

# *The Galvin Team Sellers Guide*



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# OUR TEAM

## ***Andrew Galvin ~ 26 years in business***



Andrew Galvin, Broker, has been helping people make great real estate decisions in the Peterborough area for over 26 years and has owned his own brokerage. He leads a team of experienced real estate professionals, who take great care of their clients needs. Andrew is a graduate of Trent University and the Universite de Marseille at Aix en Provence, France. Andrew is active in the community on the Peterborough Regional Health Centre Foundation Board. He has two children and enjoys playing squash, camping and skiing.

## ***Lorrie Tom ~ 10 years in business***



Lorrie Tom, Licensed Sales Representative, has been a successful Realtor with RE/MAX Eastern Realty for eight years. Along with selling, Lorrie has shared her experience and love of Real Estate actively training and mentoring new agents at RE/MAX. Lorrie has a B.A., from the University of Waterloo. Lorrie and her family moved to Peterborough 15 years ago. Lorrie and her husband, have two children away at University.

## ***Eric Mickee ~ 6 years in business***



Eric Mickee, Licensed Sales Representative, was Born and raised in Peterborough. A graduated of P.C.V.S. and the University of Ottawa, Eric has been working as a Realtor for five years. Eric enjoys the outdoors and has been a competitive soccer player for most of his life. Eric prides himself on professional and friendly service. Eric enjoys soccer and staying fit.

## ***Sharon Ford ~ 14 years in business***



Sharon Ford, Licensed Sales Representative, worked for Andrew as his marketing assistant for 7 years and obtained her real estate license in 2010. Sharon has over 20 years' experience in marketing and journalism. Sharon is a graduate of Trent University and Durham College. Sharon is in the office full time marketing our properties and providing great customer service. Sharon and her husband, have two children. Sharon enjoys running and camping, canoeing and kayaking in the summer.

# How long will it take to sell my home?

**Timing** is crucial - in your golf swing, when to take the turkey out of the oven, and in real estate. The length of time to sell will be determined by how well your house shows and how well it is priced when it first hits the market. A house, like a loaf of bread is most desirable when it's hot and fresh when it first hits the market. That's why we say that offers right at the beginning of the listing are often the best offers because they are from the most interested buyers.

**Competition:** When selling your home you are in a price war and a beauty contest! The competition can be fierce depending on the market and the Seller's need to sell. Buyers are educated, comparative shoppers. They look at your home with their mental calculators on. They are spending a big portion of their life savings and will stay awake several nights comparing the homes they have seen before making an offer. Ask yourself, "How does my home stack up against the competition?"

**Price.** You don't get a second chance to make a first impression when it comes to price. The right price is the price a willing buyer and seller can agree upon. The sale price of what other similar properties have sold for is a very good indication. Six months from now when our product is gathering dust on the shelf and wearing a reduced label is a bad time to try and correct the problem. If after three weeks, other similar properties have sold and yours' hasn't, then the price may be wrong. The cost of staging is always less than the first price reduction.

**Marketing.** My effective marketing plan combines a professional approach to handling the above factors combined with the extremely important factor, Exposure. We try to make the property highly visible and easy to show through the use of open houses, agent tours, the MLS system, Media Advertising, Internet advertising, and promotional brochures are all part of my marketing campaign. We try to make the most of the present market conditions to ensure we get the best price in the shortest possible time.

## What we need from you

Documentation that we need from you (if available) to help us in marketing your property

- Survey
- Deed
- A Tax Receipt
- Heating and hydro costs (and provider of the fuel if applicable) Buyers want to know these numbers
- Septic (pumping receipts if available) and Well Information (if applicable)
- Building or Renovation Permits (if applicable)
- List recent improvements you've made to the property and costs of those improvements so we can tell buyers
- Mortgage details, mortgage penalties?
- A list of things you like about the house and the area
- Hidden benefits or deficiencies of the property that may impact the sale
- For income properties: A list of rents, duration of leases, expenses and tenants contact names and numbers
- Past Home Inspection Report on your property if you have one

## Don't take our word for it....

"Your knowledge, manner and kindness made us realize how fortunate we were to have you as our agent."

**Clair & Jan Williams**

"I know you have a successful business with many priorities, however when you reached out to me or I came to you with a need, I always felt like I was your top customer. Your market and view updates provided the visibility I needed to make the right decisions."

**Steven Duff**

"You are a pleasure to work with and I would not hesitate to recommend you to anyone looking to buy or sell real estate in Peterborough."

**Sarah Gencey**

"Very professional team. Thank you all! Marketing was excellent."

**Carol & Bob Humphrey**

"Thanks Andrew & team. We felt well supported and confident throughout the experience."

**Judy Hendry**

"Thank you for the excellent way in which you sold our condo. It was a pleasure working with each member of the Galvin Team."

**C & A Forsyth**

"Thank you for all your help & encouragement when we were putting our house up for sale. You are a great team."

**Glenn & Betty Dahmer**

"I would recommend the Galvin Team – very professional, excellent customer service at each step."

**Barbara Brand**

"Working with Andrew allowed me the opportunity to see teamwork in action. I appreciate the time, patience, support, encouragement and wisdom they provided during this significant move."

**Kate Jarrett**

"Thank you for your tireless efforts to help us find the right house. Your advice and guidance was valued and your patience with us as we explored the full range of housing options was much appreciated."

**Dave and Mary Preston**

"Your entire Team is very down to earth and a great bunch to work with."

**Dawn King**

"I am impressed with your staff and yourself – we were lucky to have you."

**Helen Watson**



# Preparing for Showings

***You don't get a second chance to make a great first impression!***

#1 – IF Possible, please be absent from the home when there is a showing for the agent and their buyer(s) to walk through on their own. They will be much more comfortable and take more time to look at the rooms and the features of your home.

#2 – Please remove any pets or have them in a closed area so that they are not following potential buyer(s) around. Some people are uncomfortable with animals. There is also the liability if your pet bites someone!

#3 – Open all window coverings, ie; blinds, curtains. This allows more natural light into your home. Bright homes sell well!

#4 – Turn lights on so buyers do not walk into a dark home. A brightly lit home shows well and makes buyers feel welcome. We ask the agents to turn out the lights when they are finished.

#5 – Smells are very noticeable. Please remove garbage and replace pet litter boxes so these odors are not present during showing. A little air freshener or possibly if you have time, heat up some vanilla in a pan with water, this helps to make your home smell very sweet and inviting.

#6 – A clean and spotless kitchen is essential. Empty your sink of all dirty/clean dishes. Clear off counter space so they are uncluttered. Tidy cupboards and drawers are important. Remove fridge clutter, ie: magnets, photos, etc.

#7 – A clean and spotless bathroom is also essential. Make sure to clean, flush and lower the lid on the toilet. Any children's bath toys need to be removed or placed in a tidy basket/container. Showers should be clean and curtains open – people will look inside.

#8 – A general de-cluttering of home; picking up of newspapers, mail, magazines, shoes, etc., really helps.

#9 – Tidy the laundry room, put all dirty laundry in baskets, put away or pile clean laundry neatly.

#10 – If you have a fireplace – turn on electric/gas fireplaces and if you can place a small 3 hour log on wood fireplace. A fireplace is a real selling feature.

#11 – Sweep/vacuum the front entrance inside and out.

#12 – Fix any water leaks and make any minor repairs. A home inspector will find them even if the buyer does not.

Buyers buy on emotion and use their 5 senses when looking at a home!

# Preparing Your Property for a Photo Shoot

- If you have special features of your home that are not obvious, please let us know about these so we include them in the shoot
- Keep pets out of sight if possible
- Remove all vehicles from driveway and do not park directly in front of the house
- Move garbage cans out of sight so they cannot be seen from the street
- Remove all garden tools including hoses and sprinklers
- Mow and rake lawn/shovel walkways
- Sweep paved driveways, sidewalks and patios
- Clear off counter tops in kitchen and bathrooms
- Remove tea towels and oven mitts from over doors and hooks
- Remove photos, notes and papers from the refrigerator
- Turn off ceiling fans, televisions, computer screens
- De-clutter rooms which may be excessively furnished (they do not photograph very well)
- Make all beds and tidy bedrooms, clothes hung, folded and put away – close closet doors. Remove blankets from the end of beds
- Remove piles of newspapers and magazines
- Tuck kitchen and bathroom trash cans out of view in a closet or cupboard
- If you have valuable artwork or other items you prefer to not be in photos, put them in a closet
- If you have photos of family you prefer not to be in photos, please put them away