

POWELL & GALLOP TEAM · ROYAL LEPAGE FRANK REAL ESTATE

Home Seller Guide

How we price, prepare and market your home to get the best price and terms, with the least stress for you.

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REAL ESTATE BROKER

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THE POWELL & GALLOP TEAM

ROYAL LEPAGE FRANK Real Estate
INDEPENDENTLY OWNED AND OPERATED, BROKERAGE



WELCOME

We believe in home.

Home is more than a physical space. It's where you've created countless memories, shared moments with the people you love, and where you feel most comfortable. When it's time to sell and begin a new chapter, the process can feel overwhelming.

My mission is to guide you through it with transparency, expertise and a personal approach. I believe in building lasting relationships based on trust and clear communication.

Working with an experienced team adds market insight, collaborative strategy and seamless support at every step. By drawing on the team's strengths, I aim to deliver results and build a partnership that lasts.

I look forward to making your move seamless and rewarding.

Marie Trottier

BUY SMART | SELL SMART

1
Our approach
Pages 3–9: the team, pricing, prep, staging and marketing.

2
Your home checklist
Pages 10–13: the details we need to market your home well.

3
Let's list
We'll review your checklist and set your price together.



MEET YOUR BROKER

Say hello to Marie

Marie is a dedicated Real Estate Broker with a passion for helping clients find their dream homes and investment opportunities. With a strong work ethic and a creative approach, she brings a unique perspective shaped by her background in home renovations, so she knows which improvements buyers notice and which ones pay off.

An experienced investor, Marie understands the market from more than one angle. Outside of work she enjoys baking, staying active with sports and travelling.

ROYAL LEPAGE NATIONAL TOP 2% AWARD 2025

ROYAL LEPAGE EXECUTIVE CIRCLE AWARD 2025

KIND WORDS

What others are saying

"Finding a home for my family during COVID in such a competitive market was challenging, but Marie went above and beyond. She worked tirelessly to take us to numerous showings and negotiated on our behalf to secure the best option. Her hard work and strong market knowledge made all the difference."

PHIL & ALEXIS

"Buying our first home was a bit overwhelming, but Marie made the whole process much easier and manageable. She was patient, attentive, and genuinely cared about finding the right place for us... We highly recommend Marie!"

EMMA & RATHEE

THE POWELL & GALLOP TEAM

Why hire a team?

When you're selling, having a real estate team on your side is a game-changer. Six agents and brokers means someone is always available to take calls and show your home, and you get decades of combined experience on your side.

Taking your largest asset to market calls for more than one perspective. We build your marketing plan together, drawing on our combined skills and networks.

Our goal is simple: the highest price and best terms for your property, in the shortest time possible, with the least inconvenience to you.



LISTING STRATEGY

How we price your home

Your list price is built on data, not guesswork. Here's what goes into it.

01 **Comparative market analysis**
A detailed comparison of recently sold, similar homes to set a competitive price range.

02 **Supply and demand**
A look at current and upcoming listings, so your price reflects local competition.

03 **Historical performance**
Past sales in your area, so the price lines up with long-term market trends.

04 **Buyer demographics**
Who is buying in your area right now and what they want, so we price and market to them.

05 **Neighbourhood factors**
Schools, amenities and future development that affect your home's value.

WHY IT MATTERS

Why is list price so important?

- **It attracts serious buyers.** A competitive price draws the most interest in the first few weeks, when your home is most visible.
- **It can spark multiple offers.** A well-priced home can lead to competing offers and a higher sale price.
- **It keeps your listing fresh.** Pricing to today's market reduces the risk of your home sitting and looking "stale."



SUCCESSFUL SELLING PROCESS

Selling doesn't have to be stressful

It can be a fresh start to a new chapter. With a clear plan and a streamlined system for paperwork, we take the stress out of SOLD.

01 **Listing consultation**
We walk through your home, review the market and set your price.

02 **Pre-list inspection**
Included, by Trevor of A Buyer's Choice Home Inspections.

03 **Get the home market-ready**
Repairs, decluttering, cleaning and staging.

04 **Professional photos and video**
Plus original content for social media and YouTube.

05 **Online debut**
Your home goes live on MLS® and across our network.

06 **Open house and showings**
Real-time digital updates confirm every showing.

07 **Offer presentation**
We review every offer with you and negotiate the best terms.

08 **Conditions**
Buyer conditions such as financing and inspection are fulfilled.

09 **Closing day**
Keys are handed over. Time to celebrate!



INCLUDED

Your pre-list inspection is on us

To start, you'll get a pre-list inspection by Trevor of A Buyer's Choice Home Inspections. It identifies any repairs worth making before you list, so you can maximize your home's value and avoid surprises during negotiations.

a buyer's choice® HOME INSPECTIONS
Inspected Once. Inspected Right!

PREPPING YOUR HOME

Get ready for market

Cleaning and prepping your home before you sell can increase its value by up to 5%.

01 Kitchen

- Clear off all counters
- Put away personal items
- Tidy the pantry, cupboards and drawers

02 Family room

- Put away personal items
- Declutter, including extra furniture
- Remove extra pillows and blankets

03 Bedrooms

- Keep closets neat and streamlined
- Tuck away personal items
- Make beds with simple, light bedding

04 Bathrooms

- Clear all counters of products
- Tuck away personal items
- Swap bright towels and rugs for white ones (we'll provide them)

05 Backyard

- Tidy toys and pack them away if possible
- Prune shrubs and trees, mow the lawn
- Rake leaves and gravel, wash the patio or deck

06 Front entry

- Sweep the porch and add a welcome mat
- Plant potted flowers
- Trim and mow regularly

07 Throughout

- Wipe down blinds and baseboards
- Keep windows clean
- Touch up drywall and paint

08 Final clean

- Do a deep clean before photos. It shows the home has been well cared for and adds value.

STAGING AND STYLING

Live like this

There are tell-tale signs of a home that's been professionally staged: stiff pillows, bottles of sparkling water, fake plants everywhere. We like to take a slightly different approach.

We want buyers to walk in and feel like they've stepped into an episode of *Architectural Digest*. We want them to think you live like this (and maybe you already do).

We love to mix charming vintage pieces with modern elements. It creates a sense of comfort and style that photographs beautifully and feels like home in person.







GOING TO MARKET

Our three-step marketing process

Buyers should see your home many times, in many places. That's how we build interest before the first showing.

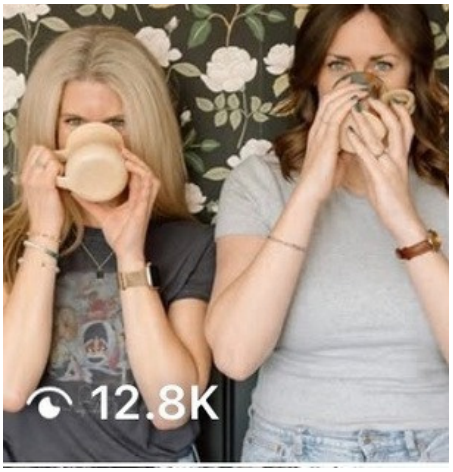
1
Network
Your listing is shared with the entire Royal LePage Frank Real Estate brokerage, with thousands of agents across the GTA.

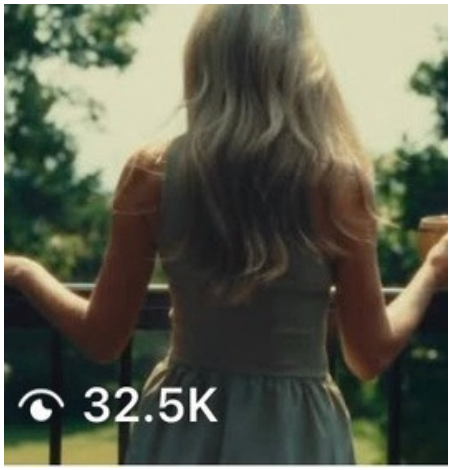
2
Social
Professional photography plus original video and content shared across social media and YouTube.

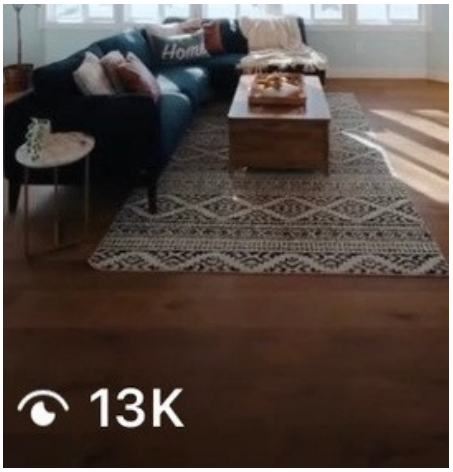
3
Open house
Buyers who've already seen your home online arrive at the open house ready to fall in love with it in person.

OUR REACH

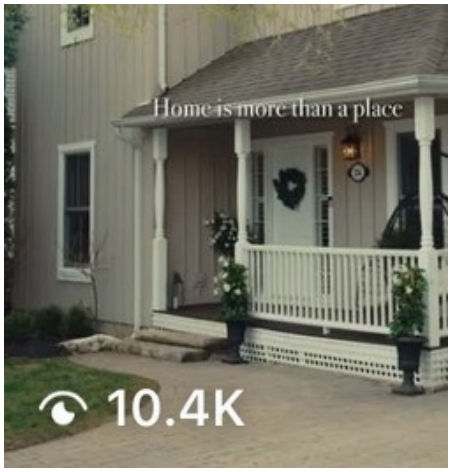
The numbers speak for themselves













View counts from recent Powell & Gallop Team videos.

YOUR HOME CHECKLIST

Home seller checklist

Seller name(s) _____

Property address _____

KEY DETAILS ABOUT YOUR HOME

Age of roof _____

Roof material _____

Age of furnace _____

Age of A/C _____

Type of wiring _____

Electrical panel (amps) _____

Exterior material _____

Foundation type _____

Water softener _____

Water supply _____

Sewer or septic _____

Security system _____

Rough-ins _____

Natural gas or propane _____

Fireplace _____

Heat source _____

Heat type _____

Age of windows _____

WHAT WE'LL NEED FROM YOU

- ☐ Copy of driver's licence
- ☐ Most recent property tax bill
- ☐ Permits and warranties
- ☐ Extra set of keys for the lockbox
- ☐ Security code
- ☐ Garage door code
- ☐ Land survey
- ☐ Maintenance and rental item bills
- ☐ Your lawyer's information
- ☐ Photos of seasonal features

SHOWING INSTRUCTIONS

How much notice would you like for each showing?

_____

Who should be notified of showing requests?

_____

When is your home available? (e.g. 9 am to 7 pm)

_____

INCLUSIONS AND EXCLUSIONS

What stays and what goes?

Tell us what will be included in the sale of your home. Clear answers now prevent surprises on closing day.

ITEM	INCLUDED	EXCLUDED	N/A
Light fixtures	☐	☐	☐
Window coverings	☐	☐	☐
Fridge	☐	☐	☐
Microwave	☐	☐	☐
Stove and range hood	☐	☐	☐
Dishwasher	☐	☐	☐
Washer	☐	☐	☐
Dryer	☐	☐	☐
Freezer	☐	☐	☐
Wine or beverage fridge	☐	☐	☐

ITEM	INCLUDED	EXCLUDED	N/A
Central vacuum	☐	☐	☐
Garage or storage shelves	☐	☐	☐
Garage door opener and remotes	☐	☐	☐
TV wall mounts	☐	☐	☐
Projector and screen	☐	☐	☐
Humidifier	☐	☐	☐
Air purifier	☐	☐	☐
Pool or hot tub equipment	☐	☐	☐
Built-in barbecue	☐	☐	☐
Outdoor furniture	☐	☐	☐

Hot water tank

☐ Rented ☐ Owned ☐ N/A

Also list any other rentals (furnace, A/C, water softener) in your notes.

Other _____

☐ Included ☐ Excluded

Notes

TELL US WHAT YOU LOVE

About your home

Nobody knows your home better than you. Your favourite features become the heart of our marketing.

YOUR TOP 10 FAVOURITE FEATURES

1 _____
2 _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____
10 _____



What are the highlights of your community? (parks, local shops, schools, trails)



UPGRADES AND IMPROVEMENTS

What you've done to your home

	MAJOR UPGRADE, IMPROVEMENT OR RENOVATION	DATE
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Any rough-ins not in use now that could be in the future? (fireplace, bathroom, etc.)

NOTES

Additional notes

LET'S TALK

Ready for your next move?

Call, text or email me anytime and we'll make a plan together.

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