JOETTE
FIELDING
REAL ESTATE GROUP

THE ULTIMATE HOME SELLER'S GUIDE

WHAT YOU NEED TO KNOW BEFORE SELLING A HOME

RE/MAX
ABOUTOWNE

Realty Corp., Brokerage. Independently Owned and Operated.
1235 North Service Rd. W., Suite 100, Oakville ON, L6M 2W2
Not intended to solicit properties already listed for sale.

“An investment in knowledge pays the best interest”

- BENJAMIN FRANKLIN

Joette Fielding Real Estate Group are highly successful and established Realtors, we will engage you with award winning service and unsurpassed negotiating excellence to obtain top dollar on the sale of your home.

Attention to detail, keen business acumen, extensive knowledge of the local real estate market and a promise of first class service sets Joette Fielding apart in the highly competitive real estate industry. Together, the team facilitates the successful sale of your home through comprehensive and professional marketing and advertising initiatives that include local, national and global exposure.

Joette Fielding Real Estate Group will give you up-to-date information on what’s happening in the marketplace, as well as the price, financing, terms and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with the least amount of inconvenience to you.

Joette Fielding Real Estate Group will ensure extensive marketing of your home to maximize exposure to other real estate agents and the public. We know when and where to market your property to generate the most interest and potential sales opportunities. When you do receive offers on your home, we will help you objectively evaluate every buyer’s proposal without compromising your goals. Throughout the selling process, we are always available to address any questions or concerns you may have.

We will work for you every step of the way! Our combination of skill, experience, and technology ensures that we can sell your home for the highest possible price and in the shortest period of time. We have the tools to meet the demands of a highly competitive, modern market. We are your community experts!

We look forward to assisting you.

Sincerely,

Joette Fielding
Team Leader/ Sales Representative

JOETTE FIELDING REAL ESTATE GROUP

A Message From Our Broker

Joette Fielding Real Estate Group have established themselves as leaders in the residential re-sale industry–year after year ranking as top producing, award winning realtors with multi-million dollars in sales volume to their credit. They offer a wealth of combined experience and a sterling track record of proven results.

With superior negotiating skills and a commitment to unsurpassed customer service, Joette and her team provide a first-class experience that translates into maximum returns for their clients.

Firmly entrenched online and with social media – Joette Fielding Real Estate Group raise the bar with regards to internet exposure. They offer a comprehensive and strategic marketing package, and are fully networked with top agents across Canada. They ensure that their clients are engaged with a rewarding experience.

Joette is extremely active within her community and feels strongly in supporting many worthy causes and charitable foundations. Her team also donates a generous percentage from every transaction to the Children’s Miracle Network to assist children in need.

Joette Fielding Real Estate Group are recognized recipients of two of the most prestigious RE/MAX sales proficiency awards – the coveted TITAN AWARD and the HALL OF FAME AWARD.

Joette Fielding Real Estate Group assists their clients to realize their goals in Real Estate, and through the process develop meaningful and lasting relationships.

You will be in good hands and well taken care of with Joette Fielding Real Estate Group!

Best Regards,

Claudia DiPaola
Broker/Owner

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REAL
EXPERIENCE
COMMITMENT
ESTATE

As a top-performing Oakville Realtor for over 20 years, I am very privileged to lead Joette Fielding Real Estate Group. I was born in Western Canada but spent most of my working life in Southern Ontario. I enjoyed many years working for a Fortune 500 Company in Marketing & Sales as a Regional Sales Manager for Ontario and the Maritimes before pursuing my passion of Real Estate.

I am proud of the reputation we have earned as Leader's in our industry. I strive to ensure that each and every client experience is both personally and financially rewarding. Our Team offers a wealth of combined experience and a sterling track record of proven results, assuring our clients of a distinct competitive advantage.

There is no subsitute for **EXPERIENCE!**

My buyers and sellers are quick to observe that I am hardworking, dedicated and passionate. I take great pride in maintaining a consistently high level of integrity and professionalism towards clients and colleagues alike. It is my belief that the key to success is understanding our clients needs and meeting them effectively. Our clients are #1.

My personal commitment to you extends far beyond a single point of sale. Over time, our association is a business relationship which is built on trust, outstanding service and support enabling you to make sound, timely and secure real estate decisions for yourself and your family.

Joette Fielding
TEAM LEADER/ SALES REPRESENTATIVE
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Great People **Dont Work Alone**

Nisa Scott
SALES REPRESENTATIVE
nisa@joettefielding.com
416-806-6472

Nisa is an enthusiastic sales professional with more than 22 years experience working with large multi-national companies through which she developed a strong sales, marketing and customer service background. Seven years ago, Nisa transitioned into Real Estate in the Oakville, Burlington and Mississauga areas. The expertise gained enabled her to employ exceptional presentation, communication and negotiation skills in her current real estate career. Nisa is passionate about providing her clients with exceptional service while assisting them in achieving their real estate goals.

Ashleigh Kasoian
CLIENT CARE MANAGER
admin@joettefielding.com

As the Client Care & Office Manager Ashleigh oversees the day-to-day operations with a keen attention to detail, strong organizational skills and passion for customer service. Her warm, calm and personable approach makes her popular with clients.

Ashleigh's skills in marketing, design and social media stems from her educational background. She brings over 4 years of administrative and marketing experience to the team which makes her a great asset.

HOW WE SUPPORT
OUR SELLERS

- We provide a comprehensive in-depth market evaluation to ensure your home is accurately priced to obtain top dollar.
- We prepare custom, first class marketing materials with the highest quality of photography/ videography, showcasing your home online and in a luxurious feature book to set your home apart from the rest! Ask us for more details on our strategic marketing plan.
- We provide complimentary home staging because we know first impressions are everything! In a competitive real estate market, staging will bring you more money in a shorter period of time.
- We promote your home locally, nationally, and globally through a variety of channels, websites, and social media to generate maximum activity and interest.
- We are seasoned negotiators that know the market, local trends, and can guide you through your real estate journey with confidence.
- We personally supervise all aspects of the sale process from home preparation & staging, through to final inspection and sale closure.
- You have our promise and commitment to help you navigate the sale of your home easily and stress-free.

SELLING
EXPERIENCE

1

MEET THE TEAM

- Professional consultation, market evalutation & marketing presentation

Enter into agency relationship

- Sign Multiple Listing Service contract
- Sign working with a Realtor Form
- Complete Fintrac Form

2

MARKETING

- Professional Photography & Videography/Drone
- Network: Local, national, & global
- Online Exposure: Local, national, global website listing
- Your home on over 50 syndicated websites
- Social Media Exposure
- Email blast

3

SHOWCASING

- Advice to optimize showings
- Showing to prospective buyers and agents
- Coming soon promotion campaign

4

NEGOTIATIONS

- Presentation of offers
- Negotiations & accepted offer

5

CONDITIONS

- Inspection and/or Financing Conditions
- Ensure conditions are specific within time frame

6

SOLD

Sold sign is up!
Let's Celebrate!

7

PREPARATION

- Choose a Lawyer
- Arrange a mover
- Cancel utilities
- Redirect your mail
- Start Packing!

8

COMPLETION

- Sign documents & title transfer with lawyer
- Receive funds from sale of your home

MARKETING
YOUR HOME

HOME STAGING

We commence with a complimentary staging consultation and facilitate access to a host of professional home stagers, general contractors and small repair experts who will showcase your home through the discriminating lens of a prospective buyer.

PHOTOGRAPHY, VIDEOGRAPHY & DRONE

Joette Fielding Real Estate Group utilizes the best photographers, videographers and drone experts to provide both still, HD video, 3D tours and floor plans. We illustrate a “panoramic tour” of the interior, as well as the front and rear gardens. Today’s buyers searching for homes are more likely to watch a interactive video tour than just view photographs.

OPEN HOUSES

The agent open house is a critical tool in the marketing process. We use this occasion to familiarize other realtors within the community about your home, and gain valuable insight to its many features and benefits.

REPORTS

Feedback is provided regularly keeping you informed of home viewings and new listings in your area.

SOCIAL MEDIA

We communicate daily with our clients, friends, and industry colleagues on Facebook, Twitter, Instagram, Linkedin, and YouTube. We regularly post photos, videos, market information, housing and renovations tips, to keep Joette Fielding Real Estate Group top of mind and your home exposed in real time.

CUSTOMIZED BROCHURES AND DIRECT MAIL

We enlist the creative talents of our copyrighters, floor plan, and in-house graphics specialists to display your home in a professionally finished high quality feature book comprised of photos, room dimensions, features and upgrades, as well as a complete overview of local schools and important community information. We also distribute “Just Listed” postcards to the appropriate target market to promote your home.

ONLINE PRESENCE

We understand the importance of showcasing your home online to maximize exposure. Your home will be featured on more than 50 syndicated websites globally.

STAGING
YOUR HOME

The importance of staging your home.

Professionally staging your home is one of the most cost-effective ways to bring a greater return on your investment. Home staging will assist us in selling your home for the most amount of money in the shortest period of time.

Home staging allows you to emphasize your home’s strengths, minimize its less-than-desirable qualities and allow potential buyers to envision themselves living there. Staged homes sell more quickly and for more money than those that are not staged. While home buyers often attempt to stage their homes themselves, professionals have the experience and interior design knowledge to obtain the desired effect that we wish to achieve in your home and make it look spectacular to buyers.

Joette Fielding Real Estate Group understands that home staging is a smart investment and cost-effective real estate technique. We provide a complimentary staging consultation with one of our professionals as part of our regular listing service. Our home staging professionals know how to make our listings look amazing and simply irresistible to potential home buyers.

CREATE A LASTING **IMPRESSION**

Maximize Your Return

There are many things you can do to increase the appeal of your property and create a lasting impression on potential buyers.

When you take the time to prepare a house to sell properly, you'll reap the rewards. You will sell it faster, for more money and will experience less stress in the process. The key is to be objective and visualize your home through a buyer's eyes. Before you put your home on the market:

DE-PERSONALIZE

Remove personal photos, vacation memorabilia, diplomas and collections. It is ideal for a buyer to be able to envision themselves living in your home.

DE-CLUTTER

Be critical. If it doesn't compliment the space get rid of it. Clear your kitchen counters of just about everything. Clean your closets by packing up out-of-season clothes and old toys. Don't store all your extra stuff in the basement or garage – donate to your favourite charity or rent a storage space if necessary.

MAKE MINOR REPAIRS

Not every repair costs a bundle. Fix as many small problems – sticky doors, torn screens, cracked caulking, dripping faucets, burned-out light bulbs – as you can. These may seem trivial, but these little issues will give buyers the impression your house isn't well maintained.

MAKE THE HOUSE SHINE!

A clean home leaves the impression that the house is well cared for. Everything looks better when spotless. Remember to clean your windows as clean windows let in more light. Wash light fixtures and baseboards and give your stove and refrigerator a thorough once-over. Don't forget to clean your garage, too. Or hire a service if you have to – it's worth the investment.

CHECK CURB APPEAL

Clean your front door and if necessary, add a fresh coat of paint. Hang flower baskets or place flower pots near the entrance way for an inviting look. Mow your lawn, rake the leaves, or shovel the snow. Sweep the porch and ensure that garbage, recycling and all toys are tucked neatly away from the front of the house.

REAL ESTATE **EXPERTS**

WE ARE LOCAL...

When we say we're your local real estate experts, we mean it. We know all the local trends, hidden gems and can guide you through your real estate journey with confidence. Our strong ties and our in-depth understanding of local communities creates a unique, valuable perspective that we'd absolutely love to share with you.

We service Oakville, Mississauga, Burlington, Milton and surrounding areas, offering a wealth of experience and proven results, assuring our clients a distinct competitive advantage!

We've sold hundreds of homes and we would love to sell yours, too! It would be our sincere privilege to sell your home.

WE KNOW REAL ESTATE

TESTIMONIALS

We love keeping our clients happy...

Joette Fielding Real Estate Group has made the sale of our home truly an unexpectedly wonderful experience. The team does work as an organized and professional group where you can see how the teamwork produces results. We'd like to thank Joette and her team for their efforts in selling our home within days.
- Vigen & Anita

Our family recently relocated to Oakville, knowing very little about the local neighbourhoods and housing market. Joette and Joette Fielding Real Estate Group went above and beyond what you would expect from a team of realtors. Their friendliness, professionalism, organization and knowledge had us in great hands. First, Joette Fielding Real Estate Group assisted us to find temporary living arrangements. Then we took longer than anticipated to find and buy our home, and never once did we receive anything short of support, encouragement and helpfulness. When we placed an offer on our dream home and entered negotiations, it was clear to see that a different agent may not have successfully landed the house for us. Thank you so much, Fielding Team. You are truly the best.
- Maureen & Brett

Selling your family home can be a stressful and emotional experience. Joette Fielding Real Estate Group made it so easy and trouble free from start to finish. We were thrilled to sell our home within 2 weeks for 98% of list price. We highly recommend Joette Fielding Real Estate Group if you are considering buying or selling a home ...They are professional, knowledgeable and a pleasure to work with. Thank you for making the sale of our long-time, family home a pleasurable experience!
- Brad & Lisa

We met while previewing a home in Glen Abbey. She was able to connect with us on a personal level. We have worked with other agents in the past, however felt Joette Fielding Real Estate Group had the "Oakville" expertise that we really appreciated. Her ability to take the time to understand exactly what our family was looking for in a dream house was unsurpassed. Her advice and experience was exceptional. It has been a pleasure working with her.
- Lindsay & Raybert

Selling your home is a very personal and stressful event but our experience with Joette Fielding Real Estate Group was wonderful. Joette Fielding's marketing skills, the photography, staging and everyday helpful assistance in selling our home was superb. Our thanks go out to her and the team in selling our home over asking and quickly. "
- Peter & Bonnie

Over the last five years I have had the pleasure of listing properties with Joette and her team 3 times. I have grown to appreciate Joette's exceptional expertise and customer service...she came through for me on each and every listing. Joette and her team have always kept me well informed at each phase. They have all gone out of their way many times to accommodate me... including some of my unusual requests. I am very thankful I was given her name as a referral over 5 years ago. I give Joette Fielding Real Estate Group a full five star rating and would recommend anyone in the Oakville area interested in listing a property to contact her.
- Steve

Joette, Nisa and Ashleigh were all amazing. I have used Joette a number of times in regard to selling and buying real estate and she delivers every single time. This was my wife's first time working with Joette and my wife mentioned how professional Joette is. Nisa was a huge plus as she took control of our situation. We had 14 views in 2 hours and provided crowd control as we were nervous about having so many people in our house at once. The house sold in 1 day over asking. We were very, very impressed to say the least. We will definitely be using Joette Fielding Real Estate Group again!
- Daniel & Cynthia

Children's Miracle Network

Proud Sponsors of The Children's Miracle Network

Joette Fielding Real Estate Group donates a generous percentage from every transaction to the Children's Miracle Network Sick Kids Hospital to assist children in need with support and medical bills.

SickKids®

RE/MAX Top 30 Agent VS Limits 2019 FUNDRAISER

CHECK LIST

Preparing your home for sale.

With buyers, first impressions count! A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Here is a check list that will help you to get top market value:

GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten door knobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped or peeling paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets
- ☐ Replace broken tiles

SPIC AND SPAN

- ☐ Shampoo carpets
- ☐ Clean washer, dryer and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathroom(s)

CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walk and driveway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint

THE FIRST IMPRESSION

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware

THE SPACIOUS LOOK

- ☐ Clean stairs and hall
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy
- ☐ Pick up things from off the floors
- ☐ Put as much away into cupboards or closets as possible
- ☐ Ensure there are no clothes that are not put away in dressers/closets

THE BUYING ATMOSPHERE

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the day time
- ☐ Play quiet background music
- ☐ Keep pets outdoors

NOTES

JF

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