



Kim Goodwin Real Estate

Real Estate Is More Than A Transaction...

Behind the Scenes: How I Prepare Your Home to Sell (Because selling is more than putting a sign on the lawn)

Selling a home may look like it happens overnight, but there's a lot happening before the first showing. Here's what goes on behind the scenes to make sure your property stands out and sells for the best possible price.

1. Initial Consultation & Strategy

- We start with a conversation about your goals, timing, and expectations.
- I review your home's unique features and identify what will appeal most to buyers.
- Together, we decide on a timeline and selling strategy that works for you.

2. Market Research & Pricing

- I complete a market analysis using recent sales, current listings, and local trends.
- We set a pricing strategy designed to attract interest while maximizing value.
- I provide you with insight on how pricing impacts your days on market and final sale price.

3. Pre-Listing Prep

- Staging & Styling: I recommend changes - from decluttering to rearranging furniture - that help buyers imagine themselves in the space.
- Repairs & Touch-Ups: I'll flag simple fixes that can make a big difference (fresh paint, replacing light bulbs, yard work).
- Professional Cleaning: A spotless home photographs and shows better.
- Curb Appeal Check: The outside is the first thing buyers see, so it has to shine.

4. Professional Photography & Marketing Materials

- I work with professional photographers for high-quality, well-lit images.
- If needed, we include video tours, drone shots, or 3D virtual walkthroughs.
- I create polished marketing pieces like feature sheets, social media visuals, and MLS-ready descriptions.

5. Online & Offline Marketing Launch

- Your home is listed on MLS, appearing on Realtor.ca and hundreds of partner sites.
- I promote it across Facebook, Instagram, LinkedIn, and Google Business Profile to reach active buyers.
- Your listing is also marketed to my network of buyers, agents, and community connections.

6. Showings & Open Houses

- I coordinate all showings and provide you with feedback from buyers and their agents.
- If we host an open house, I ensure it's welcoming, safe, and memorable.
- I communicate with you regularly so you know exactly how things are going.

7. Offers & Negotiations

- When offers come in, I review every detail with you. Not just price, but conditions, timelines, and buyer qualifications.
- I negotiate on your behalf to protect your interests and get the best possible terms.

8. Closing & Next Steps

- I work closely with your lawyer and the buyer's agent to ensure a smooth process.
- I provide a seller's checklist for moving day so nothing gets overlooked.
- Even after the sale, I'm here to help with referrals, questions, and your next move.

Why This Matters:

When you work with me, you're not just getting a sign on the lawn, you're getting a thought-out, proven process shaped by years of experience and local expertise. Every recommendation, every photo, and every marketing decision is intentional. My approach is designed to maximize your home's value through strategic preparation and targeted marketing, reduce stress and uncertainty by keeping you informed at every stage, and save you time and energy by managing the details for you.

It also ensures your property is seen by the right buyers, those most likely to make a strong offer, while protecting your interests through skilled negotiations and careful contract review. Selling a home is more than a transaction - it's a major life transition, and my role is to make it smooth, strategic, and successful so you can move forward with confidence.