



SELLER READY ROADMAP™

PLAN, PREP, PRICE, LAUNCH—WITHOUT OVERWHELM.

Burlington and surrounding communities

WHO IT'S FOR

This guide is for Burlington and surrounding area homeowners who want to feel confident before they list – whether you’re selling next month or next season.

What this guide helps you do

- ◆ Decide if now is the right time
- ◆ Build a realistic timeline
- ◆ Focus prep on what actually matters
- ◆ Understand micro-market pricing (street by street, building by building)
- ◆ Feel ready for showings and launch week
- ◆ Know what happens through offers, conditions, and closing

This is best for sellers who want a clear plan and strong positioning – not a ‘list it and hope’ approach.



HOW TO USE THIS GUIDE

Start here (10 minutes):

- ◆ Complete the Seller Readiness Self-Check
- ◆ Choose your timeline: 30 / 60 / 90 days

Then do this (20–30 minutes):

- ◆ Fill out Prep Priorities (Must-Do / Should-Do / Nice-to-Do)
- ◆ Use the Fix vs Leave sheet (so you don't waste money)

Then get clear on strategy:

- ◆ Read Pricing + Launch Week
- ◆ Review the Offer Terms page so you know what matters beyond price

When you're ready for specifics:

- ◆ Pricing + Launch Plan includes: a micro-market price range, prep priorities, ideal launch window, and a first-week momentum plan.



Worksheets included

Self-Check • 30/60/90 Planner • Prep Priorities • Fix vs Leave • Showing Checklist • Offer Review



START HERE: GET CLEAR BEFORE YOU COMMIT

The goal: reduce pressure and replace uncertainty with a plan.

- ◆ A quick **Seller Readiness Self-Check**
- ◆ Your “why” + non-negotiables (timing, privacy, work-from-home, pets)
- ◆ The three outcomes that matter most: timeline, net, certainty
- ◆ Your best path: sell only, sell + buy, sell now / buy later



worksheets included



Next Step: Complete Self-Check



SELF-CHECK SCORE: WHAT IT MEANS

0-15: Start with timeline + prep priorities. Don’t rush pricing until the plan fits your life.

16-25: You’re close. Confirm your price range and tighten the Must-Do list.

26-36: You’re ready. Lock in launch timing and review offer strategy.

Next step: Complete the 30 / 60 / 90 Planner.



TIMING + MICRO-MARKET REALITY

The goal: understand what actually affects your result.

- ◆ Why Burlington pricing is micro-market pricing
- ◆ What shifts buyer behaviour (inventory, rates, seasonality, competition)
- ◆ What momentum looks like (and why week one matters)
- ◆ A timeline that matches real life: 30 / 60 / 90-day planning

If traction isn't there, we don't panic – we adjust with precision based on buyer feedback and market signals.

MICRO-MARKET PRICING (STREET BY STREET, BUILDING BY BUILDING)

Online estimates don't price homes. **Micro-markets do.**

The 3 inputs that shape your price range:

1

Your micro-market competition

- ◆ The homes buyers will compare you to immediately
- ◆ Active listings + recent solds in your pocket of the market
- ◆ For condos: same building, layout, exposure, parking, fees

2

Buyer behaviour right now

- ◆ What's getting showings
- ◆ What's sitting
- ◆ What features are creating urgency (and which ones aren't)

3

Positioning

- ◆ Price (strategy, not guesswork)
- ◆ Presentation (remove objections, build confidence)
- ◆ Timing (launch when demand is most likely to respond)

Simple truth:

- ◆ Strong demand early protects your negotiating position later.

PREP PRIORITIES THAT MOVE THE NEEDLE

The goal: prep smarter, not harder.

- ◆ Must-Do / Should-Do / Nice-to-Do (so you don't overdo it)
- ◆ Declutter with purpose (what buyers notice first)
- ◆ The show-ready standard: clean, bright, simple
- ◆ Curb appeal that matters in photos and showings
- ◆ Quick wins vs bigger projects (how to decide)
- ◆ Pet plan (showings, access, routine)



worksheets included

Prep Priorities worksheet



PREP PRIORITY MAP (WHAT TO DO FIRST)

Most sellers don't need more tasks – they need the right order.

High impact / low effort (do these first):

- ◆ Declutter key spaces (entry, kitchen, living room, primary bedroom)
- ◆ Deep clean (the “show-ready” standard)
- ◆ Replace burnt bulbs + improve lighting
- ◆ Touch-up paint where it’s obvious
- ◆ Simplify surfaces (less décor, more space)
- ◆ Curb appeal basics (front door, mats, tidy gardens, bins hidden)

High impact / higher effort (only if timing allows):

- ◆ Flooring fixes when it’s a clear objection
- ◆ Painting when walls are dark/marked/dated
- ◆ Kitchen/bath refresh only if it meaningfully improves buyer confidence
- ◆ Staging support when layout/scale needs help

Lower impact (skip unless everything else is done):

- ◆ Over-custom improvements
- ◆ Major renovations without strategy
- ◆ Projects that won’t show in photos or won’t increase buyer confidence

Rule of thumb:

- ◆ If it won’t show well online OR reduce objections in person – it’s probably not the priority.



Next step: Prep Priorities worksheet.

STAGING + PRESENTATION

The goal: help buyers feel confident and emotionally connected.

- ◆ Strategic edits (what to remove, what to keep)
- ◆ Room-by-room guidance (kitchen, living, primary, bathrooms)
- ◆ Light staging fundamentals (spacing, lighting, bedding, towels)
- ◆ When staging is worth it – and when it isn't
- ◆ Photo-first mindset: how your home needs to read online



PHOTOGRAPHY

When buyers are scrolling listings online, photos are the first filter. If a home looks dark, cluttered, or poorly framed, most buyers skip it — even when the home is great in person.

That's why every listing includes professional photography and video. We create clean, bright, accurate visuals that show the home at its best and help buyers feel confident booking a showing.

High-quality images don't just look better — they support stronger demand in the first week, which protects your leverage when offers come in.





MARKETING

Marketing isn't about noise – it's about getting the right buyers to pay attention quickly.

Your launch plan is built around your home and your micro-market. That can include MLS distribution, targeted digital exposure (when appropriate), agent network outreach, and social media cut-downs that showcase the home clearly.

The goal is simple: create demand early and position your home so buyers feel confident – and motivated – to act.

PLACEMENT ON MLS

Once your home is listed on MLS, your listing details and media are distributed across major real estate platforms and agent systems.

This matters because it increases visibility quickly — and it ensures local agents and qualified buyers can find, share, and book showings efficiently.



SOCIAL MARKETING CHANNELS

Social media supports the launch when it's used with intention. It helps your home get in front of local buyers, neighbours, and out-of-town movers watching the Burlington market.

When it fits the strategy, we use targeted digital advertising to reach the right audience — not just more clicks.



SELLER MONEY + LOGISTICS

- ◆ What you control: preparation, pricing strategy, timing, flexibility
- ◆ What to plan for: legal fees, moving costs, potential mortgage discharge/penalties (if applicable), small prep items
- ◆ Showing logistics: pets, work-from-home, notice preferences, access plan
- ◆ If the home doesn't sell quickly: we use real buyer feedback + market signals to adjust with precision (not panic).

“Your plan should fit your life – not the other way around.”



Next step: Use Showing Checklist.

Next: On the next page, I'll show you how to think about your net in plain language – without overwhelm.



YOUR NET IN PLAIN LANGUAGE

Most sellers don't need perfect numbers on day one. They need a clear range and a smart plan.

Here's how we keep this simple:

- ◆ **Start with a realistic price range**

Based on micro-market comparables and current buyer behaviour — not online estimates.

- ◆ **Plan for the costs that affect your net**

Legal fees, moving costs, and any mortgage discharge or penalty considerations (if applicable). We also plan for small prep items that improve buyer confidence without over-spending.

- ◆ **Spend where it matters (and skip what won't move the result)**

The goal isn't perfection. It's reducing buyer objections and supporting a strong first impression.

- ◆ **Keep your timeline in mind**

A "sell-only" plan, a specific closing window, or a flexible move can change what matters most.

Simple goal: protect your net by making confident decisions early.



Next step: Use the Net + Costs worksheet (or request a Pricing + Launch Plan for a clear price range and launch window).

PRICING + LAUNCH WEEK

The goal: remove surprises and build confidence — so you know what matters most in the first week.



◆ How pricing is determined

We use sold and active comparables in your micro-market, current competition, and real buyer behaviour — not online estimates.

◆ Pricing myths that cost sellers time and leverage

Overpricing “to leave room.” Waiting too long to adjust. Treating the first week like a test run.

◆ Launch week checklist

Photos and listing details finalized, access plan confirmed, show-ready standard in place, and a clear showing plan that supports momentum.

◆ Showings: what matters (and what's normal)

Activity level, buyer questions, and patterns in feedback. We track what buyers are responding to — and what's creating hesitation.

◆ Open houses: when they support the strategy

Used intentionally, not automatically. The goal is qualified attention, not just foot traffic.

◆ What to track (so you stay grounded)

Momentum, showing volume, and feedback quality — not emotions.

If momentum isn't there, we adjust with precision based on buyer feedback and market signals — not guesswork.



IF MOMENTUM IS LOW, HERE'S WHAT WE ADJUST FIRST

Low traction isn't a failure — it's information. We use buyer behaviour and feedback to respond with precision.

◆ 1) Remove friction

Access, showing windows, presentation, pet logistics — anything that makes it harder for buyers to view the home or feel comfortable while they're there.

◆ 2) Check the online story

First photo, listing highlights, and clarity of value. If buyers aren't clicking, we improve the story before changing anything major.

◆ 3) Reassess positioning

We compare your home to current active competition in your micro-market — not what the market looked like weeks ago.

◆ 4) Make one smart change at a time

So we know what worked, restore momentum quickly, and protect your negotiating position.

If momentum isn't there, we don't panic — we adjust with precision based on buyer feedback and market signals.

Next step: Use the Feedback + Adjustments worksheet (or ask me for a clear first-week review plan).



AVOID THESE COMMON SELLER MISTAKES

◆ Pricing off online estimates

Online tools don't know your layout, condition, exposure, or micro-market competition.

◆ Launching before the home is photo-ready

First impressions create momentum. Momentum protects your outcome.

◆ Over-improving without a plan

Not every upgrade pays back. Focus on reducing objections and improving buyer confidence.

◆ Chasing the market slowly

If the market shifts, the goal is to adjust with precision – based on real buyer response.

◆ Ignoring early feedback

Feedback isn't personal. It's data. We use it to protect momentum.

◆ Focusing only on price

Terms matter: closing, conditions, deposit strength, inclusions, certainty.

Simple goal:

◆ Create demand early and protect your negotiating position through offers.

MAXIMUM EXPOSURE

MLS distribution helps your listing show up across the real estate platforms buyers use most.

The goal isn't everywhere – it's the right buyers early.

More qualified attention in the first week can increase showings, build momentum, and support a stronger negotiating position.

Visibility supports momentum – and momentum protects your outcome.



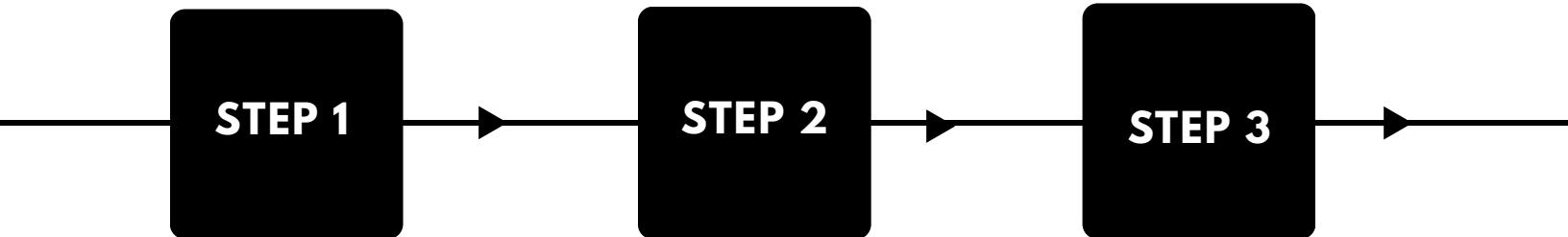
JAMES EDITION

MANSION GLOBAL





THE 3 PHASES OF A STRONG SALE



Step 1: Plan: price range + prep priorities + timing

Step 2: Prepare + Launch: visibility + momentum + feedback loop

Step 3: Negotiate + Close: offer strategy + conditions + a smooth closing



SELLING IN SEVEN STEPS

Selling should feel clear — not chaotic. This is the typical flow, and I'll guide you through each step so you always know what's happening next.

◆ 1) Strategy + timeline

We confirm your goals, ideal timing, and what a smooth sale needs to look like for you.

◆ 2) Prep priorities

You get a focused plan: what matters most now, what can wait, and what isn't worth doing.

◆ 3) Media + listing setup

Photos, key details, and feature highlights are prepared so your home shows its best online.

◆ 4) Launch week

We launch with purpose: strong visibility, clean presentation, and a showing plan designed to create early demand.



SELLING IN SEVEN STEPS

◆ 5) Showings + feedback loop

We track buyer response and momentum, then make smart adjustments based on real feedback.

◆ 6) Offer strategy + negotiation

We evaluate price and terms together, protect your leverage, and negotiate for the strongest overall outcome.

◆ 7) Firm sale to closing

Conditions (if any) are managed clearly, then we coordinate the final details for a smooth closing day.

You'll always know:

- ◆ What's happening
- ◆ What's next
- ◆ What matters most right now

Direct communication, honest advice, and a plan you can trust.

OFFER TERMS THAT PROTECT YOU (NOT JUST PRICE)



The best offer isn't always the highest number – it's the strongest overall outcome.

The 3 things we evaluate together:

- ◆ Price
- ◆ Terms
- ◆ Certainty

Terms that commonly matter:

- ◆ Deposit strength (signals seriousness and reduces risk)
- ◆ Conditions (financing, inspection, status certificate for condos, etc.)
- ◆ Closing date (timing and flexibility)
- ◆ Inclusions/exclusions (what stays, what goes)
- ◆ Timelines (how quickly conditions must be satisfied)

Certainty signals:

- ◆ Buyer readiness and responsiveness
- ◆ Clean paperwork and clear deadlines
- ◆ Reasonable requests during the conditional period

How we keep this simple:

- ◆ We decide your top priorities before offers arrive
(Price vs timing vs certainty – what matters most right now.)



Next step: Offer Review worksheet



worksheets included



WHAT YOU CAN EXPECT WORKING WITH ME

Selling is a big decision. My job is to make it feel clear, steady, and well managed from start to finish.

- ◆ Direct communication (you'll always know what's happening)
- ◆ Clear next steps (so you're never guessing)
- ◆ Honest advice (so decisions feel simple)
- ◆ Calm guidance through showings, feedback, and offers
- ◆ A smooth path to closing with fewer surprises

You'll always know what's happening, what's next, and what matters most right now.

HOW YOU'LL BE KEPT IN THE LOOP

- ◆ Before launch: clear prep priorities, timeline, and a simple plan you can follow
- ◆ Launch week: quick updates on showings, buyer feedback, and what it means (not noise)
- ◆ If momentum is slower: I'll recommend one smart adjustment at a time – with the reason behind it
- ◆ During offers: we review price + terms together so you feel confident, not pressured
- ◆ To closing: clear next steps, deadlines, and coordination to keep the process smooth

You'll always know what's happening, what's next, and what matters most right now.



WHAT MAKES MY APPROACH DIFFERENT

With decades of experience selling in Burlington and surrounding micro-markets, I know what moves buyer behaviour — and what doesn't. Most homes don't need more noise. They need better positioning: price, presentation, and timing that create early demand and protect your negotiating position.

- ◆ Micro-market pricing (street by street, building by building)
- ◆ Prep priorities that reduce buyer objections
- ◆ Launch timing designed to create momentum in week one
- ◆ Offer strategy that protects terms, timeline, and net
- ◆ Adjustments based on real buyer feedback — not guesswork



BUILT FOR THIS MARKET

I'm backed by RE/MAX resources through my brokerage, which means your sale benefits from strong local support and a wide professional network—without adding complexity for you.

For sellers, that support shows up in practical ways:

- ◆ Local reach and network visibility across Burlington and surrounding areas
- ◆ Tools and systems that support a clean launch and consistent follow-through
- ◆ Operational support that helps timelines and details stay on track
- ◆ A smoother path from list day to closing

Your strategy is still tailored to your home and your micro-market—this support helps execute it well.



SPECIAL SITUATIONS (QUICK GUIDANCE)

Some sales need a slightly different plan. Here's what changes – in plain language.

Condo sales

- ◆ Status certificate timing matters
- ◆ Buyer concerns often include fees, building rules, parking, storage, and reserve fund health
- ◆ Positioning must be building-specific

Estate / family transition

- ◆ Timelines and paperwork can be different
- ◆ The goal is clarity, coordination, and a clean process
- ◆ We build a plan around what's required and what's realistic

Unique or non-standard homes

- ◆ The buyer pool may be smaller – which makes positioning more important
- ◆ Pricing and presentation need precision
- ◆ We focus on the right audience, not just more exposure

Tenanted properties

- ◆ Showing access and timelines require planning
- ◆ Clear communication and documentation matter
- ◆ Strategy changes depending on tenancy terms

If any of these apply, a Pricing + Launch Plan is the fastest way to get a clear strategy.



PROOF OF POSITIONING (RECENT RESULTS)

Every home is different – but the strategy stays consistent: position it sharply, create early demand, and protect leverage through negotiation.

Downsize lifestyle – shifting market

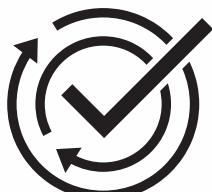
- ◆ Challenge: saturated supply in a market turning downward
- ◆ Strategy: price and present sharply, target a broad buyer pool (including out-of-town downsizers)
- ◆ Result: firm sale in under 30 days near asking

Unique home – changing buyer behaviour

- ◆ Challenge: one-of-one property in a changing market
- ◆ Strategy: priced and adjusted with precision using real buyer feedback and active competition
- ◆ Result: firm sale in under 40 days

Selling only – timing + certainty

- ◆ Challenge: protect a clean timeline without creating pressure
- ◆ Strategy: focused prep priorities + clear showing plan + offer strategy built around certainty
- ◆ Result: steady momentum and a smooth path to closing



Simple goal: fewer surprises, stronger demand early, and a well-managed sale.



WHAT CLIENTS SAY

“We were selling without buying, and Jen made it feel clear from day one. She gave us a realistic price range, focused our prep on what mattered, and kept communication steady all the way to closing.”

- Mia & Garth | *Selling only*

“Jen’s approach was calm and strategic. We needed a specific closing window and she helped us protect our timing and terms while still getting strong buyer interest. Everything felt well managed.”

- Leslie & Dan | *Relocating*

“I appreciated the honest advice. Jen didn’t push a rushed timeline—she built a plan, guided us through prep, and negotiated confidently when offers came in. Selling was stressful until we had a clear strategy.”

- Jonathan | *Specific closing window*

I'M READY WHEN YOU ARE

If you're thinking about selling, start with clarity – price range, prep priorities, and timing.

Next step options:

- ◆ Request a Pricing + Launch Plan
- ◆ Download the worksheets
- ◆ Book a 30-minute call

If you do one thing, start with Pricing + Launch Plan – it gives you a clear price range, prep priorities, and the best launch window.



RE/MAX Escarpment Realty Inc., Brokerage
Mobile: 905-407-3500
Office: 905-631-8118
Email: jen@lovewhereuliv.com
Website: lovewhereuliv.com

