



Sellers Guide

Helping You Unlock Your Future



**Bridget
Sullivan**
REALTOR ©

When looking to buy, sell or invest in Ottawa Real Estate it's important to work with a trusted, professional REALTOR® who understands your goals and looks out for them 24/7. **That's where I come in.**

My creative solutions will give you efficient results, and it's my promise to go above and beyond on your behalf to ensure I match you to the perfect property.



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Get to Know Me

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Hi, I'm Bridget.

It's so nice to meet you!

My number one priority in this business is maintaining my integrity. I approach every situation like it was my own by putting myself in my clients shoes.

I ensure you know all the facts and that your best interests are always protected. Together we will cultivate an honest and professional relationship that will empower you to make informed real estate decisions with confidence.

I am 100% committed to helping you reach your real estate goals, no matter how big or small. You can feel at ease knowing I am available to you 24/7 and excellent communication is my promise. My outgoing and easy to get along with attitude ensures the process to be stress-free and exciting for all. Let's do this!

My Specialties

- Residential Homes
- Condominiums
- Recreational Properties
- Commercial Properties

My Top Skills

- Contract Negotiations & Contract Law
- Market Knowledge
- Communication

What People are Saying





Bridget, although new to Real Estate, did a great job from start to finish. It only took 5 days to get an offer that suited me. She worked hard to line up many buyers for my property, and got many offers. She appeared to be well connected with many buyers as this was a commercial property and one that would not appeal to some people.

Terry
Home Seller





Selling Your Property

03

Do

Clean up & Declutter

We want potential buyers to envision this home as their own. During our walk through, I will help you out with some tips and tricks that will make your home shine.

- Do your best to declutter personal items, excessive decor items, collectables, toys, evidence of pets etc.
- From the baseboards to the ceiling, do your best to clean the home from top to bottom. This includes eliminating any unwanted smells from your home.
- Maintain a comfortable room temperature.

Update & Upkeep

Impress potential buyers with simple yet appealing upgrades. This can include:

- Painting walls a nice, neutral color.
- Replacing dated light fixtures.
- Maintain the exterior of your home nicely by cutting the grass, trimming hedges or adding additional greenery/plants.

Organize & Categorize

Arrange furniture to compliment the size, traffic flow and natural lighting of the room. If this is not your strong suit, do not worry! I have an eye for design and if needed, I have a network of excellent stagers who can assist in maximizing your homes' potential.

Organize any paperwork in your possession that pertains to your home. From appliance manuals to surveys, keep these in a binder for quick and easy reference.

Don't

Fall Behind

Stay up to date on your responsibilities. Keep the interior and exterior of your home clean and maintained throughout the process. Once we find a buyer, do not fall behind on mortgage payments or bills. This will leave you with extra closing costs.

Get Ahead

I will price your home according to the market conditions and give you the properties current market value. I want you to get top dollar for your home, but pricing your home too high will make it appear unattractive, flawed, or stale.

Hide or Hover

You want as many potential buyers through your property as possible. This means making your home available as much as possible. We will work together to develop a schedule for home showings that works for you, and when those showing requests come in, it is important that you do your best to make your home available.

Buyers like their space when viewing potential homes and may feel uncomfortable, or awkward sharing their feelings with you, the seller, present. I always recommend that you run errands, go for a walk or visit a friend while a buyer is viewing your home.

Do it All or Leave it All

Working with a REALTOR® means all the work does not fall on you alone! Working with me means I will be with you every step of the way. However, to make this process as successful as possible, it is important that you do your best to complete your personal responsibilities.

Showing Time

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I will set your home up on the ShowingTime system, which is a simple tool that allows you to stay informed and manage all of your appointment requests. You can automatically receive notifications about showings, see feedback from potential buyers and view all activity on your property during the sales process.

Features:

- Communicate through text, email or the mobile app.
- Electronic notifications allow you to easily confirm, decline or reschedule showings based on preferences that work best for you.
- Never miss a notification with the **My Home by ShowingTime** app for sellers. The Notification Center is your inbox for all showing and feedback alerts.
- Conveniently communicate with me and keep a record of it in your messaging center.

Listing Activity Report:

- Keep track of all the showings on your listing(s). Every email notification includes a **Quick Link** button that will take you directly to your personalized **Listing Activity Report**. Browse all activity on your home including a list of all the showings, both scheduled and completed. Your feedback is listed with the showings and can be broken down to show trends to help you identify those items to address to sell your home faster.



The Selling Process

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Phase 1: The Listing Agreement & Walkthrough

During phase one, we will sit down and go through the paperwork. This is where I will describe in detail what to expect throughout the process. I will complete a Comparative Market Analysis to determine current market trends in your area. This combined with the results of our walkthrough of the home will determine the listing price. During our walkthrough I will learn everything I can about your home - from renovations, to potential issues. From here, we will determine ideal timing and I will ensure that you are well informed. This is your home and the selling process will run on your terms!

Phase 2: Photography & Measurements

If cleaning or staging is required, we will work together to get this done. After the home is in tip top shape, I will arrange for a professional photographer to come to the home. I work with amazing photographers that will ensure all photos are perfect and the home shines. I will then take measurements of all rooms in the house. From there, we will determine all inclusions/exclusions of the home and have all information prepared for the public listing!

Phase 3: For Sale Sign & Lockbox Installation

Next, I will install my "For Sale" sign on the front of the property, and will install a lockbox on the property (typically at, or near the front door). For this, we will need a set of keys for the home. It is recommended that you have two sets of keys, so we can leave one key in the lockbox at all times (if not, I will have a copy made [if you don't mind]).

Phase 4: MLS, Marketing & Home Showings

We are all ready to go! I will share your home for sale publicly. Your home will be featured on the Multiple Listing Service, as well as supporting websites (www.realtor.ca, www.re-max.ca and many more). I also will use third party advertising methods - including social media (facebook, instagram, linkedin), and buying/selling websites (such as kijiji). This is to ensure the greatest number of potential buyers see your home is for sale. From here, we can expect agents & buyers to begin requesting showings! We have a few options for showings that we will go over together.

Phase 5: Offer negotiations & SOLD!

Once an offer is received, we will meet to go over the offer together. From top to bottom we will go over every aspect of the document to ensure you understand exactly what the offer entails. If we have multiple offers, we will directly compare to see which offer works best for you. If no offers are right for you, we continue on with phase 4 until we find you the perfect buyer!





Common Questions



How does a REALTOR® get paid?

The seller of the home pays a fee to list their home with a REALTOR® and a portion of that fee is shared with the buyer's REALTOR®.

When is the best time to sell my home?

Every market is different. Together, we will go over the market trends in your area to determine your best course of action.

What is a *Seller's Market*?

A *Sellers Market* happens when the inventory of houses for sale on the market is *low* and the amount of buyer's looking for a home is *high*. This results in inflated sale prices, and commonly *bidding wars*.

What is a *Bidding War*?

A *Bidding War* is a slang term for multiple offers. When a property received multiple offers at the same time, it creates a competition between the buyers to *win* the property.

What is a *Buyer's Market*?

A *Buyers Market* happens when the inventory of houses for sale on the market is *high* and the amount of buyer's looking for a home is *low*. This results in homes typically sitting longer on the market, and prices are stable or lower than in a *Seller's Market*.

Can one determine the value of their home from a website?

The short answer is no. These websites produce inaccurate information as they use algorithms versus accurate market research. The value of your home should be determined by a trusted REALTOR®.

Contact



Feeling more informed? *I hope so.*

I would love to chat with you further regarding any additional questions or to elaborate further on the buying process.


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