

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



EXPERIENCE

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.

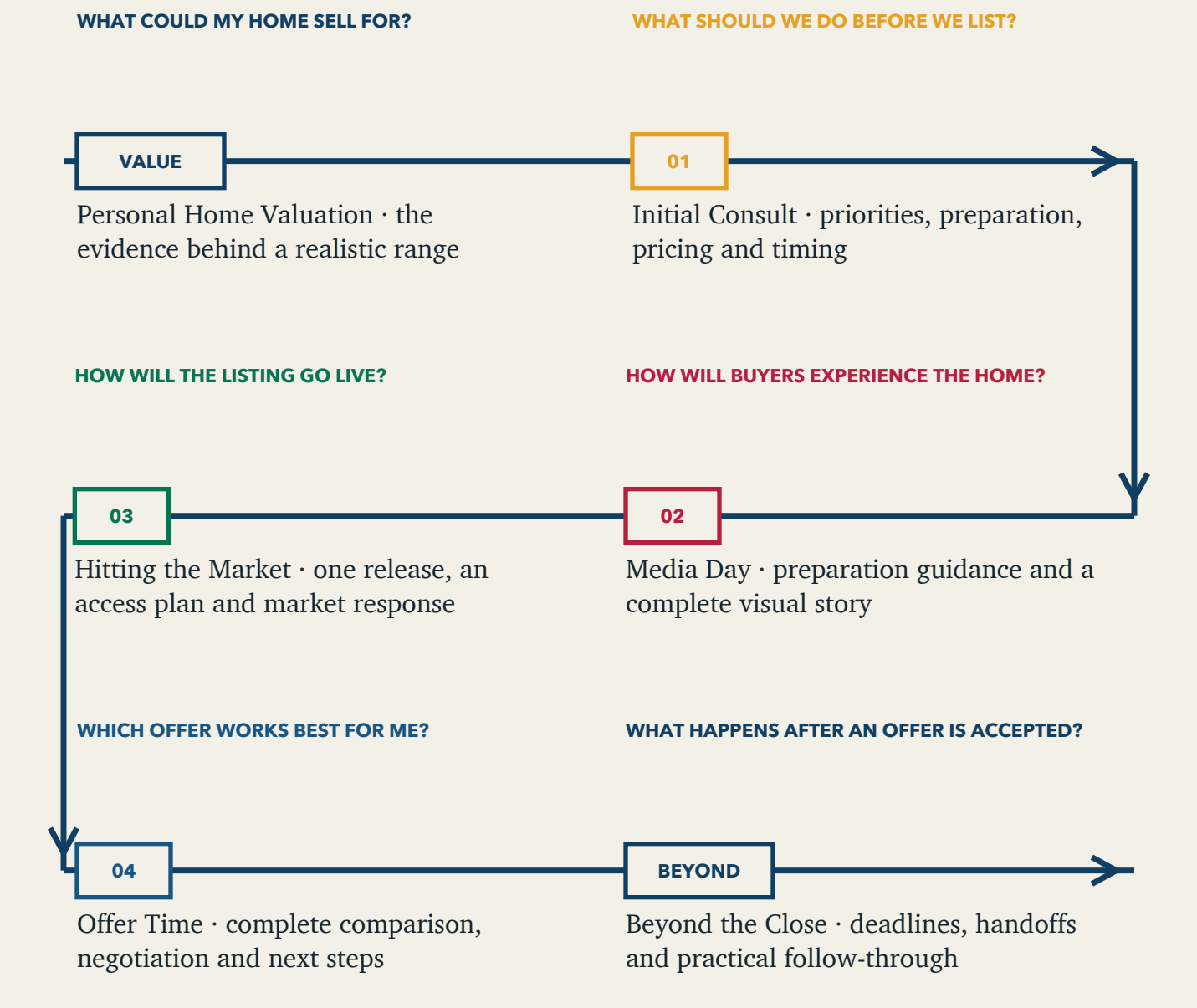
I give you a clear recommendation, explain the trade-offs and keep you informed before the next decision is due.

CHAD MOORE, REALTOR®

FOUR STEPS.

Support before and after.

Start with a valuation. Work through the four selling steps, with practical support through closing and beyond.





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



You leave with a supported value range, the evidence behind it and a clear next step for preparation and pricing.

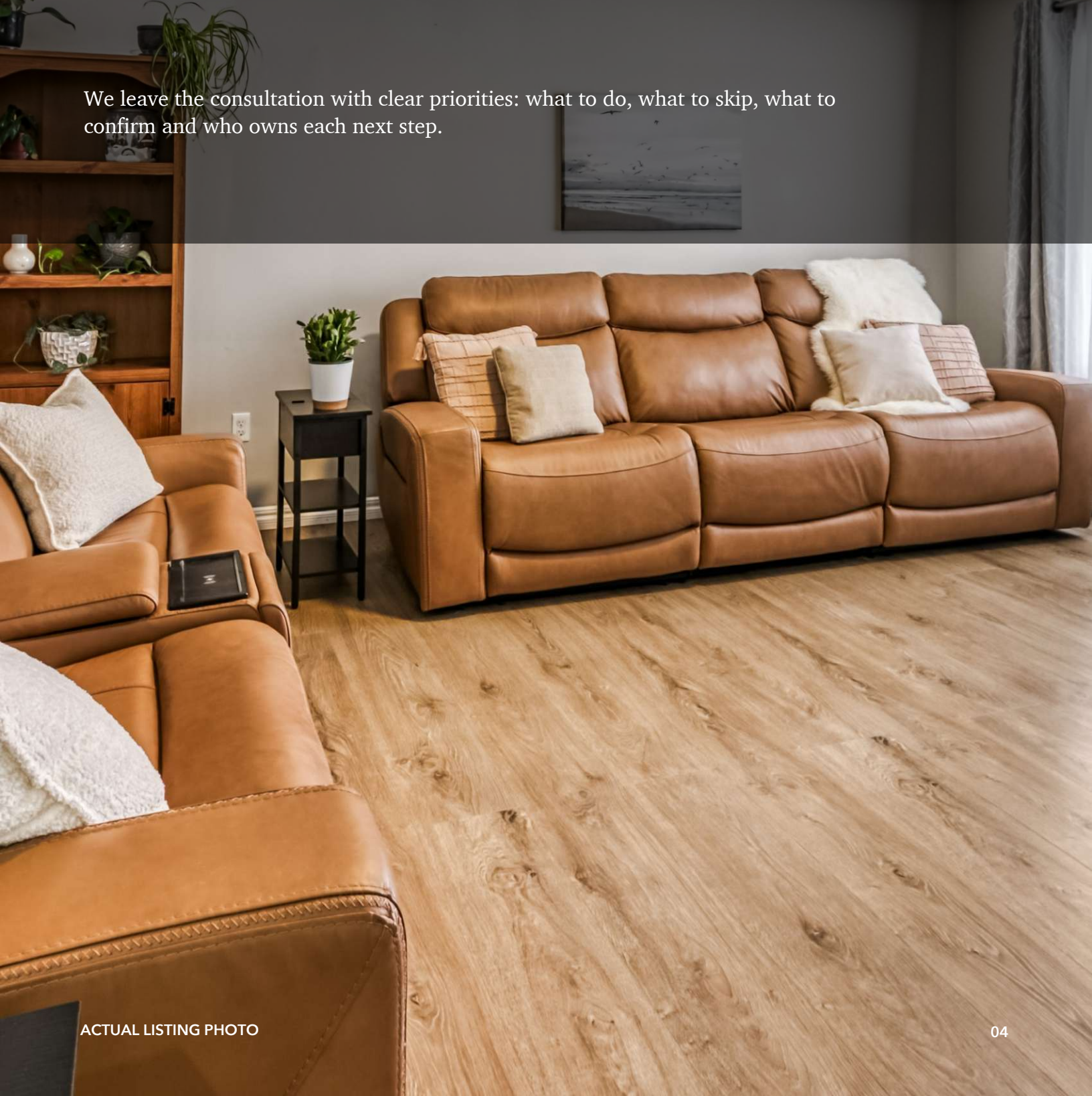
<https://www.chadmoorerealestate.ca/seller-experience/home-valuation/>

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.



ACTUAL LISTING PHOTO



YOUR MOVE

shapes the plan.



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

Seen in person.
Compared in context.

THE PRICE POSITION IS BUILT FROM

- 01

PROPERTY
Layout, condition, systems and setting.
- 02

SOLD EVIDENCE
What comparable buyers paid, and where 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.

**PERFORMANCE,
WITH CONTEXT**

Read the Seller Performance review

Review the pricing and launch measures I track, alongside the market conditions and the limits of each comparison. A past result alone does not set today's price.



ONE PLAN.

clear next steps.

We turn the conversation into a written plan: what needs to happen, why it matters, who will handle it and when it is due.

BEFORE YOUR LISTING GOES LIVE

01

PRICE

Recommended position, trade-offs and a review date.

02

PREPARATION

What to do, what to skip and who handles each task.

03

MEDIA

What we will create, access for the team and your approval.

04

LAUNCH

Timing, showing arrangements and offer instructions.

You know what happens next.

The plan stays useful as decisions, dates and responsibilities change.



[Explore the Initial Consult](#)

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.

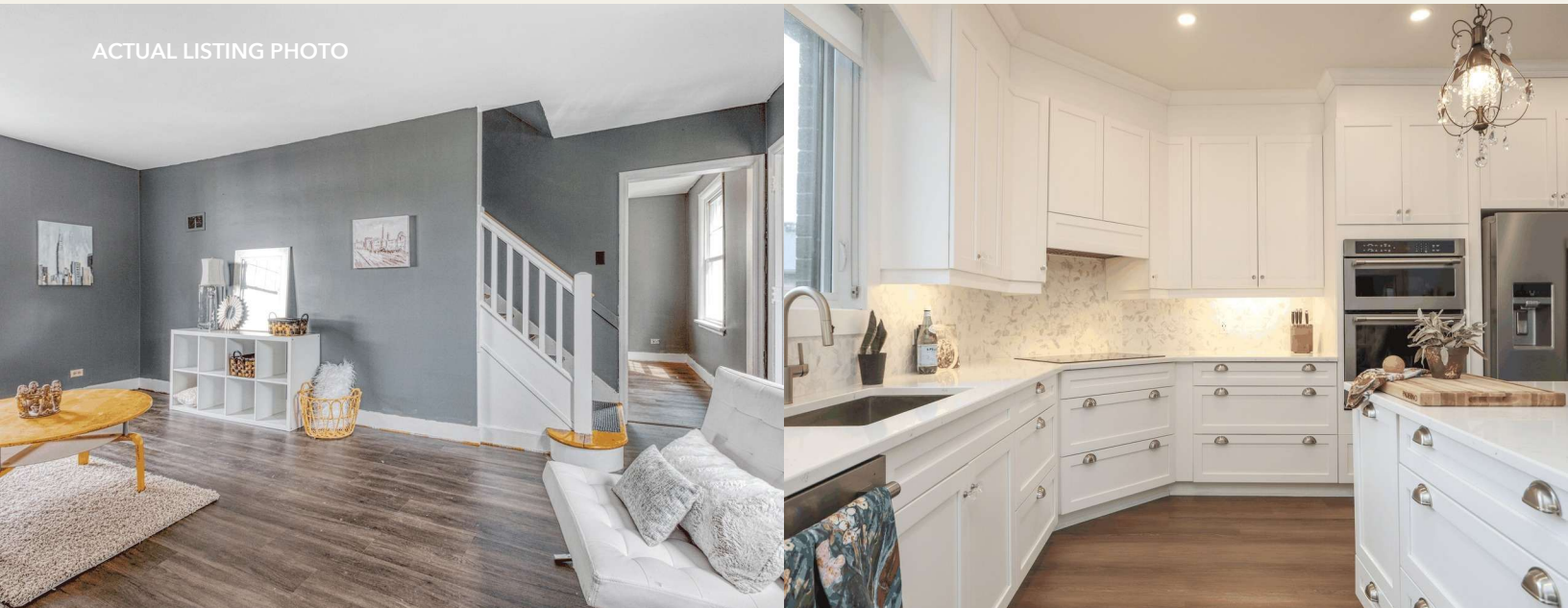




PREPARE FOR *attention—not perfection.*

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 FOR MEDIA DAY

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

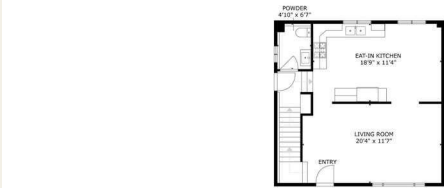
THE STANDARD

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.



- 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 introductions that lead to the complete listing.

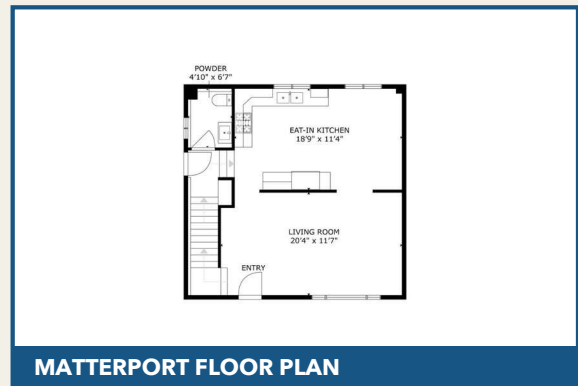
THE MIX IS DELIBERATE

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



ONE PROPERTY.

One accurate story.



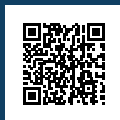
- 01 FACTS**
Confirmed property information and the details buyers need to understand.
- 03 VISUALS**
Selected imagery and spatial context that explain the home clearly.
- 05 APPROVAL**
Your review of the buyer-facing facts, imagery and presentation.

- 02 POSITION**
The selling strategy, buyer questions and features that deserve emphasis.
- 04 NARRATIVE**
Remarks that connect the features, setting and complete property story.

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

EXPLORE ONLINE

Explore Media Day



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

ONE LISTING. *Many paths to the buyer.*

Buyers should find the same accurate property story wherever they see your listing. The format may change; the facts, imagery and positioning stay consistent.

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 Street

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

EXAMPLE PROPERTY PAGE · 1638 GEORGE STREET (SOLD)

ONE CONSISTENT

property story

- PROPERTY PAGE**
Photos, details and a next step
- SEARCH + ALERTS**
Discovery by active buyers
- PORTALS**
Distributed listing visibility
- SOCIAL + DIRECT**
Selected promotion

A MOVE PLANNED EARLY

1638 George Street

Preparation, timing and the seller's next move were considered before the sign went up.

[Read the story](#)

A COMPLEX SALE

2217 Mildred Street

Repairs, staging, inspection material and media helped buyers evaluate the home.

[Read the story](#)

A DISTINCTIVE HOME

2023 St. Jean Baptiste

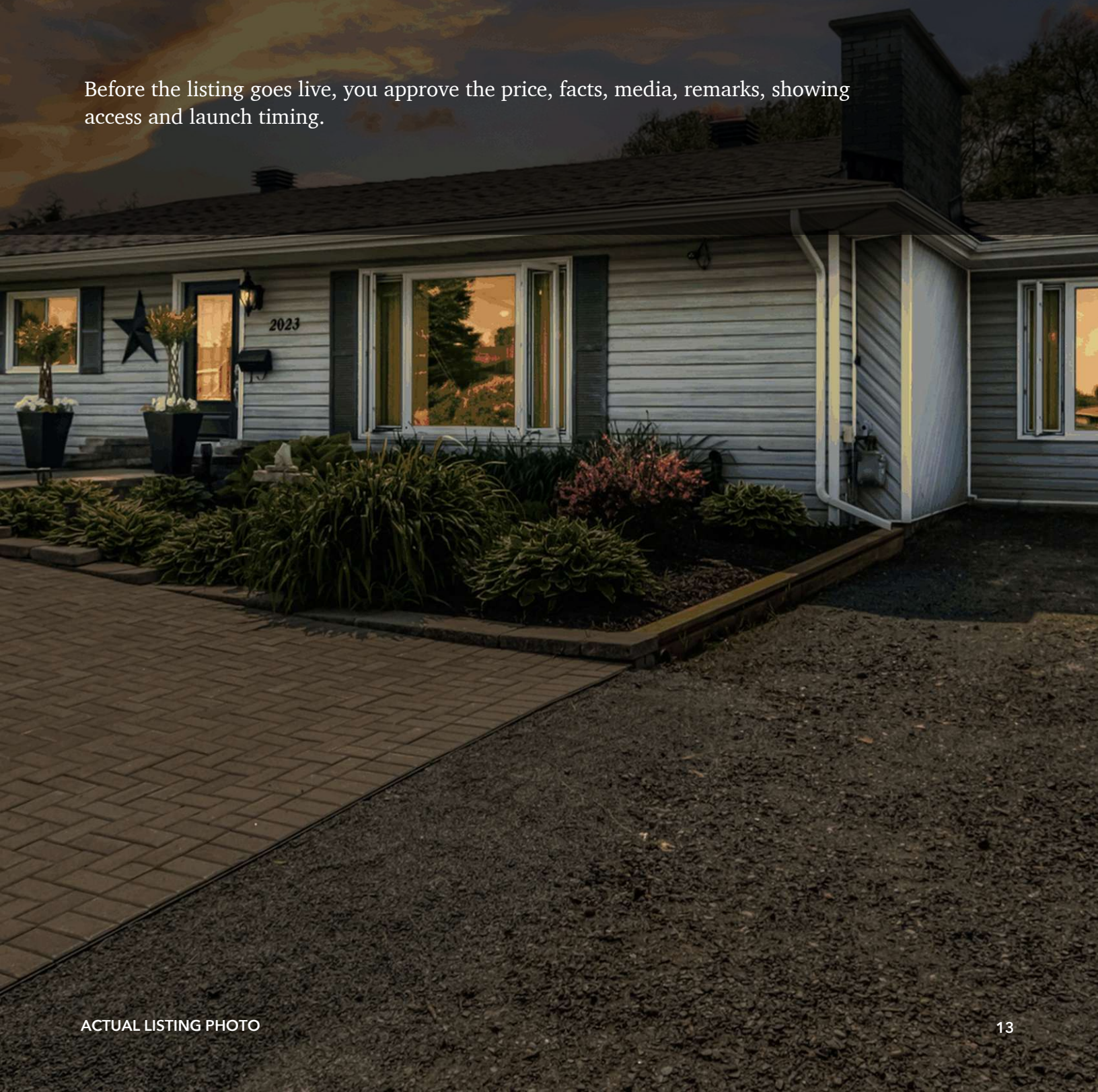
Photos, drone, video, Matterport and floor plans told one property story.

[Read the story](#)

[Explore Seller Success stories](#)

Launch prepared. Release one story.

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





READY TO LAUNCH

Your approved facts, presentation, showing instructions and timing come together before the listing goes live.

ACTUAL LISTING PHOTO

BEFORE LAUNCH

- Facts + price
- Media + remarks
- Access + timing

ONCE YOUR LISTING IS LIVE

- PUBLIC LISTING

The approved presentation becomes visible.
- SHOWINGS

The agreed access process becomes active.
- FOLLOW-UP

Inquiries and showing feedback are gathered.
- REVIEW

We compare response with the review plan.
- YOUR NEXT DECISION

You hear from me before a decision is due.

[Explore Hitting the Market](#)



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.

READ THE *pattern.*

One comment is feedback. Repeated questions or actions deserve a closer look, alongside price, competition and showing availability.

DISCOVER

Are buyers finding and engaging with the listing?

INQUIRE

Which details are creating questions?

VISIT

Are interested buyers booking a showing?

RETURN

Is interest deepening after the first look?

OFFER

Has interest become a written proposal?



PLANNING IN PRACTICE

1638 George Street

A downsizing move shaped the preparation and decision dates before public launch.

[Read the George Street story](#)

WHAT HAPPENS NEXT

I explain the pattern, recommend the next step and agree on when we will review it again.

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

set the test

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.

FROM ACCEPTANCE *to closing.*

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

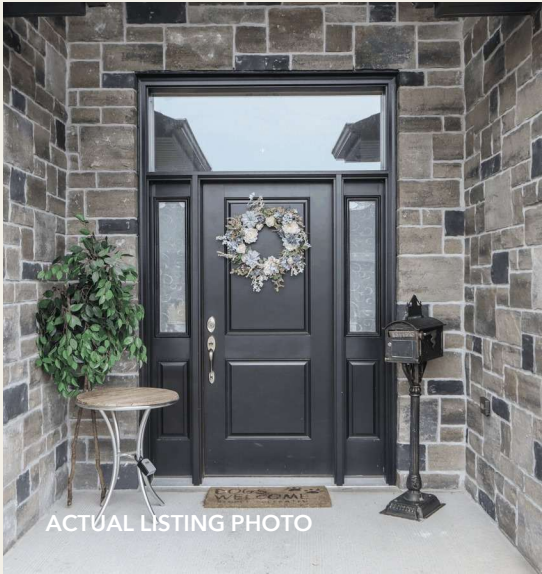
CONDITIONS
Track agreement-specific work, notices, waivers and the deadline attached to each.
- 02

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 manages the closing. Your lender, insurer and specialists answer the questions in their fields.

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 practical move details.

04

CONNECT

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

Put the plan to work.

Preview Seller Steps to Success: preparation, offers, moving and closing tools. The complete workbook is shared through protected access at your consultation.



[View Seller Planning Resources](#)

[Beyond the Close](#)



THE PROCESS IS

consistent.

THE PLAN IS PERSONAL.

Twenty-three Seller Success stories show how preparation, pricing, presentation, timing and negotiation change with the home and the seller's situation. They are examples—not promises—and each result is presented with its own context.

23



DOCUMENTED STORY EXAMPLES

SEE THE WORK IN CONTEXT

Explore 23 Seller Success stories



UNDERSTAND THE MEASURES

Read the Seller Performance review

See the evidence, definitions and limits behind the comparison.

Open the live review

EXPECT MOORE

One clear process. A property-specific plan. Evidence in context.

YOU DO NOT NEED

a listing date *to start planning.*

Wondering what your home could sell for, which work is worth doing or how a move might fit together? Start with a Personal Home Valuation.

START WITH YOUR HOME

Personal Home Valuation

Request your valuation



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PREFER TO EXPLORE FIRST?

Review Seller Performance

Browse Seller Success stories

EXCLUSIVE

MOORE



**CHAD
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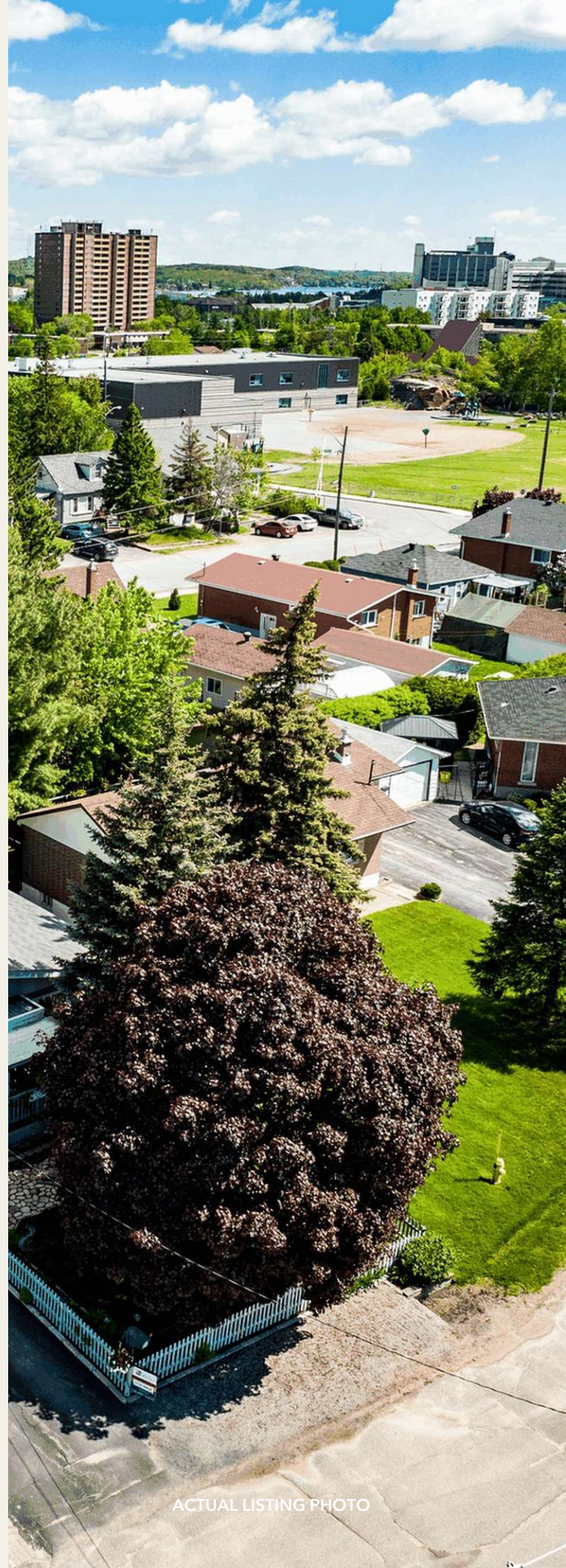
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ACTUAL LISTING PHOTO