

LILETTE WIENS

SELLER'S GUIDE



LILETTE - YOUR PARTNER IN REAL ESTATE

I discovered my passion for real estate after working with agents buying and selling my own homes. Having lived in many great downtown pockets of the city, I've returned to the West Toronto neighbourhood (Mimico, Alderwood, New Toronto, Long Branch) where I grew up. I love and believe in this area! It has so much history and great childhood memories for me. I enjoy being active in the community and am involved in local fundraising initiatives.

While I do specialize in the West Toronto area, I work all over the GTA. From the east side of Toronto to Mississauga, Oakville, and Burlington, I help my clients wherever I'm needed.

Through years of experience in the entertainment industry, both at home and abroad, I've perfected my ability to adapt to varying situations and people. This industry is not only about the house or property for sale; it's also about the people involved in the transaction. Having a family, I understand the community needs a family has when relocating. My ability to interpret people's needs and wants assures I'll find a home that truly reflects and exceeds my clients' expectations.



COMMUNITY INVOLVEMENT

REGULARLY SPONSORED COMMUNITY EVENTS

- Lakeshore International Short Film Festival
- Children's Fun Fairs
(St. Leo's Catholic School and Seventh Street Junior School)
- Various community events

ROTARY PEACE PARK REJUVENATION COMMITTEE

We are a small group of moms from the neighbourhood who care about the neighbourhood. Through local fundraisers we worked with the city to raise money for one of Toronto's beautiful Lake-front parks upcoming rejuvenation plan.

My objective is to find and negotiate your new home for the least amount of money possible in the shortest time, with the greatest convenience to you.

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TESTIMONIALS

Lilette goes above and beyond to ensure that her clients find the perfect home and/or sell their homes. I also love how involved she is in her community continually giving back. Thanks Lilette for everything!

S.G. & D.G.

Awesome real estate agent and person. We sold our condo in two weeks. And bought our dream some! She was never irritated by our phone calls. One of the best people we have ever met before. Thank you Lilette for you time and the support.

S.T & D.

You feel like you're number one! Lilette takes care of her clients. Her professional expertise...guidance and TLC towards your home will have it SOLD in no time! Take it from me!!!!

T.D.

I purchased the perfect house in 24 hours with Lilette Wiens. Definitely a shark in Toronto Real Estate. Can't wait to buy another property through her!

A.

We would like to thank Lilette for all her hard work through the smooth sale of our condo. Lilette is very professional, motivated and incredibly dedicated to her work. She went above and beyond what was expected. Lilette always made sure our place looked fantastic and was always ready and willing to show our unit at anytime. As overwhelmed as we originally were, Lilette made the sale of our condo an easy and stress-free process. She guided us through every step of the way. We would highly recommend Lilette to all of our friends and family.

Thank you again Lilette!

KELLY & JAY

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ACTION PLAN

AT LEAST 60% OF THE WORK ON A LISTING IS DONE PRIOR TO THE PROPERTY BEING PUT ON THE MARKET FOR SALE. THESE ACTIVITIES ARE INCLUDED IN OUR LISTING FEE AND MAY INCLUDE THE FOLLOWING:

- Provide the Seller access to the MLS system to view comparable properties
- Prepare a Comparative Market Analysis
- Establish a competitive listing price based on experience, timing and recent comparables
- Suggest a wide range of marketing strategies both traditional and social, customized to your property
- Answer any legal concerns through consultation with our in-house legal counsel
- Ensure that our Buyers are qualified through our in-house Mortgage Broker
- Review the legalities and responsibilities of the Listing Contract
- FINTRAC Compliance
- Arrange for staging consultation & general clean-up – gardener, painter, handy-man, cleaner
- Pre-home inspection
- Professional floor plans
- Professional photography and virtual tour, and website
- Neighbourhood marketing preparation – ‘Just listed cards’, Open House invitations
- Targeted marketing preparation for prospective buyers outside the neighbourhood
- Feature sheet preparation and design by our in-house graphic designer
- Preparation of advertising copy and creative
- MLS Listing detail preparation
- Familiarize the Seller with appointment and security protocol
- Keys cut and lockbox placed on property

ONCE YOUR HOME IS LISTED:

- Expose your listing to their extensive network or Bosley colleagues, outside agents and past and present clients
- Estimate renovation costs through our in-house contractor
- Introduction to the full time BOSLEY administrative staff who will communicate and confirm requests for showings with you
- Listing is uploaded to the MLS System, to:
bosleyrealestate.com,
lillettewiens.com
facebook.com/LilletteWiensRealEstate
- Targeted marketing preparation for prospective buyers outside the neighbourhood
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PRICING YOUR HOME

GETTING IT RIGHT

AN ACCURATELY PRICED PROPERTY SELLS FASTER AT A HIGHER PRICE.

An overpriced property will have fewer showings, receive lower offers, take longer to sell, plus it will actually contribute to the sale of other properties.

A buyer is more inclined to make a full price offer on a property that is listed at fair market value. Conversely, a buyer is more apt to put in a low offer on a property priced above market value.

FAIR MARKET VALUE

Based on recent comparable properties that have sold in your location

AGGRESSIVE ASKING PRICE

CONSERVATIVE ASKING PRICE

Based on timing, most recent sold and your competition

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PREPARING YOUR HOME
FOR SALE

Preparing your property for sale is an extremely important ingredient in marketing a property. Don't underestimate the financial benefits that can be derived from investing some effort in this area.

WHY BOTHER?

It is natural to wonder why you should invest more time, money and effort in a property you are selling. However, bear in mind that you are preserving your investment and increasing the chances of a quicker sale at a more attractive price.

If your property is clean, uncluttered, bright and attractive, it is more likely to impress a potential buyer. Buyers tend to overemphasize flaws and overestimate the cost of repairs. Your efforts to prepare your home for sale can anticipate those objections and remove those potentially costly barriers.

FOUR KEY STEPS...

The following key steps will enhance the value of most residential properties:

CLEANING - special attention should be paid to bathrooms and kitchens.

A commercial cleaning service should be considered, if necessary;

REPAIRS - eliminate buyers' objections before they arise by repairing obvious or noticeable trouble-spots;

UNCLUTTERING - an uncluttered, tidy property has significantly more appeal to prospective buyers.

DECOR - a professional interior designer can enhance the appeal of a property. Short term solutions such as painting, furniture and art rental can have a dramatic effect on the price.

FIRST IMPRESSIONS!

The first impression of your home has a great impact on both potential buyers and agents. If your home is difficult to show (for example, outdoor lights are turned off, driveways aren't shovelled or the front door latch is difficult to open), agents may leave it off the list of potential properties they show to buyers. At worst, it creates an immediate impression! Help the Buyer see the potential of your home: leave on the appropriate lights, consider some flowers, put excess furniture in storage and remove personal photos (people want to picture themselves in the home).

DETAILS, DETAILS...

Look good from the outside too! - be sure your lawn and landscaping are well-manicured, your yard is free of refuse and leaves, the lights are on and ice and snow is removed from walks and steps.

What you show is what you get! - A quicker sale at a higher price is more likely if you invest in a fresh coat of paint.

Don't forget those other spaces! - from top to bottom, remove all unnecessary articles from basements, attics, crawl spaces and cupboards. Remember that storage space is at a premium in most homes. And consider a coat of paint in that dark and dreary basement.

You can never have enough closet space! - Keep them neat and organized. Consider closet organizers.

Pay special attention to the bathroom! - These rooms are especially scrutinized. Clean the fixtures; polish the mirror; check for and repair any water damage; clean or replace discoloured caulking and grout.

A clean kitchen is a must! - Clean the fridge, wipe the stove, counter tops and sink and sweep the floor. Buyers will look into cabinets and refrigerators. Let the sun shine in! - Clean the windows and let your home sparkle.

Let your agent do the talking! - If a buyers asks a question, feel free to answer. Otherwise, let your agent to the talking. No one likes to be pushed and all owners are understandably biased.

Create a mood, but be sensible! - show off your working fireplace (consider a 3-hour log) and the aroma of simmering spices or fragrant sauces can be inviting (avoid overpowering food smells or too fragrant potpourris).

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MOVING CHECKLIST

ONE MONTH BEFORE THE MOVE:

- ☐ Start a moving expenses book. Keep receipts for tax purposes
- ☐ Get written estimates from at least two moving companies. Check references. Inquire about additional charges and methods used to compute time.
- ☐ Check insurance coverage for furniture storage.
- ☐ Get a written commitment from the moving company confirming the date of the move And the time of arrival.
- ☐ Contact provincial health insurance authorities with your change of address.
- ☐ Contact Bank Branch Manager. Arrange for the transfer of all accounts, personal loans, etc. if required.
- ☐ Order cheques with new address.
- ☐ Register your change of address with the post office and obtain a supply of forms
- ☐ Gather together all important documents.
- ☐ Resign from any clubs or organizations that are not active in your new community.
- ☐ Cancel/change address on newspaper subscriptions.

ONE WEEK BEFORE THE MOVE:

- ☐ Prepare a list of all items you want to take with you personally.
- ☐ Dismantle and/or unfasten anything that requires it.
- ☐ Prepare a list of everything else that is left.
- ☐ Confirm the booking for the freight elevator.
- ☐ Confirm the booking for the moving company.
- ☐ Defrost and air dry the deep freezer.

TWO DAYS BEFORE THE MOVE:

- ☐ Do your last laundry. Disconnect and drain the washing machine.
- ☐ Disconnect, defrost and air dry the fridge.
- ☐ Protect delicate furniture with a thick coat of wax.
- ☐ Double check that all valuables have been accounted for.

ONE DAY BEFORE THE MOVE:

- ☐ Make sure you have gathered together all the keys for the new owners (don't forget garage and shed keys).
- ☐ Pack all of the items that you will take with you personally. Mark them "Do not load - For Car".

MOVING OUT:

- ☐ Lay down plastic sheets to minimize dirt in the house.
- ☐ Lead the packers around the house and make sure they understand all of your instructions.
- ☐ Do a final check for forgotten items.
- ☐ Check inventory for number of boxes- break down room by room.
- ☐ Check movers Bill of Landing against your inventory.
- ☐ Clearly label and leave all the spare keys, and the code for the security system if you have one, inside the house, unless otherwise arranged.

MOVING IN:

- ☐ Get to the house before the movers. Arrange to take bread, coffee, etc. with you.
- ☐ Verify that utilities have been turned on.
- ☐ Lay down plastic sheets to minimize dirt.
- ☐ Hang up curtains if possible.
- ☐ Find your floor plan and give copies to the movers.
- ☐ When your goods arrive, look at each item carefully as it is put in place and check off your inventory.
- ☐ Note any damage. You won't be able to check goods which have been unpacked, so above your signature on Bill of Landing, write "subject to loss or damage". Keeping in mind that you will be run off your feet as the move gets closer, we thought you might appreciate a few tips on organization from people who have seen virtually all of the things that can possibly go wrong.

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UNDERSTANDING AGENCY

BUYER AGENCY

A real estate company acting as a “buyer’s agent” must do what is best for the buyer.

A written contract, called a Buyer Representation Agreement, establishes buyer agency. It also explains services the company will provide, establishes a fee arrangement for the Realtor’s services and specifies what obligations a buyer may have.

Typically, buyers will be obliged to work exclusively with that company for a period of time. Information a buyer shares with the buyer’s agent must be kept confidential.

Although confidential information about the buyer cannot be disclosed, a seller working with a buyer’s agent can expect to be treated fairly and honestly.

SELLER AGENCY

When a real estate company is a seller’s agent, it must do what is best for the seller of a property.

A written contract, called a listing agreement, establishes seller agency. It also explains services the company will provide, establishes a fee arrangement for the Realtor’s services and specifies what obligations a seller may have.

DUAL/MULTIPLE AGENCY

Occasionally a real estate company will be the agent of both the buyer and the seller.

The buyer and seller must consent to this arrangement in their listing and buyer agency agreements. Under this “dual agency” arrangement, the company must do what is best for both the buyer and the seller.

Since the company’s loyalty is divided between the buyer and the seller who have conflicting interests, it is absolutely essential that a dual agency relationship be established in a written agency agreement. We must be fair and impartial to each party.

This agreement specifically describes the rights and duties of everyone involved and any limitations to those rights and duties suggest an offering price which is realistic and competitive given the current climate of the market.

FEES

Where do they go? The commission paid on a real estate transaction is usually a percentage of the purchase price.

Traditionally, commission is paid by the Vendor to the Listing Broker. Any Cooperating agents involved in the transaction are paid through the Listing Broker.

Each Broker then “splits” the commission with the agent according to their contract.

SELLING BROKER	LISTING BROKER
SELLING AGENT	LISTING AGENT

THINGS THAT I WILL NEED FROM YOU...

...TO PROPERLY LIST YOUR HOME OR PROPERTY:

- ☐ Complete Seller's Disclosure Statement
- ☐ Complete 10 favourite features of home or surrounding area
- ☐ 2 Keys / Permission to use a lock box
- ☐ Copy of survey
- ☐ Copy of deed/mortgage/Lease(s)
- ☐ List of upgrades (year as well) and any warranties still in place
- ☐ Age of the home
- ☐ Any information about any insurance claims
- ☐ List of inclusions and exclusions
- ☐ List of existing rental information
- ☐ Information on utility bills
- ☐ Heat: _____
- ☐ Water/Sewer: _____
- ☐ Hydro: _____

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