

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....

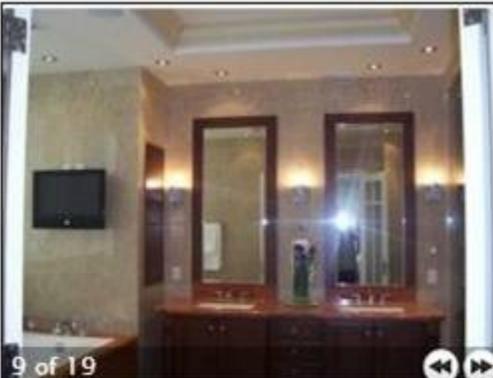


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50 Yorkville Ave 2601
Toronto Ontario M4W1L4
 Toronto C02 Annex Toronto 115 Q
Taxes: \$20,631.85/2016
SPIS: N **DOM:** 152
List: \$3,199,000
For: Sale
Last Status: Exp

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



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763 Bay St 4301
Toronto Ontario M5G2R3
 Toronto C01 Bay Street Corridor Toronto 120-19-R
Taxes: \$13,428.09/2014
SPIS: Y **DOM:** 364
List: \$3,399,000
For: Sale
Last Status: Exp

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!

Photo Not Available	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 #Shares%: N/A Rms: 5 Apartment Locker#: Bedrooms: 3 Level: 12 Locker Level: Washrooms: 4 Unit#: 03 Locker Unit#: 1x5, 2x4, 1x2 Corp#: n/a	
	Zoning: Residential Dir/Cross St: Yonge And Queens Quay E Prop Mgmt: First Service Residential	



2. PRICING IS CRUCIAL!!!

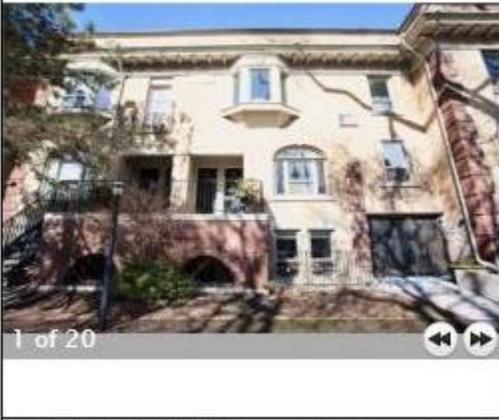


NEVER OVERPRICE!



DO NOT UNDERPRICE TOO MUCH.

OVERPRICED BY "SMART AGENTS"



1 of 20

4 Grange Ave
Toronto Ontario M5T1C5
 Toronto C01 Kensington-Chinatown Toronto 120-18-5
Taxes: \$2,340.00/2016 **For:** Sale **% Dif:** 129
SPIS: N **Last Status:** Sld **DOM:** 12

Condo Townhouse **#Shares%:** **Rms:** 6
 Apartment **Locker#:** **Bedrooms:** 2
Unit#: 4 **Locker Lev Unit:** **Washrooms:** 1
Corp#: MTCC / 580 **Locker Unit#:** 1x3
 Level: 2

Zoning:
Dir/Cross St: Dundas/Beverley
Prop Mgmt: Trustlink Management Company




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98B Beverley St
Toronto Ontario M5T1Y2
 Toronto C01 Kensington-Chinatown Toronto 120-18-5
Taxes: \$2,339.11/2016 **For:** Sale **% Dif:** 94
SPIS: N **Last Status:** Sld **DOM:** 11

Condo Townhouse **#Shares%:** **Rms:** 5
 Loft **Locker#:** **Bedrooms:** 2
Unit#: 1 **Locker Lev Unit:** **Washrooms:** 1
Corp#: MTCC / 580 **Locker Unit#:** 1x4xMain
 Level: 1

Zoning:
Dir/Cross St: Dundas/Beverley/Queen West
Prop Mgmt: Trust Link Property Management 416-301-5259

Listed by a well known TEAM



3. INACCURATE OR MISSING INFO...



MORE INFORMATION - BETTER RESULTS.



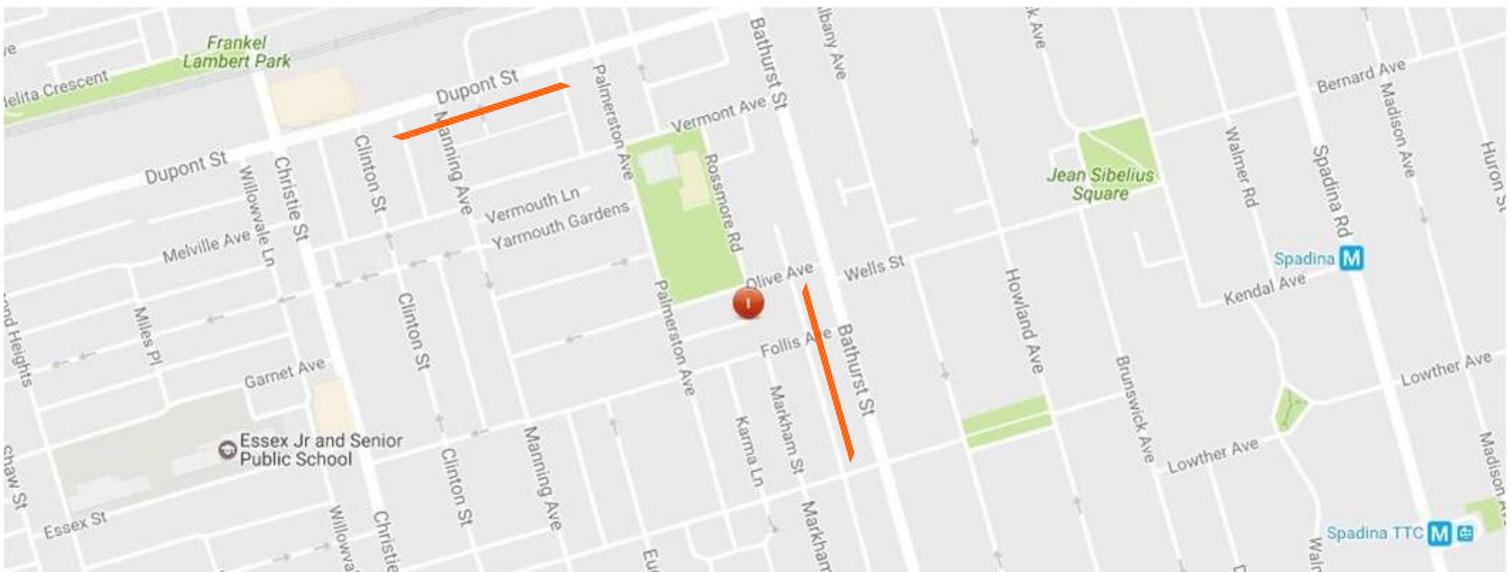
USE ALL AVAILABLE SPACE.



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

WRONG MAP LOCATION...

 <p>1 of 14</p>	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 2-Storey Level: 3 Unit#: 19	#Shares%: Locker#: A161 Locker Level: A Locker Unit#: 161 Corp#: TSCC / 2107
	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: Rate for Seller</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>		
2180 Bloor St. West Toronto M8T 1N5		
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!



DONNA  BULIKA