



**ComFree**

Real Estate Brokerage

# The Ultimate Checklist for a Smooth Home Sale

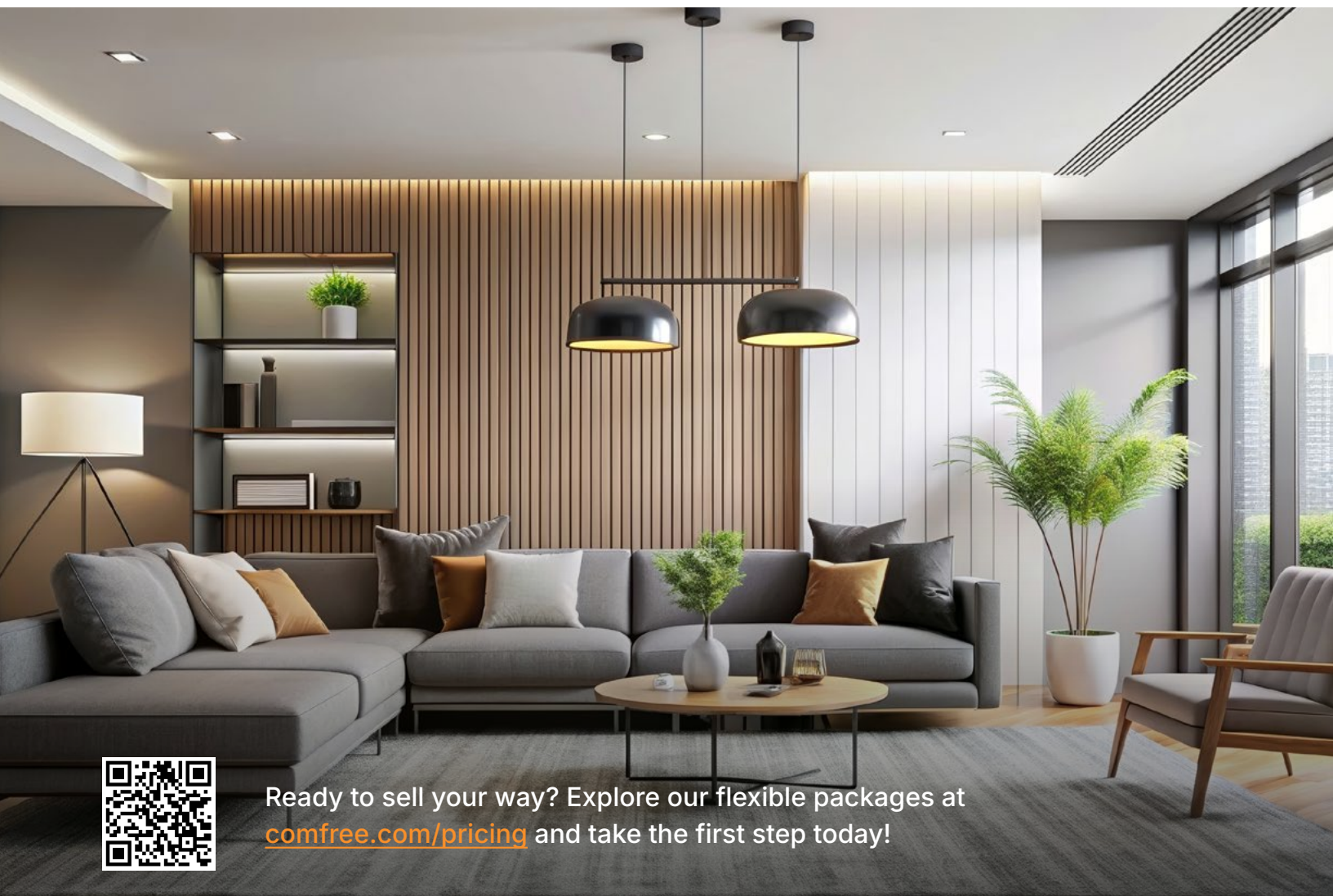
Your Guide to Selling Smart with ComFree

# Your Journey to a Successful Sale Starts Here

## Unlock Your Home's Potential: Sell Smart with ComFree

Welcome! Selling your home is a significant milestone, and we're here to make it a rewarding one. This checklist is your roadmap to a seamless and profitable sale, all while keeping more money in your pocket. At ComFree, we empower you to take control of your home sale, providing the tools and support you need to succeed.

This guide will walk you through each step, from preparing your home to closing the deal, highlighting how ComFree's unique approach can save you thousands in commission. Let's get started on your journey to a successful and stress-free home sale.



Ready to sell your way? Explore our flexible packages at [comfree.com/pricing](https://comfree.com/pricing) and take the first step today!

# Here's How it Works

## An Overview Of The Process

### Hire ComFree's Photography Team

Book a professional ComFree photographer to capture a virtual tour, measurements, and photos!

# 01

## Choose Your Package

ComFree offers several flexible packages to suit your needs and budget. Each package includes a listing on REALTOR.ca® and other platforms, support from our real estate experts, and access to valuable resources.

# 02

## Create a Compelling Listing

We'll guide you through filling out easy-to-follow listing forms and uploading high-quality photos to showcase your home's best features.

Your number will be displayed and sellers will contact you directly. Over **40 million** visitors are on REALTOR.ca so you are guaranteed maximum exposure.

# 04

## Show Your Home with Confidence

Get tips and a checklist for conducting successful home showings that leave a lasting impression.

# 03

## Maximize Listing Exposure

Your listing will be prominently displayed on REALTOR.ca® and other real estate platforms, reaching a vast pool of potential buyers.

# 05

## Navigate Purchase Offers & Price Negotiations

We'll provide resources and negotiation strategies to ensure you get the best possible deal.

# 06

## Close Your Property Sale

We'll guide you through the closing process to provide a smooth transaction with our legal partners: [Found Here.](#)

# Preparing Your Listing

A Checklist To A Successful Listing



# 01 Step

## Maximize Your Home's Appeal

### Preparing Your Home for Success



#### Declutter and Depersonalize

Create a clean and inviting space. A clutter-free home allows potential buyers to envision their own lives in the space.

#### Deep Clean

Pay attention to every detail, from floors to fixtures. A sparkling clean home shows you care and instills confidence.

#### Minor Repairs and Upgrades

Fix leaky faucets, patch holes, and refresh paint. Small improvements can make a big difference in a buyer's perception.

#### Enhance Curb Appeal

Trim landscaping, clean walkways, and add a fresh coat of paint to the front door. First impressions matter! A well-maintained exterior attracts buyers.



Remember, your home's presentation is key to attracting serious buyers. With ComFree, you have the flexibility to showcase your home's best features, ensuring it stands out in the market. And, ComFree also offers virtual staging to further add visual appeal.

# 02 Step

## Price Smart and Shine Online

### Setting the Right Price and Creating a Compelling Listing



Start building your listing today at [comfree.com/get-started](https://comfree.com/get-started) and reach more potential buyers.

#### Research Comparable Sales

Analyze recent sales in your area to determine a competitive price. ComFree provides access to market data to help you make informed pricing decisions.

#### Choose Your ComFree Package

[Select the package](#) that best suits your needs and budget. ComFree offers flexible options, giving you the exposure you need.



ComFree Photography that includes a virtual tour, measurements, and photos are included in our **\$1197** package with a **90% success rate** — all backed by our Money-Back Guarantee!

#### Create a Detailed Listing

Highlight your home's unique features and benefits. We'll guide you through easy-to-follow listing forms, making the process simple.

#### Capture High-Quality Photos

Showcase your home's best angles with clear, well-lit photos. Visuals are crucial! [Use our tips](#) to take photos that attract buyers.

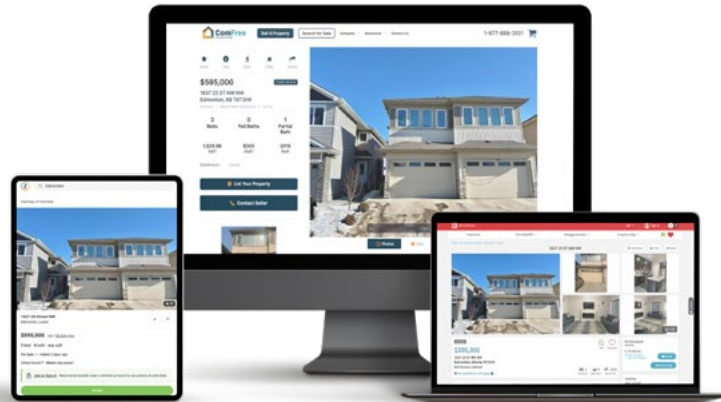
You can purchase a Photography package add-on (included in our \$1197 package) that includes a VR tour, measurements, and photography. A VR tour lets buyers explore your home anytime, attracting more serious interest.



# 03 Step

## Get Seen and Show With Confidence

Maximizing Listing Exposure & Showings with 40 Million Monthly Visitors



### Maximize Online Exposure

Post your listing on REALTOR.ca and all syndicated platforms. ComFree's platform shows your listing to a wide audience while including your contact information.

### Schedule Open Houses

Attract potential buyers with well-planned open houses. [Use our tips](#) to create a welcoming and memorable open house experience.



### Prepare a Showings Checklist

Ensure your home is ready for each showing. A well-prepared home leaves a lasting positive impression.

[Read Our Showing Preparation Checklist](#)

### Did You Know?

Millions of email notifications are sent daily to buyers with search criteria, matching your ComFree listed home to the right buyers.



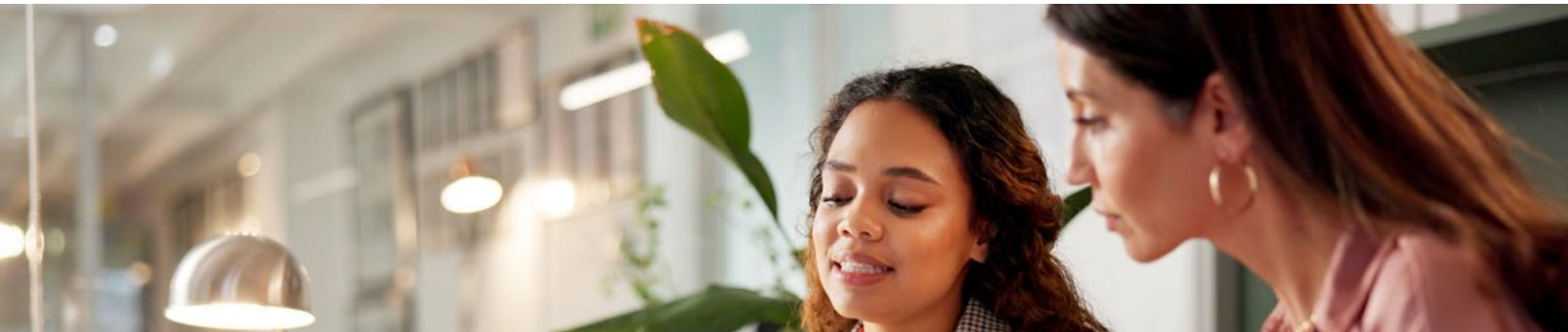
With ComFree, you control your showing schedule and can leverage our resources to conduct successful showings that highlight your home's best features.

[See an example of a VR tour here.](#)

# 04 Step

## Negotiate Like a Pro

### Navigating Offers and Negotiations



#### Review Offers Carefully

Understand the terms and conditions of each offer. We provide resources like "[Understanding the Offer to Purchase](#)" to help you.

The most important factors are your price and closing date



#### Negotiate Strategically

Counter offers to achieve the best possible price and terms. [Our negotiation strategies](#) empower you to get the best deal.



#### Conditional Offers

A conditional offer is a purchase offer that depends on certain conditions being met, such as financing or a home inspection.

An escape clause allows the seller to continue showing the property and accept other offers while giving the original buyer a limited time to remove their conditions.



ComFree empowers you with the knowledge and resources to confidently navigate purchase offers and negotiate the best possible outcome.

View all of our partners, including our [partner lawyers here](#).

# 05 Step

## Close with Confidence and Celebrate!

Closing the Deal and Celebrating Success



### Coordinate Closing Details

Start with your lawyer and the buyer's team to finalize the transaction. We're here to support you through every step of the closing process.

### Pro Tip:

Lawyers (not agents) protect your best interests at closing.



Closing day is the culmination of your hard work. With ComFree's support, you can confidently complete the transaction and celebrate your successful home sale. Your last steps include sending the offer you'd like to proceed with and depositing the cheque in your trust.



# The ComFree Advantage — Your Smart Selling Solution

## The ComFree Advantage

Selling with ComFree offers several unique benefits:



### Save Thousands

Skip the hefty REALTOR® commission fees and keep more of your hard-earned equity.



### Export Support 7 Days a Week

Our team of real estate professionals is here 24/7 to answer your questions and guide you throughout the process.



### Control the Process

Make key decisions about your listing, pricing, and showings.

Don't be manipulated by any third-party agents who may simply be interested in their own commission and not your best interests.



### Sell on Your Terms

Tailor your listing timeline approach to match your goals and schedule.

**Selling your home doesn't have to be stressful or expensive. With ComFree, you have the power to sell smarter and save big. Let's get started!**

# Hear From Our Successful Clients



I've used ComFree before, and I just sold my mom's condo with them and it was a great experience. I saved thousands of dollars and it was easy. No need to use a Realtor so do not hesitate to use ComFree, they are the best!

—Colleen Anderson



We listed with ComFree and it sold within a week and we saved \$16,000 in commission. The experience was seamless and customer service was incredible! It's really not difficult

—Jeremy



Dealing with ComFree Realty was very easy and straight forward. They responded quickly to our requests and were extremely helpful when needed. Thank you to the ComFree Realty team.

—Jenine Yuzik

# Your Successful Home Sale Awaits

## Final Thoughts and Next Steps

Congratulations! By following this checklist and leveraging ComFree's resources, you're well on your way to a successful home sale. We're committed to empowering you with the tools and support you need to achieve your real estate goals.

Remember, selling your home is a significant decision, and with ComFree, you can do it with confidence and control. Visit [comfree.com](https://comfree.com) today to explore our packages and start your home-selling journey.



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