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**Consider doing upgrades or modest renovations before listing.** Relatively simple upgrades can add tens of thousands to the price your home goes for. Here are examples of upgrades that can give you a high return on investment: upgrade lighting, a new coat of paint, replace shabby or scarred countertops in the kitchen and bathroom with marble or granite, replace outdated appliances such as refrigerators, ranges or microwave ovens. Your agent can suggest upgrades that are right for your specific home and neighborhood.

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**Understand important real estate terms and strategies**

These include: back up offers, multiple offers situations, special conditions in offers, legal terms and clauses, and due diligence period. Your agent can guide you through all of the important terminology and critical dates during the house selling and offer review process.

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**We do virtual tours of all our homes and post them on YouTube and Facebook as part of our marketing plan.** Take viewers on a room-by-room tour, showcasing the home's best features. Don't forget to include the garden, patio and other outdoor features. Rave about the neighbourhood and neighbours; give details about nearby restaurants, shops, schools, libraries, sports facilities, parks etc. Reminisce about great times you've enjoyed in the home. Let viewers know this has been a happy place, and it will be missed when you've moved on.