



Home Seller's Guide

Our Guide in Selling Your Home

Louise Tilly
Headwaters Fine Living

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A modern kitchen with white cabinetry, a white countertop, and a white island with a white bar stool. The background is a light beige color.

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Meet



Louise Tilly

I am a knowledgeable REALTOR® serving Ontario from Dufferin to Durham, including Orangeville, Caledon, Toronto, and surrounding areas.

I specialize in helping clients buy and sell residential properties, ensuring a smooth and stress-free experience.

Whether you're searching for your dream home or planning to sell, I am here to guide you every step of the way, making your transition as seamless as possible.



+1 647-533-3052



1029 Brock Rd Pickering ON



louise@louisetilly.com



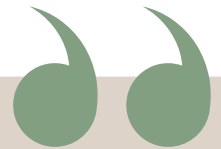
www.louisetilly.com

Testimonial



Louise was an absolute pleasure to work with. Her infectious personality, her thoughtfulness and honesty put me at ease instantly. She is extremely knowledgeable and answered my many questions effortlessly. I highly recommend Louise to anyone looking for a stress-free and seamless experience!

- **Krys**



My sister and I are incredibly grateful for our Realtor, Louise Tilly. While we were busy moving our parents into a retirement home and dealing with my dad's illness, Louise took care of everything—arranging painters, staging, coordinating photos and videos, and even removing a freezer from the basement. She went above and beyond, canvassing the neighborhood and personally inviting buyers to the open house.

Thanks to her dedication, the house sold in just one day for the best price in the neighborhood. We couldn't have chosen a better Realtor!

-**Fausta & Ada Onofrio**



I highly recommend Louise Wilson Tilly as a realtor. She is loyal, trustworthy, and deeply knowledgeable. Louise guided me through multiple real estate transactions with professionalism, attention to detail, and genuine care.

Her expertise made buying and selling stress-free, and her dedication ensured I found the perfect home. I've since referred her to friends, knowing they'll receive the same exceptional service. With Louise, your priorities always come first.

- **Allison**

Home Seller's Roadmap

1

FIND AGENT

Match with a REALTOR® that you feel comfortable with

2

PRICING

Find a competitive price for your home with your REALTOR®

3

STAGING

Clean and decorate
Get your home ready for viewings

6

SHOWINGS

Keep your calendar open to accommodate potential buyers

5

LISTING

Your home is on the market!

4

MARKETING

Your REALTOR® will list your home on multiple sites

7

OFFERS

Time to review and negotiate offers with your REALTOR®

8

UNDER CONTRACT

A legal contract is created between you and the buyer

9

FINAL DETAILS

Time to move out and finalize paperwork

10

CLOSING

Congratulations! You've sold your house!

Follow this high level road map to help you
buy your home!

10 Steps to Selling a Home

01 FIND A GREAT AGENT

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS AND NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING



Preparing to Sell



01



Louise holds the Accredited Elite Advocate status, a designation for agents who has complete a total of 10 courses above and beyond the typical real estate training and educating from surveys, bounderies and adverse possession to estate administration.

Finding a Great Agent

Establish a Price

02

LISTING PRICE

Setting the right listing price is crucial when selling your home. Pricing too high can deter buyers and prolong the sale, while pricing too low may mean missing out on a higher return on your investment.



COMPARATIVE MARKET ANALYSIS OR CMA

I will conduct a Comparative Market Analysis (CMA) to evaluate your property's value based on factors such as location, size, condition, and recent sales. This assessment will provide a realistic price range for your property in the current market.

Preperation Checklist 03

OUTSIDE THE HOME

- Take care of the landscaping (ie: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



INSIDE THE HOME

- Neutralize the colour scheme to make it appealing to a wider range of buyers
- Make small repairs or touch-ups to ensure everything is in good working order
- Clean the space thoroughly to make it look well-maintained

Prepare your Home

HOME STAGING TIPS

- Declutter the space to make it look more spacious and inviting
- Remove personal items to help potential buyers envision themselves in the space
- Use proper lighting to highlight key features of the space
- Rearrange furniture to create an open and flowing layout
- Add fresh flowers or plants to bring life and color into the space
- Display art or decor that complements the style of the space
- Add finishing touches, such as decorative pillows or a cozy throw, to make the space feel more inviting





Find a Buyer



Marketing

04



- I will showcase your home in the best possible way with high-quality, professional photography that highlights every angle.
- Your property will be marketed across multiple platforms to ensure maximum exposure.
- Full-color property brochures will make your home memorable to potential buyers.
- If desired, I will host property open houses to capture the attention of buyers.



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05

Listing

Congratulations on officially listing your home for sale!

I will leverage my network to maximize your listing's visibility and ensure it reaches the right audience.

Additionally, I will provide a sign for your front yard to let passersby know that your home is on the market.

Showings

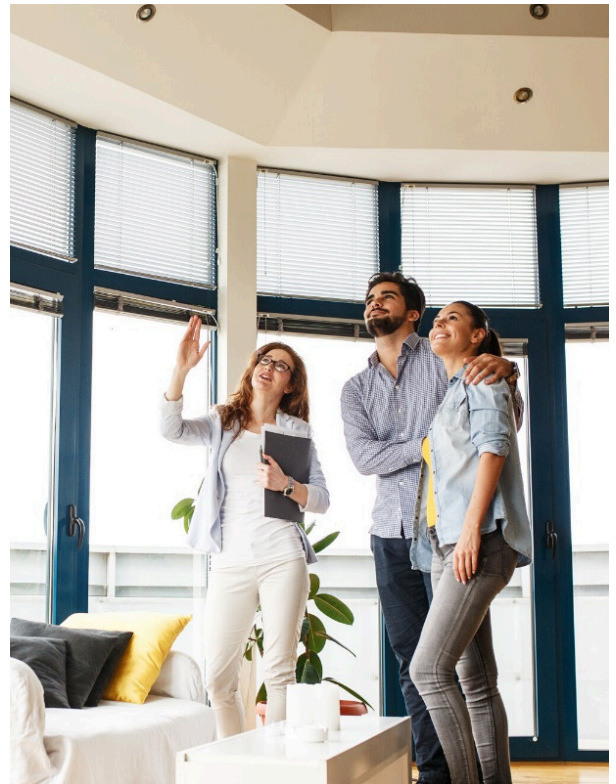
06



For a smooth viewing experience, arrange for your pets to be secured in one area, such as a room or crate, or take them out of the house altogether. This ensures their safety and creates a distraction-free environment for potential buyers.

Private showings and open house viewings will be scheduled during the first few weeks after listing your home.

Ideally, it's best if you can leave the house during showings. This allows buyers to feel more comfortable discussing the property openly with the Buyer Representative.



Showing Checklist

IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the 15 minute list
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, & mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas

IF YOU HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Take out the trash
- ☐ Clean the countertops
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights





Final Steps



Offers 07 and Negotiations



At this stage, you can choose to accept the offer, negotiate and make a counter-offer, or reject it. If you receive multiple offers, we will review each one carefully, considering the terms and conditions.

We'll prioritize the offers based on factors such as the offer amount, deposit strength, proposed closing date, and any contingencies. This will allow you to make an informed decision based on your needs and priorities.

I will ensure the process remains transparent and that all information provided to buyers is accurate and up to date.



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08 Under Contract

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that may need to occur before the closing process can commence:

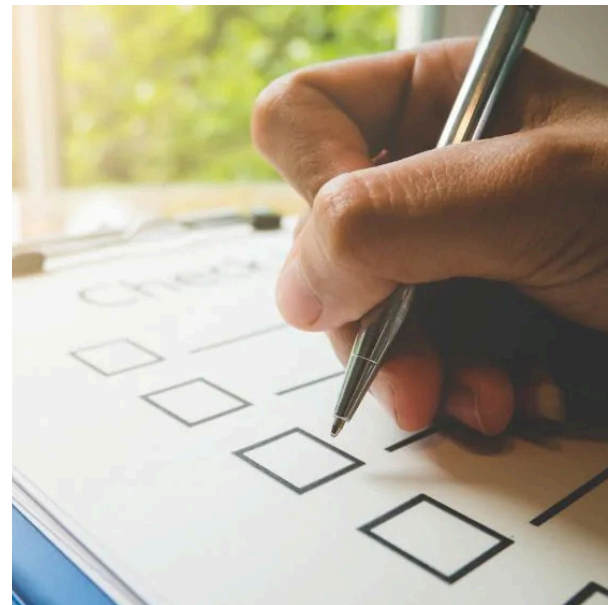
- Home inspection
- Title search
- Final walkthrough with the buyer

09

Final Details

Be ready for potential obstacles—they can arise during this phase, but they don't mean the sale is off. I will guide you through the closing process and help you handle any issues that come up.

In the meantime, you can start packing and preparing for your move!





10 Closing

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the buyer
- The ownership is transferred to the buyer
- Any other documents including financing, insurance, and legal documents are exchanged
- The negotiated purchase price is paid and any other fees (i.e, commissions) are paid

**Congratulations! You sold your
home!**

Meet Our Team



Louise Tilly
Real Estate Sales Representative



Rachel Nava
Virtual Assistant



Photographer



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