

FROM LISTED TO

A HOME SELLER'S GUIDE

Danya Strilyana

REALTOR®

647-896-7668 | DS@HOMEADS.CA



HomeAds

CONTENTS

ABOUT ME

BIO
Why CHOOSE ME

THE PROCESS

THE HOME SELLING PROCESS

FACTORS

PRICING
HOW IT SHOWS
MARKETING

PREPARING TO LIST YOUR HOME

PRICING
STAGING
PHOTOGRAPHY
VIDEOGRAPHY
AERIAL PHOTOGRAPHY
VIRTUAL TOURS
BROCHURES

LISTING YOUR HOME

MARKETING
WHERE BUYERS FIND HOMES
NETWORKING
SIGNAGE
EMAIL MARKETING
FLYERS
SECURITY
OPEN HOUSES
ONLINE MARKETING

AFTER LISTING YOUR HOME

SHOWINGS
OFFERS
NEGOTIATIONS

CONTRACT TO CLOSING

INSPECTIONS
APPRAISALS
CLOSING

FINAL STEPS

REVIEWS



nice to meet you



Darya Strilyana

REALTOR® in Beautiful Simcoe County

Caring — I keep things simple, making real estate transactions a hassle free experience for my clients.

Connected — Always there to respond to all your questions promptly and efficiently because time is always of the essence in a real estate world.

Effective — I take my job seriously on all levels, working with buyers and sellers as well as tenants and landlords at all price points.

Integrated — I conduct in high ethical standards and value honesty and fairness.

LET'S CONNECT



647-896-7668



Ds@homeads.ca



www.HomeAds.ca



www.Facebook.com/homeads.ca



www.Instagram.com/darya_strilyana



www.Twitter.com/darya_strilyana



www.linkedin.com/in/darya-strilyana-446195164

ABOUT ME



WHY CHOOSE ME



Darya Strilyana

Real Estate Expert

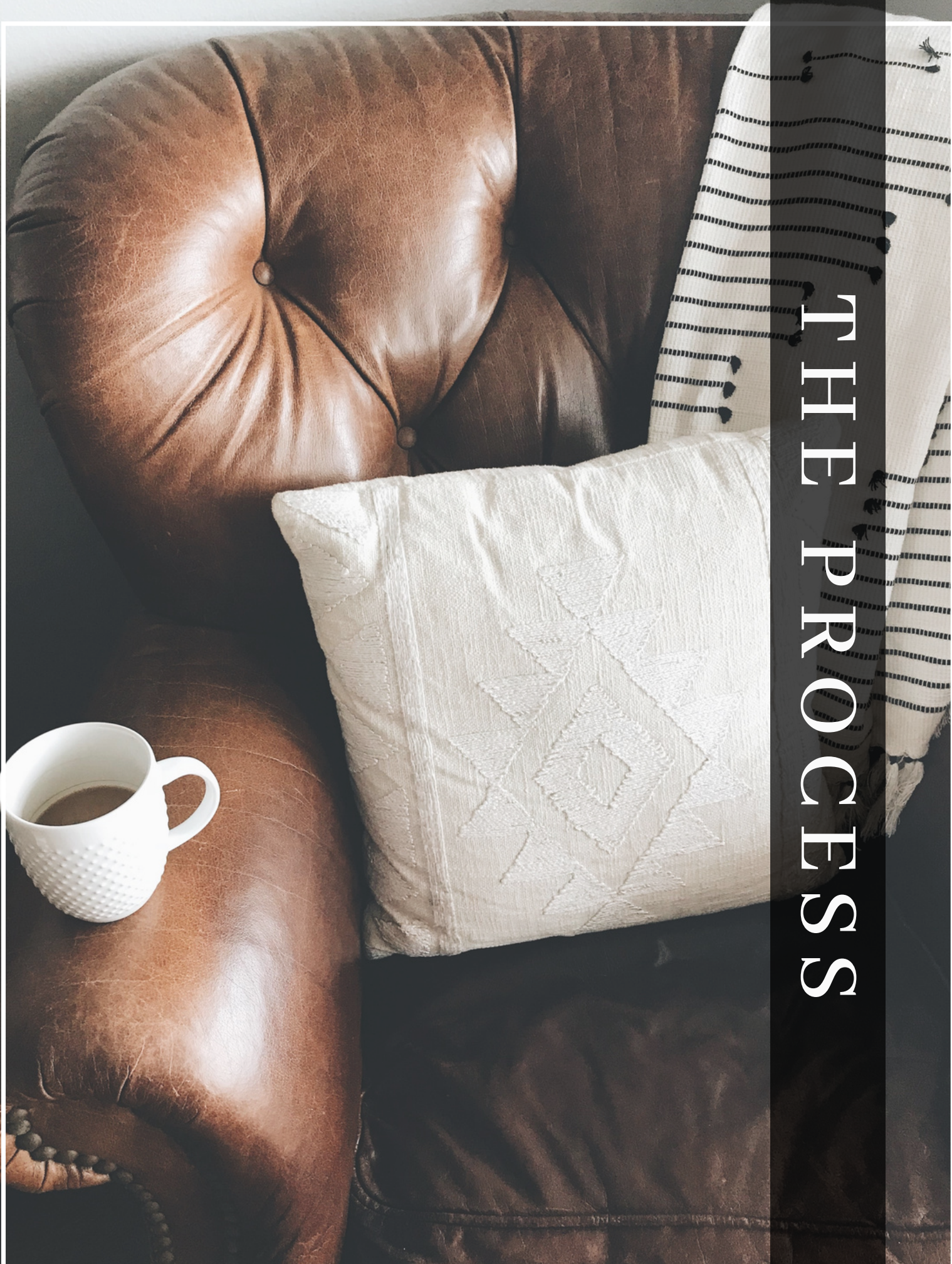
I live and play in Innisfil. Maybe we are neighbors?

Being a local **REALTOR®** is definitely an advantage. I have lived in Innisfil for over 8 years and have a great knowledge of local schools, amenities, and neighborhoods. I can guide my clients and pinpoint areas where they could benefit the most based on their needs. Furthermore, being local gives me the advantage of having connections with local vendors, whether you need a home inspector, lender, lawyer, accountant, or a cleaning company. I have great professional contacts to share with you.

When I'm not out touring real estate with clients, I'm either hiking through numerous trails of our beautiful Simcoe County or boating on Simcoe Lake. Being a yoga enthusiast, I remain committed to a balanced lifestyle and prefer to leave all stress on the mat.

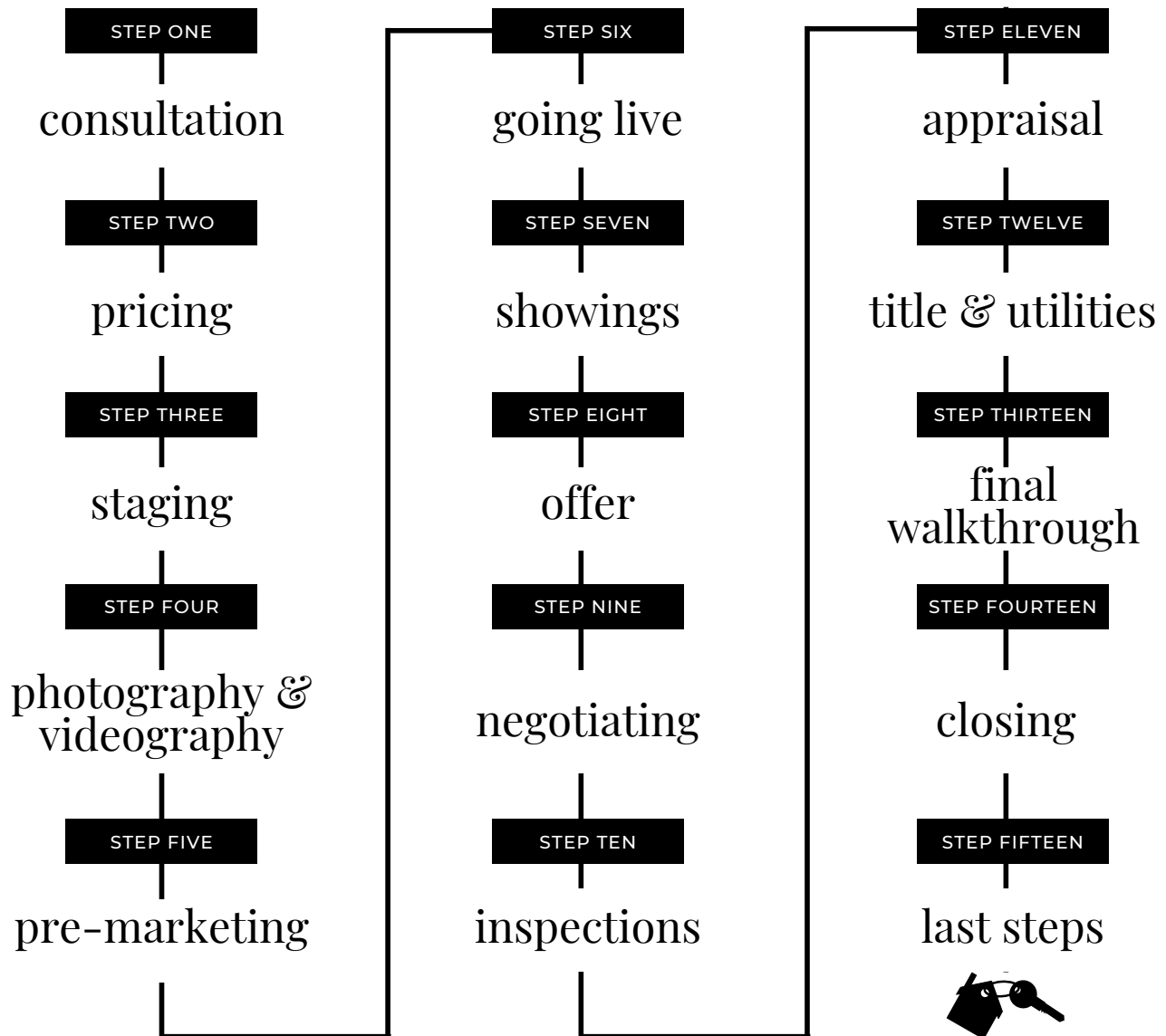
Credentials:

- ✓ Ontario Real Estate License provided by RECO (Real Estate Council of Ontario)
- ✓ Member of OREA/CREA (Canadian Real Estate Association)
- ✓ Registered with TREB (Toronto Real Estate Board)
- ✓ REALTOR® with Sutton Group Incentive Inc., Brokerage
- ✓ Member of Brookfield Relocation Services, The Federal Government Integrated Relocation Program for Military and Royal Canadian Mountain Police families.



THE PROCESS

HOME SELLING *process*



FACTORS



DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, and PRINT MARKETING is all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

GUIDANCE

I will guide you through every milestone, from analyzing your needs to closing the deal. I go above and beyond to get your questions immediately answered, help avoid mistakes, and keep you action ready.

BOOSTED ONLINE EXPOSURE

Today's market is centred on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED

A blurred background image of a laptop on a desk. A person's hand is visible on the trackpad. The scene is softly lit, suggesting a window in the background. The text 'BEFORE LISTING YOUR HOME' is overlaid on the right side of the image.

BEFORE LISTING YOUR HOME

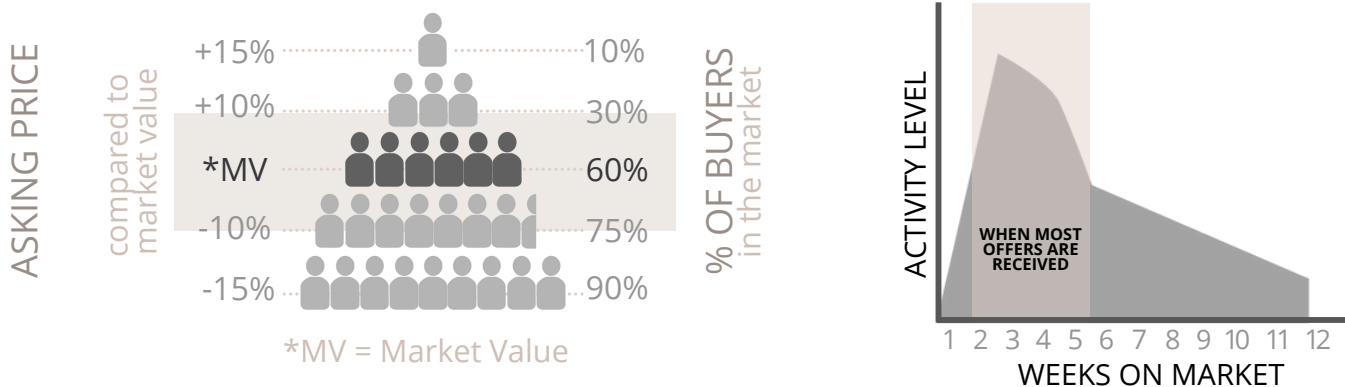
listing strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



STAGING CONSULTATION

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involves real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month and increasing brand awareness.

PREPARING TO LIST



preparing to list

maximize your home's potential

A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01

EXTERIOR

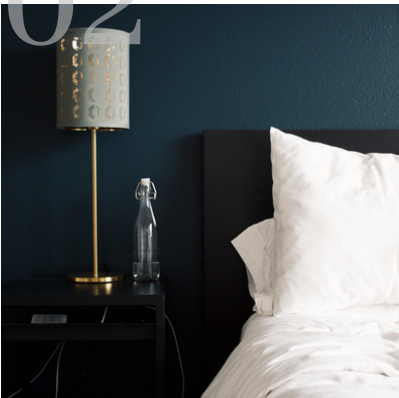
- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



02

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



03

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



STAGING YOUR HOME



the art of staging

Staging a home is different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent
90%
less time on the market

staged homes increased
sale price up to
5%

BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT





A LASTING IMAGE

real estate photography



a picture says a thousand words

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

interesting facts:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

PROFESSIONAL *videography*

video is the number one form of media for engagement



Real estate listings with video receive
403%
more inquiries

Videos attract
300%
more traffic for nurturing leads.

70%
of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



aerial **PHOTOGRAPHY**

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

benefits of having aerial photos:

- ✓ Provides views of the entire property & land
- ✓ The condition of the roof and other property features
- ✓ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✓ Developments or local districts that are supported by the buyer's property taxes

VIRTUAL *Tours*

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer can experience what it is like to be somewhere they are not.

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would just looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



PROPERTY brochures



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades, and features your home has to offer.



LISTING YOUR HOME



robust marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled.

When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

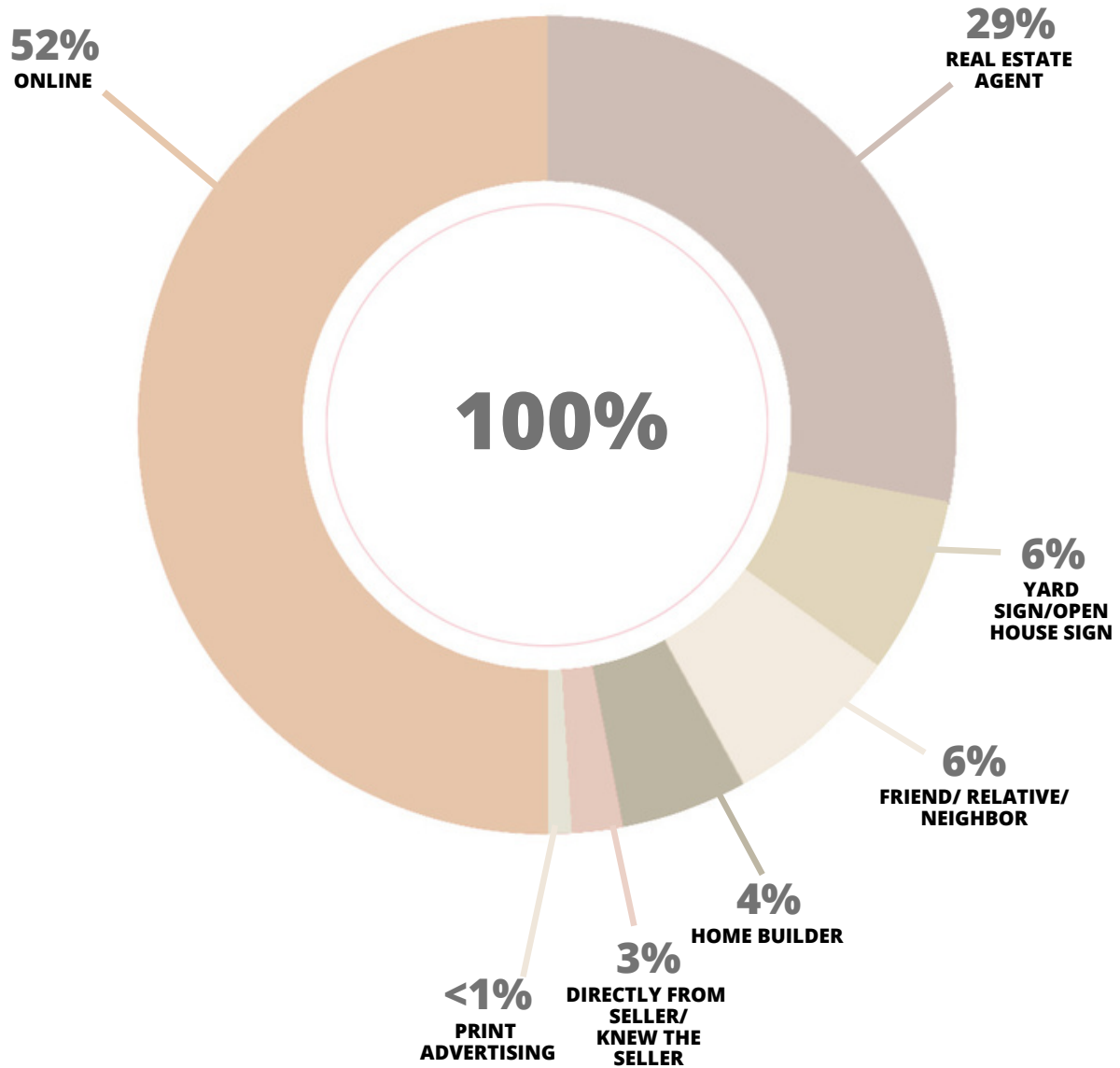
OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

WHERE DO BUYERS *find their home*



*2021 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

AFTER LISTING YOUR HOME



showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- Accept the offer**

- Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer**

- Decline the counter-offer**

- Counter the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

CONTRACT TO CLOSING



home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING
THE CONTRACT.

NEGOTIATIONS USUALLY HAPPEN
WITHIN 5 DAYS

COSTS

NO COST TO THE SELLER. THE BUYER
WILL CHOOSE AND PURCHASE THE
INSPECTION PERFORMED BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS
ARE USUALLY ONE OF THE TOP
REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS

COULD BE FOUNDATION, ELECTRICAL,
PLUMBING, PESTS, STRUCTURAL, MOLD,
OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

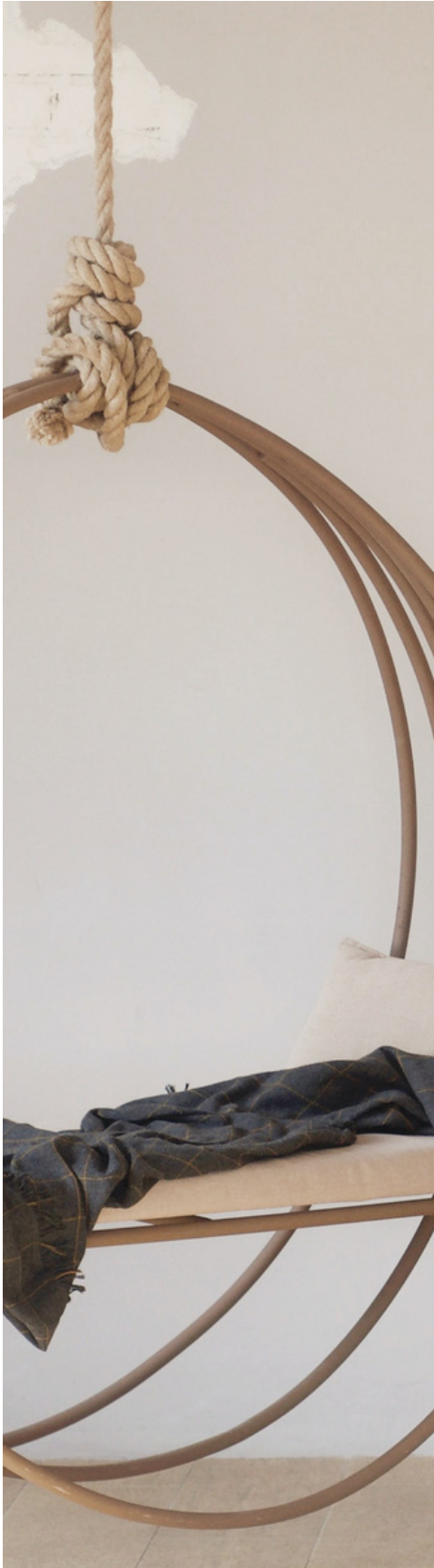
Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS



FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

REVIEWS



REVIEWS



"Darya was probably the best realtor we met here in Ontario, she was very diligent, she knew exactly what our requirement was and didn't want oversell anything. We are definitely going to her when we make our big decision hopefully soon".

Prageeth Mendis

"If ANYONE needs a reliable, professional, and friendly realtor look no further. Darya Strilyana is AMAZING at her job. I was needing to move and she reached out to help. She helped us find our new home and I am very grateful. I'll definitely be keeping her card for the next time I need to move. She's a pro at her job".

Leanne Blair

"Darya helped us find our new home in Barrie. She was professional, thorough and extremely patient with us as we looked at 200+ houses(!!!) in different areas of Simcoe County. She is a trustworthy, no-nonsense realtor. We are very happy with our purchase and grateful to Darya for all the invaluable insights and guidance she provided us. We are recommending Darya's services to our friends and family.

Igor Ivashchenko

"Darya was amazing! I would recommend her to anyone of my friends as and family. She really helped me find the perfect place for me and paid attention to all the details I was looking for".

Dave Carter

"Darya is so easy to work with and she really understands what your looking for. She was great! Very accommodative of how picky I was. She is very professional and I would love to work with her in any of our future findings too".

Shaneka Ekanayake

"Darya went over and beyond in trying to help me find an amazing place. She is the best!!!".

Fyemtapwa Iliya

"My agent Darya was FANTASTIC!! She was able to arrange for multiple showing for me in the evenings when it was convenient for me. She also made some great suggestions for properties that I either hadn't seen, or thought about. This time around, I was looking for a place to rent. When I'm ready to buy, I have already found a great realtor"!!

Bryan Basford



WHAT TO EXPECT

HONESTY & TRANSPARENCY
INTEGRITY
RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST

Darya Strilyana

REALTOR®



647-896-7668 | DS@HOMEADS.CA

HomeAds



FROM LISTED
TO

Darya Strilyand

REALTOR®

647-896-7668 | DS@HOMEADS.CA



HomeAds