

Seller *Guide*



TEAM PRATA
REAL ESTATE®

ROYAL LEPAGE
Terrequity Realty

EXPERIENCE THE DIFFERENCE OF PROVEN STRATEGY
& POWERFUL MARKETING



Your Guide to a Smarter, Stress-Free Sale

At Team Prata, we know selling your home is more than a transaction, it's a major life decision. Your home holds memories, milestones, and meaning, and our mission is to honour that while helping you take the next step with confidence. With a proven system, powerful marketing, and a compassionate approach, we simplify the process, maximize your results, and keep you supported every step of the way.

- A clear step-by-step process to selling with confidence
- Proven marketing strategies that attract more buyers
- Insights into pricing, staging, and timing the market
- Our unique reach across Northumberland, Peterborough, Kawartha, Durham, and the East GTA
- Real client stories, results, and community connections

This guide is designed to give you clarity, peace of mind, and a proven path to selling your home for maximum value with Team Prata.

MEET THE TEAM



LORRAINE PRATA

REALTOR®, TEAM LEAD & PARTNER



LORRAINEPRATA

With over **20 years of experience** and more than **\$500 million in sales**, Lorraine is the driving force behind Team Prata Real Estate, including years as an **award-winning leader** in **Northumberland** Real Estate and one of Canada's **top 1%** producers. Known for her personalized service, sharp market knowledge, and contagious energy, she helps clients make confident, stress-free decisions. Specializing in **suburban** and **rural** properties along with **Cottages**, **luxury builds** and **Hobby Farms**.

Lorraine's passion lies in helping families transition seamlessly between city and country living. Her client-first approach, combined with her dedication to education and empowerment, ensures every move feels effortless and rewarding.

647.831.1770



MARK PRATA

REALTOR® & PARTNER



MARKPRATA

A **Harvard-trained negotiator** with **20+ years of experience** in residential, commercial, and investment real estate, Mark brings unmatched expertise and vision. Specializing in **suburban** homes, **rural** properties, **development** opportunities, **Cottages** and **luxury** living he blends traditional values with innovative, tech-driven strategies to deliver exceptional results.

Known for his attention to detail and commitment to client success, Mark builds strong relationships based on trust and results. His leadership and deep market insight position Team Prata as industry leaders, focused on growth, innovation, and helping families achieve their real estate goals.

647.527.0757



MEET THE TEAM



DOUGLAS HOTTE

REALTOR®

With over **40 years of sales** and **marketing** experience, including 15 years as an award-winning leader in Northumberland real estate, Douglas is dedicated to exceeding client expectations. He treats every transaction with care, focusing on **personalized service** and **long-term relationships** built on trust.

Known for his strong work ethic, integrity, and commitment to service excellence, Douglas approaches each home sale or purchase as if it were his own. His passion for helping people, combined with his depth of experience, makes him a trusted guide for buyers and sellers throughout the region.



KATHRYN DOCHERTY

REALTOR®

With more than **20 years of experience**, Kathryn is a trusted and valued member of Team Prata, specializing in **residential** resale from **suburban** homes to **luxury** properties. She is known for her clear communication, attention to detail, and unwavering client-first mindset.

Kathryn's passion lies in guiding families and individuals toward the right home with confidence and ease. Her professionalism, strong market knowledge, and genuine care make her a powerful ally for anyone buying or selling in Durham Region and beyond.



TEAM PRATA
REAL ESTATE®

MEET THE TEAM



TARA SMITH

MARKETING MANAGER

Marketing Manager

With a **degree** in Marketing and **years of experience** in real estate branding, Tara leads Team Prata's in-house marketing with creativity and precision. She ensures every listing receives maximum exposure through targeted campaigns that captivate buyers and generate results.

From custom property webpages to high-impact advertising, Tara blends data-driven insights with stunning visuals to create engaging content across both digital and traditional platforms. Her expertise in branding, buyer psychology, and social media optimization positions every listing to outperform the competition.



MOHAMED NOUR

VIDEO EDITOR

Muhammed is Team Prata's full-time **video editor**, crafting high-quality property videos and marketing content to maximize exposure and engagement.



JOHN REID

VIDEOGRAPHER | PHOTOGRAPHER

John and his Team are our full-time **videographer** and **photographers**, transforming every listing into a visual story that captivates buyers. Through expert **photography** and **cinematic videography**, they showcase each home's unique character, creating compelling content that drives engagement and maximizes exposure.



TEAM ACCOMPLISHMENTS AND SOCIALS



• OVER \$500 MILLION OF REAL ESTATE
SOLD



• TOP 1% OF REALTORS IN THE NATION



• CUSTOMER SERVICE EXCELLENCE
ACHIEVEMENT AWARD



• COMBINED EXPERIENCE OF 35+ YEARS



• ROYAL LEPAGE TERREQUITY #1 TEAM



• WITH OVER 100,000 LIKES AND OVER
30,000 FOLLOWERS



POWERED BY
ROYAL LEPAGE

**POWERFUL' LEAD
GENERATION**

~420 000

LEADS/YEAR



72 000
agent
GLOBAL
REFERRAL
NETWORK

**REAL ESTATE
MARKET BRAND**

#1

180 Markets
Nationwide

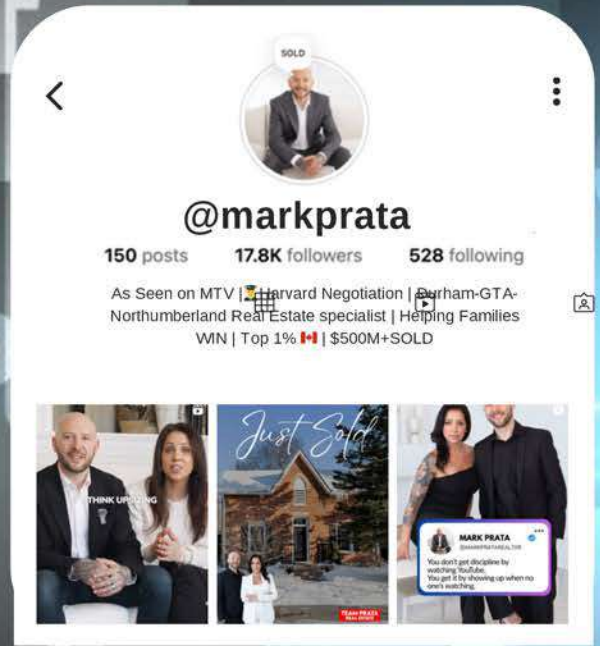
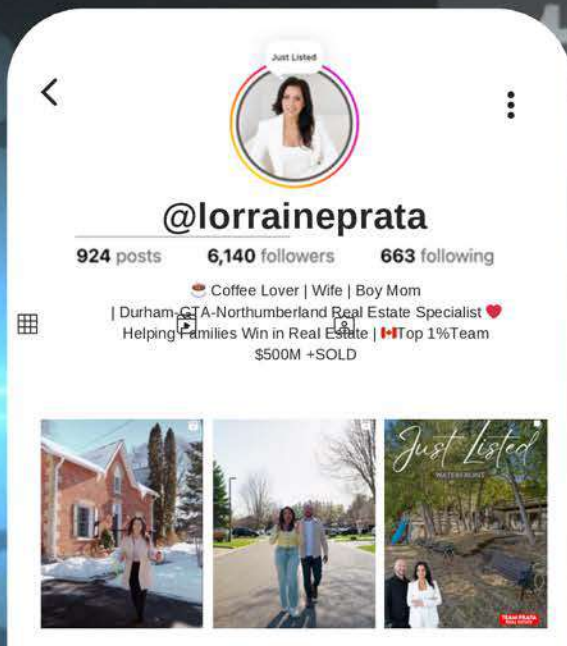
**THE Voice of Canadian
Real Estate**

#1

5.8 BILLION
media impressions

SOCIAL MEDIA & ONLINE ADS THAT SELL HOMES

Targeted Exposure • Strategic Impressions • Real Results



Your home, seen by more buyers everywhere.

WE'RE NOT JUST CREATING HYPE WE'RE CLOSING DEALS



We are so ready to downsize and I think this might be the one



Lorraine, this property literally checks alllll the boxes and exactly where we want to be



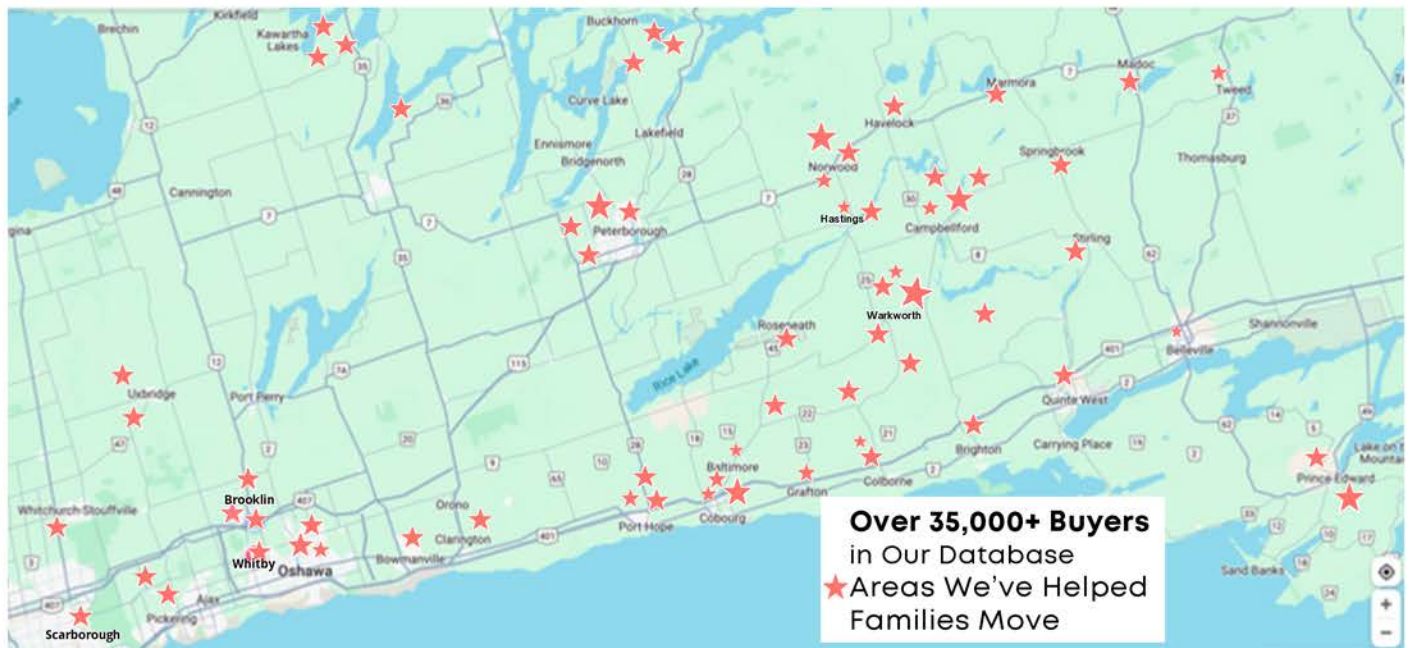
Wow! This is exactly what we're looking for. Can you share the listing with me?

I would be happy to set up a showing to bring you through the property, to make sure this is the one for you. Would this evening work to set up a call?

Amazing Adam! I'm excited to show you this property. Just sent the listing. let's jump in a call today and set up a time that's best to book a showing.

Absolutely Amy sending the listing now Let's connect over the phone.





OUR REACH IS YOUR ADVANTAGE

This map shows how far our reach extends, from Northumberland and Durham to Peterborough, Kawartha Lakes, and the East GTA. These aren't just dots; they represent active buyers and communities where we consistently move families.

When you list with us, your home is seen everywhere, through high-impact print, powerful social media, and our network of 30,000+ Realtors. We don't wait for buyers to come to you. We bring your home directly to them

OUR YOUTUBE BRINGS EVEN MORE BUYERS

With 100+ videos and thousands of views, our channel introduces your home to buyers before they even walk in the door.

Home Videos Shorts Playlists

Mark and Lorraine Prata

Moving to Trent Hills, Northumberland County & Durham | Real Estate Tips & Area Guides – Team Prata ▶ Play all

Get expert real estate advice from Mark and Lorraine of Team Prata. Whether you're buying, selling, or just planning ahead, these videos break down everything you need to know about Ontario real...

Peterborough's Big Moment

6:07

Smart Upsize Secrets

5:52

Life in Campbellford

6:43

Port Hope Wow!!

5:36

Why Norwood?

5:17



BEST-IN-CLASS PHOTOS, DRONE & VIDEO THAT SELL HOMES

Your home only has seconds to capture a buyer's attention online, and we make those seconds count. Our professional photography, twilight and drone shots, and cinematic walk-through videos showcase your home at its very best.

These high-impact visuals attract serious buyers, build emotional connection, and allow out-of-town and relocating families to fully experience your home before they ever step inside.

With Team Prata, every listing is presented like a luxury showcase, because buyers don't just see a house, they imagine their future in it.



**PRO
PHOTOGRAPHY**

twilight, wide-angle, staged.



DRONE FOOTAGE

show the lifestyle & land



**CINEMATIC
VIDEOS**

immersive walk-throughs



HIGH-QUALITY PRINT MARKETING THAT STANDS OUT

Luxury brochures and premium flyers are key to highlighting what makes your home exceptional. Careful attention to every detail ensures your property captures the attention of the right buyers.

ELEVATING PERCEIVED VALUE

We focus on professionally showcasing your home's best features to create a refined image that stands out in the market and drives stronger sales results.



PREMIUM MATERIALS



STRATEGIC DISTRIBUTION

PROFESSIONAL HOME STAGING



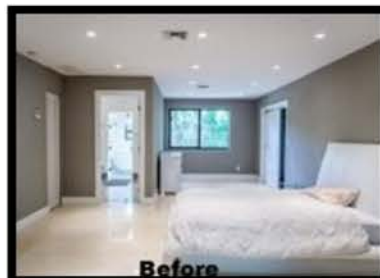
VIRTUAL STAGING

- A smart solution for tight timelines or avoiding heavy furniture moves.
- Our experts digitally remove items, add stylish decor, and highlight your property's full potential.
- Perfect for condos, vacant homes, or leased spaces, cost-effective and eye-catching online.



PROFESSIONAL STAGING

Our in-house team highlights your home's best features with a clean, inviting design that enhances light, space, and flow. From start to finish, we handle everything, helping buyers imagine themselves in the home and ensuring your property shines as the star.



OPEN HOUSE



We don't just hold an open house, we create an event.

Our strategy starts with live virtual tours on Instagram and Facebook to reach thousands instantly, then we drive buyers in with eye-catching signage and targeted promotion.

When buyers walk through your home, they feel it. That emotional connection is what creates competition, stronger offers, and top-dollar sales.

With Team Prata, open houses mean more visibility, more traffic, and more results.

FEATURED ON **TOP** SEARCH ENGINES FOR MAXIMUM EXPOSURE



GOING TO MARKET

Three Step Marketing Process

When bringing a home to market, it's essential to implement an immersive marketing strategy. This ensures your ideal buyer sees your home multiple times across various platforms. Our 3-step approach reaches buyers from all generations, providing comprehensive exposure and highlighting the unique details of your home.



THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Instagram, Facebook, youtube short. tik tok and google ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

YOUR DEDICATED EXTENDED TEAM

Our diverse and highly accomplished network offers immediate access to a wide range of valuable contacts, providing an array of useful services before, during, and after your sale. You can even have your complimentary personal concierge arrange and manage these services for you. Welcome to the start of a stress-free sales experience.

VIP Concierge Assigned to you!
Multiple Office Locations Full Time
Admin Staff
Front Desk Receptionists
24/7 Office Telephone
In - House Marketing Specialists
Photography & Videography
Stagers
Mortgage Brokers
Lawyers
Home Inspectors
Painters
Cleaners
Movers
Tradespeople
Contractors
Electricians
Landscapers

& more



TEAM PRATA
REAL ESTATE®

SUCCESSFUL SELLING PROCESS



Selling your home doesn't have to be stressful. With the right team, it becomes an exciting opportunity to begin your next chapter.

At Team Prata, we combine modern marketing with a proven process to make selling simple and stress-free. From consultation to closing, we handle every detail so you can focus on the joy of what's ahead.

LISTING
CONSULTATION
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



SETTING THE RIGHT PRICE

Pricing isn't guesswork, it's a science. The single most important strategy you'll employ when going to market is setting a price that positions your home for success. When a home is priced correctly, it creates momentum, urgency, and trust with buyers to achieve maximum value.



ASPIRATIONAL PRICING (OVERPRICING)

Listing above market to "test the market" almost always backfires. Informed buyers avoid overpriced homes, which sit longer, lose momentum, and eventually sell for less.



PERCEIVED MARKET VALUE

Pricing at what buyers believe your home is worth generates steady traffic, strong offers, and competitive interest. This balanced strategy is best for sellers who want fair value, a smoother process, and fewer risks.



EVENT BASED PRICING (STRATEGIC UNDERPRICING)

Listing slightly under market builds urgency and attracts a larger buyer pool. More showings mean more competition, often driving final prices higher. Highly effective in hot markets where buyers don't want to miss out.

OVERPRICING COSTS YOU TIME AND MONEY

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if applicable

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

ONLINE DEBUT LISTED TO SELL

95% of buyers start their search online. That means your home's digital debut is critical. At Team Prata, we use professional photos, video, and AI-driven marketing to make your property stand out and sell faster.

That means your home's online debut is critical

At Team Prata, we use professional photos, video, and AI-driven marketing to make your property stand out, reach the right buyers fast, and create urgency that leads to stronger offers.

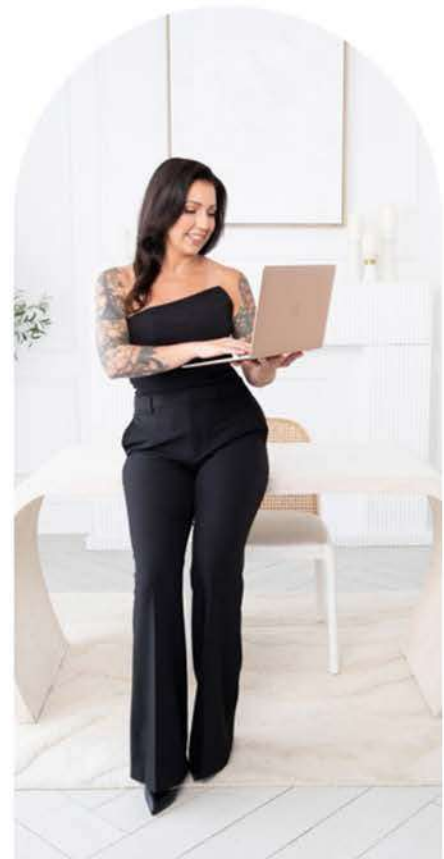


The Power of First Impressions

- ✓ Listings with high-quality, professional photos sell up to **30% FASTER** and often for more money
- ✓ The average return on investment for real estate photography is a staggering **513%**
- ✓ **87%** of buyers say that great listing photos were the reason they visited a home
- ✓ Homes marketed on **SOCIAL MEDIA** get up to **94%** more views and sell up to **32% FASTER** than those that aren't

AGENT COMPENSATION

In most real estate transactions, two agents are involved, one for the seller and one for the buyer both working to secure the best outcome for their clients. Hiring a full-service agent means entrusting a professional to manage every detail, from marketing to negotiations. Typically, the seller offers 2.5% of the purchase price to both the listing and buyer's agents, ensuring fair compensation for their services.



Commission Breakdown

Here is a breakdown of how the commission is divided amongst involved parties:

50% CO-OPERATING BROKERAGE SIDE
Buyer's Representative

50% LISTING BROKERAGE SIDE
Seller's Representative

ROYAL LEPAGE
Terrequity Realty

10% **PRE- LISTING & HOME SET-UP**

- Staging consultation
- All hands on deck coordination

10% **ADMINISTRATIVE COSTS**

- Support staff salary
- Warehouse storage for staging inventory
- Real estate fees

20% **MARKETING**

- Photography & 3D Matterport virtual tour
- For Sale Sign
- Marketing Ads
- Website
- Feature Sheets/ Postcards

20% **BROKERAGE SPLIT**

13% **TAXES**

25% **NET COMMISSION**

2% **ROYAL LEPAGE WOMENS SHELTER FOUNDATION**

CONSISTENT FEEDBACK

Our team will provide **consistent and ongoing feedback** from start to finish and always keep you updated on any and all action we get on your listing.

We'll keep you updated on:

✓ REALTOR.CA CLICKS

✓ WEBSITE CLICKS

✓ VIRTUAL TOUR CLICKS

✓ MEANINGFUL CONVERSATIONS

✓ NOTES & SHOWING FEEDBACK

✓ SPHERE OF INFLUENCE

✓ SOCIAL MEDIA CLICKS

✓ ORGANIC CALLS/ EMAILS

✓ GOOGLE CLICKS

CLOSING DAY

Congratulations, today's the big day! You've made it to the final step in your journey, and we're here to guide you through with ease. Closing day can feel overwhelming, but don't worry we've got you covered. Together, we've already reviewed all the important documents, so today's just about putting everything into motion.

Here's what happens next to officially close your deal in Ontario:

- **Registering the Deed:** After all the signatures are complete, your lawyer will register the deed with the Land Registry Office. This process may take a few hours, but it's a key step in making your ownership official.
- **Transferring Funds:** Once the deed is registered, the funds will be transferred. If there's a mortgage involved, your lender will send the money to your lawyer, who will distribute it as needed. This could happen the same day or within 24-48 hours. Don't worry your lawyer and lender are working closely to finalize everything.

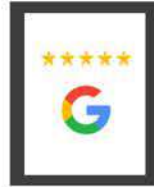
Once the deed is registered and funds are transferred, the keys are released, and just like that you're in your new home!

what others **ARE SAYING**



HELENA ROSSBOROUGH

The Prata's are true professionals, but what sets them apart is their love for the community and the people they connect with. They sponsored our sons hockey team and always go above and beyond to show their support for the kids and our community. These are the people to trust when it comes to selling your home or looking to purchase one.



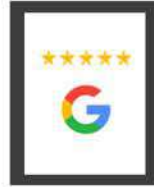
WENDY FEENEY

Wow I can't say enough about Mark and Lorraine Prata and how they handled the sale of my father's home. This had been our family home for 60 years so we really didn't know much about real estate transactions. Mark and Lorraine explained everything, guided us along the way, and were successful in selling this home in 2 days, above asking. I would recommend them for any of your real estate needs. Thanks again Mark and Lorraine



TASHA ASLANFARD

Lorraine is without a doubt the best agent to work with. She was so kind and patient throughout the whole process. She listened to what we wanted, knew exactly what to do to get us there, and we couldn't be happier with the results. Her level of professionalism is second to none. She is part of the family now and she will definitely be our agent of choice in the future.



DEREK R.

For first time home buyers, we strongly recommend speaking to Team Prata Real Estate. I dealt with Mark, his dedication to our satisfaction was evident in how he went out of his way to provide insight of the market value in the area, helping us understand the best time to buy, accommodating dates for showings and knowledgeable with the area and surrounding communities which really stood out versus other companies we spoke to. Thank you Mark for all your help!



JOSEPH PARKER

Lorraine is absolutely amazing, she showed my wife and I homes from Hastings ON. to Trenton ON. She has so much patience, Lorraine was always looking out for our best interest. I highly recommend Lorraine. 10 out of 10 stars.



RYAN HAYDAR

I can't recommend Mark and Lorraine of Prata Real Estate Team enough! They are incredibly hardworking and always have their clients' best interests at heart. Their commitment to staying updated with the latest education and marketing strategies truly sets them apart in the industry. If you're looking for dedicated real estate professionals, look no further!

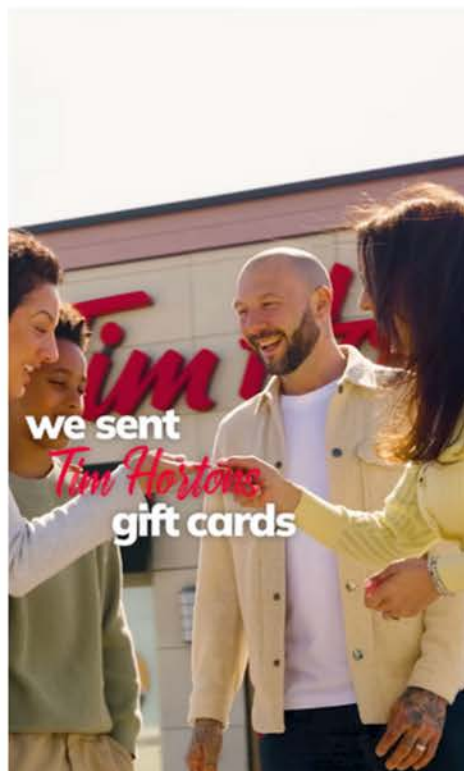
TEAM PRATA REAL ESTATE® EVENTS

Be Part of Our Community

At Team Prata, real estate is about more than buying and selling homes, it's about people, connection, and community. We don't just show up for closings, we show up for life.

Throughout the year, we host events that bring clients, families, and neighbours together: Santa visits, Halloween pumpkin drop-offs, golf days, leadership hikes, food truck parties, and even date nights. Every event is designed to create memories and build stronger connections.

We give back because it matters. We celebrate because you deserve it. And we stay involved because this isn't just business, it's personal. Whether you've worked with us before or are just getting to know us, you're always welcome to be part of the energy, generosity, and heart that make Team Prata unforgettable.



Proud Sponsor OF

CAMPBELLFORD SPRING FAIR
WHITBY WILDCATS HOCKEY ASSOCIATION
THE BROOKLIN LADIES VOLLEYBALL LEAGUE
CAMPBELLFORD COLTS REP HOCKEY TEAM



X



X



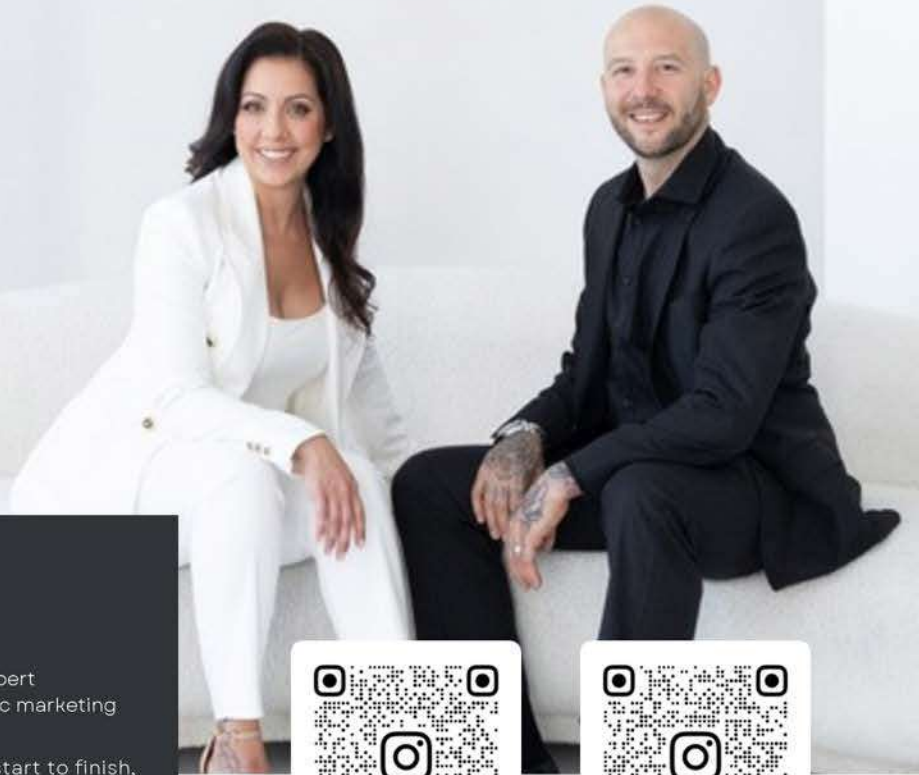
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Proud to support our community and give kids opportunities to grow, connect, and succeed.



Thank you



Core values:

VALUE: To maximize your sale price by leveraging expert knowledge, years of experience, and strategic marketing and promotion.

EXPERIENCE: To simplify and streamline your process - start to finish, and beyond. Solutions before you even have to ask.



LORRAINEPRATA



MARKPRATA

READY TO LIST?



CONTACT US!

LORRAINE PRATA
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TEAM PRATA
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Your confidence and support means the world to us!