

Seller Guide



Discover everything you need to know before selling your home!

A comprehensive guide that covers the ins and outs of selling a home, from getting your house ready to closing the deal.



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RE/MAX

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About Jess

Your Muskoka and Southern Georgian Bay REALTOR®



Born and raised in Gravenhurst, also known as the "Gateway to Muskoka", Jess has exceptional knowledge of the Muskoka area and all the beauty it has to offer. With many clients residing in both Muskoka and Southern Georgian Bay, Jess has expanded her services to accommodate both regions.

Transitioning to Real Estate as her full-time career in 2021, Jess brings 7+ years of prior sales experience as a Sales Manager where she developed a diverse set of skills in customer service that she uses today.

Alongside her Real Estate career, Jess loves to volunteer her time back into her community. She has been an active member of the Gravenhurst Lions Club since 2017 where she chairs multiple committees, was 1st and 2nd Vice President for 2021-2023, and is currently Club President for 2023-2024. Jess has a passion for helping people in any way she can through her career, volunteering, and in day-to-day life.

Whether you're seeking a summer cottage on one of the gorgeous lakes in Muskoka, a Winter weekend property near the hills in The Blue Mountains or your forever home in one of the many charming towns that make up these communities, Jess provides care and dedication every step of the way to help you achieve your Real Estate goals.

Why You Should

Use a REALTOR®

Using a realtor to sell your home offers invaluable expertise, market knowledge, and convenience.

Realtors understand local market dynamics, allowing them to accurately price your property and develop effective marketing strategies to attract potential buyers.

They leverage their negotiation skills and transaction management expertise to navigate the complexities of the selling process, ensuring that your interests are protected every step of the way.

Ultimately, partnering with a realtor streamlines the selling process, maximizes your property's exposure, and increases your chances of achieving a successful sale at the best possible price.



Important Steps

When Selling a Home



1. Preparation Phase:

- Assess your reasons for selling and establish your goals.
- Research the local market to understand current trends, comparable sales, and buyer preferences.
- Prepare your property by enhancing curb appeal, decluttering, and addressing any necessary repairs or upgrades.

Important Steps

When Selling a Home

2. Pricing Your Property:

- Consult with a real estate agent to determine an accurate and competitive listing price based on market analysis and property condition
- Consider factors such as location, size, amenities, and recent sales of similar properties in your area.

3. Selecting a Real Estate Agent:

- Choose a reputable and experienced real estate agent who understands your local market and has a track record of successful sales.
- Evaluate agents based on their communication style, marketing strategies, and negotiation skills.



Important Steps

When Selling a Home

4. Marketing Strategy:

- Collaborate with your real estate agent to develop a customized marketing plan tailored to your property.
- Utilize a variety of channels, including online listings, social media, print advertising, and open houses, to reach potential buyers.
- Showcase your property's unique features through professional photography, virtual tours, and compelling property descriptions.



Important Steps

When Selling a Home



5. Showings and Open Houses:

- Prepare your property for showings by keeping it clean, organized, and welcoming.
- Consider staging your home to highlight its potential and appeal to a broader range of buyers.
- Be flexible with scheduling and accommodate potential buyers' requests for private showings or open house visits.

Important Steps

When Selling a Home

6. Negotiating Offers:

- Review and evaluate offers carefully, considering not only the purchase price but also contingencies, financing terms, and closing timeline.
- Work closely with your real estate agent to negotiate effectively on your behalf and secure the best possible deal.
- Keep lines of communication open with prospective buyers to address any concerns or counteroffers promptly.



Important Steps

When Selling a Home



7. Closing Process:

- Once you've accepted an offer, work with your real estate agent and legal professionals to navigate the closing process.
- Complete required paperwork, inspections, appraisals, and any other necessary steps to finalize the sale.
- Be prepared to address any last-minute issues or negotiations that may arise before closing.

Important Steps

When Selling a Home



8. Closing the Sale:

- Attend the closing appointment to sign the necessary documents and transfer ownership of the property to the buyer.
- Ensure that all financial transactions are handled securely and in accordance with legal requirements.
- Celebrate the successful sale of your property and transition to your next chapter with confidence.

Contact Jess

For Help Every Step of the Way

Selling a home is a significant endeavour greatly enhanced by the expertise and support of a realtor. Realtors bring invaluable market knowledge, pricing expertise, and negotiation skills to the table, enabling them to accurately assess your property's value, effectively market it to potential buyers, and navigate complex negotiations on your behalf.

Their guidance throughout the process, from listing preparation to closing procedures, ensures that your interests are protected and increases the likelihood of a successful sale at the best possible price.

By partnering with a realtor, you can confidently navigate the challenges of the real estate market and transition to your next chapter with ease.



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