

SELLING GUIDE

Adrienne Goodman Florovski



About Adrienne

Dedicated to providing you exceptional service

As a full time, REALTOR® I have been providing exceptional services to my clients for over 20 years. Real Estate and helping people are my passion. Everyday I wake up and ask myself who can I help today?

My strong work ethic and determination have resulted in my success in the business. Providing an amazing buying and selling experiences for my clients is what sets me apart from the average REALTOR® and why so many past clients refer me to their friends and family.

Buying or selling a home can be a complex process. I take the time to listen to the needs and desires of each person looking to purchase or sell a home. For those who are buying, I strive to make sure they get a home that meets their needs and matches their lifestyle. For those selling a home, helping clients sell fast, for the best price and best terms. I feel it is my obligation to help navigate the complicated paperwork and process so that the transition goes as smoothly as possible. In a nutshell, I am here to help.

As a REALTOR® it's important to keep up with the current market trends. I bring experience and expertise to the table with every client. I am committed to ensuring you have a stress-free, hassle-free homebuying or selling experience

I look forward to working with you!





Home Evaluation

First; it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster. Determining the optimal list price is, in part simple math, but for the most part, it is a strategic process that requires extensive market knowledge and research. An in-depth Comparative Market Analysis (CMA) will tell you what similar properties have sold for recently, but to effectively price your property it's equally important to consider every similar home on the market to understand exactly what your competition is. In addition, expertise in both the local and national market conditions is paramount to arriving at the optimal list price. Pricing your home right the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.

Preparing Your Home

TIPS

Professional Photography:

Show your property in the best possible light! Professional photographers can capture the essence of your property so that buyers will be enticed to view it in person.

Staging:

Professional staging is one of the best ways to highlight a property's full potential. Studies show that staged homes sell more money than those that are not.

Home Repairs:

Whether it's a full scale renovation or a simple coat of paint, I can help you decide which property repairs will net you the highest return on your investment.

Clean! This includes windows, frames, baseboards, light fixtures, appliances (inside and out), cupboards and drawers.

De-clutter. Clear out any unnecessary items.

Organize. Straighten out the contents of all closets, drawers and cabinets.

Depersonalize. Take down any personal photos etc.

Clean up your yard. Ensure your grass, gardens and the general exterior of your property is neat and tidy to create maximum curb appeal.

Stage. This is when your realtor will recommend if you need professional staging assistance.

Snow Removal. If you are selling in the winter, it is very important to keep the driveways and walkways completely clear of ice and snow.

Listing Preparation Checklist

In Preparation for listing your home, you will need to gather the following items:

- A copy of your survey
- A copy of your front door key
- Your most recent annual property tax assessment
- The average cost of utilities (*electricity, hydro, water*)
- A list of items you would like to exclude from the sale
- Other relevant information (*a list of upgrades, copy of floor plans, builder plans and/or model name*)

For condominium owners:

- Maintenance fees and a list of maintenance/fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status certificate (if available)
- A list of bylaws and restrictions



Accepting An Offer

Now this is where things get exciting. You've got an offer or maybe two or three at once! All offers of course, have a purchase price, but they also include such things as the closing date, other terms and in most cases, conditions.

Conditions could include such things as time allocated for the buyer to secure financing or an acceptable inspection of your home.

There can be a lot of variables, but I will walk you through every step.

Naturally, the most important part of the offer is the price. I will ensure you understand every aspect of the offer, including current market conditions, recent sales or listing in your area, and provide you with as much information as possible about the prospective buyer and their representation. You will have a thorough understanding of the terms, your options and the potential outcomes of your decision. You can accept the offer as is or make a counter offer, at which point I would negotiate the best possible price and terms on your behalf.

TIP

Every time you receive an offer, you have **three options**:

Accept it, Reject it, Or make a counter offer.





Testimonials

Adrienne has been my realtor of choice for the past seven years. She sold two of my houses and helped buy my dream home, which I am living in now! Adrienne is very professional, she will not pressure you, in any way, to make a abrupt decision to buy/sell your home. I would recommend Adrienne to anyone who is looking for an honest, hard-working, and always available real estate agent. A true "champion"!

- Alex F

Adrienne has worked on my real estate needs for over 20 years and has always provided me with great services and knowledge. She is very friendly and easy to get along with. Her vast knowledge of the housing market is a great asset and I have trusted her judgment over the years. I am very happy to say that Adrienne is a wonderful honest and trustworthy agent and I would use her again.

- John M.

Adrienne is an awesome real estate agent anyone can ask for. She was always available to take calls and answer all our questions. We were the buyers and she always ensured we got a good deal, and she knows how to negotiate on your behalf. She understands what your requirements are, location preferences and budget etc. and then comes with strategy to identify properties and keep providing you market intelligence information. We bought 2 houses with her in Whitby. During my first time purchase I had no better understanding of the Whitby region but Adrienne did all the work for us and got us the best deal and so it was no brainer for us to consult her for a second time as well. If you are looking to buy a house, pick up your phone and talk to Adrienne and I am sure she will ensure you get the best deal!


- Shiv D.




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