

YOUR SELLER'S GUIDE.

Everything to expect, from
your first conversation
to closing day.

Sold Right.
Every Time.



Boldgroup

REMAX HALLMARK FIRST GROUP
REALTY LTD BROKERAGE

NICE TO HAVE YOU HERE.

Selling your home is one of the biggest decisions you'll make. It's financial, practical, and often emotional too. There are a lot of moving parts, and most of them can feel unfamiliar until you've gone through the process yourself.

That's exactly why we created this guide.

You don't need to memorize every detail and you certainly don't need to do it alone. We'll guide you through each step when the time comes.

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YOUR SELLING JOURNEY, SIMPLIFIED.

Every home, every neighbourhood and every market behaves differently.
We'll always tailor the plan to your home.



A PARTNERSHIP BUILT ON TRUST.

Selling a home is a collaboration.

The strongest results come from clear communication, honest conversations, and a shared commitment to the process. When we're aligned, your home has the best opportunity to achieve an exceptional outcome.



WHAT YOU BRING

- ✓ A home prepared for showings
- ✓ Insight into your goals and timeline
- ✓ Honest communication throughout the process
- ✓ Trust in the strategy
- ✓ Openness to professional guidance



WHAT WE BRING

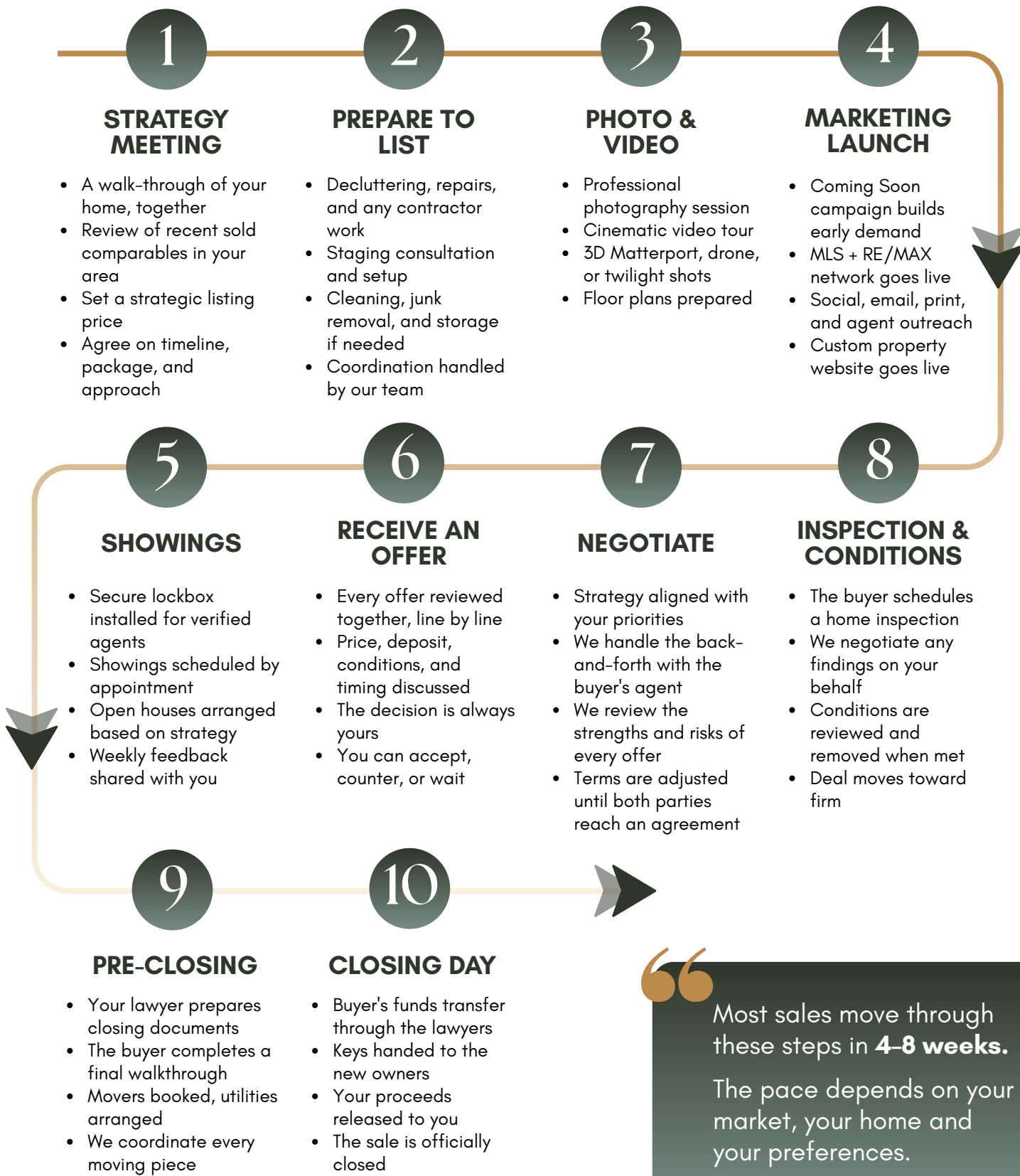
- ✓ Strategic pricing and positioning
- ✓ Professional marketing and exposure
- ✓ Expert negotiation and market knowledge
- ✓ Vendor coordination and project management
- ✓ Consistent communication from start to finish



WHAT WE DECIDE TOGETHER

- ✓ The pricing strategy
- ✓ The marketing approach
- ✓ Offer evaluation and negotiation decisions
- ✓ Timing and key milestones
- ✓ The path forward at every important stage

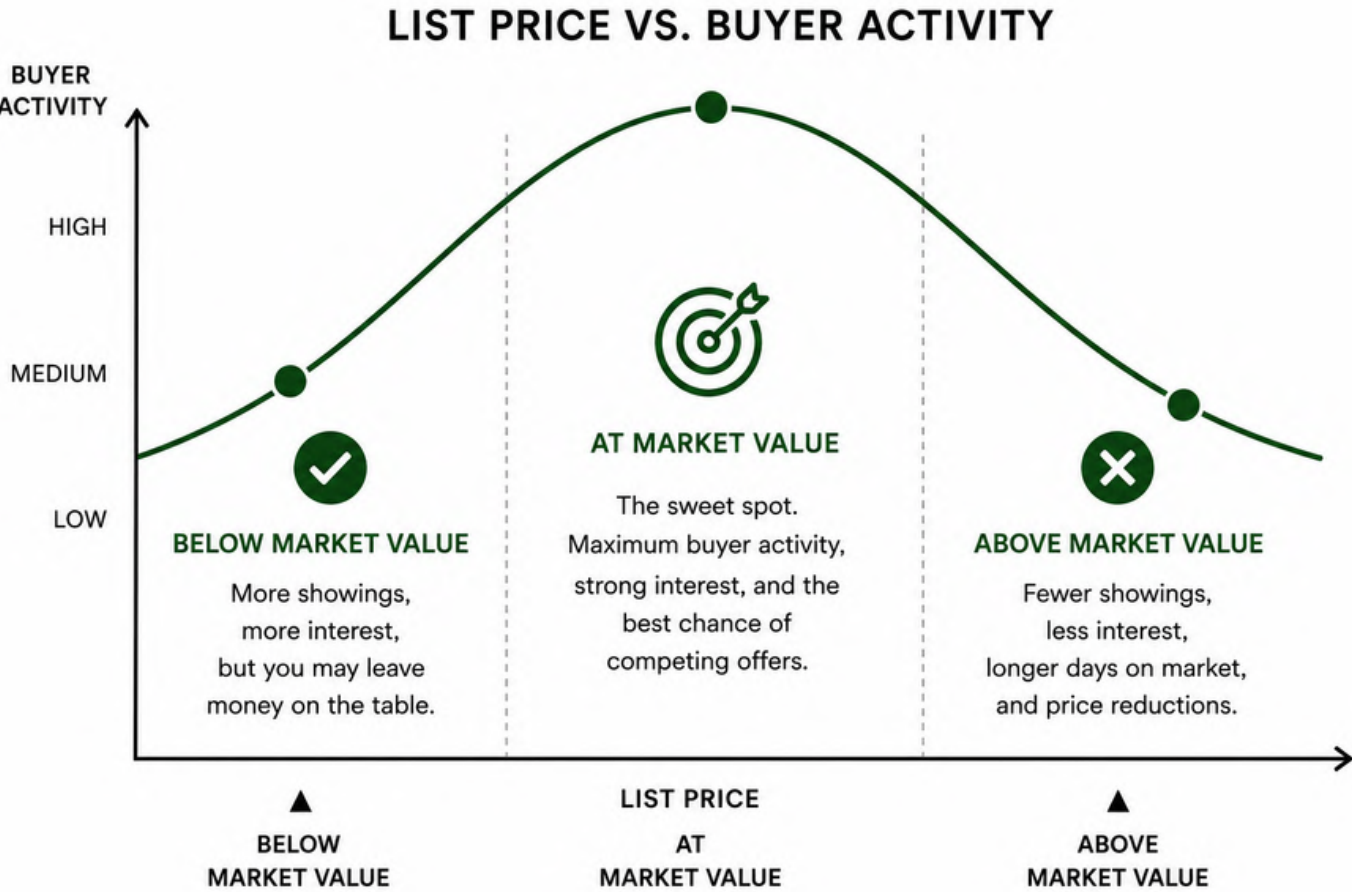
SELLER'S ROADMAP.



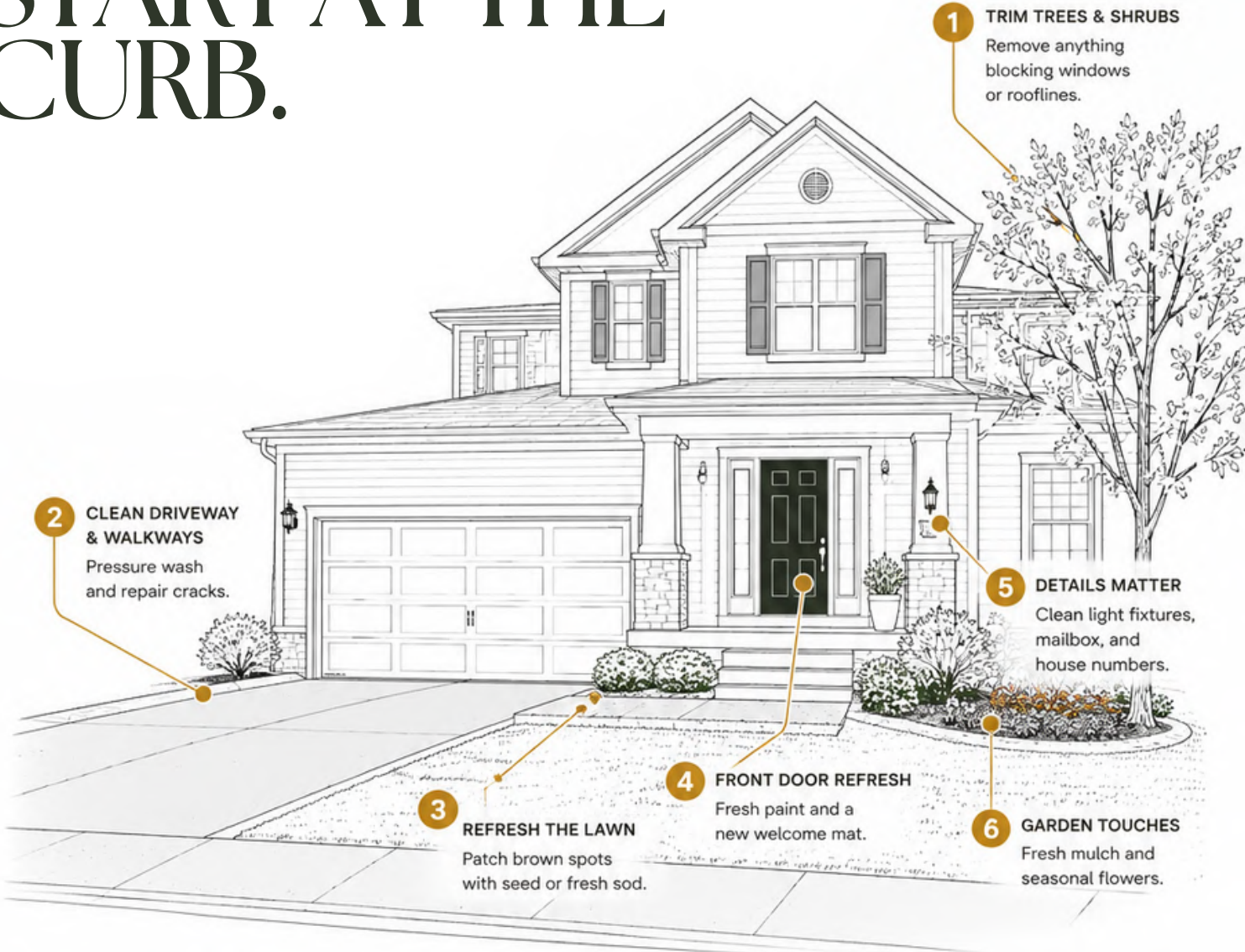
THE RIGHT PRICE GETS YOU THE BEST RESULT.

We base our recommendation on three things

-  Recent **sold comparables** in your neighbourhood
-  What **buyers** are looking at **right now**
-  Current **demand** in your specific market and price range



FIRST IMPRESSIONS START AT THE CURB.



 1 TRIM TREES & SHRUBS Remove anything blocking windows or rooflines.	 2 CLEAN DRIVEWAY & WALKWAYS Pressure wash and repair cracks.	 3 REFRESH THE LAWN Patch brown spots with seed or fresh sod.
 4 FRONT DOOR REFRESH Fresh paint and a new welcome mat.	 5 DETAILS MATTER Clean light fixtures, mailbox, and house numbers.	 6 GARDEN TOUCHES Fresh mulch and seasonal flowers.

MAKING YOUR HOME FEEL BIGGER AND BRIGHTER.

Once a buyer is inside, the goal shifts. We want your home to feel spacious, well-lit, and ready to move into. Most of this comes from small choices that add up: lighting that's warm and even, paint that's neutral, surfaces that are clear and clean.



FRESH NEUTRAL PAINT
on walls, trim, and ceilings



ALL BULBS WORKING
and matched in colour temperature



CARPETS CLEANED, FLOORS POLISHED
baseboards repaired



APPLIANCES AND FIXTURES
working in order



ONE SIMPLE TOUCH IN EACH ROOM
a plant, a clean bowl, fresh towels

SPACE SELLS.

Buyers want to picture their future, not your belongings. An open, organized home feels larger, brighter, and more valuable.

Decluttering is a simple, low cost way to improve first impressions. Clear space helps buyers focus on the home.

Start small. One room, one closet, one drawer. Small changes add up.



CLOSETS

Leave enough room that clothing hangs comfortably and shelves feel spacious.



COUNTERS

Keep surfaces clean, clear, and nearly empty to showcase workspace and storage.



**BOOKSHELVES &
SURFACES**

Display only a few carefully chosen items and leave open space throughout.



**GARAGE &
BASEMENT**

These areas should feel like usable living space, not overflow storage.



We have storage and removal services if you need help moving things out before showings begin.

FIX WHAT MATTERS. SKIP WHAT DOESN'T.

Not every repair is worth doing before listing your home. Some updates boost buyer confidence and value, while others cost a lot without raising your price.



WORTH DOING



Leaky taps and running toilets



Squeaky doors and broken hinges



Cracked tiles and loose floorboards



Paint touch-ups and minor drywall repairs



Burnt-out light bulbs



Cleaned gutters and resealed windows



Small cosmetic fixes that improve first impressions



OFTEN SKIP



Major appliance upgrades



New countertops unless damaged



Replacing the roof unless it's failing



High-end finishes with little return



Large renovations that delay listing



Expensive projects based on personal taste

STAGING THAT BRINGS YOUR HOME'S BEST FORWARD.



Staging is design with a purpose.

It's meant home's strongest features and help buyers picture themselves living there.



Our staging team handles consultation, sourcing and setup.



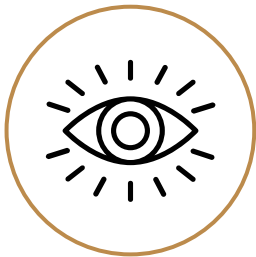
BIGGER. BRIGHTER. UPDATED.

Three things staging makes your home feel.



7-10% HIGHER SALE PRICE

for staged homes.

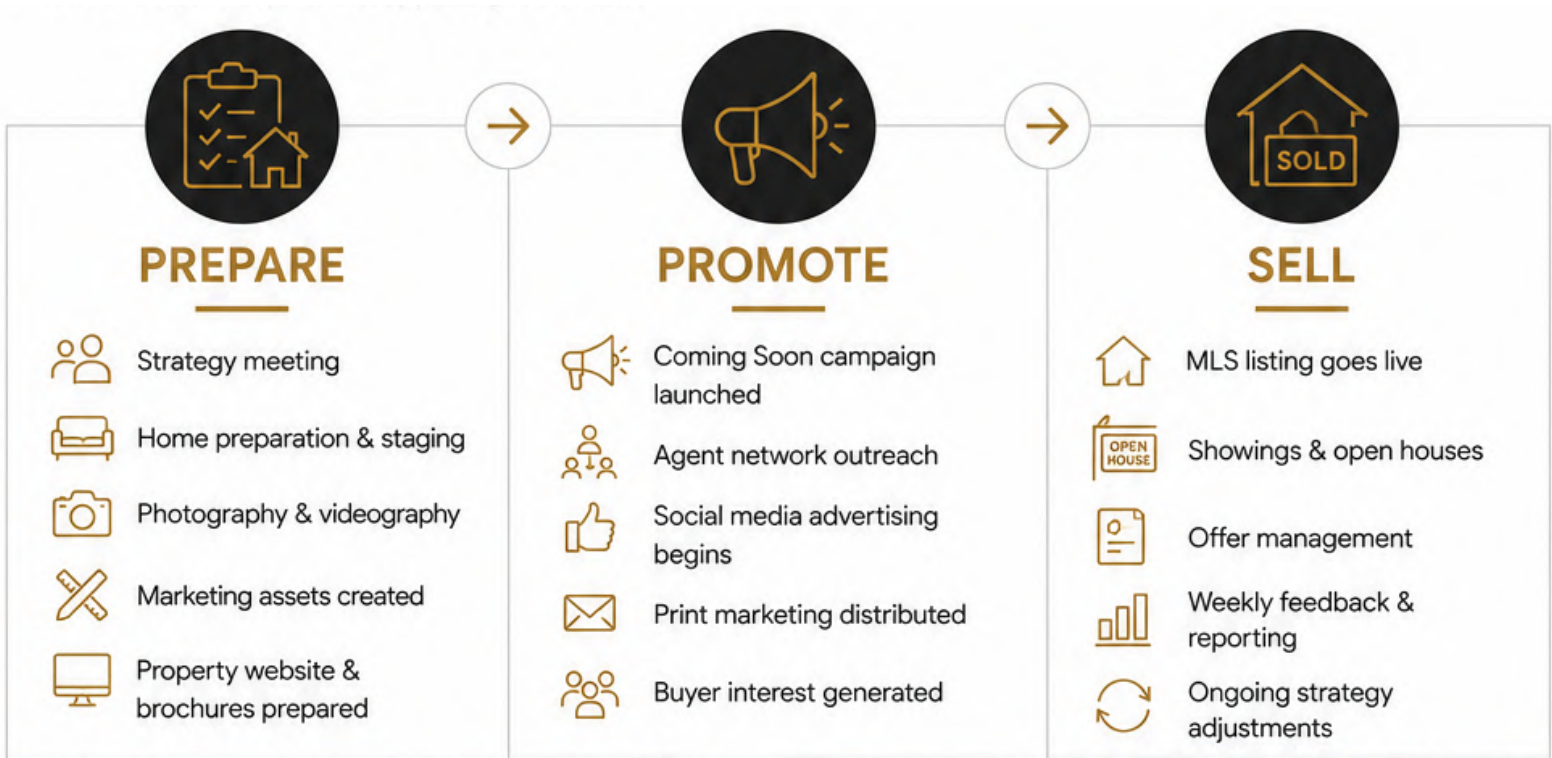


THE FIRST IMPRESSION THAT STICKS.

Buyers picture themselves there.

WHAT HAPPENS THE MOMENT YOU SIGN.

Once you sign the listing agreement, our team gets to work behind the scenes.



SHOWINGS KEEPING IT EASY ON YOU.

Showings can feel disruptive at first, but most sellers settle into a rhythm within the first few days. A little prep before you leave, a few small habits while your home is on the market, and you're set..



BEFORE YOU LEAVE

- ✓ Wipe down counters and put dishes away
- ✓ Open blinds and turn on key lights
- ✓ Set a comfortable temperature
- ✓ Empty bins to keep things fresh
- ✓ Take pets with you when possible



WHILE YOU'RE OUT

- ✓ Most showings last 30–45 minutes
- ✓ They usually happen in the evening or on weekends
- ✓ We collect feedback from every showing agent
- ✓ You'll receive a weekly summary with honest feedback and market insights



Selling a home involves hundreds of moving parts.
Our job is to manage them all.

SAFETY DURING SHOWINGS.

With your home publicly listed, a few simple habits protect your privacy and your belongings. Most of these become second nature within a few days.

- ✓ **A secure lockbox controls access, only verified agents can use it**
- ✓ **Put away mail, bills, prescriptions, and personal documents**
- ✓ **Store jewellery, cash, and small electronics out of sight**
- ✓ **Keep doors and windows locked when you're not home**
- ✓ **If someone knocks asking to see the home, politely ask them to call us, we'll schedule it the right way**

PRICE IS ONLY ONE PART OF THE EQUATION.

Receiving an offer is exciting, but there's more to consider than just the purchase price.

The strongest offer is the one that aligns with your goals, protects your interests, and gives you confidence that the sale will close smoothly.



OFFER BREAKDOWN

- | | | |
|---|---|--|
|  1. PRICE
The amount the buyer is offering for your home. |  2. DEPOSIT
The size of the deposit and when it will be delivered. |  3. CONDITIONS
Requirements the buyer must satisfy, such as financing approval, a home inspection, or the sale of their current property. |
|  4. CLOSING DATE
The day ownership transfers to the buyer. We'll make sure it works with your moving plans and timeline. |  5. INCLUSIONS & EXCLUSIONS
What stays with the home and what you'll be taking with you. |  6. BUYER STRENGTH
How prepared the buyer is, including mortgage pre-approval, flexibility, motivation, and overall likelihood of closing successfully. |



HOW WE APPROACH THE TABLE.

Negotiation is where preparation pays off. By the time an offer reaches you, we've already gathered information from the buyer's agent, reviewed comparable recent deals and built a clear sense of what's possible.

THREE PRINCIPLES WE WORK BY



LISTEN FIRST.
The other side usually tells us what matters to them if we let them.



NEGOTIATE THE WHOLE PICTURE.
Price, dates, conditions and inclusions move together, not one at a time.



STAY MEASURED.
Pressure works against you. A calm, prepared position works for you.

WHAT HAPPENS AFTER YOUR OFFER IS ACCEPTED.

Most buyers will schedule a home inspection within 5-10 days of an accepted offer. During the inspection, a licensed professional will review the home's major systems and components.

The report rarely comes back completely clear. Even well-maintained homes typically have maintenance items, recommendations or minor deficiencies noted. What matters most is how those findings are handled afterward.



WHAT GETS INSPECTED:



Roof



Windows



Foundation



Appliances



HVAC



Drainage



Plumbing



Attic



Electrical



Structure



WHAT USUALLY COMES NEXT:

1



The buyer accepts the report and moves forward

2



The buyer requests a credit or small repair

3



The buyer asks to renegotiate (less common with serious offers)



SELL FIRST? BUY FIRST?

If you're buying your next home as you sell this one, the order matters. Each approach has trade-offs that depend on the market, your finances, and how much certainty you want at each stage. Most sellers find one option fits their situation better than the other once we walk through it together.

 SELL FIRST	 BUY FIRST
 Works well in flat or slower markets	 Works well in rising or competitive markets
 You know exactly what you can spend next	 You secure your next home before competition increases
 May need short-term storage or a rental	 May need bridge financing
 Lower risk, more flexibility	 Higher risk, faster certainty on your next home

THE FINAL STRETCH.

Once your home is sold, the closing period typically lasts between 30 and 90 days. This is when lawyers, lenders, and other professionals coordinate the final details.





A FEW DAYS BEFORE CLOSING

- ✓ The buyer completes their final walkthrough
- ✓ Your lawyer prepares the closing documents
- ✓ You arrange movers and transfer utilities
- ✓ Any agreed-upon repairs or inclusions are confirmed



ON CLOSING DAY

- ✓ The buyer's funds are transferred to your lawyer
- ✓ Ownership officially changes hands
- ✓ Keys are released to the new owner
- ✓ Sale proceeds are transferred to you



WHAT TO BRING TO YOUR LAWYER

- ✓ Government-issued photo ID
- ✓ All house keys and spare keys
- ✓ Garage door remotes
- ✓ Alarm codes (if applicable)
- ✓ Manuals, warranties, and appliance information

YOU'LL ALWAYS KNOW WHERE THINGS STAND.

Throughout the sale, you should feel informed. Not flooded with messages, but never in the dark. We keep you updated at every stage and we're always available when you need advice or clarity.



A direct line
to your team leads



Weekly reports
through the
active listing period



Honest feedback
after every
showing



A real person
on the other end
of the phone



Updates the moment
something meaningful
changes



WHEN YOU'RE READY, WE'RE HERE.

When you're ready to talk through your home, the market, or what makes sense next, we're here. A first conversation is always free, always honest, and never comes with pressure.



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SCAN TO GET
YOUR FREE
HOME VALUE



Sold right. **Every time.**

