

GREATER SUDBURY

THE SELLER EXPERIENCE

A practical guide to preparing, pricing
and selling your home—with a plan
built around your move.

ACTUAL LISTING PHOTO



EXPECT

MOORE



CHAD
MOORE

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YOUR MOVE

comes first.

Before we talk marketing, we get clear on the move.

Before I recommend a price, preparation or launch date, I want to understand why you are moving, what needs to happen next and which dates matter. Then we build the sale around your home, the market and the life that continues while it is listed.

The plan brings three things together:

- **THE HOME**
What buyers are likely to notice, value, question—and compare with another home.
- **THE MARKET**
What recent sales, active competition and buyer response support.
- **THE MOVE**
The timing, showing access and outcome the sale needs to deliver for your next move.



You remain the decision-maker.

I give you a clear recommendation, explain the trade-offs and keep you informed before the next decision is due.

CHAD MOORE, REALTOR®



ONE SALE.

Six connected moments.

Each moment answers a question sellers actually face. Together, they turn a complicated sale into a series of clear decisions.



ONE THREAD THROUGH THE ENTIRE SALE

At every stage, you know what I recommend, what you need to decide and what happens next.



A NUMBER

needs a reason.

A Personal Home Valuation combines current Greater Sudbury evidence with the property details a generic estimate cannot see.



ACTUAL LISTING PHOTO

01 **RESEARCHED**

Recent sales, active competition and current Greater Sudbury activity—reviewed in their proper context.

02 **OBSERVED**

Condition, layout, improvements, systems and setting—seen in person, not guessed from public data.

03 **COMPARED**

The differences that matter when a buyer is choosing between your home and another.

04 **EXPLAINED**

The range I support, the price strategy I recommend, the trade-offs and what could change either.

EXPLORE ONLINE

Personal Home Valuation



This is a real estate opinion of value—not an appraisal or a guarantee of the price a buyer will pay.

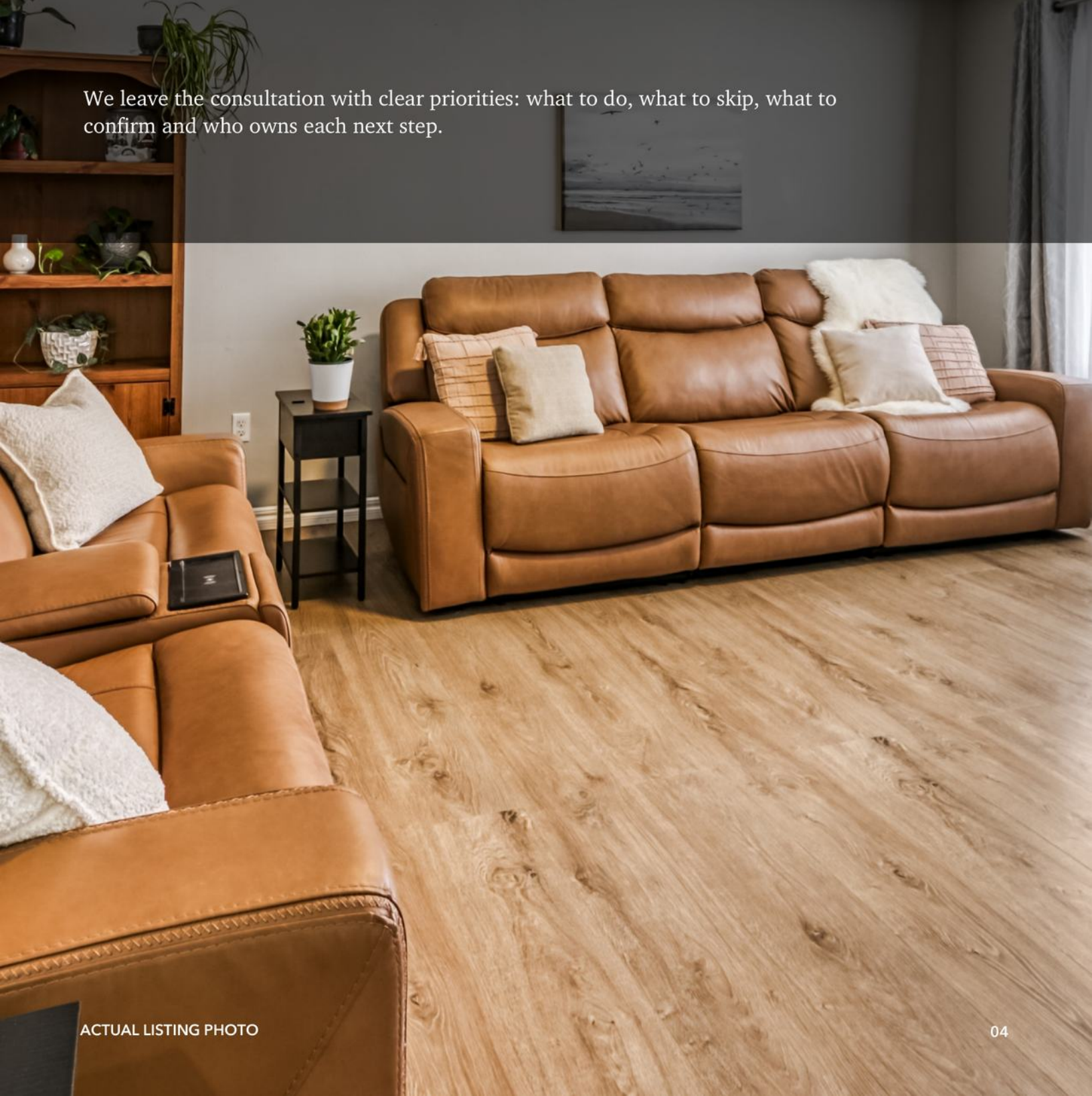
<https://www.chadmoorerealestate.ca/seller-experience/home-valuation/>

01

STEP 1 · INITIAL CONSULT

Plan the move before the listing.

We leave the consultation with clear priorities: what to do, what to skip, what to confirm and who owns each next step.





MOVE *before marketing.*



What does this sale need to make possible?

ACTUAL LISTING PHOTO

Your priorities shape the price strategy, preparation, showing plan and the dates we protect.

WHY

Why are you selling—and what would a successful move make easier for you afterward?

WHEN

Which dates are fixed, which are preferred and where do we still have room?

DAILY LIFE

Plan preparation and showing access around people, pets, work, privacy and daily routines.

WHAT'S NEXT

Connect this sale to the purchase, move or other decision that has to happen next.



PRICE NEEDS *a reason.*

A list price is a market position, not a guess. I compare the home, relevant recent sales, today's competing listings and the timing of your move.



THE PROPERTY is seen in person and compared in context.

THE PRICE POSITION IS BUILT FROM

- 01

PROPERTY
What the home offers: layout, condition, systems and setting
- 02

SOLD EVIDENCE
What comparable buyers paid—and where the differences matter
- 03

ACTIVE CHOICES
What a buyer can choose instead of your home today
- 04

MOVE FIT
How price, timing and the review plan support your priorities

THE RECOMMENDATION
You see the evidence, my recommended price position, the trade-offs and when we will review the strategy.



ONE PLAN.

clear ownership.

We turn the conversation into an action plan: the decision, the reason behind it, who is responsible and when it must be complete.

WHAT HAS TO BE TRUE BEFORE WE LAUNCH?

01	PRICE	Recommended position · trade-offs · review date	OWNER NAMED TIMING AGREED
02	PREPARATION	What to do · what to skip · who handles it	OWNER NAMED TIMING AGREED
03	MEDIA	What we will create · access · approvals	OWNER NAMED TIMING AGREED
04	LAUNCH	Timing · showings · offer instructions	OWNER NAMED TIMING AGREED

YOUR SELLING PLAN

The plan is written down, responsibilities are clear and the next decision has a date.



Show buyers what matters before they arrive.

We prepare the home, then build the photography, video and supporting media around the way buyers need to understand it.





PREPARE FOR *attention—not perfection.*

Preparation is not a hunt for perfection. It is a property-specific plan that improves clarity, protects privacy and helps the home photograph and show at its best.

ACTUAL LISTING PHOTO



01 WALK THROUGH

We identify what helps, what distracts, what buyers may question—and what should be left alone.

02 EDIT WITH PURPOSE

We reduce visual clutter, protect personal information and make the rooms easier to understand in person and in photographs.

03 STAGE THE STORY

Our decorators use furniture and décor from their own collection to strengthen purpose, scale and flow throughout the home.

04 READY MEDIA DAY

The agreed preparation is complete before photography, video, floor-plan work and the rest of the media suite begin.

THE STANDARD

Do the work that helps buyers understand the home. Skip busywork that does not serve the selling strategy.



EVERY IMAGE *has a job.*

The media suite is planned around the property and the questions a serious buyer is likely to ask next. Each format adds a different kind of understanding.



ACTUAL LISTING PHOTO



MATTERPORT FLOOR PLAN



LISTING VIDEO FRAME · ACTUAL LISTING MEDIA



PHOTO

Light, condition, finishes and scale



VIDEO

Movement, atmosphere and room sequence



DRONE

Land, access, setting and views—when useful



3D TOUR

Self-directed spatial review before or after a showing



FLOOR PLAN

Layout, dimensions and the relationship between rooms



SOCIAL

Short discovery moments that lead back to the complete listing

THE MIX IS DELIBERATE

Full-home staging, professional photography, video, a 3D tour, floor plans and social clips are coordinated as one property story. Drone is added when it contributes useful context.



ONE PROPERTY.

One accurate story.



01 FACTS

Confirmed property information and the details buyers need to understand.

02 POSITION

The selling strategy, buyer questions and features that deserve emphasis.

03 VISUALS

Selected imagery and spatial context that explain the home clearly.

04 NARRATIVE

Remarks that connect the features, setting and complete property story.

05 APPROVAL

Your review of the buyer-facing facts, imagery and presentation.

EXPLORE ONLINE

Explore Media Day



The result is one buyer-ready property story: accurate, coherent and easy to understand.

<https://www.chadmoorerealestate.ca/seller-experience/media-day/>

ONE LISTING. *Many paths to the buyer.*

A complete launch gives buyers several useful ways to find, understand and return to the same accurate property story. The channels change; the approved facts, imagery and positioning do not.

Demonstration page: this property is sold.
The page below recreates how a complete listing could be presented while it was for sale. For the verified outcome and seller-focused story, read the Seller Success Story.

Read the Seller Success Story

1638 GEORGE ST

Chad Moore, Realtor® | Lake City Realty Ltd., Brokerage

FOR SALE - HISTORICAL PRESENTATION

VAL CARON BUNGALOW

1638 George Street

Welcome to a home that offers more than a place to live: a heated pool for summer, layered gardens, inviting gathering spaces and a finished lower level designed for recreation.

Explore the property

See what makes it special

3	2	2,743	1	Pool	0.291
Bedrooms	Full bathrooms	Sq. ft. total living	Attached garage	Heated · In-ground	Approx. acres

A COMPLETE LIFESTYLE PROPERTY

CURRENT PROPERTY-PAGE PROOF · 1638 GEORGE STREET

ONE APPROVED

listing source

MLS® + DDF
Professional distribution

PROPERTY PAGE
Complete property story

SEARCH + ALERTS
Active-buyer discovery

SOCIAL + DIRECT
Selected promotion

WHAT STAYS CONSISTENT

The approved facts, price, selected imagery, remarks and property position remain aligned wherever the buyer arrives.

WHAT CHANGES BY CHANNEL

The format and entry point can change: a search result, saved alert, property page, social clip or direct share. Each path should return to the complete listing.

THE DISTRIBUTION TEST

Wherever a buyer arrives, do they meet the same accurate listing and a clear next step?

Launch prepared. Release one story.

Before the listing goes live, you approve the price, facts, media, remarks, showing access and launch timing.





ONE COORDINATED RELEASE

The release point is simple: approved facts, presentation, access instructions and timing move together.



ACTUAL LISTING PHOTO

APPROVED INPUTS

- 01 **FACTS + PRICE**
- 02 **MEDIA + REMARKS**
- 03 **ACCESS + TIMING**

RELEASE
POINT
APPROVED

WHAT RELEASE ACTIVATES

PUBLIC LISTING

the approved presentation becomes visible

SHOWING PATH

the agreed access process becomes active

FOLLOW-UP

inquiries and showing feedback enter one thread

REVIEW PLAN

response is read against the agreed dates

NEXT DECISION

you hear from me before it is due

NOTHING GOES LIVE UNTIL

The facts, presentation, showing instructions and approved launch plan are ready.



ACCESS

without chaos.

Buyers need a workable way to see the home. You need clear notice, control of the appointment and a plan that protects the property and your daily routine.

01

NOTICE

Agree on a notice window that works in real life.

02

CONFIRM

No appointment is confirmed until it is approved through the agreed showing process.

03

ENTER

Give buyers and agents precise access instructions.

04

RESET

Plan how lights, locks, pets and the home return to normal.

OPEN HOUSE? ONLY WHEN IT HELPS.

I recommend one when it serves the property, the launch and your instructions—not because every listing needs the same routine.

Before media or showings: secure valuables, medication, access codes, documents and identifying information.

ACTUAL LISTING PHOTO

READ THE *pattern.*

A useful review looks beyond one showing or comment. We compare what buyers are doing, what they keep questioning and whether the pattern is changing.

DISCOVER

Are buyers finding and engaging with the listing?

INQUIRE

Which details are creating questions?

VISIT

Are interested buyers booking access?

RETURN

Is interest deepening after the first look?

OFFER

Has interest become a written proposal?



One comment is feedback. Repetition is a pattern. I read that pattern beside price, competing homes, showing availability and the review date we agreed on before recommending a change.

EXPLORE ONLINE

Hitting the Market



Compare the whole offer— not only the price.

I explain every written offer in plain language. You can see the money, risk, deadlines, obligations and fit before you decide.





PRICE *is one line.*

A written offer combines money, risk, timing and obligations. One attractive number can be offset by a condition, cost or deadline elsewhere.

01

MONEY

Price · deposit · estimated proceeds · known adjustments
What changes the money you receive?

02

RISK

Conditions · wording · notices · deadlines
What must happen before the offer is firm?

03

TIMING

Irrevocable · visits · closing · possession
Do the dates work with the move you are making?

04

FIT

Certainty · flexibility · obligations · your move
How do the complete terms fit your priorities?

WHEN THE PACE CHANGES

A pre-emptive or multiple-offer situation may shorten the time available. We still confirm your instructions and read every written term against the same priorities.

SAME QUESTIONS. *Every offer.*

We ask the same six questions of every offer. That keeps one attractive term from hiding a cost, condition, deadline or obligation elsewhere.

YOUR INSTRUCTIONS <i>set the test</i>	THE WRITTEN OFFER	READ AS A COMPLETE PROPOSAL
	01 NET PROCEEDS	After known costs and adjustments, what remains?
	02 DEPOSIT	How much is due, when and on what terms?
	03 CONDITIONS	What must happen before the offer is firm?
	04 DATES + ACCESS	Do the deadlines, visits and closing date fit?
	05 OBLIGATIONS	What obligations come with the offer?
	06 CERTAINTY + FIT	Does the complete offer fit your priorities?

THE HIGHEST PRICE IS NOT ALWAYS THE STRONGEST FIT. The complete written terms control the comparison and the decision.



ACCEPTED

now starts the clock.

Once the offer is accepted and the agreement becomes binding, conditions, deposits, visits, professional work and closing deadlines begin. I keep the real-estate timeline clear and confirm each next handoff.

01

CONDITIONS

Track agreement-specific work, notices, waivers and the deadline attached to each.

02

DEPOSIT

Confirm delivery as required by the written agreement and the receiving instructions.

03

ACCESS

Coordinate buyer visits, inspections and agreed work with the required notice.

04

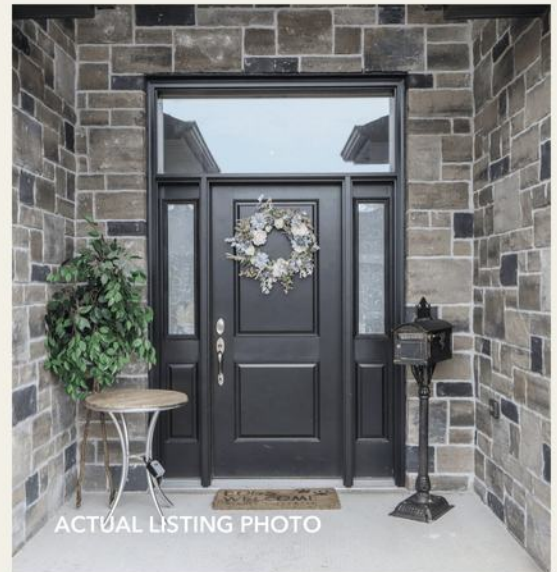
PROFESSIONAL HANDOFF

Keep the lawyer, lender, insurer and appropriate specialists connected to the right question.

05

CLOSING

Confirm completion, possession and key release after the lawyers complete the closing.



WHAT I KEEP VISIBLE

Deadlines, communication, agreed access, who is responsible and the next real-estate action.

Your lawyer handles closing. Lenders, insurers and specialists own their professional conclusions.

EXPLORE ONLINE

Offer Time



BEYOND *the close*

After the legal handoff, you may still need help organizing keys, records, move details and the right next contact.

ACTUAL LISTING PHOTO

01

CONFIRM

Your lawyer confirms closing; I coordinate possession and key-release communication.

02

TRANSFER

Transfer keys, devices, records and practical property information.

03

MOVE

Organize utilities, address changes, movers and the practical move details.

04

CONNECT

Know who should answer the next legal, financial, technical or real-estate question.

Seller Planning Resources

Ask about separate resources for preparation, offer comparison, moving and closing—more room for the details while this guide stays focused on the sale.

EXPLORE ONLINE

Beyond the Close



<https://www.chadmoorerealestate.ca/seller-experience/beyond-the-close/>



ONE PERSON

keeping the sale connected.

Since 2010, I have helped Greater Sudbury buyers and sellers move with a clear plan. You work directly with me, backed by the established Lake City Realty Ltd., Brokerage identity. I explain what I recommend, the evidence behind it, the trade-offs to consider and what happens next.

(01) DIRECT ADVICE

My recommendation, the evidence behind it and the trade-offs I want you to consider.

(02) COORDINATED WORK

I keep preparation, media, launch, showing feedback and offers on the same working thread.

(03) VISIBLE WORK

See examples of the marketing and property stories created for Greater Sudbury sellers.

(04) CLEAR BOUNDARIES

Legal, financial and technical questions sent to the professional responsible for the answer.

CHAD MOORE, REALTOR®

Lake City Realty Ltd., Brokerage

YOU DO NOT NEED

a listing date *to start planning.*

If you are wondering what your home could sell for, what work is worth doing or how a move might fit together, start with a Personal Home Valuation. We can separate what matters now from what can wait.

START WITH YOUR HOME

Personal Home Valuation



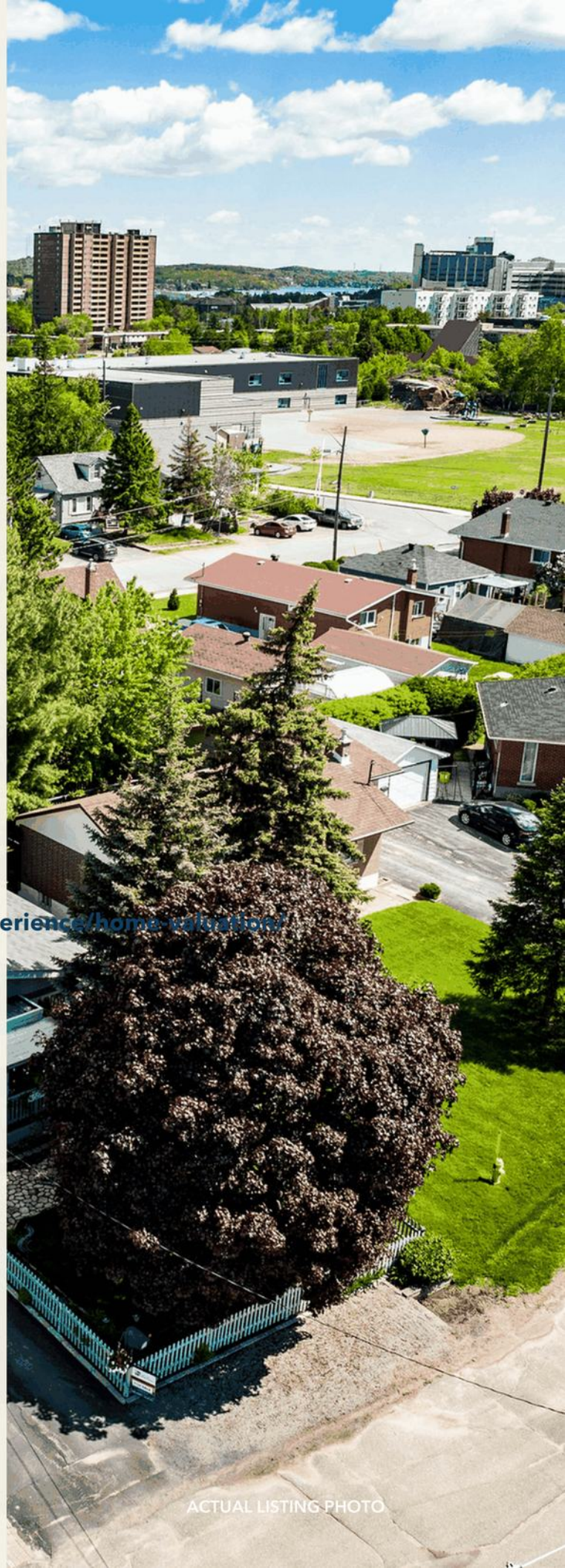
<https://www.chadmoorerealestate.ca/seller-experience/home-valuation/>

705-691-1805

No listing date or commitment required.



Chad Moore, REALTOR® · Lake City Realty Ltd., Brokerage



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