



OXFORD ELITE
REAL ESTATE



• SELLERS GUIDE •

THE ULTIMATE ROADMAP TO SELLING YOUR HOME

• YOUR AGENT



Danielle Niejadlik
Gale Group Realty

At Oxford Elite Real Estate, the goal is simple: to deliver unparalleled real estate services that exceed clients' expectations.

An unwavering dedication to setting the industry standard for excellence, placing utmost emphasis on providing exceptional customer service set our services apart. It's not just about buying or selling property; it's about fostering meaningful connections and delivering unparalleled service every step of the way.

**We believe in an
approach to selling
your home as unique
as you are.**





WHY GALE GROUP REALTY BROKERAGE?

At the Gale Group Realty, we're proud to be a growing, dynamic real estate brokerage based in Woodstock, Ontario. With over 40 agents, and more joining all the time, our team is a powerful mix of experienced professionals and ambitious new talent. What sets us apart is our commitment to continuous learning, strong collaboration, and a shared vision that goes far beyond individual successes.

We believe that real estate is about more than just transactions, it's about people, relationships, and community. That's why we cheer each other on, support and nurture each other's listings, and celebrate every team win. Communication is one of our greatest strengths, and we know that staying connected, informed, and engaged helps us all better serve our clients.

Our agents come from a wide range of backgrounds, with many bringing years of experience from the private sector or running their own businesses. This diversity makes us stronger, offering clients well-rounded perspectives and innovative approaches. Whether we're helping buyers, sellers, or investors, our focus is always on service, integrity, and delivering results.

We're deeply rooted in the local community and proud to support other small businesses, because when we all grow together, everyone wins.

THE NUMBERS



RE/MAX Diamond Team
Award 2021

374

Total number of houses
we sold last year.



Number 1 Team in Oxford & Perth
Counties 2019, 2020, 2021, 2022,
2023, 2024



Over 3000 Personal
Connections Made



• ABOUT

Help me see your
home from as more
than a house



YOUR HOME

What drew you to your home when you
bought it?

What is your favourite feature?

YOUR NEIGHBOURHOOD

What do you like about your neighbourhood?

What are some great nearby attractions and
amenities?



THE "MEH"

What don't you like about your home?

Is this your reason for moving?



THE WORDS

Had previously worked with Danielle, and strongly encouraged my sister to work with her when she became trustee of my brother's estate. Could not have asked for a smoother or more supportive experience.



Danielle went above and beyond in assisting me under difficult circumstances. She listened to me and followed through delivering the exact outcome I needed.



Working with Danielle has been a dream come true! She took our stress level from through the roof to non existent when she helped us sell our home. She took care of everything! The whole transition was flawless. I couldn't have asked for a better experience. There is no one out there like Danielle. She truly cares for her clients and it shows in her work. Thank you for everything, You've gained life long clients.



My husband and I were downsizing after our kid went off to university and Danielle made the process very convenient and smooth. We couldn't have asked for a better experience! She was very easy to work with and overall extremely knowledgeable and helpful! 10/10 would come back again!



• THE COMMUNITY

The ways we
give back to our
community



REALTORS CARE FOOD DRIVE

The Gale Group volunteers with other local realtors for the annual Realtors care food drive to fill the food banks for the less fortunate!

COLDEST NIGHT

The Coldest Night of the Year is a super-fun, family-friendly fundraising walk that supports local charity partners who provide essential care and service for people experiencing homelessness, hurt, and hunger.



RUNWAY FOR RECOVERY SPONSOR CLASSROOMS PILLOW DRIVE | SAKURA HOUSE & MORE

We're committed to helping the community and giving back at every opportunity.



• YOUR HOME SOLD

STRATEGY
THAT
WORKS



STEP 1 - LISTING CONSULTATION

After touring your home, we will recommend any improvements that could help maximize your sale price. We'll also present you with a detailed comparative market analysis to help you understand how your home compares to others in the area. Together, we'll determine a listing price and marketing strategy that aligns with your goals and timeline. This is your opportunity to ask questions and ensure you feel confident and informed before hitting the market.

STEP 2 - GET IT READY

Make repairs, updates, and give your home a thorough cleaning so it shows well. Decluttering goes a long way! Focus on creating a bright, neutral, and welcoming space that allows buyers to imagine themselves living there. A little effort upfront can make a big difference in how your home is perceived.

STEP 3 - OUR MARKETING PLAN

We will develop and implement a customized strategy to showcase your home and property in the best light, highlighting its best features. This includes professional photography, eye-catching brochures, and social media campaigns to reach the right buyers- and as many as possible. Our goal is to maximize exposure and generate strong interest from qualified buyers.

STEP 4 - EXPERT PHOTOGRAPHY

Professional media is crucial to showcasing your home online and attracting buyers. Our photographers know how to capture your home's best features with expert lighting and angles, ensuring it stands out in listings and marketing materials.

FROM LISTING TO CLOSE

STEP 5 - SHOWINGS

This is often the hardest part as your home has to remain presentable and in tip top shape every day. Buyers may request to view your home with little notice, so it's important to keep things clean, clutter-free, and smelling fresh. Try to be as flexible with showing times as possible - more availability often means more interest. It's best to leave the home during showings so buyers can comfortably envision themselves living there.

STEP 6 - REVIEW OFFERS

You will be notified as soon as an offer is received. Together, we carefully each offer to help you understand the terms and conditions. We'll guide you through your options so you can confidently decide whether to accept, reject or make a counteroffer.

STEP 7 - INSPECTIONS

The buyer will schedule any inspections during the agreed-upon time frame outlined in the contract. These inspections help the buyer understand the condition of the home and may include a general home inspection, well or septic inspection, among others. We will support you through the process and help you respond to any findings and negotiate repairs or credits, if necessary.

STEP 8 - CLOSING DAY

On closing day, the final paperwork is signed, keys are handed over, and you will receive the proceeds from your sale. It's the moment all your hard work pays off- *congratulations on successfully selling your home!*

THE MARKETING



PROFESSIONAL PHOTOS & VIDEO

95% of home searches start online. Your home needs to look great in order to appeal to widest audience possible. Only the highest quality photos, videos, drones, and measuring services are utilized to flaunt your homes best features.

OPEN HOUSES

Open houses can be a great opportunity to share your home. I offer refreshments, activity kits for the kids, open house signage, music, and open houses are scheduled around your needs.



COMING SOON

Action on your listing starts from the minute you say “let’s do this!” Starting with sneak peek videos and photos advertised on socials, coming soon flyers sent to the area, listing info sent to all the Gale Group agents, coming soon signs on the property, and your home shared to my extensive contact list.

We have a unique layered marketing approach that takes all of your home's needs into consideration.

SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is unmatched in Oxford County, which means your home gets in front of more eyes.



PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers can walk away with more details, more information, and more confidence.

WEEKLY PERFORMANCE REPORTS

We strive to keep you fully informed and up-to-date on every aspect and intricacy related to your listing, ensuring you have all the information you need at your fingertips.



• THE APPROACH

How we go about selling
your home from beginning
to end.

ASSESS

We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.

PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs and storing personal items to make your home as neutral as possible.

SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, open houses, social media marketing, virtual walkthroughs, blasting our massive database, and print marketing that will reach audiences far and wide.

GETTING THE MOST MONEY .



▲
EXPOSURE



◀ **EXPOSE YOUR
HOME TO THE MOST
AMOUNT OF BUYERS**

The more Buyers your home is exposed to, the more offers you will get!

TIMING ▶

The best time to sell is now. We KNOW the strength of our market in this moment..



▲
Less competition means more money!



▲
PRICING



◀ **STRATEGIZE**

Choosing a pricing strategy that your comfortable with is key.



THE FAQs •

All of your questions
answered!

HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes generally sell in less than 3 weeks on average.

WHAT IS A BUYER VS SELLER MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

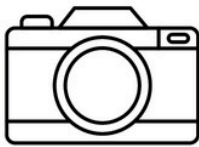
WHAT CAN I EXPECT WITH SHOWINGS?

We have strict systems in place where no one will be left alone in your home at any given time. Usually it's best if the seller's aren't present during a showing so buyers can feel more comfortable looking around.

FROM JUST LISTED TO SOLD

Our Marketing Plan

OUR LAYERED MARKETING APPROACH



PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to widest audience possible. We have a professional in-house photographer & videographer.



VIRTUAL TOURS/ OPEN HOUSES

We offer virtual and live open house tours, ensuring your comfort and convenience every step of the way.



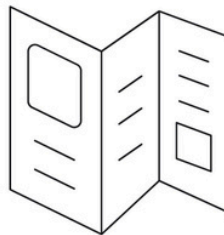
COMING SOON

We make sure as many people as possible know your home is coming soon, so they can spread the word to their families and friends.



SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is unmatched in Oxford County, which means your home gets in front of more eyes.



PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers can walk away feeling more impressed with your home.



STAGING DONE WELL

We assess your staging needs during our first meeting and are happy to pay for a professional staging consultation for you.



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