

SELLERS

Staging

Our in-house interior stylists will set up your home to look its most attractive with furniture setup, artwork rental, and fresh flowers for picture and listing days so potential buyers get the best impression of your property.

Print Marketing

We create and print a high-quality feature sheet booklet and direct marketing flyers for all of our listings so that more people see your property and potential buyers can be reminded of all the great aspects of your home as they shop around and compare.

Digital Marketing / Social Marketing

Over 90% of buyers start their search online, so we leverage our extensive knowledge to target the right audience online through Facebook, LinkedIn, Instagram, Twitter, YouTube, and Google Ads, as well as by sending your listing to our extensive mailing list, our database of agents, and our media contacts.

Photography

Professional photography can make the difference between engaged, enthusiastic buyers and outright dismissal of your property as a waste of time. To maximize the appeal of your home, we bring in our highly coveted professional photography partner to create beautiful shots for online and print advertisements.

Full Service / Team Support

We always have someone available to answer your most pressing questions and untangle last-minute issues. Our team is committed to supporting you through the entire selling process.

Stats & Experience

[Homes By AJ](#) is in the top 0.1% of agents in the Toronto Real Estate Board, and our listings sell in an average of 11.5 days at 105% of the listing price.

BUYERS

Statistics and ViMO Reports

A home may be the largest purchase you ever make, and we want to make sure you have all the relevant information. To help you make the most informed decision, we provide the statistical history of the neighborhood, which also helps determine the exact value of your prospective home.

Agent Network

6% of the agents in Toronto do 90% of the business. At Homes By AJ, we have developed relationships with top agents in every part of the city, and we are constantly connecting with each one to find out about upcoming listings. With these relationships in place, we often sell homes that haven't even hit the market yet.

Collab

At [Homes By AJ](#), we have access to Collab, the latest home search tool. Not only does Collab offer you exceptional control over your home search, but it also makes communication and collaboration with us infinitely easier. You'll constantly be up to date with the latest listings without any waiting.

Personalized Letters

To find the hidden gems in this market, you need to be both creative and proactive. Waiting for the right MLS listing might not find you the perfect property, so we send out personalized letters to the neighborhood you want to live in.

Our Network

Because we list a large number of properties ourselves, we can offer our buyers the first look at properties before or as soon as the listing goes live on MLS. When you see a property before the crowd, you have more time to consider the neighbourhood statistics, formulate your offer, and arrange for inspections.