



THE DURHAM **LD** LIFE

TANYA GORDON REAL ESTATE GROUP

SELLER GUIDE





About Tanya

With over a decade of experience in the real estate industry, Tanya combines a rich background as a National fitness competitor with a passion for travel and family life.

Raised in an entrepreneurial household in Unionville, Ontario, and a resident of Whitby for 25 years, she possesses a deep understanding of the local market.

Certified as a Neuro Linguistics Master Coach, Tanya excels in negotiation and relationship-building, enabling her to deliver exceptional results that exceed industry standards.

She is dedicated to creating personalized, goal-driven plans for her clients and believes that trust and respect are the cornerstones of successful real estate transactions. Tanya strives to cultivate long-term relationships with each client she serves.

Tanya





Choosing the Best Agent for the Job

There are numerous factors to consider when opting for professional representation in the sale of your most prized asset. While information is readily available online for both buyers and sellers, deciphering its significance requires the expertise of a seasoned professional.

I provide comprehensive insight into current and past market trends, along with a strategic marketing approach. With access to a vast network of potential buyers, a demonstrated history of successful transactions, and the ability to negotiate assertively on your behalf, I ensure the best possible outcome. Choose wisely when making this crucial decision.





Home Evaluation

Understanding that the market dictates your home's ultimate value is crucial. Selecting the right listing price is vital for maximizing its worth.

Pricing too low risks undervaluing your property, while pricing too high may deter potential buyers and aid competitors in selling faster.

Achieving the optimal list price involves a strategic process, blending market knowledge, and thorough research. A detailed comparative market analysis (CMA) provides insights into recent sales, while assessing similar properties on the market reveals competition.

Expertise in local and national market conditions is essential. Proper pricing from the outset yields increased exposure, showings, offers, and ultimately, the highest price for your home.

Preparing and Showing Your Home

Clean!!

Begin with a thorough cleaning as the first step. A clean house makes a significant difference in attracting buyers.

Clean up your yard:

Maintain well-groomed lawns, trimmed hedges, and weed-free flower beds to enhance curb appeal.

De-clutter:

Maximize space by decluttering. While a "lived in" feel is comforting, potential buyers should focus on the property, not your personal items. Consider using a storage unit if needed.

Home Repairs:

Attend to minor repairs like replacing cracked tiles, touching up paint, re-caulking bathrooms, fixing door knobs, squeaky doors, cupboards, and leaky faucets.

Staging:

Think about hiring a professional home stager if your property is vacant or needs a design boost. Homes that show well tend to sell faster and at better prices.

Depersonalize:

Depersonalize by removing family photos and personal items that might hinder buyers from envisioning the property as their own.

Organize:

Don't forget to straighten out the contents of closets, drawers and cabinets

Snow and Ice Removal:

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

Listing Checklist

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

- ☐ A copy of your survey
 - ☐ A copy of your front door key
 - ☐ Your most recent annual property tax assessment
 - ☐ The average cost of your utilities (water, hydro, electricity)
 - ☐ 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:
- ☐ Parking and locker numbers
 - ☐ Maintenance fees and a list of maintenance/ fee inclusions
 - ☐ A list of bylaws and restrictions
 - ☐ Status certificate (if available)
 - ☐ Pass key to the building

Accepting An Offer

Now, things start to get exciting as you receive one, two, or even three offers. Each offer comes with a purchase price and additional details like a closing date and various terms, often including conditions such as financing approval or home inspections. While there may be numerous variables, **I'll guide you through every step of the process.**

Naturally, the price is a key factor, but I'll ensure you grasp every aspect of the offer, providing insights into current market conditions, recent sales or listings, and details about the potential buyer and their representation.

You'll have a clear understanding of the terms, your choices, and the potential outcomes of your decision. Whether you choose to accept the offer as is or make a counteroffer, I'll negotiate tirelessly on your behalf to secure the best possible price and terms.



Client Success Stories

Tanya provided exceptional service in listing and selling my home in a difficult market. From our day one meeting to discuss the listing, to the day the sold sign went up, she was always there at a moments notice to discuss any concerns. I believe Tanya is a very knowledgeable agent, and is an expert negotiator and a true professional! I would highly recommend Tanya Gordon to anyone looking to buy or sell a home

-Rose-Anne Vieria

I would highly recommend Tanya as your agent! She took a very stressful situation and made it not only easy but enjoyable. Thank you Tanya, for all your hard work and dedication!

-Lorrie McPeake

Tanya saved the day when looking for a new place. She was great at understanding our needs, and finding the best spots! It took us no time to find the perfect place!

-Taylor Kemp

Tanya has always been there to answer all of my questions that I have in regards to find my first home! There for me anytime I need her!

-Lauren McInnes

THE DURHAM **LD** LIFE

TANYA GORDON REAL ESTATE GROUP

classic service, modern expertise

The Durham Life | Tanya Gordon Real Estate Group

www.TheDurhamLife.ca

tanya@tanyagordon.ca

416-728-9500



Right At Home Realty, Brokerage

242 King Street East Suite 1

Oshawa, Ontario L1H 1C7

905-665-2500

NOT INTENDED TO SOLICIT BUYERS OR SELLERS UNDER
CONTRACT WITH BROKERAGE