



# *Seller's Guide*

Your Guide to a Successful Home Sale



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# *Meet your REALTOR®*

Helping families find their dream homes since 2018, I am truly passionate about my career and believe in the importance of a home that meets your needs. I specialize in Residential Real Estate in the Greater Moncton and surrounding areas.

My business is built around the ethos that there is no place like Home: A sentiment that rings true through my commitment to building a business centered around a nuanced approach to real estate.

I offer bilingual services to all my clients — French and English.

I love to go above and beyond for my clients, redefining the level of customer service and connection buyers and sellers have come to expect when working with a REALTOR®



# *Meet The Team*

Your Neighbourhood Real Estate Team focused on Community growth and service through engagement and collaboration. At Brunswick Royal Realty Inc., we have Community at Heart and understand that community growth begins with the people who are in it. We are proud to partner with, and offer our support to those around us!

Community minded, Community driven, your journey begins with your trusted local Real estate Family.



**BRUNSWICK**  
ROYAL REALTY INC



# *What You Can Expect From Us*

WE HAVE DONE THIS MANY TIMES BEFORE.  
LET US HELP YOU WITH ONE OF THE MOST IMPORTANT  
TRANSACTION OF YOUR LIFE



We owe our clients the duties of utmost care, competence, accountability, loyalty, obedience, integrity, and confidentiality. We have our client's best interest at heart and ensure the decisions they make are profitable to them.



We offer each of our client tailored and quality services. We love to go above and beyond to help our clients achieve their real estate goals



We have insurances in place to protect your assets and take all precautions to ensure a safe transaction.



We are available to answer questions and help before, during and after the signature of any contractual agreement.



We take care of handling all the paperwork. (Excluding mortgage application, for privacy purposes)



We, at Brunswick Royal Realty, work closely as a team to ensure our clients are well represented and always get the help they need.



We offer access to our professional network and client-exclusives incentives such as rebates on furniture, heat-pumps and custom blinds.

# Client Testimonials



Jenny has been amazing! She has been there when needed and has made herself available to fit my husband and my hectic schedules. Would highly recommend her.  
Thank you Jenny

*Beverly & Guy*



Jenny is amazing, she is 100% working for her customers. She listens to her clients and makes sure transactions runs smoothly. She gives her everything into her job and the results prove it. I definitely recommend her either for a purchase or a sell - we worked with her for both and it was amazing!!

*Myriam & Luc*



She's great at communicating and setting expectations for the process of selling or buying a home. She is patient, attentive, very available and efficient. Being a nervous person I had to ask her 1 million questions and she reassured me and supported me throughout the sales process. I highly recommend her !!

*Martine & Sean*



Jenny is always available anytime of the day! She knows exactly what I wanted and needed! I highly recommend Jenny for either selling your house or buying one!

*Josée & Mike*

# *Best Selling Practice in 2025*

Selling is a very emotional process. A great way to ease some of those emotions and ensure you're feeling confident in your decisions is to keep these four best practices in mind and adjust your expectations accordingly.

1

## **Work With an Experienced REALTOR®**

Experience goes a long way and can help avoid costly mistakes. Hire an agent who can work in this fast-changing market and has experience selling Real Estate in the area.

2

## **Price it Right**

Setting the price is the most important part of the selling process. If you price your house too high, you run the risk of deterring buyers. And if you go too low, you're leaving money on the table. An experienced Real Estate Agent can help determine what your ideal asking price should be.

3

## **Separate Emotional Value from Fair Market Value**

Home ownership is truly something to be proud of, but when it comes to selling a home, you have to step back a bit. Always keep in mind that the attachment you have to the home is not the same potential buyers will have towards it.

4

## **Prepare, Prepare, and Prepare even more!**

Don't expect buyers to pay full price if your home needs repairs and upgrades. Clean, organize and fix. We are not talking full renovations here, but the important things that will make Buyers go "wow, this house is definitely well maintained, I am confident that this is my new home!"

To fully get prepared to sell your home, ensure you complete the *Prepare Your Home Checklist* included in this guide

# *The Home Selling Process*



## **Preparation**

- Get your home ready to hit the market.
- We will determine the market value of your home and decide on a listing price. Sign all paperwork and get ready for picture day.
- We will schedule a date to take pictures and videos, get measurements and put a lockbox on the property.
- We hire a third-party company who will install the lawn sign.



## **Showings & Offers**

- Now that your home is active on the MLS®, potential buyers and their REALTOR® will book showings. You will be notified of all showings and will have to confirm them, unless specified otherwise.
- We will review offer(s) and negotiate. We can accept one primary offer, and one back-up offer in case the first one falls through.



## **Putting the SOLD Sign Up**

- Once an offer is accepted, the buyers will start working on their conditions, such as financing and inspection. Prior to the inspection, some more negotiations might happen. Our job here is to ensure they have all the necessary information to proceed with their conditions.
- Once all the conditions are fulfilled, the SOLD sign will go up.



## **Closing the Deal**

- It is time to start packing and get ready to move out.
- You will meet with your lawyer to sign all final documents before the new owners take possession.
- Once the title has been transferred, you can celebrate!

# *Custom Marketing Plan*

Expose your home to the highest number of targeted Buyers, and portray the benefits of your home to ensure that every potential buyer for your home is made aware of it. We will ensure that your house is marketed perfectly, from A to Z.

## **1 Market analysis & Staging Consultation**

Setting the right price for your home is setting you up for success from the start. We help you make your home market-ready.

## **2 Pre-Listing Inspection**

You can choose to have a pre-inspection done to avoid any surprises before putting your home on the market. (Optional)

## **3 Professional Photography & Video**

Pictures are the first thing potential buyers will see when shopping for your home online. We ensure that their first impression is a good one.

### **Aerial Views**

## **4**

Aerial pictures are a great way to show property lines and showcase exceptional features such as your landscaping, the neighbourhood and scenic views.

### **Floor Plans & Virtual Tour**

## **5**

Show the layout and feel of your home. This is a practical way for out of Province buyers to view your property.



# As Built Floor Plans



5

## Private and Public Open Houses

Allow potential buyers and Real Estate Professionals to view your home as soon as it hits the market. Some buyers will like to have a second visit before buying and this gives them the chance to do so.

6

## Customized Feature Sheet

It's all in the details, and we want to make sure that potential Buyers notice them. Your customized feature sheet will be available online and, if desired, in your house during showings.

7

## Postcards in Targeted Neighbourhoods

Sending eye-catching mailers with an exclusive QR code to specific neighbourhoods is a strategic way to get in front of potential sellers and buyers right where they live.

8

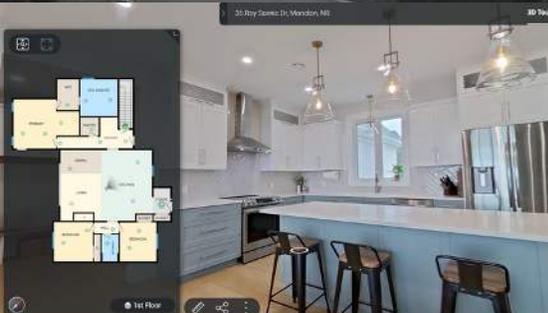
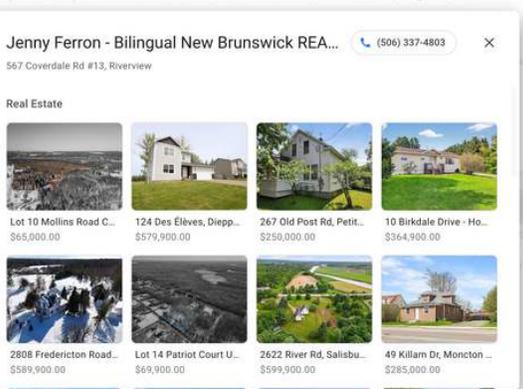
## Strong Online Presence

Your home will be showcased on our social medias for extra exposure. This is where targeted ads take place.

9

## Online Marketing (SEO)

Advertising your home is something we take very seriously. We aim for the highest organic reach of potential buyers using search tools such as Google and Google Image.



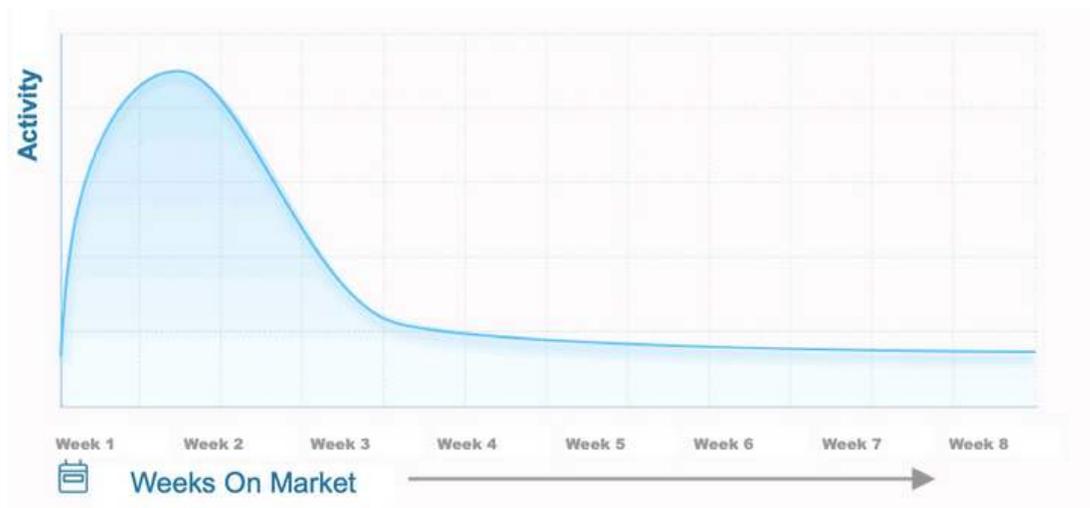
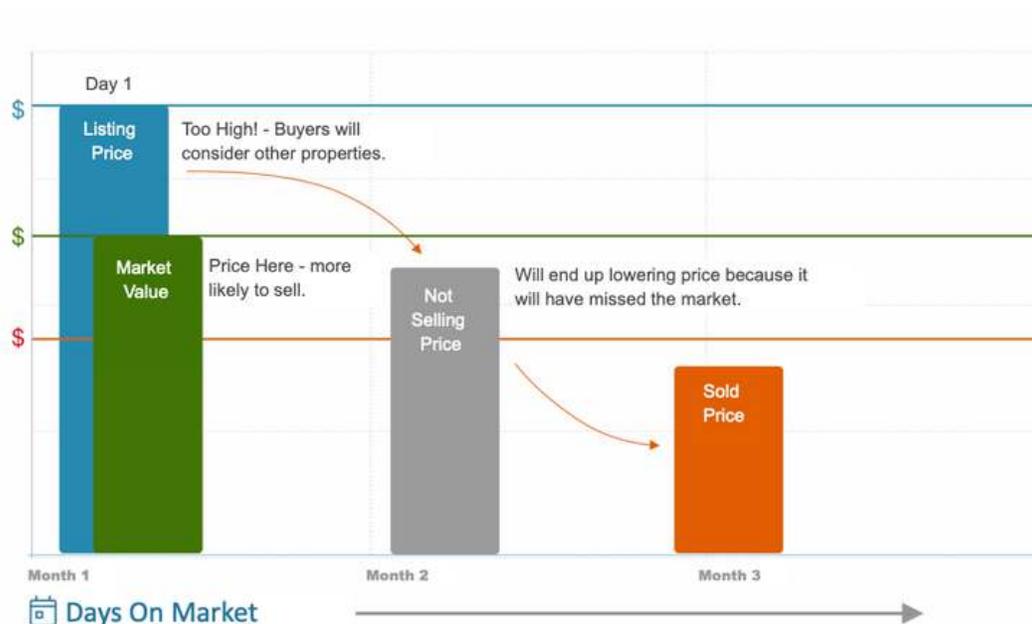
# Pricing Strategy

A fair and competitive market price will determine how quick your house will sell.

**A common question buyers ask is “How long has this home been on the market?”**

When the property first hits the market is when it will get the most attraction — the first two weeks are crucial. However, with each passing day, interest wanes and the chance of getting the highest selling price decreases.

Look at the following charts to see exactly how a good price and timing correlates.



# Worksheet

As the homeowner, you possess unique insights into your property that no one else does. Help potential buyers visualize themselves in your home by answering these questions. Please note that unless you request otherwise, your answers will be shared in form of property description.

What is your favourite thing about this neighbourhood? How would you describe it.

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What is your favourite thing about your home?

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What is the best selling feature of your property?

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What is the one thing you would like potential buyers to know about your home?

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What is the thing you hate the most about your home?

*(We won't disclose this particular aspect, but we'll work on it to transform it into a selling point rather than a potential drawback.)*

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# *Prepare Your Home*

Getting the best return on your home comes with preparation and we want you to be as ready as possible. Check the following to ensure your home is ready to hit the market.

## **General**

- Double of keys for the house, garage and storage sheds
- Receipts for renovations and improvements that were done
- NB Power bills, water & sewer bills, property tax paperwork, leases, etc.

## **Exterior**

- Check front door. Does it need to be repainted? Does the lock need to be changed?
- Exterior surfaces (Siding/Patio) clean, in good condition?
- Chimney in good condition? Liner in good condition?
- Fences/decks in good condition?
- Replace all burnt-out light bulbs
- Eaves troughs and downspouts clean and in good condition?
- Repair, replace roof shingles if necessary. No leak?
- Check driveway and walkways to ensure they are clean and in good repair.
- Weed and tidy flower beds.
- Garage doors and door openers, un good condition?
- Any foundation cracks that look problematic? Get professional advice to prevent issues.
- Remove any "junk" and scrap from yard.
- Pool/Spa clean, in good condition?

## **Doors & Windows**

- Entrance doors open and close easily without squeaks?
- Paint need touch up?
- Is there sign of water infiltration? Replace door or window frame if wood seems to be rotten.
- Ensure windows are chip, paint and crack free.
- Latches/handles/locks secure, working properly?
- Clean any dirt and mold on frames or sills.
- Clean screens. Is there holes in them?
- Dust and wash your blinds and curtains

## **Walls, Ceilings & Trims**

- Wash any dirt, fingerprints or other stains on all surfaces
- Remove all exposed nails
- Fill cracks and chips
- Fresh coat of paint if needed
- Replace any damaged wallpaper
- Replace all damaged trims/baseboards

## **Flooring & Stairs**

- Any cracks, chips or broken pieces that need repaired or replaced?
- Any excessive wear or damage? Refinish or replace if this is an option
- Clean all carpets and stairs runners
- Missing grout between tiles?
- Any damage in stair nosing (end part of step)?
- Railing is secure, in good condition?

## **Lighting, Heating & Air Exchanger**

- Replace all burnt bulbs
- Replace all broken and yellowed light switch, outlets and thermostats
- Repair any exposed wiring
- Ensure all light fixture are working properly and are in good condition
- Ensure the heating system is in good working condition. Does something requires professional attention?
- Heat-Pump(s), when was it last serviced? \_\_\_\_\_
- Fireplace/wood stove in working condition and up to code? When was it last serviced: \_\_\_\_\_
- Replace any damaged/rusted electric baseboards
- Clean air exchanger vents
- Clean air exchanger filter
- Dust all light fixtures

## **Closets & Storage Areas**

- Declutter and pack items you won't be needing until your move
- Clean and organize to show the space
- Clothes hung neatly and not jammed together?
- Shoes and boots neatly stored/stacked?

### **Kitchen & Dining Room**

- Appliances are in good working condition, clean?
- Counter-tops in good condition, clean?
- All cabinet doors and hardware in good working condition? Adjust if necessary
- Ensure plumbing is working properly and is leak-free
- Fresh grout or caulking on backsplash

### **Bathroom & Laundry Room**

- Vanity in good condition?
- Ensure plumbing is working properly and is leak-free
- Re-caulk all areas where necessary for a fresh look
- Shower curtain clean and in good repair?
- Toilet extra-clean and working properly?
- Medicine cabinet clean, "personal items" removed or hidden
- Ventilation fan working properly, clean?
- Replace mirror now if you want to keep your current bathroom mirror. All bathroom mirrors remain with the property on closing
- Washer and dryer in good working condition, clean?

### **Living Room, Bedrooms & Basement**

- Remove excess furniture removed for roomier atmosphere
- Reconfigure layout if necessary
- Furniture clean and in good repair?
- Remove or lock away smaller valuables, fragile and personal items

### **Extra Recommendations**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# *Picture Ready*

On picture day, ensure the followings items are checked before the photographer arrives.

- Remove all vehicles, trailers, garbage bins etc, from driveway and directly in front of the property
- Mow the lawn/ Clear the driveway and staircases of snow
- Ensure the landscape and exterior furniture is picture ready
- Remove all small area rugs (in front of doors, in bathroom and kitchen)
- Hide all items such as; bulky decor, shoes, toys, vacuums, keys, dog bowls and beds, personal items, remotes, garbage bins, baby gears and accessories, etc.
- Clear all countertops. Hide tissu boxes, soap bottles, toothbrushes. Micro-wave, knives stand, flower vase or fruit bowl can remain
- Hide all electronic chargers plugged in wall
- Remove all pieces of clothing or keys hanging on wall or rack
- Dust and wash all furniture and floors
- Ensure mirrors and glass panels are clean
- Ensure all curtains all pulled all the way up
- Turn on all lights
- TV and ceiling fans turned off
- Empty and clean the kitchen sink and vanity sink
- Remove everything off the fridge and calendar off the wall
- Remove all hanging towels
- Remove everything in shower & bathtub if has a glass panel door
- Put down toilet seat and hide the toilet brush/plunger
- Empty front facing washer & dryer. Put all clothes away
- Ensure the beds are properly made, covering the mattress and no items under the bed
- Remove all provocative/ religious/ R-rated/ dangerous items and decor



# Get Ready for Closing Day

All conditions have been fulfilled and we've put the sold rider on you lawn sign. Now what's next?

1

## **Sign Final Documents with your Lawyer**

We take care of sending all of your transaction documents to your lawyer as soon as we firm up the deal. Your lawyer should be in touch with you to set up an appointment at their office to review and sign the final documents before closing day.

2

## **Start Packing Boxes**

Pack boxes. If you need to, hire a moving company or rent a u-haul/storage unit. *(See Moving Check-List)*

3

## **Clean or Hire Professional Cleaners**

On closing, we expect a clean property to ensure a smooth closing. Make sure the cabinets are all empty, countertops wiped, toilet and shower clean & floor swept. *(See Moving Out Cleaning Check-List)*

4

## **Leave Your Keys Behind**

You can leave your keys with your lawyer if you do not need to access the home after signature of the documents, or on the kitchen counter. Ensure to leave all garage door openers, garage and storage shed keys as well.

The keys will only be released to the purchasers once the land title has been officially transferred. No one is allowed in the property until then.



# Moving Checklist

## First Things To Do

- Invest in packing supplies: boxes, bins, bubble wrap, packing tape and markers
- Schedule movers or the rental of a moving truck
- Reserve storage unit if needed

## Before Moving Day

- Purge unwanted items by throwing away, donating and/or selling
- Gather important documents like passports, mortgage papers, insurance portfolios, and medical records-and put them in safe place ahead of the move
- Update all addresses (*See Change of Address Checklist*)
- Arrange help with kids and/or pets for the moving day if needed
- Pack all boxes and label them, starting by the lesser-used items in your home
- Check your prescriptions and make sure you have enough to make it through the move
- Plan your travel route. This is especially important if you're moving cities, flying or taking multiple days in transit to reach your new home
- Call all services providers to cancel or transfer utilities such as hydro, insurances, cable and internet
- If you are going to hire professionals to clean your house, call to schedule once you know the house will be completely vacant and ready for one last clean-up

## Final Touch

- Call your movers a week in advance to confirm they are still coming on moving day
- Finish packing up all rooms. Be sure to leave a few clothes and essentials free for a few days
- Plan a few meals or a meal plan for moving day
- Pack up the rest of your belongings



### Queens & Kings Moving

Tel: 506-383-4379

Book@queensandkingsmoving.ca

### U-Haul

Tel: 506-857-8923

www.uhaul.com

# Moving Out Cleaning Checklist

## Cleaning Supplies

Vacuum/ Broom  
Rubber gloves  
Duster

Garbage bags  
Sponge  
Mop and bucket

Window cleaner  
Magic eraser  
Bulbs

Painter putty  
Putty knife  
Hammer

Paint  
Painting brush

### Living, Dining, Bedroom & Halls

- Clean walls shelves
- Dust and wipe down baseboards and window sills
- Wipe down windows
- Dust light fixtures
- Dust blinds
- Sweep/vacuum and mop floors
- Remove nails and cover up holes
- Paint over wall scuff marks (or use magic eraser)
- Replace burnt out light bulbs

### Bathroom & Mudroom

- Clean shower, tub, sinks and toilet
- Dust and wipe down baseboards and window sills
- Wipe down windows and mirrors
- Dust light fixtures
- Dust blinds
- Clean inside and outside of cabinets and drawers
- Wipe counter tops
- Remove nails and cover up holes
- Paint over wall scuffs (or use magic eraser)
- Sweep/vacuum and mop floors
- Replace burnt out light bulbs
- Clean exterior of washer and dryer

### Kitchen

- Dust tops and walls behind appliances
- Clean the inside and outside of all appliances
- Clean the inside and outside of cabinets and drawers
- Wipe down countertops and shelves
- Dust and wipe down baseboards and window sills
- Wipe down windows
- Sweep/vacuum and mop floor
- Replace burnt out light bulbs

### Outside & Garage

- Mow the lawn /Shovel snow
- Clean shelves and storage of all garbage
- Clear lawn of all debris

### Extras

- \_\_\_\_\_
- \_\_\_\_\_



**Dorothy Hayley**

Tel: 506-688-1938

dorothyhaley@hotmail.com

**Molly Maid**

Tel: 506-852-6243

www.mollymaid.ca

# *Change of Address Checklist*

## Utilities

- Hydro (NB Power) 1-800-663-6272
- Water
- Gas / Propane /Oil
- Home insurance
- Cable /Internet /Phone
- Lawn Care /Snow Removal
- Cleaning Services
- Home Security System
- \_\_\_\_\_

## Insurance

- Medical
- Dental
- Critical Illness
- Life
- Car
- Home/Renter's
- \_\_\_\_\_

## Others

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Essentials

- Employer
- Banks
- Credit Cards
- Student Loans
- Passport
- Subscriptions (Magazines, Food boxes, Netflix)
- Daycare /School
- Post office (Canada Post)
- Professional Associations
- Licensing /Certification Boards (Hunting, Fishing)
- Doctors
- Dentist
- Vet/Groomer
- Gym
- Online Shopping (Amazon)
- \_\_\_\_\_

## Government Agencies

- Driver's License (Service New-Brunswick)
- Canadian Revenue Agency
- Voter Registration Office
- Customs /Immigration Office
- \_\_\_\_\_

