SOLD BY *Leah*

LEAH GIANNONE

REAL ESTATE

Seller Guide

EXPERIENCE. STRATEGY. RESULTS.

More Than a Listing. A Plan for Success.



1.5%
LISTING COMMISSION

PROFESSIONAL MARKETING

EXPERT NEGOTIATION

PERSONAL SERVICE

WWW.SOLDBYLEAH.COM

Hello there!

Leah Giannone
REAL ESTATE

THE SELLER'S GUIDE

A SMARTER, MORE STRATEGIC APPROACH TO SELLING YOUR HOME
PROFESSIONAL REPRESENTATION
COMPETITIVE 1.5% LISTING COMMISSION on Property Sale

Selling your home is one of the biggest financial decisions you'll make.
My job is to make the process organized, strategic and as stress-free as possible — while positioning your home to attract serious buyers and achieve the strongest possible result.

With my competitive 1.5% listing commission, you receive professional representation and a comprehensive marketing strategy designed to give your home the attention it deserves.

Leah Giannone
Broker

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Leah Giannone, Owner

Seller Guide

PREPARATION TODAY. SUCCESS TOMORROW.



BEFORE WE LIST — WE PREPARE

YOUR HOME DESERVES MORE THAN A QUICK PHOTO & A FOR-SALE SIGN.

One of the most important parts of selling your home happens before it ever reaches the market.

I'll walk through your home with you and help identify opportunities to improve its presentation without recommending unnecessary spending.

The right preparation helps buyers see the potential of your home — not the distractions.

HOME PREPARATION CONSULTATION

Together, we'll look at:

WHAT TO KEEP	Identify items that enhance the space and should remain.
WHAT TO MOVE	Rearranging furniture and décor to improve flow, functionality and room size.
WHAT TO REMOVE	Reduce visual clutter and distractions so buyers can focus on the home.
WHAT TO ORGANIZE	Closets, storage areas and rooms can be organized to create a cleaner, more spacious impression.
WHAT MAY NEED ATTENTION	We'll identify minor repairs or improvements that may help your home make a stronger first impression.

MY GOAL: Help buyers see the potential of your home — not the distractions.

Seller Guide

DECLUTTERING SUPPORT

Preparing a home for sale can feel overwhelming.

You don't have to figure it all out on your own.

My team can help you identify furniture, household items and belongings that may no longer be needed and assist with planning where appropriate.

This may include:

- Sorting and organizing
- Identifying furniture to remove
- Donation planning
- Assistance with donations to charities and shelters
- Coordinating removal of unwanted furniture or items

LESS CLUTTER. MORE SPACE. BETTER PRESENTATION.



STRATEGIC PRICING

THE RIGHT PRICE CAN MAKE ALL THE DIFFERENCE.

Your home needs to be positioned correctly from the beginning.

I analyze the market and consider:

- Recent comparable sales
- Current competition
- Active listings
- Buyer demand
- Location
- Property features
- Condition and presentation
- Current market conditions

From there, we'll develop a strategic pricing plan designed to attract attention while protecting your interests.

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PROFESSIONAL MARKETING

YOUR HOME DESERVES TO BE SEEN.
A great home needs great marketing.
I don't believe in simply placing your property online and waiting for buyers to find it.
Your marketing strategy can include:

PROFESSIONAL PHOTOGRAPHY
High-quality photography designed to showcase your home's best features and create a strong first impression online.

PROFESSIONAL VIDEOGRAPHY
Video helps buyers experience the flow, layout and personality of your home.

FULL-COLOUR PROPERTY BROCHURE
A professionally designed brochure provides buyers with a polished presentation of your home's features.

SOCIAL MEDIA ADVERTISING
Your home can receive additional exposure through strategic social media marketing.

DIGITAL & ONLINE MARKETING
Your property is promoted through appropriate online real estate platforms and digital channels.

PRINT ADVERTISING
Where appropriate, traditional print marketing can provide another avenue of exposure.

OPEN HOUSES
Open houses can provide additional opportunities to introduce your home to prospective buyers.

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YOUR PROPERTY MARKETING SYSTEM
ONE HOME. MULTIPLE CHANNELS OF EXPOSURE.
YOUR HOME
↓
ONLINE REAL ESTATE EXPOSURE
↓
SOCIAL MEDIA
↓
DIGITAL ADVERTISING
↓
PROFESSIONAL PHOTOGRAPHY
↓
PROFESSIONAL VIDEOGRAPHY
↓
FULL-COLOUR BROCHURE
↓
PRINT MARKETING
↓
BUYER & AGENT NETWORK
↓
OPEN HOUSES & SHOWINGS



THE GOAL?
Create as many qualified opportunities as possible to get your home SOLD.

SHOWINGS & BUYER EXPERIENCE

EVERY SHOWING IS AN OPPORTUNITY.
I'll help coordinate the showing process and remain available to answer questions and communicate with prospective buyers and their representatives.
I'll monitor feedback and buyer interest so we can understand how the market is responding to your property.
WE DON'T JUST WAIT.
We listen, evaluate and adjust when necessary.

Seller Guide

OFFERS & NEGOTIATION

WHEN THE OFFER ARRIVES, THE REAL WORK BEGINS.

An offer isn't just about the price.

We'll carefully consider:

- Purchase price
- Deposit
- Financing
- Conditions
- Closing date
- Inclusions and exclusions
- Other important terms

STRONG NEGOTIATION MATTERS.

I'll help you understand the complete offer and negotiate strategically with your goals in mind.

The highest offer isn't always the strongest offer.

The right combination of price, terms and certainty can be what matters most.

FROM ACCEPTED OFFER TO CLOSING

I'M WITH YOU THROUGH THE FINISH LINE.

Once an offer is accepted, I'll continue to help guide the transaction while you work with your lawyer and other professionals.

This may include assisting with:

- Communication between parties
- Conditions
- Closing arrangements
- Required documentation
- Title and legal processes through your lawyer
- Final property preparations
- Closing coordination

MY GOAL:

Keep you informed and help make the process as organized and seamless as possible.

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GETTING READY FOR POSSESSION

THE FINAL STEPS

As your closing date approaches, we'll make sure the property is prepared according to the terms of the agreement.

This may include:

FINAL WALK-THROUGH

Confirming the property is in the agreed-upon condition.

MOVING PREPARATION

Planning the removal of your belongings.

FINAL DETAILS

Ensuring agreed-upon inclusions and requirements have been addressed.

Then comes the moment every seller is waiting for:

SOLD.

Seller Guide

Downsizing or Moving Mom, Dad

Whether downsizing from a large home to a condo or retirement residence, or with the sale of a parent's home, I recommend the following points to make the transition quick and easy:

1. Make a list of item that you want to keep and place them aside. Tackling one room at a time will make this large task seem less stressful, and allow you to continue the task over a few days rather than all at once.
2. Any items that you decide that are worth donating, can be picked up, some free of charge, by the following organizations:

Value Village - Drop off (Clothing, pots, pans, kitchenware, etc.)

Diabetes Canada – Free Pick-Up: 1-800-505-5525

Ontario Federation for Cerebral Palsy – Free Pick-Up: 416-936-6000

Furniture Bank – Paid Home Pick-Up: 416-934-1229

Habitat for Humanity GTA – Pick-Up: 416-755-7353

Other items, such as mattress and furniture pieces, etc. can be left on your curb for pick up by the City of Toronto Garbage Collection (leave items out on the same day as your grey/black bin collection day, and not your blue bin recycling day). That last point is an important one, as the City of Toronto is able to fine you for putting out these materials on the wrong collection date or the wrong time of day. Please call 311 to ensure proper collection on your materials without any issues.

For Dining Room Furniture, China, and other Antiques:
Consignment stores will often sell these items on your behalf, however, be prepared for a 30-60% commission fee for their services. Typically, photos of the items are emailed to the store representative in order to approve the sale of the items. Once approved, the items need to be delivered to their store location (they typically do not offer pick up services).

Artwork and Collectables:
Waddington's is also a great option that will take anything from Paintings to Jewelry (classic and modern pieces), and sell them on your behalf. However, they will also take a percentage of the sale as a fee for their service. They also offer appraisal services if you would like to find out an item's value prior to selling.
Waddington's Auctioneers & Appraisers:
(416) 504-9100

If you have Just Plain stuff you need to get rid of

1-800-got-Junk – Fee for their services
This company will pick up almost anything, however, a few items, such as paint cans are not accepted.

Seller Guide

Downsizing or Moving Mom, Dad

The Downsizing Action Plan

Downsizing doesn't have to happen all at once. Breaking the process into smaller steps can make it feel much more manageable.

3–6 Months Before the Move

- [ ] Decide what you realistically need in your new home.
- [ ] Find out the approximate size and layout of your new space.
- [ ] Take measurements of rooms and important furniture.
- [ ] Choose a starting room or area.
- [ ] Create separate areas or boxes for Keep, Donate, Sell, Give Away and Discard.
- [ ] Start with items you rarely use.
- [ ] Go through closets, storage rooms, basements and garages.
- [ ] Begin sorting seasonal clothing.
- [ ] Decide what furniture will fit in your new home.
- [ ] Speak with family members about sentimental belongings.
- [ ] Consider what items you may want to pass down to children or grandchildren.

1–3 Months Before the Move

- [ ] Continue working through one room at a time.
- [ ] Donate items you no longer need..
- [ ] Arrange for the sale or removal of unwanted furniture.
- [ ] Sort through kitchen cupboards and duplicate items.
- [ ] Reduce excess linens, towels and household supplies.
- [ ] Go through books, magazines, DVDs and collections.
- [ ] Organize photographs and sentimental items.
- [ ] Review paperwork and safely dispose of documents you no longer need.
- [ ] Create a folder for important documents that will be moving with you.
- [ ] Identify valuable or meaningful items that require special care.

A Few Weeks Before the Move

- [ ] Confirm what furniture and belongings are going to your new home.
- [ ] Finish donating or disposing of remaining unwanted items.
- [ ] Pack items that aren't used every day.
- [ ] Clearly label boxes by room.
- [ ] Prepare an essentials box for your first few days.
- [ ] Keep medications, important documents and valuables with you.
- [ ] Confirm moving arrangements.
- [ ] Arrange for any final cleaning or repairs.
- [ ] Take a final walk through closets, cupboards, drawers, basement, garage and storage areas.

A Simple Rule to Remember

Keep what you use.
Keep what you love.
Keep what has meaning.
Let go of what no longer serves you.
Downsizing is not just about getting rid of things. It's about making room for the next chapter of your life.

Why Work with Me

COMPETITIVE 1.5% LISTING COMMISSION

Professional Marketing. Personal Service. Strong Negotiation.

MORE THAN A LISTING.
I'M HERE TO HELP YOU PREPARE, MARKET, NEGOTIATE & SELL.
Selling your home isn't simply about putting a price on it.
It's about:
PREPARATION
PRESENTATION
EXPOSURE
NEGOTIATION
COMMUNICATION
RESULTS
My goal is to provide you with the professional service and personal attention you deserve throughout every stage of your sale.

READY TO SELL?
LET'S CREATE YOUR PERSONALIZED SELLING PLAN.
NO-OBLIGATION SELLER EVALUATION
I'll meet with you to discuss your home, your goals, current market conditions and the steps I recommend to prepare your property for sale.
YOUR SELLING PLAN CAN INCLUDE:
✓ Property Evaluation
✓ Market Analysis
✓ Pricing Strategy
✓ Home Preparation Recommendations
✓ Marketing Strategy
✓ Estimated Selling Costs
✓ Estimated Net Proceeds
✓ Recommended Next Steps
DON'T LET YOUR HOME SIT UNSOLD.
Let's create a strategy designed to get your home SOLD.



Let's get started

CALL
416-333-6178