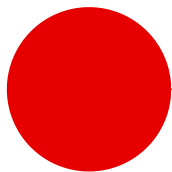




Seller Guide





# Table of Contents

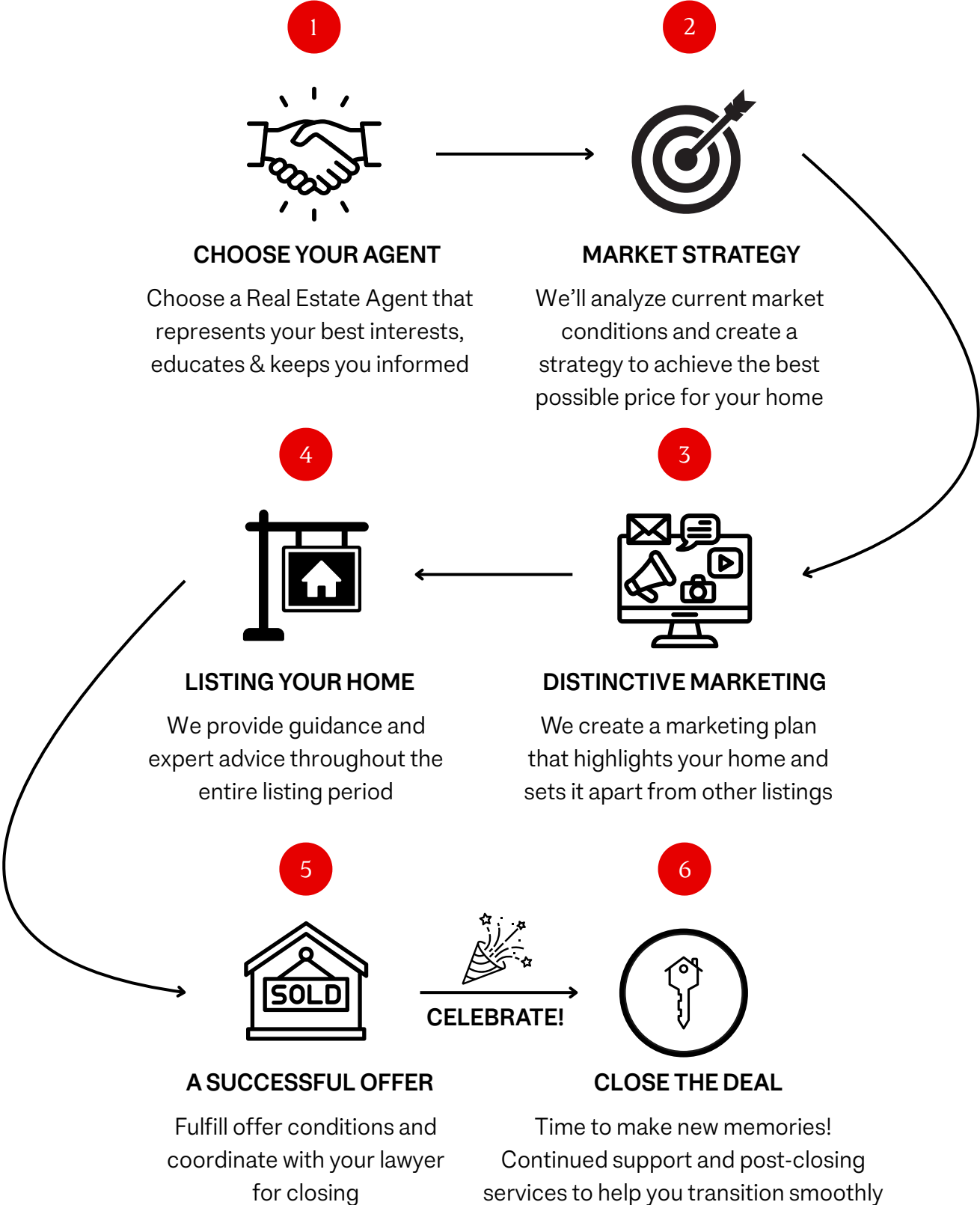
---

## What's Included in this Guide

The Listing Process _____	1
Working Together _____	2
Our Role as Your Realtor® _____	3
About Us _____	4
Our Global Network _____	5
Pricing & Timing are Key _____	6-8
Know Your Property _____	9
Our Distinctive Marketing Measures _____	10-15
The Listing Period _____	16
Calculate Your Closing Costs _____	17
Closing & Beyond _____	18
Plan Your Work _____	19-20
Preparing for the Sale of Your Home _____	21-22
Testimonials & More _____	23

Start Here

# The Listing Process





## What We Offer

United by a shared commitment to integrity, collaboration, and exceptional service, we help clients envision the potential of every property – and turn it into reality.



As licensed Realtors®, we can:

- Advise you on market conditions & recommend the best strategy to attract buyers and achieve the strongest possible sale price
- Market and promote your home, including professional photography, video, and virtual tours
- Provide trusted referrals to other professionals you may need, such as lawyers, home stagers, and inspectors
- Arrange and attend home inspections and appraisals
- Coordinate and manage showings for interested buyers
- Advise you on offers and guide you through key decision points
- Negotiate with buyers to achieve the best price and terms for you
- Guide you through paperwork and closing the transaction successfully

## Choosing a Realtor®

A great Realtor® does more than understand the market – they know the local area, track trends, and negotiate with your best interests in mind from start to finish.

Hire a professional you trust, feel comfortable with, and who will advocate for you every step of the way.

## How We Work For You



### Undivided loyalty

- We promote and protect your best interests at all times
- Your interests take priority over those of the brokerage, its agents, or any other party



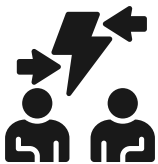
### Disclosure

- We tell you everything we know about the transaction or your client relationship that could impact any decisions you make



### Confidentiality

- Your confidential information will not be shared outside the brokerage without your written consent, except when required by law
- This obligation continues even after our client relationship ends. Examples include your motivation for buying or selling, or the amount you are willing to pay or accept



### Avoid conflicts of interest

- We must avoid any situation that would affect our duty to act in your best interests
- If a conflict arises, we will disclose it to you and cannot continue providing services unless you provide written consent

# About Us

“Client Focused. Results Driven.”  
Over 10 Years of Real Estate Experience  
Providing Service in English, French & German

## Dale Lockhart, Broker



Dale launched her real estate career in 2016, earning Rookie of the Year in her first year and quickly establishing herself as a trusted professional in Ottawa’s market. With an added diploma in interior design, Dale combines market expertise with a keen eye for aesthetics. Known for her personalized, detail-oriented approach, she is dedicated to creating seamless, rewarding real estate experiences.

## Simon Danis, Sales Representative



Simon brings over a decade of sales and marketing experience in the home improvement industry to his real estate career. Fluent in French and English, he offers clients a personalized and informed approach to buying and selling. With a strong understanding of construction and design, Simon helps clients see the true potential in every property.

## Noah Gagné, Sales Representative



Noah is a dedicated Advisor with Engel & Völkers Ottawa, bringing five years of experience with the brokerage and deep expertise in the city’s real estate market. Having lived in Hong Kong, Dubai, and Switzerland, he offers a global perspective and a commitment to exceptional client service.

## Lea Albrecht, Sales Representative



Lea combines organization, creativity, and local insight in her approach to Ottawa real estate. Originally from Germany, she has called Ottawa home for over a decade, gaining firsthand knowledge of its many diverse neighbourhoods. Fluent in English and German, Lea previously managed the Listings Department at Engel & Völkers Ottawa.

1

# Our Global Network



1977

Established in Hamburg, Germany

1000+

Local & iconic shops worldwide

16,000

Members of the Engel & Völkers brand

35+

Shops in Canada

## Our Local Shops



Downtown



Westboro



Glebe



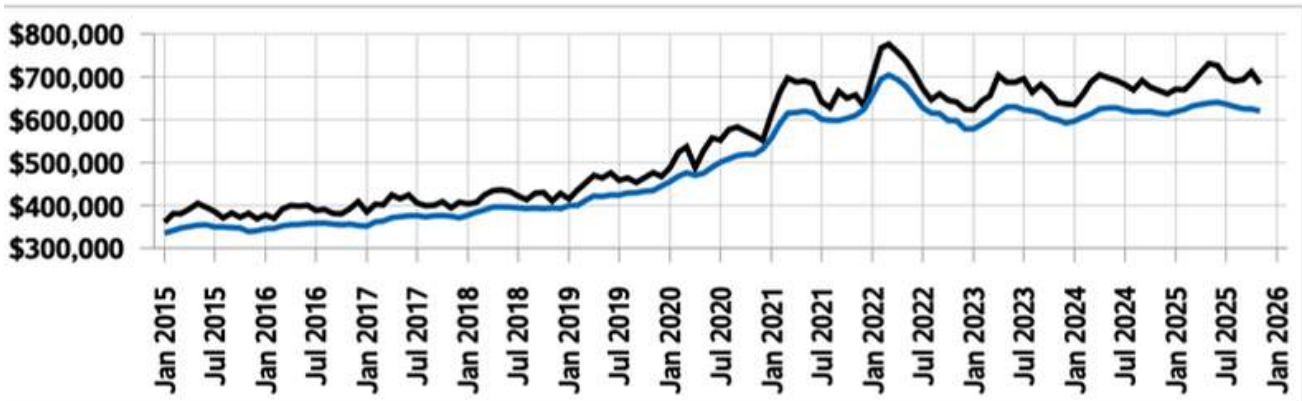
Manotick

# 2

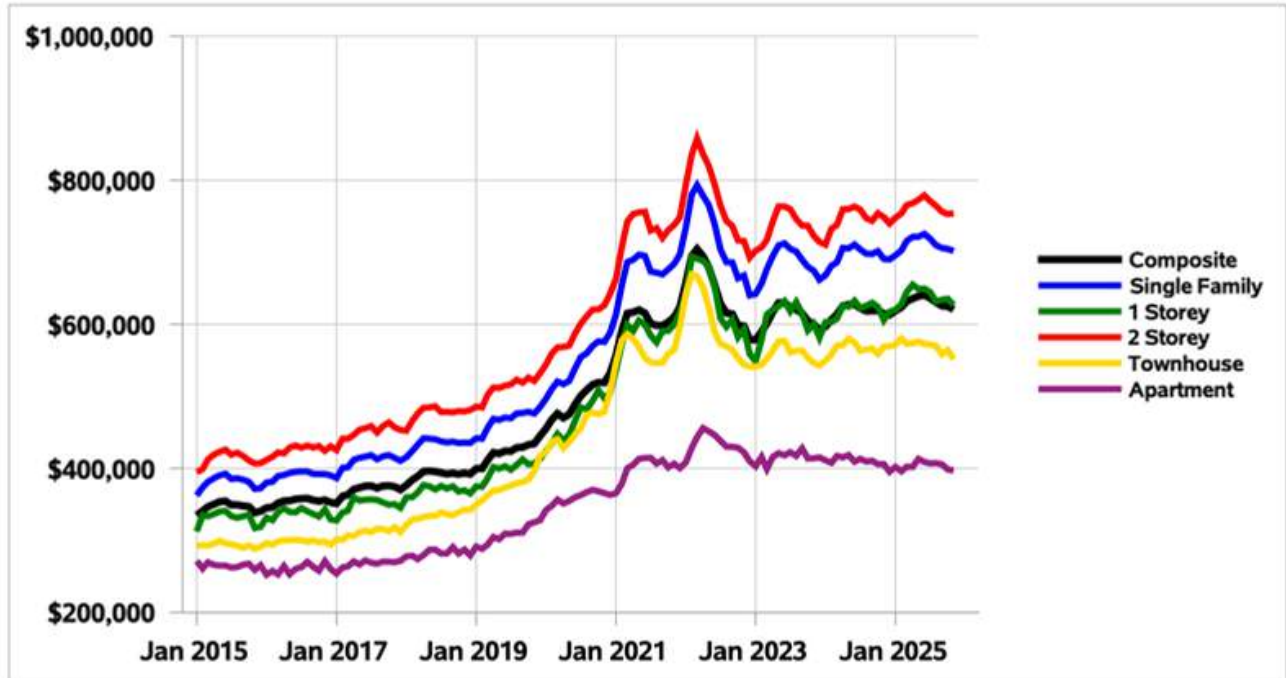
## Pricing & Timing are Key

### Ottawa Real Estate Statistics

MLS® HPI Composite Benchmark Price and Average Price



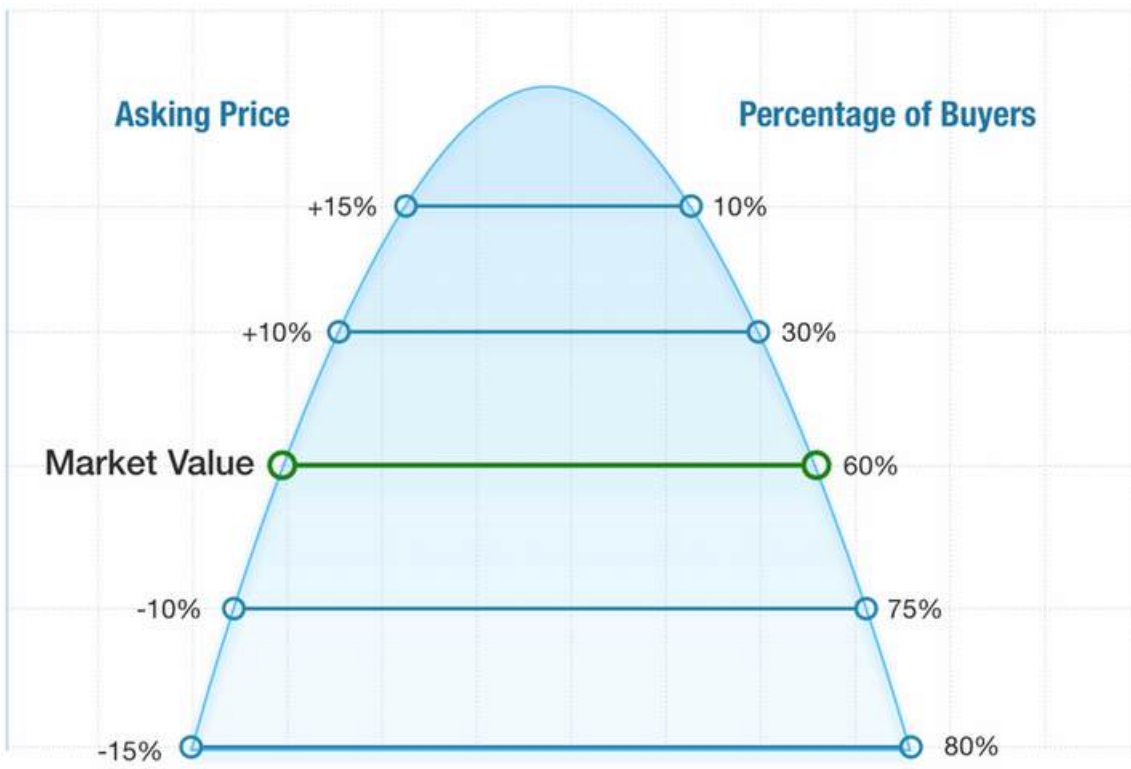
MLS® HPI Benchmark Price



# 2

## Pricing & Timing are Key

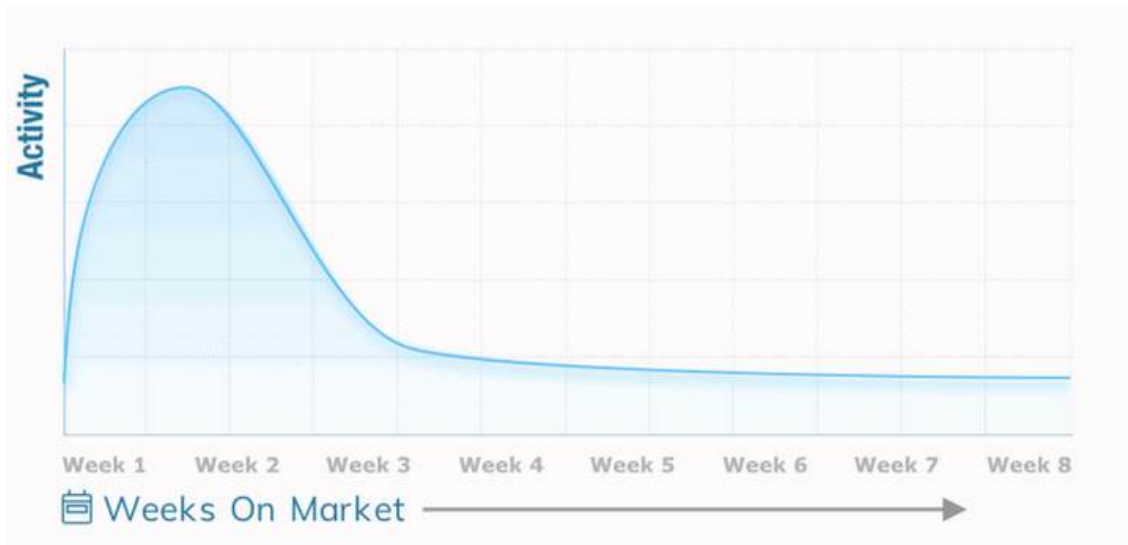
### Risks of Overpricing



# 2

## Pricing & Timing are Key

### Activity vs. Timing



### Achieving the Best Price?



# 2

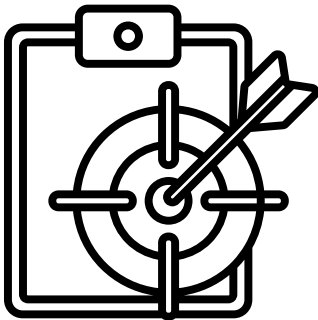
## Know Your Property

### Your Property's Characteristics & Potential

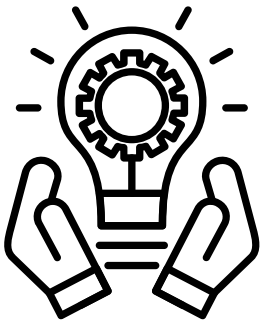
Your property's advantages




Potential objections some buyers may or may not have




Solutions for your property




# 3

## Our Distinctive Marketing Measures

How we set your property apart in a competitive market

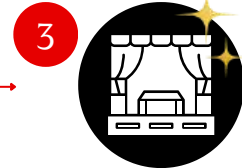
### Property Staging



1  
Home Staging  
Consultation



2  
Decluttering,  
Packing & Storing



3  
Staging Day

#### A well-staged home:

- Showcases its best features
- Looks brighter & more spacious
- Stands out in photos

#### 💡 This emotional connection:

- Leads to more buyer interest
- Can shorten the time your property spends on the market
- Has a proven record of maximizing return on investment



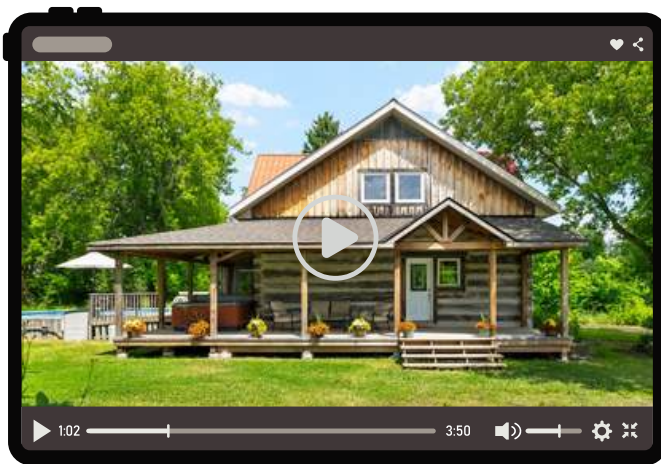
# 3

## Our Distinctive Marketing Measures

### Professional Photos



### High-End Property Video/Reel



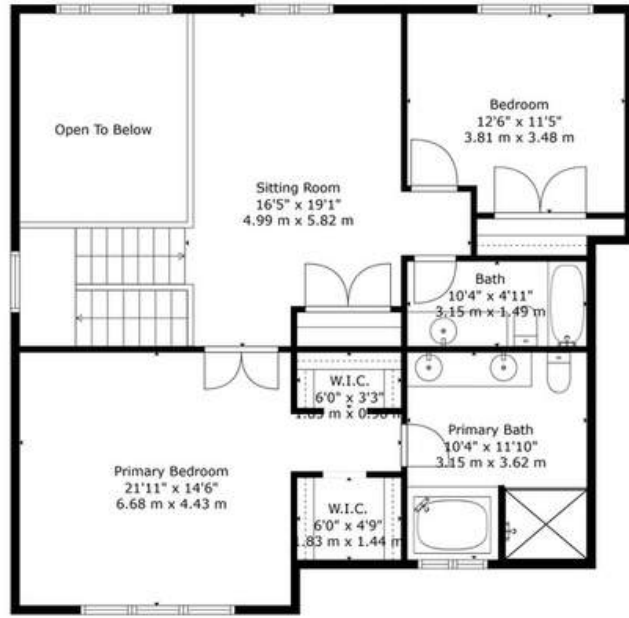
### Drone Shots



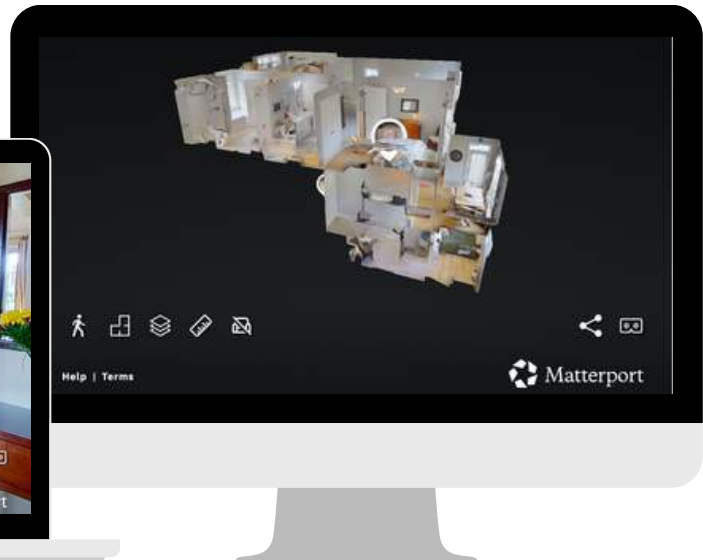
# 3

## Our Distinctive Marketing Measures

### Floorplans



### 3D Tour



# 3

# Our Distinctive Marketing Measures

## FirstList - The Power of Exclusive Listings

### First list

- More than 33% of homes sold annually are shared in the pre-market
- 10% of all homes transact exclusively
- FirstList digitizes this previous “word-of-mouth” market segment

## Print Marketing



## Local Neighbourhood Flyers

Target local homeowners & potential buyers already interested in the neighborhood

**Property Features & Upgrades**

- Custom built in 2008
- Insulated Concrete Form (ICF) for foundation and exterior walls
- Radiant floor heating throughout the entire home
- All window thermos panes replaced between 2020 and 2024
- House fully re-roofed
- Siderails, 1 Tridge and 1 Dishwasher were replaced in 2014
- Overhead garage doors (detached garage)
- Additional basement under the attached garage with full-height ceiling
- Porpane boiler replaced in 2024
- Exterior propane hookup for BBQ
- Detached 50'x20' heated shop, ideal for storage or work
- Renewed 10-year forest management plan with property tax exemption
- 2+ acres of groomed trails over the entire property
- Private Pond

**Average Monthly Utilities**

- Hydro: \$20/month
- Heat: \$133/month

ENGEL & VÖLKERS  
LOCKHART DANIS TEAM

ENGEL & VÖLKERS  
LOCKHART DANIS TEAM

## Feature Sheets

Something tangible people can hold, keep, and refer back to when they're ready to move

# 3

## Our Distinctive Marketing Measures

### Social Media

#### Maximize Exposure

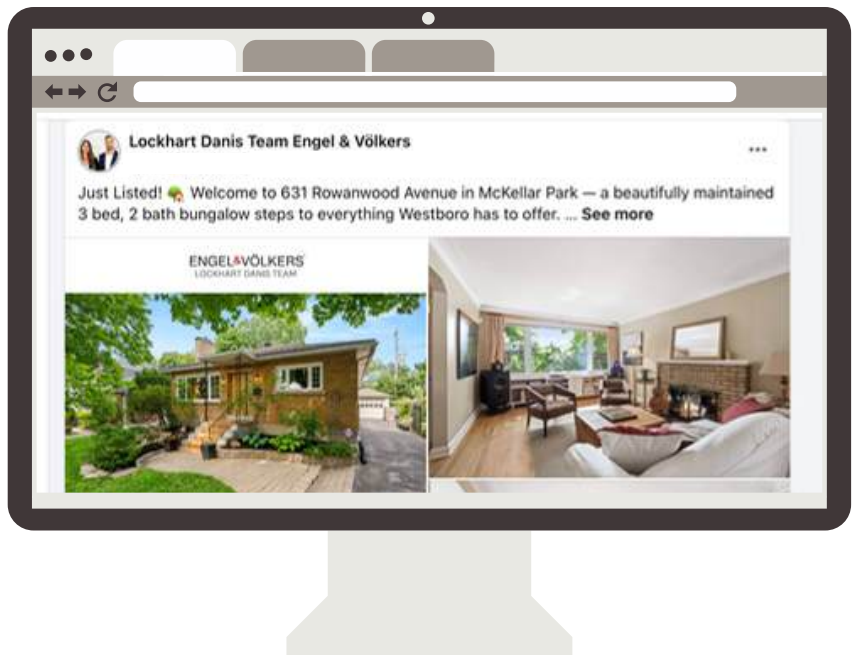
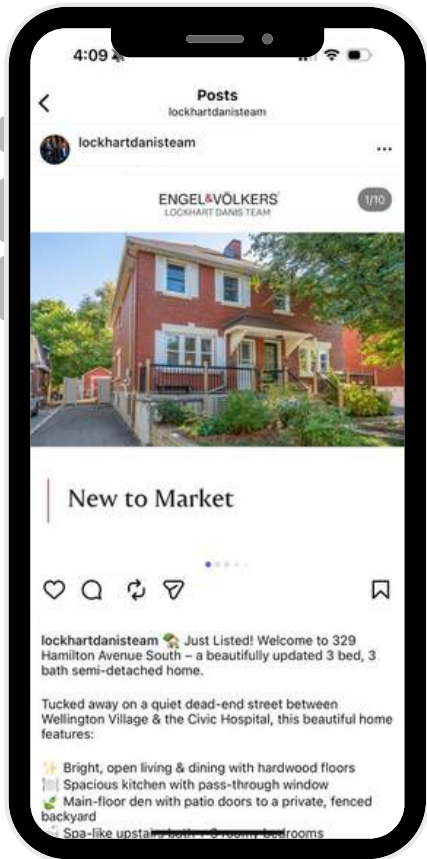
We showcase your property across Facebook, Instagram, and Google to reach a wide audience of active buyers

#### Drive More Inquiries

Social media marketing generates buzz and directs interested buyers straight to your listing

#### Stand Out from the Competition

A strong online presence sets your property apart and positions it as a must-see home



## Open Houses



### **Create Excitement and Drive Demand**

Open houses generate buzz by bringing multiple buyers through the door at once, sparking interest and encouraging healthy competition.

### **Security**

We take proactive steps to keep your home safe during open houses by carefully managing visitor access, monitoring activity, and securing personal items and valuables.

### **Boost Visibility and Reach**

By welcoming walk-ins and curious neighbours alongside serious buyers, Open Houses can maximize exposure and expand your home's audience far beyond online listings.

### **Gain Valuable Market Insight**

We collect attendee information and direct feedback, then follow up diligently. This helps us fine-tune your home's presentation & marketing strategy.

## Regular Listing Updates



**Stay Informed Every Week**  
**Get Honest Buyer Feedback**  
**Refine Your Strategy with Confidence**

Receive a clear, easy-to-read update featuring detailed Realtor.ca and MLS activity reports, including views, comparable listings, recent sales, market changes, showing & open house feedback.

Dear John,

Please see below the update from the past week:

**MLS Activity:**  
 The chart outlines the activity on MLS:

Client Portals	252	The number of times that your listing has been sent by direct/auto email
Client Views	104	The number of people who were sent the direct/auto email that displayed it
Auto Emails	265	The number of auto email searches that presently match your listing
Prev 14 Day Views	36	The number of views for the past 14 days
Rep. Views	114	The number of sales representatives that have viewed your listing

**Activity in the Area:**

- Here are the current active listings in the area: [Click HERE](#)
- There was one sale in the area in the past week: [Click HERE](#)
- There were three conditional sales in the area in the past week: [Click HERE](#)
- There was one cancel/relist this week at 123 Main Street, where the listing price was reduced from

**Report:**

- Please see attached activity report from Realtor.ca

**Showing and Open House Activity:**

- There was 1 showing this past week
- There were 5 groups that came through the Open House on Sunday. Overall positive feedback at open-concept & spaciousness of the home.

Let me know if you have any questions, and we'll be in touch.

Thanks,

**REALTOR.ca**

Ottawa, Ontario  
\$1,199,900

Listing last updated: 2025-10-06

Listing Insights

311 Views Last 7 days

280 views on REALTOR.ca  
33 views on REALTOR.ca DDF-B

Summary: All Websites & Apps, REALTOR.ca Websites & Apps, REALTOR.ca DDF-B Websites

ENGEL & VÖLKERS OTTAWA  
Dale Lockhart  
Broker  
Get in touch: 613 898 8388

ENGEL & VÖLKERS OTTAWA  
282 SOMERSET STREET WEST  
Get in touch: 613 898 8388, 613 422 6200

# 5

## Calculate Your Closing Costs

### Closing Cost Outline

As your closing day approaches, we'll guide, advise, and coordinate every step, staying in regular contact so you always know what to expect.

Calculate Your Closing Costs	
Legal Fees	
Real Estate Commission	
Mortgage Discharge Fees	
Property Tax Adjustments	
Utility Adjustments	
Moving Expenses	
<b>Total</b>	<b>\$</b>

## Beyond Closing

Our service and dedication don't end once the transaction is complete – they continue long after closing day. We take pride in supporting our clients every step of the way, from firm offer to closing, and once you've settled into your new home.

You can always count on us to be available for any questions or requests – before, during, and after your transaction.

We value building genuine, lasting relationships – not only as your trusted real estate advisors, but as someone you can confidently refer to your friends, family, and colleagues when they begin their own real estate journeys.

## Client Appreciation Events

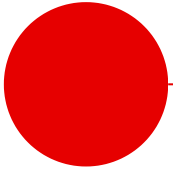
Our relationship with clients doesn't end at closing – it's just the beginning.

We love showing our appreciation through:

- Pumpkin Patch Event in the Fall
- Participating at Ottawa Home Shows
- Giveaways
- Monthly Newsletter
- Market Updates



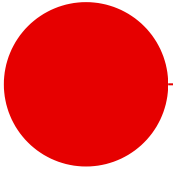
These moments allow us to stay connected, celebrate milestones, and continue building the lasting relationships that mean so much to us.



# Plan your work

---

Mon	Tue	Wed	Thu	Fri	Sat	Sun

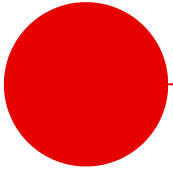


# Plan your work

---

---

Mon	Tue	Wed	Thu	Fri	Sat	Sun

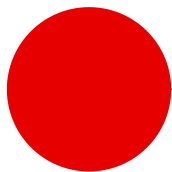


# Preparing for the Sale of Your Home

---

## Homeowner Pre-Listing Checklist

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Preparing for the Sale of Your Home

## Tips for Packing like a Pro!

Moving can actually be enjoyable – the secret is staying organized! Start early, work a little each day, and keep essentials like boxes, packing tape, and markers on hand. A bit of preparation goes a long way.

### 💡 Helpful Tips:

- Create a master to-do and packing list to stay on track
- Declutter before packing – donate, sell, or recycle what you don't need
- Group similar items together and use small boxes for heavy things
- Wrap and label boxes clearly – colour-code by room for easy unpacking
- Keep valuables and important documents with you during the move
- Check for damage once everything arrives



## Change of Address Checklist

### Utility, Bills & Other Vendors

- Hydro/Electricity
- Natural Gas
- Water Delivery/Treatment
- Cellphone
- Landline
- Cable & Internet

### Professional Services

- Pool/Lawn
- House Cleaning
- Doctor, Dentist & Optometrist
- Veterinarian
- Lawyer
- Other Specialists

### Legal & Identity Documents

- Driver's License
- Passport
- Health Card
- Insurance
- Tax Documents
- Income Tax (Canada Pension Plan, etc.)

### Financial & Miscellaneous

- Bank & Credit Card
- Insurance (Car, Home & Health)
- Pension Plan
- Car & Other Loans
- Magazines & Newspapers
- Charities



# Testimonials & More

Frank Simioni



A great team! Professional and courteous, and were straight up with respect to potential price range of the sale. Took the time to evaluate the area and were confident in a quick sale within the price range. It was a pleasure having them for an agent/broker and look forward to their skills in the future.

Emma Terrell



We were thrilled that Dale & Simon were able to sell our Kanata house in less than 24 hours! Very professional team, from the stager and photographer to of course the agents themselves. Cannot recommend them enough!

Clara Wicke



Dale was very accommodating to my needs as a newbie home-seller. She came very prepared with up-to-date market information and realistic goals for selling my home. Her strategy resulted in a larger bid compared to my asking price, and along the way she was the ultimate professional. I received quick replies and felt very assured along the way. Now that my home has sold, I still ask Dale the odd market-related question and she is just as quick to reply with the best can-do attitude. I love Dale and her team!

[Click Here to Read More Reviews](#)

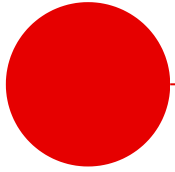
## Our Commitment to Sustainable Real Estate in Ontario



We believe in giving back to the community and preserving the environment for future generations. That's why we have partnered with One Tree Planted, a non-profit organization that is dedicated to reforestation efforts around the world.

For every real estate transaction we complete, we are committed to planting a minimum of 50 trees in Ontario forests. We understand the importance of healthy ecosystems and want to do our part in supporting them.





# Contact Us

---



@lockhartdanisteam



Lockhart Danis Team Engel & Völkers



Lockhart Danis Real Estate



lockhartdanisteam@evrealstate.com



(613) 413-5355



www.lockhartdanisrealstate.com



LOCKHART DANIS TEAM • ENGEL & VÖLKERS OTTAWA

292 Somerset St W | Ottawa, K2P 0J6

613-413-5355

lockhartdanisteam@evrealstate.com | www.lockhartdanisrealstate.com

©2025 Engel & Völkers. All rights reserved. Each brokerage is independently owned and operated. All information provided is deemed reliable but is not guaranteed and should be independently verified. If your property is currently represented by a real estate broker, this is not an attempt to solicit your listing.

ENGEL & VÖLKERS<sup>®</sup>  
LOCKHART DANIS TEAM