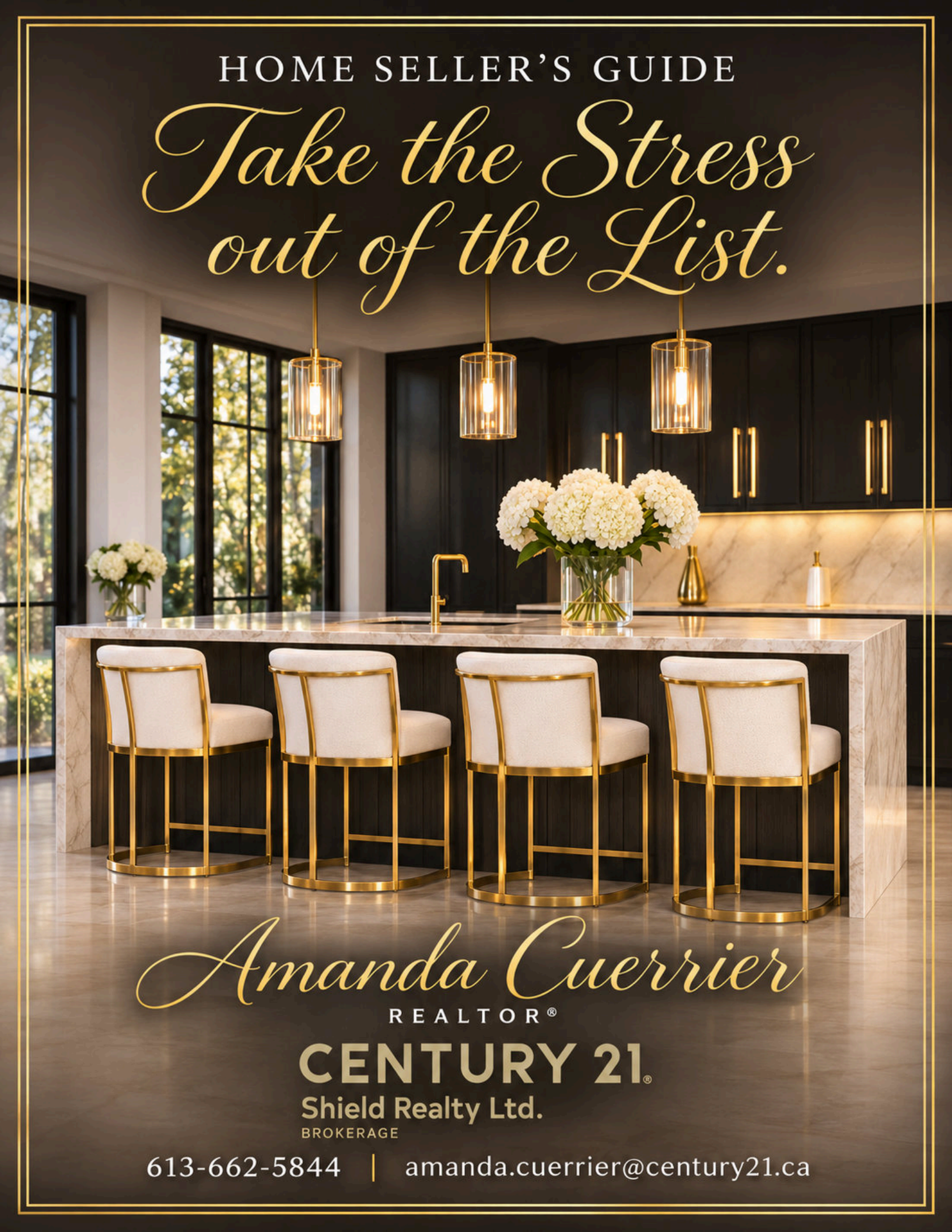

HOME SELLER'S GUIDE
Take the Stress out of the List.
Amanda Cuerrier
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BROKERAGE
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Welcome home to your next chapter.



Hi, I’m Amanda Cuerrier, and I believe in *Home.*

Home is more than just physical space. It’s where you’ve created countless memories, shared moments with loved ones, and where you feel most comfortable.
When it comes time to sell your home and begin a new chapter, the process can sometimes feel overwhelming. Selling a home can be an emotional journey, and it’s understandable to feel apprehensive.
Rest assured that together, we can help you navigate the process with ease. We’ll outline the process and create a plan together, so you don’t have to do any of the heavy lifting. From staging your home, to finding the right buyers, negotiating the best terms for creating a smooth close, this booklet will be your guide.

Take the Stress out of the List.

Amanda Cuerrier

FROM PREPARATION TO YOUR NEXT CHAPTER

A clear path, from listed to *sold*

A personal partnership

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CENTURY 21®
Shield Realty Ltd.
BROKERAGE

A personal approach. A trusted partner.

Your dedicated REALTOR®

My approach with you will be honest and straightforward: you come first. I’m here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I’ll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail.

Helping buyers, sellers & investors.



Backed by Century 21 Shield Realty Ltd. Brokerage

My commitment is to make every step feel clear, organized and personal. You will know what is happening, what comes next and how your choices support your goals.

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AMANDA CUERRIER
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Welcome to the team.

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We can’t wait to work with you.

Welcome to Century 21 Shield Realty Ltd. Brokerage. Our goal is to make your home selling experience feel clear, organized and personal. Think of us as your real estate compass, helping you navigate each decision with confidence.

Local knowledge. A shared commitment.

With Amanda as your dedicated REALTOR® and the support of Century 21 Shield Realty, your home receives thoughtful presentation, professional guidance and a plan built around your goals.

About your situation.

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

01

Your why

Why are you moving? What is the deadline for needing to move by?

02

Your plan

What will you do if your home doesn’t sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?



A fresh start.

Compliments of Amanda

Complimentary professional cleaning

when you list your home with

Amanda Cuerrier

Honest and Organized

PROFESSIONAL CLEANING SERVICES

Professionally prepared.

Honest and Organized brings the professional cleaning, while I coordinate the next steps with you. A beautifully prepared home helps buyers focus on the space, light and features that make it special.

We will arrange the timing and cleaning scope together before photography and listing.



One less thing on your list.

A PLAN TAILORED TO YOUR HOME

The services behind your sale.



01

Presentation

Professional photography
Drone and twilight photography, where appropriate
Staged photos, where appropriate
Property feature sheets and listing materials

02

Exposure

MLS listing exposure
Social media posts, reels and advertising
A featured listing in monthly email marketing
A property website, if required
Local newspaper advertising, as arranged

03

Guidance

Open houses and a yard sign
Showing coordination and feedback
Professional contract negotiation
Communication from preparation through closing

All homes are unique. Services are tailored to the property and agreed listing plan, and are subject to eligibility and availability. Complimentary cleaning is featured separately on page 7.

About your home.

What drew you to this home when you bought it?

What is your favorite feature of your home?

What do you like most about your neighborhood?

What are your favorite nearby attractions and amenities?

What don't you like about your home?



Every home has a story.

FROM PREPARATION TO YOUR NEXT CHAPTER

Your selling roadmap.

01 Meet
Find the right real estate partner.

02 Price
Review comparable homes and set a strategy.

03 Prepare
Plan repairs, presentation and cleaning.

04 Photograph
Capture your home at its best.

05 List
Bring your home to the market.

06 Market
Reach buyers through a tailored plan.

07 Review
Understand every offer and its terms.

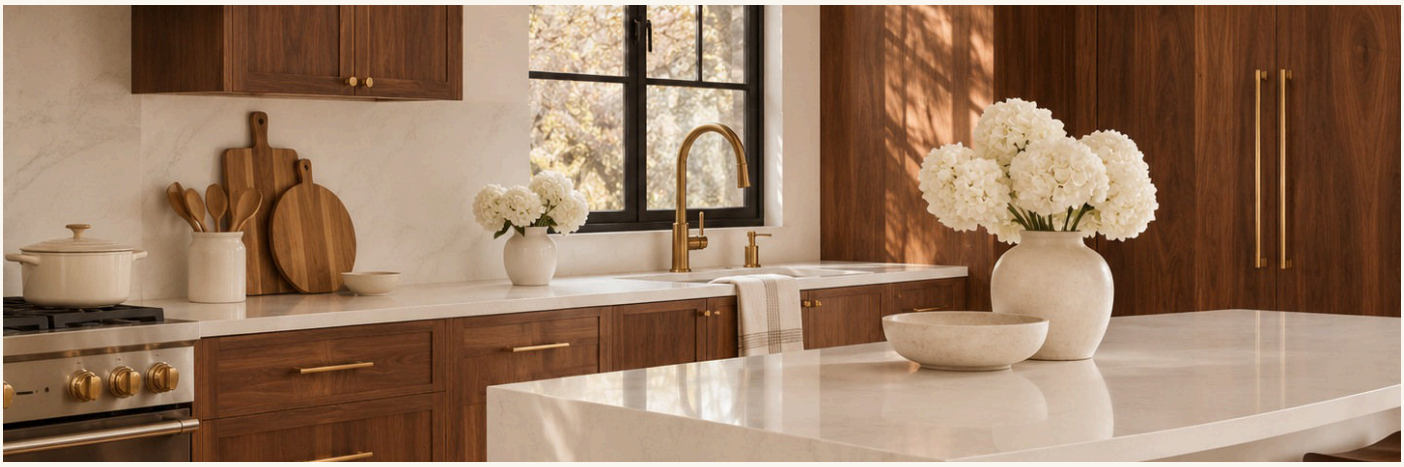
08 Agree
Confirm the accepted terms and next steps.

09 Complete
Track conditions and agreed obligations.

10 Close
Hand over the keys and start your next chapter.

A clear plan. Thoughtful preparation. Confident decisions.

Our proven home selling timeline.



01 Listing consultation

After viewing your home, I will suggest recommended improvements and present a comparative market analysis. Together, we will determine the listing price, discuss whether staging could benefit your home and choose when your property will go on the market.

02 Professional photography

After your home is prepared and staged, we will arrange professional photography. These images will be used for your MLS® listing and marketing materials, so high-quality photographs that show your home at its best are essential.

03 Our marketing plan

Your home will be live on the MLS® system and viewable to potential buyers. We will use a tailored marketing plan, including social media, advertising, open houses and buyer outreach, with the mix agreed for your property.

04 Showings

Allowing buyers to view your property is an important part of the selling process. We coordinate in-person or virtual appointments, review feedback and keep you informed. When possible, leave the showing to the agents so buyers can explore comfortably.

From offer to your next chapter.

Thoughtful guidance, from the first offer to the final handover.

05 Receive an offer

You will be notified when an offer is received. We will review every offer together, including the price, deposit, conditions, closing date and other terms. I will help you understand the contract so you can decide whether to accept, reject or counter.

06 Inspections

If the agreement includes an inspection condition, the buyer may arrange inspections during the agreed period. We will review any concerns or requests for repairs or price changes with you. Any withdrawal rights or amendments depend on the agreement and its deadlines.

07 Appraisal

A buyer’s mortgage lender may request an appraisal to assess the property’s value. I will help coordinate access and discuss practical next steps if the lender’s valuation creates an issue. Your lawyer and the lender can advise on the terms that apply.

08 The closing

Complete the obligations agreed in writing, including any repairs, and keep receipts and property documents organized. Confirm moving arrangements, keys and access instructions, and review closing details with your lawyer. Once closing is confirmed, it is time to hand over the keys and celebrate.

Clear terms. Organized deadlines. A confident next move.

Strategic pricing.



Start with a confident plan.

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our strategy

As the seller, it’s easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

The factors behind your price.

01 The market

Your local area’s current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02 The competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03 Your timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.



Comparable properties.



Illustrative homes. Your comparable sales will be selected for your property.

This section is reserved for a current, property-specific comparative market analysis. Recent sales, competing listings, home condition, location and your timeline will help us establish a pricing strategy together.

Property address / date

Comparable sale 1

Comparable sale 2

Comparable sale 3

Current competition

Recommended pricing strategy

Photo preparation.



Your photography checklist

Clean every room and all glass and mirrors.
Declutter kitchen and bathroom counters.
Tell the photographer which features to capture.
Turn on lights; replace burned-out bulbs.
Set blinds and shutters to matching angles.
Turn off ceiling fans.
Keep pets and their supplies out of photographs.
Make beds and straighten soft furnishings.
Cut the lawn and arrange patio furniture.
Sweep the porch and entrance.

Showing preparation.

Prepare the inside of your home.

Clean and declutter
Clean kitchens, bathrooms and high-traffic areas. Put away personal photographs, clear counters and floors, and organize closets.

Light and bright
Open blinds and curtains. Turn on lights and replace burned-out bulbs.

Thoughtful staging
Arrange furniture to show the space. Add simple greenery and understated table settings.

Repairs and touch-ups
Fix minor leaks and loose handles. Touch up scuffs and clean worn carpets or rugs.



The finishing touches.

Create a welcoming experience.

Fresh and comfortable
Air out rooms before showings and avoid strong cooking smells or heavy fragrances. Set a comfortable temperature.

Secure valuables
Put away sensitive documents, jewellery, electronics and personal valuables.

Plan for pets
Arrange for pets to be away during showings. Store beds, toys, bowls and litter boxes.

The final details
Empty bins, put laundry away and fluff cushions. A calm, tidy home helps buyers focus on its best features.



A welcoming exterior.

Exterior preparation

10. Exterior Preparation:
Lawn Care: Mow the lawn, trim hedges, and remove any weeds.
Clean Walkways: Sweep walkways, driveway, and patio areas.
Entrance Appeal: Place a welcoming mat and clean the front door.
Tidy Up: Remove any clutter like tools, garden hoses, or toys.
Exterior Lighting: Ensure all outdoor lights are working, especially for evening showings.
Garage/Driveway: Keep the garage tidy and the driveway clear of cars or debris.



Beautifully captured. From every angle.



Illustrative aerial presentation examples.

A compelling first impression.

Professional photography showcases the light, layout and details that make your home special. Video and virtual tours help buyers explore the property online.

See the bigger picture.

Where appropriate, drone photography highlights the setting, outdoor space and surrounding area. We will choose the right combination of photography, aerial views and twilight images for your home.

Creating the right exposure.

Internet exposure

Ensure maximum online exposure for your home
List on leading real estate websites
Utilize social media platforms for a broader reach
Targeted online advertising campaigns
Designed to attract qualified buyers
Generate leads

Exclusive services

Provide regular updates and clear communication.
Coordinate appointments and showings around an agreed plan.
Plan open houses and presentation support to suit your property.
Keep you informed about buyer feedback and the next steps.

Going the extra mile

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.



Your marketing plan.

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

MLS® | **REALTOR.ca** | **Facebook** | **Instagram**

Online visibility. Beautiful print materials.

A tailored campaign

Professional feature sheets and an in-home marketing book.

An engaging MLS® listing description and high-resolution photographs.

Targeted social media and neighbourhood outreach.

Open houses, REALTOR® previews and associate promotion, as arranged.

A coordinated plan built around your property and the buyers we want to reach.

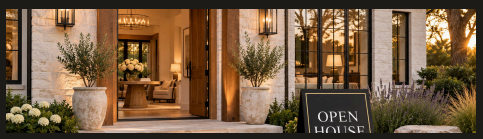


PROPERTY FEATURE SHEET

Professional photography
Property highlights

Amanda Cuerrier, REALTOR®

CENTURY 21
Shield Realty Ltd.
BROKERAGE



OPEN HOUSE INVITATION

Illustrative marketing layouts

Reviewing offers with confidence.



We will review every detail together.

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

Look beyond the headline price.

An offer can include a deposit, conditions, a closing date, inclusions, exclusions and other terms. We will consider how the complete offer fits your goals, timing and comfort level.

Your decision. My guidance.

You decide whether to accept, reject or negotiate an offer. If there are competing offers, we will discuss your options and how you want the process handled.

Clarity before you sign.

I will help explain the real estate terms and coordinate with your lawyer where legal advice is needed. We will keep the important details and deadlines organized.

The steps after an accepted offer.

Conditions and deadlines

An accepted offer may contain conditions. The wording and deadlines in the agreement determine what must happen next. We will track the required steps and keep you informed.

Home inspection

The buyer may arrange an inspection if the agreement allows for it. If concerns arise, any request for repairs or a price adjustment will be reviewed with you. A change to the agreement requires the parties' agreement.

Lender appraisal

A buyer's lender may request an appraisal to assess the property's value. I will help coordinate access and discuss any next steps with you if an issue arises.

Keep the process moving.

Save important documents, respond to requests promptly and continue caring for the property. I will help keep the transaction organized through the next stage.



A thoughtful finish.



Your closing plan

Once the sale is firm, we will stay focused on the details needed for a smooth handover. Your lawyer handles the legal closing, and I will help coordinate the real estate steps along the way.

Before moving day

Complete any repairs or other obligations agreed in writing.
Keep receipts and important property documents together.
Arrange your move and confirm access and key instructions.
Coordinate utilities, insurance and final details with the appropriate providers and your lawyer.
Leave the property in the condition required by the agreement.

The final handover

Keep keys, remotes, manuals and agreed items organized for the new owner. We will confirm the practical details so your next chapter begins with confidence.

Understanding commission.

Commission is negotiable.

The amount and terms of brokerage fees are agreed between you and the brokerage. They are not set or approved by RECO, a government authority or a real estate board.

What does it pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

Your services, clearly documented.

We will review the proposed services and the payment terms together. Your representation agreement will describe the services you receive, how fees are calculated and when they are payable.

A plan that reflects your home.

My goal is to make sure you understand the value of your listing plan and feel comfortable with the choices you make. The services overview is on page 8.

Your services and fee arrangements should be clear before you sign.

General brokerage fee information: Real Estate Council of Ontario (RECO), reco.on.ca.

THANK YOU FOR YOUR TRUST

Your home matters.



Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

AMANDA CUERRIER
REALTOR®

Let’s make your next move your best move.

Amanda Cuerrier

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YOUR NEXT CHAPTER STARTS HERE

Let’s make your next move your best move.

Take the Stress out of the List.

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