

TRILLIUMWEST

Seller Journey

SELLER'S NAME

INITIAL WALK THROUGH OF HOME
DOCUMENT FEATURES & FINISHES BUILD RAPPORT
IN PERSON LISTING PRESENTATION/CMA - DISCUSSION RE: MORTGAGE + FINANCE PENALTIES /REQUIREMENTS
SECOND WALK THROUGH OF HOME- MEASUREMENTS, MORE IN-DEPTH WALK THROUGH
DETERMINE PRICING STRATEGY
SIGN LISTING PAPERWORK / GET ID FOR FINTRAC / UPLOAD TO DOCUSIGN
PRE-LIST INSPECTION
STAGING CONSULTATION
ORDER STATUS CERTIFICATE (CONDO ONLY)
HOUSE PROFESSIONALLY CLEANED
ARRIVE AHEAD OF PHOTOGRAPHER TO ENSURE THINGS ARE IN ORDER
PROFESSIONAL PHOTOGRAPHY
IGUIDE OR PROFESSIONAL VIDEO
SEND PHOTO, VIDEO, IGUIDE TO MARKETING EMAIL / ORDER MAGAZINES / FEATURE SHEETS
ADD TO HOTSHEET / PROPERTY TOUR
MOVETTO INSTALL - NOT MORE THAN 3 DAYS PRIOR TO LIVE
LIVE ON MLS
SET UP BROKERBAY TO ALIGN WITH SELLER AVAILABILITY AND CLARIFY WHO WILL ACCEPT / REJECT SHOWINGS
INTERBOARD TO TREB OR OTHER RELEVANT BOARDS
SOCIAL MEDIA: POST ON PERSONAL PAGE
CONVERSATION ON WHAT TO EXPECT NOW THAT YOUR HOME IS LISTED
OPEN HOUSE
ACCEPTED OFFER
RECEIVE DEPOSIT / UPDATE MLS
FIRM OFFER - SOLD RIDER INSTALLED
SOLD PICTURE
LAWYER ENGAGEMENT
UPLOAD ACCEPTED / UNACCEPTED AGREEMENT TO DOCUSIGN ROOMS
CLIENT ADD TO TECH STACK
FIRST WALK THROUGH - DISCUSS EXPECTATIONS
SEND MOVING CHECKLIST
PLAN HOUSE CLOSING GIFT
EMAIL ON CHATTELS THAT WERE INCLUDED IN THE DEAL, LEAVE KEYS, MANUALS ETC.
FINAL WALK THROUGH
HOME CLOSING
CONGRATULATIONS EMAIL
FEEDBACK EMAIL

TW | GUELPH 7-292 STONE ROAD | GUELPH, ONTARIO | N1G 3C4
TW | KW 240 DUKE STREET WEST | KITCHENER, ONTARIO | N2H 3X6

226.314.1600
trilliumwest.com

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ADDITIONAL STEPS IF DESIRED

TW | GUELPH 7-292 STONE ROAD | GUELPH, ONTARIO | N1G 3C4
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