

F

**SELLER
GUIDE**

**A personalized real estate
experience.**



FOSTER JACKSON

REAL ESTATE PROFESSIONAL



 **HOMEWISE**
REAL ESTATE

At Homewise Real Estate, we marry incredible Realtors with industry-leading technology to help you sell your home faster and easier than ever before. Feeling stressed? Our experienced team will help you sell your home quickly at a price you'll love. Homewise Real Estate also partners with our in-house mortgage team to help sellers move to the buy side seamlessly. We are a full service brokerage offering an end-to-end process that will save you time and money.

WELCOME

Home is more than just a tangible space. It's where you've created countless memories, and shared moments with loved ones. Furthermore, it's where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home to finding the right buyers, negotiating the best terms for you, and creating a smooth close, this booklet will be your guide.

Foster Jackson



A SUCCESSFUL SELLING PROCESS

SELLING YOUR HOUSE CAN BE STRESSFUL

But it doesn't have to be. Instead, it can be the glorious start to a new chapter. The reliving of wonderful memories and the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of sold.

Moving to a new home is and should be an exciting and proud moment.

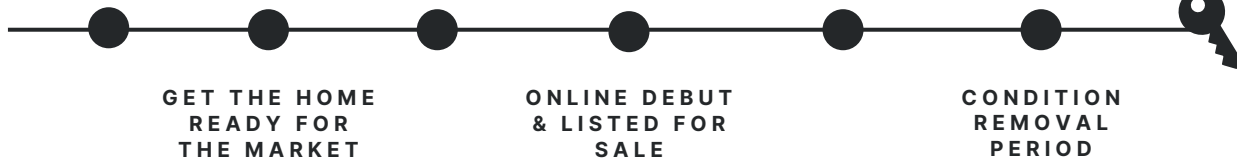


LISTING
CONSULTATION &
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE &
OFFER
PRESENTATION

CLOSE ON THE
PROPERTY



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important subjects.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy, and a comparative market analysis to show you what is selling (and not selling) in your market area.



YOUR PERSONALIZED SELLING EXPERIENCE

A few things to think about you before we list.

- What is your moving timeline?
- What do you hope to net from your home sale?
- What concerns do you have about listing or buying?



SETTING THE RIGHT PRICE

Do you know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in. You may have experienced this in the past.

Pricing is a science and the single most important strategy you'll implement when going to market. During your listing consultation, we'll make sure your goals align with market conditions and we will develop a plan to position your listing for a successful sale.

NOTES

PREPARING YOUR HOME

01 KITCHEN

- Clear off all counters, everything from plants, paper towels, and toasters
- Remove all personal accessories
- Tidy cabinets

02 LIVING ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all photos

03 BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04 BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05 OUTSIDE

- Tidy all toys (if any), pack away as many as you can
- Trim all bushes & mow any lawns
- Clean up garden beds

06 FRONT ENTRY

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07 THROUGHOUT

- Wipe down all blinds
- Touch up any drywall or paint

08 FINAL CLEAN

Prior to photos and videos, give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

PRE-LISTING TO DO LIST

After walking through each room in your home, write down any specs you would like to highlight in the listing. Additionally, include any deficiencies.

KITCHEN

FAMILY ROOM

BEDROOMS

BATHROOMS

OUTSIDE

FRONT ENTRY

MISCELLANEOUS



PROFESSIONAL PHOTOGRAPHY

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

SHOCKING TRUTHS

- ✓ Homes listed with professional photography sell 32% faster.
- ✓ The average ROI on professional real estate photography is 826%.
- ✓ 68% of consumers say that great photos made them want to visit the home.



FOSTER JACKSON PROFESSIONAL BRANDING

My professional branding captures the essence of your home and radiates professionalism. The design is captivating, the shades are harmonious, and it exudes a sense of confidence and success. It's a visual representation of your home, leaving a lasting impression on anyone who sees it.



FOSTER JACKSON

REAL ESTATE AGENT

905.407.5816

WWW.FOSTERJACKSON.CA



HOMEWISE REAL ESTATE INC., BROKERAGE



CAPTIVATING STAGING

Staging is what creates a 'wow factor' when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.

I can offer a variety of staging options to include in the sale of your home. My professional stagers are the best in the business and will transform your home into perfection (you may not want to leave).



GOING TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken a few days in advance.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all-day event and it is best if you plan to be gone for the majority of the day, however, you are welcome to stay.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home website
- 'Coming soon' newsletter
- 'Just listed' newsletter
- Social media posts & paid ads
- Open house materials
- Property brochure



THREE STEP MARKETING PROCESS

When taking a home to market, it's imperative to have an immersive marketing strategy.

This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-step approach allows for buyers across all generations to see the details of your home.



THE DETAILS

01

NEWSLETTER: Send a targeted 'Coming Soon' & 'Just Listed' announcement to our database, as well as fellow agents with potential buyers. We have a very high open rate compared to the market average.

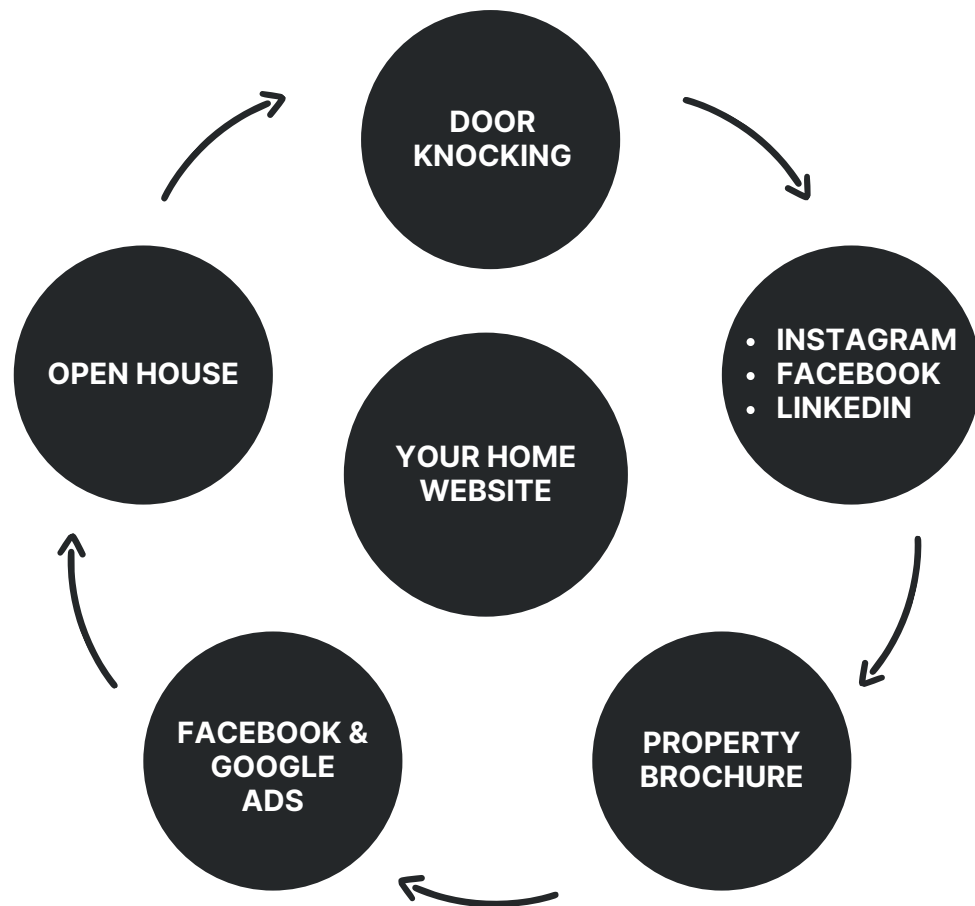
02

SOCIAL: They see the newsletter in their inbox and then a reel pops up talking about the same house, then a Facebook ad. Buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: This gives buyers an opportunity to see what you have to offer in real life. Since they've already seen the photos and videos, an open house attendee is likely to be highly invested in your home.

THE 7-11-4 RULE



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute must when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on your home. This is how we do it.

THE TIMELINE

COMING SOON

- Sign is placed in yard
- E-Blast to database
- Generate a 'buzz'
- Call agents & buyers

CLEAN & PREPARE

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

NEWSLETTER CAMPAIGN

- 'Coming Soon'
- 'Just Listed'
- Open House invitation
- Follow up

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL MEDIA

- All social pieces created
- Long form video, 3-4 reels and designer style photos

CUSTOM WEBSITE BUILT

- Showcase your home
- Exclusive website built for your listing
- Track all visitor activity

OPEN HOUSE

- Opening weekend
- Open House on Saturday & Sunday

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



I GIVE YOUR HOME AS MUCH VISIBILITY AS POSSIBLE USING A VARIETY OF TOOLS TO ENSURE YOUR HOME IS SEEN BY THOUSANDS OF POTENTIAL BUYERS

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms, and claim those listings to follow statistics.



OPEN HOUSE

Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is tangible real estate we're talking about, an open house also gives consumers a chance to experience your home in person.

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple-offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time. Often, this can create a bidding war and generate more profit.



CONDITIONAL PERIOD

In real estate, a "condition" refers to a contingency within the Agreement of Purchase and Sale that needs to occur in order for the transaction to keep moving forward. There are many conditions that a buyer can choose to include in the Agreement of Purchase and Sale.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what conditions are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with conditions when they arise.

COMMON CONDITIONS

01 INSPECTION

- Depending on the condition of your home, you may see an inspection clause. This allows the buyer an opportunity to do further due diligence on the property with a professional home inspector.

02 FINANCING

- Sometimes contracts are also conditional on the buyer being approved for a loan. A financing clause typically allows the buyer 5 business days to get approved for financing. Most of the time, if they are unsuccessful, the deposit is returned to the buyer.

03 STATUS CERTIFICATE REVIEW

- If you are selling a condominium, more often than not, the buyer will include a condition that allows their lawyer 3-5 business days to review the condominium Status Certificate. If the buyer is not satisfied, most of the time, the deposit is returned.

04 BUYER HOME SALE

- Some contracts are also conditional upon the buyer selling and closing on their current home. This type of condition is more often than not seen in a slow market.

A modern living room interior featuring a large window with white frames, a grey drum lamp, and a beige sofa. The window looks out onto a lush green landscape with trees. The scene is bright and airy, with natural light streaming in from the window.

CLOSING DAY

And finally, Closing Day. I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork with your lawyer on this day, most of it pretty dull, all of it very important.

On this date, your lawyer receives the required money from the Purchaser's lawyer to close the transaction. The Purchaser's lawyer will now send the documents out for registration.

Once your lawyer has received the money from the Purchaser's lawyer they will release the keys to the Purchaser. Typically, this occurs between noon and 5:00 p.m. on the closing date stated within the Agreement of Purchase and Sale.

WHAT YOU CAN EXPECT

I know this is about more than selling high and buying low and I can promise you I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark 'tell it like it is' honesty and creative problem-solving to set us up for success.



WHAT OTHERS ARE SAYING



JUDY G.

It was a pleasure working with Foster! He made the process easy and stress-free. From professional cleaners and photographers, no details were left undone. My experience was so great, I recommended him to family who used him within a few weeks.



DANIEL P.

I'll never forget trying to sell my home the first time. It was such a stressful time, but after parting ways with the agent I was using I reached out to Foster. Every process went from stress to success. Thank you Foster for everything you did for me.



ARE YOU READY TO LIST?



FOSTER JACKSON

A PERSONALIZED EXPERIENCE

Born and raised in the Greater Toronto Area, living both inside and outside of Toronto, Foster sees the city and surrounding areas from all angles.

Prior to joining Homewise Foster studied City Studies at the University of Toronto where he focused on urban planning, and the development of safe, vibrant, and resilient communities. He landed a job with a real estate developer which was where he found his passion for real estate.

In addition to his comprehensive real estate services, Foster also has an ingrained passion for landscape architecture and victorian home restoration. With an eye for detail and innovation, he is always inclined to help his clients find value in their homes after closing and before listing.

A true cordial leader, looking to build deep-rooted relationships, Foster's end goal is genuinely making you feel happy at home.



Phone Number

(905) 407-5816



Email Address

foster@fosterjackson.ca



Website & Social Media

www.fosterjackson.ca
@fostertheagent

FOSTER  JACKSON

REAL ESTATE PROFESSIONAL







FOSTER JACKSON

REAL ESTATE PROFESSIONAL

www.fosterjackson.ca