

A NO-FLUFF GUIDE TO SELLING YOUR HOME IN THE GTA

THE HOME SELLER'S PLAYBOOK



Make the market notice.

Prepare. Position. Present.

BETTER PROPERTIES



REAL ESTATE GROUP

Royal LePage Signature Realty, Brokerage

Jim Emilson · (416) 523-3964 · jim@emilsongroup.com

01 • THE BETTER STANDARD

Presentation isn't the finishing touch. It's the strategy.

A listing has one chance to arrive on the market. We use that moment deliberately — shaping the property, the story, and the launch so buyers see its full potential from the first impression:

1

Read the property.

We identify your home's strongest selling story, the likely buyer, and the work that will make the biggest difference — including the right pricing strategy.

2

Perfect the details.

Styling, staging direction, finishing touches. Our benchmark: the best-presented property competing in its neighbourhood at that time.

3

Create attention.

Editorial photography, cinematic video, copy and a dedicated showcase website. Your home's debut only happens once.

4

Negotiate from strength.

Market evidence plus launch strategy. Every offer is managed from a position built on preparation.

5

Close it clean.

Conditions satisfied, lawyers handle the rest, keys change hands. Done.

The rest of this guide is just these five moves, unpacked. Ten minutes here is the difference between listing your home and selling it.

02 • PRICE IT RIGHT

Do you want to list it — or sell it?

We consider relevant market evidence, competing inventory, your property's condition, and the launch strategy. Thoughtful pricing builds attention and demand; better negotiation turns that position into the strongest possible terms:

100.83%

of asking — average sale-to-list
Royal LePage Signature, 2025

20.7

days on market on average
vs. 29.5 TRREB average, 2025

- **Overpricing costs you buyers, not just time.** Homes priced above market value attract fewer viewers, fewer showings and fewer offers. The longer it sits, the weaker your negotiating position gets.
- **Price on sold comparables, not hope.** What similar homes actually sold for — recently, nearby — is the anchor. Asking prices are wishes; sold prices are facts.
- **What really moves the number:** location, size, style, condition, neighbourhood amenities, buyer demand, and financing conditions. Condition is the one you control — presentation protects price.
- **Beware the flattery pitch.** Never hire the agent who promises you the highest price just to win the listing. You want the one who shows you the data and tells you the truth.

Jim's rule: a sharp list price creates competition; competition creates the premium. The goal isn't the highest asking price — it's the highest sold price.

03 • THE MARKETING MACHINE

Your home's debut happens once.

The presentation plan. Every detail works together. This is the launch sequence behind every strong sale:

- 1 Property walk-through and opportunity plan.**
We start with the strongest selling story, the likely buyer, and the work that will make the biggest difference.
- 2 Preparation, styling and staging direction.**
Thoughtful edits and finishing touches first — most buyers form an opinion within 90 seconds.
- 3 Editorial photography and cinematic video.**
Your photos are the showing before the showing; video multiplies the attention they earn.
- 4 Online exposure and a dedicated showcase website.**
Live across 80+ websites — and presented on its own showcase site: an immersive place for buyers to understand, remember and share your home.
- 5 Feature sheets.**
The key details, beautifully presented for buyers and their agents.
- 6 Agent preview — occasionally.**
We don't hold these by default. If an agent preview can genuinely help your sale, we'll do one.
- 7 Public open house — at your request.**
Not a standard practice. If you want one, we'll make it excellent.
- 8 Offer strategy and skilled negotiation.**
From first offer to firm deal — every term pushed in your favour.

VIDEO IS THE MULTIPLIER

- Listings with video landing pages get **40% more shares** and **86% higher conversions**.
- Strong visual content drives **40% better response rates** from buyers.

Proof it works: one home listed at \$1,280,000 with no staging, no pro photos and no marketing plan — it didn't sell. Four months later: cleaned, staged, professional photos, video and 360° tour, pre-inspected, listed at \$999,999 with an offer date. Result: **190 showings in a week, 26 offers, sold for \$1,280,000 in 7 days.** Same house. Different launch.

04 • GET BUYER-READY

Perfect the details.

A listing has one chance to arrive on the market. Buyers should feel the value of your home the moment they walk in. Our benchmark is simple: the best-presented property competing in its neighbourhood at that time. Here's the checklist:

SET THE ATMOSPHERE

- Air conditioning on in warm weather; **fireplace lit** when it's cool.
- **Drapes open** — let the natural light pour in. Then turn **every light on**.
- Fresh flowers in a few rooms. Carpets freshly vacuumed.
- Halls and stairs **clear of clutter**. Closets tidied — buyers will open them.

OUTSIDE FIRST

- Mow, trim hedges, lose the litter. Sweep walkways (salt them in winter).
- Clean windows inside and out. Fresh paint where it shows — front door, trim.
- Doorbell working? Porch light on? Don't overlook the garage — stage it like a room.

INSIDE: FIX WHAT'S BROKEN

- Repair chipped plaster and cracked paint. Replace burned-out bulbs. Oil squeaky floors.
- Every door and cupboard should close properly. Clean the insides and tops of closets.

KITCHEN & BATHROOM — THE MONEY ROOMS

- **Kitchen:** scrub and polish sinks and taps, clear the counters, organize cupboards, hide the small appliances, empty the garbage.
- **Bathroom:** polish mirrors and fixtures, fix leaky taps and toilets, fresh towels and shower curtain, re-caulk aging tubs, erase every trace of mold and rust.

TWO NON-NEGOTIABLES

- **Lock away valuables.** Jewellery, art, breakables, mementos — out of sight, out of risk.
- **Pets go out.** You love them; buyers may not. Every showing, every open house — furry and feathered friends stay elsewhere.

05 • WHAT IT ACTUALLY COSTS

No surprises. Here's the math.

First, the part everyone asks about — **how commission works:**

- **Two brokerages, one split.** The total commission is shared between the listing brokerage (yours) and the buyer's brokerage. Each then splits its share with its agent.
- **You pay nothing up front. Zero.** Commission is only paid when the sale successfully closes.
- **Marketing comes out of the agent's pocket.** Staging consults, photography, video, print — your agent funds the launch from their commission.
- **It's negotiable.** Commission isn't set by law or any board. It's agreed between you and your brokerage — in writing, before anything starts.

Then the seller's closing costs — budget for these:

SELLER CLOSING COSTS		
Real estate commission	as agreed	Mutually agreed with your brokerage, in writing. Paid on closing.
Lawyer's fees	varies	Your lawyer handles the closing. Get a quote up front.
Staging & sprucing up	\$2,000–\$20,000	Consult \$500–\$1,200. Paint, landscaping and repairs vary by scope.
Moving costs	varies	Get quotes early — good movers book out.
Property survey	~\$2,000	If the buyer requests an up-to-date survey at your expense.
Status certificate	\$100	Condos only — the buyer's lawyer will want it.
Notification costs	~\$40	Mail forwarding and the like.

The golden rule: every dollar of preparation should return more than a dollar at the negotiating table. We'll spend where it counts — and skip where it doesn't.

06 • NEGOTIATE FROM STRENGTH

This is where money is made.

An offer lands. Here's what's actually inside it — and what each piece means for you:

- **Price.** The headline — but not the whole story. Terms can be worth thousands.
- **Deposit.** The buyer's good-faith money, typically around 5%, held in trust and credited to the price on closing. Bigger deposit, more serious buyer.
- **Conditions.** Financing, home inspection, insurance, or the sale of the buyer's current home. Fewer conditions = stronger offer — but each one protects the buyer until it's satisfied.
- **Irrevocable deadline.** How long you have to answer. Short fuses create pressure; we use the clock deliberately.
- **Closing date.** Negotiated, not fixed — and it has to work for your move too.
- **Chattels included vs. fixtures excluded.** Appliances and unattached items must be listed to be included. Anything attached stays unless specifically excluded. When in doubt, spell it out — in writing.
- **Rental items.** Hot water tanks and the like are often rented, not owned. They're disclosed, and the buyer assumes the contract.

HOW NEGOTIATION ACTUALLY WORKS

Offers go back and forth — price, dates, conditions, inclusions — until both sides sign the same page. On a multiple-offer night, every buyer submits at once and you choose the strongest combination of price and terms. We pair market evidence with launch strategy, then manage every offer from a position built on preparation.

What I do for you here: honest pricing strategy up front, a launch that manufactures demand, and negotiation that doesn't blink when it matters most.

07 • THE PAPERWORK

Translated into English.

You'll sign a handful of documents. Here's what each one actually is — no legalese:

RECO Information Guide

Required under Ontario's Trust in Real Estate Services Act. A plain-English explainer of how representation works. You sign it to confirm you understand it — it's informational, not a contract.

Listing Agreement

The contract between you and your brokerage. It sets the list price and terms (your call, after we talk through the data), the commission, the listing period, and the holdover period after expiry. It also gives us authority to market your home — and once any public marketing starts, the listing goes on MLS® within 3 days.

Agreement of Purchase and Sale

The legally binding contract between you and the buyer: price, deposit, conditions, closing date, what's included and what isn't. This is the document that makes the deal real.

Confirmation of Co-operation and Representation

One page, on the record: who represents whom in this transaction. No ambiguity, no surprises.

Read everything. Ask about anything. There are no dumb questions when you're signing the biggest contract of your life — that's literally what I'm here for.

08 • CLOSING DAY

The finish line, handled.

The deal is firm. Here's how the final stretch plays out:

- **Your lawyer runs the closing.** In Ontario it's all done electronically between lawyers — funds, title transfer, the works.
- **Adjustments get settled.** Property taxes, utilities and any rents are prorated to the day of closing. Your lawyer confirms the exact numbers.
- **Keys by late afternoon.** Funds move in the morning, title transfers after — then the home is officially theirs.

YOUR MOVING CHECKLIST

- Book movers early · confirm insurance for moving day
- Canada Post mail forwarding · Service Ontario (licence, health card)
- Bank · credit cards · employer · schools
- Utilities: hydro, gas, water, cable, internet — final readings and transfers
- Home insurance on the new place (if you're buying) · alarm company
- Doctor · dentist · vet · subscriptions and deliveries

And one last thing: **leave it clean.** The buyers are starting their biggest chapter in your home — a broom-clean handover is the classy final move.

CONSIDERING A MOVE?

Talk with us.

Start with a conversation about your home, your timing,
and what a better move could look like.

WHATSAPP

wa.me/14165233964

INSTAGRAM

ig.me/m/jimemilson

PHONE

(416) 523-3964

BETTER PROPERTIES



REAL ESTATE GROUP

Royal LePage Signature Realty, Brokerage

Not intended to solicit those under contract with another brokerage.