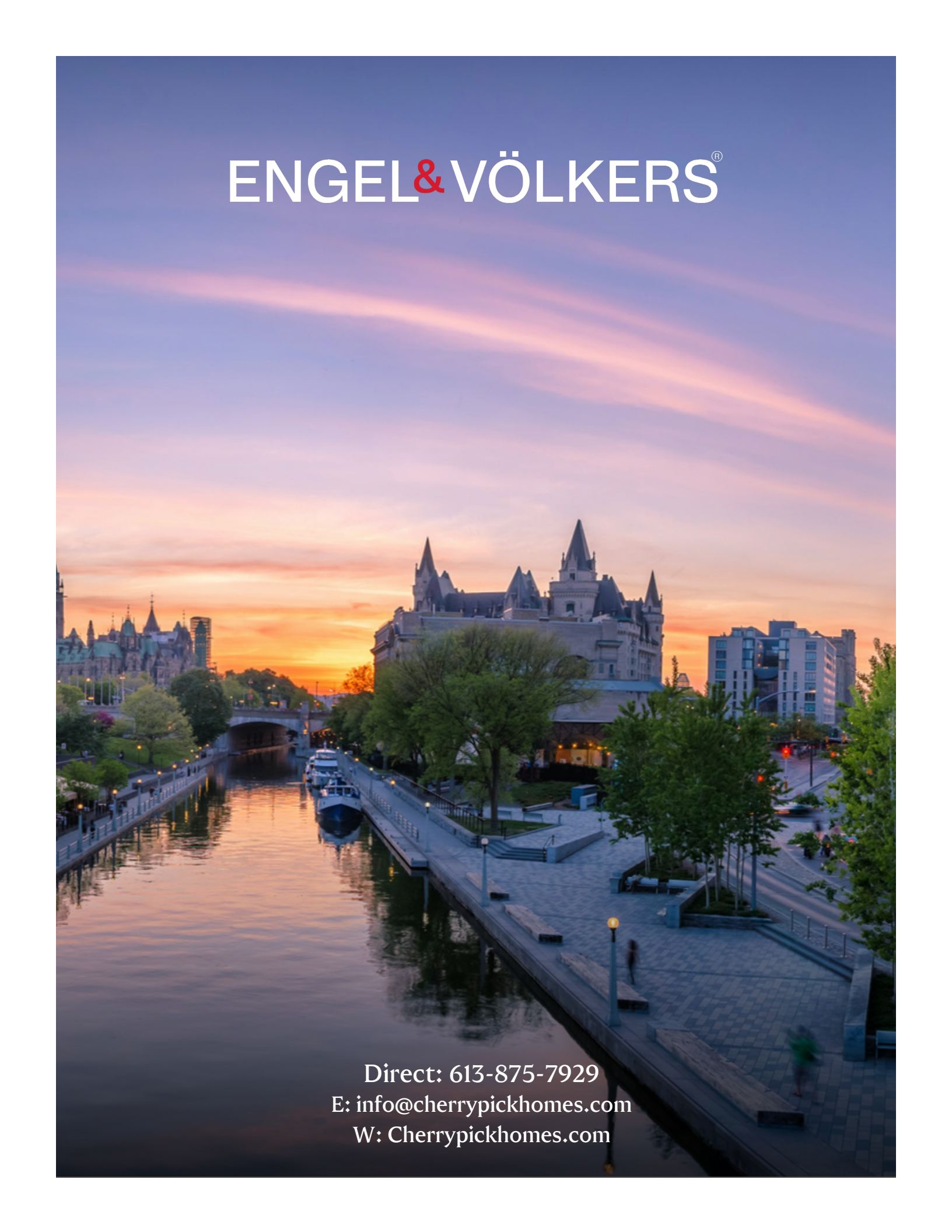


ENGEL&VÖLKERS

Cherry Pick Homes

Seller Guide

A scenic view of a city canal at sunset. The sky is a mix of soft pinks, oranges, and blues. In the background, there are historic buildings with many spires and towers, and a modern glass skyscraper. A canal runs through the center, with a bridge in the distance. A boat is on the water. In the foreground, there is a paved walkway with trees and a few people.

ENGEL & VÖLKERS[®]

Direct: 613-875-7929
E: info@cherrypickhomes.com
W: Cherrypickhomes.com

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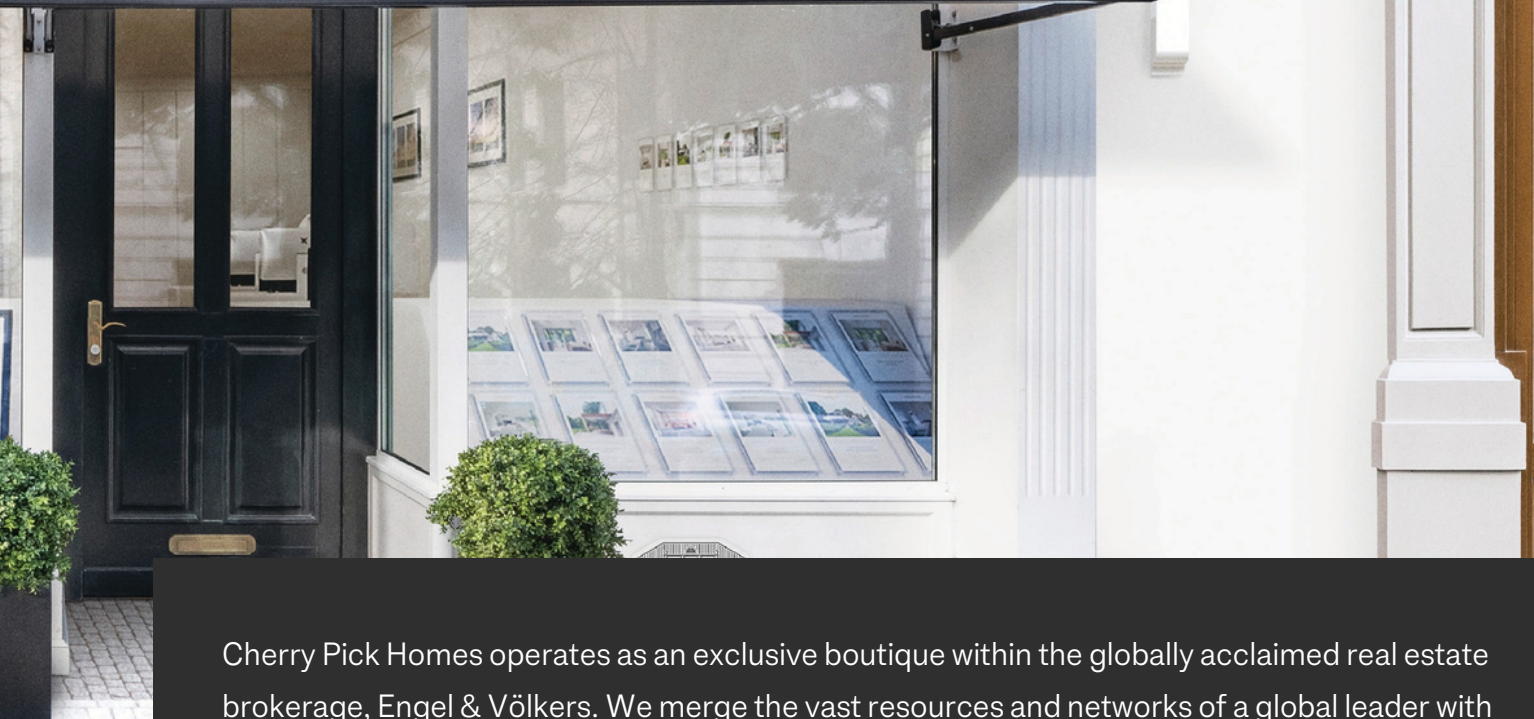
Meet

Cherry Pick Homes

Providing bespoke real estate service

ENGEL & VÖLKERS

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Cherry Pick Homes operates as an exclusive boutique within the globally acclaimed real estate brokerage, Engel & Völkers. We merge the vast resources and networks of a global leader with the tailored service and care of a boutique firm. At Cherry Pick Homes, our clients benefit from the expertise of a knowledgeable, successful, and service-driven team who simplify complex transactions.

Under the guidance of Private Office Advisor Debra Cherry, our team's dedication and mastery in real estate have established us as highly esteemed Realtors. Partnering with the internationally recognized Engel & Völkers, we expertly market properties both domestically and internationally.

We uphold the core values of honesty, respect, and integrity in every negotiation, facilitating a smooth and pressure-free experience. This commitment to excellence is why 80% of our business comes from referrals and repeat clients—a testament to our exceptional service and results.

Words We Live By

Cherry Pick Homes is a distinguished team within the Engel & Völkers agency, offering personalized services in buying, selling, and home care. We prioritize delivering up-to-date market insights and exceptional service, ensuring our clients make informed decisions. Our approach emphasizes the importance of relationships over transactions, aiming to enrich our clients' lives beyond the real estate journey. Following the Platinum Rule, we treat others as they wish to be treated, highlighting our commitment to empathy and personalized care. At Engel & Völkers, we're more than a real estate company; we're your partner in building a legacy of value and mutual respect.





Meet the Team



The **Cherry Pick Homes** Team distinguishes itself in a bustling and competitive marketplace with our unique business philosophy. We prioritize relationship-building over mere transactions. Being ranked in the top 15 in North America for Engel & Völkers for the past 7 years is a testament to our clear vision, market expertise, and value-driven approach. With a solid history of success in the Ottawa real estate market, we pride ourselves on delivering unparalleled services. This includes professional video productions for sellers, high quality marketing materials, diligent follow-ups on showings, and a tested strategy for selling properties swiftly at top dollar.

Your Team



Debra Cherry

Broker
613-875-7929
deb.cherry@evrealestate.com



Brandon McDonald

Sales Representative
613-612-0355
brandon.mcdonald@evrealestate.com



Marian Aylward

Broker
613-402-1861
marian.aylward@evrealestate.com



Alexandra Caldeira

Transaction Coordinator



Audrey Igihozo

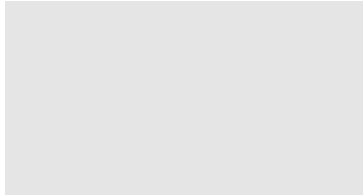
Client Care Coordinator



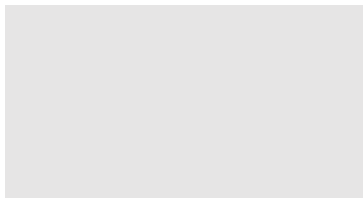
Elizabeth Keary

Social Media Manager

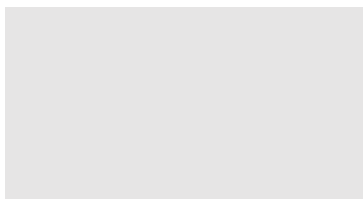
In The Market



ACTIVE LISTINGS



RECENT SALES



MONTHS OF INVENTORY

SELLERS MARKET = 1-3
BALANCED MARKET = 4-6
BUYERS MARKET = 6+



Note: Ask us for the latest Active Listings & Recent Sales
#’s to do your own Months of Inventory calculation!



TERMS AND DEFINITIONS

ACTIVE LISTINGS

Properties currently available on today's market

SALES/SOLD/CLOSED

Properties that have already sold and are no longer available

MONTHS OF INVENTORY

A measure of absorption (Ex. If people stopped listing homes today, it would take this many months for everything to be sold)

LIST PRICE VS. SALE PRICE

The listing price is what the property is currently listed for and the sale price is the price, at which, the property was purchased

DAYS ON MARKET (DOM)

The number of days a listing/property was available on the market before it is sold

MARKET TREND

Perceived tendency of the real estate market to move in a particular direction over a certain period of time

Let's Chat



Services We Offer

SMART MARKETING

- Pre-Listing Prep
- Listing Co-ordinator
- Target Market Strategy
- Professional Photography
- Professional Marketing video
- Feature Sheets & Flyers
- Virtual Staging

STAGING PACKAGE

- Pre-Listing Prep
- Listing Co-ordinator
- Target Market Strategy
- Professional Photography
- Professional Marketing Video
- Feature Sheets & Flyers
- Lifestyle Video
- Light Staging*

ALL INCLUSIVE PACKAGE

- Pre-Listing Prep
- Listing Co-ordinator
- Target Market Strategy
- Professional Photography
- Professional Marketing Video
- Feature Sheets & Flyers
- Lifestyle Video
- Full Staging*
- Painting*
- Cleaning
- Moving boxes

Preparing to Sell

Preparing your property to list is one of the most important parts of this process. These efforts can impact the time it may take for your property to sell and its sales price. Together, we'll make the most of your sale by suggesting things like:

- ◆ Scale Back & Organize
- ◆ Deep Clean
- ◆ Paint Walls & Details
- ◆ Remove Personal Items
- ◆ Upgrade Lighting
- ◆ Update Appliances
- ◆ Refinish Wood Floors & Update Carpets
- ◆ Conduct Maintenance Checks

The Power of Staging

When visiting your property, the goal is to strengthen a potential buyer's ability to envision your house as their own. In fact, 81% of buyers say property staging makes it easier to visualize the property as their future home. This can be as simple as rearranging furniture and making a few decor adjustments to highlight your property's best features and prompt potential purchasers to make an offer.

When timelines, tenant occupancy, or budget make full staging impractical, we may recommend virtual staging to showcase scale and layout online. It's fast, cost-efficient, clearly disclosed as virtually staged, and proven to boost click-through and showings.

¹ [professionalthomestaging.com](https://www.professionalthomestaging.com)





Property staging will help present your property at its best, as well as to capture the emotion of the buyer, who will be making one of the biggest purchases of their lifetime.

Establishing a Listing Strategy

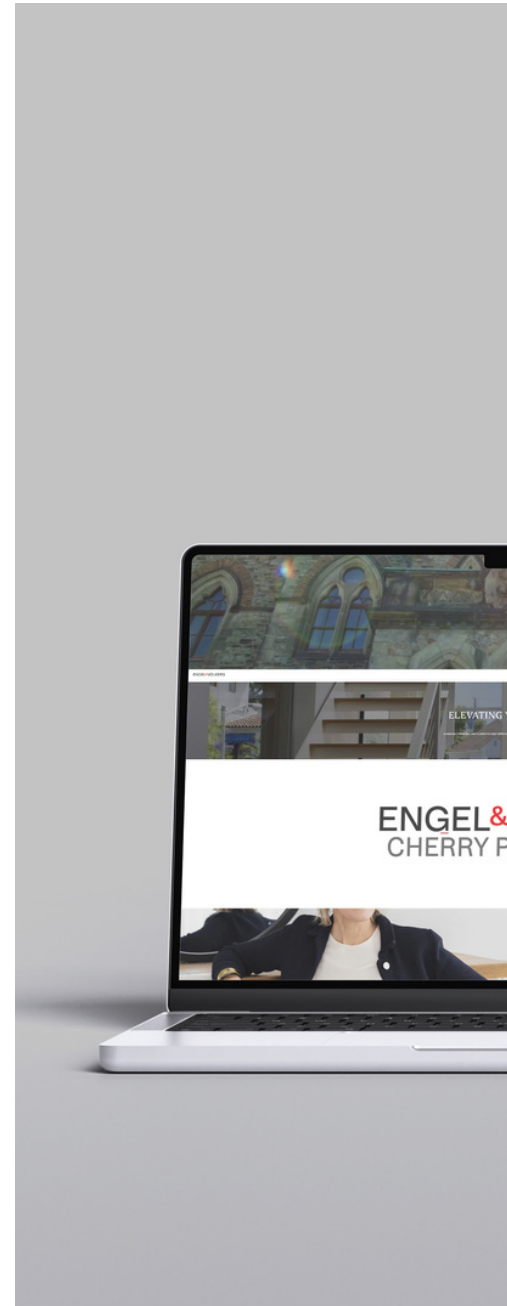
Your property is our focus. At Cherry Pick Homes, we draw on our extensive experience and up-to-date market statistics balanced with your goals and timeline to determine the optimal asking price to list your property. By conducting a market analysis with a local expert as well as understanding potential buyer objections and the key advantages of your property, we will recommend the ideal pricing strategy to sell your property.

Develop a Marketing Strategy

Working with an Engel & Völkers advisor provides you with access to an extensive suite of marketing capabilities, inclusive of local expertise and global reach.

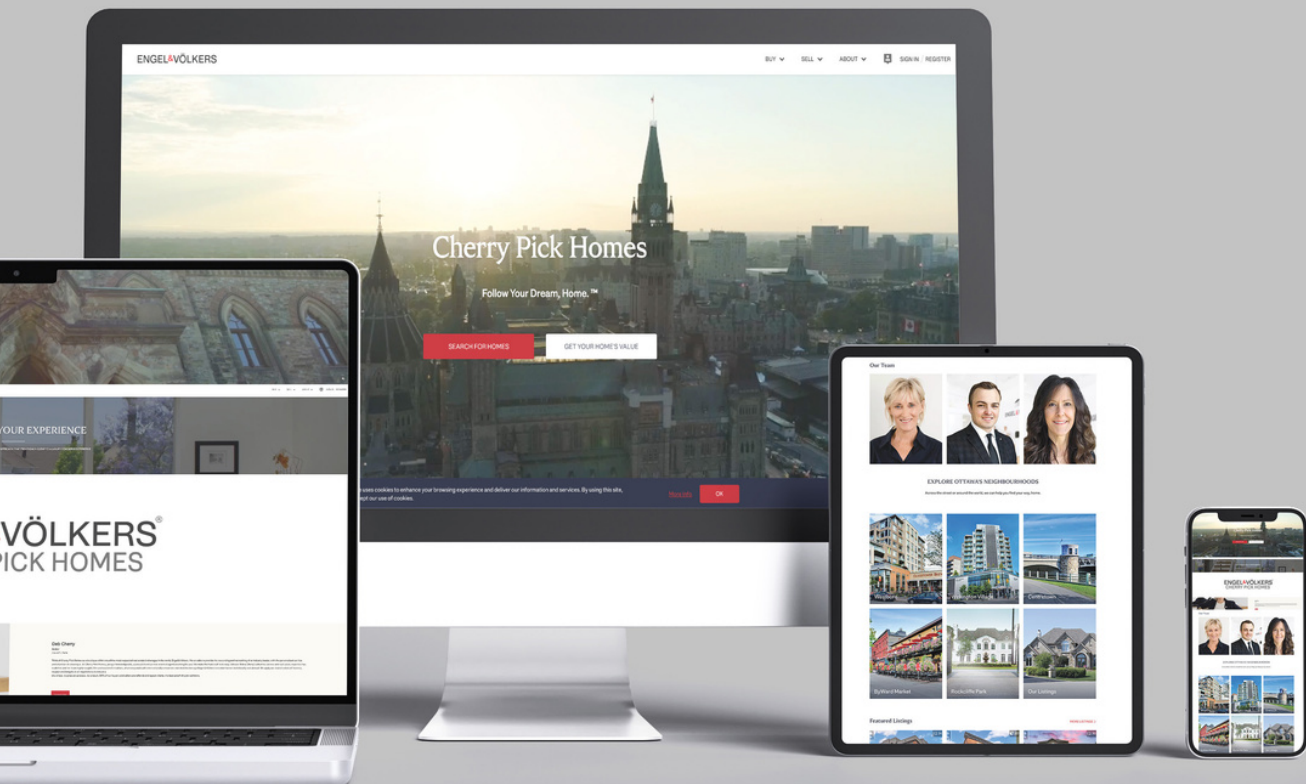
Pre-Listing Preparation

When advantageous, we arrange pre-list home inspections (freehold) and order the Status Certificate (condo). We'll recommend these case-by-case based on your property, timeline, and market strategy.



- Pre-list home inspection (if advantageous)
- Status Certificate ordered (if advantageous)
- Pre-listing repairs & refresh plan (ROI focused)
- Staging plan (full, light, or virtual)

Target Marketing Strategy



Professional Property Video

- Our property videos are specifically designed to appeal to targeted buyers for your property not only in your region, but globally.
- They showcase the standout attributes of your property & surrounding areas.
- Typically, our property videos attract 1500-2000 views, expanding the reach to more prospective buyers.



Scan to watch
one of our videos!



Printed Marketing




VIP OPEN HOUSE INVITATION

#12-701 RICHMOND ROAD
\$719,000 • 3 BEDS, 2.5 BATHS

Who's invited: Neighbours and friends
Where: #12-701 Richmond Road
When: This Wednesday, February 28th
Time: 4 to 6pm

ENGEL & VÖLKERS
CHERRY PICK HOMES



YOU'RE INVITED

We would like to invite you personally to come and experience our exclusive VIP open house for neighbours & friends only. This is a great way to view our listing in case you have friends or family looking in the area, to mingle with your neighbours, or simply enjoy our complimentary bubbles & charcuterie!

For results driven, personalized service connect with us • 613-875-7929

Deb Cherry, & Marlan Aylward Brokers
Brandon McDonald Sales Representative
Engel & Völkers Ottawa Central, Brokerage
202 Somerset Street West - Ottawa - ON K2P 0J6
Telephone +1 613-875-7929 info@cherrypickhomes.com

ENGEL & VÖLKERS
CHERRY PICK HOMES

CHECK OUT OUR RECENT LISTINGS!

FOR SALE



565 Cole Avenue

Westboro

FOR SALE



523 Melbourne Avenue

Westboro

“We worked as a team with Cherry Pick Homes leading to a quick and highly successful sale of our home. Deb and her team invest in the preparations leading to professional advice and finishing touches to ensure your home always shows well. This is complemented by great photos and a savvy social media strategy that makes sure your listing gets attention. We always knew they were just a phone call or email away if we ever had questions or concerns, and felt well looked after from beginning to end.”

- Brent & Rachel, Home Sellers & Buyers

JUST LISTED



11 STILLWATER DRIVE

\$824,900

This charming & meticulously maintained bungalow in the heart of Crystal Beach, one of Ottawa's most sought-after communities. This renovated 3-bed home features a bright, open concept living space flooded with natural light from oversized windows & southern exposure. The living area is both modern & inviting, highlighted by a wood-burning fireplace with stacked stone façade, gleaming hardwood floors & custom Silhouette blinds. The kitchen offers quartz countertops, a central island, gas range stove & top-end appliances - designed for functionality & style. Outside is a private backyard featuring an interlock terrace & inground heated saltwater pool, surrounded by mature trees. Only a 3-minute stroll to the Ottawa riverfront walking/bicycle paths, this home provides unparalleled proximity to the Nepean Sailing Club, Andrew Hayden Park, National Defence Headquarters Carling Campus, Hwy 417, multiple playgrounds & families alike. A perfect location for professionals & families alike.

ENGEL & VÖLKERS
CHERRY PICK HOMES

OTTAWA CITIZEN

EXCEPTIONAL WATERFRONT HOME

159 BLUFF POINT DRIVE
CALABOGUE, ON K0J 1H0

9 BED
7 BATH
C\$3,480,000







Experience true Canadian living on the shores of Collingwood Lake. Clad in half-cut "H" logs, this 8000 sq. ft. home on 2.75 acres (468 ft of waterfront) combines rustic charm with modern luxury. The post & beam construction from Northern Ontario pine, reclaimed 100-year-old flooring, and wide plank white pine ceiling is complemented with state-of-the-art mechanical systems: geothermal heating, whole-home reverse osmosis system, & solar panels.

The great room boasts 27 ft ceilings with a stunning stone fireplace & soaring custom windows. The chef's kitchen includes two 8-ft islands, Thermador appliances, Schenker granite from Brazil. The main floor is suitable to a library & office too. 3 bedrooms with ensuite & 7 outdoor areas, while the 2nd floor features a lift garage area, a movie bedroom, 2 baths, & a gym. A separate suite offers 2 bedrooms, a sitting room, a full bath, and a kitchen.

An exceptional property, ski, swim, hike, golf, entertain, RELAX.

ENGEL & VÖLKERS

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BRANDON McDONALD
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GG
THE ENGEL & VÖLKERS MAGAZINE

ICONS FROM THE MOUNTAINS

Based in Ottawa, this iconic personality is a professional skier, a former Olympic medalist, and a current member of the Canadian Ski Team. He is also a successful businessman and a philanthropist. He is a role model for many young people and a source of inspiration for many. He is a true icon from the mountains.

THE FEEL GOOD ISSUE

Photography & Floor Plans

1.MAGAZINE WORTHY STILL PHOTOS

A full set of brilliant stills, delivered in MLS and print size.



HOW TO PREPARE FOR YOUR HOME'S PHOTOSHOOT

PHOTO PRE-SHOOT CHECKLIST

Below is the step-by-step guidance that will help get your listing ready to look great in photos.

Interior Photography & Interactive Floor Plan

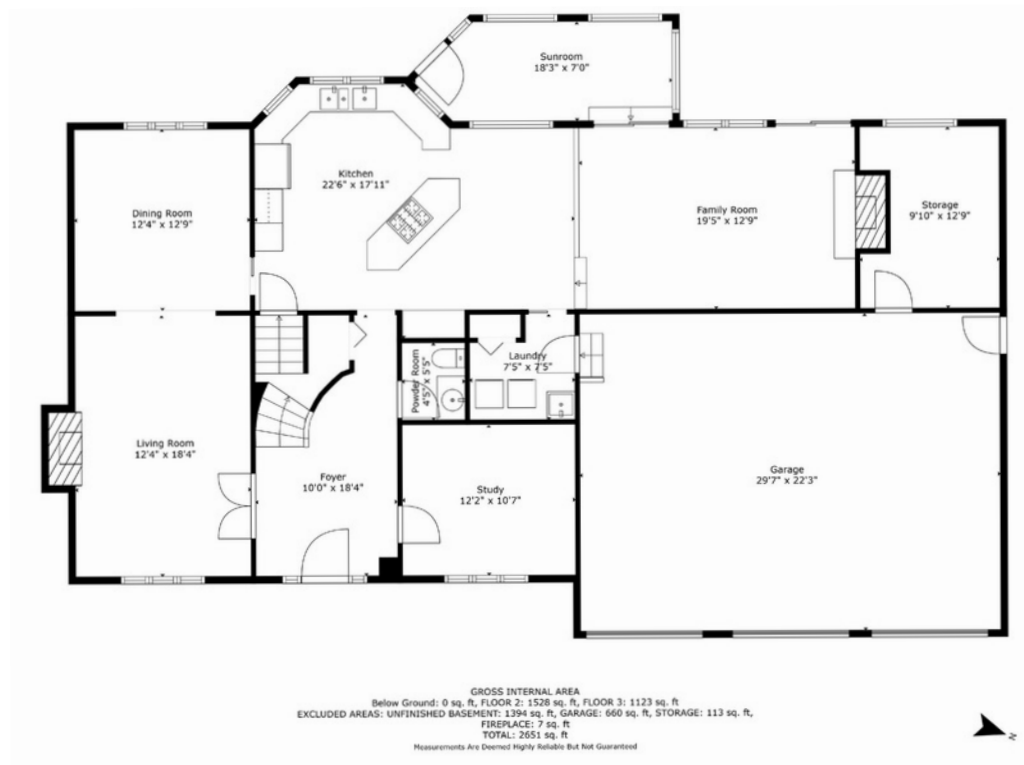
- Keep all lights on
- Open blinds and curtains
- Turn off ceiling fans
- Clear any boxes or clutter
- Place toilet seats down
- Remove personal/private information
- Take pets with you off site for photoshoot

Exterior Photography & Drone Services

- Lawns should be mowed
- No vehicles in the driveway
- Keep the yard free of people and pets
- Landscaping complete
- Garbage cans, hoses, etc. set away
- Patio staged and pool area cleaned

2.FLOOR PLANS

Professionally drafted, with room labels, dimensions, and areas.

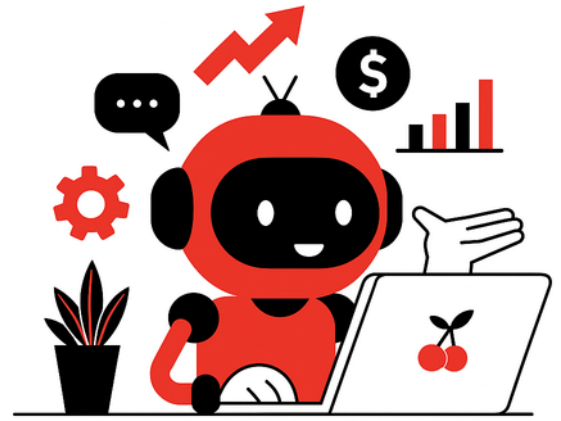


3.VIRTUAL TOURS

Using state of the art technology, our iGuide system allows buyers to visit your home with the click of a button

How we use AI to Market your Home

At Cherry Pick Homes, we blend advanced AI technology with human expertise to make sure your home stands out — reaching the right buyers, at the right time, for the right price.



- **Smarter Targeting**

AI analyzes buyer behaviour, demographics, and search trends to pinpoint who's most likely to fall in love with your home - and shows them your listing first.

- **Predictive Pricing & Market Insights**

Our tools evaluate thousands of local data points to guide strategic pricing, ensuring your home enters the market competitively - without leaving money on the table.

- **Content Creation & Advertising**

We use AI to craft listing descriptions, headlines, and ad copy that capture attention, while our Advisors fine-tune the tone and emotion to make it feel human.

- **Enhanced Visual Marketing**

AI-powered image optimization makes every photo and video shine across platforms, from MLS to social media ads increasing click-through and showing activity.

- **Data-Driven Campaigns**

Real-time AI analytics help us test, adjust, and amplify what works, giving your property maximum exposure while minimizing wasted ad spend.

First list

Digital
Coming
Soon

Benefits of pre-marketing



Test the market,
refine strategy



Hit the ground
running on launch



Increase selling
price by 2.9%*

PHASE 1

INTERNAL SHARING

Get a head start on marketing your listing weeks before going to market. Internal brokerage sharing and external 1-1 sharing to get listing in front of highest caliber matches.

PHASE 2

PRE-MARKET SHARING

Optimizing 3-day marketing window before MLS with network wide sharing to agents and their clients, AI generated social posts.

PHASE 3

PUBLIC LAUNCH

Hit the ground running on your go live date with buyers at the ready and the benefits of pre-marketing insights to optimize your selling strategy.

What's Your Property Worth?

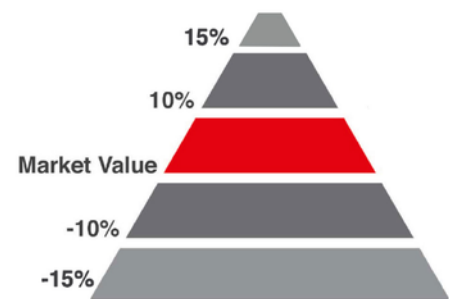
An effective pricing strategy

Listing to sell

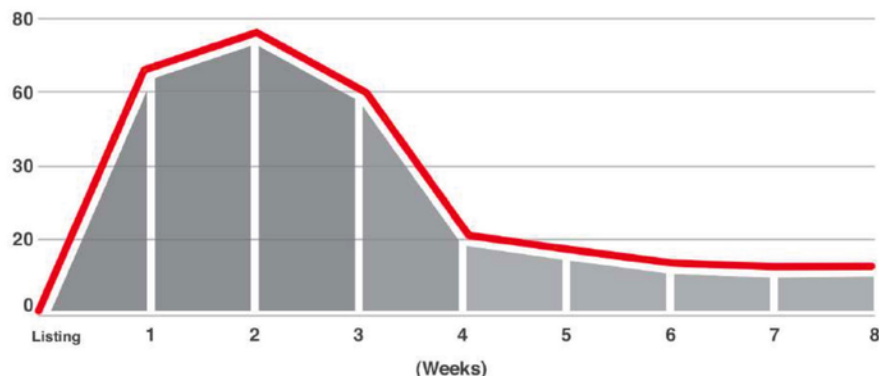
To find the ideal buyer for a home, it must be exposed to the largest, most relevant audience of potential buyers. Because Engel & Volkers has shops and advisors spanning the globe, there are no boundaries to the exposure we can provide for your property. The market has a direct impact on the amount of attention a home will receive based on its listed price. Pricing above market value will get the attention of fewer potential buyers, while pricing at or slightly below market value will attract more. As trusted advisors, it is our passion and responsibility to understand market trends to create the most strategic listing and marketing strategies. We want to ensure that you receive the best value for your home, allowing you to move on to the next phase of your life.

The following chart demonstrates that interest and excitement among potential homebuyers are highest within the first four weeks a property is on the market. At this level of interest comes the best opportunity to apply Engel & Völkers' marketing programs in order to communicate the value of your property and, ultimately, to sell it. Preparation and an effective pricing strategy are crucial in capitalizing on this initial exposure, our team is very experienced in strategically navigating through this critical time for optimal results.

Asking price compared to Market Value



Pricing is everything. If you miss the right price range, the chances are fewer buyers will find your home.



Okay, But Does It Work?

YES, IT WORKS!

TEAM PERFORMANCE

2024	AVG. SALE PRICE	AVG. DAYS ON MARKET	NUMBER OF HOMES SOLD
AVERAGE AGENT	\$679,000	37.9	6.9
CHERRY PICK HOMES TEAM	\$840,000	14.6	62
DIFFERENCE	\$161,000	23.3	55+



Success Stories



Debbie & Dave F.

We had a wonderful experience both buying and selling with Cherry Pick Homes. We first met Brandon McDonald at a house showing and were impressed with his honesty and knowledge of the neighbourhoods we were looking at. He was patient and never rushed us during our initial search for a new home. Deb Cherry helped us through the process of putting in an offer and negotiated the purchase. We had help with arranging house inspections, staging our home and finding a real estate lawyer. Communication was excellent at all stages of the process. Both Brandon and Deb always responded quickly to any questions or concerns that we had. Brandon handled the sale of our home and worked hard to ensure we were satisfied with the outcome. We highly recommend Cherry Pick Homes.



Gerry & Denise C.

Deb Cherry and Brandon McDonald provided excellent and timely advice in the preparation, pricing and listing of our home for sale. In this current housing market, their professional services led to our home selling in under one week and for a price exceeding expectations. We would not hesitate to recommend Deb, Brandon and their support team.



Debra F. & John H.

I have had the pleasure of having Deb Cherry and her team represent me both as a buyer and as a seller. Deb's years of experience contribute to her and her team's market knowledge and professionalism. I trust Deb's advice in all aspects of real estate from pricing to offer acceptance.





Lorna S. & Bruce B.

My husband and I have now moved into our new home and we couldn't be happier! Deb Cherry worked with us for a year to find the perfect home. She was always patient, easily reachable, and gave expert opinions and guidance through the whole process of negotiating and buying our new home, and staging and selling our old house. She has years of experience and it shows. Her team was also fantastic - Brandon McDonald showed us a number of homes as well and he showed the same professional, knowledgeable, helpful and friendly attitude. We were very pleased that our house sold quickly in a difficult and slow market leading into the holidays. You can't go wrong working with either Deb or Brandon. We highly recommend their services. You will find your dream home too!



Cali & Alistair T.

As seasoned veterans in the real estate market, with over 40 years of experience and more than 20 properties bought and sold under our belts, we have had the opportunity to work with a multitude of Realtors.

Yet, it is without hesitation that we say Deb Cherry of Cherry Pick Homes stands head and shoulders above the rest. Deb & her team brings a blend of professionalism, market savvy, and a personalized touch that is rare in the industry. Throughout our transactions, she demonstrated an unparalleled understanding of the market, which was instrumental in both the purchasing and selling of our properties. Her strategies were always well-informed and tailored to our specific needs, making each process not just successful, but also stress-free.

What sets Deb apart is her exceptional attention to detail and her genuine care for her clients. She was always available to answer our questions, provide guidance, and lend her expert opinion. Her negotiation skills are top-notch, ensuring we got the best deals possible whether we were on the buying or selling end.

Moreover, Deb's integrity and honesty are beyond reproach. She consistently put our interests first, a quality that we have found to be quite rare. Her approach is not just about closing a deal, but about building a relationship and ensuring the absolute satisfaction of her clients.

In conclusion, if you are looking for a real estate agent who combines expertise with a personal touch, look no further than Deb Cherry. She has not only met but exceeded our high expectations, and we are proud to recommend her without any reservations. Whether you're a first-time buyer or a seasoned investor like ourselves, Deb Cherry is the right choice for any real estate needs.

Our Next Steps

PRE-LISTING STEPS:

- Install lockbox and confirm access instructions with you.
 - We order the Status Certificate (for condos) and, where strategic, a pre-listing home inspection, plus book stagers and photographers.
 - You'll receive our Listing Homework email where you can describe your house in as much or as little detail as necessary.
-

PROPERTY IS ON THE MARKET:

- Showings typically run from 9am - 8pm. When showings are booked you'll receive an automated email from our concierge service detailing the date and time of the appointment.
 - Expect weekly updates from our team regarding the status of showings for your property.
-

AFTER SALE STEPS:

The deal is firm!

- We send your Agreement of Purchase & Sale, any amendments, and key property info directly to your lawyer.
- Buyer visits happen as per your APS. Typical is 2 visits, but long closings can include more visits, plus appraisal and any agreed upon inspections. We'll manage and calendar all requests with you.
- Your lawyer will often reach out 2-4 weeks before the closing date.



Recommended Service Providers

Lawyers

Jason Peyman

jason.peyman@mannlawyers.com
www.mannlawyers.com

Hunter Graves

Partner - LMS Lawyers

hgraves@lmslawyers.com
www.lmslawyers.com

Paige Smith

Real Estate & Family Law

paige@francislawyers.ca
www.frl-law.ca

Mortgage Brokers

Andrew Thake

Smart Debt Mortgages
613-699-2006
andrew@andrewthake.com
www.andrewthake.com

Matthew Brennan

National Bank of Canada
613-851-1664
matthew.brennan@nbc.ca

Inspectors

Jamie McDonald (Home)

613-909-0087
info@mpinspections.ca
www.mp-inspections.ca

Mark Ethier (Home)

613-294-6819
closerlookhomeinspections@yahoo.ca
www.closerlookhomeinspections.ca

Moe Rayyes (Well/water)

613-878-1975
moe@waterinspection.com
www.waterinspection.com

Michel & Jean (Septic)

613-883-2489
613-227-2489

General Contractor

Tarek Zayadi

TZA Contracting
613-978-5738
Tarek@tzacontracting.com

Handyman

Dave Prini

613-222-6012
dave@jdhandyman.ca
JDhandyman.ca

Painter

Barna Brandhuber

613-261-1307
barnabrandhuber@me.com

Moving Company

Pack My Move

www.packmymove.ca

Plumber

Jovica (Jo) Boskovic

613-620-1203
Jovicab91@gmail.com

Electrician

Fadil Dzananovic

613-276-6604
Euroelectric87@gmail.com

HVAC Technician

Gavin Campbell

Enhanced Elements HVAC
343-549-5590
gavincampbell@enhancedelements.ca

Interior Designer

Mondess Design

Natasha McKenna

natashamckenna@rogers.com

Declutter

Declutter 4 Good

Martha Tobin

www.declutter4good.ca

Relocation/Downsize Specialist

Lisa Robinson

www.streamlinemymove.com
613-294-8202

Cleaner

Pampered House

www.thepamperedhouse.ca
613-581-6485

Window Cleaning

Capital Window Cleaning

www.capitalwindowcleaning.ca
613-868-8768

Window Repair

Ottawa Window Medics

www.ottawa.windowmedics.com
613-519-1317

Locksmith

Lock-Tech

www.lock-tech.ca
613-777-7348

Pest/Wildlife Control

Skedaddle

www.skedaddlewildlife.com
613-519-2420 - Wildlife
855-878-7859 - Pests

Note: If you work with any of the service providers listed here, we'd love to hear how your experience was, good or bad. Our recommendations are made carefully and reflect the level of service we aim to provide, and your feedback helps us keep that standard high.

If you ever need a service provider not listed, please reach out and we'll do our best to connect you with a trusted professional.

FAQ

How do I know what my home is worth?

We complete a Comparative Market Analysis (CMA), reviewing recent sales, active listings, and local trends to price your home competitively while maximizing your return.

What happens if my home doesn't sell right away?

We re-evaluate pricing, marketing reach, and presentation. With AI-driven analytics and real-time buyer feedback, we adjust strategy quickly to regain momentum.

Should I renovate before selling?

Not always. Focus on updates with high ROI - fresh paint, curb appeal, and minor repairs. Major renovations rarely recoup their full cost before sale.

How do showings work?

We schedule all showings to suit your availability. You don't need to be home, buyers prefer privacy to explore. We handle feedback and keep your home secure.

When should I hire a lawyer?

As soon as your offer is accepted or sold "firm". We'll connect you with trusted legal professionals who can guide title searches, closing documentation, and key transfers.

Do I need a pre-listing home inspection?

Optional, but beneficial. It can prevent surprises, reassure buyers, and help you price confidently. We'll advise whether it makes sense for your home.

What's included when I sell my home?

Anything attached to the home (like light fixtures, built-ins, and window coverings) typically stays along with appliances. We'll clarify inclusions upfront.

How does closing day work?

Your lawyer receives the buyer's funds, pays off your mortgage or liens, and transfers your net proceeds - usually by the end of business that day.

What's the best time of year to sell?

Spring and early fall typically see the most buyer activity. That said, the best time is when you are ready. With the right marketing, we can create momentum in any season.

FAQ

How do you market my home online?

We use a multi-platform strategy that includes professional photography, video tours, social media campaigns, targeted ads, and AI-driven buyer matching. Your listing appears where buyers are actively searching - maximizing visibility and engagement from day one.

Should I buy or sell first?

It depends on your comfort level and finances. Selling first gives you certainty and leverage. Buying first works when you have flexibility or bridge financing.

What should I fix before listing my home?

Prioritize visible repairs - chipped paint, leaky faucets, lighting, or landscaping. We'll do a pre-listing walk-through and give you a checklist of high-impact fixes. Fix anything that is broken.

What if my home only gets low offers?

We'll analyze buyer feedback, market data, and competing listings. Often a small pricing or presentation adjustment revives buyer interest.

What happens if there are multiple offers?

We review all offers carefully, considering not just price but conditions and closing dates. We use proven strategies to maximize your final sale price and terms.

Can I reject an offer I don't like?

Yes, sellers are not obligated to accept any offer. We'll help you negotiate or decline respectfully to keep buyers engaged.

Can I sell my home if it's currently tenanted?

Yes. Tenants must be given proper notice under the Residential Tenancies Act. We'll help you navigate showings, timing, and communication professionally.

What if my buyer asks for repairs after inspection?

We'll help you assess the report and decide if a repair, credit, or small price adjustment is worth it. Many issues are negotiable - we protect your best interests.

Do I have to disclose problems with my home?

Yes. Sellers must disclose known material defects. Being transparent protects you from future legal issues and builds buyer trust.

When should I contact you if I'm thinking about selling?

Now! The earlier we connect, the better we can plan. Even if you're months away, we'll build a timeline and strategy to help you prepare and maximize your sale.

| Packing Tips

1. Separate your valuables and important documents, and keep them with you during the move.
2. Prepare a 'Start-up Kit' of items and box those up to take with you as well. This way if your belongings arrive late, or you are delayed in unpacking, you will have what you need immediately on hand.
3. Label boxes by items and room to make unpacking an easier process.

Moving Checklist



DECLUTTER AND DONATE

Before you begin packing up boxes, take inventory of your furniture and other belongings to decide what to keep and what to purge. If items are not worth the effort of packing, moving and unpacking, consider donating, selling or discarding them.



STRATEGIZE

A smooth and successful move is only possible with a plan. Select a moving day to work toward. Identify and engage a moving company as soon as possible – Cherry Pick Homes is happy to make a local recommendation.



PACK

Purchase your moving supplies including boxes, moving labels, bubble wrap etc. and begin packing items that won't be needed between now and your move date. These include things like decorations, photos and off season clothing. Then, schedule how and when to pack remaining items based on room or another category that will make the unpacking process easier.



CHANGE YOUR ADDRESS

Make sure to not only update your address with friends, family and service providers, but also any mailing clubs, subscriptions and utility companies for both ending services and activating them at your new address.



MOVING DAY

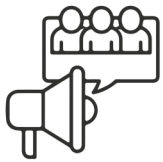
This is the day when your moving strategy pays off and your focus can be on saying goodbyes and looking forward to what's next. If possible, leave your appliance manuals and warranty information for the new owner and bring all sets of keys, garage door openers and any similar loose items with your advisor or at the property.



FINAL PREPARATIONS

If you've followed the steps above, you should have just a few remaining tasks like minor patch and paint jobs, emptying the pantry and cleaning, alongside packing up final items.

Referral & Loyalty Invitation



Referral & Loyalty Invitation

Loved the experience?

If you know someone buying or selling, we'd be honoured to help them just as we've helped you with the same level of care.

Our Goal is to Be Your Realtor for Life

We want to be there for you, not just for this transaction, but for every home you buy or sell in the future. Our commitment to excellence and personalized service means we're always here when you need us.

Over 80% of our business comes from past clients and word of mouth, we pride ourselves on white glove service. To us, luxury is not a price point. It is an experience!





Contact & Connect



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