

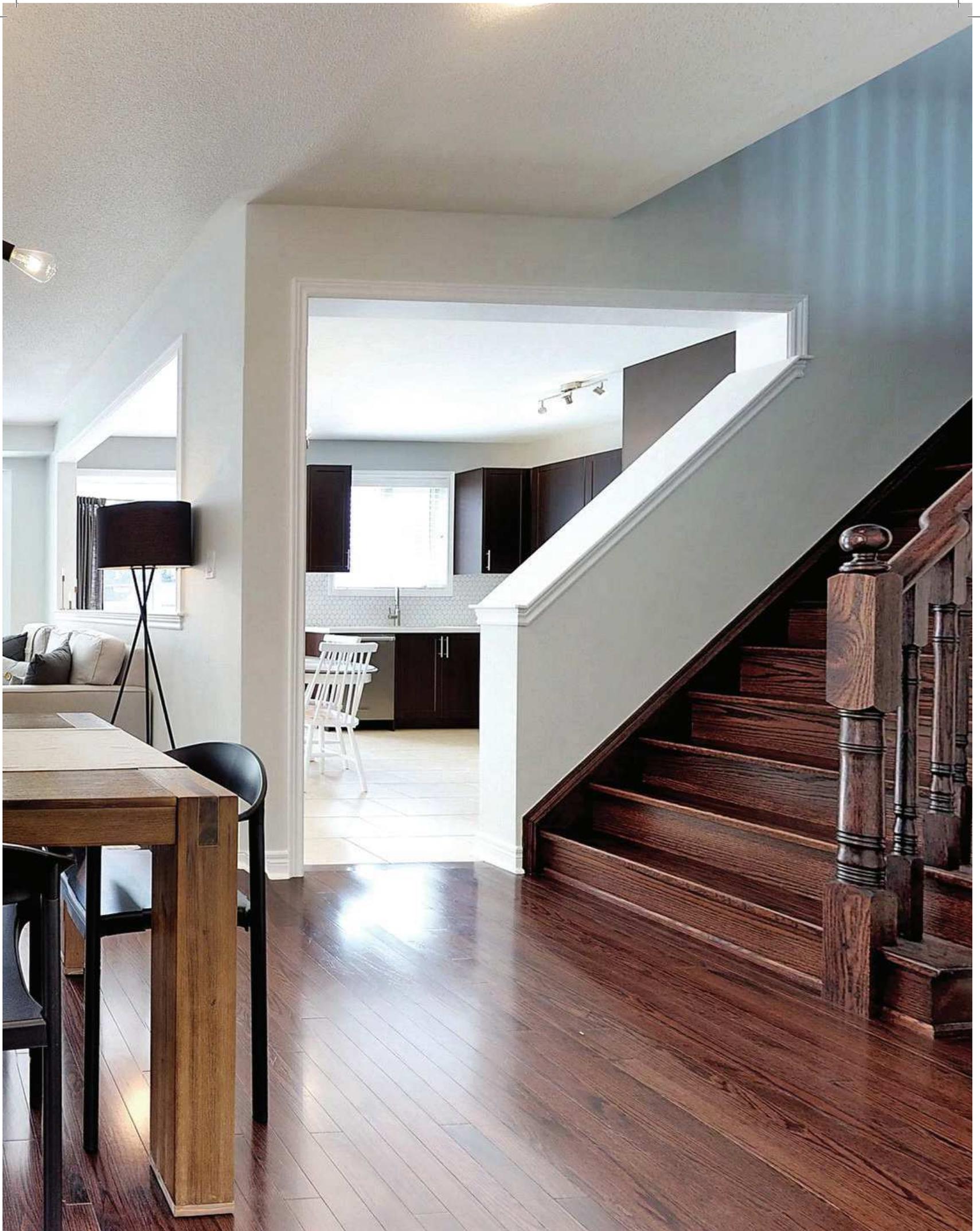


SELLING YOUR HOUSE:

A Guide To Your Success



WOODSVIEW
REALTY INC., BROKERAGE



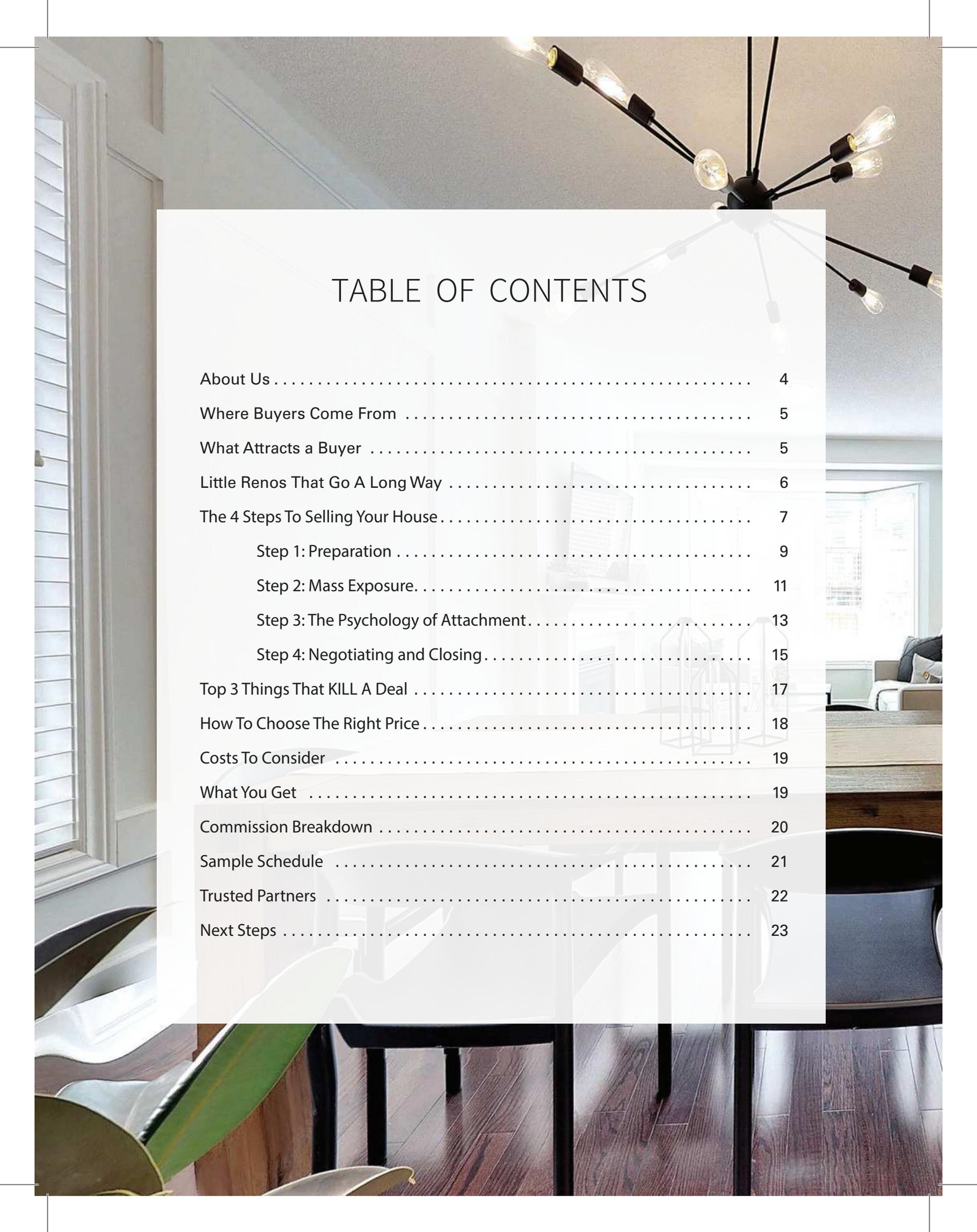


TABLE OF CONTENTS

About Us	4
Where Buyers Come From	5
What Attracts a Buyer	5
Little Renos That Go A Long Way	6
The 4 Steps To Selling Your House	7
Step 1: Preparation	9
Step 2: Mass Exposure	11
Step 3: The Psychology of Attachment	13
Step 4: Negotiating and Closing	15
Top 3 Things That KILL A Deal	17
How To Choose The Right Price	18
Costs To Consider	19
What You Get	19
Commission Breakdown	20
Sample Schedule	21
Trusted Partners	22
Next Steps	23

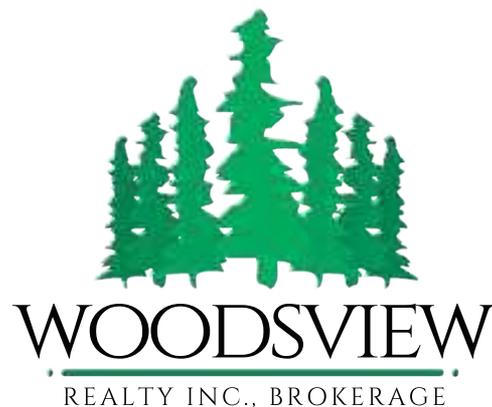
ABOUT US

Woodsview Realty Inc., Brokerage is a boutique company that is located in Stouffville, specializing in Residential Real Estate, Luxury Homes, and Investment Real Estate. Our team is well established in Stouffville and surrounding areas. Which makes us the best choice for reaching neighbouring communities.

Our goal is to deliver a concierge experience and understand that every customer requires a tailored approach. Our management and sales team brings a diverse range of experience in areas such as selling & buying, asset management, development, construction, finance and land assembly for development.

With over 40 years of extensive experience and knowledge. We offer market expertise and entrepreneurial innovation. We are comprised of real estate professionals, including real estate agents and lawyers, which makes us the perfect full-service company to stand beside you.

With one goal in mind - maximizing value for you.

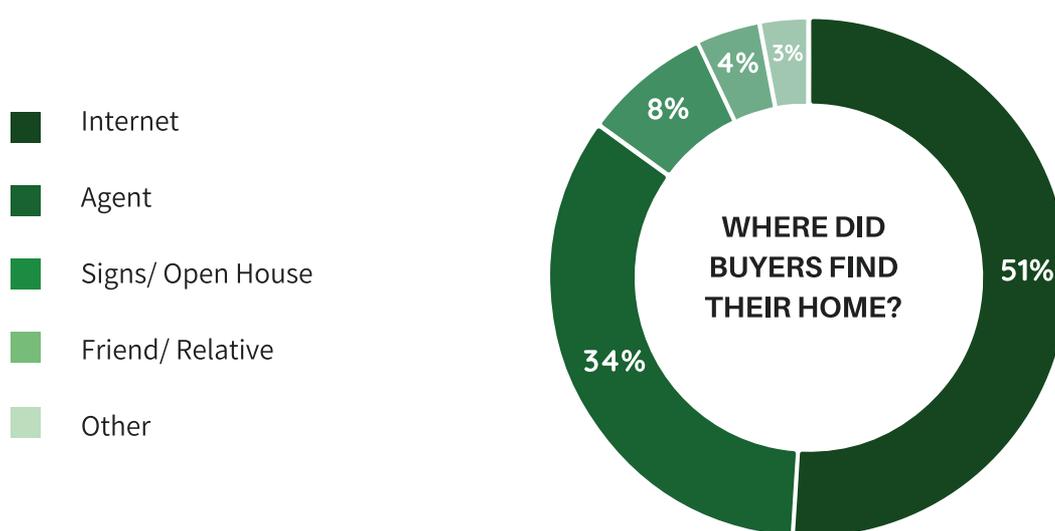


WHERE DO BUYERS COME FROM

95% of home buyers **searched online** during their home buying process.*

51% of Buyers **found the home they purchased online**.*

10% of buyers **buy to be closer to family** *



WHAT ATTRACTS A BUYER

Buyers often state that they want a home that's **turnkey**.

A home where they can easily visualize themselves living.

Spacious, location and **modern** are often cited as the most important factors when making a home purchase.

LITTLE RENOS THAT GO A LONG WAY

You only get one first impression and the little details really set the tone. Everyone has different taste. The key to appealing to as many people as possible is to **stay neutral**. *Every house is different, but here are the top renovations that generally yeild the biggest returns:*

SPACIOUS

De-cluttering: Opens up the space and allows the buyer to focus on the house itself.

Fresh Neutral Paint: Can make the room appear larger and cleaner. Old paint can age the room.

Lighting: Switch to bright curtains, open windows, and bright lightbulbs.

MODERN

Landscaping: You only get one first impression! Make the house feel inviting and clean.

Staging: Creating a neutral design to appeal to many people's taste. You don't necessarily have to high a stager; just moving around existing furniture can have a huge impact!

TURNKEY

Clean: Cleaning baseboards/ light switches/ trim can make the room feel newer, and cleaner.

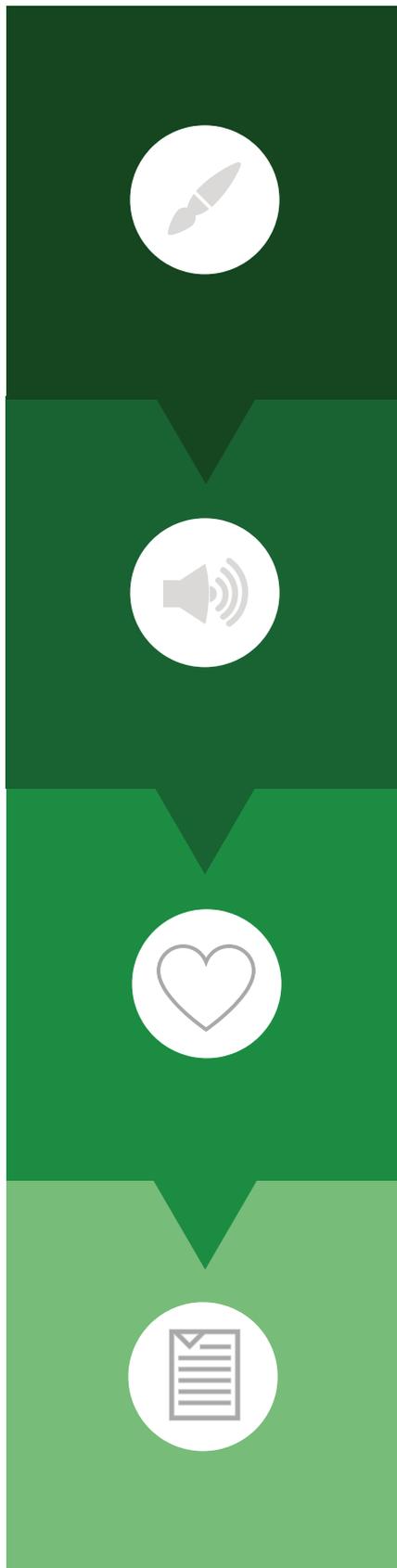
Fresh Caulking: Old caulking can get yellow and peel over time, making rooms feel old and dirty.

Fixing Defects: Anything that can worry or distract a buyer: squeaky floors, leaks, cracks, etc.

The difference de-cluttering, minor renovations & staging makes



THE 4 STEPS TO SELLING YOUR HOUSE



STEP 1: PREPARATION

STEP 2: MASS EXPOSURE

STEP 3: PSYCHOLOGY OF ATTACHMENT

STEP 4: NEGOTIATION & CLOSING

We start with the **best version** of our product.

We get it in front of as **many people** as possible.

We make them **fall in love** with it.

We negotiate the **best terms**.

It's down to a science.



STEP 1

PREPARATION

Just like taking a shower and doing your hair, your house needs some TLC to be the best version of itself we can get!

Starting with the best version of our product . . .

While your property is unique in its own right, beauty doesn't always translate through the lens of a camera or the laptop screen of a buyer.

We need to ensure a buyer's first impression is a **lasting** one!

LIGHT RENOVATIONS

Light renovations can add thousands in your pocket! We will devise a plan of minor renovation recommendations that are most likely to increase your sold price!

STAGING

Staging may help buyers better visualize the space. Staging doesn't have to mean paying thousands. Even moving around existing furniture can dramatically change a space.

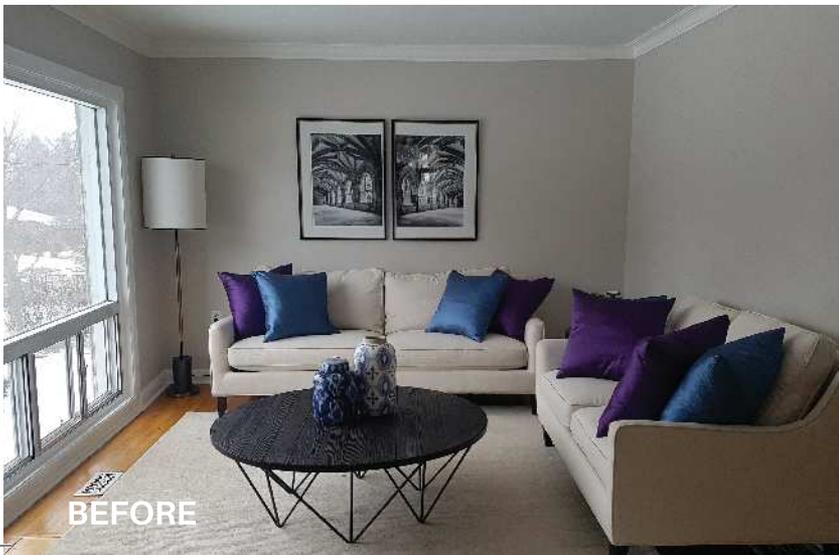
Once the house looks perfect, professional HDR photography will ensure that the beauty translates through the computer screen of buyers.

Buyers will be able to view your house in 3D with with our interactive virtual tour so they can really fall in love!

HDR PHOTOS + 3D TOUR



The difference just professional HDR photography makes



STEP 2

MASS EXPOSURE

Every individual we can get in front of your home can mean thousands more in your pocket.

Getting our product in front of as many people as possible...

ONLINE MARKETING

Using our wide **social media** platforms, which have over 20,000 followers, a plethora of **websites and buy/sell apps**, your property will be viewed by tens of thousands of interested eyes.

NEIGHBOURS

To motivate your neighbours to bring in their family and friends we personally distribute **Just Sold flyers**. We invite them to our **neighbourhood Wine & Cheese event** to get the conversation started. **4 hour open houses** are held to allow ample time for visitors.

PAID ADVERTISING

Getting your property in front of as many people as possible. **Paid Facebook and Instagram ads** are strategically targeted to potential buyers. Buyers will see the best features on your **unique website**, captured by your **3D Interactive Virtual Tour** and **HDR photography**.

All this material is also linked to your **MLS listing**.

STEP 3

PSYCHOLOGY OF ATTACHMENT

We've made a memorable start with a clean home and attractive technology. Now
we have to make them fall in love!

Making them fall in love . . .

Buying a home is an ***emotional purchase***.

Now that we've done all the work to get the most appealing version of our product in front of as many people as possible and caught their attention with our state of the art photography and 3D virtual tour... It's time to make them fall in **love**.

Ultimately, the market decides your sale price. Our goal is to make your house stand out in the minds of buyers.

We want them to already envision this as their home.

SIGHT

All lights will be on, curtains will be open, and the home will look clean and appealing. Staging may be a strategic option. Quality photography will leave a lasting impression

SMELL

Neutral scented candles throughout for an inviting atmosphere. Open windows for freshness if possible.

SOUND

Soothing, neutral music played to encourage positive emotions / associations while browsing home.

TASTE

Pastries and coffee served during open houses to spark and create the feelings of comfort and home.

TOUCH

Beautiful home catalogues leave buyers with something unique to take home. Maps outline amenities that allow them to visualize their day-to-day life here. The floor plans make it easy to visualize future renovations.

STEP 4

NEGOTIATION & CLOSING

This is what we've been preparing for. Good negotiating can earn you thousands more in your pocket.

Negotiating the best terms . . .

SHOWINGS

All showings will be accompanied by an agent from our team. This not only adds security, but allows us to get *direct* feedback from every potential buyer. We get a feel for their motivation, which is key information when it comes down to the negotiation

DIRECT FEEDBACK

After talking to each potential buyer, a sheet is put together in order to provide you direct feedback of each showing-- so you're always in the loop!

NEGOTIATING

With *thousands* of deals closed, our team knows how to negotiate! When it comes down to finalizing the terms, we make sure you're covered.

TOP 3 THINGS THAT KILL A DEAL

PRICE

At the end of the day, the price is what most people care about. You have to keep in mind that a higher price, with lots of worrisome conditions is a riskier offer.

CLOSING

When you're both buying and selling a house most people want to align the closing dates of both transactions. Do you need to sell your house to be approved for your new house? Are you financially able to own both houses for a month until they close?

CONDITIONS

Some conditions are standard and expected. Keep in mind that every condition leaves the possibility of the deal falling through. A clean offer is the easiest transaction.



HOW DO I CHOOSE THE RIGHT PRICE?

Every house is different.

When searching homes on MLS or REALTOR.ca, people choose their price range in \$50,000 increments.

We want to get as many people through the door as possible, not sell under value!



COSTS TO CONSIDER

LAWYER	\$800- \$1500
STAGING/ SPRUCING UP	Depends on scope of work
MOVING	\$500 - \$4000
SURVEY	Approx. \$1000.
MORTGAGE OPTIONS & PENALTIES	Depends on terms of contract
ADJUSTMENTS	Depends on terms of contract
COMMISSION	5% of sale price
STATUS CERTIFICATE (IF SELLING A CONDO)	Approx. \$100

THE WOODSVIEW REALTY ADVANTAGE

	Woodsview Realty	Industry Standard
MLS Listing	✓	✓
Professional HDR Photography	✓	✓
Aerial Photography/ Videography	✓	?
3D Interactive Virtual Tour	✓	?
Floorplans	✓	Rare
Canvassing Neighbourhood	✓	Rare
Neighbour Wine & Cheese	✓	Rare
Agent Present At Showings	✓	Rare
Feedback Report	✓	Rare
Light Staging	✓	Rare
Open House	4 Hours Sat. & Sun. 5 Senses Plan	1.5-2 hours One Day
Feature Sheet	High Quality Multi-Page & Detailed Includes Maps Includes Floor Plans	MLS sheet print out
Online Advertising Reach	10,000-50,000	0-100

COMMISSION BREAKDOWN

The Standard commission rate in Ontario is 5%.

This is typically split as 2.5% to the Listing Brokerage and 2.5% to the Cooperating (Buyer's) Brokerage.

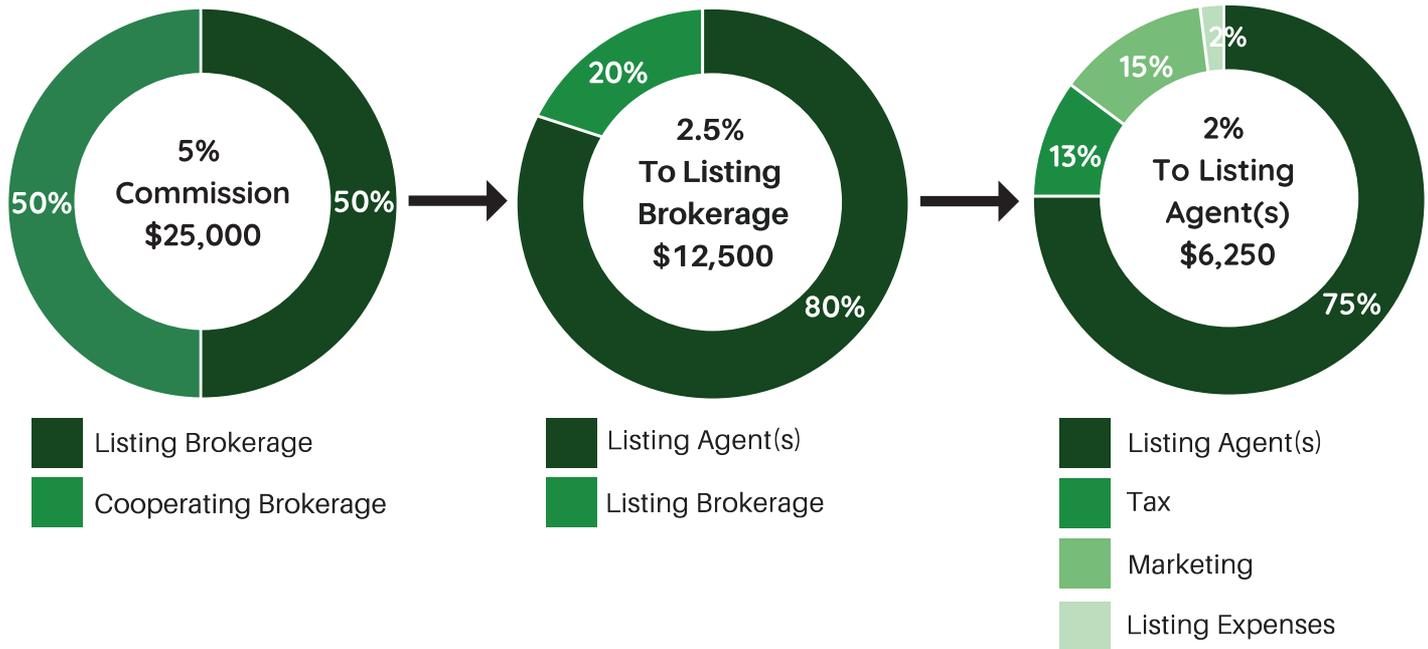
The 2.5% commission received by us is further split between the brokerage itself, and the agent(s) you are working with. The brokerage receives 20% to cover operating costs.

At the end of the day, your agent(s) receive(s) 2% of the selling price (40% of the total commission).

From here, they decide how to allocate the money. Since the marketing costs are paid before the sale, a portion of their earnings is to recuperate these expenses.

Below is an example of how this might look

EXAMPLE: \$500,000 SALE PRICE



SAMPLE SCHEDULE

Month

Jane + John: 123 Address Rd.

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
#	#	#	#	#	#	#
#	#	#	# - Market Watch/ Strategy Session	#	# - Minor Repairs & Cleaning	# - Minor Repairs & Cleaning
# - Minor Repairs & Cleaning	# - Minor Repairs & Cleaning - Lock Box Install - Sign Install "Coming Soon"	# - Photography/ VR Tour 12:00-1:30 - Homework Due! - Marketing Creation: - "Just Listed" - Feature Booklets - Facebook Ads	# - Photography Received - Marketing Creation: - "Just Listed" - Feature Booklets - Facebook Ads	# - Printing Marketing Material - Facebook Advertising Goes Live - Canvassing "VIP" Invites	# - Going LIVE on MLS! - Canvassing "VIP" Invites - Pickering Up Marketing Material - VIP Open House 6:00-8:30	# - Open House 12:00-4:00
# - Open House 12:00-4:00	#	#	#	#	#	#
#	#	#	#	#	#	#



TRUSTED PARTNERS

Every home is unique.

In the process of selling your house, you may find you'll require the help of different professionals. Whether we need to do some staging, you need a mortgage, or we're doing a full renovation, we've got you covered! We have many professionals that we know and trust that can be of assistance to you!

GENERAL CONTRACTORS

STAGERS

MORTGAGE BROKERS

MOVERS

CLEANERS

LAWYERS

HOME INSPECTORS

PROPERTY MANAGEMENT

PAINTERS

NEXT STEPS...

- ✓ Home Spec. Sheet
- ✓ Sample Contract
- ✓ Staging Consultation
- ✓ Paint/ Renovation Quotes
- ✓ Home Prep Checklist
- ✓ Copy Key For Lock Box



WOODSVIEW

REALTY INC., BROKERAGE



TYLER VASS

Broker

DIRECT: 416-303-0077

OFFICE: 905-642-2282

[Hello@tylervass.com](mailto>Hello@tylervass.com)

TONY AZAN

Broker of Record

DIRECT: 416-219-5665

OFFICE: 905-642-2282

Azan@WoodsvieRealty.com



WOODSVIEW
REALTY INC. BROKERAGE

