

Andrew Greiss

RESIDENTIAL AND COMMERCIAL
REAL ESTATE BROKER

SELLER'S GUIDE

A PRESENCE. A STRATEGY. A SIGNATURE.

Sutton | expert agence immobilière

A PRESENCE. A STRATEGY. A SIGNATURE.

Every property deserves a thoughtful approach and my full attention.

— *ANDREW GREISS*

A WARM
WELCOME

Selling a home is a financial decision with a personal side. You may be planning a move, coordinating two transactions or simply weighing your options.
My first step is to understand what matters to you. Then we look at the market, prepare your property and decide how to present it to buyers.
This guide walks you through the key decisions, from setting an asking price to handing over the keys. I look forward to working with you.



A presence. A strategy. A signature.

ANDREW GREISS

Residential and Commercial Real Estate Broker
Groupe Sutton - Expert · Real estate agency

WHY WORK WITH

ANDREW GREISS

A selling plan built around your property, your priorities and your timing.

PERSONAL GUIDANCE

We discuss your plans, timing and priorities before deciding how to bring your property to market.

PROPERTY MARKETING

We choose the photos, video and channels that suit your property and the agreed marketing plan.

PRICING STRATEGY

I explain the comparable sales behind the asking price and how buyers may see your property.







OFFER NEGOTIATION

I explain the trade-offs in each offer and negotiate the terms that matter to you.

BROKER NETWORK

I introduce your property to relevant contacts and collaborating brokers.

ONGOING SUPPORT

From the market analysis to the signing, I help you prepare for each decision.







MY COMMITMENTS TO YOU

- A marketing plan tailored to your property
- Follow-up and available feedback after visits
- A clear way to reach me with questions
- Negotiation guided by your priorities
- Support through to the agreed handover

MARKET ANALYSIS

To recommend an asking range, I compare recent sales with homes buyers can see today. Size, condition and location help explain price differences. We review the brokerage contract and complete the seller's declarations together.



OUR OBJECTIVE

Choose an asking price you can explain and a timeline that works for you.

YOUR DOCUMENT CHECKLIST

Check each item as you collect it. Some documents apply only to certain properties. Bring what you have to our first meeting.

- ☐ **MUNICIPAL TAXES**
  Gather the latest municipal tax bill and property assessment.

- ☐ **SCHOOL TAXES**
  Set aside the most recent school tax bill.

- ☐ **CERTIFICATE OF LOCATION**
  Find your latest certificate. We can confirm with the notary whether an update is needed.

- ☐ **INVOICES AND WARRANTIES**
  Collect invoices, warranties and records of recent work.

- ☐ **CO-OWNERSHIP RECORDS**
  Gather the declaration, financial statements, meeting minutes and available syndicate documents.

- ☐ **LEASES, IF RENTED**



Keep this checklist handy as you gather your documents.

SETTING THE ASKING PRICE

An asking price gives buyers a point of comparison. Together we look at the evidence behind a range and at the homes competing for their attention.



THREE FACTORS THAT SHAPE THE ASKING PRICE

LOCATION

Neighbourhood, nearby services and access.

MARKET CONDITIONS

Recent sales and current listings.

PROPERTY FEATURES

Condition, size and improvements.

OUR OBJECTIVE

Set a price that reflects the property and the alternatives buyers are considering.

PREPARING YOUR PROPERTY

A well-prepared home is easier to photograph and easier to explore. Start with the spaces buyers will notice first.



BEFORE PHOTOGRAPHY AND VISITS

CLEAR THE CLUTTER

Pack away personal items and clear counters and walkways.

CLEAN THOROUGHLY

Focus on kitchens, bathrooms, windows and high-traffic areas.

MAKE SMALL REPAIRS

Fix loose handles, sticking doors and other minor defects.

SET UP EACH ROOM

Arrange furniture to show the room's purpose and bring in light.

TIDY THE ENTRANCE

Clear the path, tidy the yard and make the front door easy to reach.

OUR OBJECTIVE

Help visitors see how they could use each space.

MARKETING YOUR PROPERTY

We select the images and channels that best show your property to likely buyers.



PROFESSIONAL PHOTOGRAPHY

Show the layout, light and details of the home.

VIDEO TOURS

Use video or a virtual tour when agreed.

SOCIAL MEDIA

Reach audiences likely to be interested.

ONLINE LISTINGS

Publish on the platforms in our marketing plan.

TARGETED ADVERTISING

Choose digital ads where they suit the plan.

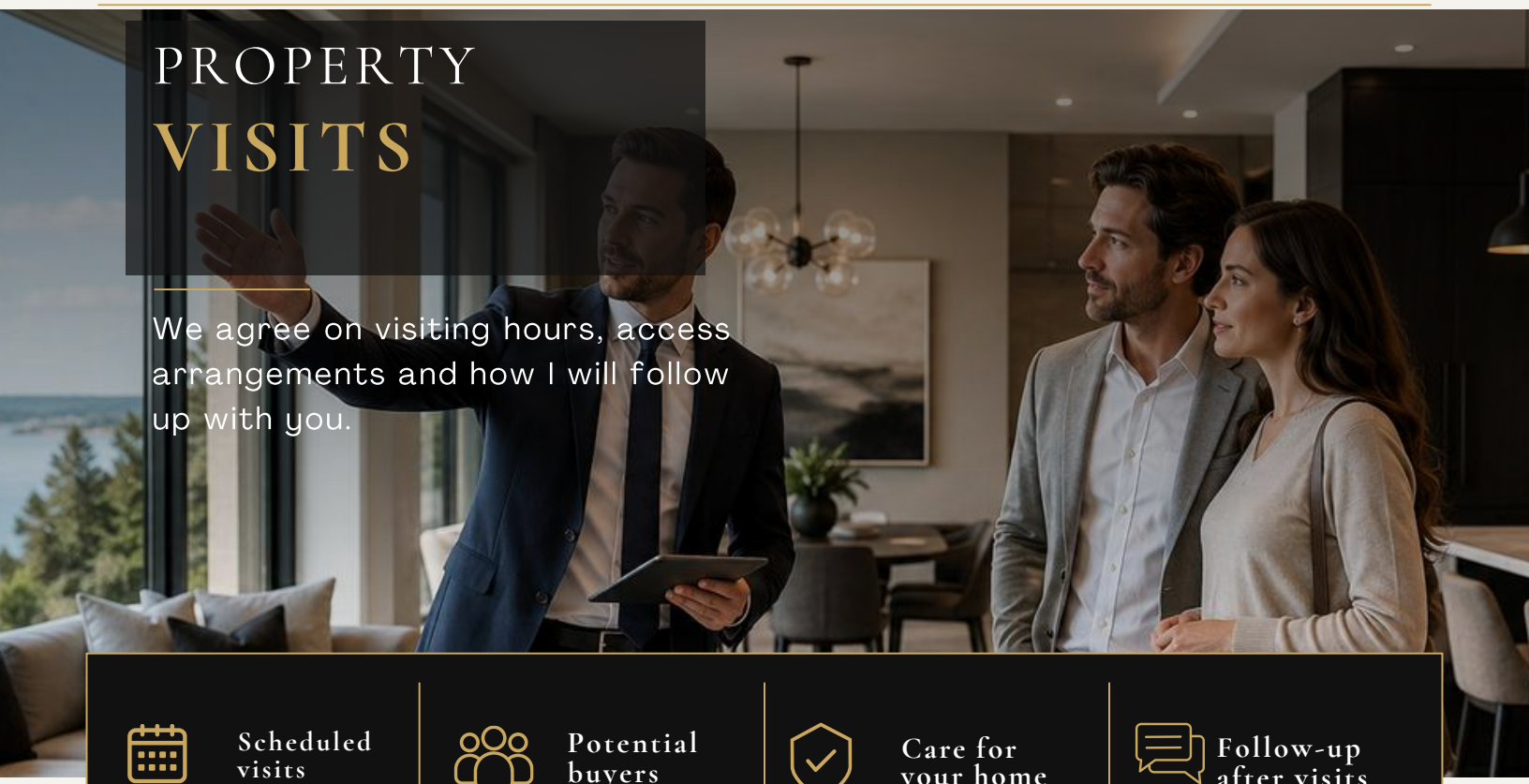
BROKER NETWORK

Share details with collaborating brokers.

OUR OBJECTIVE

Give buyers a clear picture before they visit.

PROPERTY VISITS



We agree on visiting hours, access arrangements and how I will follow up with you.

- Scheduled visits
- Potential buyers
- Care for your home
- Follow-up after visits

PREPARATION

Open blinds and clear pathways before each visit.

WELCOME

Give visitors time to explore and ask questions.

FEEDBACK

I pass along the comments I receive.

OUR OBJECTIVE

Learn which features interest buyers and what questions remain.

REVIEWING OFFERS

Price, conditions and occupancy dates all affect how an offer fits your plans.



Review each offer

Compare the terms

Agree on a response

Track the next steps

OFFERS RECEIVED



I present each offer and explain its terms.

OFFER REVIEW



Compare price, financing and conditions.

YOUR PRIORITIES



Decide whether to accept, refuse or counter.

AFTER ACCEPTANCE



Track inspection, financing and other deadlines after acceptance.

OUR OBJECTIVE

Choose terms that work for your next move.

CLOSING THE TRANSACTION



From accepted offer to handover, I help you keep track of the remaining steps.

PLAN THE CLOSING



Confirm the dates and outstanding conditions.

PREPARE THE DOCUMENTS



Gather the documents requested by the notary.

COORDINATE THE PARTIES



Coordinate with the notary, buyer and other parties.

SIGN WITH THE NOTARY



Sign the deed of sale. The notary handles the proceeds after the required formalities. Hand over the keys as agreed.

OUR OBJECTIVE

Keep the signing, occupancy and handover dates clear for everyone.

COMMON SELLING MISTAKES

These choices can slow a sale or make negotiations harder.

- **PRICING ABOVE THE MARKET**
- **OVERLOOKING FEEDBACK IN THE FIRST FEW WEEKS**
- **OFFERING TOO FEW VISITING TIMES**
- **PUTTING OFF MINOR REPAIRS**
- **WITHHOLDING IMPORTANT PROPERTY INFORMATION**



OUR OBJECTIVE

Address likely obstacles early so buyers can assess the home with confidence.

SELLER QUESTIONS

SHOULD I LEAVE DURING VISITS?

When you can, give buyers space to look around and ask their broker questions.

SHOULD I ACCEPT THE FIRST OFFER?

Look at the price, financing, conditions and dates before deciding.

SHOULD I RENOVATE BEFORE SELLING?

Let's look at the likely benefit and cost before you commit to any work.

HOW DO WE SET THE ASKING PRICE?

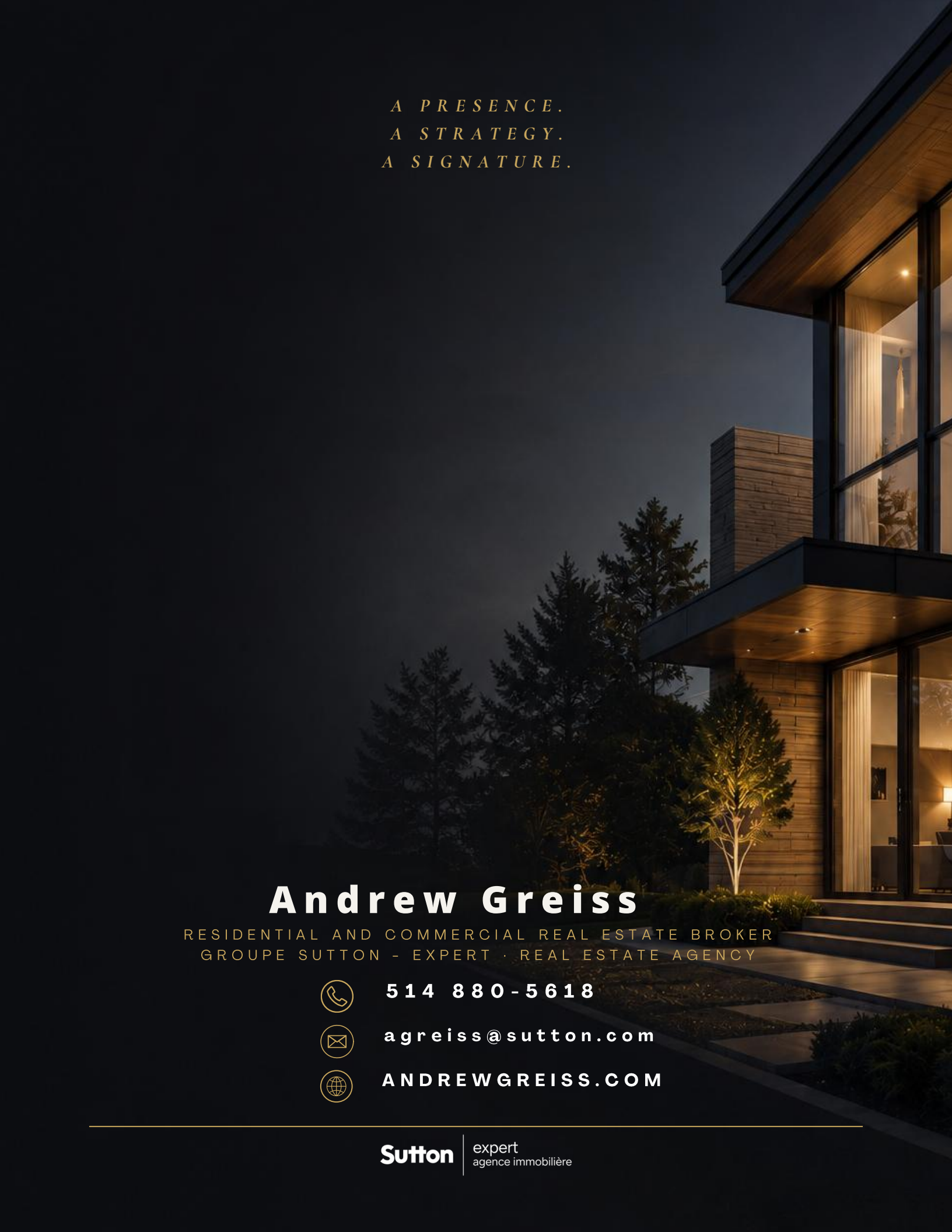
We compare recent sales, competing properties and your home's features.

CAN I SELL IF I HAVE A MORTGAGE?

Yes. Ask your lender about repayment costs. The notary can explain how the mortgage will be discharged.

To estimate net proceeds, include brokerage fees and taxes, mortgage costs, adjustments and other applicable fees.

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