

# SELLING YOUR HOME



# THANK YOU

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Thank you for the opportunity to give you an evaluation of your home! Below is a general list of services and assistance we provide when we list a home for sale. These services are personally tailored to each client's needs and requests and are geared towards helping you sell your home quickly and at the highest price. Most importantly, we strive to make the process as smooth and stress-free as possible for you!



*Vivian & Kaitlin*

REAL ESTATE AGENTS



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# MEET OUR TEAM

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## VIVIAN EYOLFSON

REALTOR FOR 25 YEARS

Vivian is an award -winning agent in Toronto, where she has lived and raised her family. Through her 25 years of experience in the Toronto market, she has perfected her negotiating skills and honed her marketing prowess and critical eye. Vivian has an extensive knowledge and understanding of Toronto's diverse and ever-changing neighbourhoods.



## KAITLIN REES

REALTOR FOR 8+ YEARS

Kaitlin is a licensed real estate sale representative who has received the Directors Platinum Award multiple times. She loves going to open houses, staging homes, and going to showings. She works with clients to identify and meet their objectives, as well as all their buying and selling needs.

# THE SELLER ROADMAP

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This is a brief summary of the timeline for selling your home. Remember, as your Real Estate Agents, we will ensure you feel comfortable and confident during each step of this process.





# WHAT WE COVER

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01

**Staging:** If necessary, we will bring in a Professional Home Stager. As part of our fee, we will take care of the first hour of consultation if applicable. Renting of furniture will be at your expense.

02

**Minor Repairs:** We work closely with many trades people and can arrange for quotes, hire out the work as well as oversee the job if you wish. Any pre-sale repair work would be done at your expense. All other services described below are part of our services and at our expense.

03

**De-cluttering:** Involves putting away items destined for storage, charity or the garbage. We will provide professional advice on what needs to be done. We are also available to personally help with this task if needed! We have a “hands-on” approach!

04

**Boxes:** We will bring you a set of 20+ boxes and tape to help you get started with your decluttering/early packing

05

**Cleaning:** A few days before the start of showings, we will arrange for a thorough house cleaning which will include vacuuming, washing light fixtures, switch plate covers and wood trim etc. Windows will be professionally cleaned. All expenses covered by us!





# MARKETING MATERIALS

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## 01

**Floor Plan:** A professional draftsman will take measurements of your home for the floorplan which will be prepared in PDF format making it easy for e-mail and internet purposes. The floorplan will be used in the Feature Sheet and on the website. We cover the cost of this!

## 02

**Feature Sheet:** Once all the appropriate information is gathered, we will produce a detailed, full coloured Feature Sheet for distribution during showings – designed by a professional designer. All feature sheet costs will be covered by us!

## 03

**Online:** Internet information on your home will be available for viewing on several high profile websites including [www.realtor.ca](http://www.realtor.ca) and [www.royalpage.ca](http://www.royalpage.ca). The most complete information will appear on our website [www.vkrealestategroup.com](http://www.vkrealestategroup.com). Our website viewers will be able to view the virtual tour and all photos as well as download a PDF version of the Feature Sheet & Floor plans and access a summary of the home inspection report.

## 04

**Social Media:** Your home will be heavily exposed on our Facebook and Instagram pages before and during the listing process. We invest heavily in social media!

# PRICING

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We work together to determine the fair market value of your home and make sure that you feel confident with that price. Our goal is to attract the highest number of buyers as soon as your home hits the market. Our end goal is to attract multiple bids on offer day!



## PRICING

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Our goal is to price your home correctly the first time.



## HOME VALUE

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We will discuss which factors determine the price of your home.



## FACTORS

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Based on when you want to list and market trends.





# IMPORTANT INFO

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Name of Lawyer

Preferred Closing Date

Inclusions

Exclusions

Special Features

List of Improvements



What We Need:

- Key
- Survey (if you have one)
- Final Tax Bill
- Property Management Company info (if condo)

Annual Costs:

- Gas:
- Hydro:
- Water:
- Insurance:
- Alarm System:
- Maintenance fees (if condo):







Thank you for choosing us to help you sell your home. We look forward to working with you to help you achieve all of your real estate goals.

Vivian & Kaitlin