



SELLER'S GUIDE



BOSLEY
REAL ESTATE | EST 1928



ANITA MERLO
BROKER

I COMMIT TO CONSISTENT
AND TRANSPARENT
COMMUNICATION WITH
EVERY CLIENT.

SELLING PAST MEMORIES & BUYING FUTURE DREAMS

TELL US MORE ABOUT YOU...

We are partners with the goal of achieving a successful sale in a timely manner with the least inconvenience to you. Of course, maximizing your net profit counts, too!

We want to know it all, from your decision to purchase this property to the work completed to make it your own far beyond....







BROKER

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anitamerlo@rogers.com



ANITA MERLO

BROKER

ANITA MERLO

Since 1986 Anita's full time experience in the real estate industry has developed an insight and passion for houses, condos, design and Urban living. Having worked for 3 different Brokerages and landing with Bosley Real Estate since 2003. Anita has seen the city grow, transform and watch the city of neighbourhoods develop and grow rich in culture and in character.

Anita lives in the Bloor West area and has extensive knowledge of the city from east to west. Outside of loving to Sell Real Estate, Anita is an avid road cyclist, who clocks thousands of kilometres during the cycling season. While growing up, Anita played various sports, including competitive ball hockey for over 20 years. She believes in good health and strives to maintain a good level of fitness to this day.

During the almost 40 year career Anita has closed over 1000 transactions, all while providing dedicated, one on one service to her clients. Her clients have been able to experience her wealth of knowledge, experience and guidance through various market conditions. In today's competitive market, Anita has a proven track record of professionalism, quality of service and results. With her calm, focused and friendly approach while equipped knowledge and integrity. With this she takes this with her throughout every part of the selling process.

SELLING PAST MEMORIES & BUYING FUTURE DREAMS





“ TESTIMONIALS ”

“Thanks for your hard work and friendly guidance in leasing our
condo!”

-TERESA AND BILL

“For your time and work finding me tenants for the condo. I’m
sure it will be a good fit for this family and I appreciate your
referral, making it all come together in time.”

-LISA MARIE

“A small token in appreciation for “all” you’ve done for me (and
Jack) in finding me a “new home” in Toronto. The condo will be a
new chapter in my and my “kid’s” live. The landlord and concierge
Milento have been very helpful. I am saving the Champagne until I
move in. Some time in the spring.”

-RICHARD. H.

“We are impressed with Anita’s work ethic. Clients are her first
priority. In addition to being knowledgeable and committed, she
is punctual, competent, capable, confident and most importantly
friendly and approachable.”

-SCOTT. R. AND WAYNE. L.





SUMMARY OF QUALIFICATIONS

1986-1989

Licensed Realtor- Future 1 Real Estate

1990-2003

Royal LePage Real Estate

MAY 2003- PRESENT

Bosley Real Estate

AWARDS:

1987 Rookie of the Year Future 1 Real Estate

1989: Top Ten@ Future 1 Real Estate

2000- 2003

Various Awards for sale Excellence at Royal LePage

Top 1% & Top 2% consistently

2003 to present at Bosley Real Estate

Top 10 in branch for 18 consecutive years.

April 10th, 2005 awarded the William Statten Award & Member of the Founders Club

In recognition to the charitable work and the quality of service in real estate sale provided to the public.

COURSES:

On going: 55 hours of CEU courses completed every 2 years.

- Real property law- Ontario Real Estate College
- Principles of Property Management - Ontario Real Estate College
- Taxation and Residential Real Estate
- The Commercial Real Estate Transaction
- Underwriting Real Estate Financing
- Boundarywise Accreditation
- Mortgage Financing - Ontario Real Estate College

COMMITTEE WORK IN ORGANIZED REAL ESTATE:

Case Presenter for Toronto Real Estate Board - Ethics

2001 - 2006: Panel Member at the Real Estate Council of Ontario - discipline committee

2007 - 2017: appointed Vice- Chair of Ethics at the Real Estate Council of Ontario

2018 - Present: appoint Vice Chair of Appeals at the Real Estate Council of Ontario.

CURRENTLY PRESIDE AT CHAIR IN PRE-HEARING & DISCIPLINE HEARINGS.

SELLING PAST MEMORIES & BUYING FUTURE DREAMS

BOSLEY LEGACY

Bosley Real Estate is a family-owned, boutique brokerage that has been a leader in the real estate industry in Ontario. Our mission is to guarantee that our Realtors stand out as the most knowledgeable, innovative, and well-trained professionals in the field. We aim to cultivate a culture that nurtures collaboration, providing the fertile ground necessary for excellence to flourish. Finally, we strive to empower one another through honesty, respect, commitment, and purposefulness in every aspect of our daily endeavours.

Each of our 240+ full-time salespeople have been carefully selected and fully trained. When you hire a Bosley Realtor®, you are placing your trust into someone who is knowledgeable, informed, current, and has the technical experience to properly interpret all available information to ensure you make the right decisions.

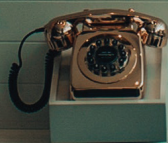
Since 1928, Bosley Real Estate has represented many prominent positions in the industry, including 9 TRREB presidents, 5 RECO chairmans, 3 CREA presidents, and 2 OREA presidents. Currently our team continues to hold positions at RECO, TRREB, OREA & our president sits on the Global Advisory Board at Leading Real Estate Companies of the World. All of this is to say we believe firmly in our ability to continue leading in our industry, so our customers remain well informed and ahead of the curve.

Our goal is to add value, help you overcome obstacles, provide unexpected insights and game changing strategies. How do we do this? Simple, we have the EXPERIENCE and the EXPERTISE and we do it better than anyone else.





Call for champagne





WHAT YOU CAN EXPECT

We are your trusted advisors. It is our goal to coach you through the sales process from start to finish. You can expect a smooth, full-service experience with absolute transparency & clear communication. These activities amongst many others, are included in our listing fee:

- We start with an informative and professional in-home consultation.
- We create a fully explained competitive market analysis (CMA) to determine an approximate fair market value for your property.
- We determine an established competitive listing price strategy based on experience, timing, recent sales and local market conditions.
- We build a marketing plan that includes a wide variety of marketing strategies both traditional and social, hand-picked for your property .
- We outline a timeline to ensure optimal pre-listing preparation requirements and scheduling conditions for maximizing your price.
- We review the legalities and responsibilities of the Listing Documentation. We address any legal concerns through consultation with our in-house Legal Counsel.
- We ensure FINTRAC compliance.



OUR TRACK RECORD

We have consistently sold homes in the city faster and for more money with the least inconvenience to you because...

- We spend a great deal of time making sure our pricing is strategic.
- Our marketing is directive and effective.

TOTAL UNITS SOLD

2,364

TOTAL LISTINGS

1,099

TOTAL UNITS BUYING

1,265

* BOSLEY INTERNAL STATISTICS BASED ON JANUARY 2024 - DECEMBER 2024 INCLUDES:
RESIDENTIAL RESALE + NEW RESIDENTIAL + COMMERCIAL + LEASING + OFF MARKET DEALS

\$1,238,959 AVERAGE \$

103.57 AVERAGE SALE TO ASK RATIO

BOSLEY

23
DAYS ON MARKET

SOLD 30%
FASTER

\$33,286
MORE PER HOME SOLD

DATABASE BENCHMARKS

32
DAYS ON MARKET

99.51%
ASK/SALE PRICE RATIO

* STATISTICS BASED ON RESIDENTIAL RESALE SOLD ONLY DURING JANUARY 2024 - DECEMBER 2024 REDATUM

** BASED ON TORONTO REAL ESTATE BOARD AVERAGE SALE PRICE \$951,027 JANUARY 2024 - DECEMBER 2024 REDATUM

AVERAGE DAYS ON MARKET

BOSLEY REAL ESTATE LTD	23
TORONTO REGIONAL REAL ESTATE BOARD	32
ROYAL LEPAGE URBAN	18
SAGE	20
KELLER WILLIAMS PORTFOLIO	24
KELLER WILLIAMS ADVANTAGE	21
REMAX HALLMARK	27
ROYAL LEPAGE SIGNATURE	23
REAL ESTATE HOMEWARD	24
ROYAL LEPAGE REAL ESTATE SERVICES	25
EXP REALTY	31
HEAPS ESTRIN	17
RIGHT AT HOME	30
KELLER WILLIAMS REFERRED URBAN REALTY	24
REMAX WEST	30
PSR BROKERAGE	32
MCCANN REALTY	25
REMAX ULTIMATE	23
ROYAL LEPAGE J&D	26
REMAX PRIME PROPERTIES	36
CHESTNUT PARK	31
HARVEY KALLES	28
FOREST HILL REAL ESTATE	34
REMAX CONDOS PLUS	28
SOTHEBY'S INTERNATIONAL	36
HOMELIFE REALTY ONE	26

* STATISTICS BASED ON RESIDENTIAL RESALE SOLD ONLY JANUARY 2024 - DECEMBER 2024 REDATUM

AVERAGE ASKING/SALE PRICE RATIO

BOSLEY REAL ESTATE LTD	103.57
TORONTO REGIONAL REAL ESTATE BOARD	99.51
KELLER WILLIAMS PORTFOLIO	101.92
KELLER WILLIAMS ADVANTAGE	101.27
ROYAL LEPAGE URBAN	103.64
ROYAL LEPAGE SIGNATURE	101.95
SAGE	102.85
REMAX HALLMARK	100.49
REMAX PRIME PROPERTIES	99.16
REAL ESTATE HOMEWARD	102.53
EXP REALTY	99.66
RIGHT AT HOME	99.59
KELLER WILLIAMS REFERRED URBAN REALTY	101.54
HEAPS ESTRIN	100.21
REMAX ULTIMATE	100.91
REMAX WEST	99.66
ROYAL LEPAGE REAL ESTATE SERVICES	99.08
FOREST HILL REAL ESTATE	99.98
CHESTNUT PARK	98.72
PSR BROKERAGE	100.44
HARVEY KALLES	98.18
MCANN REALTY	99.77
REMAX CONDOS PLUS	102.69
ROYAL LEPAGE J&D	98.91
SOTHEBY'S INTERNATIONAL	98.39
HOMELIFE REALTY ONE	100.08

* STATISTICS BASED ON RESIDENTIAL RESALE SOLD ONLY JANUARY 2024 - DECEMBER 2024 REDATUM





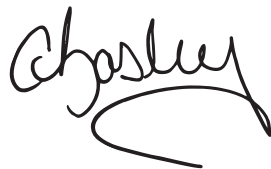
THE BOSLEY PERFORMANCE GUARANTEE

Our reputation is built on trust, reliability, and results, which is why you have our personal guarantee that your home will never be listed longer than you wish.

If we fail to meet these expectations, call us directly and we will take immediate corrective action.

Similarly, we would be delighted to hear your praise.

CHRISTAN BOSLEY
President/Broker of Record



BOSLEY

REAL ESTATE | EST 1928

SELLING A HOME

There are many phases involved in the successful sale of your property. From the initial meetings with your Bosley Real Estate professional through to the day of closing and beyond, there is a lot to consider. If you have any questions that we didn't cover, whether in conversation or in this guide, please do not hesitate to contact us anytime throughout the process. We are here, working in partnership with you. Clarity is paramount.

Behind each Bosley Real Estate professional is a dedicated team who will help make sure that the selling process goes smoothly. We have one of the best management teams in the country, including a full-time real estate and corporate lawyer, a 24-hour appointment desk and an incredible in-house marketing team. Not only will we provide informed and candid advice, but we will also market your home using first-class strategies and materials.

We have created this guide to simplify the big picture into smaller segments – “The Steps to Sell.” We have also included frequently asked questions which will help better prepare you for what to expect along the sales journey.

This guide is designed to provide some clarity and predictability during what can be a stressful process.





THE STEPS TO A SUCCESSFUL SALE

A solid strategy is needed to successfully sell a property. For a marketing strategy, you need to know where and how to market the property to appeal to a desired buyer. In a listing strategy, we determine the best ways to achieve our goals of maximizing exposure and price. Finally, in a compensation strategy, we ensure we are adequately incentivizing buyers to view the property, thus helping us achieve the goal of maximum exposure.

The strategy sets the tone for the rest of the process. Now, we are ready to move into the finer details and take action on the plan, outlined in the steps below:

Step 1: Preparing Your Property to List

Once the strategy is set and we have alignment, we have to do a lot of work to get your property ready to go on the market.

Step 2: You're Ready to List

Your property is posted on the MLS and is now being viewed by potential buyers and distributed to all affiliate websites.

Step 3: Offer time!

A buyer has made an offer to purchase your property. Will you accept it after negotiations?

Step 4: Leading Up to Closing

With a firm sale on your home, it's time to get ready to leave your property in good hands for the next buyers.

Step 5: Closing

Your buyer will be moving into their new property and there may be some final loose ends to wrap up.

Congratulations, you've sold your property!





Step 1: PREPARING TO LIST

At least 60% of the work on a listing is completed prior to the property being exposed to the marketplace.

Your Bosley Real Estate professional will discuss in detail all the services we can provide you with including:

- Arranging for a staging consultation (if required) and general clean up, painter, and any needed general repairs
- Estimating renovation costs
- Arranging for magazine-quality photography, virtual tour and video, to be used in all marketing and promotion
- Arranging for any necessary pre-inspections including, but not limited to home inspections
- Gathering all relevant data related to your home including measurements, date of upgrades, finishing details and other information that would be helpful in the sale and marketing process
- Conducting a discovery session to uncover any pertinent facts with respect to the sale of your property including survey details, taxes, completed renovations, neighbourhood developments and more
- Preparing all the materials required for placing your property on Realtor.ca and all relevant affiliate digital platforms
Familiarization with the appointment and security protocols
Introducing you to our full-time administrative and support staff who will be here to facilitate the logistics running in the background
- Keys cut and lockbox placed on your property





Here are a few frequently asked questions we are asked when we list a property...

Q: How long does it take to get our home on the market?

A: The time to get your home on the market will vary depending on the preparation needed and your marketing strategy. In general, once the pre-listing preparation is complete, your home can be up on the market in a matter of days.

Q: Can I stay in my home during showings?

A: Ideally, the home is set up (i.e. cleaned, staged, etc.) and empty for showings. One of the goals of a buyer showing is to allow them to relax and imagine themselves living there. We will help you arrange for other accommodations, if required.

Q: How do appointments get booked?

A: We use several secure and technology based tools for appointment coordination. For booking, buyer Realtors will use an app called BrokerBay. In terms of access, we use SentiLock secure electronic lockboxes that are bluetooth enabled with built-in access tracking. The main thing for you to know is that we will review it all with you and make sure that you're in the know and comfortable.



Step 2: YOU'RE READY TO LIST

This is when all that work in the first phase pays off. Your home is now officially on market and available for prospective buyers to have a visit.

Ideally, your home remains in the same or similar condition as it was when you had photos taken. So, that includes both the interior and exterior looking its best. Maintaining this level of detail will increase the likelihood of an offer on your home.

Communication is key, so your Real Estate professional will stay in touch with you to make sure all is going according to plan and you're comfortable with the process.



FREQUENTLY ASKED QUESTIONS...

Q: Will we have notice about showings?

A: We will configure showings and notifications in a manner that you are comfortable with. Again, there are various ways that we can set this up, so we will review that with you. For example, in BrokerBay, we can set it up so you receive a text request, to which you reply YES and the appointment is confirmed. Of course, phone call confirmations work, too.

Q: Can I stay in my home during showings?

A: Ideally, the home is set up (i.e. cleaned, staged, etc.) and empty for showings. One of the goals of a buyer showing is to allow them to relax and imagine themselves living there. We will help you arrange for other accommodations, if required.

Q: When I Google my house, it shows up on multiple websites. Why?

A: Real Estate technology continues to evolve, and there are numerous tools and platforms that broadcast listings to the wider market. Through the MLS system, our website, and data sharing agreements, your listing will be exposed to the largest number of available buyers.

Q: Why are showings booked in one hour time slots?

A: Showings are often booked in one hour time slots to accommodate travel and viewing time for Buyers. Some buyers will spend 40 minutes in one house and 10 minutes in the next. As a result, if you are seeing multiple homes, it is hard to give an exact appointment time.

Q: Can we have an open house every week?

A: While open houses can be a helpful marketing tool, there is such a thing as open house overload. We've all seen a home that has a permanent "Open House Sunday" sign in front of it. There is strategy to consider in the presentation timing of an open house.





Step 3: OFFER TIME

You made it to offer time! The most important part of this step is critically evaluating each offer and thinking through a negotiation strategy.

No two buyers are alike and each offer must be carefully reviewed on its own merits. Attention to detail and patience can go a long way in arriving at a firm offer for your property.

Frequently Asked Questions...

Q: What if we get a low offer?

A: As our client, we do not want you to accept an offer that you are not comfortable with. There are numerous negotiating strategies and while a buyer may initially offer “low,” working through the process with your Bosley Realtor may result in an agreement that meets your needs.

Q: Will you get multiple offers?

A: It’s impossible to guarantee multiple offers. You can rest assured though that we will work to get the best offer(s) possible.

Q: What if we want to change the offer?

A: If an offer comes in with terms or conditions that aren’t quite to your liking, we can make the necessary adjustments to the offer and send it back to the buyer as a seller counter-offer. This sign-back process can happen until both parties have come to an agreement. Strategy and patience often work hand-in-hand during the negotiations so as always, we’ll be with you throughout.



Step 4: PREPARE FOR YOUR MOVE

Navigating the period between selling your property and closing can feel disorienting at times. Rest assured, Bosley Real Estate remains a critical resource and will see you right through closing. We can recommend lawyers, movers, packers, cleaners, you name it - we've got it at our fingertips.

Frequently Asked Questions...

Q: Do we have to empty everything out of the house including the junk behind the tool shed?

A: Yes. Subject to those chattels and fixtures included in the sale, you are contractually obligated to provide vacant possession at closing. Loose items inside and outside the home must be removed prior to closing.

Q: What do we do if something breaks before closing?

A: Issues such as a broken-down furnace or basement leak should be discussed with your Realtor. We will help you navigate these pre-closing issues if and when they arise.



Q: Does the buyer come through our home again before closing?

A: In many agreements, there will be a provision allowing buyers to have further visits through your home. They may want to take measurements, discuss décor changes, or show members of their family. As well, they may request a showing just before closing. We will help you coordinate these buyer visits.

Q: What do we do about our utilities and address change?

A: Places to call include hydro and gas companies, insurance, cable and internet, phone, Canada Post, schools, doctors, gym memberships, magazine subscriptions and many more. It is a good idea to check in with Canada Post to arrange for mail forwarding as a result.

Step 5

CLOSED

The big day finally arrives, and the sale of your property has officially closed. Some things may come up, and if they do, we are always here to help.

Frequently Asked Questions...

Q: We forgot our ladder in the attic of the garage. Can we go get it?

A: The buyer will quite possibly allow you to get it back, but you are not allowed to go back on the property without consent of the new owner. Contact us so we can assist you.

Q: What if mail arrives at our old property?

A: Even if you have arranged with Canada Post to forward your mail, some may still arrive at your old home. If you feel you are missing any mail, let us know and we can help. The new owners will sometimes contact us to let us know that you have mail as well.

Q: Can we contact you in the future if we have questions about real estate?

A: Our entire business is built on fostering strong client connections. In the future, if you are in need of help with anything real estate related, we would encourage you to reach out to us. We're here and happy to help.







CUTTING EDGE MARKETING STRATEGIES

We believe in combining both traditional and modern marketing methods. Rest assured, your property will be provided the best exposure with our proven marketing plans.

- Magazine-quality photography and video is key to capturing the attention of prospective buyers
- Neighbourhood marketing preparation with “Just Listed” cards or neighbourhood open house invitations
- A social media campaign that is designed to generate awareness in advance of your home hitting the market
- Preparation of thoughtful and creative advertising write-ups
- Brochure preparation and design by our in-house graphic designers
- Maximize exposure of your listing to our extensive network of Bosley colleagues, outside agents and past and present clients
- Full online launch to the Realtor community through the ITSO and TRREB systems, which exposes your property to nearly 100,000 Realtors across Ontario
- Global exposure through Realtor.ca including the wide-reaching DDF system and, of course, our corporate, personal and affiliate websites
- Full online exposure through our personal social media business accounts
Clean and eye-catching For Sale signs
- And then there is the human element. We will be available at all times to handle any incoming inquiries whether through email, text or phone call. We are here to advocate for your property.



*Leading*TM

REAL ESTATE
COMPANIES
OF THE WORLD





WE MARKET YOUR PROPERTY TO THE WORLD

Leading Real Estate Companies of the World™ is the dominant #1 player for North American residential real estate, providing you with more property exposure, a broader pipeline to potential inbound customers, and more quality real estate connections on this continent and across the globe.

When selling your home, it's an advantageous global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World™, we have the resources to market your property to the highest possible number of potential buyers. With 130,000 talented associates around the world, we expose your property to buyers on six continents and in 70 countries, ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World™ is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over 1.1 million transactions valued at \$372 billion annually on a global basis.

- When your home is posted to our Bosley website locally, it is immediately promoted on the LeadingRE.com website.
- It is also immediately connected to the websites of over 565 of our affiliated real estate firms around the world.

**OVER 565 FIRMS | OVER 4,000 OFFICES | 130,000 ASSOCIATES | OVER 70 COUNTRIES
OVER 1.1 MILLION TRANSACTIONS AND \$372 BILLION IN ANNUAL HOME SALES**





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HAVE WE ANSWERED
YOUR QUESTIONS?

NOTES



ANITA MERLO
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BOSLEY

REAL ESTATE | EST 1928

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