

A modern dining room with a wooden table, white chairs, a large chandelier, and a mirror. The room is decorated with a large potted plant, wall-mounted bird sculptures, and a framed mirror. The floor is dark wood, and there is a patterned rug under the table. A hallway is visible in the background.

STRATEGIC SELLING

Smart steps for a successful sale



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WELCOME

Selling a home is complicated. Especially if you want a successful outcome. Selling your home the right way involves time and some very detailed steps. Through my “Successful Seller Process” my goal is to guide my clients through each step and provide the right information at the right time so you can sell your home faster, knowing you made the most money possible.

The next couple of pages are meant to point you in the right direction so you are equipped with the right information to start this process.

Whenever you are ready to take the next step or if you have more questions: I'd be happy to help. You can always book a call through my website: jend.ca

Jen





WHAT'S MOST IMPORTANT WHEN SELLING YOUR HOME

Many sellers believe there is only one critical factor involved as it relates to selling your home.

And I can understand why they believe that given, most often, the process isn't fully explained to them.

Thinking there is only one important factor in the sale of your home (such as price, or picking the right agent, or hiring your local real estate office to handle your sale) is similar to believing that only one part of the car is the most important in terms of how it drives.

So if this is you, or you aren't sure what to think since you have never sold before, or there is just too much conflicting information out there, you're in the right place.





SELECTING YOUR AGENT

Here are some common myths around the best ways to select your agent

- *working with a family member*
- *working with an agent that has a large network of buyers*
- *believing the real estate office will bring the buyer*
- *awards mean the agent is really good at what they do*
- *all marketing is the same*
- *all agents are the same*
- *real estate is easy - anyone can do it*
- *agents just put signs on the lawn*
- *you'll make more money using the lower priced agent*
- *the market is strong, any agent can sell my home*

At the end of the day, I encourage you to work with the agent you most feel comfortable with. And if that happens to be an agent that also fits within the above mentioned aspects, that's alright. What's important is that you made the decision from an educated place.





TRUST

Your home is too valuable to compromise.

Year after year, in surveys conducted by the National Association of Realtors, trustworthiness was listed as the top quality sellers consider when selecting an agent.

How do you measure trust?

By asking the right questions, to gather the right amount of information to know that you are comfortable with the person who is going to handle the sale of your largest asset.

For those with a strong gut intuition, rely on that (in addition to the information you've collected)

If you aren't sure, rely on the data. And if you get an overall good feeling from the agent.

A really good agent will work with you to understand your needs. And discuss the real facts





QUESTIONNAIRE

Here are some things to consider or ask your potential agent

Do They:

- Appear professional and organized. Did they show up on time for your meeting?
- Listen? Or talk AT you?
- Ask you what your goals are and about any concerns you might have?
- Do they have a website where you can see some of their previous listings including photos?
- Have any formal negotiation training? What is their negotiation style?
- Asked you what's most important to you in this sale?
- Communicate well? Provide straight forward and reliable information?
- Seem knowledgeable in general and in terms of market conditions?
- Give you confidence in their abilities?
- Have sufficient experience?
- Work full-time in the real estate?
- Will they manage your listing or will someone else on their team do it?
- Have a strategy to sell your home?
- How will they uniquely market your home? Do they know who the demographic for your home is?
- How do they take their photos? On their camera? Professional?
- Are they regular photos or magazine worthy?
- How do they treat other agents in the industry? Do they respect other agent's time? Do they make it easy for other agents to get information about the property?
- Stage their listings? How do they stage? By themselves? With a professional? Does the stager's style match that of your target demographic?
- Ask them for a time when a deal was difficult and what they did to ensure the deal got done?
- Give you a good feeling?

If you would like a copy of this questionnaire please e-mail me
jen@jend.ca



HOW TO GUARANTEE THE BEST OUTCOME FOR YOUR SALE

Real Estate can be very emotional or stressful for sellers.

The sellers that are the most successful have similar things in common:

**they trust their agent*

**they trust the process*

**they are open to suggestions & the changing market landscape*

**they have great communication with their agent*

**they ask questions*

**they understand that not everything is guaranteed, but with the above in place, there is always a much better outcome.*





STRATEGIC MARKETING

Most sellers are concerned that their home won't sell. And that they won't get the best price.

The only way to guarantee the best price is to make sure you are getting the most amount of 'eyeballs' on your property.

Marketing is not about what's been done before, it's about finding unique ways to stand out and tell buyers why your home should be their next home.

It's about building an emotional connection right from the moment the buyer sees your listing.

It's about knowing the target demographic and speaking their language.

It's about having a strategic plan that is tailored to your home
It's about doing real estate differently.





JEN DUMITRESCU, BROKER

Interested in learning more?

Check out my website: jend.ca

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