



Seller's Guide

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BOSLEY
REAL ESTATE | EST 1928

ELLEN HANBIDGE

The Value of Staging

"Staging is more than just decorating. When done well, it will maximize the interest in your property, yielding the best resulting sale price for you.

"Creating a warm and inviting space that buyers want to live in and would be proud to call home is what I aim for when crafting the staging strategy for your property. Your home is unique. The most effective staging takes the warmth and love of your home and opens it up to allow buyers to see themselves moving in and making it their own.

"Sometimes it requires rethinking rooms and how they are used. Sometimes it is simply a matter of adding or removing furniture or repositioning furnishings to create a desirable relaxed flow to your home that buyers will feel comfortable in."

Strategic staging is one of the things we do best.



REALTOR®

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I am thrilled to be part of the prestigious office of Bosley Real Estate Ltd. I take great pride in my 20+year career as a realtor and feel fortunate to market and sell Toronto's most appealing and unique homes.

My services are customized to fulfill each client's specific needs. Using state-of-the-art technology, my objective is to help you get the results you want while ensuring that every detail of your real estate transaction is covered to your best advantage. My skill is providing all of this with a minimum of stress and, hopefully, a dash of fun.

A thorough and professional approach is the cornerstone of all my business interactions, which brings great negotiating power when managing the details and provisions of your sale. With warmth, energy, and expertise, I am proud to have established a reputation for success.



ACCOLADES AND APPLAUSE

“Once again we are delighted to have worked with you to sell our home. You were so gracious and managed with ease what seemed an overwhelming prospect of selling our 24 year old home....”

“Preparing one’s home for sale is not an easy undertaking and with health issues limiting our energy and being out of Toronto for most of the time your help and stick handling of all the things that needed to be done was more than amazing. Ellen, you went well beyond what we could have expected from a real estate agent with many things on your plate but you did it with incredible good spirits and efficiency. It was great working with you and we hope we will be able to stay in touch in the future.”

“... After you staged our home we didn’t want to move! Thank you Ellen for making this process smooth and anxiety free.”

My OBJECTIVES

My objective is to sell your property:

- For the most money
- In the least amount of time
- With the least inconvenience to you



WE ARE FULL SERVICE

As a Bosley agent, I have a dedicated team of professionals to help make sure that the selling process goes without a hitch.

Bosley has one of the best management teams in the country including a full-time corporate lawyer, a 24-hour appointment desk, a top real estate social media department, graphic designers, web support, and we provide informed and candid advice.

Our goal is to ensure that your home receives the best marketing and promotional services available.

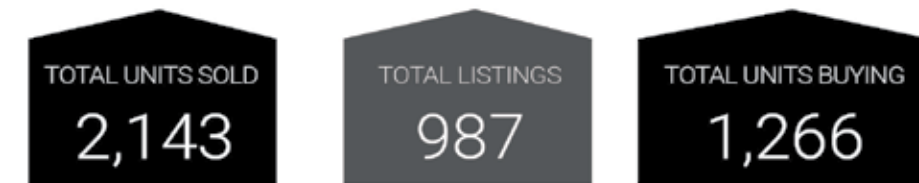


WE ARE A SUCCESS

We at Bosley have consistently sold homes in the city faster and for more money with the least inconvenience to you because...

- We spend a great deal of time making sure our pricing is accurate.
- Our marketing is strategic and effective.

BOSLEY TOTALS - THE BIGGER PICTURE



* BOSLEY INTERNAL STATISTICS BASED ON JULY 2022- JULY 2023 INCLUDES: RESIDENTIAL RESALE + NEW RESIDENTIAL + COMMERCIAL + LEASING + OFF MARKET DEALS



BOSLEY



DATABASE BENCHMARKS



* STATISTICS BASED ON RESIDENTIAL RESALE SOLD ONLY DURING JANUARY-DECEMBER 2023 REDATUM

** BASED ON TORONTO REAL ESTATE BOARD AVERAGE SALE PRICE \$1,011,765 JANUARY-DECEMBER 2023 REDATUM

AVERAGE DAYS ON MARKET

BOSLEY REAL ESTATE LTD	15
TORONTO REGIONAL REAL ESTATE BOARD	24
ROYAL LEPAGE URBAN	16
SAGE	15
KELLER WILLIAMS PORTFOLIO	13
KELLER WILLIAMS ADVANTAGE	13
REMAX HALLMARK	21
ROYAL LEPAGE SIGNATURE	17
REAL ESTATE HOMEWARD	20
ROYAL LEPAGE REAL ESTATE SERVICES	21
EXP REALTY	23
HEAPS ESTRIN	14
RIGHT AT HOME	23
KELLER WILLIAMS REFERRED URBAN	20
REALTY REMAX WEST	25
PSR BROKERAGE	24
MCCANN REALTY	17
REMAX ULTIMATE	20
ROYAL LEPAGE J&D	18
REMAX PRIME PROPERTIES	21
CHESTNUT PARK	26
HARVEY KALLES	24
FOREST HILL REAL ESTATE	22
REMAX CONDOS PLUS	25
SOTHEBY'S INTERNATIONAL	30
HOMELIFE REALTY ONE	24

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AVERAGE ASKING/SALE PRICE RATIO

BOSLEY REAL ESTATE LTD	105.30
TORONTO REGIONAL REAL ESTATE BOARD	101.10
KELLER WILLIAMS PORTFOLIO	103.62
KELLER WILLIAMS ADVANTAGE	104.94
ROYAL LEPAGE URBAN	103.30
ROYAL LEPAGE SIGNATURE	103.50
SAGE	103.63
REMAX HALLMARK	101.85
REMAX PRIME PROPERTIES	102.73
REAL ESTATE HOMEWARD	102.73
EXP REALTY	101.53
RIGHT AT HOME	100.95
KELLER WILLIAMS REFERRED URBAN REALTY	101.59
HEAPS EPSTRIN	102.26
REMAX ULTIMATE	103.91
REMAX WEST	100.6
ROYAL LEPAGE REAL ESTATE SERVICES LTD	100.46
FOREST HILL REAL ESTATE	101.29
CHESTNUT PARK	99.80
PSR BROKERAGE	101.19
HARVEY KALLES	100.74
MCANN REALTY	100.85
REMAX CONDOS PLUS	100.00
ROYAL LEPAGE J&D	99.58
SOTHEBY'S INTERNATIONAL	98.52
HOMELIFE REALTY ONE	99.81

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AN INFORMATIVE AND PROFESSIONAL IN-HOME CONSULTATION



As your trusted advisor, it is my goal to coach you through the sales process from start to finish. Before you list, my services include:

- A full education with regards to the entire sales process
- A fully explained competitive market analysis (CMA) to determine an approximate fair market value for your property
- An established competitive listing price based on experience, timing, recent sales and local market conditions
- A suggested wide variety of marketing strategies both traditional and social, hand-picked for your property
- Establish a listing and marketing strategy along with a timeline to ensure optimal conditions for maximizing your price
- Review the legalities and responsibilities of the Listing Contract
- Address any legal concerns through consultation with our in-house Legal Counsel
- Ensuring FINTRAC Compliance

LET THE PREPARATIONS BEGIN...

At least 60% of the work on a listing is completed prior to the property being exposed to the marketplace. The following services are included in our listing fee to ensure a seamless experience for you.

- Arrange for a staging consultation and general clean up - gardener, painter, handy-man, cleaner, etc.
- Arrange for professional photography, virtual tour, video and website
- Arrange for any necessary pre-inspections including, but not limited to home & termite inspections
- Conduct a discovery session to uncover any pertinent facts with respect to the sale of your property including survey details, taxes, completed renovations, neighbourhood developments and more
- MLS listing detail preparation
- Familiarize the Seller with appointment and security protocol
- Introduce the Seller to the full-time Bosley administrative staff who will communicate and confirm showing requests
- Keys cut and lock box placed on your property





CUTTING EDGE MARKETING STRATEGIES

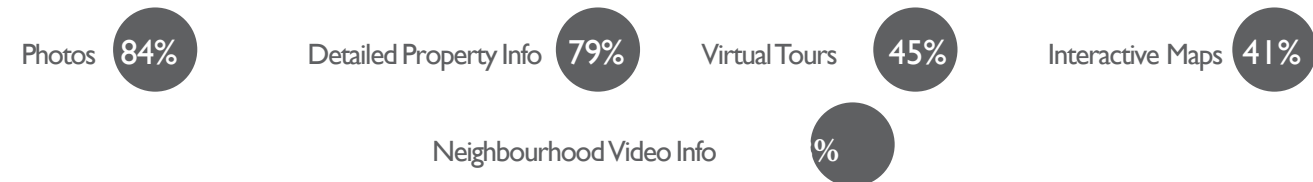
I believe in combining both traditional and modern marketing methods. Your property will be provided with the best exposure with our proven marketing plan tailored specifically for your home:

- Neighbourhood marketing preparation - “just listed” cards/ open house invitations
- Targeted marketing preparation for prospective buyers outside the neighbourhood via social media
- Feature sheet preparation and design by our in-house graphic designer
- Expose your listing to our extensive network of Bosley colleagues, outside agents and past and present clients
- Full online exposure through TorontoMLS to all affiliated brokerage sites including: www.realtor.ca, www.bosleyrealestate.com, www.yourpersonalwebsite.com
- Full online exposure through our Bosley Brokerage Social media accounts
- Full online exposure through my personal social media business accounts
- Advertisements are placed in the Globe and Mail when appropriate
- For sale sign professional installed



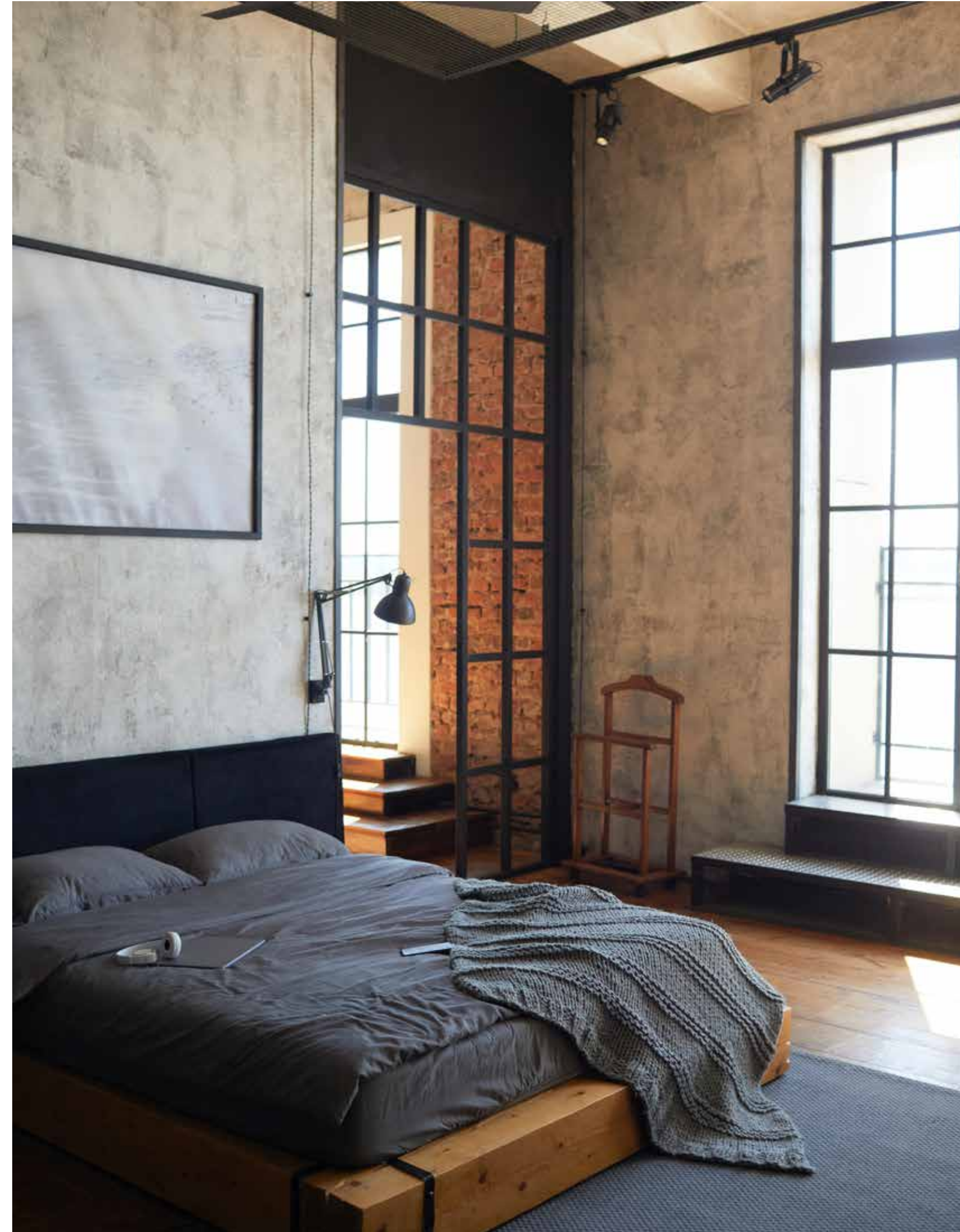
WHAT BUYERS WANT

We strive to provide the latest technologies and highest quality content to fully inform today's empowered buyer.



WHERE BUYERS COME FROM

National research indicates that buyers come from several different sources. Our goal is to ensure that we cover all the bases.



THE OFFER AND BEYOND

The most important part of this step is negotiation. I am best equipped to negotiate strongly on your behalf by completing activities that provide me with a full knowledge of any interested Buyers for your property.

- Immediately respond to inquiries and requests for showings by the public, generated through our well prepared marketing
- Conduct agent and public open houses
- Continuous follow up with all showings to begin Buyer discovery process
- Arrange offer presentation and time
- Contact ALL “interested parties” in an attempt to procure multiple offers
- Review the legal details of the Agreement of Purchase and Sale while discussing all possible scenarios and outcomes
- Present all offers for consideration
- Ensure the Buyer is fully qualified to close on the property
- Professionally negotiate the offer and all further paperwork required from acceptance to completion.
- Securely ensure **your deposit is placed** in our Brokerage trust account to be held until completion
- Ensure all conditions are legally fulfilled in the allotted time frame
- Report the “sold” price to the TorontoMLS system
- Co-ordinate the efficient transfer of contracts to both the Buyers and Seller’s lawyer
- Provide referrals for our closing support team: lawyers, packers, movers, contractors and beyond

This is the meaning of full service: Experience, expertise, hard work, knowledge, professionalism and results.





CLOSING COSTS

LEGAL FEES – variable, normally between \$1500-\$2000

REAL ESTATE COMMISSION – as per your listing contract plus HST

MORTGAGE DISCHARGE FEE OR CANCELLATION PENALTY – as agreed upon with your Mortgage Company prior to listing your property

ADJUSTMENTS – prorated taxes and utilities

MOVING COSTS – variable

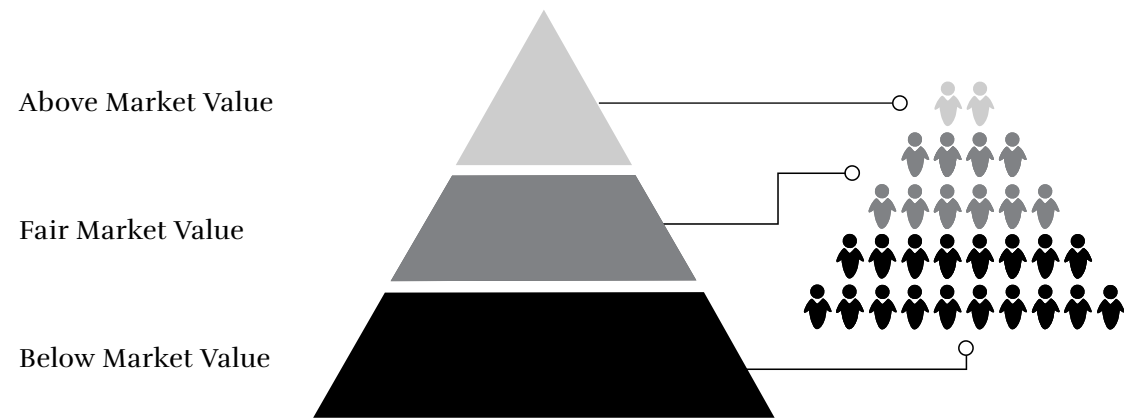
GETTING IT RIGHT

An accurately priced property sells faster at a higher price.

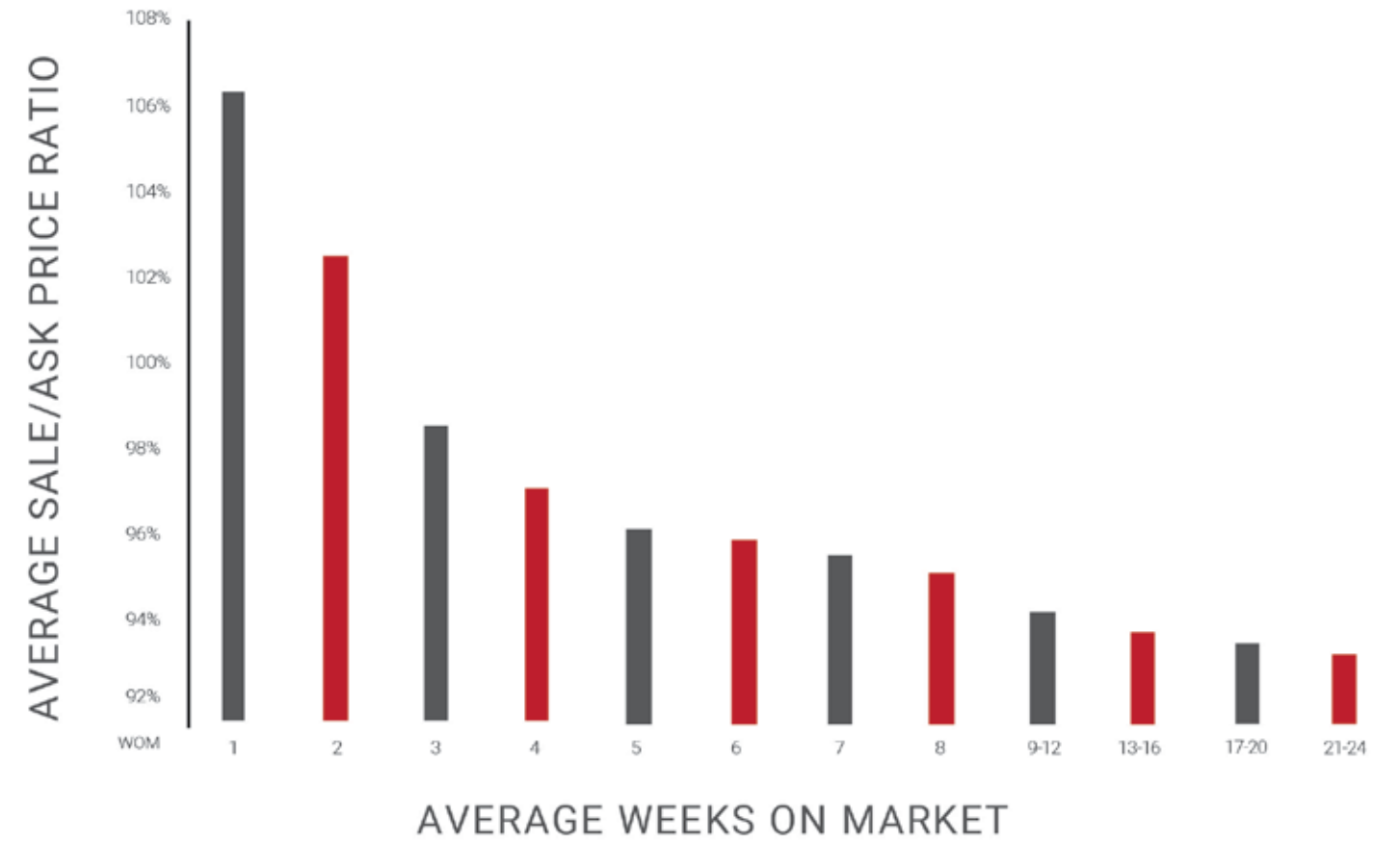
An overpriced property will have fewer showings, receive lower offers, take longer to sell, plus it will actually contribute to the sale of other properties.

A buyer is more inclined to make a full price offer on a property that is listed at fair market value. Conversely, a buyer is more apt to put in a low offer on a property priced above market value.

**SUGGESTED LIST PRICE:
BASED ON A FAIR MARKET VALUE OF:**



WEEKS ON MARKET EFFECT ON SELLING PRICE



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THE BOSLEY GUARANTEE

OUR PERFORMANCE GUARANTEE

Our reputation is built on trust, reliability and results, which is why you have our personal guarantee that your home will never be listed longer than you wish.

If we fail to meet these expectations, call us directly and we will take immediate corrective action.

Similarly, we would be delighted to hear your praise.



Christan Bosley
President/Broker of Record

A handwritten signature in black ink that reads "Christan Bosley". The signature is fluid and cursive, with a long, sweeping underline.