



Our Listing Process



1. Tour of your Home & CMA

The process starts with a tour of the home to prepare any notes and documents needed for the listing. We want to know all details about the property so we can properly market the property towards potential buyers. We also present sellers with a Comparative Market Analysis that will give sellers a general idea of where their house should be positioned in the market.

2. Listing Documents

We send all listing documents well in advance to the seller so they have an appropriate amount of time to read and review all the important documents and we are able to answer any questions or concerns prior to the paperwork being signed.



BURLOAK REAL ESTATE SERVICES
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Represents the top two per cent of
Royal LePage REALTORS® for the sales year.

3. Prepare your Home

After the tour we may have notes for sellers to make some adjustments to their home to prepare it for pictures and showings. We categorize the list for items that need to be done specifically for pictures and how the home should stay during the showing process. This is a critical step so the property can make a great impression to potential buyers.

4. Lockbox, Pictures & Sign

Once the house is ready, professional pictures will be taken for the online listing as well as all marketing materials. A lockbox is installed so that the photographer can access the home as well as for agents to access for showings and a for sale sign installed on the lawn as another way to advertise. This process is standard, however, if sellers aren't comfortable we are happy to make adjustments that fit the sellers needs.

PAOLO ZULIAN & ISABEL ZULIAN

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5. Listing Exposure

We are full members of the Realtors Association of Hamilton–Burlington (RAHB) and the Toronto Real Estate Board (TREB), once the property is listed online it will be instantly viewed by over 50,000 realtors across the GTA and surrounding areas. We advertise on our personal Instagram and Facebook, and our brokerage advertises on Brokerbay and the National Royal LePage Network. We also personally email the top producing agents that work in our area.

6. Showings & Feedback

Sellers will submit contact information that our Brokerage will use to process showing requests once the listing is live. Sellers have the option to have text, call or email requests for each showing and our brokerage will require your confirmation. Once a showing has happened we reach out to agents to get feedback, depending on that feedback we make adjustments.

7. Offers

We remain in contact with any and all agents that have buyers that are interested in the property. Once an offer is registered we immediately notify all showing agents. This could then trigger a ripple effect with multiple agents registering offers (depending on the market). We will then present the offer to the seller, we can either accept, sign back or let the offer expire.

CONDITIONALLY SOLD: Offers usually come with one or two conditions. If an offer is accepted with conditions the buyer has x amount of days to either get financing in place or a home inspection done, review a status certificate, etc. The condition has to be waived prior to this period ending for the home to be officially sold.



After a home closes we want our clients to know that we are still here for their interests.

MULTIPLE OFFERS: If we receive multiple offers during this process, we have an offer summary document that highlights the main elements of the offer such as price, closing date, deposit and conditions to make it easier and less overwhelming for our sellers. With our advice this allows our sellers to make an informed and confident decision for which offer they should choose.

8. Pending Closing Day

Between the offer getting accepted and the closing day, months could pass by. During this time period there can be a lot of correspondence between both parties for revisits, furniture resale and many other reasons. We are here for our sellers during this time period to make sure the transition from selling their home to closing day goes as smoothly as possible.

9. Client After Care

After a home closes we are want our clients to know that we are still here for their interests. Whether it is us tapping into our network of trades or associates to help with renovations or repairs or providing any advice they need regarding their next steps. Our service does not stop after the contract is up.

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