

Selling Your Home with Jeff & Katie

A COMPLETE GUIDE



JEFFANDKATIE.CA



Our Story Begins in Kingston, 2003.

— As a newly minted agent, Jeff was working in his hometown of Kingston, Ontario when he met Katie and hired her to be his assistant. Shortly after that, Jeff and Katie became partners, both in life and real estate. They were married in 2010 and continued to grow their business in Kingston until 2018.

But Cottage Country was Calling.

— In 2018, Jeff and Katie moved to Peterborough to be closer to family and to start a family of their own. Not to mention, they wanted to get closer to their beloved cottage in the Kawarthas.

Today, Jeff and Katie continue to fall in love with Peterborough County and everything this idyllic area has to offer. They're passionate about sharing their love of the area and helping others discover their perfect home in Peterborough County and the surrounding area.



**SALES REPRESENTATIVE
SINCE 2003**

Jeff Sands

— Growing up in a small town, just north of Kingston, Ontario, Jeff has always had an affinity for the tight-knit community life. Known as a total “go-getter” by friends, family, and associates, Jeff has been an award-winning realtor since 2005. At the age of 25, he became the youngest real estate agent ever to enter the Royal LePage National Chairman’s Club, an award given to the top 1% of REALTORS® in Canada.

After several years, Jeff moved his business to RE/MAX, where he earned the RE/MAX Hall of Fame Award. In 2018, Jeff moved his business to Ball Real Estate. He enjoys the friendly environment, working hard for homeowners in Peterborough County.



**SALES REPRESENTATIVE
SINCE 2004**

Katie Hadden

— Katie, a former nationally ranked figure skater, grew up in the Peterborough area. After earning her Honours Degree from Queens University and discovering a flair for business (Katie operated a franchise student window cleaning business during her summers in Kingston), she decided to pursue a career in real estate beginning in 2004.

Katie is driven by the thrill and chase of real estate and loves how her job allows her to meet and work with different people. As an outgoing “people person” Katie often establishes close-knit, lasting relationships with her clients. Today, she is delighted to be back in Peterborough, close to her family with her young son Mitchell.



What Sets Us Apart— A Digital-First Approach

— Did you know that **93%** of buyers search for their next home online? We believe in focusing the majority of our marketing efforts on the digital sphere, ensuring that your property is seen by the people who need to see it, reaching a higher number of qualified buyers.

Here’s what you can expect from us:

Exposure

- LISTING FEATURED ON JEFFANDKATIE.COM
- LISTING POSTED TO MLS & REALTOR.CA
- LISTING POSTED TO LOCAL BOARD, TORONTO BOARD, & GREATER GTA BOARD

Imagery

- PROFESSIONAL PHOTOGRAPHY & FULL VIRTUAL TOURS
- HIGH-QUALITY VIDEO TOURS
- DETAILED FLOOR PLANS

Resources

- ACCESS & GUIDANCE TOWARDS ADDITIONAL RESOURCES
- (FINANCIAL, LEGAL, HOME INSPECTORS)

Social Media

- ADVERTISED ON FACEBOOK & INSTAGRAM
- BOTH PAID & ORGANIC POSTING

Print Media

- FOR SALE/SOLD SIGNAGE
- CUSTOMIZED FEATURE SHEETS

Help

- EXPERT FEEDBACK THROUGHOUT THE ENTIRE PROCESS
- AVAILABLE TO ANSWER YOUR QUESTIONS AT ANY TIME



HANDS-ON CUSTOMER SERVICE

We provide the highest level of customer service by fully integrating ourselves into every step of the selling process. We are ready to help with everything you need.

ONE-ON-ONE ATTENTION

From the first meeting to the final confirmation emails, we work with you every step of the way. We have a full-time assistant and we will be the ones on the other end of the phone every time you call.

FULLY SUPPORTED

While we are committed to handling your listing personally, we do work with a team of highly experienced administrative professionals. They’re the ones who will be scheduling showings and they will be kept in the loop about all aspects of your listing.



Getting Your Home Ready—It's a Science

— As a seller, making sure your home is properly prepared is critical. We must help to ensure your home stands out from the crowd.

We know that even the cleanest home requires some serious scouring to get show-ready, but there are a few minimum requirements you should consider when listing your home.

IMPROVING EXTERIOR CURB APPEAL

- Make sure the home is visible and any trees or shrubs are neatly trimmed.
- Maintain your shrub beds with raking, weeding, and mulching.
- Remove any dead branches from trees.
- Sweep the driveway and sidewalk in front of the house.
- Keep garbage cans hidden. Store them in the garage or side yard if possible.
- Close the garage door.
- Clean any cobwebs or dust/dirt near the front door.

INTERIOR REQUIREMENTS TO GET YOUR HOME READY

- Make sure everything is cleared off your kitchen counters.
- Remove any refrigerator magnets, children's artwork, newspaper clippings, etc.
- Remove any personal photographs on the walls.
- Make the beds.
- Sweep and vacuum the floors.
- Remove any pet food bowls or pet beds and store them away neatly.
- Ensure children's toys are neatly stored.

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Small Ways to Nail the Showing



KEEP YOUR HOUSE CLEAN

Keeping your home clean is an essential part of a listing. Remember, during a showing, people will be opening cupboards and looking in closets, so these spaces should be tidy and clean.

OPEN THE CURTAINS

Buyers love natural light. Throw open those curtains and windows (weather permitting!) and fill your home with beautiful natural light and fresh air. Not only will open curtains and windows achieve a light and airy ambiance, but you can also use it to highlight specific home features.

TURN ON THE LIGHTS

Perhaps not the most eco-friendly tip, but if you are heading out of your home shortly before the showing occurs, we recommend turning on the lights before you leave. It's an excellent way to make your home feel warm and inviting right from the start and will also ensure that potential buyers are not searching for light switches during their visit.

ADD A PERSONAL TOUCH

Whether it's a new welcome mat or fresh-cut flowers in vases, we think it's a great idea to add a few little personal touches throughout the home. It's a subtle way to communicate with potential buyers and make the showing experience feel special.



Your home has sold, congratulations!

BUT, WHAT'S NEXT?

The work is only half done at this point. Here are some tips for making sure everything after the sale goes off without a hitch.

FIRST THINGS FIRST: CONTACT YOUR LAWYER

You should inform your lawyer of the home sale as soon as possible. You should also pass along your lawyer's contact information to your real estate agent so they can send all the necessary information and paperwork to get everything ready for closing day.

MAKE SURE THE BANK IS IN THE LOOP

After the sale, it's important to reach out to your mortgage advisor or bank. Find out the maturity date of your mortgage (if applicable). It's also a good idea to ask about any penalties or charges that would apply should you break your mortgage before your term ends.

BUDGET TIP

Closing is the final step in your seller's journey. However, you still may need to account for some expenses such as lawyer fees, unpaid homeowners association fees, or prorated utilities fees.

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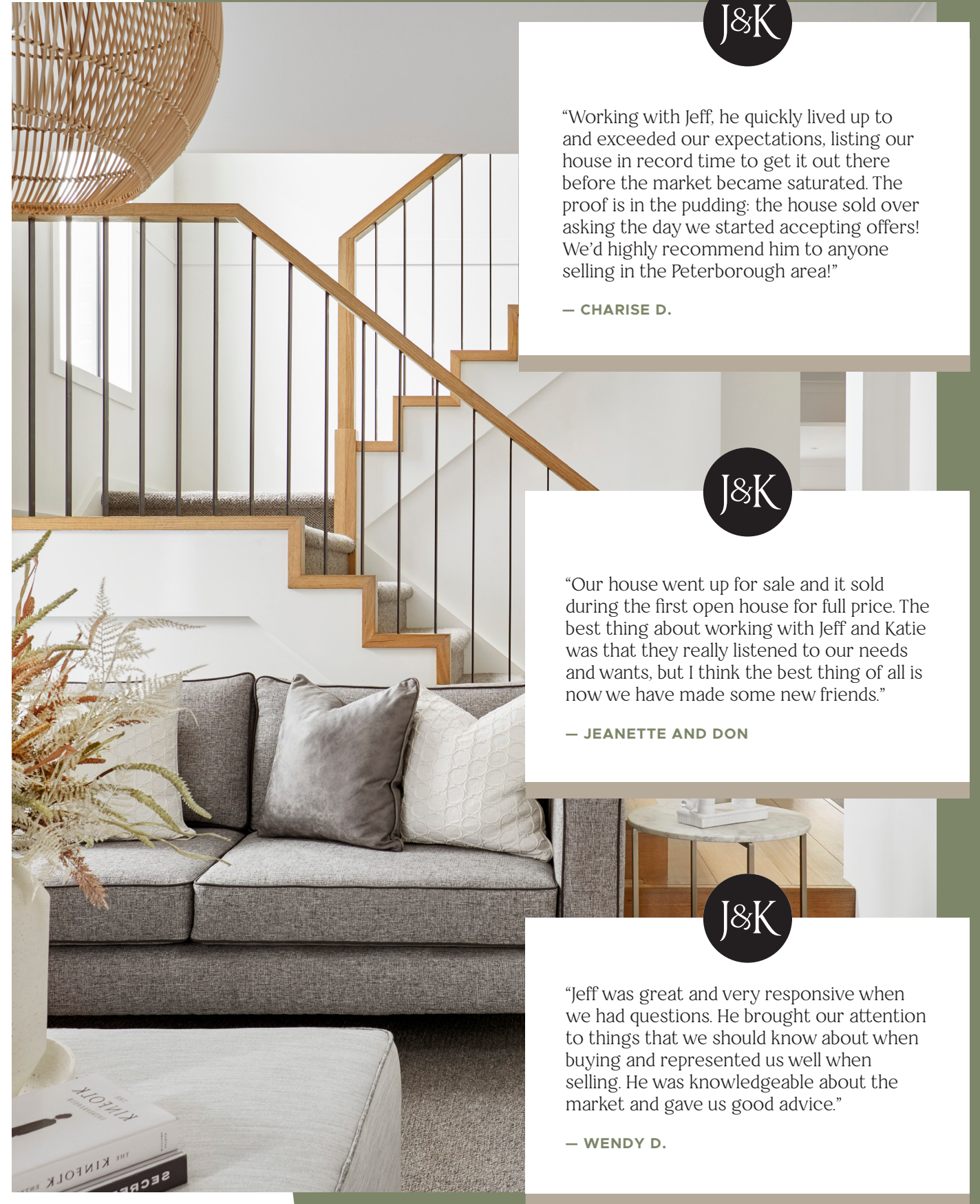
A Few More Things To Consider

- Check the inclusions and exclusions on the offer; make sure any appliances on the inclusions list are in good working order, clean, and ready for the new owner.
- Ensure that everything on the exclusions list is removed from the home.
- Fill in any holes in the walls from pictures, shelving units, etc.
- For a hassle-free final walkthrough, make sure all garbage in and around the home is removed. Your agent will thank you!
- Call utility service providers and inform them of the sale and your closing date. This will make it easier for the new owner to call and set up the accounts in their name.

UTILITIES TO CALL

- ☐ Hydro
- ☐ Gas/Propane/Wood Providers for Wood Stoves
- ☐ Water/Sewer
- ☐ Internet/Satellite TV/Home Phone
- ☐ Mailbox Key and Location
- ☐ Forwarding Address for Canada Post

Questions? Comments?
Jot them down here:

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Ready to take the next step?

— We hope you found this information helpful.

We'd love to discuss the next steps and share with you more info about selling your home with Jeff & Katie.

Give us a call or send us an email to schedule a convenient time to connect.

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