

SELLER'S GUIDE

EVERYTHING YOU NEED TO KNOW BEFORE LISTING YOUR HOME.
EXPERT ADVICE FROM YOUR LOCAL COLD LAKE REALTORS®





COLDWELL BANKER **LIFESTYLE**

WELCOME TO YOUR COLD LAKE SELLER'S GUIDE!

At Coldwell Banker Lifestyle, we've been proudly serving the *Cold Lake and area* real estate market since 2009, helping clients successfully sell their properties and turn their goals into reality.

What sets us apart is our **unwavering commitment to our clients**. Our goal is to secure the best price and terms possible for your property while making the process as seamless and stress-free as possible. As **Cold Lake's only Designated Agency**, we always have your back.

Our skilled team of **Cold Lake REALTORS®** each bring their unique strengths to guide and advise you through negotiations and legal complexities, ensuring a smooth and successful property sale.

We're more than just real estate agents - we're passionate locals who truly love real estate and the community we call home.

Let's Begin!



STEP ONE

PREPARE

YOUR PROPERTY FOR MARKET

First impressions matter—buyers decide within seconds if your home feels right.

Start with decluttering: Remove personal items to let buyers envision themselves living there. A deep clean, including carpets and windows, can make a big impact on how potential buyers view your home.

Consider minor updates like fresh paint in neutral tones or updated fixtures—these offer high returns without breaking the bank.

Outdoors, enhance curb appeal with maintained lawns, weeded flower beds, seasonal plants & snow shovelled sidewalks and driveway in the winter months.

Reach out to us first—we'll help you prioritize upgrades that truly enhance your property's market appeal and maximize its value!

If needed, we can recommend trusted local contractors for repairs.

**Remember, a pre-listing home inspection can uncover issues early, avoiding surprises during negotiations.*

THE SELLING PROCESS

STEP-BY-STEP

CONSULTATION: WE MEET TO DISCUSS GOALS, TIMELINE, AND CMA.

LISTING AGREEMENT: SIGN ON FOR EXCLUSIVE REPRESENTATION.

PREPARATION & STAGING: GET YOUR HOME SHOW-READY.

MARKETING LAUNCH: GO LIVE WITH THE LISTING.

SHOWINGS & OFFERS: BOOK VIEWINGS AND PRESENT CONTRACTS

NEGOTIATION: SECURE THE BEST PRICE & TERMS.

INSPECTIONS & APPRAISAL: MANAGE CONDITION DATES

CLOSING: FINAL PAPERWORK AND KEYS HANDOVER.

*We're with you every step, coordinating with lawyers
and lenders for a seamless close.*

COMPARATIVE MARKET ANALYSIS

PRICING

YOUR PROPERTY ACCURATELY

Properties priced correctly from the outset often achieve higher final sale prices in the end.

Overprice, and your home lingers;
underprice, and you leave money on the table.

Remember, a property generates the most excitement and attention in its initial listing days, so **getting the price right from the beginning is absolutely crucial**. That's why a thorough market analysis is essential to accurately assess your home's true value.

We use a **comparative market analysis (CMA)** to evaluate similar recent sales in your area. We will guide you through a complimentary CMA to set you up for success!





ONCE THE LISTING IS LIVE

SHOWING YOUR PROPERTY

Homes present best when the homeowner isn't on site, allowing buyers to freely imagine themselves in the space.

We'll provide you with a secure electronic lockbox to safely store your house keys. You'll have peace of mind knowing that we're instantly notified whenever the lockbox is accessed, ensuring no unauthorized entry occurs.

Following each showing, we'll promptly share any feedback from prospective buyers, helping us refine our strategy and address any concerns to keep your sale on track.

Before any showing, take a moment to prepare using the checklist on the next page. These simple steps will help create an inviting, buyer-friendly atmosphere that highlights your home's full potential.

GET SHOW READY

PRE-SHOWING CHECKLIST

TURN ON ALL LIGHTS & OPEN CURTAINS: BRIGHTEN UP EVERY ROOM.

CLEAR COUNTERTOPS & SURFACES: WIPE DOWN & REMOVE PERSONAL ITEMS LIKE TOILETRIES OR DISHES.

FRESHEN THE AIR & TAKE OUT GARBAGE: OPEN WINDOWS BRIEFLY FOR FRESH AIR OR USE A SUBTLE SCENT LIKE A DIFFUSER (AVOID STRONG ODOURS) & EMPTY ALL GARBAGE BINS.

TIDY FLOORS & VACUUM IF NEEDED: PICK UP TOYS, SHOES, OR CLUTTER FOR A CLEAN SWEEP.

ADJUST TEMPERATURE: SET THE THERMOSTAT TO A COMFORTABLE LEVEL (AROUND 20-22°C) TO MAKE BUYERS FEEL AT EASE.

MAKE BEDS & FLUFF PILLOWS: ENSURE BEDROOMS LOOK TIDY AND COMFORTABLE.

HIDE VALUABLES & PERSONAL ITEMS: STORE AWAY ITEMS LIKE JEWELRY & MAIL TO KEEP THE FOCUS ON THE HOME.

AFTER NEGOTIATIONS

AN ACCEPTED OFFER

NOW WHAT?

BUYER'S LOAN APPROVAL AND APPRAISAL:

Before condition removal, the buyer's financing and appraisal process will confirm that the property's value matches or exceeds the agreed-upon price, which is often a key condition in the contract.

The buyer will also conduct inspections and other due diligence to ensure the home's condition aligns with their expectations.

We will guide you through all these steps, addressing any issues to keep the process moving smoothly.



THE HOME STRETCH

CLOSING DAY

WHAT TO EXPECT

THE “SOLD” SIGN GOES UP!

Walkthrough: Shortly before closing, the buyer typically conducts a final walkthrough to confirm the property remains in the agreed-upon condition, ensuring no unexpected changes have occurred since the initial inspections.

Closing Day: As the seller, you'll sign the necessary transfer documents, hand over the keys, and officially relinquish possession of the property once the buyer has completed their mortgage paperwork and paid their closing costs. You'll then receive the net proceeds from the sale, **marking the successful end of the transaction.**

AFTER THE SALE

YOUR NEXT CHAPTER

WHAT'S NEXT?

PLANNING TO BUY ANOTHER PLACE AROUND COLD LAKE
OR HEADING OFF TO A NEW CITY?

Selling your home is just the beginning of an exciting new phase, and we're here to support you every step of the way.

If you're looking to **buy your next home locally**, we can help you just like we did with your sale—leveraging our knowledge of the area to find fitting properties, and managing the search, offers, and paperwork along the way.

If you're **moving farther away**, you can take advantage of **Coldwell Banker's global network**. We can connect you with trusted REALTORS® anywhere in **Canada and the world**—ensuring you receive expert guidance tailored to your new location.





READY TO SELL?

Feel free to reach out at your convenience with any questions you may have!

Call our Cold Lake Office for a list of our Agents' phone numbers:

780 594 7400

Explore our website at:

cblifestyle.ca

Visit our Cold Lake Office:

5410 55 STREET, COLD LAKE