

# LISTING PREPARATION & HOMEWORK

\ PREPARING FOR YOUR LISTING SALE

Preparing your home for sale is imperative to a successful real estate transaction.



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# CHAPTERS

Selling your home is an exciting journey, and first impressions are everything! Buyers don't just look at a home—they experience it. From the moment they walk through the door, they're imagining their life in the space, comparing it to other homes on the market, and evaluating whether it's "the one."

This guide will help you see your home through a buyer's eyes and ensure it shines from the very first showing. Here's what you'll find inside:

1

## **LISTING TIMELINE:**

A clear roadmap of what happens before, during, and after your home hits the market—so you always know what's next and never feel lost in the process.

2

## **KEY LISTING INFORMATION:**

Everything you'll need to gather before listing—because the right information upfront helps us market smarter, price stronger, and sell faster.

- Utilities
- Updates & Renovations
- Inclusion & Exclusions

3

## **SEEING YOUR HOME AS BUYERS DO**

Step into the buyer's shoes with our Room Rating Exercise and walkthrough guide to uncover what stands out, what distracts, and what will make your home irresistible.

4

## **PREPARING FOR A HOME INSPECTION**

Learn how to avoid deal-breaking surprises with a checklist that keeps you one step ahead of the inspector and builds buyer confidence.

5

## **PREPARING FOR BUYER SHOWINGS**

Discover how to stage, style, and set the mood so every showing feels like a first-class open house—even when it's last minute.

6

## **NET SHEET FOR SELLERS: KNOW YOUR BOTTOM LINE**

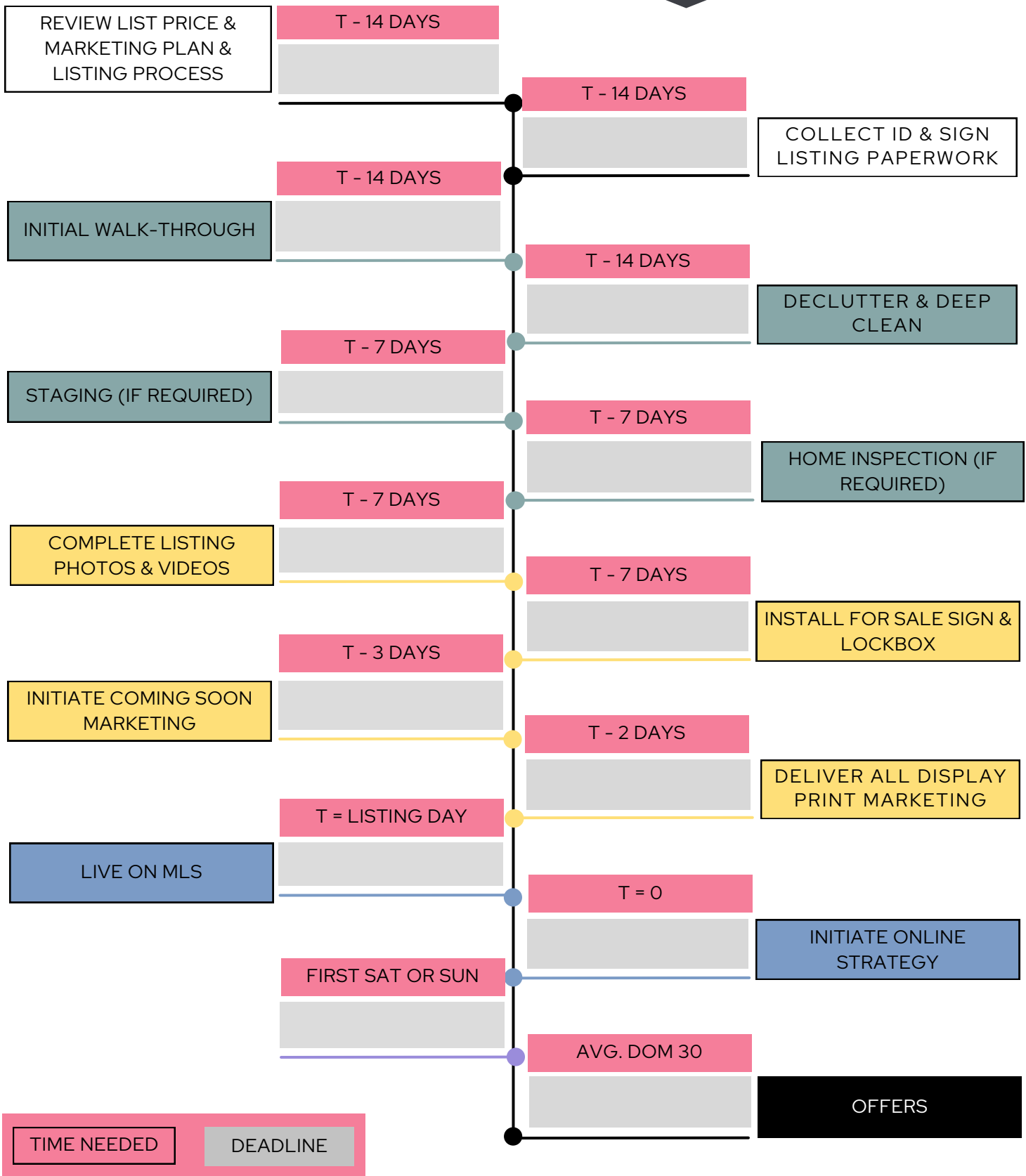
Break down the numbers that matter—so you know exactly what you'll walk away with when the sold sign goes up.

PROPERTY: \_\_\_\_\_  
LIST PRICE: \_\_\_\_\_  
LISTING DATE: \_\_\_\_\_

# LISTING TIMELINE

BELOW ARE THE KEY DATES FOR EACH  
STAGE OF THE LISTING PLAN

A TYPICAL TIMELINE



# UTILITIES

## \ KEY LISTING INFORMATION

This section outlines essential details needed, such as property information, upgrades, utility costs, and unique features. Completing this thoroughly will help.

UTILITIES	ELECTRICITY	GAS/HEATING	WATER/SEWER	MAINTENANCE FEE	OTHER
COMPANY/PROVIDER					
AVG. MONTHLY COST					
ACCOUNT #					
SYSTEM	ELECTRICAL	HEATING/FURNACE	AIR CONDITIONING	ROOF	WINDOWS
TYPE					
LAST UPDATED (YEAR)					
WARRANTY					
UPDATES/RENOVATION	KITCHEN	BATHROOMS	BASEMENT	LANDSCAPING	ADDITIONAL SPACES OR STRUCTURES
YEAR OF RENOVATION					
FULL REMODEL OR UPDATE					
COST					
WARRANTY					

# UPDATES & RENOVATIONS

\ KEY LISTING INFORMATION

YEAR	DETAILS OF WORK COMPLETED
2015	
2016	
2017	
2018	
2019	
2020	
2021	
2022	
2023	
2024	
2025	

# INCLUSIONS & EXCLUSIONS

\ KEY LISTING INFORMATION

## FIXTURE & CHATTEL INCLUSIONS

☐
☐
☐
☐
☐
☐

## FIXTURE & CHATTEL EXCLUSIONS

☐
☐
☐
☐
☐
☐

## ITEMS AND DOCUMENTS TO COLLECT

☐

2 Keys to Home

☐

Electronic Fobs and Garage Openers

☐

Mailbox Keys / Location

☐

Original Floorplan (If Applicable)

☐

Survey (If Applicable)

☐

Warranties / Manuals

☐

Current Tax Bill

☐

Current Assessments

## IF CONDO

☐

Status Certificate

☐

Parking & Locker Location

☐

Maintenance Fee Increases / Special Assessments

# RATE YOUR HOME

## / HOW A HOME INSPECTOR WILL PERFORM AN INSPECTION

Now that you understand how buyers will experience your home, it's time to take a step back and view it through their eyes. This means being honest about its current condition, as well as areas that may need a little improvement.

QUESTIONS:	RATING SCALE:					WAYS TO IMPROVE
	0	2.5	5	7.5	10	
CURB APPEAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
FRONT LANDSCAPING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
SIDES OF HOME	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
PORCH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
GARAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
FRONT FOYER	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
MAIN LEVEL CLOSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
MAIN LEVEL BATHROOM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
MAIN LEVEL FLOORING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
MAIN LEVEL WALLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
KITCHEN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
KITCHEN FLOORS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
KITCHEN APPLIANCES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
KITCHEN CABINETRY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
MAIN LEVEL LIGHTING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
UPPER STAIRCASE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
UPPER LEVEL FLOORING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
UPPER LEVEL WALLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

QUESTIONS:	RATING SCALE:					WAYS TO IMPROVE
	0	2.5	5	7.5	10	
PRINCIPAL BEDROOM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
PRINCIPAL ENSUITE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
PRINCIPAL CLOSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
PRINCIPAL LIGHTING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
BEDROOM 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
BR 1 CLOSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
BR 1 BATH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
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BR 2 BATH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
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BR 3 CLOSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
BR 3 BATH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
OTHER ROOM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
OTHER ROOM CLOSET	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
OTHER ROOM BATH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER STAIRCASE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER LEVEL FLOORING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER STORAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
MECHANICAL ROOM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER LEVEL MAIN AREA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER LEVEL FLOORS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER LEVEL RM 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER LEVEL RM 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
LOWER LEVEL WALLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
BACKYARD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

# BUYER SHOWINGS

## / SEEING YOUR HOME AS BUYERS DO

### 1. The Drive Up – First Impressions Start at the Curb

- Before stepping inside, buyers assess the neighborhood, the exterior condition, and curb appeal.
- They notice landscaping, the driveway, the front door, and whether the home feels well-maintained.
- If the outside looks neglected, they may assume the inside is too.

### 2. Walking Through the Front Door – The Emotional Connection

- Buyers instantly react to the smell, lighting, and overall feel of the entryway.
- They take in the cleanliness, spaciousness, and whether the home feels welcoming.
- If it feels dark, cluttered, or has strong odors, it can create a negative first impression.

### 3. Touring the Main Living Areas – The “Heart” of the Home

- Buyers focus on how the space flows, how bright and open it feels, and if it meets their lifestyle needs.
- They mentally place their furniture and imagine how they’d live in the space.
- They check flooring, paint, and overall upkeep—signs of wear and tear can raise concerns.

### 4. Kitchen & Dining – Functionality & Lifestyle Fit

- The kitchen is often the most scrutinized space. Buyers check counter space, storage, and layout.

- Appliances and finishes may not be deal-breakers, but they impact perceived value.
- A cluttered or outdated kitchen can make buyers worry about future renovation costs.

### 5. Bedrooms & Bathrooms – Personal Spaces Matter

- Buyers evaluate the size, layout, and natural light in bedrooms. They need to feel spacious and comfortable.
- Closets are opened – storage space is a major consideration.
- Bathrooms should feel fresh and clean – grimy showers or outdated fixtures can be a turn-off.

### 6. The Basement & Additional Spaces – Bonus or Burden?

- If there’s a basement, buyers assess whether it feels damp or well-maintained.

### 7. The Backyard – Outdoor Living Potential

- Buyers check yard size, privacy, and maintenance level.
- They consider how usable the space is for entertaining, children, or pets.

### 8. Leaving & Comparing – The Final Takeaway

- As they exit, buyers mentally compare your home to others they’ve seen.
- They discuss pros and cons and decide whether they’d want to return for a second showing.
- If the home made a strong positive impression, it stays at the top of their list.

# HOME INSPECTIONS

## / PREPARING FOR A HOME INSPECTION

### General Walkthrough for Any Property:

#### Interior Condition:

- Inspect walls, ceilings, and floors for cracks, stains, or damage.
- Check all light fixtures and electrical outlets.
- Test doors and windows for proper operation and seals.
- Ensure all locks and security systems are functional.

#### Appliances:

- Test kitchen appliances (stove, oven, fridge, microwave, dishwasher).
- Check laundry appliances (washer and dryer).

#### Plumbing:

- Run water in sinks, showers, and tubs to check for leaks and drainage.
- Inspect toilets for proper flushing and leaks.
- Examine under-sink plumbing for leaks.

#### Heating, Ventilation, and Air Conditioning (HVAC):

- Test heating and cooling systems.
- Check air filters and vents.

#### Safety:

- Ensure smoke and carbon monoxide detectors are operational.
- Check fire extinguishers and emergency exits.

### Specific Walkthrough Checklist for a Condo:

#### Balcony/Patio:

- Inspect for structural integrity and cleanliness.
- Check for proper drainage.

### Specific Walkthrough Checklist for a Freehold Home with a Garage, Basement, Lawn, etc.:

#### Exterior Condition:

- Inspect the roof for missing shingles or damage.
- Check the siding, brickwork, or exterior paint for wear.
- Inspect gutters and downspouts for proper drainage.

#### Garage:

- Test the garage door opener and manual operation.
- Inspect the garage for structural integrity and leaks.
- Check for proper lighting and electrical outlets.

#### Basement:

- Check for signs of moisture or water damage.
- Inspect the foundation for cracks or shifts.
- Verify that the sump pump (if present) is operational.

# SHOWINGS

## / PREPARE YOUR HOME FOR BUYER SHOWINGS

Before every showing, follow this checklist to ensure your home is presented at its absolute best! ✨

### Whole House

- ☐ Turn On All Lights – Bright rooms feel bigger and more inviting
- ☐ Open Curtains & Blinds – Let in natural light for a welcoming feel
- ☐ Tidy Up – Quick sweep, vacuum, and wipe down surfaces
- ☐ Declutter Surfaces – No mail, keys, or personal items on tables and counters
- ☐ Adjust Temperature – Keep it comfortable (warm in winter, cool in summer)

### Living Room

- ☐ Fluff & Arrange Pillows – Make furniture look cozy and inviting
- ☐ Hide Remotes & Cables – Keep them out of sight
- ☐ Stage Neatly – A book, plant, or neutral décor adds a nice touch
- ☐ Check for Pet Hair – Use a lint roller or vacuum if needed
- ☐ Diffuse a Fresh Scent – Lightly scented candles or an air freshener work well

### Kitchen

- ☐ Clear Counters – Remove dishes, small appliances, and clutter
- ☐ Take Out the Trash – No odors lingering
- ☐ Clean Sink & Faucets – No water spots or food scraps
- ☐ Put Away Food & Dishes – No dishes in the sink or on counters
- ☐ Leave a Neutral Touch – A bowl of fruit or fresh flowers adds warmth

### Bedrooms

- ☐ Make the Beds – Smooth, crisp, and inviting
- ☐ Clear Nightstands – No phone chargers, glasses, or personal items
- ☐ Tidy Closets – Buyers may peek inside! Keep things neat
- ☐ Put Away Laundry – No clothes on the floor or furniture
- ☐ Lightly Spray Fresh Linen Scent – Keep it subtle but fresh

### Garage

- ☐ Close Garage Doors – Ensure the exterior looks polished
- ☐ Organize & Declutter – Keep it looking spacious and clean
- ☐ Turn On Lights – A well-lit space looks larger
- ☐ Remove Vehicles (If Possible) – A clear garage looks bigger
- ☐ Sweep the Floor – No dust or debris

### Front Yard & Curb Appeal

- ☐ Mow Lawn & Trim Plants – Keep everything looking fresh
- ☐ Sweep Walkway & Porch – No leaves, dirt, or cobwebs
- ☐ Remove Cars from Driveway – A clear driveway looks better
- ☐ Wipe Down Front Door & Windows – First impressions matter!
- ☐ Stage the Entryway – A small plant or doormat adds warmth

### Before You Leave

- ☐ Secure Valuables – Lock up jewelry, electronics, and personal items
- ☐ Take Pets with You – Or secure them in a crate if needed
- ☐ Leave the House – Buyers need space to picture themselves living there!
- ☐ Double-Check Everything – A final walkthrough ensures nothing is out of place

## NET PROCEED AFTER SALE

/ NET SHEET FOR SELLERS: KNOW YOUR BOTTOM LINE

SALE PRICE	
LISTING BROKERAGE COMMISSIONS	
CO-OPERATING BROKERAGE COMMISSION	
HST ON COMMISSIONS	
LEGAL FEES	
MORTGAGE DISCHARGE FEES	
REBATES	
NET PROCEEDS AFTER SALE	

## NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# REACH OUT TO US

We are ready to help you along your moving journey, get you the best price for your home and help navigate you to a successful transaction.



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