

Featherstone
REAL ESTATE



*PREPARING
YOUR*

HOME TO SELL

YOUR HOME, OUR COMMITMENT



real

THANK YOU FOR TAKING TIME TO REVIEW THIS PACKAGE!

Let's Chat...



Selling your home can be one of the most stressful times. You may be selling for various reasons.

You could be moving to your dream home or your retirement home, maybe you have a job transfer, a new baby, or maybe you've experienced a job loss or marriage breakdown. Regardless of the reason, it is stressful.

We've been there. We're in this together.

It's YOUR home and that's PERSONAL.

As your real estate professional, our role is to walk with you, guide and educate you. We listen and support you through every step. You are not just selling a property; this is your home, and that's personal. You, as well as most sellers, probably have questions. It's a time of unknown.

CONTACT US

Wendy Featherstone

Real Broker Ontario Ltd.

Direct (416) 435-9095 | Office (888) 311-1172

Wendy@featherstone-homes.ca

Got any questions?

What is my home worth? Is it a good time to sell?

What do I need to do to make my home attractive to buyers?

Is it really worth it to have a real estate agent list my home?

How do I get the most for my home?



That's where we come in!

Our job is to make this journey easier and help you get the most from your home. If you have questions, we're always here to ask!

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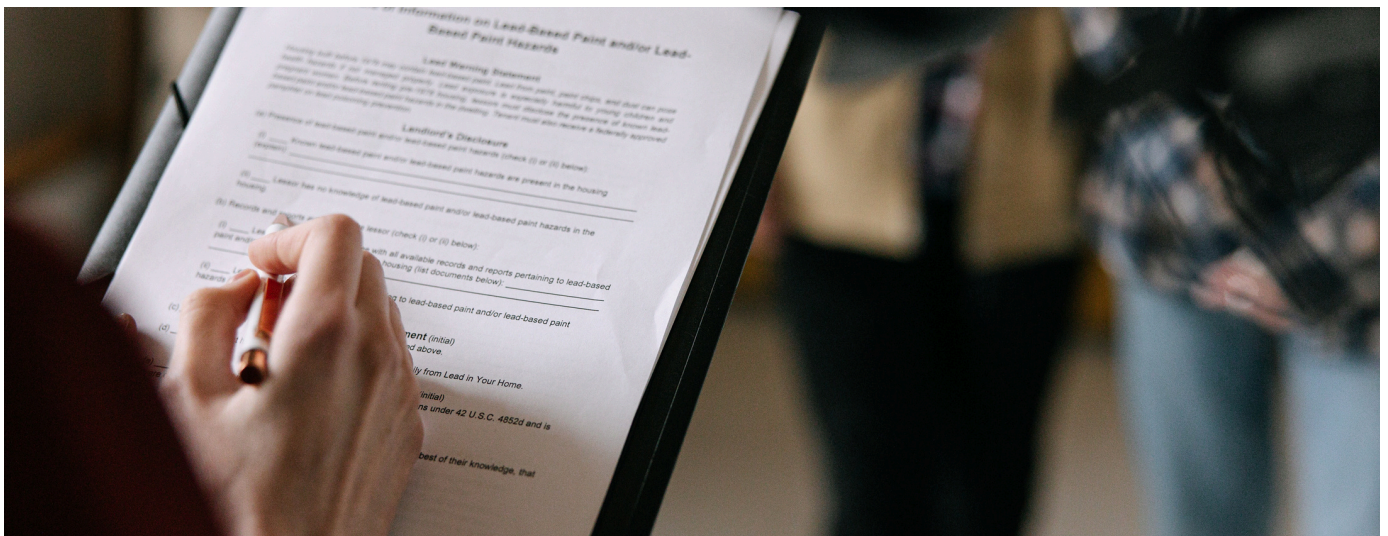
In-Depth Market Analysis



“Review comparable properties!”

Pricing is an art and pricing your home right is essential. It is crucial to know the current housing market as it shifts and changes.

If you price too low, you may leave thousands of dollars on the table. If you price too high, it could remain on the market, a potential price reduction and limited activity, which could result in a lower sale outcome.





WHAT WE PROVIDE



- An in-depth property evaluation by assessing the location, style, condition, upgrades, age, improvements etc.
- A strategic pricing plan based on the recent and current market activity and trends
- A fair market evaluation of your property by using current competition, properties that recently sold, listings that have been taken off the market or have price changes.
- An estimate of expenses and costs of the sale when it's completed

Expert Evaluation. Smart Pricing. Market Insight. Maximum Value.

Property Enhancement

Most buyers cannot visualize the potential in a home. They have to see it.



How your home shows can make a difference of thousands of dollars in your pocket!

With some time, effort and expertise, your home will attract the maximum number of potential buyers and net the greatest return for you!

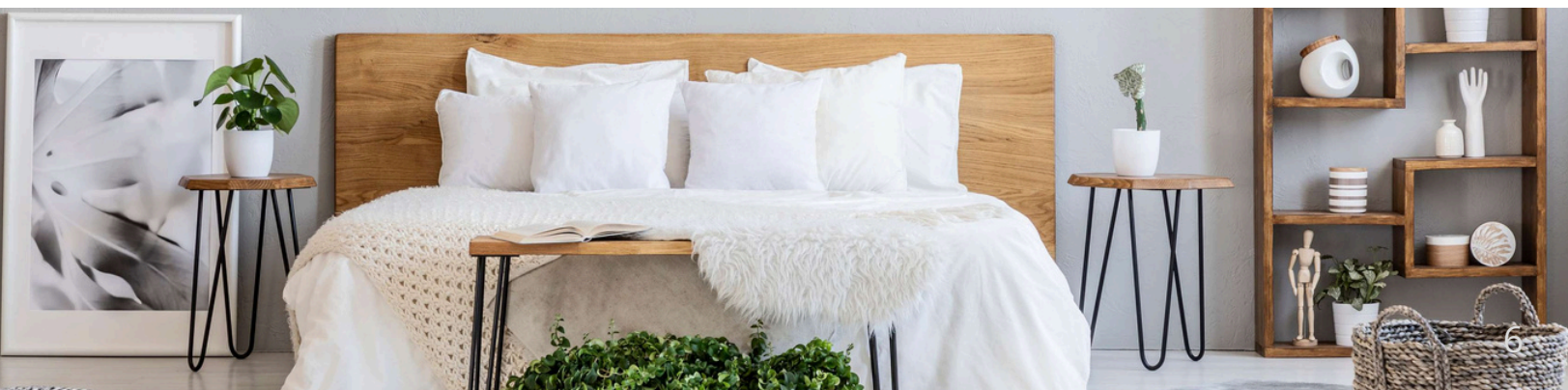


Helping you enhance your property



- Hands-on help in preparing your home to help paint, repair, clean or declutter
- Provide connections to reliable and professional home improvement trade workers in the marketplace
- Complimentary professional home staging services with a written enhancement checklist with recommendations for repairs and improvements including painting, small repairs, and decluttering to help sell your property fast and for the highest price possible.

- Our staging team will make your home magazine-worthy with updated furnishings and/or décor that will compliment your home for the final wow factor that buyers can't resist!
- Professional photography will showcase your home to draw in buyers
- A Video Tour and layout of your home's floor plan will assist buyers in their search for their dream home





Maximize Exposure to Buyers

So, how will we get your property noticed?

Social media promotion including paid Facebook ads

Your home's own website with all the info buyers need

Online national exposure on websites such as Realtor.ca

Promote your property to our database

Proactively prospecting directly with buyers or agents with buyers that may be interested

Prepare and submit accurate property information to the Multiple Listing Services (MLS)

Property brochures with great photos with enticing descriptions that are professionally presented

Open House events for potential buyers to view your property

Eye-catching signage on your lawn to promote your sale and open house

Networking with agents in the area and through REAL networking platform

The more buyers to see your home, the greater the chance for you to sell your home for maximum price!



COMMUNICATION

Communication is the key to success in any relationship, and the relationship with your realtor is no different.

We Will...

- Provide feedback after open houses and showings
- Report market updates and provide information on comparable new and sold listings and price changes
- Communicate and explain all conditions, waivers, and clauses in offers
- Be readily available for your questions and concerns



NEGOTIATE

It can feel like a personal attack or insult for homeowners to review offers or receive feedback (depending on the market and offer). As an unbiased party, we can confidently negotiate hard on your behalf.

We Will...

- Carefully review all offers with your best interests in mind
- Confidently negotiate all offers to benefit you, as the seller
- Explain your negotiation options with the pros and cons of each
- Prepare all paperwork and required documentation



It's in the DETAILS

There are many details involved in the weeks and months between the signed agreement of sale and the closing date. You can focus on packing, and I will focus on the details!

We Will...

- Coordinate necessary home visits for inspections, appraisal, and visits to satisfy conditions and waivers
- Communicate with your lawyer and cooperating realtor as necessary
- Monitor the various aspects to ensure a smooth closing

WHY REAL BROKER?

real



Real Broker was built on a vision to transform the real estate experience into something simple, seamless, and enjoyable. Their belief system is rooted in collaboration, kindness, and innovation — values that guide how we treat clients and how we do business. By combining cutting-edge technology with a human touch, Real empowers agents to deliver maximum exposure, streamlined processes, and stronger results for sellers.

This culture of unity and forward-thinking is the reason I chose Real Broker as the partner behind my success, and why it's the right choice to help you achieve the best outcome for your home.

OUR VISION

real

A man and a woman are embracing in a new home. The man is wearing a grey long-sleeved shirt and brown pants, and the woman is wearing a teal long-sleeved shirt and blue jeans. They are standing in a room with a light-colored floor and a green couch in the background. There are several cardboard boxes on the floor, suggesting they have just moved in. The woman is smiling and looking at the man, and the man is looking back at her.

*Is to create a world where buying
and selling homes is a simple,
seamless, and enjoyable*

Work Hard. Be Kind.

Kindness is a superpower and the fuel that keeps us growing. We stand together in service of our vision and each other.

‘We’ are Bigger than ‘Me’

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

Tech x Humanity

Tech for a better experience—our technology empowers agents & simplifies the process for everyone.

***One Culture. One Network.
One Real.***

Get to Know

Wendy Featherstone

Sales Representative

Knowledge, experience and skills that extend beyond



MORTGAGE AGENT

As a former licensed mortgage agent, Wendy's training and experience in the mortgage industry provides her clients with knowledge and understanding.



REALTOR

A passion for real estate is what drives Wendy to deliver outstanding, personalized, non-stop service for each client.



COLOUR CONSULTANT

As a certified Colour Consultant, Wendy can use this training to accentuate the value of your home using colour tricks and techniques — and without breaking the bank!

SKILLED HANDY PERSON

Wendy has practiced skills in drywall repair, painting, basic repairs, power washing, and general repairs. She will share her DIY experience to help you get it done! And if she can't do it, she knows who can!



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IT'S YOUR HOME, AND THAT'S PERSONAL.

Let's Get Started!

Choosing the right professional to work with is an important decision and one that I don't take lightly.

Book a meeting and let's chat.

I'll provide you with a free complimentary market evaluation of your home and I'll answer any questions you have.

I look forward to partnering with you to help reduce your stress by expertly handling the entire real estate transaction from listing to close.

Sincerely,

Wendy Featherstone

REAL ESTATE REPRESENTATIVE

Featherstone Real Estate Team | Real Broker Ontario Ltd.

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