

LISTED TO *Sold!*

This guide & I will help you through every step of the selling process.



Hello, NICE TO MEET YOU!

Hi, I'm Keanna Johnston, a Licensed Winnipeg REALTOR® with Ethos Realty Inc. A locally owned full-service real estate brokerage with the mission to uphold a high standard of ethical representation and promote community involvement.

When I am not selling real estate, I enjoy playing & coaching ultimate frisbee, spending time with family & friends, camping at the lake and dirt road walks with my furbaby, Mira.



Let's Connect!

C: 204.806.0113 | O: 204.888.3393

SOLDBYKEANNA@GMAIL.COM

WWW.KEANNAJOHNSTON.COM



STEPS TO HANGING THE *Sold Sign!*

1. MEET WITH A REATOR®

I'll tour your home, give insights on what will help with the sale and perform a market analysis. We'll discuss the selling process and help you identify your next steps.

5. BUYER PROSPECTING

Constant exposure of your home is spread across marketing platforms. It is critical you make it as easy as possible for potential buyers to view your home while maintaining a showable home.

2. PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect. The home enhancement checklist I provide will be a great tool during this time.

6. OFFERS

If everything goes to plan an offer will be written and presented. We will review the price, terms and conditions and respond accordingly.

3. PRE - LAUNCH

We finalize the value of your home, sign listing documents and enter into contract. Photography, lockboxes and marketing materials are organized to ensure we're prepared for launch day.

7. UNDER CONTRACT

You and the buyer have agreed to the terms and signed the offer. During this time the buyer will satisfy their conditions such as financing, home inspection etc. Once satisfied, conditions are removed.

4. LAUNCH DAY!

Your list day! Your home's listing profile will be posted on MLS®. Any and all of the marketing materials we've agreed to will be rolled out.

8. FINAL DETAILS - POSSESSION

The last step! Documents are signed with lawyers, keys are exchanged and ownership is transferred to the new homeowners.

PREP YOUR HOME FOR *Photography*

GENERAL

- Hang a wreath and add a welcome mat to the front door.
- Test all lights and replace blubs as needed.
- Declutter as much as possible,
- removing excess furniture and family items.

BATHROOMS

- Clear countertops, shower stalls and bathtubs of all personal items.
- Empty garbage and hide bins, clean mirrors and glass surfaces.
- Remove plungers, cleaning items and keep the toilet seat down.
- Hang towels neatly.

EXTERIOR

- Have lawn freshly mowed, garden manicured and bushes trimmed. For snow, have the driveway, deck and walkways shovelled.
- House numbers should be clean and visible. (not faded).
- Organize patio furniture and toys.
- Move or remove any yard clutter.
- Neatly coil hoses.

BEDROOMS

- Make beds & tidy all rooms.
- Put all clothing, toys and valuables away.
- Remove family photos, medals, and personal artwork.

KITCHEN

- Clear countertops of all appliances, if possible.
- Empty sinks and put away all
- dishes. Put sponges, cloths and dish soap under the counter.
- Empty garbages and move cans out of sight.
- Remove all artwork, magnets and items on and on top of the fridge.
- Put animal dishes and kennels out of sight.



SHOWING READY TIPS!

- MAKE THE BEDS
- WIPE THE COUNTERS
- PUT TOILET SEATS DOWN
- EMPTY THE GARBAGE & RECYCLING
- OPEN ALL CURTAINS, LET THE LIGHT IN
- STASH THE TOYS (OFF THE FLOOR/OUT OF SIGHT)
- TOSS DIRTY CLOTHES IN THE HAMPER OR WASHING MACHINE
- PUT DISHES INTO THE DISHWASHER OR QUICKLY WASH
- GRAB A BASKET TO TOSS PERSONAL ITEMS OF CLUTTER IN YOUR CAR

HOME INSPECTION PREP

Congratulations, your home has accepted an offer! The offer is subject to the purchaser's completing a home inspection to their satisfaction. To help ensure the home inspection runs smoothly I recommend planning to be out of your home for 2.5 - 4 hours, unlock any gates & sheds, leave all lights on, provide easy access to the mechanical systems, attic & under sinks and keep a clear perimeter of the exterior of your home.

At this point, take a deep breath. Most buyers aren't expecting complete perfection; they just want to know that there are no heavy burdens waiting for them.



What Inspectors Look For

Roof & Exterior

Checking for any wood rot, entryways by critters and gutter conditions.

Attic

Checked for water intrusion, wood infestations, critter invasions adequate insulation and sagging.

Mechanical Systems

Inspectors will check HVAC, water heaters and thermostats to ensure everything is in working order and the age of the systems.

Electrical Panel & Outlets

The electrical panel will be checked to make sure breakers aren't tripped or overloaded. The outlets will also be checked to ensure they're grounded.

FREQUENTLY ASKED Questions

HOW ARE SHOWINGS SCHEDULED & COMPLETED?

All showing requests can be scheduled directly to myself, your REALTOR® through our Touchbase app. From there, with your approval, I'll confirm the showing request. The selling agent will access your home with their clients by collecting the provided keys in the lockbox located on your property through a secure app on their mobile device. The selling agent will leave their business card to show that they showed the property. Once the showing is completed, the selling agent will lock all doors and place the keys back into the lockbox.

WHAT IS BEST, AN OFFER NIGHT OR OFFERS AS RECIEVED?

Truthfully it depends, there are many factors to consider such as the market, your timeline, condition of your home etc. With those factors in mind, I'll make a recommendation that best suits you & your home. If an offer date has come and gone, offers will be reviewed as they're received within a timely manner.

HOW ARE OFFERS PRESENTED?

If you have an offer date, no offers can be reviewed until the specified date & time. Selling agents may submit their client's offer beforehand however it will remain sealed until presentation. Once all offers have been submitted, we will open and review them in order as submitted, making note of their price, conditions, possession etc. If there is only one offer on your home, you may negotiate terms with the buyer through your representation. Once you've accepted an offer, your home will be conditionally sold as the buyer satisfies their conditions.

WHAT IS THE 48 HR CLAUSE?

It is a time clause that is agreed between both parties when a purchaser has a condition that prolongs the completion of their purchase. For example, they need to sell their home in order to be able to purchase. Once agreed upon, your home may still be viewed by potential buyers and accept another offer. If you accept another offer, you must provide the first offer notice that they have 48 hrs to satisfy their conditions or remove them. If they satisfy, your home is officially sold, if not the second offer may start to satisfy their conditions.

SELLER ETIQUETTE

Remove all personal property, including items you're planning to throw out.

If needed schedule bulk trash pick up or make a trip to the dump before possession (no bulk trash on the curb on possession).

Vacuum and sweep floors.

Scrub bathroom toilets, showers, sinks and wipe inside of cabinets.

Clean major kitchen appliances inside and out, scrub sink, wipe down countertops and cabinets.

Clean out the garage - including toxic items and other items you're throwing out.

Manuals, warranties or guides for items staying with the home should remain in the home.

The yard should be freshly mowed or snow shovelled.

The maintenance schedule should remain in the home.

Leave extra items pertaining to the property. Extra flooring, paint cans etc. Recycle or dispose of any products that are no longer in the home.

Contact your utility company to submit your final readings on the date of possession.

Bring one front door key to your lawyer for possession, leave the remaining keys on the kitchen counter. If you have a mailbox key, leave the key and box number in the kitchen as well.

Be sure to leave all garage door openers and remotes for fans/lights in the kitchen.

Cancel your homeowners insurance to coincide with the possession date.

Update your address and forward your mail. You can ask that the new owners inform their agent of any mail to arrange a pickup date.

Consider leaving a thank you note or congratulatory card with a bottle of sparkling wine or juice.

REMEMBER TO LEAVE THE PROPERTY IN THE CONDITION YOU'D LIKE TO BE GREETED IF YOU WERE THE ONE STEPPING INTO THE HOME.

TESTIMONIALS

Keanna was amazing to work with! She helped us sell our place and really did her research to know how to price and sell it effectively. Throughout the selling process, Keanna provided regular communication and was always quick to provide answers to any questions we had. She made things so easy and hassle-free for us. It was a great experience! Thanks, Keanna!

Antia & David

Keanna was absolutely amazing to work with. We were so close to being out of a home but she worked some amazing magic and was able to help us secure everything we needed in a very huge time crunch. Without Keanna and the amazing team she has we would not be in our beautiful home we are today. I strongly recommend her for all your future real estate endeavours. Thank you once again Keanna!

Nick, Eilysia & Alex

As a first time home-buyer, I had numerous questions and concerns going into looking for a house. Keanna was very patient with all of the questions I had, no matter how silly I thought they might be and gave exceptionally thorough answers, making sure I understood what she was saying. By taking me to a variety of houses with different styles and in different conditions, Keanna developed a good sense of what I was looking for and I quickly learned that if she said I was going to like the house - I was going to like the house. She was a very helpful guide from when we first met to discuss what I was looking for, all the way to when I had purchased a place and was curious about when I get my keys. Even though my summer schedule is pretty hectic, she was very accommodating to when I was available and did a wonderful job keeping the house hunt going at a healthy pace. I am grateful that I chose her as my real estate agent as she made a very stressful event into a very enjoyable one. Thank you again, Keanna, for helping me buy my first house.

Cameron

We sold and bought a house with Keanna. She is an extremely knowledgeable and competent agent. She was 100% there for us, answering messages at lightning speed and at all hours of the day. She was able to sell our house in one week, over asking price and with multiple offers. She knows the market well and went the extra mile to find us our perfect home. We were very happy with her service and recommend her for anyone that is thinking of buying or selling a home.

Amy & Danny

Keanna was wonderful to work with. She really knows her stuff and helped us through the process of selling our home and finding us our forever home. If we ever decided to sell, there's no one else I would trust more than Keanna! Highly recommend!!!

Jason & Shawna