



# Seller's Guide





## Shane Lanigan

Thank you for selecting my team and I to guide you in your real estate journey. I began my career as a full-time real estate professional in 2012 after graduating from the Telfer School of Management at the University of Ottawa with a business and finance degree and from OREA Real Estate College with a license to trade in Ontario Real Estate.

In 2014, I completed my Broker licensing - the highest designation available in Ontario Real Estate. Being from the Ottawa area and a seasoned real estate professional with over a decade of experience, I have gained extensive knowledge of the region's real estate market. Working primarily with referrals and repeat clients, my clientele have come to rely on me for expert advice, up-to-date market knowledge, and winning strategies. My business is built upon open and frequent communication, determination and transparency, a recipe which has consistently ranked me as the #1 Real Estate Agent at Keller Williams Ottawa. My genuine passion for real estate helps me connect with clients and provide them with the best service possible.

In 2020, Lanigan Real Estate Group was created in conjunction with Keller Williams Integrity Realty to expand our business and provide even better more detailed service to our clients. We have assisted hundreds of families to realize their homeownership goals, whether it be a first-time buyer, a family looking for their forever home, a downsizer searching for a condo, or an investor wanting to take their business to the next level.

When it comes to our work, we are experienced, detail-oriented, focused, and well connected. Needless to say my team and I have our finger on the pulse of Ottawa real estate, and a great appreciation for the work that it takes to be successful in the real estate industry. We welcome any new clients who are interested in buying, selling, investing, or simply getting some up-to-date market information.

*At Lanigan Real Estate Group we have a deep passion for real estate and take great joy in helping our clients accomplish their real estate goals. As a first career Real Estate Broker with over a decade in the business, I have the experience and knowledge to add immense value to your next move. My team and I welcome the opportunity to work with you and we promise to deliver industry leading service with a great deal of care and attentiveness.*

## Mission

Delivering the dream of home ownership. Our goal is to provide exceptional service from start to finish of your real estate experience. We aim to guide our clients by providing comprehensive information and expert advice to help them make prudent real estate decisions. Through our passion and attention to detail, we strive to exceed expectations and create a personalized and memorable experience for our clients so we may become long-term friends and advisors. Uncompromising integrity and consistently delivering impressive results will be the signature of our service. Our collaborative spirit and desire to grow will help us achieve the goals we set.

## Vision

To constantly strive for improvement and excellence. Everyday we push ourselves to be better and to serve our clients in the best possible way. We do this through clear communication, hard work, and continued education.

## Core Values

It is important for us to identify and outline the core values that guide everything we do. Our core values develop and define our culture, our brand, our business strategies and who we are as professionals. It is our goal to consistently live these core values and we encourage both our teammates and our clients to hold us accountable to these values.

**Knowledgeable:** We strive to understand our markets and our clients' needs.

**Connected:** Relationships are everything to us; we connect people and foster relationships with clients and industry professionals.

**Effective:** We set a high bar and work tirelessly to exceed expectations and achieve extraordinary results.

**Humble:** We are here to serve. We never forget that we owe everything to our clients, our families, and our team.

**Grit:** We persevere in our efforts no matter the obstacle with a high sense of urgency and always keep our clients top of mind.

**Integrity:** Our clients' needs and best interests are at the heart of everything we do.

**Accountable:** We operate with a high level of accountability, taking full ownership in delivering on our commitment to excellence

**Innovative:** We pursue excellence by pushing each other to be better every day and seeing possibility instead of limitation.

**Solution-based:** We are resourceful, always seeking to discover a solution and providing options for any concerns that arise.

## What Sets Us Apart

We have a defining culture of doing much more than just selling real estate. As a Keller Williams affiliated organization, we share the KW culture of serving each other, our communities and our planet. We guide our clients through what can be a stressful and emotional process. To alleviate stress, we anticipate steps to ensure you are informed and ready to take action. Our experienced Agents strongly negotiate for you. Our mission, vision, and values differentiate us as industry innovators and leaders.



## Dianna Nguyen

I'm Dianna Nguyen and I was born in Vancouver, BC to Vietnamese immigrant parents but have been living in Ottawa since the age of 3. Having lived in different areas of Ottawa (Chinatown, Little Italy and now Barrhaven) I have gained an appreciation for its cultural diversity.

Prior to obtaining my license, I worked in service and hospitality (10+ years of experience) where I formed many meaningful connections; one of which offered me the opportunity to pursue real estate. I have always had an interest in real estate, whether it was through interior design, architecture or just driving through neighborhoods of beautiful homes and being in awe!

In 2018, I started my journey in real estate as an administrative assistant before joining Keller Williams Integrity Realty in 2019, assisting 3 realtors with back-end logistics. With a few years under my belt of administrative work, it helped my understanding of how to do the back end of things, the paperwork, and seeing how my peers worked. I obtained my real estate license in under 6 months. With Shane Lanigan's mentorship and guidance, I discovered my true passion for real estate.

I take pride in forming connections with my clients and ensuring their real estate process is as stress-free as possible.

I live with my 2 little dogs; Louis and Kobe in the Barrhaven area and when I am not busy working - you can catch me dining out or at the dog park!

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## Geoff Richards



I am Geoff Richards. Real estate may not have been my first career, but it has always been a significant passion of mine. I began my journey into this industry in 2020, after a fulfilling 10+ year career in tourism and hospitality, focusing on corporate sales and events for luxury hotel chains and boutique properties across Canada. The transition into real estate was a natural fit, as I have always specialized in negotiation, strategy, and above all else, customer service.

When I moved to Ottawa in 2016, I was instantly drawn to the unique architecture and history of the city. Since beginning my career, I have always been invested in the defining moments of people's lives, thriving under pressure and consistently delivering successful results while working with clients of all backgrounds. I strive to always paint a clear picture of the buying and selling process and ensure that I provide exceptional communication to my clients so that they can be successful in their transactions.

Joining the Lanigan Real Estate Group has allowed me the opportunity to represent my clients in one of life's greatest acquisitions and the pursuit of homeownership. In my free time, I love spending time with my wife Alex and our son Weston while exploring the beautiful outdoors around our region.



## Qualifications

Shane has been licensed since 2012 and has taken many specialty real estate courses such as real estate investment analysis, waterfront and rural property, property management and building code.

## Choosing the Best Agent for the Job

There are several compelling reasons for choosing professional representation when it comes to the sale of your most valuable asset. We know information is available everywhere for buyers and sellers today, but knowing what this information means requires an experienced, knowledgeable professional to help you achieve the best.

I offer an in depth knowledge of current and historical market activity, a comprehensive and strategic marketing plan, access to a database of buyers ready to buy right now, a proven track record of success and the ability to negotiate fearlessly on your behalf .



## Home Evaluation

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster. Determining the *optimal* list price is, in part simple math, but for the most part it is a strategic process that requires extensive market knowledge and research. An in-depth Comparative Market Analysis (CMA) will tell you what similar properties have sold for recently, but to effectively price your property it's equally important to consider every similar home on the market to understand exactly what your competition is. In addition, expertise in both the local and national market conditions is paramount to arriving at the optimal list price. Pricing your home right the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.



# Preparing Your Home

## TIPS

### **Professional Photography:**

Show your property in the best possible light! Professional photographers can capture the essence of your property so that buyers will be enticed to view it in person.

### **Staging:**

Professional staging is one of the best ways to highlight a property's full potential. Studies show that staged homes sell for more money than those that are not.

### **Home Repairs:**

Whether it's a full scale renovation or a simple coat of paint, I can help you decide which property repairs will net you the highest return on your investment.

**Clean!** This includes windows, frames, baseboards, light fixtures, appliances (inside and out), cupboards and drawers.

**De-clutter.** Clear out any unnecessary items.

**Organize.** Straighten out the contents of all closets, drawers and cabinets.

**Depersonalize.** Take down any personal photos etc.

**Clean up your yard.** Ensure your grass, gardens and the general exterior of your property is neat and tidy to create maximum curb appeal.

**Stage.** This is when your realtor will recommend if you need professional staging assistance.

**Snow Removal.** If you are selling in the winter, it is very important to keep the driveways and walkways completely clear of ice and snow.



# Listing Preparation Checklist

**In preparation for listing your home, you will need to gather the following items:**

- A copy of your survey
- A copy of your front door key
- Your most recent annual property tax assessment
- The average cost of utilities (*electricity, hydro, water*)
- A list of items you would like to exclude from the sale
- Other relevant information (*a list of upgrades, copy of floor plans, builder plans and/or model name*)

**For condominium owners:**

- Maintenance fees and a list of maintenance/fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status certificate (if available)
- A list of bylaws and restrictions



# Accepting An Offer

Now this is where things get exciting. You've got an offer or maybe two or three at once! All offers of course, have a purchase price, but they also include such things as the closing date, deposit amount, irrevocability (how long the offer is valid for) and conditions if any.

**There can be a lot of variables, but I will walk you through every step.**

Naturally, the most important part of the offer is the price. I will ensure you understand every aspect of the offer, including current market conditions, recent sales or listings in your area, and provide you with as much information as possible about the prospective buyer and their representation. You will have a thorough understanding of the terms, your options, and the potential outcomes of your decision. You can accept the offer as is or make a counter offer, at which point I would negotiate the best possible price and terms on your behalf.

## TIP

Every time you receive an offer, you have **three options:** Accept it, reject it, or make a counter offer.

# Testimonials

“ Shane has been and is a well rounded agent. His professionalism and service go the extra mile. Taking time to understand his clients and also to make them feel great about their purchase or sale, taking the time to listen and adapt to clients needs is his strong suit. His ability to continue building on the relationship pre and post a buy/sale is what keeps us engaged with Shane for all our real estate dealings. Not to mention his ability to connect and provide value added moments with personal touches around milestone dates that goes above and beyond. The core of his business is well thought out with comparable sales and guidance in regards to pricing that is realistic and sets expectations well. Delivering on the mindset of under promise and over deliver. Very satisfied to the point where Shane is not just a realtor but personal friend. ”

— *Nazaam Charania*

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“ From the moment we met Dianna, we knew we were in good hands. Dianna did not disappoint at all. She was very friendly, quick, effective, knowledgeable, and made the process extremely easy for us. We would highly recommend. ”

— *Jason Jones*

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“ Geoff is really the best! He made buying our first house in Canada completely painless ! Buying and finding a house at the top of the market is not an easy task. When there was a house we wanted to see Geoff moved fast as houses were flying off the market. He kept us apprised about available appointments and always let us know as soon as a new property that met our (long list of) expectations came on the market. Geoff has been thorough, professional and great to work with throughout the process. We would highly recommend Geoff and his team to anyone looking to purchase a home, you won't regret it. ”

— *Mehdi Addardouri*





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