



WELCOME TO A SEAMLESS SELLING EXPERIENCE



EVERY STEP, EVERY STORY, EVERY AVENUE

At Every Avenue, our brand identity reflects who we are: a guiding presence through every step, every story, and every avenue of the real estate journey. Each element of our visual identity has been thoughtfully crafted to communicate our mission effectively and to support our promise to our clients, communities, and partners.

Consistency is key. A unified and distinctive visual impression not only reinforces our brand identity but also builds trust and recognition. By following the guidelines for our visual assets, we ensure our communications remain clear, memorable, and impactful—strengthening both mind and market share.

We promise to fully show up—for every client, every community, and every challenge. It's a commitment to pursue every opportunity with passion and dedication, ensuring that every avenue leads to success, fulfillment, and stories worth sharing.

Together, we create a brand that inspires trust and delivers results.

*our dream
is finding yours.™*

Why Sell With Every Avenue?

Selling your home is a big decision, and we're here to make the process smooth, strategic, and rewarding. At Every Avenue Real Estate, we combine market expertise with innovative marketing strategies to help you maximize your home's value.

- ✓ **Proven Success** – Our track record speaks for itself. We get results.
- ✓ **Expert Marketing** – From professional staging to targeted digital ads, we ensure maximum exposure.
- ✓ **Personalized Service** – A dedicated agent will guide you every step of the way.
- ✓ **Local Market Knowledge** – We understand the trends that affect your home's value.







Step 1: Preparing Your Home For The Market

First impressions matter. Follow these key steps to make your home irresistible to buyers:

- ✓ **Declutter & Depersonalize** – Create a neutral, inviting space.
- ✓ **Deep Cleaning** – Professional cleaning ensures a pristine look.
- ✓ **Minor Repairs & Touch-ups** – Address small issues to prevent buyer objections.
- ✓ **Curb Appeal Boost** – Fresh landscaping and a welcoming entrance set the tone.
- ✓ **Home Staging** – Staged homes sell faster and for more money.

✓ **PRO TIP:** A SMALL INVESTMENT IN STAGING AND MINOR UPGRADES CAN SIGNIFICANTLY INCREASE YOUR HOME'S FINAL SALE PRICE!



Understanding Selling Costs

Selling a home comes with certain costs. Here's what to expect:

Expense	Estimated Cost
Realtor Commission	5% + HST
Legal Fees	\$1,500 - \$3,000
Mortgage Penalty	Varies
Moving Costs	\$1,000 - \$10,000
Home Staging	\$1,000 - \$5,000
Painting	\$2,000 - \$10,000
Window Cleaning	\$200 - \$300
Professional Cleaning	\$200 - \$500
Garden Maintenance	\$100 - \$500

✓ **PRO TIP:** BUDGETING FOR THESE COSTS ENSURES A SMOOTH CLOSING PROCESS.

Step 2: Pricing Strategy – Getting it Right From Day One

Setting the right price is key to attracting buyers and maximizing offers.

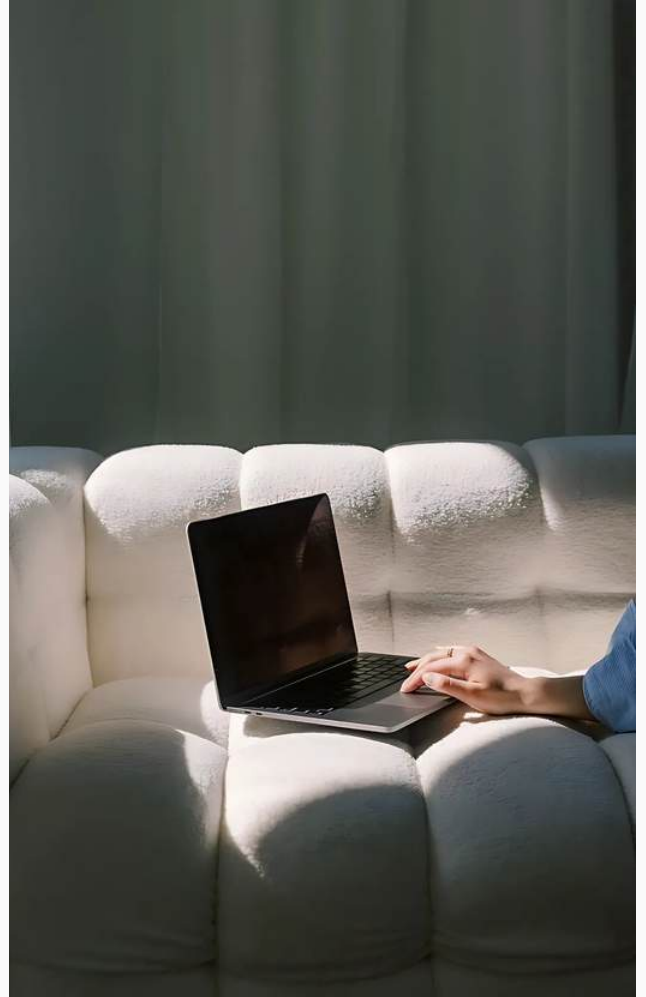
✓ **Comparative Market Analysis (CMA)** – We analyze recent sales and current market trends.

✓ **Strategic Pricing** – Setting the right price ensures competitive offers and faster sales.

✓ **Competition Advantage** – Pricing strategically from the start avoids stagnation on the market.

Did you know? Overpricing your home can deter buyers and result in price reductions later. A well-priced home attracts strong offers quickly!





Step 3: Marketing That Gets Results

We don't just list homes; we strategically market them to ensure they reach the right buyers.

Our Multi-Channel Marketing Strategy:

📷 **Professional Photography & 3D Virtual Tours** – Stunning visuals that captivate buyers.

🎯 **Targeted Digital Ads** – Reaching potential buyers through Facebook, Instagram, Google, and YouTube.

🌐 **Global Online Exposure** – Listings syndicated to top real estate websites (Zillow, Realtor.ca, Mansion Global, Financial Times, and Juwai for international buyers).

✉️ **Email Marketing & Realtor Networks** – Direct outreach to active buyers and real estate investors.

🏠 **Open Houses & Private Showings** – Personalized experiences to attract serious buyers.

✓ **PRO TIP:** THE FIRST TWO WEEKS ON THE MARKET ARE CRUCIAL! WE ENSURE YOUR HOME GETS MAXIMUM EXPOSURE FROM DAY ONE.

What To Expect During The Sale

- 1 Pre-Listing Consultation** – We evaluate your home's condition and recommend enhancements.
- 2 Marketing Launch** – Your property goes live with full-scale marketing efforts.
- 3 Showings & Open Houses** – We showcase your home to qualified buyers.
- 4 Offer Negotiation** – Our expert negotiators help secure the highest possible price.
- 5 Home Inspection & Appraisal** – Standard procedures to finalize the sale.
- 6 Closing Process & Moving** – Final paperwork, fund transfers, and a smooth transition to your next home.

✓ **PRO TIP:** BEING FLEXIBLE WITH SHOWINGS AND NEGOTIATIONS CAN ATTRACT MORE BUYERS AND BETTER OFFERS!





Step 4: Handling Offers & Negotiations

Receiving offers is exciting! We help you secure the best deal by:

- ✓ **Evaluating Each Offer** – Reviewing terms, contingencies, and financing.
- ✓ **Strategic Counteroffers** – Maximizing value while keeping buyers engaged.
- ✓ **Guided Negotiations** – Leveraging market insights for the best outcome.
- ✓ **Managing Inspections & Appraisals** – Ensuring a smooth path to closing.

✓ **PRO TIP:** A STRONG INITIAL PRICING STRATEGY LEADS TO COMPETITIVE MULTIPLE-OFFER SITUATIONS!



Step 5: Closing the Deal

Once an offer is accepted, we guide you through the final steps:

- 1 Home Inspection & Appraisal** – Ensuring all conditions are met.
- 2 Final Negotiations (if needed)** – Addressing any last-minute details.
- 3 Legal & Financial Paperwork** – Managing contracts and disclosures.
- 4 Closing Day** – Funds are transferred, and ownership changes hands.
- 5 Move-Out & Next Steps** – Congratulations, you've sold your home!

✓ **PRO TIP:** PLANNING YOUR NEXT MOVE EARLY ENSURES A SEAMLESS TRANSITION!



Frequently Asked Questions

Q: When is the best time to sell?

A: Spring and fall typically see peak buyer activity, but a well-priced home sells in any market.

Q: How long does it take to sell a home?

A: Market conditions vary, but with the right strategy, most homes sell within 30-60 days.

Q: What happens if my home doesn't sell?

A: We reassess pricing, staging, and marketing to enhance its appeal and generate new interest.

Q: Do I need to be present for showings?

A: No, buyers prefer a relaxed, private viewing experience.



Let's make your sale a success!

At Every Avenue Real Estate, we don't just list homes—we create winning sales strategies tailored to you. Whether you're upsizing, downsizing, or moving across the country, we're here to guide you every step of the way.

Now is the time to take the next step! Let's work together to position your home for maximum value and a seamless sale. Reach out today and let's turn your selling goals into reality!

Every Step, Every Story, Every Avenue

*our dream
is finding yours.™*

SHELLEY GOOD

BESPOKE REAL ESTATE BROKER



let's get in touch

Shelley Good

Broker

210 Lakeshore Rd E #4, Oakville, ON L6J 1H6

905-334-3260

www.shelleygood.ca

sgood@everyavenue.ca

[@shelleygoodrealestate](https://www.instagram.com/shelleygoodrealestate)





let's get in touch

210 Lakeshore Rd E #4, Oakville, ON L6J 1H6

905-844-8068

www.everyavenue.com

info@everyavenue.com

[@everyavenuerealestate](https://www.instagram.com/everyavenuerealestate)