

THE ULTIMATE HOME SELLER'S GUIDE

WHAT YOU NEED TO KNOW BEFORE SELLING A HOME



“AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST”

- BENJAMIN FRANKLIN

Attention to detail, keen business acumen, extensive knowledge of the local real estate market and a promise of first class service sets Joette Fielding apart in the highly competitive real estate industry. Together, the team facilitates the successful sale of your home through comprehensive and professional marketing and advertising initiatives that include local, national and global exposure.

Joette Fielding Real Estate Group will give you up-to-date information on what’s happening in the marketplace, as well as the price, financing, terms and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with the least amount of inconvenience to you.

Joette Fielding Real Estate Group will ensure extensive marketing of your home to maximize exposure to other real estate agents and the public. We know when and where to market your property to generate the most interest and potential sales opportunities. When you do receive offers on your home, we will help you objectively evaluate every buyer’s proposal without compromising your goals. Throughout the selling process, we are always available to address any questions or concerns you may have.

We will work for you every step of the way! Our combination of skill, experience, and technology ensures that we can sell your home for the highest possible price and in the shortest period of time. We have the tools to meet the demands of a highly competitive, modern market. We are your community experts!
We look forward to assisting you.

Sincerely,



JOETTE FIELDING
BROKER & TEAM LEADER



A MESSAGE FROM OUR BROKER

Joette Fielding Real Estate Group have established themselves as leaders in the residential re-sale industry—year after year ranking as top producing, award winning Realtors offering a wealth of combined experience and a sterling track record of proven results.

With superior negotiating skills and a commitment to unsurpassed customer service, Joette and her team provide a first-class experience that translates into maximum returns for their clients.

Firmly entrenched online and with social media – Joette Fielding Real Estate Group raise the bar with regards to internet exposure. They offer a comprehensive and strategic marketing package, and are fully networked with top agents across Canada. They ensure that their clients are engaged with a rewarding experience.

Joette is extremely active within her community and feels strongly in supporting many worthy causes and charitable foundations. Her team also donates a generous percentage from every transaction to the Children’s Miracle Network to assist children in need.

Joette Fielding Real Estate Group are recognized recipients of two of the most prestigious RE/MAX sales proficiency awards – the coveted TITAN AWARD and the HALL OF FAME AWARD.

Joette Fielding Real Estate Group assists their clients to realize their goals in Real Estate, and through the process develop meaningful and lasting relationships.

You will be in good hands and well taken care of with Joette Fielding Real Estate Group!

Best Regards,



CLAUDIA DIPAOLO
BROKER/OWNER

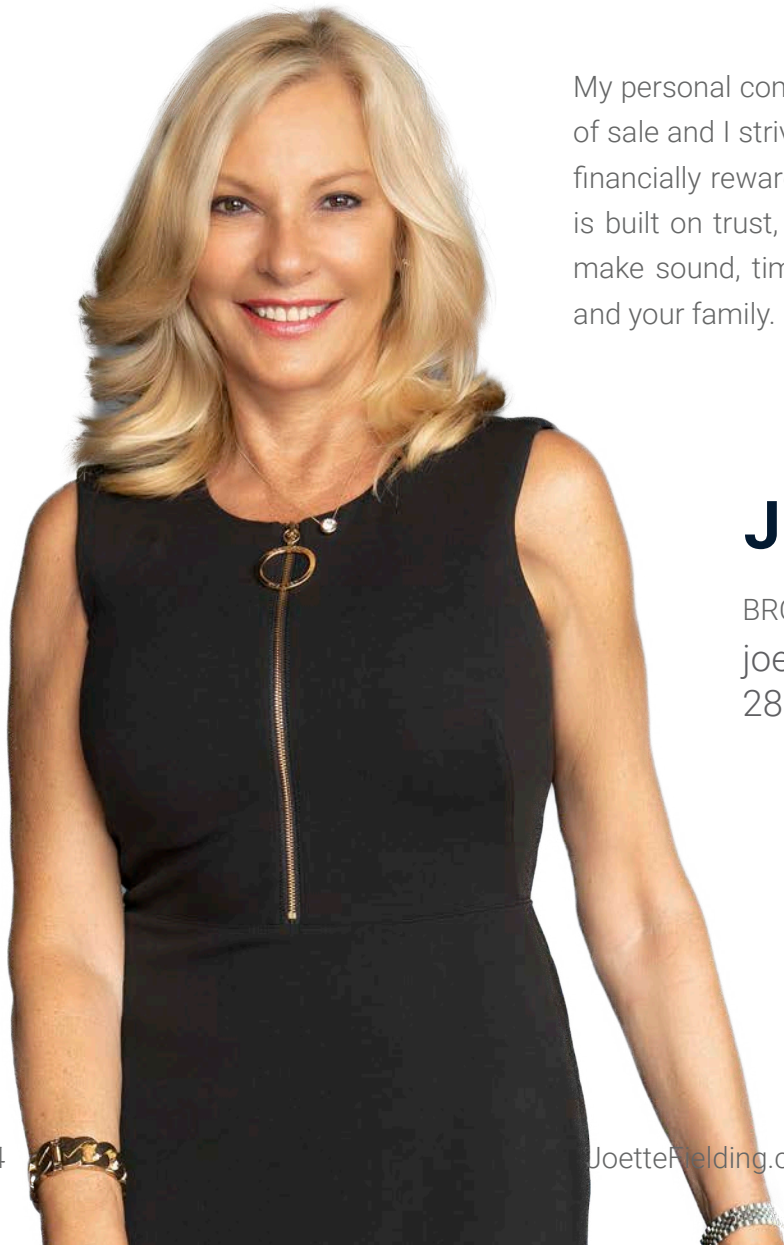
RE/MAX
ABOUTOWNE
REALTY CORP. BROKERAGE. INDEPENDENTLY OWNED AND OPERATED.

REAL EXPERIENCE COMMITMENT ESTATE

As a top-performing realtor for over 23 years and an accredited International Real Estate Specialist, I am very privileged to lead Joette Fielding Real Estate Group. I was born in Western Canada but spent most of my working life in Southern Ontario where I enjoyed many years working for a Fortune 500 Company in Sales & Marketing before pursuing my passion for Real Estate.

I am proud to have led Joette Fielding Real Estate Group to achieve the Chairman's Club Award & Titan Club awards. I've also been privileged to earn the Certified Luxury Home Marketing Specialist® designation which is a certification recognized as one of the highest marks of distinction in luxury markets around the world.

THERE IS NO SUBSTITUTE FOR EXPERIENCE!



My personal commitment to you extends far beyond a single point of sale and I strive to ensure that your experience is personally and financially rewarding. Our clients are #1. Our business relationship is built on trust, outstanding service and support, enabling you to make sound, timely and secure real estate decisions for yourself and your family.

JOETTE FIELDING

BROKER & TEAM LEADER

joette@joettefielding.com

289-242-6640

LEADERS IN A GLOBAL NETWORK

We offer broad industry experience and global reach together with the local knowledge and personalized attention made possible by the RE/MAX brand's worldwide network of offices present in over 110+ countries worldwide. RE/MAX brings the world to your door with cross-border capabilities our competitors can't touch.

We are proud to be members of the Cross Canada Referrals (CCR) Network, which is a group of independent top producing RE/MAX Real Estate Agents across Canada. We get many referrals from agents across Canada for Oakville, Burlington, Milton, Mississauga & surrounding areas! We are relocation specialists with outstanding records that make us the no.1 source for your relocation business.

We have established relationships with our trusted service providers from working together for many years. Whether it be a Lawyer, Mortgage Broker, Accountant, Home Inspector, Plumber, Cleaning Services, Electricians, Painters, Landscapers or any service you may require – the list goes on & on. We have services readily available to assist you at your convenience. Whatever you may require...please ask us, we are here for you!

141,998

Associates
Worldwide



8,964

Offices

110+

Countries

SUPPORTING OUR SELLERS

- We provide a comprehensive in-depth **market evaluation** to ensure your home is accurately priced to obtain top dollar.
- We prepare custom, **first class marketing** materials with the highest quality of photography/videography. We showcase your home online and in a luxurious feature book to set your home apart from the rest! Ask us for more details on our strategic marketing plan.
- We provide **complimentary home staging** because we know first impressions are everything! In a competitive real estate market, staging will bring you more money in a shorter period of time.
- We promote your home **locally, nationally, and globally** through a variety of channels, websites, and social media to generate maximum activity and interest.
- We are **seasoned negotiators** that know the market, local trends, and can guide you through your real estate journey with confidence.
- We personally supervise all aspects of the sale process from home preparation & staging, through to final inspection and sale closure.
- You have our promise and commitment to help you navigate the sale of your home easily and stress-free.



SELLING EXPERIENCE

MARKETING

- Professional Photography & Videography/Drone
- Network: Local, national, & global
- Online Exposure: Local, national, global website listing
- Your home on over 50 syndicated websites
- Social Media Exposure
- Email blast



NEGOTIATIONS

- Presentation of offers
- Negotiations & accepted offer

SOLD

- **Sold** sign is up!
- Let's Celebrate!

COMPLETION

- Sign documents & title transfer with lawyer
- Receive funds from sale of your home

1

MEET THE TEAM

- Professional consultation, market evaluation & marketing presentation

2

Enter into agency relationship

- Sign Multiple Listing Service contract
- Sign working with a Realtor Form
- Complete Fintrac Form

3

SHOWCASING

- Advice to optimize showings
- Showing to prospective buyers and agents
- Coming soon promotion campaign

4

5

CONDITIONS

- Inspection and/or Financing Conditions
- Ensure conditions are specific within time frame

6

7

PREPARATION

- Choose a Lawyer
- Arrange a mover
- Cancel utilities
- Redirect your mail
- Start Packing!

8

MARKETING YOUR HOME

HOME STAGING

We commence with a complimentary staging consultation and facilitate access to a host of professional home stagers, general contractors and small repair experts who will showcase your home through the discriminating lens of a prospective buyer.

PHOTOGRAPHY, VIDEOGRAPHY & DRONE

Joette Fielding Real Estate Group utilizes the best photographers, videographers and drone experts to provide both still, HD video, 3D tours and floor plans. We illustrate a “panoramic tour” of the interior, as well as the front and rear gardens. Today’s buyers searching for homes are more likely to watch a interactive video tour than just view photographs.

OPEN HOUSES

The agent open house is a critical tool in the marketing process. We use this occasion to familiarize other realtors within the community about your home, and gain valuable insight to its many features and benefits.

REPORTS

Feedback is provided regularly keeping you informed of home viewings and new listings in your area.

SOCIAL MEDIA

We communicate daily with our clients, friends, and industry colleagues on Facebook, Twitter, Instagram, LinkedIn, and YouTube. We regularly post photos, videos, market information, housing and renovations tips, to keep Joette Fielding Real Estate Group top of mind and your home exposed in real time.

CUSTOMIZED BROCHURES AND DIRECT MAIL

We enlist the creative talents of our copywriters, floor plan, and in-house graphics specialists to display your home in a professionally finished high quality feature book comprised of photos, room dimensions, features and upgrades, as well as a complete overview of local schools and important community information. We also distribute “Just Listed” postcards to the appropriate target market to promote your home.

ONLINE PRESENCE

We understand the importance of showcasing your home online to maximize exposure. Your home will be featured on more than 50 syndicated websites globally.



STAGING YOUR HOME

THE IMPORTANCE OF STAGING YOUR HOME

Professionally staging your home is one of the most cost-effective ways to bring a greater return on your investment. Home staging will assist us in selling your home for the most amount of money in the shortest period of time.

Home staging allows you to emphasize your home's strengths, minimize its less-than-desirable qualities and allow potential buyers to envision themselves living there. Staged homes sell more quickly and for more money than those that are not staged. While home buyers often attempt to stage their homes themselves, professionals have the experience and interior design

knowledge to obtain the desired effect that we wish to achieve in your home and make it look spectacular to buyers.

Joette Fielding Real Estate Group understands that home staging is a smart investment and cost-effective real estate technique. We provide a complimentary staging consultation with one of our professionals as part of our regular listing service. Our home staging professionals know how to make our listings look amazing and simply irresistible to potential home buyers.



CREATING A LASTING IMPRESSION

MAXIMIZE YOUR RETURN

There are many things you can do to increase the appeal of your property and create a lasting impression on potential buyers.

When you take the time to prepare a house to sell properly, you'll reap the rewards. You will sell it faster, for more money and will experience less stress in the process. The key is to be objective and visualize your home through a buyer's eyes. Before you put your home on the market:

DE-PERSONALIZE

Remove personal photos, vacation memorabilia, diplomas and collections. It is ideal for a buyer to be able to envision themselves living in your home.

DE-CLUTTER

Be critical. If it doesn't compliment the space get rid of it. Clear your kitchen counters of just about everything. Clean your closets by packing up out-of-season clothes and old toys. Don't store all your extra stuff in the basement or garage – donate to your favourite charity or rent a storage space if necessary.

MAKE MINOR REPAIRS

Not every repair costs a bundle. Fix as many small problems – sticky doors, torn screens, cracked caulking, dripping faucets, burned-out light bulbs – as you can. These may seem trivial, but these little issues will give buyers the impression your house isn't well maintained.

MAKE THE HOUSE SHINE!

A clean home leaves the impression that the house is well cared for. Everything looks better when spotless. Remember to clean your windows as clean windows let in more light. Wash light fixtures and baseboards and give your stove and refrigerator a thorough once-over. Don't forget to clean your garage too, or hire a service if you have to - it's worth the small investment.

CHECK CURB APPEAL

Clean your front door and if necessary, add a fresh coat of paint. Hang flower baskets or place flower pots near the entrance way for an inviting look. Mow your lawn, rake the leaves, or shovel the snow. Sweep the porch and ensure that garbage, recycling and all toys are tucked neatly away from the front of the house.

REAL ESTATE EXPERTS

WE ARE LOCAL...

When we say we're your local real estate experts, we mean it. We know all the local trends, hidden gems and can guide you through your real estate journey with confidence. Our strong ties and our in-depth understanding of local communities creates a unique, valuable perspective that we'd absolutely love to share with you.

We service Oakville, Mississauga, Burlington, Milton and surrounding areas, offering a wealth of experience and proven results, assuring our clients a distinct competitive advantage!

We've sold hundreds of homes and we would love to sell yours, too! It would be our sincere privilege to sell your home.

WE KNOW  REAL ESTATE



WE LOVE KEEPING OUR CLIENTS HAPPY

TESTIMONIALS

Joette Fielding Real Estate Group has made the sale of our home truly an unexpectedly wonderful experience. The team does work as an organized and professional group where you can see how the teamwork produces results. We'd like to thank Joette and her team for the all out effort in selling our home within days.

- VIGEN & ANITA

We were very impressed with Joette and her team's professionalism, enthusiasm, and knowledge of the Real Estate Market. Our home was artfully staged and the subsequent beautiful photo book showed its unique character. The scope of advertising the sale of our home was very extensive nationally and internationally. We appreciated Joette's support and positive attitude during the selling period. We would highly recommend Joette Fielding Real Estate Group.

- DON & MARY ANN

Selling your family home can be a stressful and emotional experience. Joette Fielding Real Estate Group made it so easy and trouble free from start to finish. We were thrilled to sell our home within 2 weeks for 98% of list price. We highly recommend Joette Fielding Real Estate Group if you are considering buying or selling a home ...They are professional, knowledgeable and a pleasure to work with. Thank you for making the sale of our long-time, family home a pleasurable experience!

- BRAD & LISA

This is the second time we have used Joette as our agent and our experience was even better this time around. We had reached out to Joette a year ago when we first started thinking about moving and during that time she unfailingly answered every email, text or VM we had with questions even though our sale might have been months away. When we did decide to list, Joette was first rate in discussing when and how best to list, showing the incredible materials to be used, helpful advice on staging and then the assistance for any showings and open houses. Finally, when it came time to accept our offer, she provided invaluable advice on how we could best maximize our sale. Simply put, she made a stressful experience as easy and as comfortable as possible. We hope this is our last move for a while but if and when we move next, the ONLY option for us (and you) should be Joette Fielding & Team.

- TODD

Selling your home is a very personal and stressful event but our experience with Joette Fielding Real Estate Group was wonderful. Joette Fielding's marketing skills, the photography, staging and everyday helpful assistance in selling our home was superb. Our thanks go out to her and the team in selling our home over asking and quickly.

- PETER & BONNIE

Over the last five years I have had the pleasure of listing properties with Joette and her team 3 times. I have grown to appreciate Joette's exceptional expertise and customer service...she came through for me on each and every listing. Joette and her team have always kept me well informed at each phase. They have all gone out of their way many times to accommodate me... including some of my unusual requests. I am very thankful I was given her name as a referral over 5 years ago. I give Joette Fielding Real Estate Group a full five star rating and would recommend anyone in the Oakville area interested in listing a property to contact her.

- STEVE



Proud Sponsors of the Children's Miracle Network

Joette Fielding Real Estate Group donates a generous percentage from every transaction to the Children's Miracle Network Sick Kids Hospital to assist children in need with support and medical bills.



**Children's
Miracle Network**

SickKids[®]



PREPARING YOUR HOME FOR SALE.

CHECKLIST

With buyers, first impressions count! A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Here is a check list that will help you to get top market value:

GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten door knobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped or peeling paint
- Repair cracked plaster
- Repair leaking taps and toilets
- Replace broken tiles

SPIC AND SPAN

- Shampoo carpets
- Clean washer, dryer and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathroom(s)

CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walk and driveway of leaves
- Repair gutters and eaves
- Touch up exterior paint

THE FIRST IMPRESSION

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware

THE SPACIOUS LOOK

- Clean stairs and hall
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy
- Pick up things from off the floors
- Put as much away into cupboards or closets as possible
- Ensure there are no clothes that are not put away in dressers/closets

THE BUYING ATMOSPHERE

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors



REAL ESTATE GROUP

RE/MAX ABOUTOWNE

RE/MAX ABOUTOWNE REALTY CORP, BROKERAGE
INDEPENDENTLY OWNED AND OPERATED
1235 NORTH SERVICE RD. W., SUITE 100
OAKVILLE ON, L6M 2W2

Office: 905-842-7000 | joettefielding.com | Direct: 289-242-6640

