

CARE

CORE ASSETS REAL ESTATE

SELLERS GUIDE





PROPERTY WALKTHROUGH

The first step in the listing process is setting up a time for us to do a comprehensive walkthrough of the property with you. This will give us a great opportunity to learn about the property from the person who knows it best – you! We'll discuss its history, layout, any upgrades and renovations you've made, as well as the age of the structural components. This information will ultimately help guide us in determining the true market value.

DISCUSS BACKGROUND AND CONSIDERATIONS

Prior to listing your house, it's important to answer a few relevant questions, as this will guide our collaborative strategy and process. These include: what is your motivation to sell? Have you purchased a new home already? Is this a matrimonial home (i.e. do you own it with your spouse)? Have you had a preliminary conversation with an accountant and real estate lawyer? Is now the best time to sell? What is your preferred closing date?

PREPARE A STRATEGY

Having a strategy in place prior to moving forward with the selling process will allow you to keep organized and efficient during what can be a busy time in your life. Some items to consider;

PRICING - Will you accept offers any time or hold them back to attract multiple offers by the deadline?

HOUSE PREPARATION - Will the house be vacant? This will allow the home to be shown in its absolute best light and take the stress off of you to keep it clean throughout the listing period. If only we could all live in a space that looks as great as a staged house!

TIMING - If you plan on living in the home during showings, what hours will you allow them to take place? The more flexible we can be with showing hours, the better.

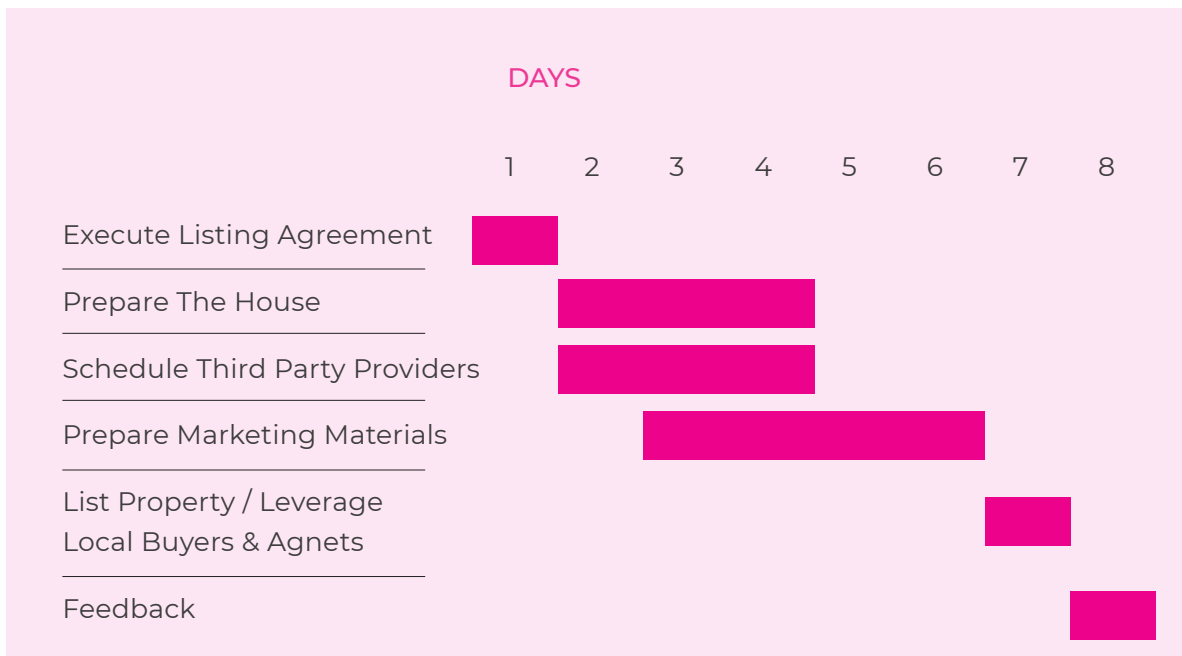
FAMILY - Will there be any pets or children at home during showings?

LISTING PROCESS

LISTING PROCESS

- 1) Execute listing agreement.
- 2) Prepare the house for listing (declutter/organize, paint, stage/decorate, home inspection, professional cleaning).
- 3) Prepare creative (i.e. photos, video, virtual tour).
- 4) Prepare marketing materials (brochures, custom website, social media content).
- 5) List Property!
- 6) Leverage buyers and agents (MLS listing, signage, brochures/direct mail, networking/word of mouth, social media, email blast, open houses).
- 7) Measure, track and follow up (campaign performance, buyer/agent feedback).

LISTING PROCESS



OFFERS

The offer itself is a lengthy document outlining all the terms of the purchase, including purchase price, closing date, deposit amount and any conditions. We will always review this document in detail, but a few key items to be aware of are:

IRREVOCABLE

Synonymous with “expiry date,” this is the time and date at which the offer expires. As the seller, you must either (1) accept the offer or (2) sign back the offer (with any changes) prior to this time/date in order to keep the offer active.

DEPOSIT

In Toronto, the typical deposit amount is around 5% of the purchase price and is different than a down payment. This amount is due within 24 hours of an accepted Agreement of Purchase and Sale (even if it's conditional) and must be provided via certified cheque/bank draft. This money will be held in our trust account until closing, at which point it will be released to the lawyers. If the offer is conditional and the buyer is unable to fulfill the conditions, the deposit is returned in full.

COMPLETION DATE

This is also known as the “closing date,” which is when you want the buyers to take possession of the property. Buyers often close on a new property earlier than when they need to move out of their current residence to allow time for painting, moving, etc. and to reduce stress! Note that purchases cannot close on weekends or holidays.

CONDITIONS

Although conditions are becoming a rarity in today's market given multiple offer scenarios, typical conditions of an offer include financing, home inspection and/or status certificate review (in condos only). In multiple offer scenarios, these items are often fulfilled prior to submitting an offer in order to increase the competitiveness of a buyer's offer.

WHAT HAPPENS AFTER AN OFFER IS ACCEPTED?

DOCUMENTS TO LENDER / LAWYER

As soon as an offer is accepted, whether it be conditional or otherwise, send the Agreement of Purchase and Sale, along with a copy of the deposit cheque, to your lender/bank and lawyer. This will allow them to begin working on your file right away and ensure everything is in order for closing.

RECEIVE DEPOSIT CHEQUE - 24 HOURS

Once you accept an offer, the buyer will have 24 hours to deliver a deposit cheque to our brokerage.

CONDITIONS FULFILLED

Should an offer be accepted conditionally, the buyer typically has 3-5 business days to fulfill any conditions that were included in their offer (i.e. financing, home inspection, etc.). A "Waiver" or "Fulfillment of Condition(s)" form must be executed by the buyer within the designated time period in order to complete these items, at which time the offer becomes firm and binding.

PRE-CLOSING VISITS

There are typically two visits allotted to the buyer, which allows them the opportunity to walk through the property prior to closing. Buyers typically use these visits to take measurements, bring contractors through or to simply show their family/friends their new home.

KEY SUCCESS FACTORS & WHAT'S NEXT

REMAIN OBJECTIVE

We understand that you may have many great memories associated with your house, but for the purpose of selling, it is important to detach yourself from these as much as possible (we know how hard this can be)! Removing all personal items allows buyers to picture themselves in your home, and can help generate increased attention. Treating the sale of your home as a financial transaction will allow you to see the biggest return.

PRIORITIZE VIEWINGS

We know that life gets busy, but we want to give potential buyers ample opportunity to view your property. It's ideal to list a property that's vacant, which would require sellers move out of the house (though we realize this is difficult for most). When this is not possible, it's important to be on call to leave the house on short notice during reasonable hours. This could mean the difference between receiving an offer and not receiving one!

RESPONSIVENESS

Given the fast-paced nature of the current market, responsiveness is key, as offers are often submitted soon after a property is listed! We recommend checking your email regularly so you can confirm appointments, respond to questions from potential buyers (relayed by us), and to ensure we're in constant collaboration.

MAINTAIN THE HOUSE

In order to show the property in its absolute best light, it's important to ensure that it consistently shows the same way it did on day 1 of listing. Keeping the property clean, with the beds made, counters decluttered and lawns mowed will keep buyers coming and ensure the possibility of an offer remains high!

WHAT'S NEXT

Once we have completed a walkthrough of the property, let's schedule a time within the next week to get together and go over a more formal listing presentation. At this meeting, we will discuss the following components in detail:



**MARKETING
STRATEGY**

**PRICING
STRATEGY**

**COMMISSION
STRUCTURE**

ABOUT CORE ASSETS

CORE ASSETS REAL ESTATE IS A MODERN, FULL-SERVICE BROKERAGE REINVENTING HOW REAL PROPERTY IS SOLD BY EMPOWERING SOME OF THE TOP MINDS IN THE INDUSTRY.

Since our launch in 2012, our goal has been to create a real estate brokerage united by core values that have the ability to transform an industry. It is these values that have guided us every step of the way, acting as our compass as we have continued to grow. The result is a culture that is uncompromising and fiercely focused on excellence and consistency.

OUR CORE VALUES



CONSISTENCY

As a full-service brokerage providing an unmatched set of advisory services, we know the key to success is consistency. Real estate decisions can feel incredibly difficult, and we pride ourselves on being there for you every step of the way, as evidenced by our remarkably high referral rate.



COLLABORATION

Our brokerage has reinvented the way property is bought and sold. As a team, we have a clear mandate to share resources, and our collaborative approach empowers some of the top minds in the industry. As your agent, we partner with you through the entire process.



REPUTATION

We've earned a reputation as an elite brokerage that continuously delivers beyond expectations. We've done so by serving as a shared learning centre for our trusted agents, which provides layers of support for clients and ensures our agents perform with the highest level of integrity.



CONCORD

EDGELEY

WESTMINSTER - BRANSON

NEWTOWN

BLACK CREEK

YORK UNIVERSITY HEIGHTS

BATHURST MANOR

WILLOWDALE

NORTH LANSING

HUMBER SUMMIT

JANE AND FINCH

CLANTON PARK

ARMOUR HEIGHTS

MT OLIVE

SMITHFIELD

THISTLETOWN BEAUMONDE HEIGHTS

HUMBERMEDE

CRICKET

NORTOWN

LEDBURY PARK

BEDFORD

REXDALE

West Humber Parkland

DOWNSVIEW

LAWRENCE HEIGHTS

LAWRENCE MANOR

LAWRENCE MANOR

LAW PARK

HIGHFIELD

PELMO PARK - HUMBERLEA

GLEN PARK BRIAR HILL - BELGRAVIA

FOREST HILL NORTH FOREST HILL

KINGSVIEW VILLAGE

WESTON

BROOKHAVEN-AMESBURY

BEECHBOROUGH-GREENBROOK

EGLINTON WEST

FAIRBANK YORK

RICHVIEW

HUMBER HEIGHTS - WESTMOUNT

KEELESDALE

MT DENNIS

EARLSCOURT

RICHMOND GARDENS

ROCKCLIFFE - SMYTHE

STOCKYARDS DISTRICT

PRINCESS - ROSETHORN

HUMBER VALLEY VILLAGE

THE JUNCTION

WALLACE EMERSON

WEST DEANE PARK

RUNNYMEDE

HIGH PARK NORTH

JUNCTION TRIANGLE

DIFFERIN GROVE

ERINGATE - CENTENNIAL - WEST DEANE

LAMBTON MILLS

THE KINGSWAY

BLOOR WEST VILLAGE

BROCKTON VILLAGE

CENTENNIAL PARK

ISLINGTON

ISLINGTON-CITY CENTRE WEST

SUNNYLEA

SWANSEA

PARKDALE SUNNYSIDE

LIBERTY VILLAGE

ETOBICOKE WEST MALL

EATONVILLE

WOOD LAKE

MARKLAND WOOD

ISLINGTON - CITY

THE



Toronto

OLD TORONTO

HARBOURFRONT

YORKVILLE

SUMMERHILL

DEER PARK

MIDTOWN TORONTO

LAWRENCE PARK

HOGGS HOLLOW

YORK MILLS

ST. ANDREW - WINDFIELDS

BAYVIEW VILLAGE

BAYVIEW WOODS - STEELES

WINDFIELDS

LEASIDE

CABBAGETOWN

ST. JAMES TOWN

ROSDALE

THORNCLIFFE PARK

LEASIDE

LAWRENCE PARK

HOGGS HOLLOW

YORK MILLS

ST. ANDREW - WINDFIELDS

BAYVIEW VILLAGE

BAYVIEW WOODS - STEELES

WINDFIELDS

LEASIDE

REGENT PARK

ST. JAMES TOWN

ROSDALE

THORNCLIFFE PARK

LEASIDE

LAWRENCE PARK

HOGGS HOLLOW

YORK MILLS

ST. ANDREW - WINDFIELDS

BAYVIEW VILLAGE

BAYVIEW WOODS - STEELES

WINDFIELDS

LEASIDE

STUDIO DISTRICT

THE BEACHES

BIRCH CLIFF

OAKRIDGE

PARKVIEW HILLS

BERMONDSEY

VICTORIA VILLAGE

WEXFORD HEIGHTS

MCGREGOR PARK

DORSET PARK

WEXFORD - MARYVALE

MARYVALE

CLARKS CORNERS

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