

TOP 4 MISTAKES TO AVOID

WHEN SELLING YOUR HOME

{REALLY BAD MARKETING}

1. PICTURES

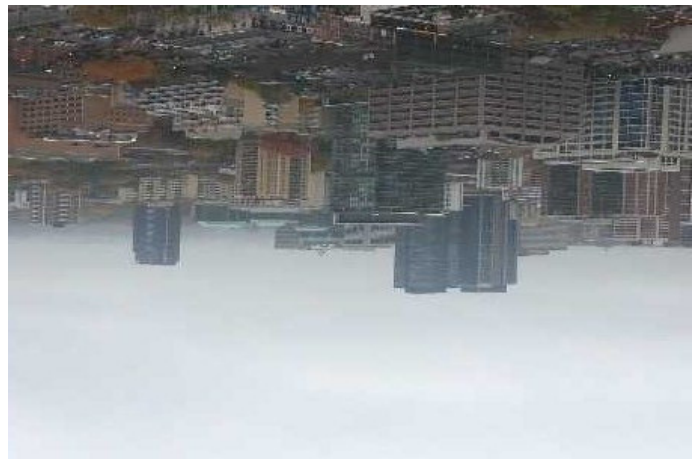
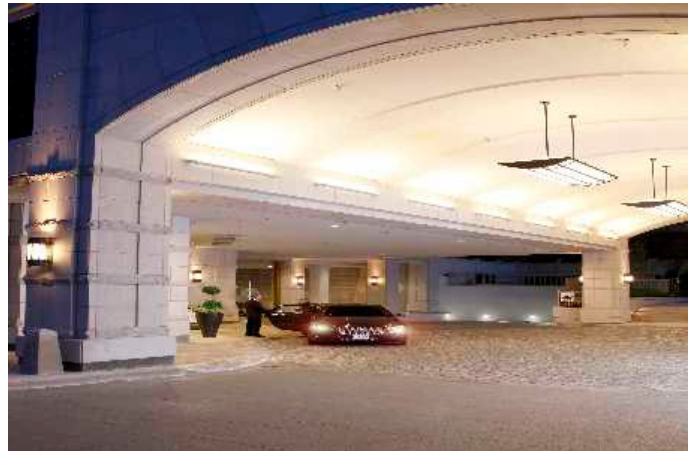
- ✓ ALWAYS USE ONLY PROFESSIONAL PHOTOGRAPHER!
- ✓ IT DOESN'T MATTER HOW GOOD YOUR IPHONE CAMERA IS..
- ✓ QUALITY PHOTOGRAPHY SELLS.

NO PICTURES..

**Photo Not
Available**

SO WRONG!!!

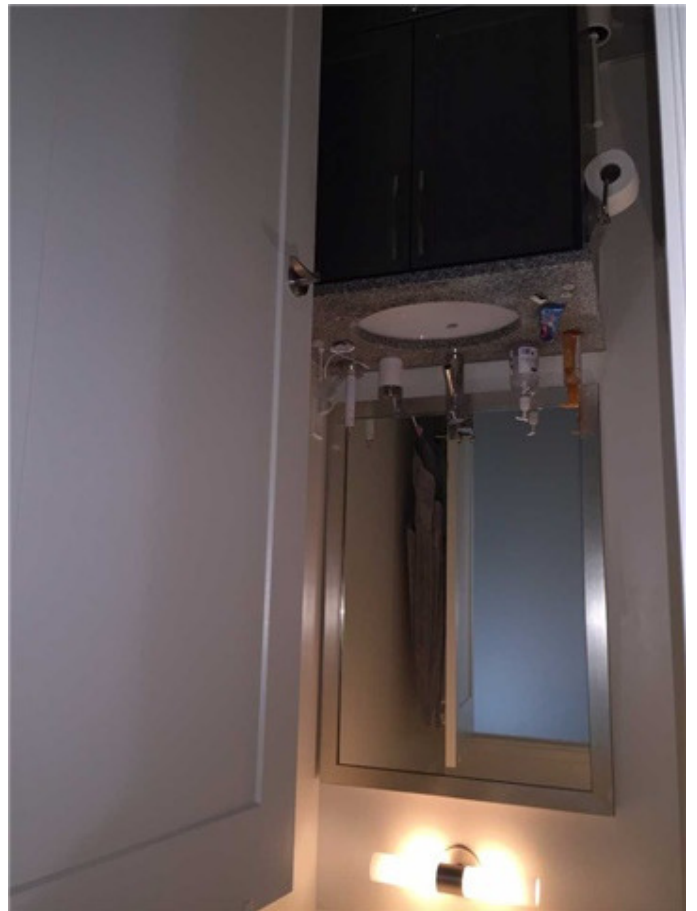
BAD QUALITY PICTURES



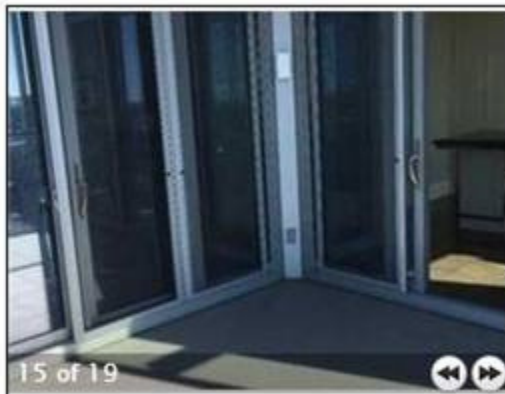
SERIOUSLY???



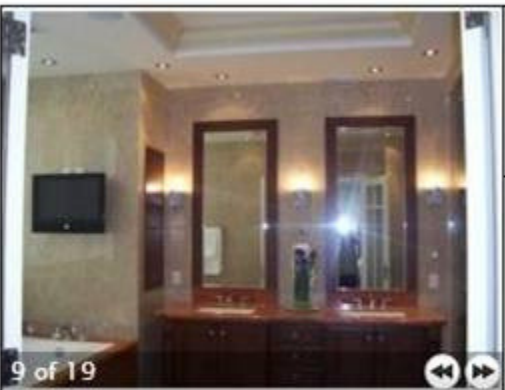
WHAT ABOUT THIS?



MULTI-MILLION \$\$ PROPERTIES....



50 Yorkville Ave 2601
Toronto Ontario M4W1L4
 Toronto C02 Annex Toronto 115 Q
Taxes: \$20,631.85/2016 **Last Status:** Exp
SPIS: N **DOM:** 152
Condo Apt **#Shares%:** **Rms:** 5
Apartment **Locker#:** **Bedrooms:** 2
Level: 4 **Locker Level:** **Washrooms:** 3
Unit#: 1 **Locker Unit#:** 1x7, 1x3, 1x2
Corp#: TSCC / 2282
Zoning:
Dir/Cross St: Bay/Yorkville
Prop Mgmt: Four Seasons Hotels



763 Bay St 4301
Toronto Ontario M5G2R3
 Toronto C01 Bay Street Corridor Toronto 120-19-R
Taxes: \$13,428.09/2014 **Last Status:** Exp
SPIS: Y **DOM:** 364
Condo Apt **#Shares%:** **Rms:** 10 + 1
Apartment **Locker#:** **Bedrooms:** 4 + 1
Level: 43 **Locker Level:** **Washrooms:** 4
Unit#: 01 **Locker Unit#:** 1x6, 1x5, 1x3, 1x2
Corp#: TSCC / 1866
Zoning: Residential
Dir/Cross St: Bay/College
Prop Mgmt: Icc Property Management 416-849-4409

...NO WONDER THEY EXPIRED!

<div>Photo Not Available</div>	29 Queens Quay E 1203 Toronto Ontario M5E 0A4		List: \$3,221,000 For: Sale
	Toronto C01 Waterfront Communities C1 Toronto		
	Taxes: 0/2015	Last Status: Exp	
	SPIS: N	DOM: 61	
	Condo Apt Apartment Level: 12 Unit#: 03	#Shares%: N/A Locker#: Locker Level: Locker Unit#: Corp#: n/a	Rms: 5 Bedrooms: 3 Washrooms: 4 1x5, 2x4, 1x2

2. PRICING IS CRUCIAL!!!





NEVER OVERPRICE!





DO NOT UNDERPRICE TOO MUCH.

OVERPRICED BY "SMART AGENTS"



 1 of 20	4 Grange Ave Toronto Ontario M5T1C5 Toronto C01 Kensington-Chinatown Toronto 120-18-S Taxes: \$2,340.00/2016 For: Sale % Dif: 129 SPIS: N Last Status: Sld DOM: 12			Sold: \$670,000 List: \$518,000
	Condo Townhouse #Shares%: Apartment Locker#: Unit#: 4 Locker Lev Unit: Corp#: MTCC / 580 Locker Unit#: Level: 2			Rms: 6 Bedrooms: 2 Washrooms: 1 1x3
Zoning: Dir/Cross St: Dundas/Beverley Prop Mgmt: Trustlink Management Company				



 19 of 20	98B Beverley St Toronto Ontario M5T1Y2 Toronto C01 Kensington-Chinatown Toronto 120-18-S Taxes: \$2,339.11/2016 For: Sale % Dif: 94 SPIS: N Last Status: Sld DOM: 11			Sold: \$500,000 List: \$530,000
	Condo Townhouse #Shares%: Loft Locker#: Unit#: 1 Locker Lev Unit: Corp#: MTCC / 580 Locker Unit#: Level: 1			Rms: 5 Bedrooms: 2 Washrooms: 1 1x4xMain
Zoning: Dir/Cross St: Dundas/Beverley/Queen West Prop Mgmt: Trust Link Property Management 416-301-5259				

Listed by a well known TEAM

UNDERPRICED ... TOO LOW!



 <p>1 of 20</p>	4025 Colonial Dr Mississauga Ontario L5L4K3 Mississauga Erin Mills Peel 464-32-K Taxes: \$4,616.56/2017 For: Sale SPIS: N Last Status: Sld Pcl 73-1 Sec 43M604; Lt 73, Pl 43M604		Sold: \$1,100,000 List: \$850,000 % Dif: 129 DOM: 4
	Detached 2-Storey Irreg:	Fronting On: E Acreage: < .49 Lot: 47.05 x 145.51 Feet	Rms: 9 + 2 Bedrooms: 4 + 1 Washrms: 3 1x2xMain, 2x4x2nd
	Dir/Cross St: Burnhamthorpe/Colonial		



 <p>1 of 20</p>	3877 Seebring Cres Mississauga Ontario L5L3X8 Mississauga Erin Mills Peel 460-53-B Taxes: \$5,432.95/2016 For: Sale SPIS: N Last Status: Sld Pcl 69-1, Sec 43M602; Lt 69, Pl 43M602 ; S/T Lt586		Sold: \$1,265,000 List: \$995,000 % Dif: 127 DOM: 7
	Detached 2-Storey Irreg:	Fronting On: S Acreage: Lot: 45.93 x 118.11 Feet	Rms: 9 + 2 Bedrooms: 4 + 1 Washrms: 3 1x2xMain, 1x4x2nd, 1x3x2nd
	Dir/Cross St: Loyalist / Burhamthorpe		

3. INACCURATE OR MISSING INFO...



MORE INFORMATION - BETTER RESULTS.



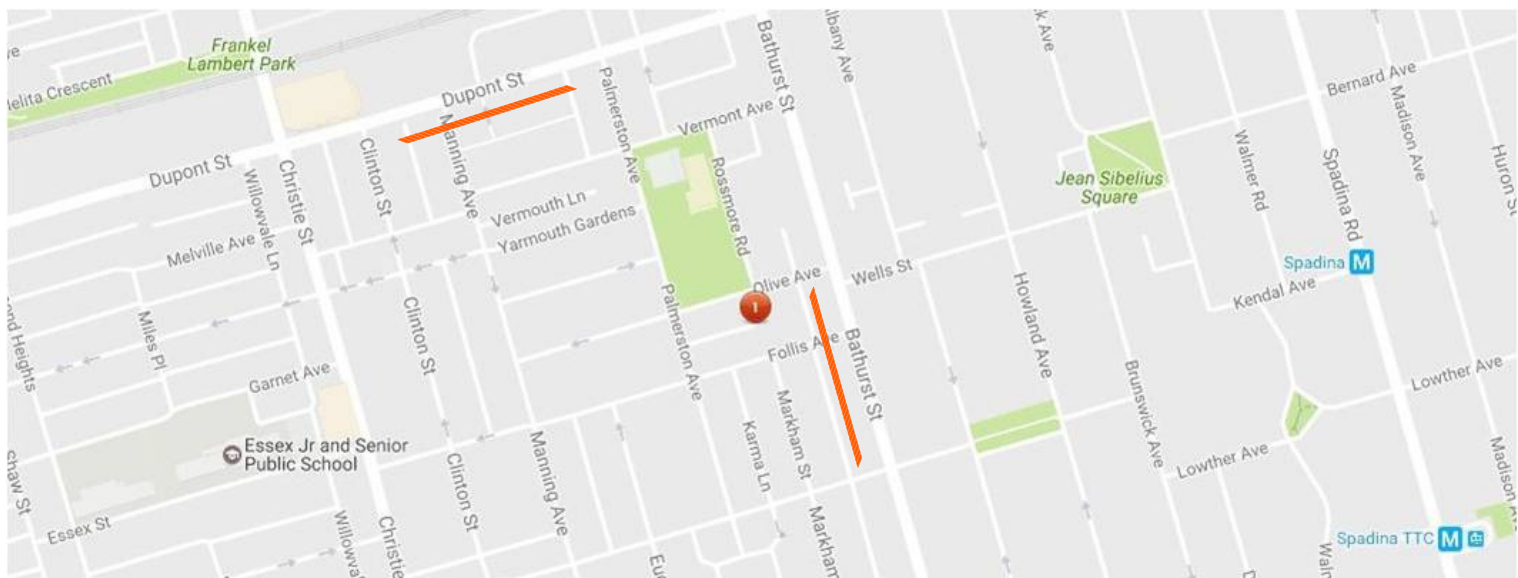
USE ALL AVAILABLE SPACE.



DOUBLE, TRIPLE CHECK THE ACCURACY OF THE
INFORMATION ON MLS.

WRONG MAP LOCATION...

 1 of 14	21 Olive Ave 210 Toronto Ontario M2N4N4		List: \$768,000 For: Sale
	Toronto C14 Willowdale East Toronto 103-21-C		
	Taxes: \$3,728.82/2016		Last Status: Pc
	SPIS: N	DOM: 1	
Condo Townhouse	#Shares%:	Rms: 5	
2-Storey	Locker#: A161	Bedrooms: 2	
Level: 3	Locker Level: A	Washrooms: 3	
Unit#: 19	Locker Unit#: 161	1x4xUpper, 1x3xUpper,	
	Corp#: TSCC / 2107	1x2xLower	
Zoning: Residential			
Dir/Cross St: <u>Yonge/Finch</u>			
Prop Mgmt: Percel Inc.			



NO MEASUREMENTS & NO REMARKS

Client Remks: 2 Bedroom Condo With Private Balcony And Lots Of Potential , Needs Updating And Renovating, Everything Is In As In Condition, Great Opportunity To Purchase Condo At Much Sought After Dorset Park Area....

Extras: As Is Stove, Fridge

Brkage Remks: Please Talk To Listing Brokerage Before Submitting An Offer, The Status Certificate Has Been Ordered..

RE/MAX HALLMARK REALTY LTD., BROKERAGE Ph: 416-699-9292 Fax: 416-699-8576

2277 Queen Street East Toronto M4E1G5

ALLISTER JOHN SINCLAIR, Salesperson 416-699-9292

#	Room	Level	Length (m)	Width (m)	Description
1	Living	Main	x		Laminate
2	Kitchen	Main	x		Laminate
3	Br	Main	x		Laminate
4	2nd Br	Main	x		Laminate
5	Kitchen	2nd	x		Laminate
6	Br	2nd	x		Hardwood Floor
7	2nd Br	2nd	x		Hardwood Floor
8	3rd Br	2nd	x		Hardwood Floor
9	Living	Bsmt	x		Laminate
10	Kitchen	Bsmt	x		Laminate
11	Br	Bsmt	x		Laminate

SO WRONG!!!

4. ALLOW ADVERTISING ONLINE: Y

<u>Mortgage Comments: 1st/2nd for sale</u>		
RE/MAX HALLMARK REALTY LTD., BROKERAGE Ph: 416-699-9292 Fax: 416-699-8576		
2277 Queen Street East Toronto M4E1G5		
FRANKLIN C. GOODRICK, Salesperson 416-699-9292		
TAYLOR KIM MEREDITH, Salesperson 416-699-9292		
Contract Date: 4/04/2017	Condition: Appt: Online Button	Ad: N
Expiry Date: 7/14/2017	Cond Expiry:	Escape:
Last Update: 4/06/2017	CB Comm: 2.5	Original: \$729,000



<u>SUTTON GROUP REALTY SYSTEMS INC., BROKERAGE Ph: 416-762-4200 Fax: 416-987-0647</u>		
<u>2180 Bloor St. West Toronto M8T 1N5</u>		
NELSON ANTONIO CAMPOS, Salesperson 416-762-4200		
EVA BRUZDA, Salesperson 416-762-4200		
Contract Date: 3/27/2017	Condition: Appt: 'Online Appt'	Ad: Y
Expiry Date: 5/31/2017	Cond Expiry:	Escape:
Last Update: 4/04/2017	CB Comm: 2.5%	Original: \$600,000



Ad: Y - allows to advertise the listing on multiple websites with IDX, thousands of syndicate websites.

Ad: N - sometimes listings don't even appear on Realtor.ca.

ALLOW ADVERTISING!

List Brokerage Phone#: 416-762-4200 *	List Brokerage Fax#: 905-848-5327 *
Salesperson 1: DONNA BULIKA, Salesperson ▼ *	Salesperson 1 Phone: 416-797-6226 *
Salesperson 2: ▼	Salesperson 2 Phone:
Commission Co-Op Brokerage: 1/2 month rent plus hst *	Seller Property Info Statement: N ▼ *
Energy Cert: ▼ Cert Level:	
GreenPIS: ▼ Status Cert: ▼	
Permission to Contact Listing Brokerage to Advertise: Y ▼ *	
Distribute To DDF/IDX: Y ▼ *	Distribute To Internet Portals: Y ▼ *
Display Address on Internet: Y ▼ *	
Open House Date: From Time: To Time:	
Open House Notes:	
Appointments: Occupancy: Vacant ▼ *	Contact After Expired: N ▼ *
Virtual Tour URL: http://www.homeviewphoto.info/10-lamport-avenue-unit-106.html	
Sales Brochure URL:	
Additional Pictures URL: http://www.homeviewphoto.info/10-lamport-avenue-unit-106.html	
Alt Feat Sheet URL:	
Map Location URL:	
Sound Bite URL:	

MY LISTING - THE RIGHT WAY!

#	Room	Level	Length (m)	Width (m)	Description		
1	Living	Main	3.48	x 3.28	Laminate	Open Concept	Bay Window
2	Dining	Main	2.53	x 2.34	Laminate	Open Concept	
3	Kitchen	Main	3.09	x 2.74	Granite Floor	Stainless Steel Appl	Granite Counter
4	Master	Main	3.33	x 2.95	Laminate	Mirrored Closet	Glass Doors
5	Den	Main	2.3	x 2.12	Laminate	French Doors	Glass Doors
6	Bathroom	Main	2.53	x 2.12	Granite Floor	Soaker	Stainless Steel Sink
7	Locker	Bsmt	1.7	x 0.85			
Client Remks: *Prime Location**Elegant 1 Bd +Den In A Boutique Building Right @ Yonge & Bloor. Everything You Need Is @ Your Door-Yorkville, Shopping, Supermarket, Subway, Banks, Movie Theatre, Restaurants Etc. Easy Access To Hwy (5 Mins). Incl. All Utilities, En-Suite Laundry. Smooth Ceiling, Granite Counters & Floors In Kitchen & Bathroom. Open Concept Kitchen With S/S Appliances. High Quality Laminate Throughout. Spa Like Bathroom W/Shower & Soaker Tub. Move In & Enjoy! Extras: 9 Ft Smooth Ceiling. S/S Fridge, Stove, B/I Dishwasher, Range Hood. Washer, Dryer, All E.L.F's, Window Coverings, Mirrors In Hallway & Bathroom. Easy To Get Rental Parking 110-150/Month. Newly Renovated Hallways. Some Furniture For Sale. Brkage Remks: ***Easy To Show*** Lb In Stairwell. Offers To Dbulika@Sutton.Com. Pls Attach Sch B & 801. Thanks For Showing. One Of The Sellers Is R.R.E.S Pls Attach Disclosure..							
List: SUTTON GROUP REALTY SYSTEMS INC., BROKERAGE Ph: 416-762-4200 Fax: 905-848-5327 DONNA BULIKA, Salesperson 416-797-6226							

LIST WITH DONNA!



