THE SELLER GUIDE

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Realty Brokerage

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WORDS OF WISDOM

TIPS FOR SELLING IN A CHANGING MARKET

If there's one thing we know for sure, the real estate market is always in flux – for better or worse – but it always balances out eventually. However, most of us can't afford to wait for a "perfect" market to sell with confidence. This is exactly why the skills of an experienced agent are imperative. You're about to sell your largest asset. The experience should be hassle-free, enjoyable and you should feel confident that your Realtor is ready to take on the market no matter what state it's in. In preparing to sell, make sure you do your research. The very first step is finding the right agent.

KEYS TO SUCCESS

NAVIGATING THE MARKET

In order to achieve the best results, it's important to have an experienced Realtor who has navigated the industry through different market cycles. Every market is different and they need to know how to price accordingly given the current climate. Their experience is crucial to recognizing trends and understanding how the market will respond.

LOCAL EXPERTISE

A great agent won't fall victim to the media's B.S. which typically generalizes the market by focusing on national statistics. Your agent should be looking to local comparatives pertaining to not just your city but to your specific neighbourhood. Focusing on these aspects helps gear their pricing strategy to best serve your property.

STRONG STRATEGY

Depending on the type of market you're in when you sell, a great listing agent will have the experience, knowledge, and authority to create a strategy that will earn you the best possible price. Their role is to defend that price and the integrity of your property. Years of experience and tough negotiation skills are crucial. While Realtors can't predict the future, a great agent should know how to react and when to react. If your property isn't selling, a new strategy might be needed and your agent needs to know when it's time to try something different.

FIRST IMPRESSIONS IN THE MARKET

Be sure to visit a Realtor's website or social media to see how they present their listings. You'll want to consider how they'll go about marketing your property. Whether it's complimentary staging or suggestions on how to improve your property before listing, your Realtor should have ideas on how you can make a better first impression. A great first impression – especially through photography – is key, especially in a changing market where your property needs to stand out amongst increasing competition.

LISTING WITH THE PIERRE CARAPETIAN GROUP

Pierre is passionate about using real estate to not only sell your home, but also to use it as a means of building wealth and ensure your financial independence.

Pierre knows how to listen and understand your needs and concerns. He will create and execute a strategy tailored to your property to earn you top dollar. Selling your property is not just about listing your property on MLS. You need a real estate agent who is an expert negotiator. You can say something that will change the entire landscape of the negotiations and knowing how to do that is a combination of experience and an innate quality that can't be taught.

With over 12 years experience, his personal success in real estate began when he was 18 and purchased his first home. By the age of 23, he had six investment properties in his portfolio. Now, as a professional real estate broker, he's built upon those excellent investment returns and has helped hundreds of clients make smart real estate decisions as well. Let Pierre guide you to the same real estate success.

"

I KNOW WHEN TO PUSH THE BOUNDARIES FOR WHICH PRODUCT AND I KNOW HOW TO PRICE FOR TOP DOLLAR.

LISTING WITH RE/MAX HALLMARK

WHEN YOU WORK WITH RE/MAX HALLMARK, YOU'RE WORKING WITH CANADA'S LEADING REAL ESTATE ORGANIZATION

RE/MAX HALLMARK REALTY LTD.
Brokerage, Independently Owned and Operated | RAISING THE BAR

We are extremely proud of our industry and take on the responsibility of helping to grow our industry in the heart and minds of our consumers. We expect and deliver professional service and care to everyone we are privileged to serve.

We make a difference in our communities. We are engaged, making a difference in every way we can. Our realtors and staff raise over $250,000 annually in support of various initiatives—as close as your neighbourhood and as far away as needed.

University scholarship program for first year students

SickKids®

#1 CMN contributor in support of Sick Kids Hospital

Donations to various charities in our communities

#1 Brokerage in the City of Toronto based on the number of units sold

9 GTA office locations to conveniently serve you

Strong online presence from the web and social media

More properties listed than any of our competitors

PRICING STRATEGY

THE MARKET IS ALWAYS CHANGING

In order to achieve the best results, it's important to have an experienced broker who has navigated the industry through different market cycles. With Pierre's experience in the industry, not only does he know how to strategize accordingly, he has sold virtually every facet of real estate from condos, income properties, pre-construction and commercial.

Every market is different and you need to know how to price accordingly given the current climate. Experience is crucial to recognizing trends and understanding how the market will respond. Pierre creates a custom strategy for each property to ensure his clients see rewarding returns.

EVERY PROPERY IS DIFFERENT

The strategy to sell a particular property varies from one to the next. Not every property is going to be a bidding war. It's a common misconception that in Toronto's market a bidding war is the only approach. With the current market the way it is, Pierre's pricing strategy will garner far better results than someone who is using outdated tactics.

In addition to a skilled pricing strategy, Pierre and his team create a marketing plan that suits your property. They make your listing accessible and attractive by creating custom marketing materials, using social media and a large marketing network as a way to ensure your property gets all the right attention.

"

MY OBJECTIVE IN EVERY SINGLE TRANSACTION IS TO ACHIEVE THE BEST POSSIBLE OUTCOME FOR YOU. I DO THIS BY PUTTING YOUR INTERESTS FIRST.

MARKETING STRATEGY

DEDICATED MARKETING TEAM

We're always looking to be on the cutting edge of technology and innovation to ensure your property gets the best attention. Our team is dedicated to using the most innovative, forward-thinking technologies and solutions to ensure your property has the most visibility.

From stand-alone websites to social media press, whatever channel it takes to ensure you are satisfied with your advertising and marketing we take the extra steps to get you there. This marketing approach, combined with Pierre's expertise in negotiations, pricing and strategy will make the difference in getting the attention your property needs to sell for top dollar.

In depth competitive advantage analysis

Recommended strategy timeline of events

Professionally designed marketing materials

Dedicated website for your property

Ongoing communication and feedback

Continuous neighbourhood market monitoring

STAGING

Sellers who stage their property automatically have a strong competitive edge. From the second the front door opens to prospective buyers, the property is ready to impress and command attention. We take the stress out of selling your home by offering **complimentary staging*** and we'll handle the complete project for you from start to finish, in the least amount of time.

LISTING SERVICES

MARKETING

Customized Strategic Planning and Marketing

Pricing Strategy

Expertise in Offer Negotiations

Complimentary Staging*

Broker Open Houses

CREATIVE

Custom Designed Marketing Materials

Professional Photography

Dedicated Property Website

PERKS

Top GTA Office with Worldwide Exposure

Client Giveaways

Access to Large Referral Network

24/7 Service and Attention

*some conditions may apply

FULL SERVICE TEAM

CONCIERGE SERVICES

When you list with the Pierre Carapetian Group, you get the highest level of service. We do everything we can to make selling your home a positive and hassle-free experience. We are here to alleviate stress and give you peace of mind knowing that all of the details are taken care of. From staging and cleaning services to customized timeline of events so you're always up-to-date throughout the process. You'll also gain access to our amazing network of professionals from contractors and home inspectors to mortgage brokers and lawyers. Our team is here to assist you with all of your real estate-related needs. There's nothing we won't do for you.

WE'LL MAKE YOUR MOVE A BREEZE

Once your property is sold, we set you up with **Move Snap**, a centralized service that helps organize all of the steps affiliated with moving. This incredible service helps keep you organized and tracks your progress leading up to and during your move.

- ARRANGE MOVERS
- CHANGE YOUR ADDRESS
- MOVE YOUR UTILITIES
- DECLUTTER YOUR HOME
- TOSS/DONATE THE JUNK
- PACK YOUR STUFF

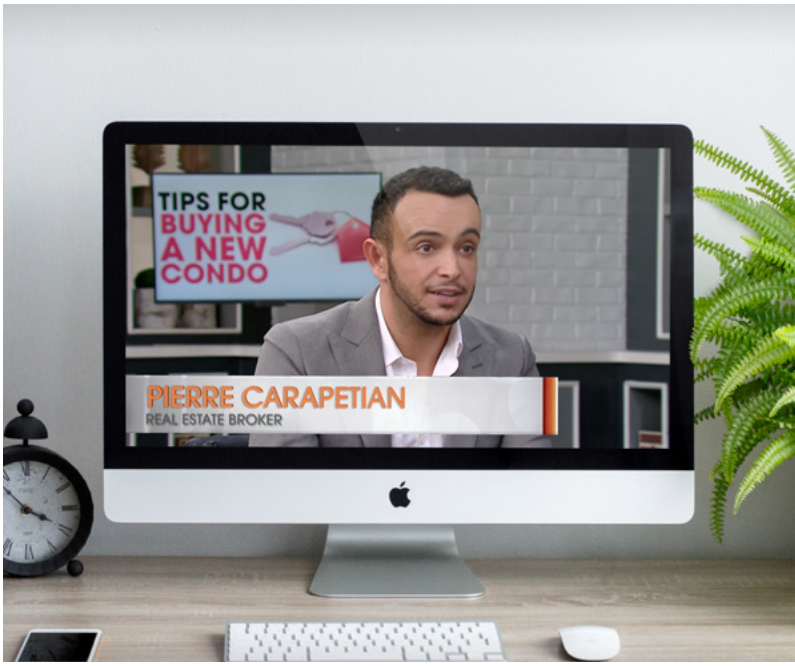
LET OUR KNOWLEDGE AND EXPERIENCE WORK FOR YOU.
CALL OR EMAIL US TODAY ABOUT SELLING YOUR PROPERTY.

GET IN TOUCH

INDUSTRY EXPERT

YOU'RE IN GOOD HANDS

Pierre's expertise in the real estate industry has earned him a reputation as a go-to pro in the market as well as in the media. In addition to appearing on two seasons of HGTV's *Big City Broker*, Pierre was the resident Real Estate Expert on the highly popular CBC series *Steven and Chris*. You can see some appearances on our **Media Page.**



Pierre continues to be one of Toronto's most trusted Real Estate experts. Here are just a few of the reasons why:

Top 100 Agents in Canada

#1

Top office in the GTA

Expert Negotiating Skills

Over 12 years of experience in the Toronto Real Estate Market

Every 3.4 days we sell or lease a property

TESTIMONIALS

Pierre's dedication to helping me find my dream home was exceptional and unlike any of the experiences I've had in the past. His strong knowledge of the real estate market along with his objective and transparent perspective made the process easy and fun! I already look forward to working with Pierre again and can't thank him enough for the wonderful experience!

DR. DOREH BEHZADPOOR, B.SC., D.D.S.

We continue to be impressed by Pierre's ongoing service–always making us aware of lucrative opportunities in the marketplace. His approach mirrors that of an investment portfolio manager, ensuring that we assess both the short and long term potential of all our real estate investments to make well-informed decisions.

GABE AND ADAM

Pierre has been invaluable in helping us both buy and sell our home multiple times. What is unique about Pierre is that he has a vested interest in building a long term relationship with you. Pierre delivers on all the other skills and services that you expect from a best in class real estate agent and we would highly recommend his services.

VIC AND NAZMIN

LEARN MORE

We believe knowledge is power. Our blog is a great resource to educate yourself on the Toronto real estate market. Here are a few articles to check out before you sell your home.

- The Key to Selling Your Home in a Changing Market
- Top 5 Reasons to Sell with an Agent
- Downsizing: A Buyer's Guide to Condo Living
- 6 Things Toronto Home Sellers Wish They Knew

LIST WITH US TODAY

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