

OUR LISTING PROCESS

For our clients we offer a very collaborative and customizable experience. Below is our standard timeline for listing properties, however we are happy to make adjustments to fit our sellers individual needs.

1. TOURING YOUR HOME

We start our process with a thorough walk through of your home. This provides us with every detail we need to properly market your home.

2. LISTING PAPERWORK

We send a preliminary paperwork package of all the mandatory documents required when listing a property on MLS. This gives the seller time to read and review all documents so we are able to answer any questions or concerns they may have prior to signing.

3. PREPARE YOUR HOME

After the tour is complete we send a list of suggestions (if any) for what needs to be done in order to make a great first impression. We categorize the document for what should be done for picture day and for how the condition of the home should stay during showings.

4. CMA & PAPERWORK SIGNING

Once we have a better understanding of the property we will provide a comparative market analysis that will show a seller where they should be positioned price wise in the market. During this time we will also finalize any remaining details and have the paperwork signed.

5. PICTURES & FLOOR PLAN

Once the house is ready we organize professional pictures, video and floor plans to be completed. This is an essential step to help market the property.

6. LISTING EXPOSURE

Once the property is listed online it can be viewed by over 50,000 REALTORS across the GTA and surrounding areas. A seller can opt in to DDX&IDX which gives their home national exposure through third party websites such as Realtor.ca. We post all listings on our Instagram with an average monthly exposure of 2.5k views (as of March 2026). We also personally email local top producing agents.

7. SHOWINGS & FEEDBACK

Our brokerage will process showing requests once the listing is active. Sellers will have the option to receive emails, texts or calls. When a showing is requested it will require confirmation. Once a showing happens we are prompt at asking for feedback. Depending on showing activity and feedback we make the necessary adjustments to get the house sold, it takes 14 days or 14 showings!