

Sellers' Guide



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elainejones.ca

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.



Elaine Jones
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?





Elaine Jones
TEAM

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
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CLEAR COMMUNICATION

Our 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, we're there.

When you choose to work with our Team, 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 The Elaine Jones Team:

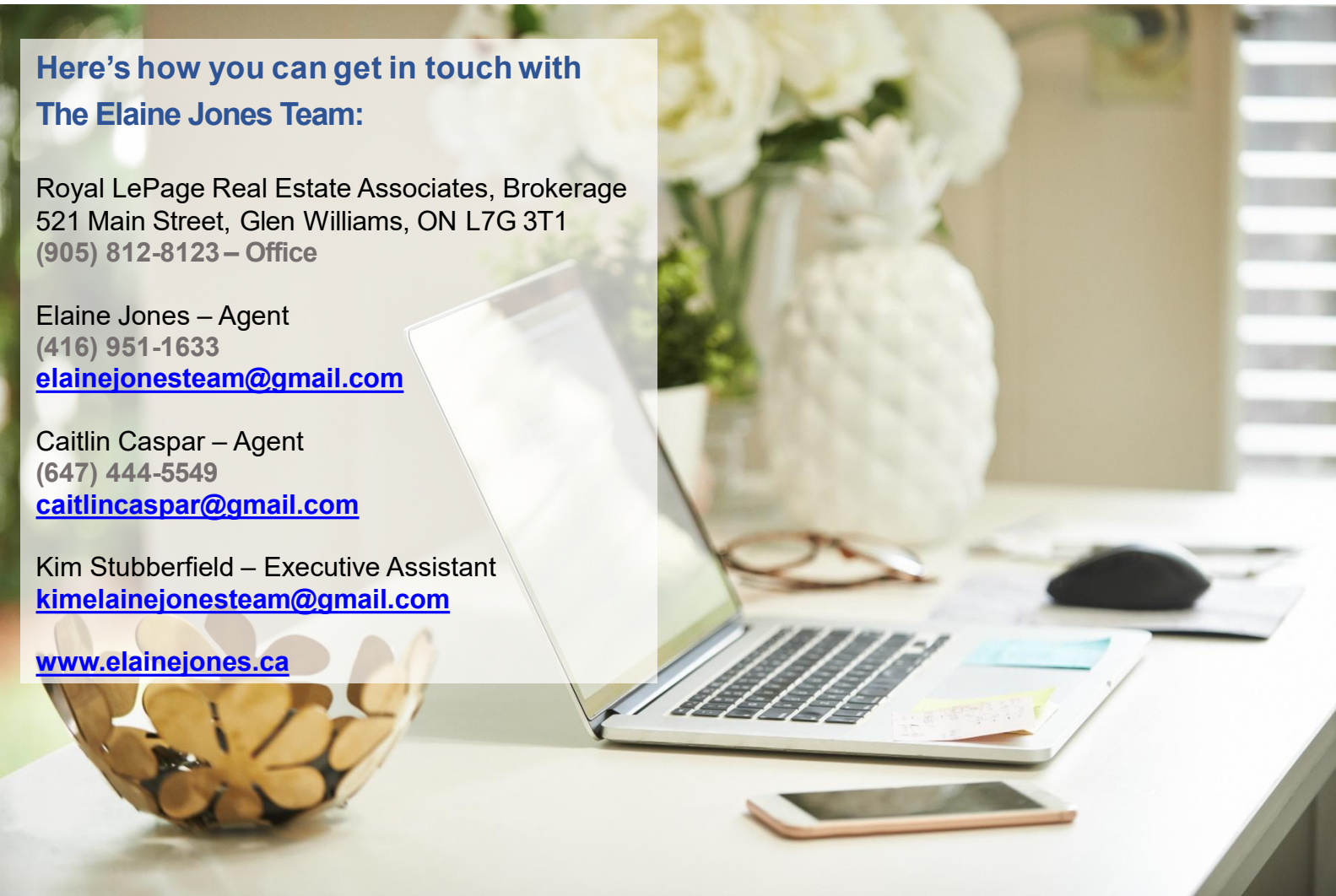
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Kim Stubberfield – Executive Assistant
kimelainejonesteam@gmail.com

www.elainejones.ca





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CREDENTIALS & AWARDS

2026 – Year-to-Date Royal LePage® Top 10 Team

2025 Royal LePage® Real Estate Associates Culture Award

2025 Royal LePage® Top 10 Team Award

2025 Royal LePage® National Top 10%™ Award

2025 Royal LePage® Top Tier™ Member

2024 Keller Williams® Top 10 Team Award

2024 Seniors Real Estate Specialist®

2023 Keller Williams® Top 10 Team Award

2022 Keller Williams® Top 10 Individual Agent

2021 Keller Williams® Top 10 Individual Agent

2020 Keller Williams® Top 10 Individual Agent

2019 Keller Williams® Top 10 Individual Agent

2018 Keller Williams® Top 10 Individual Agent

2017 Keller Williams® Top 10 Individual Agent

2016 Royal LePage® Top 10 Individual Agent

2015 Royal LePage® Top 10 Individual Agent

2014 Royal LePage® Top 10 Individual Agent

2013 Royal LePage® Top 10 Individual Agent





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SENIORS REAL ESTATE SPECIALIST®

Elaine Jones is proud to share that she has completed her Seniors Real Estate Specialist® (SRES®) designation. This achievement allows her to provide specialized support to seniors during their moving journey. She understands that the challenges and processes involved can vary significantly for this demographic, and she is committed to highlighting the home features that matter most to them and their communities. Supporting seniors through these transitions is truly important to her.

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



321312 Concession Rd 6-7
List Price: \$1,749,000
Sales Price: \$1,695,000



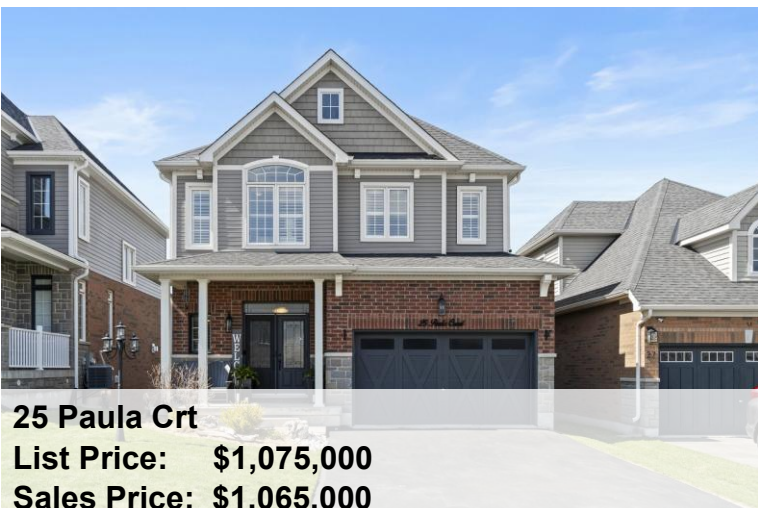
11 Craig Cres
List Price: \$1,399,000
Sales Price: \$1,320,000



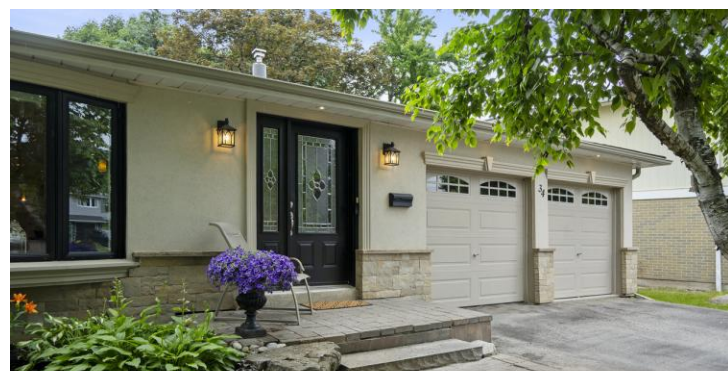
994290 Mono Adjala Twnl
List Price: \$969,900
Sales Price: \$939,000



4061 Channing Cres
List Price: \$1,309,000
Sales Price: \$1,225,000



25 Paula Crt
List Price: \$1,075,000
Sales Price: \$1,065,000



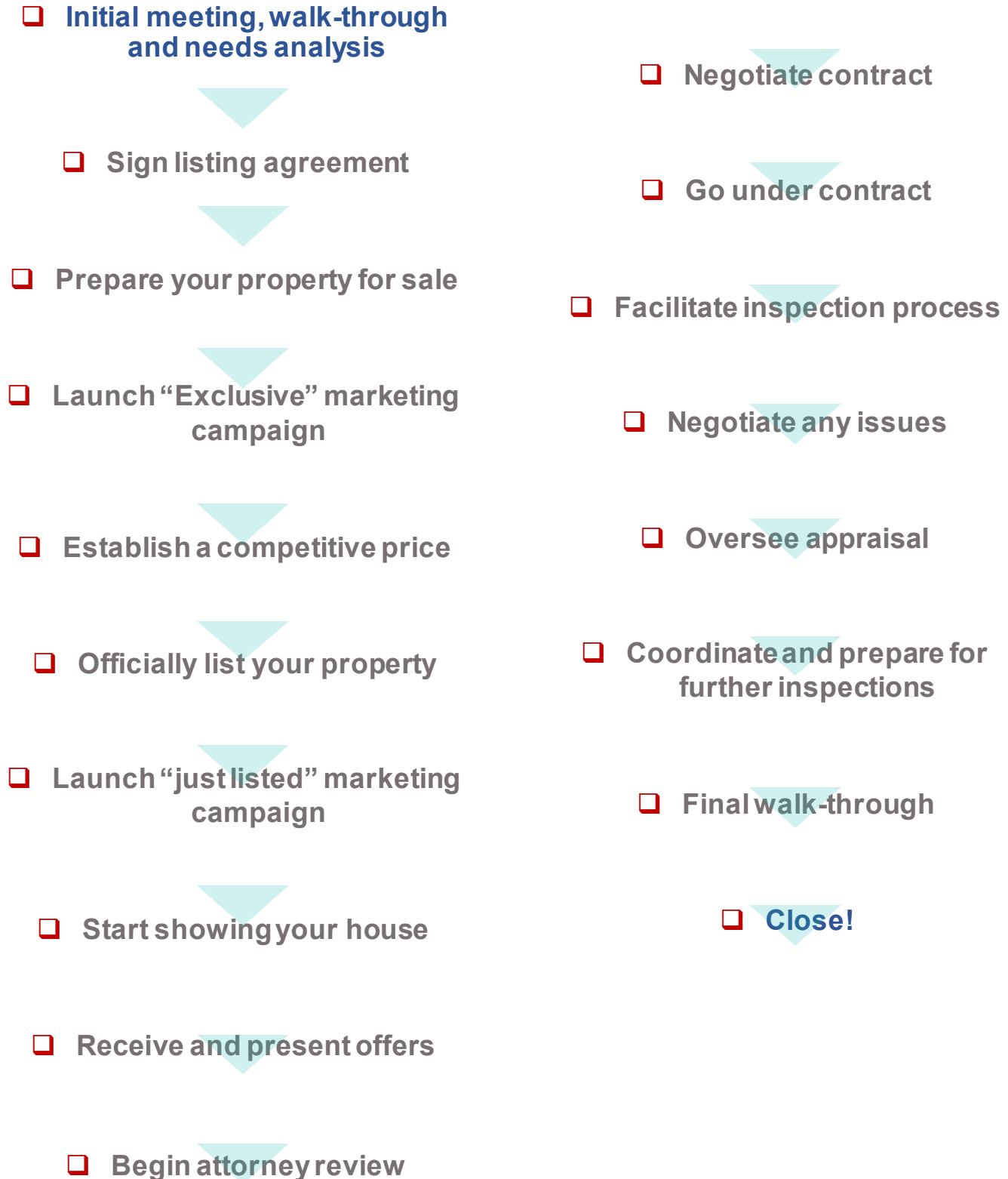
34 Irwin Cres
List Price: \$1,099,000
Sales Price: \$1,065,000



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THE PROCESS

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





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YOUR CUSTOM MARKETING PLAN

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



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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



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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.

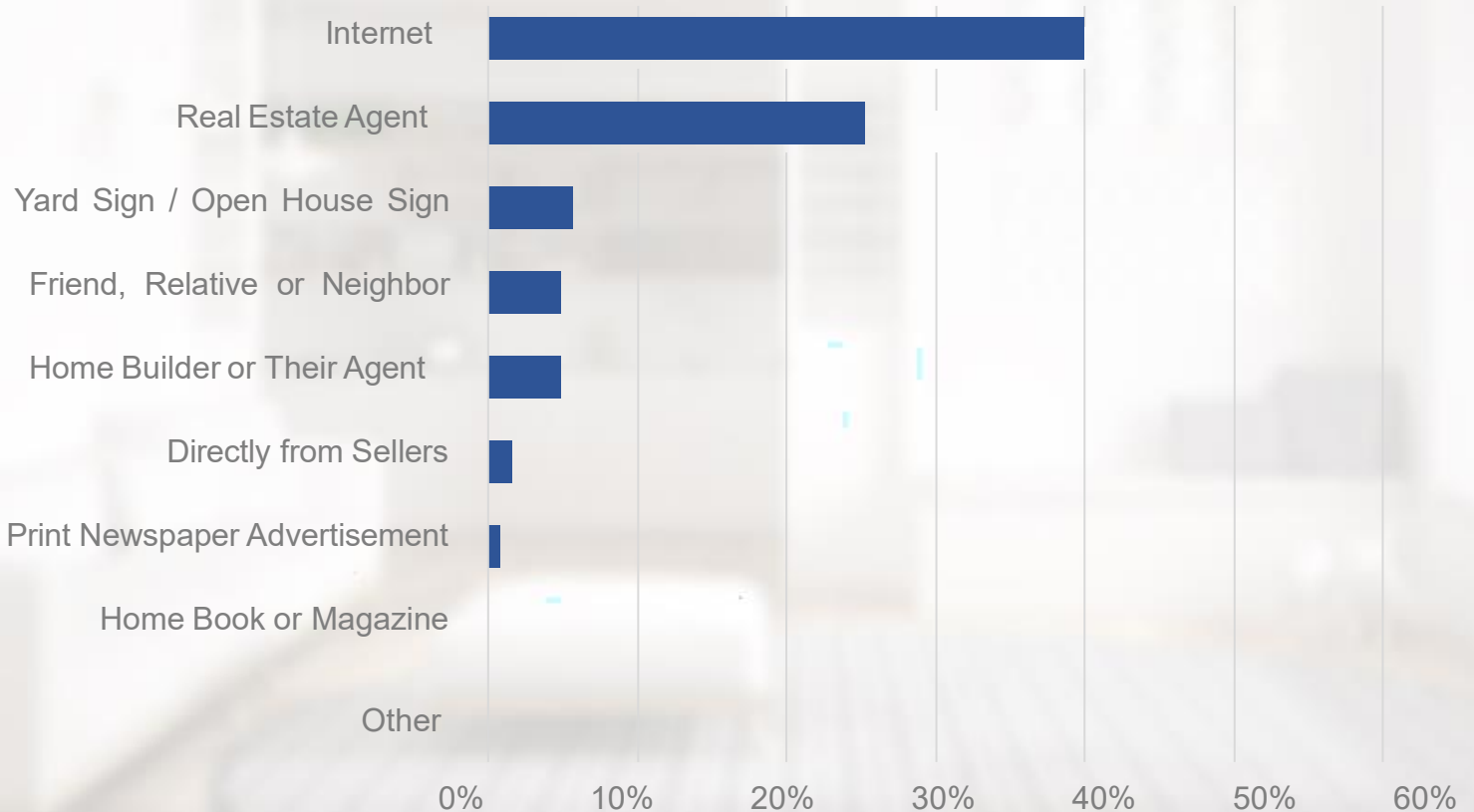


FINDING YOUR BUYER

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, our entire Team will 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





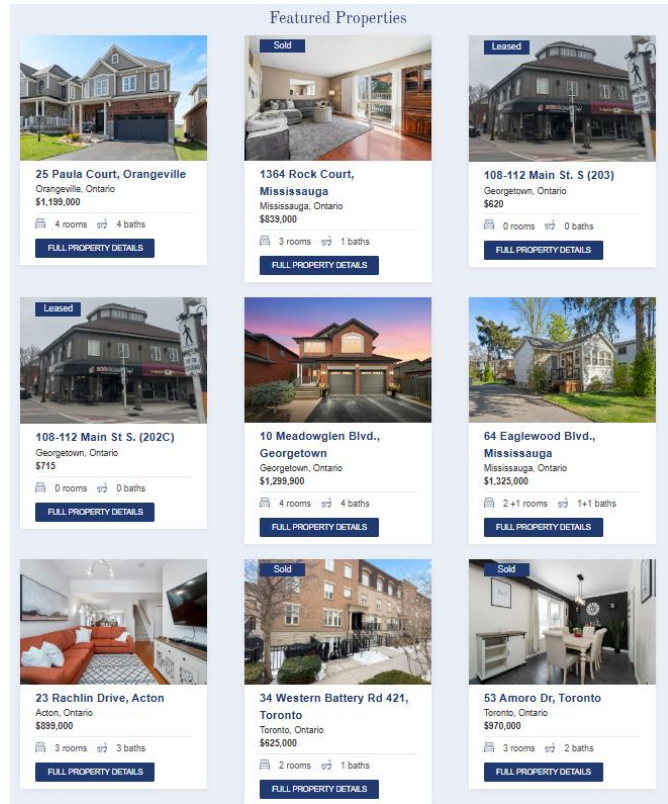
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MARKETING EXAMPLES

Social Media



Website



Google





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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 a competitive market analysis, we will 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

“This is the third time we’ve had the pleasure of working with Elaine and her wonderful team! From the creative video marketing our home to the successful open houses that her and Caitlin hosted they managed to sell our house in a very difficult market.

Elaine also helped us with finding our new home and we couldn’t be happier. She has become an extended part of our family helping not only us but also our children in buying and selling their homes as well. We wouldn’t trust anyone else for such a huge life changing decision. Elaine is the best and knows every aspect of the real estate market and kept us in the loop on everything. Thank you Elaine and team!”

- **Mark & Louise**

“We had the pleasure of working with Elaine Jones and her team to both buy and sell our home, and we couldn't be happier with the experience. Elaine truly lives up to her mission of serving the community as a leader in real estate while treating her clients like friends and neighbours.

What really stood out was Elaine's commitment to doing the right thing, even when it wasn't the easiest option. From listing to closing, Elaine expertly handled everything, and we were thrilled with the outcome.

If you're looking for a trusted local expert who will treat you with respect and help you sell your home for top dollar, we highly recommend Elaine Jones and her team!”

- **Ashley & Andrew**

“Elaine and Team were great, sale took a while but we were receiving market updates regularly. They made selling our home in a chaotic market as calm as it could be. They did a fantastic job helping us find and buy our next home. Would certainly recommend, thanks once again to all of you.”

- **Jason & Michelle**

“We had an excellent experience working with Elaine to buy our first home! She was supportive throughout the entire process and kept our best interests as her top priority. Her entire team was responsive, organized, and easy to communicate with, which made the process smooth and stress-free from start to finish. We would highly recommend her to anyone looking to buy a home!”

- **Cassie & Nate**

WHAT OUR CLIENTS ARE SAYING

“Caitlin and Elaine are a dream team! They are extremely knowledgeable and attentive and have had our best interests at heart on this entire journey. They helped us find our dream home and walked us through every step of the process. If we could give 10 stars we would!”

- **Lisa & Richard**

“I can hardly find words to express the excellent service provided by Elaine and her team, specifically Kim S... wow! These two ladies are beyond! They never missed a beat. Everything was done with such thoughtfulness. Elaine and Kim, the work that you do is highly valued by your clients, it's clear!”

- **Christine**

“We chose Elaine as our realtor in 2019 based on so many positive experiences with her in our community, and she did not disappoint. Elaine was patient and understanding to our needs and wants for both the sale of our home and the purchase of our new home. She was available, a great communicator, and knowledgeable. She genuinely wanted what was best for our family and was generous with her time to achieve it. Over two years later, Elaine is still in communication with us, checks in periodically, includes us in events, and provides us with updated information for our market. I would 100% recommend Elaine to anyone seeking a realtor.

Update: We just used her again for our 2026 sale and purchase and still strongly recommend her!”

- **Megan**

“Elaine and her team helped sell my father's home, as well as helped my husband and I purchase our forever home. Elaine is friendly, professional, patient, and knowledgeable. We wholeheartedly felt we weren't just customers but family. Elaine and her team went above and beyond. Thank you so much for making our dreams come true.”

- **Lisa**

“Absolutely fantastic. Elaine and the team were great to work with. We had a quick sale needed for an elderly parent — and that went so great that I also asked Elaine to sell my own property and buy new. Elaine and her team are very communicative and responsive. You really do feel like the entire team cares about you and the successful outcome of your deals. Thank you Elaine and Team!”

- **Jason**



Elaine Jones
TEAM

To serve the community as leaders in the real estate industry and as a friends and neighbours

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 trusted local experts and advisers 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 ourselves accountable to selling your home for top dollar – after all, that is what our business is built on



A PROMISE



Elaine Jones
TEAM

THE BOTTOM LINE

Real estate is complicated.

That's where we come in.

At the closing table, our 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 – we will work hard to achieve that goal.

When you choose our Team as your partner, you are not just getting trusted, respected agents – you are getting local experts who are passionate about serving our community and those who call it home.

Let's get started.

