



SELLER WELCOME GUIDE

Everything you need to
know about listing your home
with Maison.

MAISON REAL ESTATE CO.



Let's Work Together!

TAKE THE STRESS OUT OF SELLING

Whether you are selling a home in the suburbs or a modern loft in the city, trust that we will go above and beyond your expectations.

From complimentary staging, photography, to fabulous open houses... rest assured your home will stand out from the crowd.

With Brittany's degree in marketing and Marjorie's experience working in the corporate world, we know how to develop a top-notch marketing plan that showcases your home and brings in buyers.

MAISONREALESTATE.CO

Let's Connect



FACEBOOK



INSTAGRAM



PINTEREST



EMAIL



WEBSITE

How Much is My Home Worth?

OUR PRICING STRATEGY

Our pricing strategy is simple – your home is worth what buyers are willing to pay for it.

We will look at recently sold properties and current listings comparable to your house to determine a price point. Getting the price right the first time is the most important factor in successfully listing your home.

Overall, it is our job to provide you with an honest, accurate, yet competitive price that ensures the best chance of earning your home's highest worth.

Pricing Analysis

We complete an analysis for each of our potential sellers that outlines all of the activity in your neighbourhood that affects your home's value.

We will work together to come up with a listing price.

There is no cost or obligation for a pricing analysis!

FREE EVALUATION

Why List With Us?

5 REASONS TO LIST WITH MAISON

ONE

Stress Free Experience

We will guide you through the entire process of getting your home prepared for sale and will do our utmost to make it a stress-free experience. Our team prides itself on providing a boutique style service - from start to finish we will ensure you are treated like a VIP.

TWO

Market Knowledge

Maison agents live and work in the neighbourhoods they serve. We are always keeping an eye on new listings, what is and isn't selling, and the latest news in Canadian real estate. By staying on top of housing market activity we are able to give you an honest and accurate opinion on how to price your home.

THREE

Custom Video & Photography

We ensure your home looks amazing, producing high-quality photos and unique virtual tours. We won't just put together a photo slideshow and call it a tour... you'll get a standout video tour hosted by one of our Maison Realtors.

FOUR

Online Marketing

At Maison, we stay up to date in the latest trends and strategies in digital marketing. We formulate custom marketing plans for every home we list, including a comprehensive digital marketing campaign. With a majority of potential buyers active on social media our techniques ensure your home is presented to the right people.

FIVE

Luxury Open Houses

Our open houses get the right people through your door - we have a 10 step open house strategy that we implement for all of our listings. We also take time to gather feedback and connect with potential buyers so that we can get your home sold!

VIP SELLERS PACKAGE

Includes...

- Complimentary Staging*
- Complimentary Inspection
- Concierge Service
- Complimentary 1hr Home Organization / Declutter Planning Session
- Custom Marketing Plan
- Professional Photography + Videography
- 12-4pm Open Houses
- Custom Designed Printed Brochures + Mailers
- Weekly Status Report
- Complimentary Cleaning Before Staging + Before Closing
- Dedicated Agent To Attend Any Service Appointments

+ MORE

THE SIGNATURE MAISON EXPERIENCE

This is for you if...

you are looking for the complete package. This option includes all of the add-on services we offer. We'll make sure your home looks it's best and gets the most exposure to potential buyers.

How it Works

Once we have a signed listing agreement we will get started on preparing your home for sale. Your dedicated Maison Realtor will coordinate and attend all necessary appointments, from home inspection to photoshoots. We will guide you through the entire sale process – so you can actually enjoy it.

*Complimentary staging applies only to homes that are sold with Maison and is offered in the form of a rebate for the staging cost. This will be applied as a reduction to our commission on closing. The client must pay up front for the cost at booking.

Complimentary staging is for a maximum of 1 month.

If the home does not sell within the first month you have the option to pay for the extra time or we can have the furniture removed for no additional cost.

If you terminate your listing or it expires, you will not be reimbursed for the cost of staging. Staging is complimentary for clients who sell and close with Maison.

INVESTMENT:

5% of sale price + HST
 2.5% Maison agent
 2.5% buying agent

ELITE SELLERS PACKAGE

Includes...

- Professional Photography + Videography
- Custom Marketing Plan
- 2-4pm Open Houses
- Standard Printed Brochures + Mailers
- Monthly Status Report
- Complimentary Concierge To Assist In Booking Add-On Services*

+ MORE

CUSTOMIZE YOUR MAISON EXPERIENCE

This is for you if...

you are looking for a more economical option that still lives up to Maison's high standard. This option is great if you are comfortable executing the tasks needed to prep your home for sale.

How it Works

Once we have a signed listing agreement we will collaborate on an action plan to get your home up for sale. Your dedicated Maison Team Member will coordinate photos, prepare all of the marketing materials, and more.

Elite seller clients are welcome to enjoy any of our add-on services at their own expense - our Maison concierge will be happy to help arrange these services.

INVESTMENT:

4% of sale price + HST
 1.5% Maison agent
 2.5% buying agent

Add-On Services

Services you can choose to pay for a-la-carte if you have chosen the Elite Seller Package.

Prices vary depending on the type, size, and location of your home.
We will provide you with quotes for any services you are interested in.

Home Inspection

Knowing the state of your home before you list it not only makes it more appealing to buyers, it also protect you from hidden issues that may arise after closing the sale. We will connect you with a trusted professional inspector who will do a thorough report.

Cleaning Service

Need some help getting your home photo ready or doing a final clean up before you turn the keys over to your buyers? Our Maison Concierge can help you book a cleaning service that will get your home sparkling clean.

Home Organization

Decluttering and organizing your home makes it look more appealing to buyers and helps make your move less stressful! We can assist you in booking a professional organizer that will work with you to organize your home, donate, dispose of, and consign your unwanted items.

Staging

Staging is a crucial step in improving the marketability of your home. Buyers want to see the potential in a house – often our personal taste and belongings can distract from how great your home is! Staging sets a neutral backdrop for potential buyers to imagine themselves living in your house.

Did you know staged homes sell for 17% more on average than those that are not?

Our Maison concierge can arrange a complimentary staging consultation with one of our trusted stagers, who will provide a plan and detailed cost breakdown.

Something Else?

We would be happy to connect you with one of our trusted service partners. Whether you are looking for a painter, handyman or lawyer... theres no request we can't help with!

Get Started

Ready to list your home?

Click bellow to e-mail us or book your 15-min
consultation.

[INQUIRE NOW](#)

