



Linda's

HOME SELLER'S

Guide

Testimonials

Linda was highly recommended to us by a close friend who purchased a home thru her recently. Our experience with Linda was outstanding. She was available at all times and helped us navigate buying a home remotely in a short period of time. Her wealth of experience and constant professionalism is second to none. We just took possession of our forever home and are so happy with both the home and the buying experience. We highly recommend her and would trust her to advocate for us again in the future.

Kristin Jacobs

Linda is totally dedicated to her clients. She treated every request we had in the process like it was her top priority. She is so friendly and upbeat. Thoroughly delightful to work with. And she got us a great price on our condo.

Dwight & Jeanette Olney

Linda is our go-to agent! She is a fantastic communicator, extremely knowledgeable of our market, always available (more than anyone should be, honestly), and goes above and beyond to make sure you are taken care of and your boxes get checked, both buying and selling. 10/10 would recommend.

Jason and Jenny-Lynn Sheldon

Professional, knowledgeable, excellent communicator and best of all truly committed to her profession. She showed a genuine caring for our family in what can be a very stressful process, a pleasure to work with.

Gary Koralewicz

Linda was the most helpful person we could have hoped for. Her advice and understanding of our needs helped us successfully sell our house in a quickly and with the least stress possible. She went above and beyond to help us with everything we needed. I would highly recommend Linda to anyone selling or buying a home. Her knowledge is invaluable. **K and K Guttormson**

We first met Linda at a showing of one of her listings. We were very comfortable with Linda, and valued her professionalism, vast knowledge, experience and guidance. We subsequently engaged Linda to purchase a property and were very pleased and impressed by her purchasing strategy, comprehensive service and prompt responses to our inquiries. We highly recommend Linda and would utilize her services in future transactions. **Terry and Roberta**



There is no Substitution for Experience!

Entering my 32nd year in Real Estate in January 2025, it's remarkable to reflect on the journey. I have met so many amazing people that have gone from clients to friends and I am blessed that many of my past clients continue to reach out when they need advice or are ready to enter the market again. I'm proud to let clients know that my reputation as a consummate professional shines through in that almost 80% of my clientele are repeat customers, a fact that speaks to my commitment and deep seeded knowledge of the real estate profession.

I am honoured to be called upon to list a great number of homes annually. To that end, I am on top of social media, including Facebook and Instagram. I bring motivation, creativity, and high energy to effectively market your home for top dollar, continually adapting as our industry evolves. Educating and guiding buyers through the process is a passion of mine.

Married to my soulmate Jeff for 24 years, I embrace a balanced lifestyle with yoga, workouts, biking, hiking, pickleball and I love to cook and bake. Blessed with an amazing family I have 2 sisters - Susan and Tracey and my brother Ian. We are a close family that is in contact with a Good morning and a Good night daily.

I am a huge advocate for the Alzheimer's Society because of my Mum Evelyn (who passed away February 26, 2024) and Mother-in law Doreen (who passed away March 7, 2023), and to that end, I proudly donate generously to the challenge of curing dementia. Other charities I contribute to include the Humane Society, Manitoba Harvest, The Christmas Cheer Board and The Winnipeg Foundation, Manitoba Animal Alliance, Agape Table and Habitat for Humanity. Committed to giving back I am proudly recognized as the 10th Top Giving Agent nationwide.

Thanks to the many clients I have worked with I have won many sales awards since 1993, including the REMAX Circle of Legends. I have maintained Gold Medallion Status for 21 years with the Winnipeg Regional Real Estate Board and for 2024 I have been recognized as one of the Top 100 Year to Date Individual Residential Agents for Remax Western Canada. I also secured the 2nd spot in Winnipeg and 2nd in Canada with Rate-my-agent.com.

Meet My Team

Linda van den Broek
REALTOR®

Jeff Seaford
Administrative Assistant

Janice Brolly
Graphic Designer

Ian Shanley
Videographer, Marketing Assistant

Ian Peters
ICP Real Estate Media

What to Expect

Comparative Market Analysis

I will meet with you in person and present you with my Marketing Presentation that will cover the entire process of selling. I will show you what homes have sold in your area, how long they were on the market and will show you what they looked like compared to yours and together we will determine a value for your home. We will discuss the current market conditions and where the market is headed for the current year.

Staging Consultation

Staging is a great way to showcase your home if you have it in your budget and your furnishings are worn and mismatched. It is not necessary though. When I come to see your home we can discuss whether this is a good option for you. I can refer you to several professional Stagers who will prepare an estimate for your review. Vacant homes can be "virtually staged" to ensure they show well.

Photography and Video

My photographer Ian, will take beautiful photos, and will provide a walk through video, a reel (short video for social media) and drone shots of your home in addition to a professional floor plan of your home. These photos and the video will be showcased throughout my online marketing.

Full Web Coverage

Your home will appear online through: lindavandenbroek.com, Realtor.ca, Remax.ca, Winnipeg Free Press and The Winnipeg Real Estate News.

Social Media

Your home will appear on my Facebook and Instagram pages and will be boosted to ensure more exposure.

Signage

A For Sale Sign will attract many buyers and will be placed on your front yard. If you live in a condo, we have to find out from the Management Company if signs are allowed.

Marketing Materials

My graphic designer Janice has designed top quality marketing materials to ensure your home is showcased in the most professional manner. My Marketing Assistant Ian will draft a full color brochure with the professional photos that have been taken. I will build a QR code so that when buyer's attend your home, they can scan the code and have a copy of the brochure at their fingertips.

Paperwork

In order to go to market, there is some paperwork that needs to be completed. I will discuss the MLS Listing Agreement, The Limited Joint Representation and The Seller's Service Agreement with you to ensure you understand what you are signing and the deadlines required to be listed on MLS. I will also require a list of any recent upgrades and all the features of your home.

First Meeting Preparation

Here's what to bring with you to our first meeting

Most Recent Property Tax Bill

This is one of the required documents I need when inputting your listing. We quote "Gross Taxes" because the Manitoba Tax Credit can and does change.

Utility Bills

How much does it cost to live in your home? Potential buyers like to see Hydro and Water bills to get an idea of what additional expenses they will incur if they choose to buy your property. These costs will be added to the listing.

Upgrade Invoices

Did you do any major upgrades in your home, such as new windows, a new furnace, a new hot water tank, etc? Showing the invoice for these upgrades confirms they were completed and also shows the dollar value you invested into the home.

Warranties Remaining

If any of the upgrades you performed on your home came with a warranty, including the warranty documentation to pass on to the new owner is very helpful.

Alarm Information

If you have an alarm system installed in your home I will need to know if you own it or it's leased. If it's leased you will either have to pay out the lease in full or you will have to ask the Buyer to assume your lease. I will need all the lease information including the company name, the cost and the length of your contract.

Manuals

Do you have any special equipment or features in your home, like a hot tub, pool, water softener, iron remover, new furnace or new appliances? If you have any manuals for these items it's a nice idea to leave them behind for your Buyer. No need to have them for our meeting but please put them aside for possession date.

Deficiencies

If you have any deficiencies in your home I need to know what they are as they should be disclosed to potential buyers. Things like foundation issues that are not repaired, broken appliances etc.



First Impressions

are imperative in real estate, and most buyers make theirs within only a few minutes. Check out these tips to make a knockout first impression

Curb Appeal – Drive By Success!

First impressions can be everything. Many people simply drive by and make a decision based on your home's curb appeal. So, don't forget the importance of creating a well-manicured entryway to entice potential buyers. Maintaining a neat and attractive exterior to your home will show buyers that you take pride on your property.

Doors and Windows

Spray WD40 on all hinges so everything operates smoothly. Have windows cleaned inside and out. Potential buyers will be estimating their energy costs, so fix drafts by re-caulking windows and replace exterior doors if necessary.

Atmosphere

Be mindful of the odours left behind by pets and smokers and consider using an environmentally friendly room fragrance to neutralize unpleasant scents. Replace light bulbs and add light fixtures in dark hallways, including basements, garages and closets.



Let Go Of Clutter

When prospective buyers walk through your home, they tend to imagine it as if it were their own. You can help them envision their dream space by presenting a clean, clutter-free environment.

Remove Personal Items

Put away family photos, souvenirs, knick-knacks and personal items. These items are special to you, but the prospective buyer wants to envision their own personal items in your space. So, help them out and remove any reminders that it's someone else's home.

Clean, Clear Surfaces

Clear counters, especially in kitchens and bathrooms, store away small appliances and miscellaneous personal items. Scrub down the surfaces and perhaps even put out a bouquet of flowers. Clean the inside of all your appliances including the washer and dryer. Clean your window sills and tracks. Vacuum the dryer vent inside and outside the home. Clean your baseboards and trim. Vacuum the inside of drawers and wipe down your cabinets. Make sure all your lightbulbs are working and change to 100 watts if possible.

Create Ease of Movement

Remove and store extra furniture to create open areas that promote easy foot traffic through your home. Home stagers suggest 2- 3 feet of walkable space between most areas in the home.

Show Off Storage Space

Clear out closets, basements and garages as prospective buyers are always on the lookout for ample storage space. Now is a good time to box up seasonal clothing and items that you aren't using, unworn clothes, toys and personal items for storage or charity. Clean out unused or old products underneath kitchen and bathroom sinks.

Quick Fixes and TLC

Potential buyers will be looking for visual clues that your home is well cared for. How much work a house seems to require will impact the offering prices you receive, so it's worthwhile to ensure that everything is in good working order. Change furnace filters, clean vents, ceiling fans and windows. Label your fuse box. Ensure all switches and outlets are working. Ensure your sump pump is discharging away from the house and you have downspout extensions. Clean your gutters. Patch and paint stucco where needed. Repair your fence if it's falling over and paint it if necessary.

Bathrooms and Kitchens

Ensure all plumbing fixtures are clean and in good working order. Check for leaks and repair if necessary. Outfit leaky faucets with new washers and clean any visible stains on porcelain fixtures. Replace old, worn shower curtains and bath mats. Re-caulk where needed.

Walls and Floors

A fresh coat of paint instantly transforms a space, helping it to look neat, clean, and up-to-date. Always fix obvious wall imperfections like cracks and nail holes, before painting. Steam clean carpets and runners, and repair any chipped or loose floor tiles.

Pets

If you have pets, hide any evidence of pets for showings and photos including their dishes, toys, beds, cages and food.

A framed sign with text is mounted on a light-colored wall. The sign has a thin wooden frame and a white background. The word "Remember" is written in a red, cursive font at the top. Below it, a paragraph of text is written in a black, sans-serif font. The room is minimalist, featuring a round, light-colored coffee table with a white ceramic cup and saucer on top. To the right, a white armchair with a wooden frame is visible. To the left, a potted plant with green leaves is in a brown pot. The floor is made of light-colored wood.

Remember

In preparing to sell your house, take a step back. This is no longer your home but your investment for your future. You want your home to have broad buyer appeal to your target market.

Staging

Curb Appeal

Stand back and view your home as if you were seeing it for the first time. The first impression of your home is imperative. Depending on the season, you may want to have pots of colourful and attractive flowers to greet buyers; a clean and inviting door mat; new and shiny door handles and even a freshly painted door.

Clean

A clean home translates into "they must have really cared for their home!" Use environmentally friendly cleaners where you can, and remember bathrooms and kitchens must be absolutely sparkling clean.

Choose a Neutral Colour Scheme

Soft Beige seems to be the favourite neutral these days. I would stay away from really dark colours if you can. This is just a suggestion but it's what is selling right now. Warm and inviting!

Highlight your Home's Best Architectural Features

Place your furniture in each room so that you have very obvious focal points that show off the home's best selling features. For example, if you have a beautiful fireplace then place the furniture in a parallel grouping so that the eye is drawn to the fireplace. It can be hard to envision your space differently than how you use it, so ask for assistance if you're unsure!

Decide on the Function of Each Room

If you were using your guest bedroom as your den for living, turn it back into a bedroom with bedroom furniture in it when you're selling. If you do not have the right furniture for each room, consider renting it. Staging goes a long way!

Light your Home to its Best Advantage

Spend money on new light fixtures if it's in your budget. There are many low-cost lighting stores to select from - dated light fixtures are an easy fix.

Window Treatments that Sell your Home

Tasteful well fitting window treatments are ideal. We can discuss this in person as what you have may look just fine!

Give Special Attention to Flooring

We are seeing Luxury Vinyl plank flooring everywhere these days. It's reasonably priced, durable and looks great. If you have carpets have them cleaned and if you have tile, having the grout cleaned makes a big difference. Neutral is the key!

Expected Costs of Selling

This is just an estimate in order to help you plan your expenses
for the sale of your home
Prices will vary

Item	Cost	Notes
Legal Fees	\$1500-\$2500	You will need a Lawyer to finalize the sale of your home. I can refer you to one if you don't know one
Legal Disbursements	\$200-\$500	Photocopying, couriers, title searches
Mortgage Discharge	varies	Depends on your interest rate and when you last refinanced
Realtor Commissions	4%	Commissions are paid of the final sale price of your home. Commissions are GST applicable as we are a service.
Condo Documents	\$400-\$2000	I have many standard documents but we require some current ones from the Management Company
Getting Your Home Market Ready	varies	Cosmetic updates can be quite affordable and go a long way.
Professional Cleaner	\$500-\$1000	This is worth every penny. Good to do for getting ready to sell and for possession date
Moving Truck	\$2000-\$5000	Could be more or less depending on how much stuff you have

What I do as your Realtor®

Here is a list of duties and tasks that I complete on behalf of the seller

Research your home and sales in the area.

Prepare a market analysis looking at past sales, and current listings /market conditions.

Present my Listing Presentation in person.

Prepare all listing documents for your signature including:

- Seller's Service Agreement
- Listing Agreement
- Limited Joint Representation

Measure interior rooms and heated/air conditioned square footage.

Prepare detailed list of property amenities, features, and property's inclusions. Compile list of completed repairs and maintenance items.

Book and arrange photography and video.

Arrange for installation of yard sign.

Load listing into our MLS system.

Load to social media for promotion and boost post throughout the listing.

Design and print brochures.

Drop off QR code sheet for showings.

Install lockbox.

Coordinate showing requests and confirm showing times.

Field all questions from Buyers Agent and Buyers.

Qualify all Buyers.

Follow up for feedback approximately 3 hours after all showings.

Presentation of all offers.

Negotiate on behalf of your sale.

Delivery of paperwork and deposit cheque.

Deliver complete file to your Lawyer for closing.

Email or deliver a closing file to you with copies of all paperwork, estimate of your closing costs based on the sale of your home.

Take down the sold sign.

Assist in any way possible to ensure a smooth sale.

Linda

van den Broek

There is no Substitution for Experience!

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