



Carmen Laplante

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HomesByCarmen.com

Royal LePage Performance Realty - Canotek

201 - 5300 CANOTEK RD
OTTAWA, ON K1J1A4

Ask for Help

I can help you see your home through the objective eyes of a prospective buyer and suggest preparations to make the right impression. Put my expertise to work for you and learn more about these steps in your home sale:

- Preparing**
- Pricing
- Listing
- Marketing
- Negotiating Offers
- Closing



Helping You With Your Home Sale

Preparing

Placing your home on the market requires objectivity and potentially significant preparation. As your chosen real estate professional, I will guide you through the preparation process to help you:

- ✓ Appreciate the impression your home will make on potential buyers
- ✓ Define improvements that you can undertake to sell your home faster and at the best possible price
- ✓ Outline suggested interior and exterior preparations for cleaning, repair and organization
- ✓ De-clutter and depersonalize your space to achieve the broadest appeal
- ✓ Arrange furniture to make rooms appear as spacious as possible
- ✓ Connect to professionals for preparation assistance such as painters, cleaners, contractors, carpenters, repair people, home stagers, and more
- ✓ Create a mood ideal for showcasing your home such as playing relaxing background music, lighting a fire, adding plants and flowers, maximizing lighting and fine-tuning the temperature



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I can help you determine an asking price designed to deliver results. Put my expertise to work for you and learn more about these steps in your home sale:

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- **Pricing**
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- Marketing
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Helping You With Your Home Sale

Pricing

Determining the right asking price is the most critical factor to the success of your home sale. As your chosen real estate professional, I will:

- ✓ Help you understand current market conditions and how they will impact your home's asking price
- ✓ Prepare a market analysis to give you an appreciation of what comparable homes in your area have recently sold for
- ✓ Assist you in understanding the marketability of your home's location, size, style and condition
- ✓ Explain how pricing appropriate to market value will help make your home more marketable, exposing it to more qualified buyers while generating the best offers
- ✓ Clarify the importance of capitalizing on the early activity associated with new listings by pricing your home appropriately when it first goes on the market
- ✓ Help to create value and future negotiating power through chattel inclusions and exclusions
- ✓ Work with you to develop a pricing strategy and determine an asking price that will sell your home in the shortest amount of time at the best possible price