







# PREPARING YOUR HOME

FOR A SUCCESSFUL SALE



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Thank you!



Welcome to your guide to selling your home, and thank you for choosing to navigate this journey with me. I'm Ainsley Yoong, and I'm here to guide you through every step of the selling process with expertise and ease.

This guide is packed with essential tips, strategies, and insights designed to empower you as we move towards selling your home at the best possible value. Whether you're selling for the first time or are seasoned in real estate transactions, I believe you'll find valuable information that will make this experience as smooth and successful as possible.

AINSLEY YOONG, REALTOR®



"REAL ESTATE IS MORE THAN A CAREER TO ME, IT IS MY PASSION AND HAS BEEN MY LIFE FOR THE PAST DECADE. GETTING TO HELP PEOPLE WITH THE SALE OF THEIR HOME IS SUCH AN HONOR AND A PLEASURE FOR ME."

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## AINSLEY YOONG

\$75,000,000.00+-

VOLUME SOLD

100%

LIST TO SOLD  
PRICE RATIO

10+

YEARS IN BUSINESS

250

HAPPY FAMILIES  
HELPED



"I had the pleasure of working with Ainsley Yoong on the sale of my property. His strategic marketing approach and keen eye for presentation significantly enhanced the appeal of my home, leading to a swift and profitable sale. Ainsley's professionalism and effective communication skills made the entire process seamless and stress-free."

-William A.



"I have been consistently impressed by his dedication and expertise in the real estate market of Winnipeg. His knowledge of the local properties, combined with his commitment to understanding my specific needs, made the process of buying a home exceptionally smooth and successful. Ainsley's professionalism and personable approach are truly commendable."

-Ruth P.



Working with Ainsley Yoong has been a remarkable experience. His attention to detail, punctuality, and deep understanding of the real estate market set him apart. Ainsley's ability to navigate complex negotiations with ease and his dedication to his clients' best interests are unmatched. I highly recommend his services to anyone looking for a dedicated realtor in Winnipeg.

-Edward R.



Ainsley Yoong is an outstanding realtor who goes above and beyond for his clients. His passion for real estate, combined with his extensive knowledge of Winnipeg's market, makes him an invaluable asset. Ainsley's approach is not just about transactions; it's about building relationships and offering tailored advice, which I found extremely beneficial in my home buying journey.

-George F.

STEP 1  
PREPARE YOUR  
HOME FOR THE  
MARKET

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 2  
STRATEGICALLY  
MARKET YOUR  
HOME

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 3  
SHOW YOUR  
HOME

- ✓ Coordinate showings
- ✓ Gather feedback
- ✓ Collect and negotiate offers

STEP 4  
SELL IT!

- ✓ Go under contract
- ✓ Pre-closing checklist

There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents – I've provided my answers so you can see why I believe I'm the best for the job.

### 1. HOW LONG HAVE YOU BEEN IN REAL ESTATE?

I have been in the real estate industry for 10+ years. During this time, I have gained valuable experience and insights into the market, which I utilize to provide the best service to my clients.

### 2. ARE YOU A PART-TIME OR FULL-TIME AGENT?

I am a full-time real estate agent. This allows me to dedicate my complete attention and resources to serving my clients' needs and staying updated with the latest market trends.

### 3. HOW DO YOU LEVERAGE TECHNOLOGY IN YOUR REAL ESTATE PRACTICE?

I integrate the latest technology in my real estate services to provide efficient and effective solutions. This includes using advanced CRM systems for client management, virtual tours for property showcasing, and digital marketing tools to reach a wider audience. Staying ahead with technology ensures that my clients receive modern and convenient services.

### 4. WHAT IS YOUR APPROACH TO NEGOTIATION AND HOW HAS IT BENEFITED YOUR CLIENTS?

My approach to negotiation is rooted in thorough market research and understanding my client's needs. I strive for a balance where both parties feel satisfied, ensuring a smooth transaction. My clients have benefited from this approach through better deal terms and prices that align closely with their expectations.

### 5. WHAT WILL YOU DO TO MARKET MY HOME?

To market your home, I will implement a comprehensive strategy that includes professional photography, online listings, social media promotion, open houses, and leveraging my network of potential buyers and realtors. I focus on highlighting the unique features of your home to attract qualified buyers.

### 6. WHAT MAKES YOU DIFFERENT FROM OTHER REALTORS IN WINNIPEG?

What sets me apart is my personalized approach to each client, my in-depth understanding of the Winnipeg market, and my commitment to using the latest technology and marketing strategies. I prioritize my clients' needs and goals, ensuring a tailored experience that exceeds expectations.

"BUYERS DECIDE IN THE FIRST 8 SECONDS OF SEEING A HOME IF THEY'RE INTERESTED IN BUYING IT. GET OUT OF YOUR CAR, WALK IN THEIR SHOES AND SEE WHAT THEY SEE WITHIN THE FIRST 8 SECONDS."

- BARBARA CORCORAN

## CONSIDER REPAIRS

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space.



# CREATE A GAME PLAN

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



USE THIS CHECKLIST TO DO A WALK THROUGH OF YOUR HOME, ROOM BY ROOM AS IF YOU ARE A BUYER. CHECK OFF WHAT NEEDS TO BE DONE, AND THEN CHECK OFF ONCE YOU COMPLETE. CONSIDER HAVING A HOME INSPECTOR COME AND SEE IF ANYTHING NEEDS TO BE REPAIRED.

REPLACE OR REPAIR IF NEEDED

TO DO		DONE			TO DO		DONE		
<input type="checkbox"/>	<input type="checkbox"/>			Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>			HVAC
<input type="checkbox"/>	<input type="checkbox"/>			Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>			Flooring
<input type="checkbox"/>	<input type="checkbox"/>			Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>			Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>			Window glass	<input type="checkbox"/>	<input type="checkbox"/>			Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>			Kitchen appliances	<input type="checkbox"/>	<input type="checkbox"/>			Flooring
<input type="checkbox"/>	<input type="checkbox"/>			Cabinets	<input type="checkbox"/>	<input type="checkbox"/>			Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>			Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>			Smoke detectors

KITCHEN

TO DO		DONE		
<input type="checkbox"/>	<input type="checkbox"/>			Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>			Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>			Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>			Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>			Thoroughly clean floors

BATHROOMS

TO DO		DONE		
<input type="checkbox"/>	<input type="checkbox"/>			Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>			Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>			Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>			Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>			Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>			Clean any moldy areas
<input type="checkbox"/>	<input type="checkbox"/>			

USE THIS CHECKLIST TO DO A WALK THROUGH OF YOUR HOME, ROOM BY ROOM AS IF YOU ARE A BUYER. CHECK OFF WHAT NEEDS TO BE DONE, AND THEN CHECK OFF ONCE YOU COMPLETE. CONSIDER HAVING A HOME INSPECTOR COME AND SEE IF ANYTHING NEEDS TO BE REPAIRED.

LIVING & DINING ROOM

TO DO      DONE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items          |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws            |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered    |

BEDROOMS

TO DO      DONE

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items     |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls          |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings       |

EXTERIOR

TO DO      DONE

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete    |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door         |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out         |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios           |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs        |

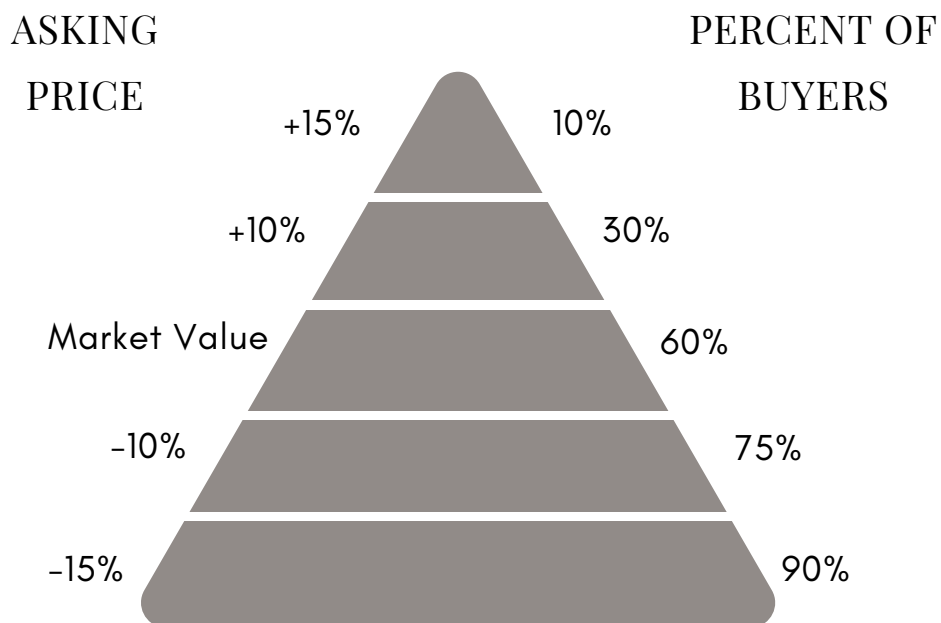
TO DO      DONE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained               |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood                    |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting      |
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete           |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence is in good shape                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

IT'S IMPORTANT TO THOROUGHLY EVALUATE THE MARKET TO DETERMINE THE MARKET VALUE OF YOUR HOME. HERE'S WHY:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



## BELOW ARE THE PROS AND CONS OF PRICING YOUR HOME ABOVE, BELOW, OR AT MARKET VALUE.



### **Below** market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



### **At** market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



### **Over** market value

- + If you have to receive a certain amount for the home
  - It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



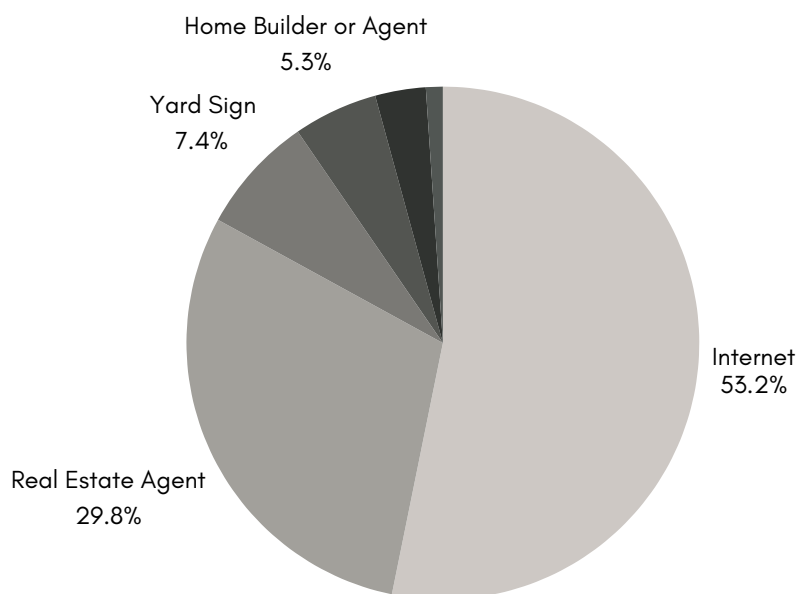


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

## HOME BUYERS ARE SHOPPING ONLINE



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

***The photos to the left are examples from pervious listings of mine.***

## WHAT'S INCLUDED IN MY MARKETING PLAN:

- Displayed on brokerage website
- Displayed on my website
- Virtual tours
- Broadcasted across social media platforms
- Facebook marketplace
- Facebook Ads
- Kijiji
- Flyers
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Yard sign captures
- point2
- listing2leads

## HOW SHOWING YOUR HOME WORKS



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

# WHAT TO EXPECT

## NEGOTIATING OFFERS

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

## PENDING SALE

Once the purchase agreement is signed by all parties, the buyers will submit their deposit. These funds will be held by the listing brokerage until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep half of the deposit money.

## CONTINGENCIES

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

## CLOSING DAY

Once we get the clear-to-close, the lawyer will schedule a date with the purchasers. But wait, ONE more thing before you finally pop that champagne! The final walk-through: The buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



## PRE-CLOSING CHECKLIST

USE THIS CHECKLIST TO PREPARE FOR CLOSING DAY.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing

# MOVING CHECKLIST

USE THIS CHECKLIST TO PREPARE FOR CLOSING DAY.

## 4-6 Weeks Before

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

## 3-4 Weeks Before

- |   |  |
|---|--|
| <input type="checkbox"/> Notify everyone about your change of address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
|---|--|

## 2-3 Weeks Before

- |  |  |
|--|--|
| <input type="checkbox"/> Notify MPI of new address   | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service     |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day                          |
| <input type="checkbox"/> Start using up things you can't move, such as perishable                  | <input type="checkbox"/> Notify management company about upcoming move, reserve elevator usage |

## 1 Week Before

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Label moving boxes with the contents inside         |



# THANK YOU!

Wow, we've reached the end of this guide! I just want to take a moment to say a huge thanks for diving into these pages. It means a lot that you're trusting me to help guide you through the adventure of selling your home. I'm here to make sure this journey is as smooth and positive as it can be.

I hope you found the insights and tips in this guide helpful. Selling your home is a big deal, and I'm pumped to be by your side, helping you nail it. If anything was unclear, or if you're itching to chat about what comes next, just give me a shout. I'm all about making sure you feel confident and informed every step of the way.

Thanks again for bringing me along on this journey. Here's to a successful sale and some high fives along the way!

Catch you soon,

A handwritten signature in black ink that reads 'Ainsley Goong'. The signature is fluid and cursive, with the first name 'Ainsley' and the last name 'Goong' clearly distinguishable.

## NEXT STEPS

- ✓ Sign listing agreement and property disclosures
  - ✓ Determine list price
  - ✓ Photographer and videographer come out for shoot
-