

SELLER'S GUIDE

Presented by i4RealEstate Group



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KELLERWILLIAMS.
REFERRED URBAN REALTY,
BROKERAGE
INDEPENDENTLY OWNED AND OPERATED

Prepared for:
Familia Marmolejo
11 Wincott Dr. #1014

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* REALTORS® are not allowed to provide legal, accounting or environmental advice, as such, this Seller's guide is produced for information purposes only and can not be construed in any part whatsoever as legal, accounting or environmental advice. We suggest you contact the appropriate professionals.

ABOUT

i4RealEstate Group

AN INTRODUCTION



We believe in the transformative power of genuine relationships. Driven by trust and integrity, we build our success on repeat and referral business, ensuring every interaction reflects our core values.

We understand that each transaction is as unique as the individuals involved, so we prioritize listening to and understanding your needs to exceed your expectations. Our diverse clientele includes first-time home buyers, multimillion-dollar purchasers and sellers, savvy investors, and landlords.



Together with our strategic partners, we provide a consistent service experience with local expertise across the Greater Toronto Area, Ontario, and beyond. Whether you're looking to buy, sell, or lease real estate, we're excited to help you achieve your real estate dreams.

WORKING WITH A REALTOR®

The new law that governs REALTOR®s is the Trust in Real Estate Services Act, 2002 (TRESA), which is a consumer protection legislation governing the conduct of real estate agents and brokerages trading in real estate in the province of Ontario.

Since TRESA, we are required to provide to any party that shows interest in working with us, the RECO Information Guide. We will go through this guide together and we will ask you to sign to acknowledge having received and reviewed the guide.

As a Seller, “under TRESA, a new obligation is introduced that requires a registrant (real estate agent) representing a seller to disclose facts to a potential buyer, if those facts are known to the registrant and they are facts that a seller client is legally required to disclose. These are facts that would make a property uninhabitable, dangerous or potentially dangerous.”

In Ontario real estate, we have patent and latent defects that fall under disclosure. A latent defect has to be disclosed by a Seller but a patent defect does not.

PATENT DEFECT

Patent defects are visible and apparent. These defects are easily identifiable during a typical property inspection. Examples include cracked walls, broken windows, or an old roof.

vs

LATENT DEFECT

Latent defects can include any issues that are not reasonably uncovered during a home inspection. This can include issues such as, faulty electrical wiring hiding behind the walls, a well-hidden termite or mold problem.



OUR RESULTS

ON AVERAGE WE SELL

36.6%

FASTER THAN THE AVERAGE AGENT
AND FOR

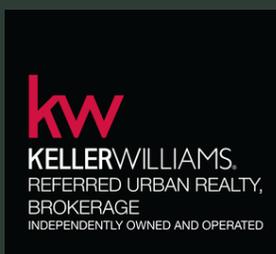
100%

OR MORE OF THE LIST PRICE

KELLER WILLIAMS REFERRED URBAN REALTY'S RESULTS

KW listings sell **within 13 days** on the market, beating out all our competitors.

KW listings sell **108.7%** closer to the asking price than any of our competitors.

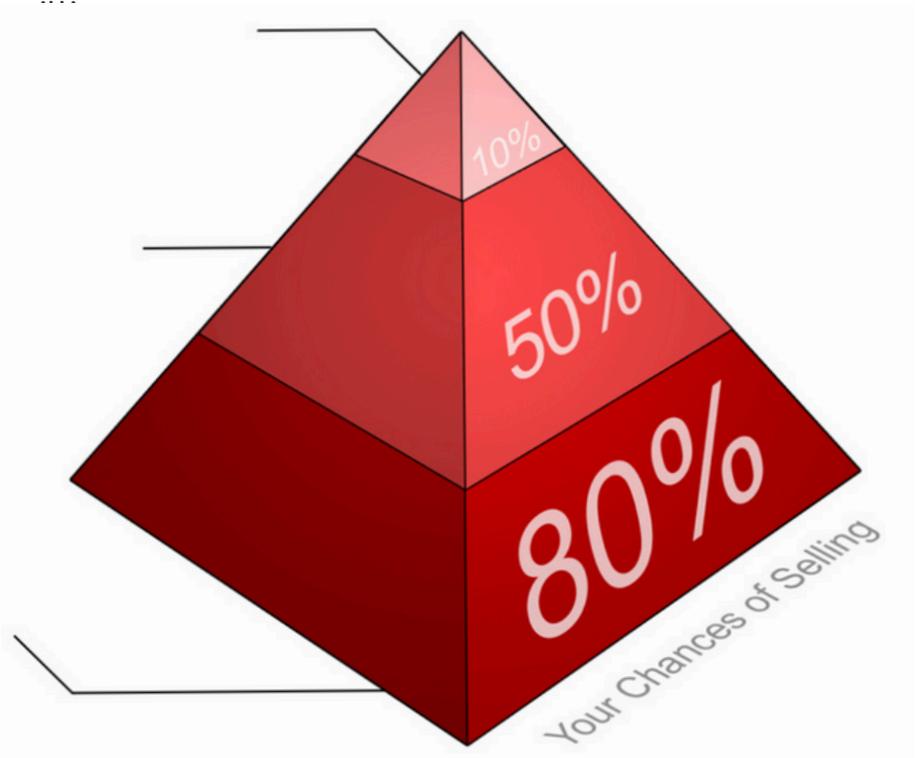


UNDERSTANDING PRICING

When you price your home at the TOP of the market, you eliminate many prospective buyers because they become overwhelmed by the number of properties to look at your property.

When you price your home HALFWAY between the market price and the investor price, you will attract the highest percentage of serious buyers. This is usually the most favourable price range.

When you price your home BELOW the halfway mark you will attract Investor buyers as well as retail buyers, which will result in a very quick sale.



PRICE IS BASED ON

- market conditions
- recent sales
- condition of the home
- competition

THE OPINION OF THE MARKET IS NOT ALWAYS KIND, BUT IT'S NEVER WRONG.

OVERPRICING & IT'S CONSEQUENCES

Overpricing helps sell other competitively priced properties. Your home may be used as an example to demonstrate the good value of other similar properties. Your objective should be to enter the market in a position that will attract prospect buyers, not drive them towards making an offer on another property.

ADDRESSING A COUPLE OF MYTHS

There is no **exact price** for real estate.

We can not tell you what your home is **worth**.

The **market** will determine the value of your home;
together we determine the **price**.

THE OPINION OF THE MARKET IS NOT ALWAYS KIND, BUT IT'S NEVER WRONG.

SERVICES OFFERED

YOU CAN COUNT ON US



PRICING



DEEP CLEANING



PROFESSIONAL STAGING*



PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY



PROFESSIONAL FLOOR PLANS DRAWINGS & MEASUREMENTS



DESIGNATED PROPERTY WEBSITE
SOCIAL MEDIA EXPOSURE



IN PERSON &/OR VIRTUAL OPEN HOUSE



COMMUNICATION WITH YOU & HANDLING OF ALL DOCUMENTATION
WITH YOUR SOLICITOR

MARKETING YOUR HOME

COMPONENT: STAGING

BEFORE



AFTER

Staging your home OR editing your home, is one of our major marketing components. The moment your home is on the market for sale, it becomes a product and as such, we need to showcase it in it's best light.

Staging your home for sale can add from 4% to 6% to the final sale price of the home.

- On an \$700,000 home, that's a \$28,000 to \$42,000 increase.
- A staged home will spend 80% less time on the market.

YOUR HOME

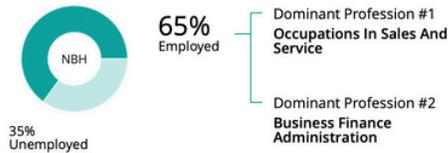
AREA DEMOGRAPHICS

16 Dallimore Circle, Unit 419

Socio-Economic

Avg. Household Income NBH **\$85,696** COM **\$103,312** CITY **\$132,394**

Employment



Highest Level of Education



Households

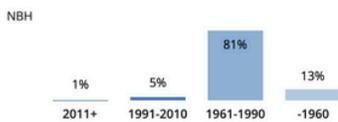
Structure Details



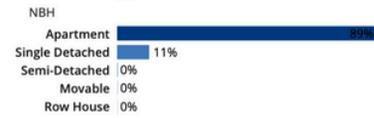
Ownership



Age of Home (Years)



Structural Type



Population

Total Population NBH **1,839** COM **36,463** CITY **3,014,673**

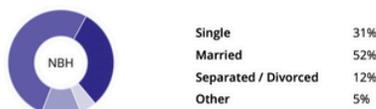
Gender



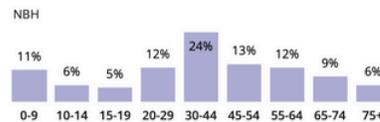
Family Status



Marital Status

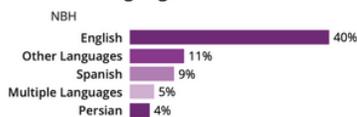


Age Distribution



Cultural

Dominant Language



Immigration Status



Neighbourhood: refers to the property's Dissemination Area as defined by Statistics Canada.

Community: refers to the property's Forward Sortation Area (FSA), the first 3 digits of the property's postal code.

City: refers to the property's Census Subdivision as defined by Statistics Canada.

COMPARABLE SOLD PROPERTIES

11 Wincott Dr. #1014
2 bed, 1 bath, 1 parking

[CLICK HERE](#)



ML#:	W3496918	W9049108	W8117936	W8205414
Address:	11 Wincott Dr	11 Wincott Dr	11 Wincott Dr	11 Wincott Dr
Municipality:	Toronto	Toronto	Toronto	Toronto
Community:	Kingsview Village-The West	Kingsview Village-The West	Kingsview Village-The West	Kingsview Village-The West
Postal Code:	M9R2R9	M9R 2R9	M9R 2R9	M9R 2R9
Apt/Unit#:	1014	1115	2114	303
Type:	Condo Apt	Condo Apt	Condo Apt	Condo Apt
Style:	Multi-Level	Multi-Level	Multi-Level	Apartment
Rooms:				
Bedrooms:	2	2	2	2
Washrooms:	1	1	2	1
Kitchens:	1	1	1	1
Fireplace:	Y	N	N	N
Heat Type:	Forced Air	Forced Air	Forced Air	Forced Air
Heat Source:	Gas	Gas	Gas	Gas
A/C:	Central Air	Central Air	Central Air	Central Air
Maint:	\$575.84	\$800.47	\$800.47	\$800.47
Garage:	Undergrnd	Underground	Underground	Underground
Tot Park Spcs:		1.0	1.0	1.0
Exposure:	E	Se	Sw	Se
Approx Sqft:	1000-1199	1000-1199	1000-1199	1000-1199
Exterior:	Concrete	Brick	Brick	Brick
Taxes:	\$1,278.91	\$3,635.27 ?	\$1,709.76	\$732.90 ?
All Inclusive:				
Hydro Inc:	Y	Y	Y	Y
Water Inc:	Y	Y	Y	Y
Com Elements Inc:	Y	Y	Y	Y
Heat Inc:	Y	Y	Y	Y
Furnished:				
Private Entrance:				
Lease Term:				
Last Status:	Sld	New	Sld	Sld
Contract Date:	5/17/2016	7/22/2024	3/06/2024	4/04/2024
Sold Date:	5/19/2016		3/25/2024	4/14/2024
Expiry Date:	8/17/2016	1/22/2025	6/07/2024	7/31/2024
Days on Market:	2	4	19	10
Original Price:	\$249,900	\$459,900	\$499,900	\$575,900
List Price:	\$249,900	\$459,900 ?	\$499,900	\$575,900
Sold Price:	\$245,500		\$541,000	\$590,000

WHAT WE WILL NEED FROM YOU

- total taxes paid for the previous year and/or most recent tax bill
- any rental/leased items ie: water heater, furnace, water softener, alarm system, air conditioner, heat pump
- average monthly cost of gas, electricity, water
- outstanding mortgage amount
- leans/loans against the property, if any
- survey, if any
- monthly maintenance fees for condominiums
- contact information for property management for a condominium

EXPENSES YOU WILL ENCOUNTER

- solicitor \$2,000+
- staging \$0.00*
- real estate commission 2.25%** plus HST for the listing/selling side and 2.5% plus HST for the cooperating/buyer side

Total commission: 4.75% of the total sale price plus HST

On an \$500,000 sale our commission reduction is a savings to you of \$1,250+HST.

**Co-operating/buyer agent's commission is typically 2.5% plus HST
Listing/selling agent's commission is 2.25% plus HST - I am discounting my
commission on the listing side for you from 2.5% plus HST to 2.25% plus HST

*Staging is included in our fee along with all the services listed on page 14. Staging will be provided for the period of one month only. In the event you chose to cancel the listing, we will require you to pay for the staging provided.

ONCE WE HAVE SOLD



DO NOT CANCEL your property insurance until title has transferred hands (after closing)



If the property is sold to an Investor, your Lawyer will help you with next steps i.e. transfer the lease to the new Buyer



If the property is sold to an end user, then there are other steps to take which we can discuss and/or you can discuss with your lawyer/paralegal



Contact your Paralegal/Lawyer and let them know the property has SOLD



Hire a Real Estate lawyer and provide your lawyer all documents requested



Close your accounts with service/utility providers



Leave the property in broom swept condition & make sure any repairs that need to be completed prior to closing are completed



If any, leave instruction manuals/warranties and extra keys/garage door openers/fobs on kitchen countertop



As a gesture of good faith, leave a welcome letter for the new owners with instructions on the mechanics of the home

YOUR i4RealEstate TEAM

HELPING YOU ACHIEVE YOUR REAL ESTATE DREAMS.



ANALÍA PERAZA

Principal, REALTOR®, MCNE, AEA

I am a mom to three amazing daughters, a Productivity Coach to new agents at the Keller Williams Referred Urban Toronto Office and an award winning REALTOR®. I specialize in the residential real estate market and I pride myself in my commitment to being a great negotiator and an outstanding REALTOR®. I am known for providing exceptional service and facilitating seamless and expedient transactions that maximize value for my clients.

JOSÉ ZAMORA

REALTOR®

After a 20 year career in Investment Funds and Fintech and having had the pleasure of watching my spouse from the sidelines as a fan, I started getting involved with her work, and decided to join the team. After assisting my partner for a couple of years, I am thrilled to be working more closely with more clients as a REALTOR® myself. I have a passion for helping people, a natural instinct to listen carefully, and a clear understanding that everyone is truly unique in their wants and needs for a home.

Our clients include first time home buyers, multimillion dollar purchasers and sellers, and savvy investors, we buy, sell and lease real estate.

Every transaction is unique, as is every Buyer and Seller, which is why we believe it is so important to understand your needs so we can exceed your expectations.



*THANK YOU FOR
CHOOSING US!*

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WE APPRECIATE YOUR BUSINESS!