

# LIST READY

*Maximize the value of your home and sell for top dollar!*

List Ready. List with Confidence. Strike SOLD!



*Nichelle Ellis*  
REALTOR®

# THINKING OF SELLING?



## Don't leave money on the table...

Selling a home can be a challenging and stressful endeavor. The pressure and inconvenience of preparing your property for the market can be a hassle, but the results can be well worth it if you're hoping to achieve an impressive selling price.

Presenting your home as **List Ready** is the optimal way to sell, and it's precisely what potential buyers are searching for. We understand the importance of a stress-free and successful home-selling process, and we're here to assist you every step of the way!

*Always very responsive, Michelle provided us excellent service from the very start. Very personable and friendly. As first home buyers, she made our experience easy and is always there to answer our questions or to help. Without any doubt we will use her again in the future! Thank you so much for everything Michelle!!!! JP & Dee*



THESE SELLERS WANTED TO  
SHOW OFF THEIR VACANT HOME  
WITH STYLE

SO THEY GOT  
LIST READY

A small  
investment can  
go a long way,  
let's get **YOU**  
List Ready!



# CURB APPEAL/ EXTERIOR



**You never get a second chance to make a first impression.**

Making a great first impression when selling your home is crucial, especially when it comes to the exterior and curb appeal. The initial glimpse of your property can make or break a potential buyer's interest in viewing the interior. Thus, it's essential to make sure that your home's exterior is in top condition and visually appealing. This involves enhancing the curb appeal by keeping the lawn well-manicured, adding fresh paint where necessary, and ensuring that any landscaping is well-maintained. By taking the time to spruce up your property's exterior, you'll significantly increase the chances of enticing potential buyers and achieving a successful sale.



*My husband and I were selling our house in Kingston and looking for a house in Belleville to buy. Michelle McFarland (now Ellis) sold the old one and bought our new house all in the SAME day. she's very professional, courteous, well-mannered and knows her job very well. And after 3 years we still love our new home thanks Michelle!!*

# FEEL/INTERIOR

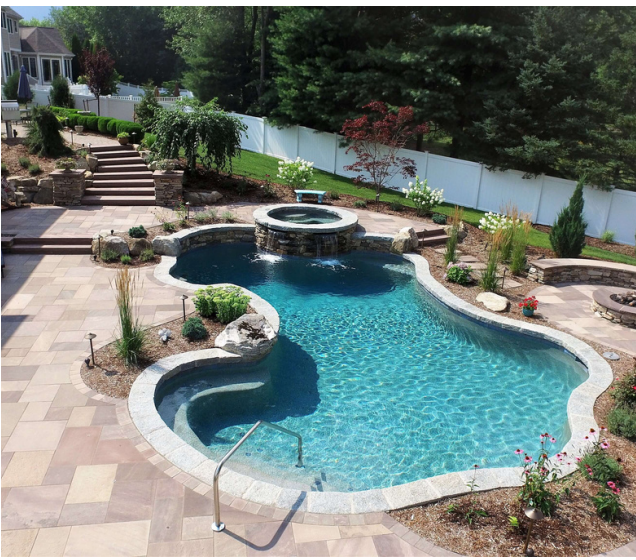


## **Home is not a place, It's a feeling.**

The interior of your home is where potential buyers will spend the most time, so it's important to ensure that it's well-presented and inviting. This may involve decluttering, depersonalizing, and cleaning the living spaces, as well as making any necessary repairs or upgrades. The goal is to create a space that is neutral and appealing to a wide range of buyers, rather than reflecting your personal tastes and preferences. By presenting a well-maintained and attractive interior, you'll increase your chances of making a lasting impression on potential buyers!



*My wife and I have bought and sold many different homes with numerous realtors and this was by far the best buying experience we have had. Michelle could not have been more helpful in not only finding us our new home but handled the sale in a way the was in our interests and not just her own. I highly recommend Michelle and don't tend to give a 5 star review but had no choice as it is deserved.*



# COMPONENTS OF THE HOUSE

**"The house don't fall when the bones are good"**

**~Maren Morris**



When selling your home, it's vital to consider the essential components that contribute to the overall functionality and safety of the home. Buyers typically prefer homes that don't require significant repairs or replacements, especially for big-ticket items such as the roof, heating & cooling systems, plumbing, and electrical systems.



Keeping these features in good working order is crucial to ensure that buyers are impressed with your property and feel confident about making an offer. By demonstrating that you've taken care of these essential components, you'll make a favorable impression on potential buyers!

*Michelle was awesome to work with! Right from the start she made my first time home buying experience easy and effortless. Before she was referred to me I was using an agent who wasn't meeting my needs, but from the first conversation with Michelle it was like night and day. If I buy more property in the future or one day I decide to sell she will be my first phone call! Do yourself a favour and list with her or give her a call if you're looking to buy, you won't regret it!*



THIS SELLER WANTED TOP DOLLAR

SO SHE GOT  
LIST READY

and SOLD for 116% of asking!

List Ready.  
List with  
Confidence.  
Strike **SOLD!**

#LivetheDream

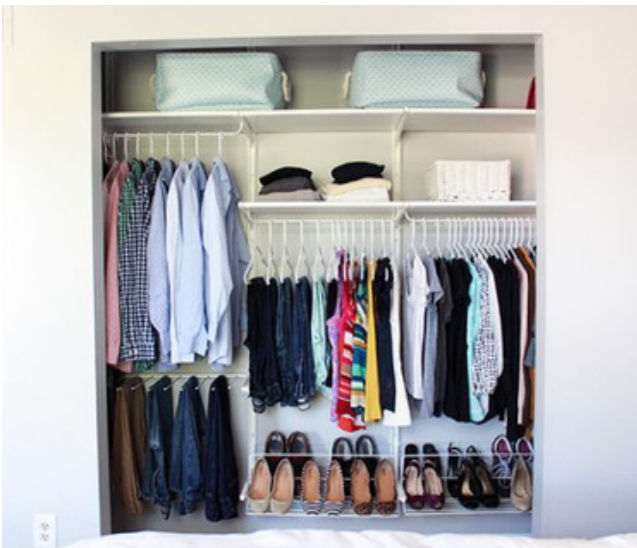




# IMPROVEMENTS

## COST: \$0

**The best things in life are free.**



- CLEAN - CLEAN - CLEAN
- Donate / Dispose of unwanted items
- Clean Lawn / Yard Work
- Clean Appliances in and out
- Self-Stage the Home (Pinterest for ideas)
- Declutter
- Depersonalize
- Organize all areas of the house
- Ensure all Pet Odor & Smoke Smells are Non-Existent (Vinegar in a bowl)

*Michelle was our real estate agent when we were posted from Petawawa to Trenton two years ago. She went above and beyond to help us find the perfect home in a very short period of time. I would recommend Michelle in a heartbeat.*





# IMPROVEMENTS

## COST: \$1 - \$250

**The reward is worth more than what you will spend.**



- Carpet Cleaning
- Duct Cleaning
- Full House Cleaning
- Professional Staging Consultation
- Fix / Patch Walls & Paint
- Repair Taps / Faucets
- Re-Caulk Bathrooms / Kitchen
- Replace / Mats & Rugs
- Replace Furnace Filter
- Move extra Items to Storage
- Replace all Light Bulbs

*Michelle was and is amazing to work with. Michelle is the one I reached out to when it came to purchasing my first home. She always gives it her all for her clients. She goes above and beyond to make sure you understand and is there for you every step of the way. If you've got questions she's either got the answers or will get you the answer. I highly recommend Michelle and I will be using her every step of the way again and again.*



# IMPROVEMENTS

## COST: \$250 - \$1000

**A small investment can go a long way!**



- Pre-List Home Inspection
- Resolve Home Inspection Issues
- Upgrade Insulation
- Dispose of unwanted items
- Carpet Cleaning
- New Window Coverings
- Tree Trimming
- Replace / Paint Front Door
- Seal Driveway
- Replace Light Fixtures
- Create Additional Storage
- Crown Moulding/ Decorative Ceiling Medallions



*Michelle is an amazing realtor! This is our first home and she worked with us to help find our perfect home. She is so personable, patient and honest. Michelle is very knowledgeable about current markets and has a great eye for possible renovation ideas that would increase the value of your investment. I would recommend Michelle to anyone! #readysold*



# IMPROVEMENTS

## COST: \$1000 - \$5000

**It won't be easy, but it'll be worth it.**

- Replace Hot Water Tank
- Paint Interior / Exterior
- Resurface/ Pave Driveway
- Add Deck / Landscaping
- New Washer / Dryer
- New Fridge / Stove
- Add Pool / Hot Tub
- New Flooring / Trim
- New Interior Doors & Handles
- Replace Cabinetry
- New Heating & Cooling System(s)



*I didn't realize real estate agents followed up with you after you bought your home. As someone so green to this whole process, I appreciate all the help and support that you have offered. I honestly never expected you to follow-up with us to ensure we were happy with everything, and I love the sign that you had made for us. Throughout this whole process, that we had no idea about, you were excellent, and supportive, and gave us the proper direction and insight that we required in buying our forever home. We are so happy, and I truly believe you were the best person to ensure this. Congratulations on the new addition to your family. I hope this new addition brings you as much happiness as ours has. Thank you for everything.*





## IMPROVEMENTS COST: \$5000+

**"There's nothing more reassuring  
then buying a home where all the  
big-ticket items have been  
updated"**

**~ Mr. & Mrs. Buyer**



- New Efficient Heating & Cooling System
- New Roof
- New Windows
- New Exterior Doors
- New Well / Septic System
- New Siding
- New Garage Door(s)
- Add an Outdoor Living Space
- Electrical/Plumbing Upgrades



*Michelle helped us look for homes last year and she really got to know us. She would tell us what was good and what wasn't for us. She helped with the sale of our home. Her knowledge in getting the house ready was amazing. She ended up getting our house sold in 6 hours above list. She was amazing through the whole thing. Would definitely recommend her.*



Now it's time to take action!

Put your strategies into practice and start preparing your home for sale today. Follow the steps outlined in the List Ready Guide to declutter, depersonalize, and enhance your property's curb appeal and interior spaces. Take advantage of the tips and tricks you've learned to create a warm, welcoming environment that will appeal to a wide range of potential buyers.

Remember, the earlier you start preparing your home for sale, the more successful you're likely to be in achieving your selling goals.

If you are looking for a World-Class Real Estate eXperience, and want a Customized Strategy Consultation, I would be happy to meet with you personally.

Please call or text me at 613.704.0699!

Look forward to speaking with you!

*Michelle*



YOUR WORLD-CLASS REAL  
ESTATE EXPERIENCE AWAITS!



ME  
THE REALTOR®

613.704.0699