

Seller GUIDE

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CHRIS KENNY TEAM



RE/MAX PERFORMANCE REALTY

ABOUT US

A modern dining room with a white table, grey chairs, and large windows. The room features a white wall, a wooden herringbone floor, and a black metal ceiling. Two potted plants are on the table, and a small basket of cutlery is in the center. The text 'ABOUT US' is overlaid in a black box at the top.



CHRIS KENNY

CHRIS KENNY PERSONAL REAL ESTATE CORPORATION
AGENT & TEAM LEADER

Welcome to
my world!

I've been selling Real Estate in Winnipeg since 2010 with RE/MAX. My team and I have received top producing awards every year since we've been in the business. For us it isn't about the awards and the recognition but the constant reminder that we are doing something right for our clients. We love what we do and strive to provide excellent service.

let's connect



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meet the team



ROD STEPHANCHEW
AGENT

After building a successful real estate business with hundreds of happy & loyal clients since 2011, I am taking my business to the next level by aligning with The Chris Kenny Team, one of the top RE/MAX teams in Canada & one of the top real estate teams in Winnipeg & Manitoba! I feel this will be a great fit to continue to go above & beyond with providing exceptional service to all my clients by being able to combine talents & resources, thus taking client experience to the next level!



DAVID PARNELL
AGENT

I have always had a passion for real estate, and prior to becoming a realtor, had been involved in the commercial real estate field for over 13 years. I have a wealth of knowledge from my previous careers as a Project/Property Manager, and as a Technical Sales Rep. I will utilise my prior professional background to ensure an exceptional experience both on the purchase, and sale end.



“

REAL ESTATE IS AN
IMPERISHABLE ASSET, EVER
INCREASING IN VALUE. IT IS
THE MOST SOLID SECURITY
THAT HUMAN INGENUITY
HAS DEVISED. IT IS THE BASIS
OF ALL SECURITY AND
ABOUT THE ONLY
INDESTRUCTIBLE SECURITY.

”

RUSSEL SAGE



10 STEPS TO *selling a home*

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PREPARING TO SELL



1

WHY CHOOSE US?

Using us as your real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

We will be working with your best interests in mind and can help guide you through all the stages of selling your home.



Connect YOUR HOME WITH PROSPECTIVE BUYERS

We often have access to information about homes going on the market before the public. We can expose your home to the largest potential audience by utilizing our online presence and connections with other Realtors and brokerages throughout the nation.

Help YOU GET MORE MONEY

We will work to negotiate top dollar for your home.

Attention TO DETAIL

The process of selling a home requires a good deal of paperwork. Our team will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

As your agent, we will deal with any difficult conversations that need to happen. We will also help you compare different offers and potentially negotiate with the buyer on your behalf for acceptable terms.

Expert ADVICE

Our team of professionals are there to help you with any questions you have along the way. We will offer an objective opinion and will give you proper information to list and market your home effectively.

2

ESTABLISH A PRICE

PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers.

We are experts in what homes are selling for in your area. Lean on us to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner, and possibly in multiples in a hot market.

WHAT DETERMINES THE PRICE?

Remember that your home is only worth what buyers are willing to pay. We will run a comparative market analysis (CMA) and provide you with a list of houses that have sold recently in your area. This will then help you understand what comparable homes to yours are going for in the current market.

There are many factors that affect list price which include size, location, condition, recent renovations/updates, etc.



3 PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, minor repairs and maintenance and deep cleaning.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any personal or family photos. You want potential buyers to be able to envision themselves living in the home.

Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- Our team will arrange professional photos, and a virtual tour to help maximize listing exposure. These will impact the first impressions the potential buyer will have of your house.

PREPARING Checklist

EXTERIOR

- Mow lawn or shovel snow regularly
- Clean up walkways, trim trees and bushes
- Remove weeds and garbage from yard
- Prep, repaint or stain if necessary
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and clean out window wells
- Open all window coverings and ensure that all lights are on and working



INTERIOR

- Repaint with neutral colours if necessary
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys, collectibles and keep them organized
- Create a warm, inviting space in each room

PREPARING FOR YOUR PHOTO SHOOT...

BECAUSE YOU ONLY GET ONE FIRST IMPRESSION.



EXTERIOR



Front and Back

- Remove cars from driveway
- Close all windows
- Sweep walkways
- Pick up sticks, leaves and branches
- Put toys and bicycles away
- Store away seasonal decor
- Stow all garden tools and supplies
- Remove all hoses
- Straighten and arrange deck furniture
- Clean pool area

INTERIOR



Main Areas

- Remove personal items and family photos
- Remove all visible clutter
- Open shades and blinds
- Replace burnt out light bulbs
- Empty wastebaskets
- Hide pet dishes, toys and beds
- Tidy up or put away all children's toys
- Turn all the lights on
- Vacuum carpets
- Sweep hard floors
- Turn off televisions
- Remove all publications and mail
- Display attractive books
- Minimize knock-knacks



Dining Room

- Straighten and push in all dining chairs
- Add centerpiece and candles
- Set the table for dinner
- Add a vase of flowers
- Add a bottle of wine and glasses



Bedrooms

- Make the beds
- Arranged decorative pillows on the beds
- Put away all clothing and shoes
- Clean under the bed
- Clear all surfaces of clutter



Kitchen

- Remove all items from refrigerator doors
- Store food away in cabinets
- De-clutter counters and stove
- Stow away small appliances
- Hide soaps and cleaning items
- Hide dishtowels and sponges
- Clear sink of dishes
- Put away draining rack
- Organize items on open shelves
- Place bowl of fruit on counter



Bathrooms

- Make bathrooms sparkle
- Hang fresh folded towels
- Clear counters of toiletries
- Clean mirrors
- Clean toilet and close the lid
- Remove all items from bath tub and shower

YOUR AGENT USES WORLD CLASS PROFESSIONAL PHOTOGRAPHY BECAUSE:

homes have a higher perceived value and sell for more than homes photographed by an amateur and

- garner 615 more online views
- are more likely to sell within six months and up to 3 weeks faster
- sell above list price 44% of the time

FINDING A BUYER



4

MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos, videos or virtual tours and compelling listing descriptions that draw in potential buyers.

Our team will

- Advertise across multiple channels which include:
 - MLS, Point2Homes, Realtor.ca and 30+ syndicated national websites
- Provide high visibility signage on your property
- Utilize our several different Social Media platforms
- Craft an enticing listing description
- Ensure every opportunity to market your home to other realtors and potential buyers

5 LISTING

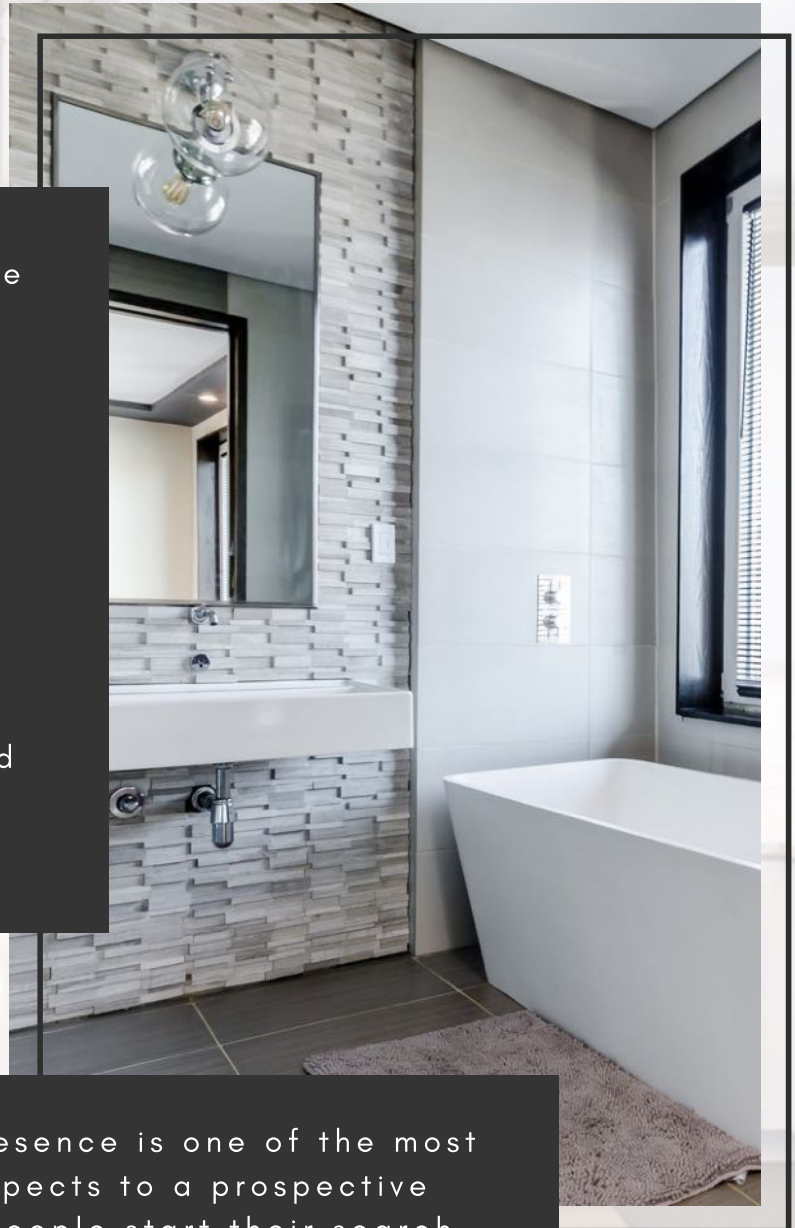
Your home is officially on the market - congratulations!

The Chris Kenny Team will now use our connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools we discussed will be implemented.

Our online presence is one of the most important aspects to a prospective buyer. Many people start their search on various websites.

Using our professional team will give you the leading edge to attract an ideal buyer(s).



6 SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

Our team will coordinate any showing requests with your schedule to get as many potential buyers in your home as possible.

We will be using a lockbox to assist our team and other agents to gain access to your home for showings. This will also assist us in being able to track agent activity.

SHOWING Checklist

...Before you leave home

- Make all beds
- Put all clutter away including toys and personal items
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes away
- Put out clean tea, hand and bath towels
- Make sure you toilet lid(s) are down and bathrooms are tidy
- Turn on all lights

...Remember to

- Do everything on the "Before you leave home list"
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Ensure key/remote(s) to have access to garage/shed
- Set out an air freshener so your home smells inviting



FINAL STEPS



7

OFFERS & NEGOTIATIONS



Depending on your market conditions, you may receive multiple offers if your home is priced right. We will be your number one advocate. We will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

8

ACCEPTED OFFER



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things may need to occur before closing. These can include:

- Home inspection
- Appraisal
- Additional walkthrough
- Sale of buyers home

9 FINAL DETAILS



This is a great time to get started on packing. Make sure to keep your insurance policy until a few weeks after possession. Also be prepared that delays may happen.

10 CLOSING

Closing is the final step in your home selling process.

During the closing, financing documents, title insurance (if recommended by your lawyer) and homeowners insurance are finalized and signed.

Keep in mind that at closing, you may be required to pay the following:

- Agent commissions
- Financing fees
- Title insurance charges
- Appropriate legal fees

CONGRATULATIONS on selling your home!

CUSTOMER *Testimonials*



What a fantastic team! If you've decided to sell your home, there's no better experience than the Chris Kenny team. I knew Chris had multiple clients but at no time did I feel like I was one of many. A truly fantastic set of individuals with the united purpose of selling my condo. Loved the text messages for bookings and the constant collaboration. It sold exactly when Chris predicted it would. If you need a professional you can trust, this is the team to hire!

- C.F.



My agent from the team, David Parnell, made selling my condo an easy and stress free experience. I didn't think that was possible! He knew the market and I believe priced my condo competitively, answered any questions quickly and was a pleasure to deal with. The office team members I spoke with were also great. I will recommend David and the Chris Kenny Team to anyone I know needing real estate services. Thanks to David and the team!

-J.M.



Rod is a true example of an agent that goes well beyond the call of duty. We had very specific criteria in searching for a home and were somewhat skeptical that we could find one. Rod researched extensively, and found a wonderful home we were interested in. Rod met with the municipality, called the former builder, researched information on the development and pool builder. Rod skillfully walked us through the negotiation process, and now we are very happy homeowners. After the purchase, Rod quickly sold both our homes for the price we were looking for. We would highly recommend Rod for anyone thinking of buying or selling in the Winnipeg area. Thanks Rod!

-I.D.