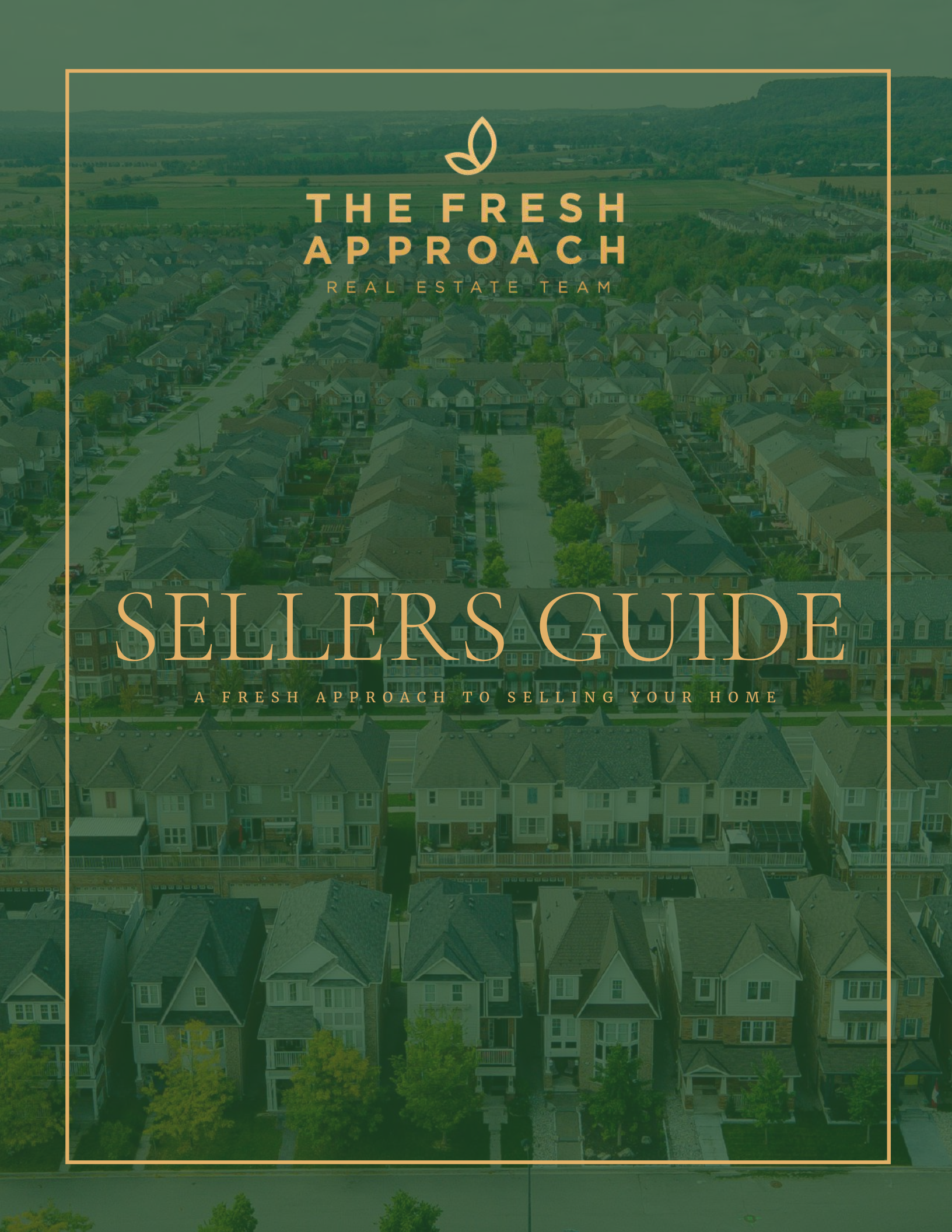


THE FRESH APPROACH

REAL ESTATE TEAM

SELLERS GUIDE

A FRESH APPROACH TO SELLING YOUR HOME

Our team covers the Real Estate Market from Toronto to Niagara and everything in between. We are experts in over 20 cities and towns. We have gained a strong web presence and are able to market our listings to the highest of standards. Our branding gets noticed! We are members of multiple real estate boards, ensuring our listings get maximum exposure to agents in different marketplaces.

We want every potential buyer to fall in love with your home. We have a passion for selling real estate and strongly believe that it's not just a property we are selling, but a lifestyle. We thrive to achieve a win-win solution every single time utilizing strong negotiation skills coupled with fairness, honesty and integrity. Our statistics have placed us in the top 1% in Canada. We continue to improve our strategies and techniques to achieve more and bring the highest standard of business to each of our clients.



OUR MISSION

Creating Memorable Experiences

Using a Fresh Approach

Driven by Higher Standards

and Unparalleled Value

Delivered by a Dynamic Team

Committed to Creating Clients For Life

ONE
THE TEAM

TWO
THE STATS

THREE
THE STANDARDS

FOUR
THE STAGING

FIVE
THE PRESENTATION

SIX
THE MARKETING

SEVEN
THE OFFER

EIGHT
THE CHECKLIST

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TEN
THE TESTIMONIALS

THE AGENTS



The effective efforts of a team are greater than any individual's efforts and capabilities. Our team leverages inherent talents and skill sets of each team member to create a dynamic customized approach for our client's unique needs

We pride ourselves on having an in-house team of experts: director of operations, client care, listing co-ordinator, web and media team, graphic design & stagers. Having talented leverage in place allows our agents to actively spend their time doing what they do best - selling our listings, staying on top of the market and educating buyers.

THE TEAM

THE ADMIN



EXPERIENCE MATTERS

THE STATS

TOP 1% OF THE
TORONTO REAL
ESTATE BOARD
VS. 65,000 REALTORS
AND TEAMS

200+
HOMES SOLD
EVERY YEAR

CONSISTENTLY
ONE OF TOP 10 TEAMS
IN KELLER WILLIAMS
CANADA

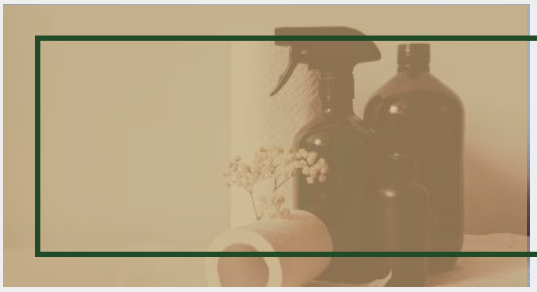
OVER A BILLION IN
SALES VOLUME

TEAM STATS

THE FRESH APPROACH
REAL ESTATE TEAM

THE STANDARDS

THE GOAL IS TO ATTRACT A VARIATION OF POTENTIAL BUYERS.
EVERY HOME THAT WE LIST RECEIVES A CUSTOMIZED MARKETING
APPROACH TO HIGHLIGHT THE MOST DESIRABLE ATTRIBUTES.
WE NEVER WAIVER FROM DELIVERING LUXURY STANDARDS.



PREPARATION

PARTIAL STAGE, FULL STAGE, DECLUTTER, CLEANING,
ORGANIZATION AND PACKING SERVICES AVAILABLE

SYSTEMS

CONSTANT COMMUNICATION, LISTING COORDINATOR,
CLIENT CARE & CONCIERGE SERVICES





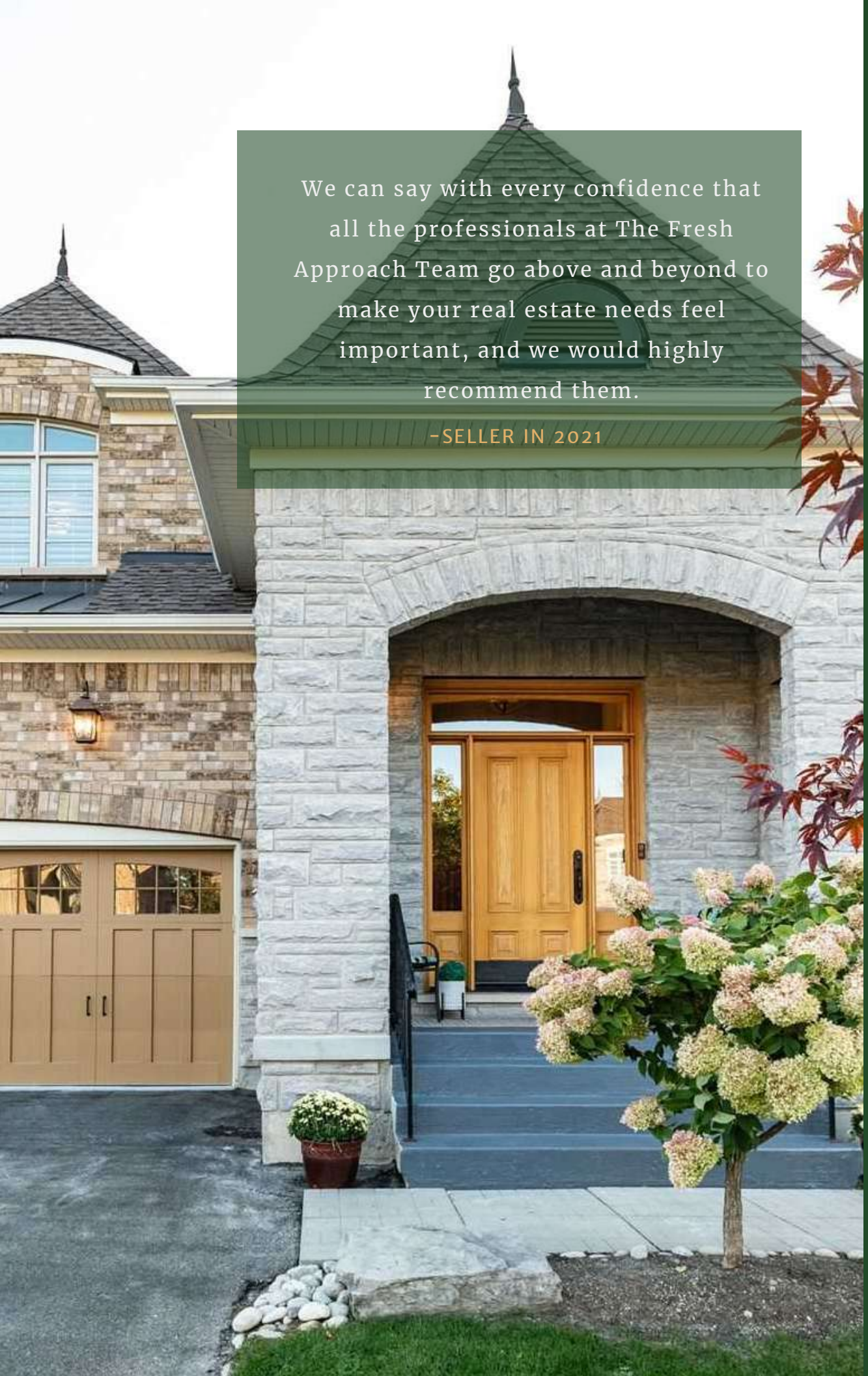
STRATEGIES

EXTENSIVE MARKET KNOWLEDGE, EXPERT
PRICING OPINION & LOCATION SPECIALISTS

MARKETING

TOP TEAM ALLIANCES, MULTIPLE BOARD AND
WEB REACH, SOCIAL MEDIA





We can say with every confidence that all the professionals at The Fresh Approach Team go above and beyond to make your real estate needs feel important, and we would highly recommend them.

-SELLER IN 2021



THE STAGING

Our in-house certified staging team are educated to create an impact on the buyer. They have three main focuses: FLOW, IMPRESSION & SIMPLICITY.

We don't just sell houses, we sell lifestyles.

1

FLOW

To create a flow that allows the buyer to walk through your home with ease and see it for all its best attributes.

2

IMPRESSION

To showcase a room to capture the best possible photograph and video.

3

SIMPLICITY

Declutter techniques to freshen up the look and feel, creating consistency from room to room.



INTERIOR STAGING BY
THE FRESH APPROACH
REDESIGN TEAM







EXTERIOR STAGING BY
THE FRESH APPROACH
REDESIGN TEAM



VIRTUAL STAGING
BY THE FRESH APPROACH
GRAPHIC DESIGN TEAM



THE PRESENTATION

In today's real estate market we are finding that information is power. We like to equip the buyers and agents with as much information as possible. We make the buyer fall in love with the home before they have stepped into it and give them everything they need to make a strong and firm offer on your home.



PHOTOGRAPHY

We are confident that our photography will captivate any critical audience. We understand the importance of capturing the viewers attention instantly.
We also use drone and twilight photography when we feel it's beneficial in marketing your property.



CREATIVE VIDEO

Our listing videos are thoughtfully developed to capture the audiences attention. We make sure to highlight the not-so-obvious qualities of the property. Our goal is to create an enjoyable and informative buyer experience.



FLOOR PLANS

Providing the buyer with an understanding of how the home can suit their needs is key to helping them make an informed decision about the property.

AREA INFLUENCES

It's crucial for a buyer to understand where they are moving too, especially if they are from out-of-town. We point out the closest schools, amenities, transit, highways, airport, hospitals, grocery store, golf courses, farmer's market & other important location attributes.





BROCHURES

Our magazine quality listing brochures give the buyer something formal to take away from their showing. After multiple houses are viewed, buyers get to recall your home in great detail. We also provide them with a digital version.

INFO EMAIL

Our listing coordinator sends out the entire package to every potential buyer and agent that inquires on your property. This ensures that the information is being relayed and allowing the buyer to be prepared to make a good offer.





OPEN HOUSES

We are experts at open houses by consistently converting people who walk-through our open houses into buyers and ultimately offers for our listings. We know how to effectively market your open house
to achieve a high volume of good leads.
We invite the neighbours for two very important reasons:
1. More action at an open house creates buyer urgency
2. Neighbours may know someone who want to move to the neighbourhood.

THE MARKETING

98% of buyers are shopping for real estate online which is why online marketing has become a top priority for sellers. It is more important than ever that a marketing strategy of diverse visibility and captivating content is used. We are members of all real estate boards in Southern Ontario because 80% of buyers are shopping with an agent already so we need to make sure your listing gets in front of them.



ONLINE MEDIA

YOUR HOME WILL GET NOTICED



WEBSITE

thefreshapproach.ca has been building organic search optimization for over a decade. We draw potential buyers to a user-friendly platform that is easy to navigate. Your listing gets highlighted and clicked!

FACEBOOK

With thousands of views, likes and shares per year, our social media presence gets recognized and your listing obtains optimum exposure. We use a paid-ad system backed by analytics to target the right buyer for your home.

INSTAGRAM

We consider Instagram the billboard of marketing in today's world. We use creative video and high quality photography to showcase your home to perfection. Our followers engage and interact, allowing us to draw in potential buyer leads.



The Fresh Approach Team is absolutely incredible! From start to finish, our experience was personalised and we felt very comfortable throughout the entire process.

-CLIENT FROM 2021

Understanding Market Conditions

Buyers Market

A buyers market occurs when supply exceeds demand. Typically, sellers will drop the asking price to gain an advantage in the market.

Sellers Market

A sellers market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.

Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are somethings we factor into determining a sale price for your home.

PRICE

Being the most attractive price on the market will ensure that the buyers will come to your property. The idea behind bringing the most amount of buyers through is to create urgency that will result in strong offers.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. We examine if the home has been upgraded and what value that holds for the buyer's of today.

COMPETITION

We study active listings to see what homes we'll be competing with. We look at other homes buyers will be viewing when your home is on the market





THE OFFER

If you are a first-time home seller or haven't done this in a while, the offer process may seem overwhelming. Knowing what to expect can put your mind at ease when it comes time to dealing with the offer.

Elements of the Offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable (when is the offer good until)
7. Closing Date

Negotiating the Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit

The buyer has 24hrs after acceptance to provide a deposit to our brokerage which gets held in trust until the closing date.

Conditions

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale “conditional.” This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Buyer Revisits

Buyers will typically have an opportunity to do a couple of walk-throughs before the closing date, possibly to take pictures or show their family members. On their final revisit they will likely be making sure that it’s in the same condition as when they made their offer.

THE CHECKLIST

Here is a basic checklist that can help you get things started if you plan on getting a head start on preparing the home for sale. These are just suggestions and not always necessary for every home.

GENERAL MAINTENANCE

- [ ] Make sure appliances are working
- [ ] Tighten doorknobs
- [ ] Replace burned out lights
- [ ] Clean windows
- [ ] Touch up paint where needed
- [ ] Finish any unfinished projects
- [ ] Check mechanicals & plumbing

HOME CLEANING

- [ ] Shampoo carpets (if needed)
- [ ] Clean tubs, fixtures & mirrors
- [ ] Clean furnace, replace filter
- [ ] Wipe appliances and cupboards
- [ ] Clean baseboards and floors

TIDY AND PREP

- [ ] Clean and tidy entrance
- [ ] Functional doorbell
- [ ] Polish door hardware
- [ ] Paint doors, railings, etc. (as necessary)

CURB APPEAL

- [ ] Cut lawns
- [ ] Touch up mulch
- [ ] Weed and edge gardens
- [ ] Pick up any debris
- [ ] Sweep walkways
- [ ] Clear gutters and eaves
- [ ] Touch up exterior paint

EXTRA TOUCHES

- [ ] Be absent during showings
- [ ] Turn on all lights
- [ ] Light fireplace
- [ ] Open drapes in the day time
- [ ] Play quiet background music
- [ ] Keep pets out of the home

ORGANIZATION

- [ ] Clear stairs and halls
- [ ] Store excess furniture
- [ ] Clear counters and stove
- [ ] Make closets neat and tidy

THE EXTRAS

Working with our team gives you complimentary access to preferred rates from our service providers:

- Mortgage Brokers
- Home inspectors
- Lawyers
- Painters
- Contractors
- Property Management
- Pool & Landscaping
- Cleaning Services
- Organization & Packing Services
- Storage Solutions
- Mould Removal
- HVAC
- Window Companies
- Plumbing
- Electricians
- Appliance Technicians
- Odd Jobs



THE TESTIMONIALS

"I highly recommend them to anyone looking for friendly professional service."

GOOGLE REVIEW

"Best experience we have ever had with an agent!"

FACEBOOK REVIEW

They took the time to listen to us, understand our needs and prepare us for what was to come.

WEBSITE REVIEW

The care and attention to detail helped us to sell in a very short amount of time for over our asking price.

WEBSITE REVIEW



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