, and pillows go with neutral tones instead of bright or neon colours. This helps listing photos look their best. Remove anything that is red, orange or neon colours.

Natural Light

For listing photos, open up all of the windows and blinds to let in as much natural light as possible, making the home feel its brightest.

Deep Clean + Declutter

Declutter counter tops and surfaces in the bathrooms, kitchen, and bedrooms. Once surfaces are cleared off, do a deep clean of the entire home from top to bottom. Don't forget window the window sils!

Depersonalize

Remove any family photos, childrens toys and anything thats personal to you that may affect a buyer envisioning themselves in your space.

Other Tips & Tricks

- add mirrors
- add plants
- eliminate signs of pets
- repair holes in walls
- minimal furniture in each room
- fresh smells (diffusers)
- keep counter tops clean
- enhance curb appeal

paint colours that sell

Paint is the most cost-effective way to update your home and create a move-in ready impression. The colors on this curated palette are timeless, appeal to a broad spectrum of buyers, and work beautifully with natural light and professional staging.



Chantilly Lace
(warm white)



Simply White
(warm white)



White Dove
(warm white)



Pale Oak
(greige)



Swiss Coffee
(warm white)



Collingwood
(greige)

timeline

1. prelisting prep

De-clutter, small touch ups, cleaning, staging, getting professional photos/videos

2. hitting the market

Home gets listed on MLS, and social media. Showings and open houses will begin

3. recieving offers + negotiation

Once you recieve an offer, we look at the contents and decide if you want to accept, counter or decline. If you counter, I will negotiate on your behalf to get you the best outcome.

4. accepted offer / conditional period

Once you accept an offer, there will usually be conditions that the buyer must filfill within a certain time period. The most common are a home inspection and financing.

5. sold & prepping to move

Finalize paperwork with your lawyer, cancel all utilities for your closing date, change address on ID's, forward mail to new address.

6. closing day

The buyers will book a final walkthrough right before closing. Your lawyer will instruct you on what to do with all of the keys, and once funds are recieved you are officially closed. If you have any warranties, leave them with the house. Once you are closed you can cancel home insurance.

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