

*Real Estate Marketing and Sales*

**SOLD!**



**LUXURY  
PORTFOLIO**  
INTERNATIONAL®

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

  
**Macdonald  
Realty**



## Experience & Expertise



### **“I achieve my goals by helping clients achieve theirs.”**

With over 17 years of experience, I offer a deep knowledge and understanding of the real estate market and how to successfully navigate it.

It has been such a privilege to help Western Community clients successfully sell their homes since 2006. As a multi-year MLS award winner, I am armed with an expert array of skills, knowledge and techniques that come from years of full-time real estate sales and throughout diverse and ever changing markets.

My highly professional team at Macdonald Realty provides cutting edge market intelligence, education, legal and conveyancing support. We are the leader in Western Canada for residential sales and are proudly BC owned and operated.

Macdonald Realty offers 3 Greater Victoria office locations for your convenience—Sidney, Victoria and the Westshore. When you choose to work with myself and my allied network at Macdonald Realty, we will be your guide and professional advisor seven days a week.

**I Look Forward to Working With You!**

*“I treat my clients like I would my own Mom—with the utmost care, compassion and patience. My business is highly professional with a personal approach based on the unique needs of each individual. Not one client is the same, and every client is important.”*

**Local Offices:** 2411 Bevan Ave. Sidney / 755 Humboldt St. Victoria / Western Communities

Email: KimberlyLegeard@gmail.com  
Office: 250.388.5882  
Cell/Text: 250.217.9751  
Web: www.XoxoHomes.ca



@RealtorGirlVI



@RealtorGirlVI



@XoxoHomes

## A Smooth Transition Tailored to Your Needs

I have been helping Sidney and Saanich Peninsula based clients successfully sell their homes for more than 17 years. Like them, you will be guided carefully through the complex paperwork, processes and changing market conditions at your pace, ensuring that all the contractual obligations and behind the scenes requirements are met for a smooth sale of your home at the best possible price.

## Marketing Specific to Your Unique Property

Whether it's videography, digital floorplans, hosting open houses, styling your home, web based advertising or professional signage, I provide a full package of services tailored to best showcase your unique property to prospective home buyers locally and throughout the world. Let me take care of all the details—it's a very long list!

## Your Expert Guide

Selling and buying real estate in BC is complex and has changed immensely over the past few years—with more government mandated changes to come. At Macdonald Realty Ltd., we sell the largest volume of property on the West Coast and our professional knowledge and standards are second to none. What this means for you is expert, multi-year award-winning real estate services, from the moment we meet to long after your sale.





## Testimonials



"In the past, we have dealt with a number of Realtors and none of them holds a candle to you in terms of professionalism, personableness and conscientiousness. You guided us so well through the maze of choices and transactions, and we are very grateful to you. Naturally we will recommend you enthusiastically to anyone who is in the market."

*Evelyn & Andrew*



"Thank you so much for your patience and professional manner over the last few months... It has been a pleasure and fun to work with you."

*Sonja*



"Just a note to say "thanks so much" for all the work you've done for us with this sale! It's been a marathon race, but you've done a super-awesome job for us! And you get bonus points for intestinal fortitude and patience through all!"

*Adrienne*



"We are thankful for a realtor like you. I am telling everyone about your amazing service."

*Wendy*

"Kimberly, you are the best. Thank you for all your hard work and attention to detail. You are a credit to your brokerage."

*Bob and Lynn*

"...most of all we really appreciate your honest. We really felt like you had our back."

*Katey and Eric*





Above all else your real estate professional must work for the best interests of the client, while skillfully managing the complex behind the scenes issues that often accompany real estate with the highest ethical standard.

"This whole process has been amazing due to the knowledge, patience and care that you have shown us. We absolutely love our new home! Thank you so much for everything you have done for us."

*Steve & Family*

"...A sincere thanks for all your hard work on our behalf. We have so appreciated your knowledge, your network into the community, your integrity and your lovely sense of humour and style."

*Deb & Edd*

"Kimberly...Thank you for all your efforts, patience and support in selling our house. I will always recommend you to anyone looking for an agent."

*Lisa*

"Thank you for all your hard work and patience in selling our mom's condo. Your help and professionalism was and is greatly appreciated."

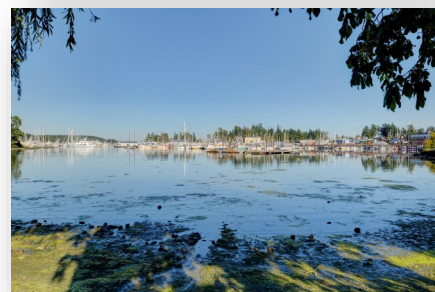
*Terry & Debbie*

"Thank you for looking after us for the last few years, we've really enjoyed working with you!"

*Janet & Jim*

"What a pleasure to work with you, not because our offer was the successful one, but because of who you were in the process. Thanks for everything."

*REALTOR®*



# Marketing Plan Elements

Every property is unique and deserves its own unique marketing plan. Your home isn't one size fits all, and your marketing plan shouldn't be either.



## Styling

### Sets the Stage

A stylish, well laid out room allows potential purchasers to picture themselves living in your space. We will give you suggestions on how to best appeal to a broad base of potential buyers. Staging or virtual staging results in a higher sale price. Period.



## Photography

### By Professionals

Beautiful professional photos with balance, lighting & technical composition will showcase your home and draw in potential buyers. Pictures taken with an iPhone won't.



## Floorplans

### A Must Have

Every property needs one. Buyers love them and they some will review the floorplan before they visit in person. They figure out where to put furniture and which kid gets the big room, creating an emotional involvement with your home.



## Website

### Responsive & Mobile

Property specific webpages allow me to showcase all your home has to offer. Cross marketed on MLS®, countless pick up sites and across social media platforms, our property website pages are mobile-responsive and display on any device. A must have.



## Social Media

### It's a Social World

Love it or hate it, we put your listing where the people are. Social media can help create awareness and excitement.



## Video

### Tells a Story

Videos bring your home to life and give your listing movement and excitement. We bring the buyer into your property without leaving their home. 3d Matterport and drone images may be added to the marketing package specific to your home.



## Print Material

### A Great Takeaway

Full colour multi-page brochures featuring beautiful photos, floor plans and important information act as a takeaway that is tangible. Buyers can hold and remind themselves of just how much they loved your home.



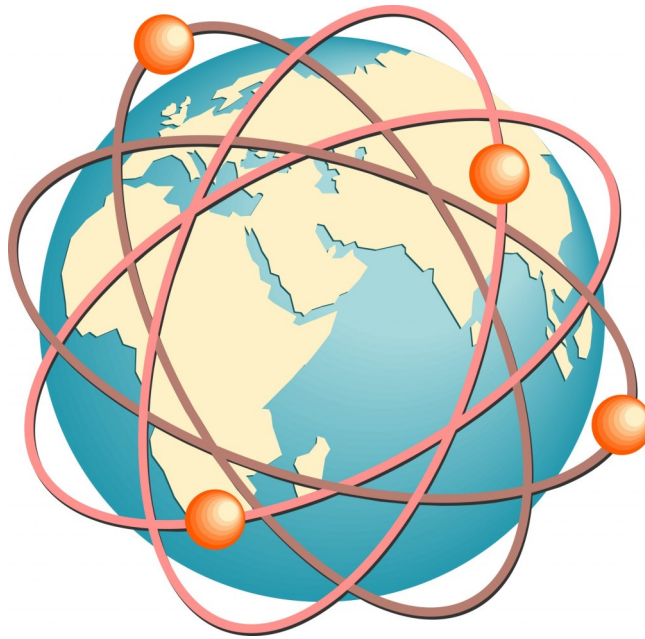
## Tours

### Making It Easy

Open Houses are not for everyone as visitors are usually unknown and may not be vetted by a professional Realtor. Realtor "only" tours are a great way to showcase your home to professionals working with qualified buyers.



# Where Will Your Listing Go



VANCOUVER SUN

THE WALL STREET JOURNAL.



**vimeo**



# Property Action Plan



**When preparing to list your home, we focus on 4 main areas that will help transform your property so it photographs and shows to its best advantage. We aim to catch the attention of potential buyers and make it easy for them to imagine themselves living in your home. We may recommend moving furniture around, ask you to tuck items away and we will give you a to-do list. Here are some basic guidelines:**

01

## **Maintenance & Repairs**

Address deferred maintenance issues and tend to minor repairs both inside and outside the home. This allows buyers to focus on what makes your home special. Remember, the importance of curb appeal can't be overstated. Don't forget to weed and tidy garden beds! Many Sellers lose buyers before they even get to the front door. You won't!

02

## **Editing—Pack Up The Small Stuff**

Reduce the volume of contents in your home. Pack up knick-knacks, personal photos, unused clothing, extra furniture, jewelry, gadgets, toys, and paperwork. Minimalistic and organized—this is key to presenting your home in the best light.



**Each property that I represent will have a specific Property Action Plan to address any challenges that exist and to enhance the look and feel of the property and maximize potential value.**

03

## Organize & Tidy

Tuck linens, blankets, toiletries away. Remove shampoos, soaps, meds, personal items, bath mats and used towels. Empty and place garbage containers out of view. Wipe mirrors, appliances, shower—they should sparkle. Close toilet lids. Plain linen shower curtains are best. Remove pet toys, beds, leashes and litter boxes from sight. Tuck shoes away, keys, eye glasses, sentimental items, etc.. Tidy cords and remove select floor/door mats. Desks should be free from paperwork, clutter, mementos. Remove everything you can from the kitchen and bathroom counters. No dirty dishes in the sink please, no washcloths, hand towels, soap bars, Kleenex boxes, hygiene items, cleaning supplies in sight. Careful of displaying too many small appliances. Wipe down baseboards and blinds. People will open the oven door so do a major clean here!

04

## Styling

Styling services range from virtual staging, providing you with a to-do list, light styling, suggestions for re-organizing your rooms or a more comprehensive stage with inventory and select finishings. Styling will result in a higher sale price.



# Information Needed

**Prospective buyers will have a lot of questions. We want to make it as easy as possible to address any concerns, highlight special features and to make their introduction to your home as easy and welcoming as possible. Here are some of the items and information I will be asking you for:**

- ☐ Complete forms: Property Disclosure Statement, Our Top 10, Frequently Asked Questions, Updates List.
- ☐ Provide a set of key(s), door codes to access the home, garages suites and storage areas.
- ☐ Provide any alarm codes and instructions.
- ☐ Name of your home insurer.
- ☐ Copy of current, official Canadian photo id for each owner (e.g. drivers license, passport)
- ☐ Email address and telephone for each owner—please advise if you share an email address.
- ☐ Your job title and employer name. If retired, your last job title and employer.
- ☐ Strata President and Secretary Treasurer names, emails and contact numbers.
- ☐ Strata Management Company (and strata manager) name and contact number.
- ☐ Location of septic and well, pump out and flow rate reports, servicing information.
- ☐ Copy of your current Property Assessment document, any special levy info or additional property tax charges.
- ☐ Copies of any receipts for updates, renovations, etc. and a list of companies that did the work for you.
- ☐ Copies of any transferrable warranties.
- ☐ Copy of written tenancy agreement and tenant contact information.
- ☐ Caretaker name and contact number.
- ☐ Gardener name and contact number



- ☐ Your preferred move out plan.
- ☐ Preferred showing days and times. If there are times that are absolutely not available, please advise. If you're a late riser or early to bed, let me know! Keep in mind that potential buyers will have a variety of schedules and will request showings day, night, weekend and weekdays.
- ☐ How much advance notice you need to accommodate a showing (e.g. a few hours, overnight notice, other).
- ☐ Your preferred communication (text, email, call or combination) and the time you go to bed! Yes, really!
- ☐ Work and appointment and social schedule (when you are not available to communicate).
- ☐ Vacation schedule, travel times and mode of communication.
- ☐ Any furniture, artwork, tools, special equipment that will be for sale.
- ☐ Any fixtures that are excluded from the sale.
- ☐ Any appliances, sheds, yard items, fixtures that are not included in the sale.
- ☐ Pet names, special instructions during showings and temperament.

Note: Estate, Power of Attorney and Foreclosure sales will have a specific list of additional documents.



# What to Expect-A Routine for Showings

**Creating a routine will help you get out the door with confidence when prospective buyers wish to have a private tour of your home with a Realtor®. Here are some tips:**

- Plan to leave your home at least 15 minutes before the scheduled showing time.
- Ensure all lights and lamps are turned on to create a warm glow—yes, this includes the light over your stove.
- Empty garbage cans and tuck them away if possible.
- Put your paperwork, jewelry, coins in drawers.
- Place all grooming items, prescriptions, bath mats, used towels, toilet brushes, etc. in a closet or cupboard.
- Wipe your bathroom \*mirrors, sinks, counters, faucets, glass doors! These should glisten.
- Ensure the toilet and bowl is sparkling & close the lid.
- Remove plungers, bowl brushes, bathroom garbage cans from sight
- Remove any dirt, leaves, bird droppings from balconies and patios.
- Wet the garden beds and pull any weeds leading up to the front door.



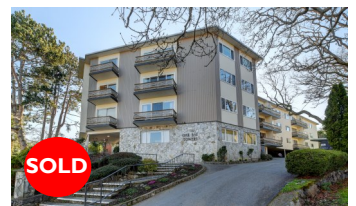
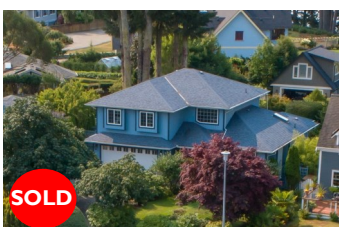
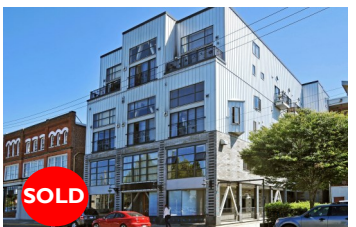
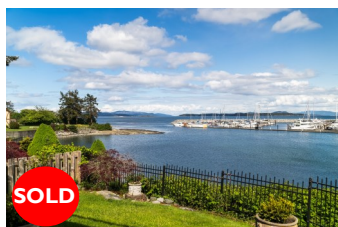


## **The little details can make all the difference to a discerning buyer.**

- Wipe all counters and clear of dishes, food prep items, pots, cloths, towels, supplies, etc.. Don't forget to wipe the backsplash.
- Wipe Kitchen floors and baseboard trim if its dusty.
- Tuck all dishes and cutlery away.
- Vacuum under the edges of any area rugs.
- Dust any furniture, light fixtures and blinds as needed.
- Vacuum carpets and pay attention to the underside of area rugs.
- Wipe hand prints from around door knobs.
- Fluff pillows, tidy and smooth the bed linens. Remove personal items, clocks, etc. from side tables.
- Place all shoes, clothes, purses, housecoats in closets.
- Air out the bedrooms and baths.
- Remove pet beds & toys from sight. Clean and freshen kitty litter and ensure it's placed out of main viewing areas.
- Ensure there is a comfortable temperature in the home.
- Open blinds. (unless the view out the particular window is unsightly).
- Turn on the fireplace (\*depending on timeline/month of showing). Tuck away any portable heaters, dehumidifiers, fans.
- Ensure the front door area, inside and out, is clean and clear of debris, moss, leaves. Put shoes in closets.
- Set Shoe sign at the front door.
- Set brochures and property information binder on the counter.

# What I Sell

**Waterfront · Strata · Freehold · Leasehold · Bare Land · Farms  
POA Sales · Estate Sales · Foreclosures · Tenanted Properties**







## Home Selling Process



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KIMBERLY  LEGEARD

XOXOHOMES.CA

# Moving Checklist - Let the Packing Begin!

**Start your packing right away—this will help with the staging process and give you momentum! The garage is the best place to neatly place boxes if you are short on storage space.**

## LAWYER:

Confirm that the transaction is progressing normally approximately two weeks before the completion date. Book your appointment to review and sign your paperwork (usually within a week of closing).

## HOUSEHOLD—NEW Home:

- \*\* Arrange Insurance for your new property—according to your completion date\*\*
- \*\* Arrange new telephone, internet, hydro, gas, water service, garbage, recycling to new home
- \*\* Contact new strata corporation or management company to set up billing and arrange your move in

## SEND CHANGE OF ADDRESS TO

- |  |   |
|--|---|
| <input type="checkbox"/> Post Office—Mail Forwarding | <input type="checkbox"/> Old Strata / Management Company          |
| <input type="checkbox"/> Credit Card Companies       | <input type="checkbox"/> New Strata                               |
| <input type="checkbox"/> Investment Services         | <input type="checkbox"/> Employer                                 |
| <input type="checkbox"/> Subscriptions               | <input type="checkbox"/> Online—Amazon Deliveries, Paypal, Google |
| <input type="checkbox"/> School and Colleges         | <input type="checkbox"/> Family and Friends                       |
| <input type="checkbox"/> Government Agencies         | <input type="checkbox"/> Cell Phone Provider                      |
| <input type="checkbox"/> Accountant                  | <input type="checkbox"/> Pension Plan                             |
| <input type="checkbox"/> Veterinarian                | <input type="checkbox"/> _____                                    |
| <input type="checkbox"/> Gym / Fitness Club          | <input type="checkbox"/> _____                                    |
| <input type="checkbox"/> Insurance Company           | <input type="checkbox"/> _____                                    |
| <input type="checkbox"/> Driver's License            | <input type="checkbox"/> _____                                    |

## DIS/CONNECT UTILITIES

Arrange to receive a refund for any deposits made or for pro-rated usage, and advise where final bills are to be sent.

- |   |  |
|---|--|
| <input type="checkbox"/> BC Hydro 1-800-224-9376      | <input type="checkbox"/> Recycling       |
| <input type="checkbox"/> Fortis BC (gas) 250-388-6200 | <input type="checkbox"/> Composting      |
| <input type="checkbox"/> Water utility                | <input type="checkbox"/> Security System |

## TELEPHONE AND INTERNET

- |  |  |
|--|--|
| <input type="checkbox"/> Telus 1-888-811-2323                              | <input type="checkbox"/> Shaw 250-475-5655 |
| <input type="checkbox"/> Rogers 1-855-862-6423 or 611 from your Cell Phone | <input type="checkbox"/> Other             |

## BANK ACCOUNTS & INVESTMENTS

- |   |  |
|---|--|
| <input type="checkbox"/> Order new cheques  | <input type="checkbox"/> Transfer contents of safety deposit box |
| <input type="checkbox"/> Pension payments   |  |
| <input type="checkbox"/> Change contact information for RRSPs and other investments |  |

## NOTIFY INSURANCE COMPANIES

- |   |                                   |  |
|---|-----------------------------------|--|
| <input type="checkbox"/> Health Insurance | <input type="checkbox"/> Life Ins | <input type="checkbox"/> Car Ins       |
| <input type="checkbox"/> Home Ins         | <input type="checkbox"/> Work     | <input type="checkbox"/> Pet Insurance |



# Moving Checklist

## CANCEL OR CHANGE DELIVERIES

- |  |   |
|--|---|
| <input type="checkbox"/> Water                         | <input type="checkbox"/> Groceries & Meal Planning Services           |
| <input type="checkbox"/> Recycling and Garbage Pick Up | <input type="checkbox"/> Prescription services                        |
| <input type="checkbox"/> Newspaper and Magazines       | <input type="checkbox"/> Propane                                      |
| <input type="checkbox"/> Compost                       | <input type="checkbox"/> Gardener / Lawn Cutting                      |
| <input type="checkbox"/> Memberships                   | <input type="checkbox"/> Dog walker                                   |
| <input type="checkbox"/> Security System Monitoring    | <input type="checkbox"/> Any online orders outstanding!! Amazon, etc. |

## MOVING OUT OF TOWN?

If you are making a long-distance move as opposed to moving within the local area, here are some additional items to remember to do:

## PERSONAL RECORDS

- |   |  |
|---|--|
| <input type="checkbox"/> Obtain school records for children                     | <input type="checkbox"/> Obtain any legal records          |
| <input type="checkbox"/> Obtain birth and church records for all family members | <input type="checkbox"/> Passports                         |
| <input type="checkbox"/> Proof of Vaccination                                   | <input type="checkbox"/> Medical Records & Treatment Plans |

## MEDICAL RECORDS

- |  |                                       |                                      |
|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Doctor  | <input type="checkbox"/> Dentist      | <input type="checkbox"/> Optometrist |
| <input type="checkbox"/> Specialists   | <input type="checkbox"/> Veterinarian |                                      |
| <input type="checkbox"/> Have prescriptions refilled or get prescription numbers |                                       |                                      |

## PACK A MOVING DAY BOX!

- |   |  |
|---|--|
| <input type="checkbox"/> Medications for family                     | <input type="checkbox"/> Paperwork and Payment for Movers    |
| <input type="checkbox"/> Toiletries, Paper towels, Kleenex, **TP**  | <input type="checkbox"/> Vital Phone Numbers                 |
| <input type="checkbox"/> Kids' favourite toys                       | <input type="checkbox"/> Cell Phone/Tablet/Laptop * Chargers |
| <input type="checkbox"/> Change of clothes for all family members   | <input type="checkbox"/> Legal papers/medical records        |
| <input type="checkbox"/> Pet Food, Dish, Litter/Box, Leash, Bed     | <input type="checkbox"/> Kitchen & Bath Cleaning Products    |
| <input type="checkbox"/> Pet medications                            | <input type="checkbox"/> Hand soap, towels                   |
| <input type="checkbox"/> Pet Carrier                                | <input type="checkbox"/> Light Bulbs, Garbage bags           |
| <input type="checkbox"/> Eyeglasses, Sunglasses                     | <input type="checkbox"/> Screw driver, hammer, pliers        |
| <input type="checkbox"/> Instant coffee, tea, juices, water, Snacks | <input type="checkbox"/> Face Masks, sanitizer               |
| <input type="checkbox"/> Plates, cutlery, mugs                      | <input type="checkbox"/> Cooler/Ice packs                    |
| <input type="checkbox"/> Pillow, blanket, sheets                    | <input type="checkbox"/>                                     |

## FINAL INSPECTION

- |   |  |
|---|--|
| <input type="checkbox"/> Turn down furnace/heat                         | <input type="checkbox"/> All lights off                        |
| <input type="checkbox"/> Doors and Windows Shut and Locked              | <input type="checkbox"/> Alarm System Disconnected*            |
| <input type="checkbox"/> Leave all lock codes with Realtor or new owner | <input type="checkbox"/> Leave all Keys with listing Realtor   |
| <input type="checkbox"/> Garage code with new owner                     | <input type="checkbox"/> Remove all garbage and recycling      |
| <input type="checkbox"/> Clean and tidy for the new owner!              | <input type="checkbox"/> Leave all appliance/equipment manuals |
| <input type="checkbox"/> Notes with any special instructions            |  |

## MEET YOUR REALTOR

We will determine the best day and time to hand-off your last set of house keys to Kimberly. This will be based on your final move out and the Buyer's possession day.

# KIMBERLY LEGEARD

XOXOHOMES.CA

*Thank You!*



**KIMBERLY LEGEARD**

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*XoxoHomes.ca*

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REAL ESTATE COMPANIES  
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# Updates & Special Features

Prospective buyers want to know how you have maintained and improved/updated your property. This information can be very attractive when marketing your home and answering questions from buyer agent Realtors and prospective buyers. Please list anything that comes to mind.

	Update	Date/Year	Est. Cost
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

SPECIAL FEATURES / ITEMS OF NOTE:





**The things you love about your home and neighborhood are some of the same things potential buyers will appreciate. Share what you love and I will use these special notes when marketing your home to Realtors and prospective buyers.**

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
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# Utilities

**Please Provide Information on Your Average Monthly Cost of Utilities should a prospective buyer have questions.**

BC Hydro \$\_\_\_\_\_ Natural Gas \$\_\_\_\_\_

Oil \$\_\_\_\_\_ Propane \$\_\_\_\_\_

Is the Propane Tank Leased Y N If Yes, from whom \_\_\_\_\_

Sewer or Septic ? Sewer Included in Taxes Y N \$\_\_\_\_\_

Municipal Water or Well ?

Water Included in Taxes Y N \$\_\_\_\_\_ per Month Provider\_\_\_\_\_

Garbage—Included in Taxes Y N \$\_\_\_\_\_ per Month Provider\_\_\_\_\_

Recycling \$\_\_\_\_\_ Pick Up Days \_\_\_\_\_ Provider\_\_\_\_\_

Current Internet Provider \_\_\_\_\_

Security Alarm System Y N Monitored Y N Provider\_\_\_\_\_

Name of Your Home Insurance Provider\_\_\_\_\_

Other comments or information about utilities, etc.

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**Making it easy for Agents to show your home is important and helps facilitate a smooth home buying process. You will be asked to confirm each showing request unless your home is vacant. If your home is vacant, please answer the top question.**

Code or key for the front door? \_\_\_\_\_

Code or key for any outbuildings? \_\_\_\_\_

Days and times that are a “no go” for showings? \_\_\_\_\_

\_\_\_\_\_

Special Instructions for pets? \_\_\_\_\_

Special Parking Instructions: \_\_\_\_\_

## Excluded Items

---

**Are there any fixtures or appliances that you are excluding from the sale? E.g. that special light fixture that was a wedding gift, that pretty bathroom mirror that you found at an auction and looks like its screwed to the wall but is just hanging, or that custom built shelving unit from Europe that is attached to the wall with 2 screws? Also consider TV mounting brackets and whether you will be leaving these or removing and repairing the wall. Please note that your personal furniture is not included.**

Excluded items: \_\_\_\_\_

\_\_\_\_\_



