

# Sellers' Guide



Compliments of:



**Elaine  
Jones**

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**REAL ESTATE**  
ASSOCIATES  
BROKERAGE   
Independently owned and operated

Royal LePage Real Estate Associates  
521 Main Street  
Glen Williams, Ont. L7G 3T1



**Elaine Jones**  
TEAM

Each Royal LePage Realty Office Is Independently Owned and Operated



# OUR TEAM



Elaine is a dedicated Realtor who primarily serves the West Greater Toronto Area and has lived in Georgetown for many years. Strong people skills, integrity and the motivation to help people be happy are the cornerstones of her success. Elaine's primary goals are to exceed your real estate needs and to get you the most for your investment.

As a child, Elaine immigrated to three different countries and has moved a total of 13 times, which helps her understand all of the emotions involved in moving between homes.

Elaine is a graduate of Ryerson University with a BBMD in Business Management and Enterprise Development. She has always been passionate about business and understands the importance of consumer patterns, trends, demographics, marketing and business strategies. Elaine believes in the importance of providing personalized service and she delivers the highest degree of attention to each and every client.



Caitlin Caspar is a driven and enthusiastic realtor who focuses on best serving the West Greater Toronto Area. Caitlin was born and raised in Mississauga and is proud to call Meadowvale her home. With a unique background in the restaurant industry, her experience in customer service and hospitality has honed her skills in communication, building relationships and attention to detail, which she brings to her role as an agent.

Caitlin is eager to utilize her skills and knowledge to help clients on their real estate journey. She has a strong passion for helping people and is committed to providing the top level of service to her clients.

In her free time, Caitlin enjoys traveling, trying new restaurants and spending time with her family.



Kim Stubberfield is the Executive Assistant and Transaction Coordinator to The Elaine Jones Team. Her strong organizational skills, attention to detail and ability to multi-task, assists Elaine in her ever-growing business.

Kim is from the Windsor area and moved to Georgetown in 2005 for her husband's job. Kim is the mom of two sons and a breast cancer survivor. She enjoys travelling, going to live music events and enjoying time with her family.

A graduate of the University of Windsor, she has both a Bachelor of Commerce and Education Degrees. Over the years, Kim has worked in both the accounting and education fields, including as a self-employed bookkeeper.



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TEAM

# YOUR NEEDS COME FIRST

Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

And then, if we could add just one more thing to make this process even better than that, what would it be?

Why is that important to you?







# Here's the Variables that Affect your Home's Value

The best seller is an informed seller. The first step in your home sales process is to understand all the factors that can affect the value of your home. By understanding these factors, you'll set the right expectations about the sales price.

## ***Factor 1 – What is going on with the Market?***

To understand what you can expect from your property sale, you must familiarize yourself with what's happening in the market. It's important for understanding what your home is worth and essential for understanding what properties you'll be able to buy after you sell your current home.

## ***Factor 2 – Location, Location***

Each area or neighbourhood has their own micro market. What's going on in the real estate market might not be reflected in the same way in your local market.

## ***Factor 3 – Fixer Upper***

Buyers in general prefer newer properties to older ones as they are less likely to have issues the buyer might have to deal with in the future.

## ***Factor 4 – Design & Architecture***

As with clothes, some items go in and out of fashion which is true with interior design. Certain furniture and colours at times are more in demand to attract buyers.

## ***Factor 5 – Property Swag***

Double car garage, pool, jacuzzi, finished basement, patio, outdoor kitchen. Some particular amenities might be higher in demand for buyers in certain market areas.

## ***Factor 6 – Size Matters***

Square footage and layout are also essential to the sale price equation. The “flow” of the property has recently been important with buyers seeking easy access from one area to another.

## ***Factor 7 – The Perfect Timing***

Real estate is cyclical. In general, most sellers put their listings on the market in the spring time. Choosing when you list your property is very important as demand differs over the year.



Elaine Jones  
TEAM

# CLEAR COMMUNICATION

My real estate business is built on the concept of putting your needs first. An important part of that means that when you have a question or need support, I'm there.

When you choose to work with me, you can count on open and honest communication – in the frequency and medium (text, email, phone, etc.) you prefer.

## A Simple Value Proposition

At The Elaine Jones Team, we unite our genuine desire to help others with our passion for real estate to make magic happen. We support clients every step of the way with compassion, expertise and the highest degree of attention.

### Here's how you can get in touch with me:

521 Main Street, Glen Williams, ON L7G 3T1

(905) 812-8123 (O)

(416) 951-1633 (C)

(905) 812-8155 (F)

[elainejonesteam@gmail.com](mailto:elainejonesteam@gmail.com)

[www.elainejones.ca](http://www.elainejones.ca)





Elaine Jones  
TEAM

# A BUSINESS BY THE NUMBERS

## YEARS IN BUSINESS:

- Elaine Jones – 11 years
- Caitlin Caspar – 3 years

TOTAL CLIENTS SERVED: 316

REPEAT CLIENTS: 52%

Median sales price:

**\$949,714**

Days on Market

**65 Days**

List to Sales Price Ratio

**90%**



# CREDENTIALS & AWARDS

**2013** Royal LePage President's Gold Award

**2014** Royal LePage President's Gold Award

**2015** Royal LePage President's Gold Award

**2016** Royal LePage President's Gold Award

**2017** Keller Williams Gold Award

**2018** Keller Williams Gold Award

**2019** Keller Williams Double Gold Award

**2019** Keller Williams Top 10 Individual Agent

**2020** Keller Williams Top Sales Award

**2020** Keller Williams Top 10 Individual Agent

**2020** Keller Williams Platinum Award

**2021** Keller Williams Top Sales Award

**2021** Keller Williams Top 10 Individual Agent

**2021** Keller Williams Platinum Award

**2022** Keller Williams Top 10 Individual Agent

**2022** Keller Williams Platinum Award

**2023** Keller Williams Top 10 Team Award

**2024** Keller Williams Top 10 Team Award

**2025 - 1<sup>st</sup> & 2<sup>nd</sup> Quarters** Keller Williams Top 10 Team Award







Elaine Jones  
TEAM

## SENIORS REAL ESTATE SPECIALIST

I am proud to share that I have completed my Seniors Real Estate Specialist Designation! This achievement allows me to specialize in supporting seniors during their moving journey. I understand that the challenges and processes involved can vary significantly for this demographic and I am committed to highlighting the home features that matter most to them and their communities. This is truly important to me.

### Our Plan To Help

- ✓ Assess your home's value
- ✓ Declutter and Downsize
- ✓ Recommend home modifications
- ✓ Market your home effectively
- ✓ Explore financial options
- ✓ Offer a network for professional guidance
- ✓ Highlight the benefits of retirement communities, such as social activities, amenities and support service
- ✓ Prioritize your physical, emotional and mental well-being during the transition
- ✓ Continued support and new friendship
- ✓ We're available to answer any questions with real estate matters





# A PORTFOLIO OF EXCELLENCE



**10 Blue Mountain Pl**  
**List Price: \$2,200,000**  
**Sales Price: \$2,130,000**



**81 Ontario St**  
**List Price: \$1,699,000**  
**Sales Price: \$1,630,000**



**6 Gilmer Crt**  
**List Price: \$929,000**  
**Sales Price: \$929,000**



**1364 Rock Crt**  
**List Price: \$839,000**  
**Sales Price: \$820,000**



**53 Amoro Dr**  
**List Price: \$970,000**  
**Sales Price: \$940,000**



**421-34 Western Battery Rd**  
**List Price: \$625,000**  
**Sales Price: \$600,000**

# THE PROCESS

The real estate transaction is complex— and navigating you through every step of the sale is my expertise.

☐ Initial meeting, walk-through  
and needs analysis



☐ Sign listing agreement



☐ Prepare your property for sale



☐ Launch “Exclusive” marketing  
campaign



☐ Establish a competitive price



☐ Officially list your property



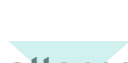
☐ Launch “just listed” marketing  
campaign



☐ Start showing your house



☐ Receive and present offers



☐ Begin attorney review

☐ Negotiate contract



☐ Go under contract



☐ Facilitate inspection process



☐ Negotiate any issues



☐ Oversee appraisal



☐ Coordinate and prepare for  
further inspections



☐ Final walk-through



☐ Close!







# **YOUR CUSTOM MARKETING PLAN**

**Your home is unique – and so is the  
world-class marketing plan employed to  
sell it for top dollar.**





# YOUR CUSTOM MARKETING PLAN

## Exclusive Campaign

- ☐ Walk-through and needs analysis
- ☐ Professional yard signage
- ☐ “Exclusive” email blast to database of over 1000
- ☐ “Exclusive” social media touch on Twitter, Instagram, Facebook, and LinkedIn
- ☐ “Exclusive” callout campaign to highly qualified buyers & agents

## Just Listed Campaign

- ☐ Launch listing on royallepage.ca, MLS and other syndication websites
- ☐ Professional yard signage
- ☐ “Just listed” email blast to database of over 1000
- ☐ Custom landing webpage
- ☐ “Just listed” social media video on Twitter, Instagram, Facebook, and LinkedIn
- ☐ “Just listed” callout campaign to highly qualified buyers & agents

## Just Sold Campaign

- ☐ “Just sold” yard signage
- ☐ “Just sold” email, social, and digital touches



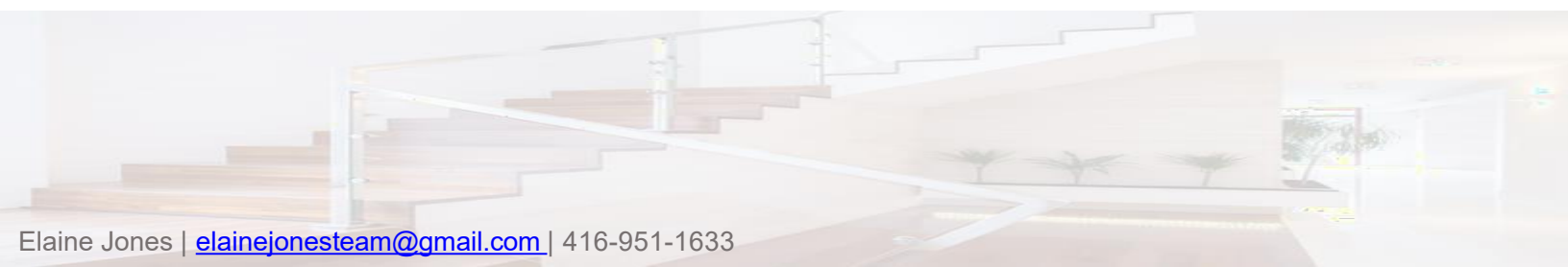
# BROKERBAY



## INTRODUCING **BROKERBAY**.ca

Royal LePage Real Estate Associates is a member of the largest and most prestigious Exclusive Listing Network in Ontario – BrokerBay.ca

Prior to the official launch of your home's MLS marketing campaign, it will be introduced to over 14,000 of the GTA's top agents and beyond on the BrokerBay – Exclusive Network. "Pre-marketing" your property on the network provides invaluable feedback on your home while simultaneously priming the real estate community for the official launch.



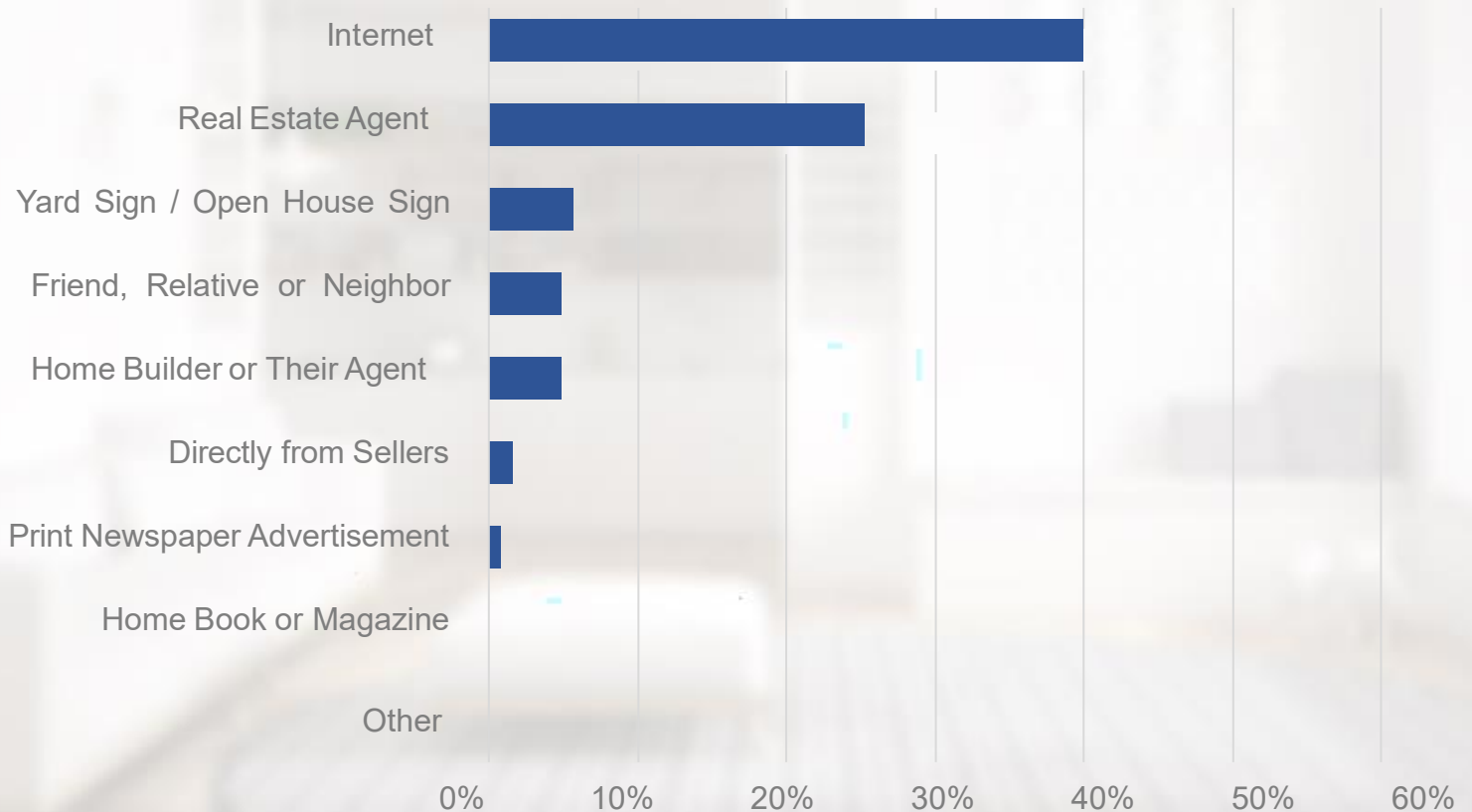


# FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

## HOW BUYERS FIND THEIR HOME

National Association of REALTORS®  
Profile of Home Buyers and Sellers 2024



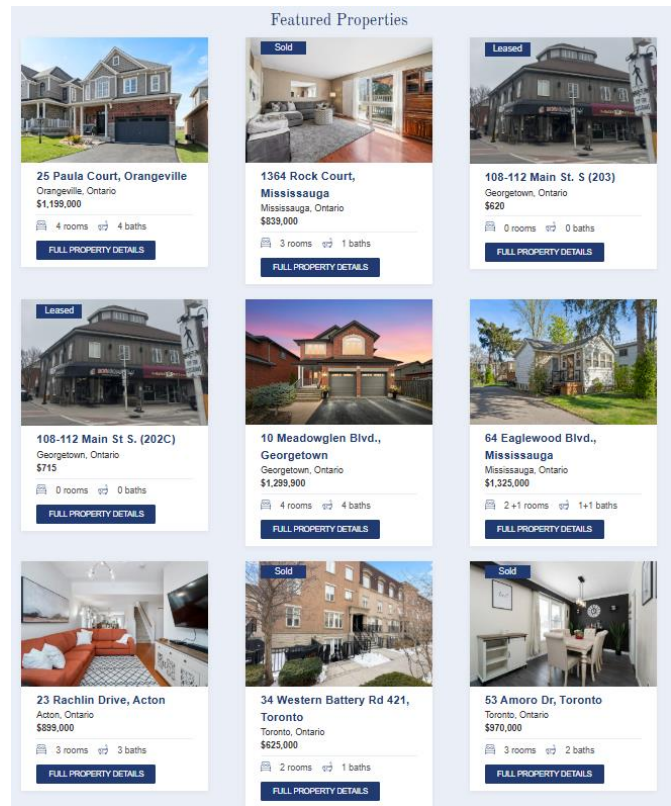


# MARKETING EXAMPLES

## Social Media



## Website



## Google





# THE PRICE IS RIGHT

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings.

A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

**Through my competitive market analysis, I'll help you find the pricing sweet spot for your home.**





## The Final Countdown: Accepting an Offer & Closing the Sale

After you've reviewed the offers, you must decide which offer you'll accept. It's typical for most offers to have a condition. Accepting such an offer means the sale is conditional and the set conditions must be fulfilled by a deadline (typically 5 days) for the deal to close (closing day), approximately 30 to 60 days after the offer is accepted.

### The most common conditions are:

- **Financing:** Buyers meet with mortgage brokers and banks to achieve a pre-approved mortgage loan. Although they have been pre-approved, it is still good to include the condition as the process gets deeper with underwriters for approval status. The offer will fall through if they cannot take out the loan.
- **Inspection:** Buyers can condition the sale with an inspection, done at the buyers' expense. If unsatisfied with the results, they can choose to negotiate work to be done or to walk away from the deal.
- **Selling Of Buyer's Property (SBP):** The buyer will purchase under the condition they sell their current home first. With this condition, you can continue offering your home for sale for approximately 30 more days or more if negotiated. In case another buyer submits an offer during that period and seller is satisfied with it, the initial buyer has the right to firm up their offer and keep the home within a set timeframe (if an Escape Clause exists).
- **Status Certificate (Condo Purchases):** A Status Certificate contains the current state of the condo unit, its financial status and essential details about the building. If the buyers aren't satisfied with what's stated in the Status Certificate, they can choose not to go through with the deal.

Most purchase contracts state that possession day (the day by which you have to move out and hand over the keys to the new owner) is closing day.



# WHAT OUR CLIENTS ARE SAYING

"Elaine is an amazing realtor. 6 years ago I met Elaine and she helped me purchase my first home myself and I decided that she should be the person to help me sell this same home! Elaine and Kim were both amazing from start to finish when selling my house. I was selling in the winter during a quieter time. She made sure to have as many open houses as she could to get as much exposure as possible. In the end, Elaine was able to get my house sold for just under my asking price! Elaine and her team are amazing to work with! Thanks again."

- **Erin**

"Elaine and her team have moved mountains for us! When life's circumstances change, she is always my first call. 4 houses over the last few years within our family and I would not change a thing. Her team has excellent marketing skills and I have never had to question her ability to get our property noticed. From social media to websites, gorgeous photos and flyers and even door knocking in the freezing cold, she truly does not stop until the job is done. We are always well taken care of with Elaine."

- **Stephanie**

"We had a great experience working with the Elaine Jones team to find a new home. Elaine is very friendly, knowledgeable, responsive and a great negotiator! Kim was also very efficient and helpful with sending along contracts and important information. I would highly recommend the Elaine Jones team for all real estate needs!"

- **Cassie**

"Elaine and her team are fantastic! They work around the clock to help you achieve your real estate goals. We had a fantastic experience when purchasing our first home and will 1000% use Elaine and her team again in the future."

- **Kat & Myles**

"Elaine's team took care of everything. From the assessment, followed by staging, then a cleaning team. Our home sold in less than 24 hours. She is professional, personable, with attention to detail. There is a reason her team has as many awards as they do. Highly recommended."

- **Dominic**

"Working with Caitlin from the Elaine Jones Team was a dream! She made the process of us leasing a home for the first time easy, straightforward and kept in contact consistently to ease our worries. I would highly recommend using Both Caitlin and Elaine to buy, sell, or lease your home! They both work extremely hard to understand your needs and make miracles happen."

- **Emily**



**To serve the community as a leader in the real estate industry and as a friend and neighbour**

**To always do the right thing, even if it isn't what is easiest**

**To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small**

**To serve as a trusted local expert and adviser by your side**

**To consistently and clearly communicate with you in the manner and frequency that you prefer**

**To treat you and your family with straightforwardness, integrity, and respect at all times**

**To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond**

**To hold myself accountable to selling your home for top dollar – after all, that is what my business is built on**



**A PROMISE**



# THE BOTTOM LINE

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions – from listing to closing – I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.

