

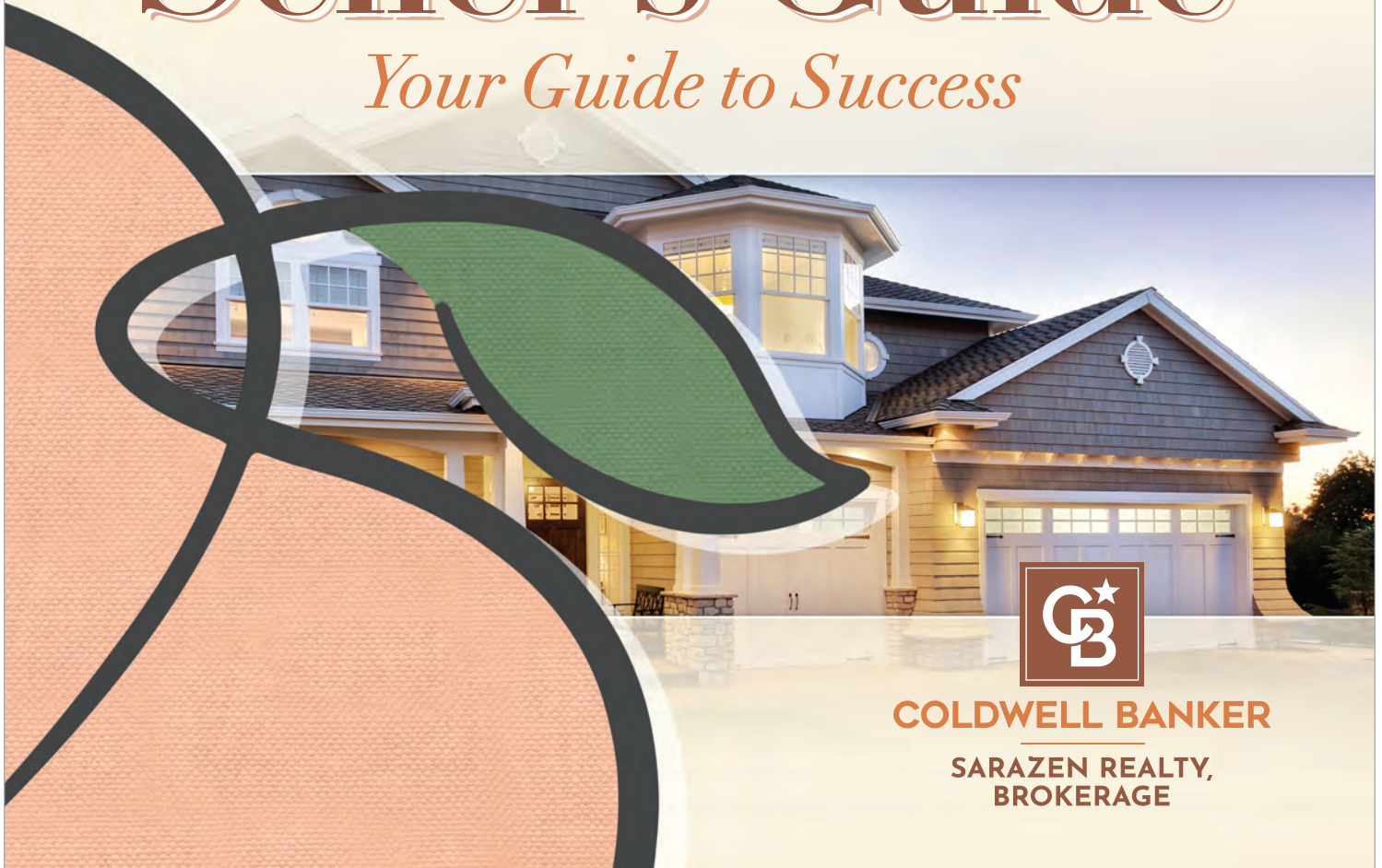


PEACH TREE TEAM

EMPOWERING YOUR JOURNEY

Seller's Guide

Your Guide to Success



COLDWELL BANKER

**SARAZEN REALTY,
BROKERAGE**



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Welcome

Home is more than just a physical space



It's where countless memories are created, where moments with loved ones are shared, and where you feel the most comfortable. However, when it comes time to sell your home, it can be a daunting and overwhelming process. This can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting. From staging your home, to finding the right buyers, negotiating the best terms for you and creating a smooth close, this booklet will be your guide.



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Coldwell Banker

Nobody sells more \$1 million+ homes in the world

92,000

Agents

3,100

Offices Sales

\$246.1B

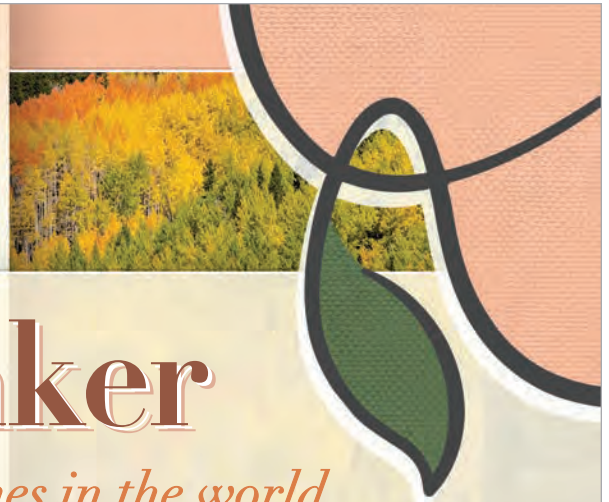
Volume Closed

709,115

Units

Coldwell Banker Real Estate had a hand in inventing modern-day real estate. Founded in 1906 on the principles of honesty, integrity, and always putting the customer first, we changed the industry then, and continue to do so today. Through non-stop innovation and forward thinking, the Coldwell Banker brand has grown to become one of the most well-known and trusted names in real estate around the globe.

Today, there are more than 92,000 agents working out of 3,100 Coldwell Banker offices in 44 countries & territories. Coldwell Banker Canada operates from approximately 2000 locations across Canada. We are one of the largest international Brokerages real estate brands, have the biggest online presence and more sales of properties over \$1 million of than any other brand in the world.





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Georgia Carrol

About me

Director

*on the Ottawa Real Estate Board
2024-2025*

Committee Member & Chair

of OREB YPN Committee 2020-2024

Top 10

*of all Sales Representatives at Coldwell
Banker Sarazen 2024*

Top 10%

*of Coldwell Banker Agents
Internationally 2024*

Top 21%

*of Coldwell Banker Agents
Internationally 2023*

Top 10%

*of Coldwell Banker Agents
Internationally 2022*

I am a third generation Ottawa Real Estate Sales Representative. I guess you could say real estate is in my blood. Helping my clients learn about and navigate the market has been a passion of mine since 2016. I was able to start in this industry with the direct mentorship of my father, allowing the opportunity to learn the ropes quickly and effectively. With him wanting to take a step back in his career and with me wanting to take over the world, it became the perfect passing of the torch moment.

My passion for real estate runs deep and is something I aim to foster and share throughout the entirety of my career. From 2020 to 2025, I proudly served as a committee member and past Chair of the Your Professional Network (YPN), and I had the privilege of serving as a Director on the Ottawa Real Estate Board in both 2024 and 2025. I believe that being involved in our industry is essential to its continued growth and strength. I truly love what I do—and the most rewarding part is connecting with incredible people like you.

Jess Dinardo

Managing Partner, Realtor® (ABR, CNE)

Jess brings a wealth of knowledge and a robust skill set to every transaction. At the heart of Jess' philosophy is a commitment to treating every interaction with the utmost dedication and attention— it's not just about doing one thing well, but about doing everything with excellence. This approach has shaped her role as not just a Realtor®, but as a true partner in the real estate process.

Why hire the Peach Tree Team?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and expertise to the table. When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. As a team we build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing. Our job is to get you the best deal and often times that is through leveraging our combined skillsets.... **and networks.**



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Successful

Selling Process

We know that selling a house can be stressful...

But it doesn't have to be! Instead, it can be the beautiful start to a new chapter: the reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and streamlined systems, we take the stress out of **sold**.

Let's be honest, moving to a new home should be **exciting!**

1. Listing Consultation
2. Get the home ready for market and finalize list price
3. Professional staging, photos & videos
4. Online debut - listed for sale
5. Open house and offer presentation
6. Close on the house (Yay!)



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Consultation

Making your selling journey as smooth as possible

Let's get started by diving deep into your objectives and concerns. Before we chat, take a moment to reflect on your priorities.

Now, onto the exciting part! I have some fantastic resources for you to reference, including a comprehensive marketing campaign overview, a detailed breakdown of our social media strategy, and a comparative market analysis. This information will give you a clear picture of what's hot (and what's not) in your area.

Before our appointment, think about a few things:

What's the timeline for your move?

What's your ideal outcome from selling your home?

Are there any worries you have about selling your home?

Jot down these thoughts and let's discuss them in detail during our chat!



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What to Expect

Our Timeline

Initial Assessment

We'll conduct a thorough review to evaluate your property's current condition & identify areas that require improvement or preparation. During the assessment, we'll also discuss any known history of your home during your ownership.

Comparative Market Analysis

We'll analyze the details and prepare a comprehensive report comparing your property to the hottest sales in the area. Additionally, we'll offer tailored recommendations specifically for your place, making sure it's an absolute showstopper and provides the best value for your investment.

Document Preparation

It's important to gather some key information. Make sure you have your current tax bill, average utility costs, and any mortgage amount and liens or unpaid taxes on hand.



Additionally, prepare any relevant home documentation, like invoices or proof of maintenance services. This could include furnace maintenance records, contractor invoices for renovations or roof repairs, receipts for appliances, and more.

Review and Sign Exclusive Listing Paperwork

While the home is being prepared, we will review and sign Exclusive paperwork to allow us to represent you and your best interest.

Home Preparations

We provide you with a personalized list of home recommendations, which we'll review together to prioritize and ensure feasibility. A staging consult will be scheduled, and we'll assist with any further necessary preparation based on their recommendations. A final deep clean will be scheduled prior to staging to ensure your home is presented in the best possible light.

Schedule Marketing

Schedule the staging day once the home is fully prepared. Book the video and photography session either on the same day as the staging or the day after.

Time to launch your listing!





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The Basics

Increase home marketability & value by 3% to 5%!

It's all in the details!

- Clear All Counters (bathrooms, kitchen, dressers, tuck small countertop appliances away, etc.)
- Replace all burnt out bulbs
- Wipe down all blinds
- Refresh trim (dust/paint touch-ups)
- Clean windows inside and out
- Clean inside and outside of appliances
- Dust lighting fixtures

Your final clean is on us!

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.



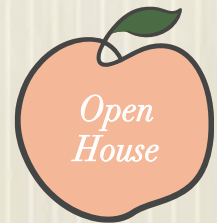
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Marketing Process

First impressions are everything

When taking a home to market, it's imperative to have an immersive **and all inclusive** marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums, in its best show stopping condition.



Did you know?

- The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.
- It is important that we create a strong online presence with beautiful marketing to create a great first impression and to get people through the door.
- Beautiful staging, photography and videography, has never been more important.
- Staged and well prepped homes **sell 72% faster** than those without.



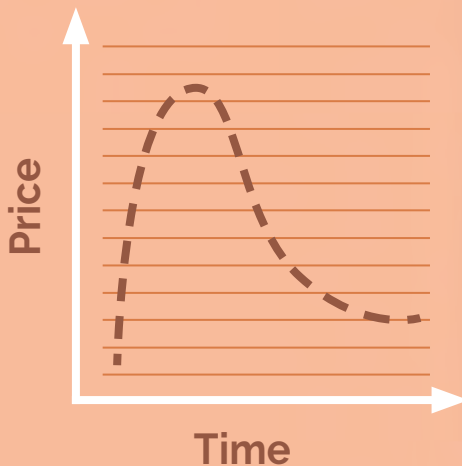
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Pricing Your Home

Pricing your home right is key

Showings



First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your bottom line.

If you price too low, you risk not getting as much as you can for your property. Price too high, and you risk losing potential buyers who may think your property is out of their price range, and you simply help competitive properties sell faster.

Pricing your home right the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.



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The Bottom Line

Consider this when calculating your bottom line

Legal fees: Varies between \$1,000-\$2,500 per transaction

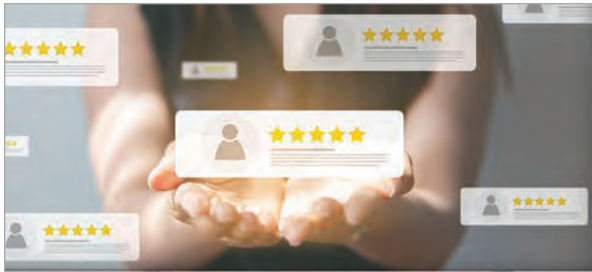
Mortgage discharge fees: Be sure to check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. Some lenders charge a discharge fee to remove the mortgage from title. There could also be an interest penalty if your mortgage is a closed term.

Disbursements: Your lawyer may have other expenses such as copies, couriers, registration fees and preparing document transfers. Disbursements, as these are called, can range upward of \$500 to \$800, but can often be built into your legal fees.

Adjustments for utilities, mortgage interest and property taxes: The lawyers will arrange for a final meter reading of your utilities on closing, however, your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest and property taxes will be adjusted for on closing.

Moving costs: Budget for packing supplies, movers, locksmiths, cleaners and miscellaneous repairs.

Closing costs: Budget an extra 1.5% of purchase price for closing costs (on top of commission).



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Testimonials

What others are saying...

"Look no further than Georgia Carrol and her team for your realtor needs. She's exceptionally attentive, personable, knowledgeable, and comes with an entire support team of vendor (referred as needed).

She expertly guided us as "first time home-sellers", providing valuable advice about the sell and buy sides of our case, while grounding us by setting proper expectations on the process. It's clear she cares about her clients as well as her work, as demonstrated by her obvious passion for it. **Highly recommended!"**

~ Andrew & Emily ★★★★★

"My mother lives in a retirement home and I needed to sell her house, which was a massive project. Georgia had a vision from Day 1 and laid out the steps to achieve a TV worthy makeover. With her project management skills, connections within the industry, and her boots-on-the-ground help, we transformed the home into something I've only seen in magazines. Her use of professional staging was the icing on the cake, and I believe it made the difference in the final sale price, which she skillfully determined using both current and historic data.

She was also incredibly patient with my mother, and took the time to explain everything to her. Agents today need more than just real estate knowledge; they need to be skilled in design, data, social media, and client service. And Georgia nails it. **10/10 Recommend."**

~ lone, J. ★★★★★



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Let's Chat...

Georgia Carrol, Team Lead

I recognize that this process is more than just a financial transaction. As your partner, I pledge to lend my expertise and prevent any possible hiccups that may arise. My team's proactive approach guarantees that we will stay in touch with you on a weekly basis, as we work together to overcome any obstacles that may stand in the way. You can depend on my trademark honesty and creative problem-solving skills to help you achieve your goals.

With Gratitude,

Georgia



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Georgia Carrol

613.808.8235

georgia@peachtreeteam.com

Instagram

[@ottawarealtyexperience](https://www.instagram.com/ottawarealtyexperience)





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613.808.8235

georgia@peachtreeteam.com

Instagram

@peachtree.team

1090 Ambleside Dr., Unit 108,
Ottawa, ON K2B 8G7



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