

SELLER'S GUIDE

A complete guide to listing your home or cottage.

Tara Doyle
Real Estate Sales Representative



ENJOY MUSKOKA

REALTY INC.

Brokerage

Est. 2010

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sellinginmuskoka.com



SELLING YOUR HOME OR COTTAGE.

Trust in the Work I Do.

Thank you for this great opportunity to pursue selling your property. The fact that you're reading this in the first place, means you've put trust in the work I do and are considering me as your Realtor.

Selling a property that you've put your heart and soul into can be a daunting and stressful task, and everyone's personal situation is different. It's my goal right from the start to ensure the process is as seamless as possible for you. But my biggest goal will always be to sell your property as quickly as possible, at top dollar.

A recent thank you letter from one of my clients spelled out exactly what is important to me as your realtor:

1. Honesty - First and foremost, you'll get the truth.
2. Determination - I will fight for your best interests.
3. Attitude - A positive outlook, always!

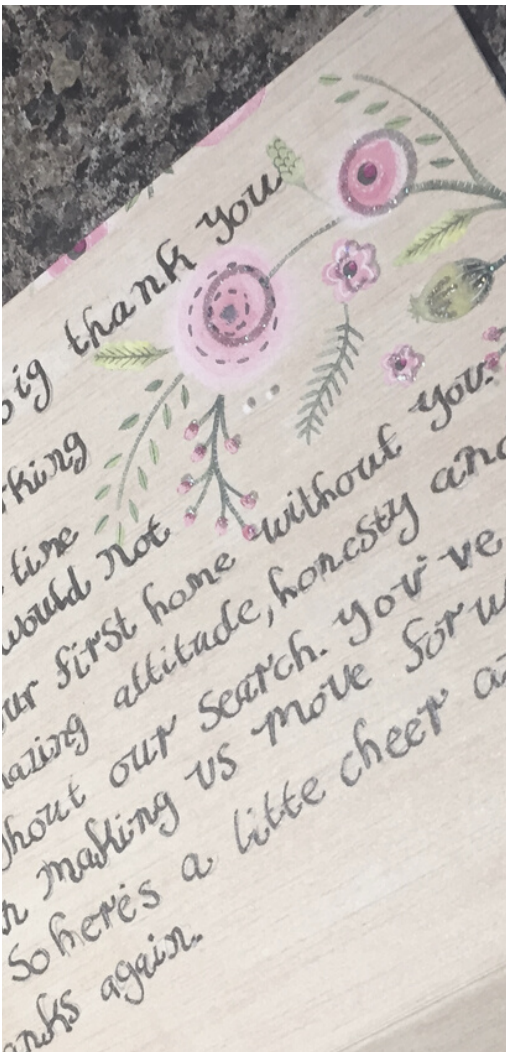
I truly appreciate the opportunity to work with you and your family.

Sincerely,

Tara Doyle

Tara Doyle, BA Hon
Real Estate Sales Representative

Recipient of the Enjoy Muskoka Brokerage
Rookie of the Year Award 2020!



ENJOY MUSKOKA.

Local Brokerage. Local Realtors.

#1 Goal – Premium Customer Service.

As a Real Estate Brokerage, we're dedicated to providing premium customer service to each client; it's what sets us apart. We provide a unique experience for clients, as we dedicate much of our time ensuring we have a wealth of local Muskoka knowledge, with a firm grasp on today's real estate market trends. When you walk into our office, you'll see a smiling face ready to answer all your questions. Whether you're listing or purchasing a home/cottage, we're here for you every step of the way.

We're a community brokerage with local roots. Choosing a local realtor means a finger on the pulse, it's as simple as that. Hiring an agent from the area you're selling in has many benefits including knowledge of the local market, understanding the importance of location, training in all aspects from start to finish and local trade knowledge. A complete understanding of housing market trends will get you top dollar for your listing and/or put you in the house of your dreams at a price you can afford.



DEDICATED TO SELLING.

You are My Priority.

As the seller, you are my first priority. I am honoured to be working on your behalf from beginning to end, and am dedicated to showing you just how much I too, want to sell your property.

How you ask...?

Muskoka Roots.

I was born and raised right here in beautiful Muskoka, ON. I know the communities, roads and lakes like the back of my hand. I have a strong connection to this community both personally and professionally, and I use this knowledge to my advantage every single day.

Client Service is #1.

As your realtor, great client service is a reality. You will hear back from me right away, get updates as we go along and can be rest assured that your best interests are *always* top of mind.

Full Time REALTOR®.

I eat, sleep and breath real estate right now. Since registering as a sales representative, it's become a serious passion of mine. I love checking out new listings and matching those listings to potential buyers, discussing real estate with my fellow colleagues and continually learning new and innovative ways to help my clients succeed.



WHAT'S IT WORTH?

Finding the Right Price.

The local market is continually changing and the value of your home is a direct relation. You may have a number in mind based on what you paid for it and/or already know what your neighbours' property sold for last year - that's a great start. But the current market value can be quite different and that's where I come in. As a local realtor with your best interests in mind, it's my goal to ensure you get top dollar for your property based on what's happening around you at that time.

I will also do my best to ensure you receive what you're hoping to make after my commission and other fees. My rate, and for most realtors in Muskoka, is 5%. If another realtor brings you a firm offer, that realtor will receive half of that commission.

We will also chat about what those other fees could look like, for example your lawyer costs, possible staging options and upgrades to your home to get it ready to put on the market etc.



MAKING YOUR HOME MARKET READY.

Simple Tips and Tricks.

When you walk up to a property, what's the first thing you look at? Probably the lawn and landscaping, front door/porch, exterior of the home etc. You get one chance to make a first impression, so definitely start here. Ensure your door, trim and siding are all nicely painted and clean, put some flowers and plants out to make your home inviting and be sure to keep your yard neat and tidy. Once you're in the home, think about the overall feel, for example, the smell (air fresheners work!). Ensure the front entryway is inviting, warm and cozy to ensure prospective buyers are excited to see what's around the corner.

The Basics:

- #1 - Clear the clutter - the less stuff the better.
- Clean your house top to bottom (a must!).
- Fresh linens in all rooms and make the beds.
- Fresh coat of paint in lighter/neutral colours.
- Ensure light fixtures are in place and lightbulbs work.
- Use greenery - this really gives all the good 'feels'.
- Fluffy towels and fancy soaps in the bathrooms.
- If you have carpet, get it professionally cleaned.
- Keep closets neat and tidy.
- Blankets and throw pillows go a long way.
- Put those pet food bowls, beds and toys etc. away.
- Tighten hardware, repair trim/baseboards, fill holes in walls, fix leaky faucets etc. - the little things DO matter.





THE PROCESS.

From Listing to Closing...

There are many steps along the way, and it's my job to ensure you understand each one, but not only that, to ensure you are as stress free as possible. And who knows, maybe you'll even have a little fun along the way?!

1. You'll need to ask yourself a few things first. What do I NEED and what do I WANT to make as a profit after all fees (consider your lawyer, realtor and capital gain fees etc.)? When do I need/want to list and what is my preferred closing date? Do I want to price my property just under market value to create multiple offers? Do I want to hold offers until a certain date? Are we in a buyers' or sellers' market? What are the marketable positives about my property? We will chat about every detail and I will offer my expert opinion on each.

2. Before we list. Part of my extensive marketing plan (see below) includes ensuring my social media followers know your property is *about* to be listed. This creates a buzz and allows fellow realtors the chance to show their prospective buyers what's about to hit the market. We will also put the 'Coming Soon' sign on your front lawn. From there professional photos, some staging and drone work will be completed to put your property in lights!

3. Finally, your list date has arrived. As soon as your property goes up for sale on realtor.ca, the for sale sign goes on your lawn and the showings begin to be booked. You can choose to get the requests directly to your phone for approval of each, making the process much simpler. Today, realtors use a program called Sentrilock, which is a lock box that will go on your front door. When realtors bring their prospective buyers to a showing, the box is opened via an app on their phone - pretty high tech!

4. Offers. The offers begin to roll in (if it's a sellers market!). Depending on how we positioned the offer presentation and when, will also determine if you either accept a current offer, counter an offer, or reject them all. In a buyers market, we may wait a bit longer to receive offers and that is okay too. I will provide advice at each step.

5. Price and Conditions. Many times offers come with conditions, such as Financing and/or Inspection. We'll go through each and decide which offer best suits your needs, based on the dollar amount, deposit offered, conditions attached etc.

6. Closing. Before we list your property, we'll discuss your preferred closing date, so potential buyers can align the date with their offer. Once you've accepted an offer, they have 24 business hours to submit their deposit to our brokerages' Trust Account. From there, conditions will be fulfilled (hopefully!), then your deal becomes 'firm', at which point you can consider your property SOLD! Both the buyer and the seller need their own lawyer to do a title search, finalize adjustments, and to close the deal on closing day. Keys will be distributed via lockboxes as well, but many times I'll assist in ensuring the buyer receives them.





THE MARKETING PLAN.

Experience Matters.

I have an extensive marketing background with an eye for effective promotions. Listing your property doesn't mean just posting it to realtor.ca, it means taking the time to ensure it's seen by as many prospective and targeted buyers as possible, with the best photography and drone work around, on a variety of promotional platforms. The detailed marketing plan below gives an overview of my process.

Professional Photos, Drone Work and Videos

Great marketing starts with great marketing materials. First and foremost, I will bring in a professional photographer, videographer and drone flyer, to make your property look spectacular.

Websites

1. **MLS (Multiple Listing Service)** - REALTOR.ca is the most popular and most trusted real estate website in Canada. Owned and operated by the Canadian Real Estate Association (CREA), REALTOR.ca provides up-to-date and reliable information. With over 240 million visits each year, REALTOR.ca provides listing information for residential, commercial and rental properties across Canada. Needless to say, putting your listing on the open market, gives you the best chances of selling, at top dollar.
2. **Website Marketing | ABCstreetaddress.com** - Depending on the movement of your listing, we may consider your very own website! This is a great way to promote your home to prospective buyers through the many social media channels.
3. **SellingInMuskoka.com** - My very own website and brand will shine a spotlight on your listing!
4. **EnjoyMuskoka.com** - Our brokerage just did a huge revamp of our website and it looks incredible! Your listing will be found here under my name.

Social Media

Advertising through the many social media outlets is essential.

I am extremely active on:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest

In today's digital world, if you're not on these sites, you're unfortunately missing out on a huge demographic. Your listing will be seen through many of these marketing sources and will be showcased professionally and frequently.

Virtual Open Houses

Post Covid-19, we're all strongly encouraged to do open houses virtually. The initial video created will be a virtual walkthrough of your property, which will be posted to REALTOR.ca and used throughout the social media world.



THE MARKETING PLAN CONT'D.

Experience Still Matters.

Canva.com - The Online Flyer World

Before posting anything on social media, I size it up perfectly using Canva.com. Every single post will look professionally made. From Facebook flyers to Instagram posts, your listing will look spot on.



Signage

I have 3 lawn signs in my arsenal. Coming Soon, For Sale and Sold. All 3 have a great impact on the sale of your property, and each is just as important as the other. The quicker I can replace them, the better! You may even see directional signage on the side streets.

Newsletters

Canada Post - Clients who are part of my professional database will receive a bi-monthly newsletter in the mail. YES, in their mailbox! It's important to keep versatile and to create variety within a world of so many marketing avenues. If the timing is right, your listing will be featured.

Email - Our brokerage has many local realtors on their database via mailchimp.com. We can pump out digital newsletters when needed.

Brokerage Office Locations

Our offices have Main Street locations in Gravenhurst and Bracebridge, both with tremendous visibility. We see a large number of walk-in traffic based on our highly visible and historical locations.





HELPFUL CONTACTS.

Local Experts.

Mortgage Brokers:

CENTUM One Financing - Eleanor Coulson

Direct - 705-641-0102

Email: eleanor_coulson@centum.ca

The Mortgage Center - Samantha Garrod

Direct - 705-783-1913

Summit Mortgages - Leslie McCann

Direct - 705- 645-8645

Email: leslie@summitmortgage.ca

Lawyers:

Rob Kerr - 705-645-2286

Homer Frank - 705-687-2241

Valerie Tingey - 705-687-6782

Inspectors:

Kennedy Home Inspections - Paul Kennedy

705-380-4764 - Paul@KennedysHomeInspections.ca

House Masters - Joel Barden - 705-686-3211

Home Insurance Brokers

Shiers Insurance - Bracebridge Office -

705-645-8701 - Gravenhurst Office - 705-687-7233

HRC Insurance - Bracebridge - 705-645-8757

Muskoka Insurance - Bracebridge Office -

705-645-9533 - Gravenhurst Office - 705-687-6606





TESTIMONIALS.

The Facebook Reviews Are In.

"Great agent! Hard working and excellent knowledge of the market. Highly recommended her to all perspective buyers."

"Tara was amazing to work with! As first time homebuyers it was so nice to work with someone who is extremely knowledgeable and was patient with us throughout the entire process. We would highly recommend Tara to anyone looking to buy a home!"

"When our friend was busy with his own life during covid, he passed our case along to Tara, and she has gone over and beyond, quite like he would have! Couldn't recommend better people, who became our friends, for this job!"

"When I think Muskoka, I think Tara Doyle! She knows every nook and cranny of the area. A pleasure to work with, very personable, and knowledgeable. A must work with in your next Muskoka and area real estate transaction."

"Very personable and professional. Tara will be a great asset in making your Muskoka realestate dreams come true!"

"Extremely professional and such a hard worker. She will help you find the home or cottage of your dreams."



thank you



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