



Todd Cook, Chantel Westerman & Patrick McAuley

FOR SELLERS · PETERBOROUGH & THE KAWARTHAS

The Listing Package

selling, done with care.

How we price, prepare, market and negotiate the sale of your home,
and what you can expect from us at every step.



MCAULEY

REAL ESTATE GROUP

ESTD 2016 | 333 CHARLOTTE ST,
PETERBOROUGH, ON

CALL OR TEXT PATRICK 705.559.6116

OFFICE 705.742.4234

PATRICKMCAULEY.COM

THANK YOU

Thank you for considering us *to sell your home.*

We know a home is more than a sale price. It's where your moments, memories and milestones happened. Our job is to get you the best result while making the process as calm and clear as possible.

Most of our business comes from past clients and their referrals, so we work for relationships that last long after closing day: honest advice, clear answers, and a phone that gets answered.

In their words

"Selling our home of 43 years was not done without a lot of mixed emotion. Patrick recognized this and handled us with great respect and care."

CHRISTINE GIMMITI

"Patrick was very patient with us as we hadn't sold a house in 37 years. He explained everything and walked us through the whole process."

BRIAN & BILLIE-JEAN WATSON

"He always got back to us right away and calmed us down when we were worried about the first sale of our home... Sold our home in 3 days at full asking during the pandemic."

MATT HAWRYSZKO

"Pat and his team created the ideal situation for my home to sell for max value, and they were communicative and transparent throughout."

DANIEL MALTA

HOW WE SELL YOUR HOME

Six steps *from first visit to closing day.*

01 Price it right

We study recent sales, current competition and your home's features to recommend a price. Homes priced well from the start attract the most buyers in the first few weeks, when interest is highest.

02 Prepare

We walk through your home with you and give you a short, practical list of what's worth doing, and what isn't.

03 Photograph & market

Professional photography, a strong write-up, MLS® and REALTOR.ca exposure, and promotion through our own network and past clients.

04 Show

We manage booking, lockbox access and feedback, and share what we hear after every showing.

05 Negotiate

We review every offer with you: price, deposit, conditions and dates. Then we negotiate for the terms that matter most to you.

06 Close

We stay with you through conditions, the buyer's visits and paperwork, coordinating with your lawyer until the keys change hands.

ONTARIO'S RULES, EXPLAINED

What's changed *for sellers.*

Ontario's Trust in Real Estate Services Act (TRESA) came into full effect in December 2023. It gives you more information and more choice. Here's what it means for you.

The RECO guide

Before we work together, we'll give you the RECO Information and Consumer Guide, which explains your rights and options.

A clear listing agreement

Our services, the length of the agreement and how we're paid are set out in writing. We go through it line by line.

Your choice on offers

If there are competing offers, you can choose to share their details (price, deposit, conditions, dates) with all buyers, or keep them private. Buyers' identities are never shared.

Our advice on that choice

Sharing can push buyers higher, or cause some to walk away. We'll talk through which is right for your home and your market, and you can change your direction at any time.

Costs of selling

Know your numbers before you list. We'll help you estimate your net proceeds.

COST	WHAT TO KNOW
Real estate commission	Set out in your listing agreement, plus HST.
Legal fees	Your lawyer's fee and disbursements for the sale.
Mortgage payout	Your remaining balance, plus any prepayment penalty and discharge fee. Ask your lender early.
Adjustments	Property tax, fuel or condo fees are balanced between you and the buyer on closing.
Moving	Movers, storage, and any overlap if you buy before you sell.

Tax time

Even when your home is your principal residence and the gain is tax-free, the sale must be reported on your tax return for the year you sell. Your accountant can help.

BEFORE WE LIST

Your listing *checklist.*

Gather what you can. Complete information helps buyers decide faster and protects you once you have a deal.

- ☐ Property tax bills
The last two years.
- ☐ Utility bills
Hydro, gas, water, and oil or propane for the last 12 months, so buyers can budget.
- ☐ Survey or plan
Any survey, plan or Surveyor's Real Property Report you have.
- ☐ Inspection reports
Any recent home, well, septic or WETT (wood stove) inspections.
- ☐ Ages of major items
Roof, furnace, air conditioner, water heater, windows and appliances, with receipts or warranties.
- ☐ Rental contracts
Water heater, furnace, softener or alarm rentals. These pass to the buyer, so they need the terms.
- ☐ Permits and upgrades
Building permits and invoices for renovations, electrical or plumbing work.
- ☐ Mortgage details
Your lender and mortgage number. Ask about any penalty for paying it off early.
- ☐ Easements or restrictions
Shared driveways, rights-of-way, or rules registered on title.
- ☐ Condo documents
Your unit and parking numbers, monthly fee details and the property manager's contact for a status certificate.
- ☐ Rural & waterfront records
Well records and water tests, septic permits and pump-out dates, and any shoreline or dock approvals.
- ☐ Keys, codes and remotes
For the lockbox, plus garage remotes and alarm codes for closing day.
- ☐ Inclusions and exclusions
Anything attached to the house you plan to take with you, like a light fixture or TV mount.

YOUR HOMEWORK

Get the house *ready to shine.*

- ☐ **Declutter**
Pack what you won't need before moving. Clear counters, closets and storage areas.
- ☐ **Deep clean**
Windows, baseboards, grout and appliances. Consider a professional clean before photos.
- ☐ **Small repairs**
Dripping taps, loose handles, burnt-out bulbs, sticking doors. Buyers notice them all.
- ☐ **Paint**
Touch up scuffs, and repaint bold rooms in a warm neutral.
- ☐ **Curb appeal**
Mow, edge, weed and add a planter by the door. In winter, keep the drive and walk clear.
- ☐ **Depersonalize**
Pack away family photos, mail, medications and valuables for privacy and security.
- ☐ **Pre-listing inspection**
Optional, but finding problems first means no surprises once you have an offer.
- ☐ **Plan for showings**
Decide where pets and kids will go, and keep the house show-ready on short notice.

Photo day is coming

Ask us for our Photography Prep guide. It covers every room, inside and out, so your home looks its best online.

MEET THE TEAM

In the business of *building relationships*.

A people-first team of REALTORS® serving Peterborough and the Kawarthas since 2016, with Bowes & Cocks Limited, Brokerage, a member of Luxury Portfolio International and Leading Real Estate Companies of the World.



Left to right: Todd Cook, Chantel Westerman and Patrick McAuley.

Serving

Peterborough, the Kawarthas, Bancroft, the Highlands and Haliburton.

Selling

Residential homes, condos, multi-family and investment, commercial and vacant land.

Since

2016, and most of our business still comes from past clients and referrals.



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