



YOUR HOME SELLER'S GUIDE

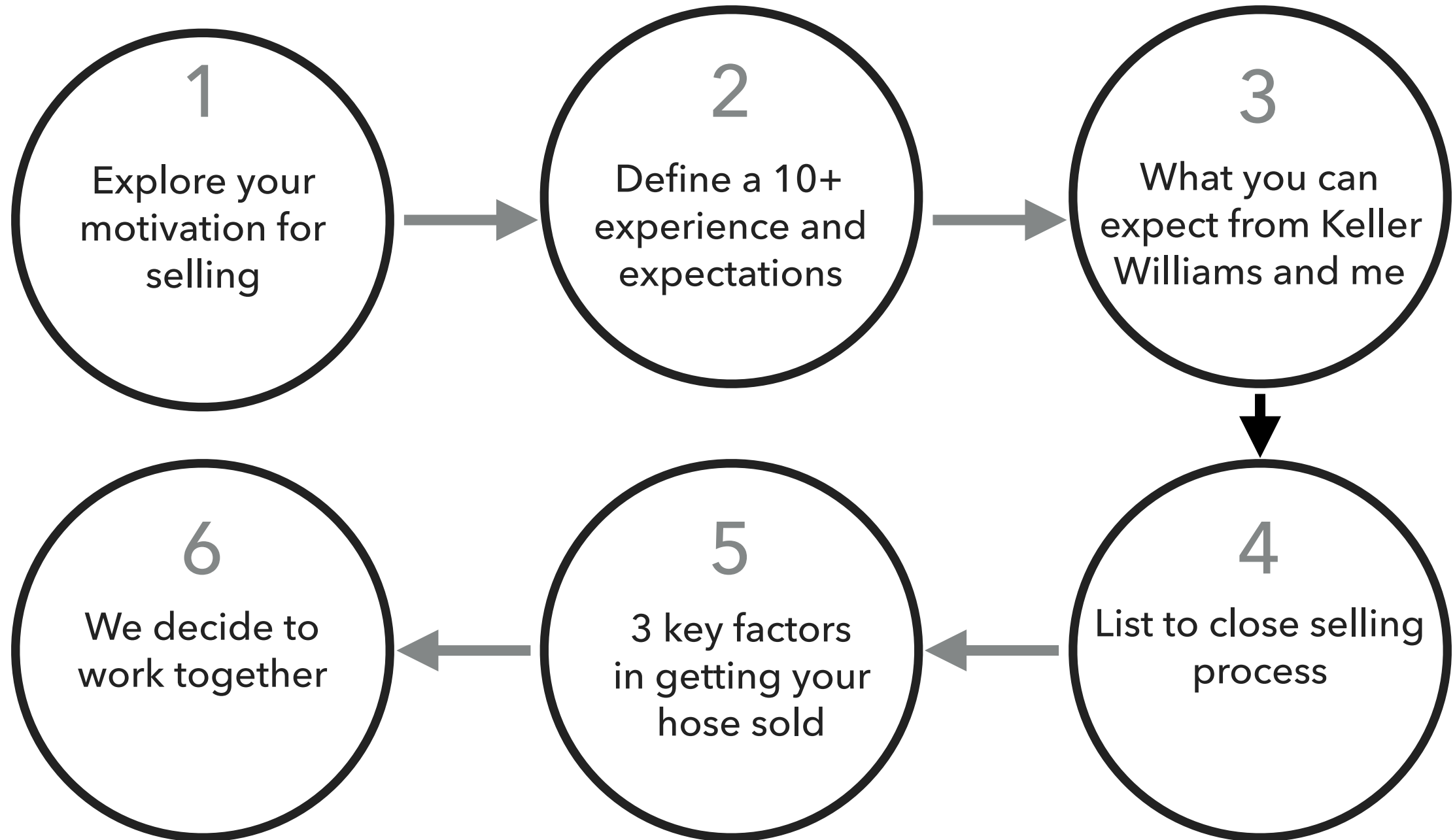


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REAL ESTATE

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6 STEPS TO SELLING YOUR HOME



6 STEPS TO SELLING YOUR HOME

- What's your motivation for selling?
- Is this your first time selling a home?
- What's the price you'd be happy to sell for?
- What's your timeline?
- Are you also looking to buy a replacement home? If so, please describe your dream home and location.

It's all about understanding your wants, needs and expectations and helping you obtain the highest possible price in the shortest amount of time.

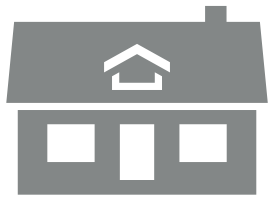


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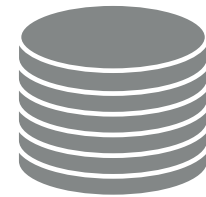
PRICING TO SELL FOR TOP DOLLARS



Condition and
location of the
property



Marketing of the
property to buyers



Price of the
property



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CONDITION OF YOUR HOME



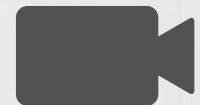
Pro staging



360° Panoramic
photography



Decluttering



Videography

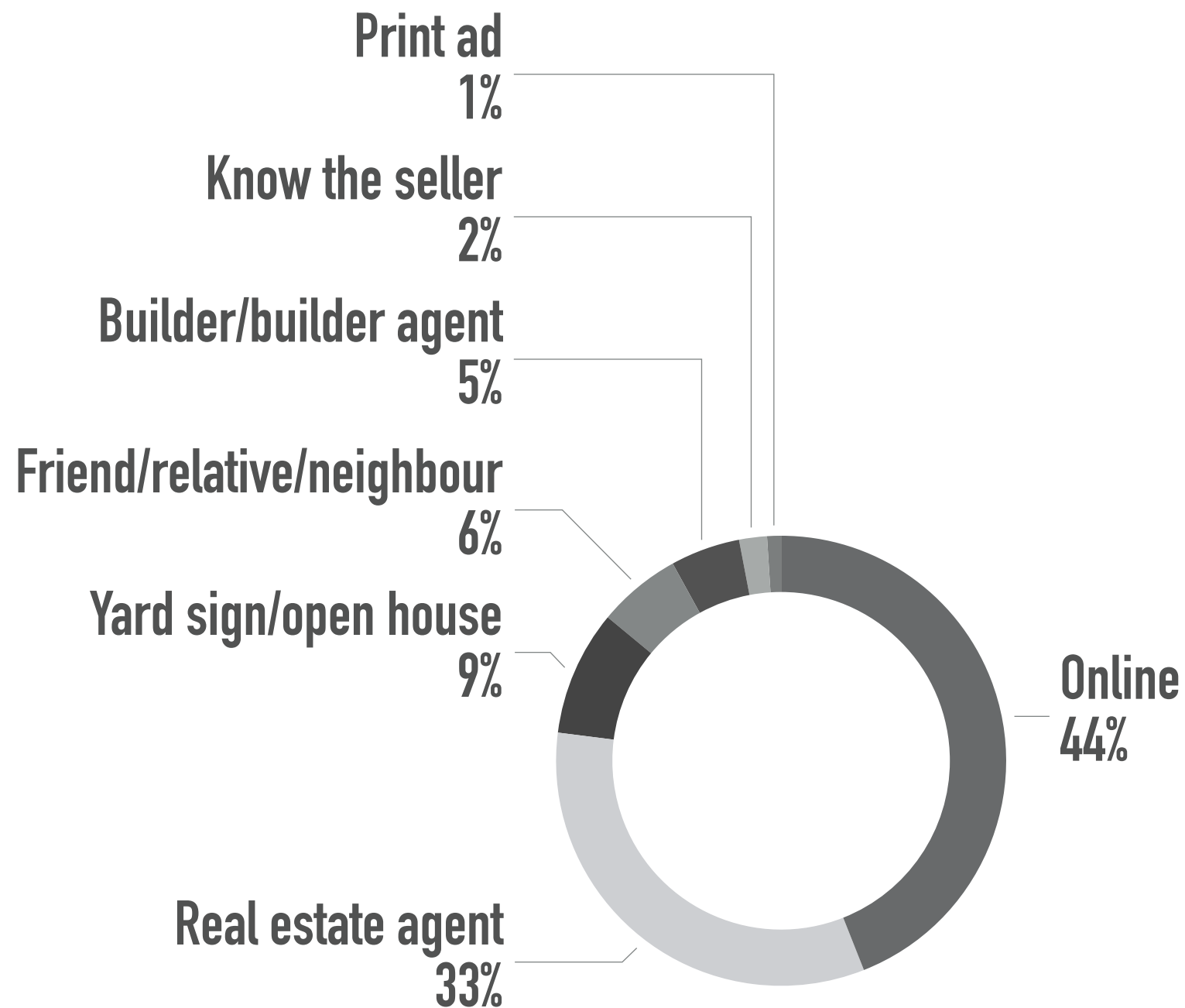


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MARKETING STRATEGY TO SELL FOR TOP DOLLAR



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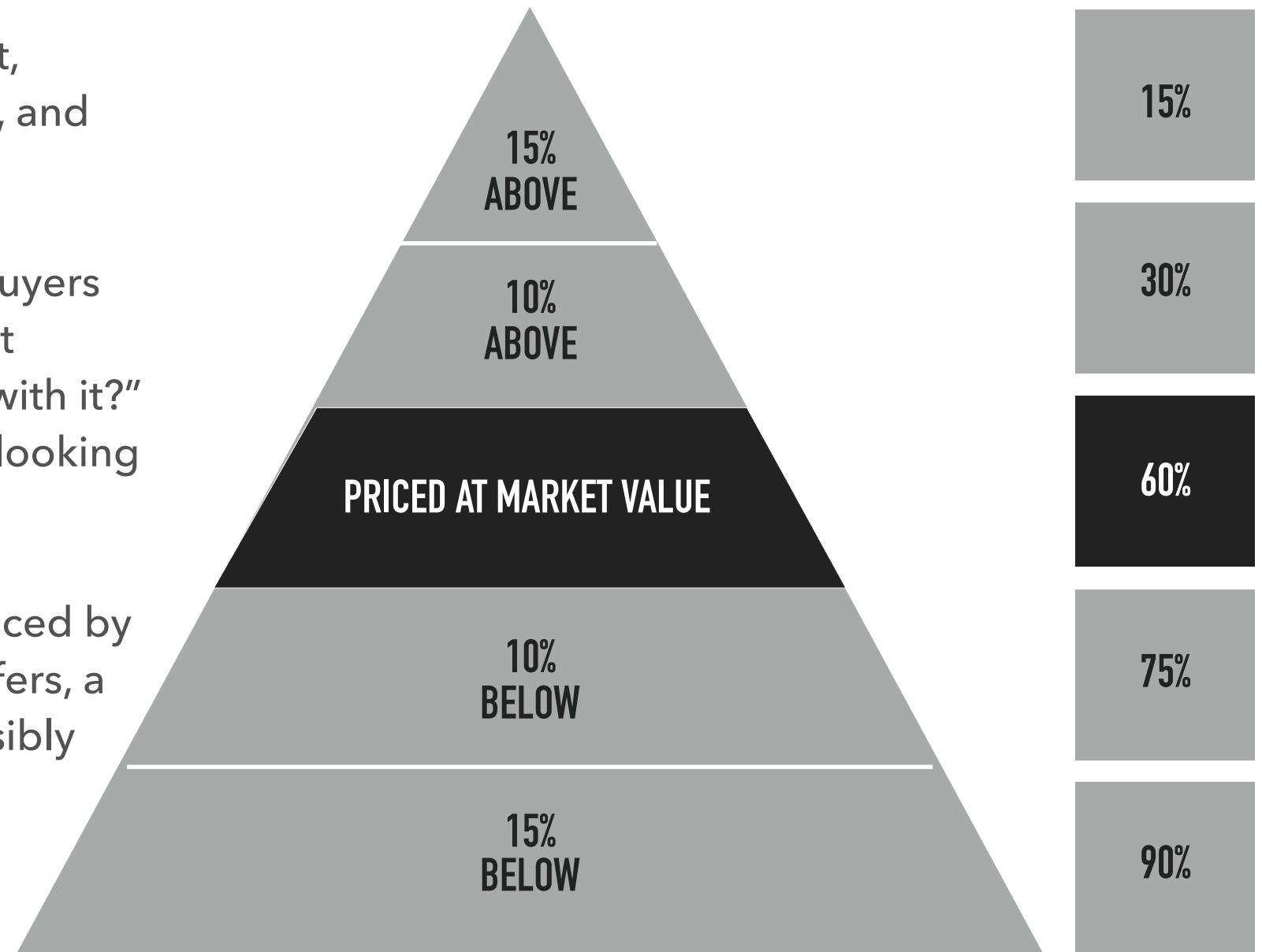
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MULTI TOUCH MARKETING

- Postings on MLS, Realtor.ca, Zoocasa, Zolo and several others.
- Keller Williams global websites reaching agents around the world.
- Keller William Mobile Search Property app.
- Paid Facebook advertising targeted to high potential buyers of your home.
- Instagram posts and paid ads – over 3400 followers.
- LinkedIn posts and ads with over 1900 followers
- Allowing all agents in the GTA to advertise the listing-this amplifies all efforts.
- Digital flyers.
- Target market your house to thousands of agents and buyers across the GTA.
- Conduct agent Open house with wine and cheese to drive agent awareness and excitement.
- Public Open houses- weekends extended hours 1-5, week nights 5-7.
- Sneak Peak Open house for neighbours.
- Direct marketing post cards, invitation, house booklet and flyers.
- Open Houses.
- Professional photographs and video.
- Door-knock neighbours to inform them about listing and invite to open house.
- Yard Sign.

PRICING YOUR HOME

- A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers, all very quickly.
- An **underpriced home** will attract buyers and may sell quickly, yet may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective.



PRICING TO SELL FOR TOP DOLLARS

Three factors to determine the most optimal pricing



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WHY LIST WITH DAVID

Real Estate professional with an extensive background in client service, marketing and building.

- I am passionate about helping my clients find the home that is right for them.
- I will strategize with you to realize the most value whether. buying, selling or investing in Real Estate.
- My strengths are making connections, building relationships and negotiating the best deals.



WHY LIST WITH DAVID

BACKGROUND

25

years in
marketing and
services

17

years in
home building
and
renovating

REAL ESTATE SUCCESSES

41%

faster than
average in
selling
homes

6.7%

lower price
negotiation for
clients

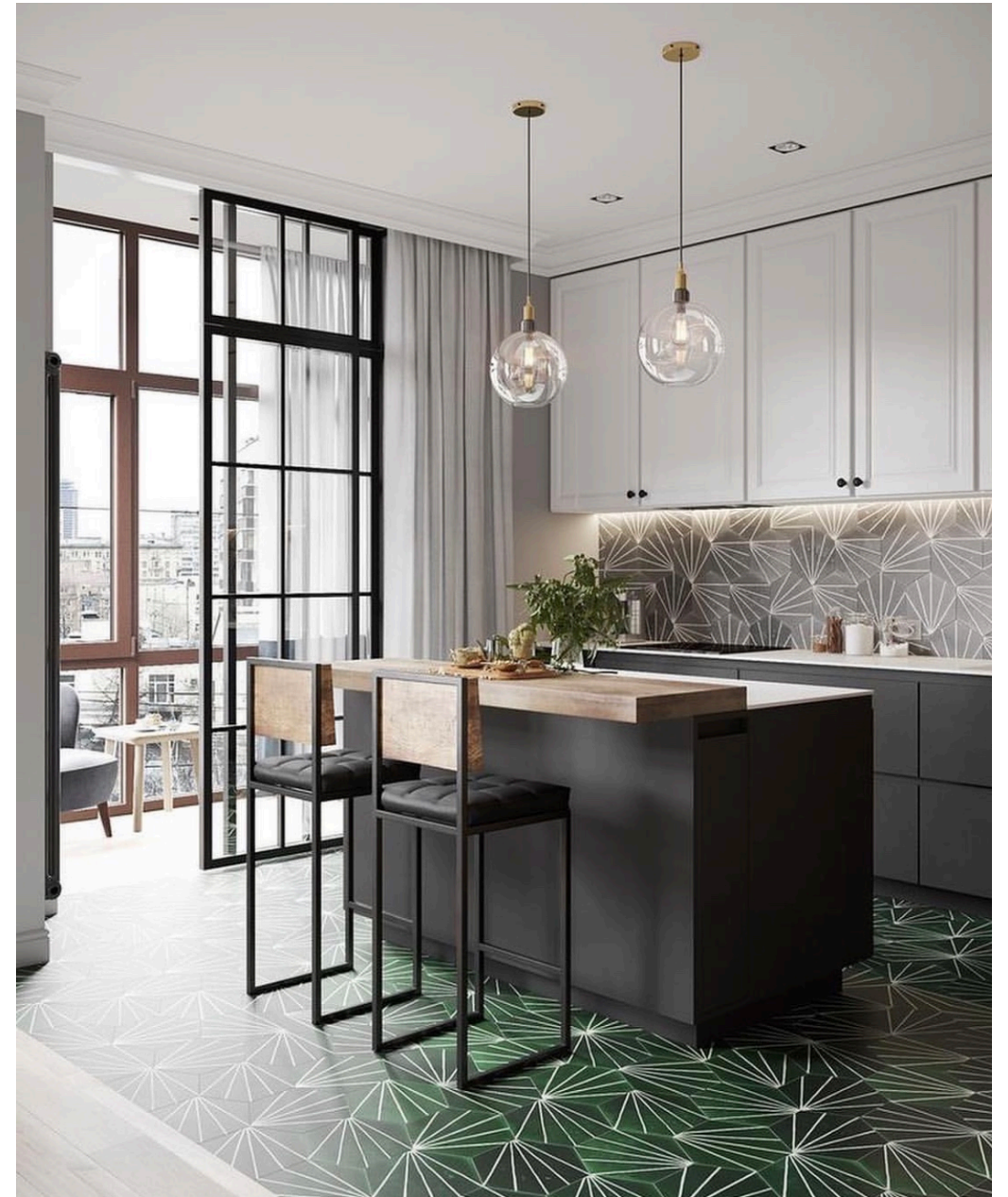
Engage with a
LARGE
database of
buyers

PROMISE

Negotiate the
BEST
value for you

Makes buying
and selling
EASY

HIGH
database of
buyers



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WHAT I WILL DELIVER

1. Marketing – comprehensive marketing plan.
2. Timing – selling you home in the shortest amount of time.
3. Pricing- priced competitively.
4. Staging – HGTV your home.
5. Finding Buyers – Database, open houses, social media, advertising, other agents (MLS).
6. Negotiating – Get top dollar for your home.
7. Closing – bullet proof you transaction
8. Moving assistance – MoveSnap.





LIST TO CLOSE PROCESS

1. Sign the listing paperwork.
2. Marketing materials designed, vendors are coordinated.
3. Marketing begins, sign goes on the lawn.
4. Showings are scheduled and confirmed.
5. Feedback asked for and received offers submitted.
6. Terms negotiated, conditions satisfied, agreement goes firm.
7. Closing process begins, I help along the way.

MY COMMITMENT TO YOU

I will sell your home for the most amount of money, in the shortest amount of time and for least hassle!



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