

HOME

Selling Tips



2021



2021 HOME Selling Tips



NOVEMBER 2020

SUN	MON	TUE	WED	THU	FRI	SAT
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DECEMBER 2020

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MAKE AN ENTRANCE

The number-one, top most important item is the exterior. If you can't get people through the door, it's hard to make them make a purchase.

Upgrade your front door so it's clean, secure, and has matching hardware with the house numbers.



JANUARY 2021

1 New Year's Day

SUN	MON	TUE	WED	THU	FRI	SAT
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TUCK AWAY PHOTOS

When buyers are walking through a home, they're trying to envision themselves living there—hard to do when they're surrounded by the framed faces of someone else's family.

Remove any type of family photos, anything overly personal in the home, because you want to make it appeal to the largest demographic possible.



FEBRUARY 2021

14 Valentine's Day **15** Family Day (BC, AB, SK, ON, NB)
15 Islanders Day (PEI) Louis Riel Day (MB) Heritage Day (NS)

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MAKE YOUR COLOUR PALETTE MORE NEUTRAL

Beige isn't the only choice for neutrals—go for gray too to keep your home looking clean and appealing. You're looking to appeal to 90 percent of the people 90 percent of the time. The majority of people should feel comfortable in the space—not excited, not upset. If you do want a pop of colour, use it as an accent in pillows, paintings, and other items.



MARCH 2021

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KEEP YOUR STYLE COHESIVE

While you don't have to stick to one particular style—in fact, most people describe themselves as eclectic—try to avoid staunch differences between the designs of each room and go for a more cohesive look.



APRIL 2021

2 Good Friday **5** Easter Monday (QC)

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CATER TO YOUR LOCATION

While traditional, modern, and eclectic can all look appealing, try to set your décor up to match buyers' expectations. A transitional look tends to work well in urban or suburban settings, but you might also want to line your design up with a style specific to the area. If you're selling a chalet in the mountains, don't set up in an industrial setting—it's going to be more country. Be in tune with where the home is and what design taste for that is.



MAY 2021

9 Mother's Day **24** Victoria Day

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CLEAN OUT YOUR CLOSETS

When buyers are walking through the house, they're going to be opening closets and looking in storage areas. It can be overwhelming for a buyer to step into a space that's visually very cluttered.

Store excess items, especially kids' toys, in your basement, as long as there's enough room that you're not just creating a new problem in that area. Otherwise, box up your clutter and leave it in a storage unit.



JUNE 2021

20 Father's Day

21 Aboriginal Day (NWT) **24** St. Jean Baptiste Day (QC)

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GET YOUR FLOW

Set your home up with a good traffic flow so potential buyers don't get stuck in dead ends. Make sure appliance and cabinet doors don't block each other, doorways are clear, and your furniture doesn't require visitors to zigzag through the room. It's nice to be able to walk all the way around and not get to the end and turn around.



JULY 2021

1 Canada Day

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CUT DOWN ON FURNITURE

If you've been living there for a long time, a home can be overcluttered with furniture, which detracts from how big the home appears.

By removing a few pieces of unnecessary furniture such as corner chairs in the living room, you can open up the space and make it look larger.



AUGUST 2021

2 Civic Holiday

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CONSIDER RENTING PIECES

Make sure bright or outdated furniture doesn't detract from the beauty of the home itself. If you're afraid your current collection of sofas and chairs could turn off buyers, try renting some pieces when showing your home. Instead of your eyes going to the sofa that has super bright colours, you're noticing the house and the views and the room.



SEPTEMBER 2021

6 Labour Day

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LET THERE BE LIGHT

Lighting is simple but makes a huge impact. Some people really miss the opportunity to highlight a space. The more light the better. Having lighting to fit a few different moods in each room. For instance, a kitchen might have general lighting on the ceiling, task light under cabinets, and sconces for mood lighting near the eating area, and leave all of them on when showing your home.



UPDATE OUTDATED LIGHT FIXTURES

Updating a light fixture doesn't have to be a fortune. Pot lights can be expensive, but switching out a light fixture and maintaining the current placement is best. If your main lighting in the room comes from a single bulb, replace it with a chandelier, using the same wiring so you don't have to bring in an electrician. Having those eight or so bulbs instead of one will make a huge impact.



NOVEMBER 2021

11 Remembrance Day

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FINISH ANY PROJECTS

The last thing you want buyers to think about is all the work they'll have to put into a home if they move in. If there's a hook falling off the wall or a cabinet hinge that won't shut right, now is the time to repair it. Anything the potential buyer comes and says, 'I'll have to fix that when I move in,' go ahead and take care of that so it's not something they'll have to think about.



DECEMBER 2021

25 Christmas Day **26** Boxing Day (ON)

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JANUARY

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SEPTEMBER

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DECEMBER

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KITCHEN CONVERSIONS

Cup	Milliliters	Fluid Ounces	Tablespoons	Teaspoons
1/16 cup	15 ml	1/2 oz	1 tbsp	3 tsp
1/8 cup	30 ml	1 oz	2 tbsp	6 tsp
1/4 cup	59 ml	2 oz	4 tbsp	12 tsp
1/3 cup	79 ml	2 2/3 oz	5 1/3 tbsp	16 tsp
1/2 cup	118 ml	4 oz	8 tbsp	24 tsp
2/3 cup	158 ml	5 1/3 oz	10 2/3 tbsp	32 tsp
3/4 cup	177 ml	6 oz	12 tbsp	36 tsp
1 cup	237 ml	8 oz	16 tbsp	48 tsp

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