

SELLER'S GUIDE

Your Path to a Successful Sale



Domenic Ferroni

REALTOR | Moving Forward Realty

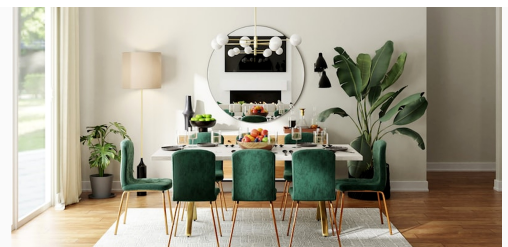
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Meet Domenic Ferroni

REALTOR, Moving Forward Realty | Right At Home Realty Inc. Brokerage


With more than 17 years of expertise in Education, Law, and Real Estate, Domenic brings a unique perspective to every transaction. His background in negotiation and conflict resolution ensures your interests are protected throughout the entire selling process.

Fiduciary Duty to Sellers: Domenic is legally bound to act in your best interest, keeping your goals front and centre throughout every transaction.

His proven track record includes negotiating premium prices for sellers, managing complex transactions, and providing transparent, honest guidance at every step.

Your success is his success.
Let's get your home sold for the best possible price.

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Why Right At Home Realty?

GTA's #1 Brokerage for Over a Decade



IN THE GTA

Ranked #1 brokerage for 10+ consecutive years



AGENTS

Ontario's largest independent brokerage



DEALS/YEAR

Unmatched transaction volume across the GTA



BRANCHES

Toronto, Mississauga, Vaughan, Durham & more

What This Means for You

● Unmatched Market Reach

With over 6,000 agents and 22,000 transactions per year, your listing reaches the largest network of active buyers and agents in the GTA.

● Proven Track Record

Ranked #1 by the Toronto Regional Real Estate Board (TRREB) for over a decade — based on combined units listed and sold.

● Local Expertise, Province-Wide

Nine strategically located branches across the Greater Toronto Area ensure deep neighbourhood knowledge wherever you need it.

● 20+ Years of Trust

Founded in 2004, Right At Home Realty has built two decades of trust with Ontario consumers, growing from a single office to Ontario's largest independent brokerage.

Source: Toronto Regional Real Estate Board (TRREB) — Combined Units Sold (2013–2023)

When you list with me, you get the strength of the GTA's #1 brokerage behind every step of your home sale.





Understanding Your Needs

Every seller is unique. Before we list, let's make sure we're aligned on your goals.

What's Your Dream Scenario?

What does a successful sale look like for you? Timeline, price range, contingencies? Understanding your ideal outcome shapes our entire strategy.

Most Important Factor?

Speed of sale? Highest price? Least disruption to your family? Flexibility on closing? Your priorities determine how we position your listing.

Communication Preference

Daily updates? Weekly summaries? Prefer calls, texts, or email? I keep you informed your way so you're never left wondering.

What Does Great Service Look Like?

Responsiveness? Deep market expertise? Proactive problem-solving? Tell me what matters most and I'll exceed those expectations.

A tailored strategy starts with understanding what matters most to you.

During our initial consultation, we'll walk through each of these questions together.





The 8-Step Selling Process

1

Initial Consultation & Assessment

We discuss your goals, timeline, and evaluate your home's unique features and market position.

2

Home Preparation & Staging

Professional staging, repairs, and presentation to ensure your home makes the best first impression.

3

Comparative Market Analysis

Data-driven pricing strategy based on recent comparable sales in your neighbourhood.

4

Professional Marketing Launch

MLS listing, professional photography, digital ads, social media, and agent outreach.

5

Showings & Open Houses

Coordinated showing schedule, open house events, and real-time buyer feedback tracking.

6

Negotiating Offers

Expert negotiation to secure the best price and terms for you.

7

Inspection & Appraisal

Managing conditions, coordinating inspections, and navigating appraisal requirements.

8

Closing & Keys Exchanged

Final paperwork, funds transfer, and a smooth handover to the new owners.



The Three Pillars of a Successful Sale

Every decision I make is built around these three strategies to maximise your sale price.



1 PRICING

Strategic pricing attracts the most buyers and creates competition — leading to stronger offers.

- ✓ Comparative Market Analysis of recent sales
- ✓ Neighbourhood trend evaluation
- ✓ Competitive positioning strategy
- ✓ Buyer psychology & price optimization
- ✓ Market timing recommendations



2 PRESENTATION

First impressions sell homes. I ensure your property looks its absolute best — online and in person.

- ✓ Professional staging consultation
- ✓ HD photography & videography
- ✓ Virtual tours & 3D walkthroughs
- ✓ Curb appeal enhancement plan
- ✓ Feature highlighting & storytelling



3 MARKETING

Maximum exposure means more showings, more offers, and a higher sale price for you.

- ✓ MLS & prominent Realtor.ca placement
- ✓ Targeted digital advertising campaigns
- ✓ Buyer agent outreach & networking
- ✓ Open house coordination & promotion
- ✓ Social media & email marketing blitz

When all three pillars work together, your home sells faster and for more money.

I customise each pillar to your unique property and market conditions.





Pricing Your Home Right

Comparative Market Analysis (CMA)

A CMA examines recently sold comparable homes in your neighbourhood, considering size, condition, location, and current market trends. This data-driven approach ensures your listing price reflects true market value — not guesswork.

Strategic Price Positioning

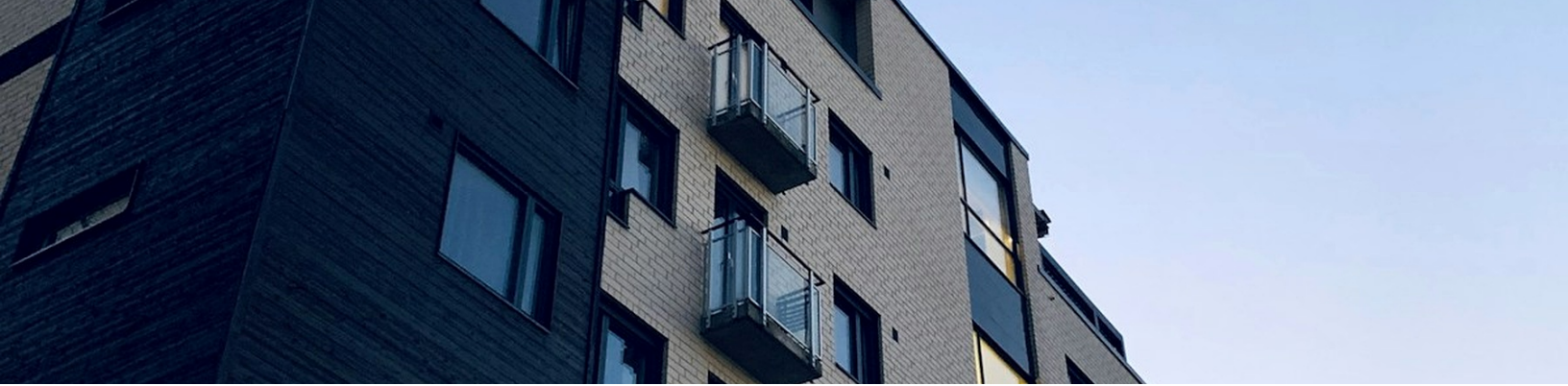
The right price generates maximum interest from day one. We analyse active listings, pending sales, and expired listings to position your home competitively. In the GTA market, pricing strategy can mean the difference between multiple offers and weeks of silence.

Initial Showing Activity

Strong showing activity in the first 2-3 weeks confirms your price is competitive. If traffic is light, the market is sending a signal that an adjustment may be needed — and we'll discuss it proactively.

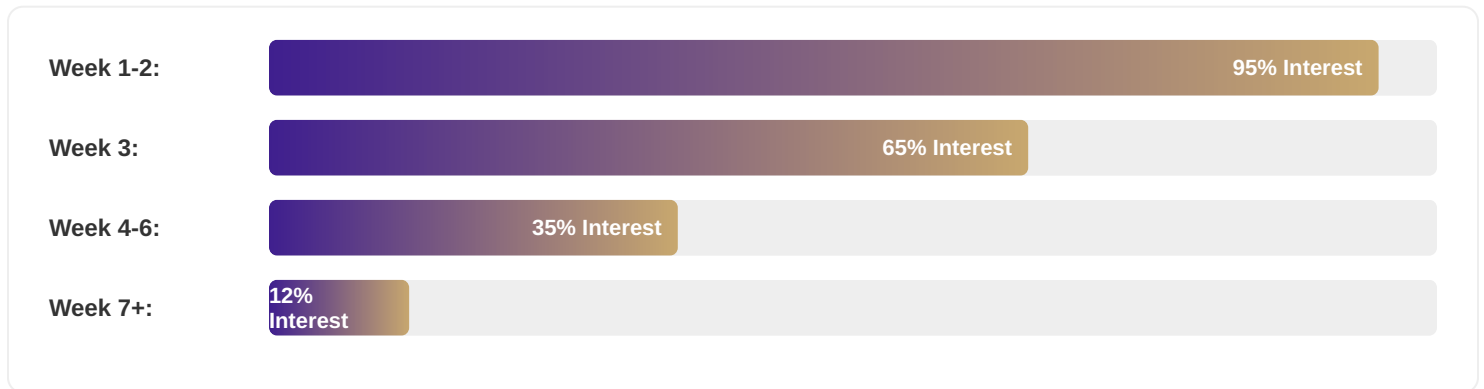
The Danger of Overpricing: Overpriced homes sit on the market longer, creating a negative perception. Buyer interest drops significantly after 3 weeks, making it harder to sell even after a price reduction. Strategic pricing from day one maximises buyer response.





Market Timeline: Why Timing Matters

Buyer interest follows a predictable pattern. Properties priced right attract strong activity immediately. Those priced too high miss the critical early window.



You have one chance to capture maximum buyer interest.

Getting your price right from day one is critical. The first two weeks on market are when your home gets the most attention — we need to make them count.

What this means for you: I monitor showing activity closely from day one. If we're not seeing the traffic we expect within the first 10 days, we'll have an honest conversation about adjustments before the window closes.





Preparing Your Home for Sale

First impressions matter — both online and in person. Here's how we ensure your home stands out from the competition.

Professional Deep Cleaning

Deep cleaning inside and out, pressure washing, landscaping touch-ups to make everything sparkle.

INCLUDED IN MY SERVICE

Strategic Decluttering

Decluttering advice, removing personal items, and maximizing the sense of space and possibility.

INCLUDED IN MY SERVICE

Professional Staging

Furniture arrangement, lighting optimization, and colour coordination designed to appeal to buyers.

INCLUDED IN MY SERVICE

Photography & Media

Professional HD photos, video tours, 3D virtual walkthroughs, and drone footage if applicable.

INCLUDED IN MY SERVICE

Digital Marketing Setup

All major real estate portals, social media campaigns, email blasts, and custom landing pages.

INCLUDED IN MY SERVICE

Market Positioning

Strategic pricing, compelling listing description, and keyword optimization for maximum online visibility.

INCLUDED IN MY SERVICE



Comprehensive Marketing Strategy

Your home deserves maximum exposure. Here's the multi-channel approach I use to attract qualified buyers.



Portal Listing

Featured placement on Realtor.ca, Zillow, and 50+ syndication sites with premium positioning.

Professional Photography

High-resolution images, HDR processing, virtual tours, and 3D floor plans.

Video Marketing

Property walkthrough, neighbourhood highlights, and drone footage for stunning aerial views.

Email Campaigns

Agent databases, buyer lists, and targeted campaigns to interested parties across the GTA.

Social Media Blitz

Facebook, Instagram, and LinkedIn ads targeting local homebuyers and investors.

Open House Events

Strategic timing, professional signage, buyer feedback collection, and agent networking.

Direct Outreach

Neighbourhood canvassing, investor networks, relocation companies, and pre-approved buyers.

Performance Reporting

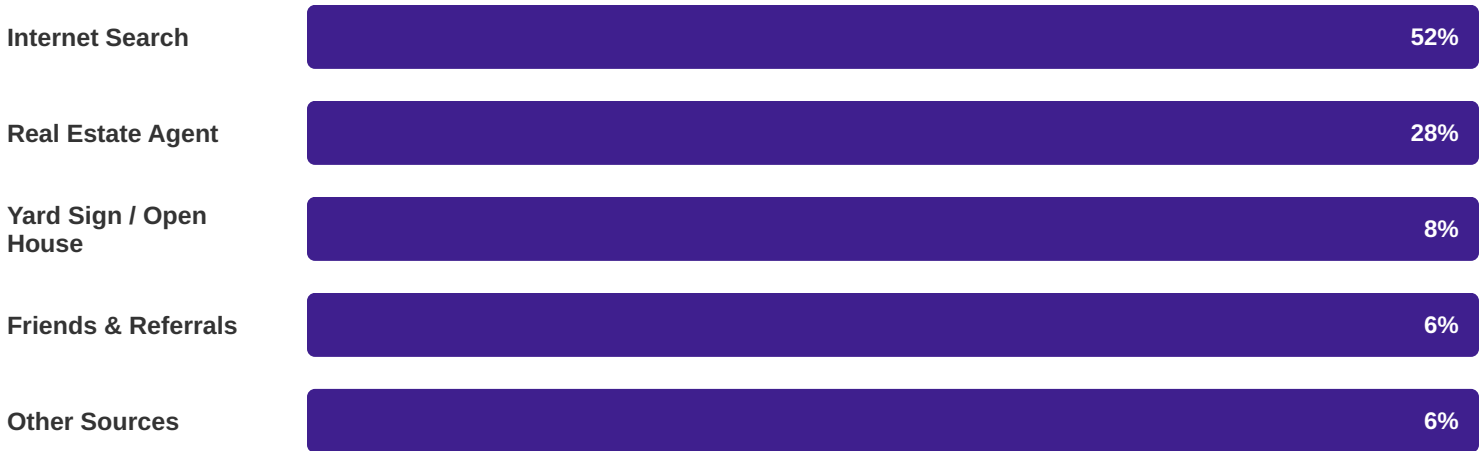
Weekly reports on showing activity, online views, market feedback, and strategy adjustments.





Where Do Buyers Find Homes?

Understanding how buyers search helps us put your home where they're looking.



80% of buyers start their search online. That's why my marketing strategy prioritizes professional photography, compelling listing descriptions, and premium placement across all major real estate portals. Your home's digital presence is just as important as its curb appeal.





Showing Tips for Success

Small details make a big difference. Follow these tips to ensure every showing leaves a lasting impression.

1 Let the Light In

Open all blinds and curtains. Bright, airy homes feel larger and more inviting to buyers.

2 Fresh Scents

Fresh coffee or baking creates positive emotional associations. Avoid strong air fresheners.

3 Clear the Clutter

Remove personal items so buyers can envision their own life in the space.

4 Temperature Control

Maintain a comfortable temperature. Too hot or cold discourages lingering.

5 Pet Management

Board pets or arrange care during showings to prevent allergies and distractions.

6 Curb Appeal

First impressions start outside. Maintain landscaping and keep the entrance clean.

7 Secure Valuables

Lock up jewelry, medications, and important documents before each showing.

8 Leave During Showings

Buyers discuss openly when owners aren't present. Let the agents do the selling.





Understanding Offers & Negotiations

Conditional Offers

Subject to inspection, appraisal, or financing approval. These can be renegotiated if issues arise during the condition period.

Subject-Free Offers

No contingencies — the buyer is fully committed. More attractive but less common in the current GTA market.

Multiple Offers

When multiple buyers submit offers, you may counter to achieve best terms. Creates healthy competition that benefits you.

Irrevocable Clauses

The period during which an offer can be accepted. After this time, the offer expires automatically.

My Negotiation Strategy

I represent your interests in all negotiations, seeking the best price and terms while managing expectations. Every offer is analysed thoroughly — considering both monetary and non-monetary factors — before we respond. My background in law and conflict resolution gives me a unique edge at the negotiation table.

Your advantage: With extensive legal background and negotiation experience, I'm equipped to navigate even the most complex offer situations. Whether it's a bidding war or a single conditional offer, you'll get the best possible outcome.





From Accepted Offer to Closing

Here's what to expect after you accept an offer, step by step.

- Day 0**
Offer Accepted
Your offer is formally accepted. Irrevocable period begins. Earnest money deposit is typically required.
- Days 1-3**
Inspection Period
Buyer's home inspector examines the property. Radon, mold, or structural issues may be negotiated.
- Days 5-7**
Appraisal Ordered
Lender's appraiser determines property value. Must meet purchase price for financing to proceed.
- Days 10-14**
Title Search & Insurance
Ensuring clear ownership and no liens. Title insurance protects the buyer's lender and your interests.
- Days 20-30**
Final Walkthrough
Buyer confirms property condition matches agreement and agreed-upon repairs are complete.
- Closing Day**
Funds Transfer & Keys
All documents signed, funds wired, keys exchanged. Ownership officially transferred to the buyer.

I manage this entire process for you — coordinating with lawyers, inspectors, appraisers, and the buyer's agent to ensure a smooth closing with no surprises.



Our Trusted Partners Network

I've cultivated relationships with the best service providers in the Greater Toronto Area. When you need professional help, I connect you with trusted experts who deliver results.

Home Inspectors

Real Estate Lawyers

Contractors & Tradespeople

Mortgage Specialists

Home Staging Specialists

Professional Photographers

Ask Domenic for personal recommendations tailored to your specific needs and budget.



Real Estate Done Right

Your Home. Your Goals. Our Commitment.



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