



Your Home, Your Story:
A Guide to Selling with Success





*We should talk!*TM



Lindsay C. Karabanow

Sales Representative

Top Producer

Property.ca Inc., Brokerage

416-809-6245

linds7755@gmail.com

lckrealestate.com

Contents

- Page 4 The Value I Bring To You
- Page 5 The Value Of My Brokerage
- Page 6 Preparing Your Home For The Market
- Page 10 Bringing Your Home To The Market
- Page 12 Next Steps
- Page 13 Frequently Asked Questions
- Page 14 Testimonials
- Page 15 My 3 Promises To You





THE VALUE I BRING TO YOU: The Human Touch

- My deep knowledge of current market trends, and access to an ever-growing database of 1M+ buyers
- My comprehensive marketing strategy, tailored to you, and your specific property
- My negotiation skills, leveraging the experience, market insight and knowledge base of my office, to get you the best deal in this market for your home.
- My commitment to understanding you, your family, and your hopes, dreams and motivation for this life change
- My hard work and people skills coming into play **FOR YOU**, making it easy for buyers and other agents to see your home!

Working with LcK Real Estate means you're working with me directly!

GET **10x** MORE EYES
ON YOUR LISTING

1B+
In Sales Volume Over
The Last Year

1M+
Registered Site Users
Across 3 Platforms

2.1M+
Sessions Each
Month

62K+
Transactions Over
The Last Year

THE VALUE OF MY BROKERAGE: The Power of PropTech

When you choose to work with me, you are backed by a full-service real estate company. Not just an amazing search tool, Property.ca Realty Inc. Brokerage, is a real estate company that owns and operates condos.ca, and property.ca.

Through LcK Real Estate, you benefit from this extensive, ever-growing pool of buyers and investors, with serious visibility and exposure.

With **6.39M** page views each month, rich, easy-to-understand data to inform buyer decisions, and an ever-growing database of 1M+ buyers, the resources I provide will get your property sold!

PREPARING YOUR HOME FOR THE MARKET



The decision to go ahead: *The hardest part!*

Deciding to go ahead with the sale of a home or condo is often the hardest part of the process! And, it certainly is a process... as you go along, your perspective changes because you learn more about the market, steps involved in selling, and what's most important to you!

There is likely a great deal of emotion tied up in the property, with conflicting ideas muddying the waters. For example, spouses may have different visions of what they want; you may be uncertain if now is the best time to sell; and how much should you renovate before listing.

We will work through all this together to arrive at a plan that works best for you, in order to achieve your real estate goals, in alignment with current market activity.

Let's get it ready...

Staging consultation

Staging really helps your home shine, and allows buyers to see themselves in the space. That's why I'll bring in my professional stager for a free consultation. They'll walk through with us, share honest advice on what furniture and décor to keep or pack away, and suggest a few easy updates to give the place even more appeal.

Of course, not every home actually needs staging, and we'll chat about your situation to figure out what makes sense. The goal is always to make buyers excited about your space!

Decluttering and packing up

Once we get the stager's feedback, it's time to start decluttering, organizing, and packing things up. If it feels a bit overwhelming, I can connect you with great professionals who make this part so much easier! Getting organized before your move saves you storage space, reduces what you need to haul, and makes settling into your new home much easier.



Movers and storage

When it's time to move, I'll recommend reliable movers to help get your things wherever they need to go—storage, your new place, or to donate and discard. By this point, everything should already be sorted, packed, and ready to roll!

Next up: Cleaning!

With the home decluttered, we'll give it a proper deep clean to prepare for staging and photography. We may have kept some of your furniture or décor for staging, but every surface gets freshened up—inside and out. That means cupboards, baseboards, walls, floors, appliances, windows (even the exterior!), and the garden all get attention. A bit of landscaping goes a long way in boosting curb appeal!



Staging

When staging day arrives, our stager shows up with her team and all the stylish pieces from her inventory, selected to get the vibe just right for your home. Getting everything set up usually takes a day—sometimes two, depending on the size of your home and what’s needed.

Photography and videography

Once your home is cleaned and beautifully staged, it’s time for photos and video shoots. These visuals really show off your space! I’ll share them across my own social media and my company’s channels, plus your listing will be pushed out to hundreds of public sites, like MLS, condos.ca, property.ca, realtor.ca, to name just a few of the most powerful. Your home gets maximum exposure!

What the paperwork looks like

Selling your home—and possibly buying another—is, in effect, a professional partnership. I want you to feel comfortable by knowing exactly what to expect at each step, and confident that you are being well represented. We’ll clearly outline our roles and responsibilities in the paperwork, so everything is transparent and easy to understand. Communication is key!

Your listing goes live!

By this point, all the paperwork is done, and I've gathered everything I need to know about your home—surveys, rental equipment details, recent upgrades, and more. This helps me be upfront with potential buyers about any hidden or obvious issues, protecting you and making sure I cover all my bases. Once that's done, I'll upload the complete and accurate listing info to the MLS, and your listing goes live for the world to see!



BRINGING YOUR HOME TO THE MARKET

Market Trends, and how they help us establish a Listing Price

We start by taking a good look at homes similar to yours that have sold recently. This helps us get a clear picture of what buyers are paying right now, so we can figure out a fair and competitive price for your property.

Next up, we check out what neighbouring homes are currently listed at. It's all about understanding the competition and seeing how your home stacks up. That's why we take a look at their pricing strategy and ask:

- are they priced at, above or below market value?
- are they holding back offers?
- why would they go that route?
- how does their decision inform us when we move forward with your listing?

The goal is to use as much data as is available to get a clear and accurate picture of the market value for a home like yours, in order to get the best deal possible within the current market conditions.



Being with you during the Listing & Sale Process

When you list your home with me, you'll never be left wondering what's going on. Anytime there's a showing, you'll get notified right away, along with helpful feedback from anyone who's toured the place. I'll keep you posted with regular updates on how things are going—how many people are checking out your home, and what they think. I'm always keeping an eye on the market and ready to tweak our strategy if conditions change. And of course, if you ever have questions or just want to talk things through, I'm only a call, text, or email away. Your peace of mind is my top priority.



Next Steps

GETTING THE BALL ROLLING!

Alright, here's how we'll get things rolling! First, we'll meet at your home to chat about everything in person. Then, we'll agree on pricing strategy and timeline that feels right for you. Once that's settled, we'll both sign the paperwork—it's all done electronically! After that, I'll grab my project manager's hat to coordinate all the services we'll need to get your home ready to shine on the market.

SHOWINGS AND PUBLIC OPEN HOUSE

Realtors can access an automated booking system right from the listing on the MLS. I will set this up so showing times will be convenient for you, if you are still in the home. You will get automated notifications of showings, and we can change the showing schedule at any time if you need a day off!



Frequently Asked Questions

1. What costs are involved in selling a home?

Costs vary by the home, the situation and the decisions we make along the way regarding the property. There is the real estate commission and lawyer's fee. Then, there are renos and painting, cleaning, and landscaping to name a few. Some of these I will take care of; others will fall to you. I have included a Seller Net Sheet for you at the end of this booklet, both as a paper version and a link to a live version of an Excel spreadsheet.

2. How much will I get for my home?

No one knows the future. However, our detailed market analysis of price and other factors will give us a benchmark to compare ourselves to and see if we should consider a change of tack. This is where our powerful marketing technology, pushing your home out to the buying public, really shines.

More eyeballs on your listing translates into a faster sale for a better price.

3. How long will it take to sell my home?

As above, we cannot know for sure. But, a close examination of comparable sales will give us an idea of what to expect, and consequently how to act.

4. How do showings work?

We have an on-line automated booking system for showings called BrokerBay. You will be notified automatically and reminded of a showing. It will be synched to your calendar so you can see showings laid out in chronological order. We can change the showing scheduled if you need a break or some time off!

5. What if I find a new home before the original closing date? Can I move out earlier or later?

Changes to the closing date can be done with an amendment, negotiated between the 2 realtors. Once both sides are in agreement, we draw up a simple form for folks to sign.

6. How can I reach you if I have questions during the sale?

I am available to you via text, phone or email during the sale. If I do not catch your message, I will get back asap!

Testimonials

“ Lindsay helped me find a rental home in a new city. She was kind, empathetic, did her research, and was supportive. She listened to what I needed and did all the background/leg work. Lindsay was willing to go above and beyond to make sure I was comfortable with my decision and supportive throughout the entire process. She was readily available at all times, and quickly responded to all questions. Lindsay also provided great support after the lease was signed. I would highly recommend Lindsay!”

–Josefina R.

“ Lindsay leads with empathy. When I was searching for a new rental apartment, Lindsay assessed my needs, offered suggestions and quickly worked to provide suitable listings. She listened. She was well organized and took care of me as a client throughout the process, following up with the landlords to ensure that all details had been addressed. I found my current location on my first night of viewing. Lindsay was professional, knowledgeable and kind. I would recommend her highly.!”

–Gabrielle H.

“ The most efficient and warm-hearted realtor I’ve ever met. She found us the perfect home that fit our requests and helped us secure it with our very first offer. She carefully guided us through every step of the process. Thank you so much for everything, Lindsay — you are amazing! We are gonna work with her when we buy our first house in the future.”

– Gulsah E.

“ Lindsay worked very hard to sell our home using unique approaches and then patiently supported and guided us through the purchase of our new home. Our home sold very quickly for full asking and then we really appreciated the effort and time Lindsay spent showing us other homes for purchase. We had very specific features required in our new home. We looked at a lot of homes before purchasing and Lindsay remained patient and positive throughout, suggesting alternatives where appropriate.”

– Carol H.

“ Supportive, Reliable, Friendly
Lindsay was always available and responsive, truly dedicated to both her work and her clients. She is empathetic, goal-oriented, and very friendly, which made the whole process smooth and comfortable.”

– Anastasiia C.

“ Focused, Guiding, Empathic
We felt guided as first-time renters in Toronto and closed the deal on the one property we were interested in, super smoothly. Lindsay is quick, supportive, available when you need her and always wears a big smile with super positive energy! Work with her! “

– Rasam R.

“ Lindsay is the consummate professional and has efficiently helped me to rent, purchase and sell multiple properties.”

– Maurice T.



My 3 Promises to you:



To showcase your home to as many qualified buyers as possible until it is sold.



To address all your issues and answer all your questions with regular updates on our progress and activities.



To promote and present your home to the best of my ability to bring you the highest price possible.

AN UNMATCHED BUYER EXPERIENCE

Buyers love Property.ca because it's the easiest way to get the information they need. They can:

- Search the biggest collection of listings anywhere, including exclusive listings only available on our site
- Get exact square footage and price per square foot
- Easily see what other properties in the area have sold for
- Access thousands of building profiles and hundreds of neighbourhood guides
- Get valuable demographic info including average income, household size, languages spoken, and more

"Property.ca is "the most comprehensive to date among a new generation of sites aimed at shaking up the GTA real estate industry and giving buyers and investors vital bottom-line information."



Lindsay C. Karabanow
Sales Representative
PROPERTY.CA INC., BROKERAGE

416-809-6245
linds7755@gmail.com
lckrealestate.com

 LcKrealestate.com

We should talk!™

