



SUZANNE LAWRENCE

where town and country meet[®]



Sellers Guide

7 Steps To Consider When Selling Your Home

ROYAL LEPAGE RCR Realty, Brokerage.
Independently Owned & Operated.

154B Mill Street, Creemore, ON L0M 1G0 | SUZANNELAWRENCE.CA | 705.466.2115



You're on a Journey

Leaving a home you have loved takes courage. Finding the right buyer for it takes expertise. At Suzanne Lawrence, we bring a boutique, deeply personal approach to town and country real estate — guided by local knowledge, discretion, and the conviction that a decision this significant deserves more than a transactional response.

Our team brings together the full range of what exceptional representation requires. Suzanne Lawrence, MBA and Broker, leads with over 21 years of real estate expertise and 30 years of marketing experience — a rare combination that shapes how every property is valued, positioned, and presented. Will Madden, Sales Representative, brings market intelligence and client-focused care to every transaction. Marleen Walz, Branch Administrator and Marketing, ensures that every detail of presentation and communication reflects the standard our clients deserves.

Whether your property sits in the heart of a village or unfolds across rolling countryside, we understand how to tell its story to the buyers who are seeking. We guide every client through the process with clarity, confidence, and genuine care — so that when the time comes to turn the page, it is done with intention and integrity.

Suzanne Lawrence | *Where Town and Country Meet*[®]

7 Steps to Selling Your Home

1. Preparing Your Home
2. Enlisting a Real Estate Professional
3. The Effects of Pricing
4. Marketing Your Home
5. Setting the Stage
6. Reviewing and Negotiating Offers
7. Closing the Deal, After Sale Service & Follow Up



Townships

Living & working full time, right here.

Selling with your local real estate expert, we represent not only your home, but the area you live in and the lifestyle it promises.

Clearview

Mulmur

Erin

Orangeville

Mono

Caledon

Collingwood

New Tecumseth

Melancthon

South Simcoe

Wasaga

Adjala-Tosorontio

Living and working full-time, right here, gives us a deep understanding of the communities we serve. When you sell with your local real estate expert, you are not simply marketing your home –we are presenting the area, the lifestyle, and the everyday rhythms that make it so special. From quality schools and charming shops to local restaurants, parks, trails, and nearby attractions, we know how to highlight the amenities that shape daily life here because we experience them ourselves.

Listed!

Each area has a unique character. We have listed various facts on each, plus some details of the surroundings on our website. Your home will be fully integrated with local information.



Little Village, Big Heart

Come visit us at 154B Mill Street, Creemore, Ontario! Fondly known as “the Little Village with a Big Heart”, Creemore is only 90 minutes north of Toronto. In publications and online, Creemore is often described as “one of the prettiest towns in Ontario”. Nestled amongst the Purple Hills, the town is located in the most blissful country setting with amazing outdoor activities as well as restaurants, shopping and the Creemore Brewery!

The idyllic countryside drive to get here takes you through the rolling hills of the Niagara Escarpment, filled with large heritage homes, farms, towering trees, creeks, and ponds. No matter the season, there is always something to do for the outdoor enthusiast and day-tripper. The main street is a popular area to stop in, socialize at the farmers market on “*The Village Green*” or enjoy a refreshment or dine at one of the bespoke restaurants.

We love our local community and are proud to be a part of it!

Off the beaten path...

Nestled into the beautiful Niagara Escarpment and walking down the main street transports you to a simpler time.

Fun Facts about Creemore

Quaint Features

Home to North America’s smallest jail, hosting a weekly farmers’ market on the “village green”. Celebrating annual events, coming together to celebrate the beauty and bounty of rural living in Ontario.

Community

Tucked into the beautiful Niagara Escarpment, walking down the main street, there’s a strong sense of community. Independent stores and restaurants to peruse, with each owner waiting to share their passions.

“Croi Mor”

Creemore village takes its name from the words “*Croi Mor*” meaning **big heart** in Gaelic. It has come to be known as the little village with the big heart, due to the community’s warmth and friendly atmosphere.

Preparing Your Home

Before putting your home on the market, it is important to take a thoughtful look at its overall condition and identify any areas that may need attention. This may include small cosmetic improvements, more substantial repairs, or price adjustments based on the home's current state.

We start by walking through your home with a critical eye. Some updates are simple and cost-effective, such as fresh paint, tidying the landscaping, updating light fixtures, or replacing worn hardware. These smaller improvements can make a meaningful difference in how your home shows and how buyers respond to it.

Other concerns may be more significant and may require the help of qualified professionals. Issues involving heating, plumbing, ventilation and air conditioning, mould, water damage, wood rot, electrical systems, gutters, the foundation, or the roof can all influence a buyer's decision and may become obstacles if left unaddressed.

Once you have a clear understanding of what needs attention, let's focus on the updates that will have the greatest impact. A smart investment of time and money before listing can help your home show better, sell more quickly, and achieve a stronger price. We can help you determine which improvements are worth making and which are best left for the next owner.



Enlisting a Real Estate Professional

Selling your home is more than a transaction — it is a significant transition, and one that deserves experienced, thoughtful representation. With Suzanne Lawrence, MBA and Broker, Will Madden, Sales Representative, and Marleen Walz, Branch Administrator and Marketing, you have a dedicated team working together to position your home with care, strategy, and professionalism.

At Suzanne Lawrence, we take a boutique approach to real estate, serving town and country properties with local knowledge, refined presentation, and a strong understanding of market value. From pricing and positioning to negotiations and follow-through, our role is to guide you through each step with clarity and confidence.

One of the first formal steps in the process is entering into a Listing Agreement. This agreement authorizes **Royal LePage RCR Realty** and **Suzanne Lawrence** to actively market your home for an agreed-upon period of time. It also outlines the professional fee to be paid upon the successful closing of the sale.

Documentation We May Require When Listing Your Property

Personal/Corporate Identification Photo identification and, where applicable, corporate documents such as letters of incorporation may be required to confirm ownership of the property.

Mortgage Verification Many homeowners do not know the exact current balance of their mortgage. You may be asked to authorize your lender to provide the necessary payout information.

Plan of Survey or Sketch A survey outlines lot dimensions, building locations, and potential encroachments. In some cases, this may be required to complete a sale. If significant changes have been made to the property, your legal professional may recommend obtaining a new survey.

Property Tax Bills Current property tax bills are often needed so that annual tax amounts can be accurately reflected in the listing.

Deed or Title Search This documentation confirms the legal description of the property and establishes proof of ownership.

Additional Supporting Documents It can be helpful to provide information relating to annual utility costs, recent upgrades, warranties, permits, or original installation documents where available. These details can give prospective buyers added confidence.



Testimonials: Curious what it's like to work together?

Scan to read real stories from those we've had the pleasure of helping.



CALL IT HOME

THE DETAILS THAT MATTER

Selling your home and the Internet...

Your home, wherever buyers are looking. Our digital marketing strategy puts your property in front of the right audience across every major online platform.

realtor.ca

Most used tool in Canada for Homebuyers. Up to 40 Property Photos and Detailed Property Information.

royallepage.ca

Averages over
600,000 USER SESSIONS
per month.

royallepagercr.com

Multiple Photos and Detailed Property Information.

suzannelawrence.ca

Attracting visitors from across Canada and around the world (U.S.A., India, Russia, Germany, U. K., Japan, etc.)

torontomls.net

Toronto Realtors will access your listing and promote it to their GTA Buyers.

Carriage Trade

Luxury brand of Royal LePage properties

luxuryrealestate.com

World-wide luxury online real estate site that will draw local as well as foreign Buyers to your listing.

Ad Features

Exposure in widely read local quarterly magazines. With a few clicks, they will be viewing your listing online!

Custom Virtual Tour

Includes stills, panorama photos, floor plans, videos and drone tour highlighting the location of your property and its surroundings.

YouTube

By having a video, SEO is achieved, placing your listing at the top or near the top of the search list.

Syndication marketing

To capture international market as well as tech savvy buyers looking to find that special property.

Social Media

Launching listing & advertising open houses, specifically tailored and boosted to all accurate demographics.

"Suzanne is a fantastic agent. She was patient and very knowledgeable about the area. We would STRONGLY recommend her to others!"

- Matt & Nicole, Mulmur Ontario

The Effects of Pricing

The Results of Over-Pricing

Many sellers believe that if they start with a high list price, they can always lower it later. However, when a property is priced too high, most often, it will experience little activity. As the price is lowered to meet market value, the property has already been on the market too long, and buyers are suspicious. A property which has overstayed its welcome on the market will detract potential purchasers from even viewing your property. On occasion, the price will eventually drop below market value and the property will sell at a price below its true worth.

The Importance of Early Activity

New properties to the market will experience higher levels of activity than older properties on the market. This is a crucial time when Sales Representatives and potential buyers sit up and take notice. If a property is overpriced, interested parties will lose interest very quickly. By the time the price drops, interest is often completely lost.



Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

A Comparative Market Analysis (CMA) is a document, drawn from a local Multiple Listings Service (MLS) database, that presents pricing information, property details and photos of homes similar to yours (termed "comps") that recently sold, failed to sell, or are currently on the market in your area. Your CMA is a part of your unique listing presentation. This CMA includes the price or price range we suggest for your listing. Generally, studying what has worked in your area – and what hasn't – will help you to strategically price, position, and present your property to sell for top dollar in a reasonable time frame.



What Is The Value of Your Home Based On?

Market value is based on:

- Today's market
- Today's competition
- Today's financing options
- Today's economic conditions
- The buyer's perception of its condition
- The property's location
- The normal marketing time

Market value is not based on:

- The contents or investment you have in the property
- The amount you need out of the property
- The amount you want for the property
- The appraised value of the property
- What you've heard your neighbours house sold for
- The amount the tax office says it is worth
- How much it is insured for
- Sentimental Value
- Home prices in the area where you are moving

How to Maximize your Property's Value:

- By improving the way the home shows
- By pricing the home correctly
- By improving the condition dramatically
- By offering good terms to buyers

Thinking of your next move? We'd be glad to offer a complimentary home evaluation. Contact us to book a time!



Marketing Your Home

When it comes to marketing your home, we believe in a thoughtful, strategic approach designed to ensure the right buyers see your property. Every home is different, and every marketing plan should reflect that. We use a combination of proven, integrated marketing tactics tailored to your home, your location, and your ideal buyer.

Our role is not only to market your home, but also to market the lifestyle and community that surround it. Real estate research consistently shows that neighbourhood quality is one of the most important reasons buyers choose where to live. In many cases, buyers fall in love with an area first, and then with a home within it.

That is why it is so important to highlight what makes your location special – whether that means excellent schools, proximity to shops and restaurants, nearby parks and trails, vibrant village life, or the beauty and calm of the countryside. As local professionals, we understand how to present your home and its setting together in a way that resonates with buyers.

Your property will be professionally presented on our user-friendly website with detailed information about the home, neighbourhood, amenities, and surrounding area, along with professional photography and videography. Your listing may also be showcased across social media platforms such as Instagram, Facebook, and YouTube, with ongoing visibility throughout the life of the listing.

Combined with Suzanne's strong local presence, bespoke marketing and recognizable signage, your home will be positioned to stand out. Buyers will have easy access to property details, photos, video, and clear information on how to book a showing or connect with us directly.

Buyers will easily access your property on our website, where they can see videos, photos and property information. There will also be a clear way to get in touch to book a showing.





Staging Your Interior

Living in a home while it is on the market requires a different mindset. Buyers need to be able to picture themselves there, and that means creating a home that feels clean, spacious, and easy to imagine as their own.

Declutter Throughout the Home

- Remove items from closets to make storage feel more generous
- Pack away things you do not need right now
- Rearrange or remove furniture if needed to improve flow
- Take down overly personal items and touch up walls as needed

In the Kitchen

- Keep appliances clean
- Remove magnets, notes, and photos from the refrigerator.
- Clear counters of rarely used items



In the Bathrooms

- Remove unnecessary products from counters, tubs, and showers
- Group everyday items neatly in one small area
- Use fresh, coordinated towels and bath mats

During Showings

- Open draperies and blinds
- Turn on lights where needed
- Consider soft background music to create a calm atmosphere



Looking for a little inspiration? Follow us on Instagram for simple, thoughtful ideas to help your home shine.



SUZANNE_LAWRENCE_REALTOR

Setting the Stage

Presentation matters. From the first image online to the first step through the front door, your home should feel welcoming, well cared for, and easy for buyers to imagine as their own.

Professional photography, videography, and in-person showings all play an important role in the selling process, and a few simple preparations can make a significant difference. First impressions matter, and thoughtful staging helps your home photograph beautifully and show to its fullest advantage.

While your home is on the market, it is important to keep it ready for guests at all times. Whether we are arranging private showings or an open house, buyers should be able to experience the property in a clean, calm, and distraction-free setting.

What to Expect

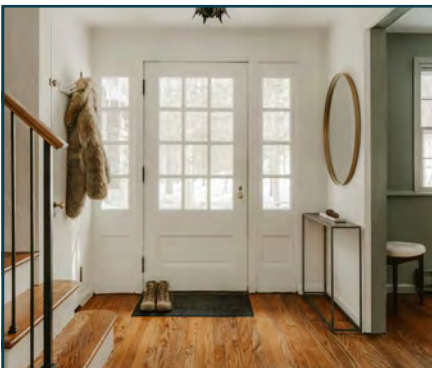
In many cases, we will ask you to leave the home during showings and open houses. Buyers are often more comfortable exploring a property on their own and forming their own impressions without feeling observed. We may also ask that pets be taken off-site during showings so the experience remains as seamless as possible.

Open House Preparation

If we are planning an open house, we will guide you on any final tasks to complete beforehand. This may include mowing the lawn, shovelling snow, tidying outdoor areas, and ensuring less frequently used spaces such as utility rooms, furnace rooms, garages, and storage areas are also clean and presentable.

Keep It Clean

Once your home is on the market, daily maintenance becomes especially important. Keeping beds made, counters clear, and surfaces tidy can help reduce stress when a showing request comes in on short notice. The goal is to keep your home feeling fresh, spacious, and ready at a moment's notice.



A word on privacy

As part of the showing process, we will likely recommend placing a sign on the property and installing a secure lockbox. A sign helps alert buyers in the area that your home is for sale, while a lockbox allows licensed agents to access the property for showings without compromising security.



Staging Your Exterior

You never get a second chance to make a first impression. The exterior of your home is both the first and last thing a buyer sees — and it quietly shapes how everything inside is experienced.

Take a moment to step across the street and view your home through a buyer's eyes. Consider what small touches might make it feel more welcoming, more cared for, and effortlessly well maintained.

The Yard

- Keep the lawn trimmed, edged, and watered
- Fertilize if needed
- Trim all bushes and plants
- Keep greenery from blocking windows
- Weed and tidy all garden beds

Porches, Decks, & Patios

- Declutter outdoor living areas
- Store garbage bins, toys, and yard tools out of sight
- Add simple outdoor furniture where appropriate

The House

- Touch up exterior paint, especially the front door and trim
- Check gutters and downspouts
- Inspect the roof for maintenance needs
- Repair or repaint shutters if needed
- Clean and repair windows and screens

Driveways & Walkways

- Keep all surfaces free of leaves, debris, snow, and ice
- Repair cracked or damaged areas where possible

Feeling overwhelmed as you prepare your home? You don't have to do it alone. Reach out or visit suzannelawrence.ca for thoughtful recommendations and support every step of the way.

Reviewing and Negotiating Offers

When a buyer is ready to move forward, their offer is presented through a formal agreement prepared by the local real estate association in consultation with legal counsel. This document outlines not only the offered price, but also important details such as the closing date, deposit, inclusions and exclusions, and any conditions that must be met before the sale becomes firm.

Once the offer is received, we will review it together carefully. From there, you may choose to accept, decline, or respond with a counter-offer. It's at this stage that thoughtful negotiation begins.

There may be several rounds of discussion, refining not only the price, but also timelines, conditions, deposit amounts, and the finer details that shape the agreement. Our role is to guide you through each step, helping you evaluate the offer as a whole and determine how it aligns with your goals.

It's important to remember that the highest price is not always the strongest offer. The strength of a buyer — their financing, deposit, and conditions — all play an important role. An offer is only as strong as its ability to successfully close.

When the right offer comes together, you can move forward with confidence, knowing every detail has been thoughtfully considered.



Evaluating an Offer

Receiving an offer is an exciting moment — and one that deserves careful consideration. In some cases, there may be multiple offers; in others, you may begin with just one. Either way, we will guide you through each detail, helping you focus on what matters most. As you review an offer, you may wish to consider:

- Which offer presents the strongest overall value
- Whether you are open to a lower price with stronger terms
- Whether an all-cash offer is available
- If the buyer has mortgage pre-approval in place
- Whether any costs are being requested of you
- If conditions are included that could delay or weaken the sale

Together, we will weigh each of these elements, ensuring you feel informed, supported, and confident in the decision you make.

Major Elements Of An Offer

Understanding the key components of an offer helps you see the full picture — not just the price, but the details that shape a successful sale.

PRICE The offered price may differ from the asking price and is influenced by market conditions, buyer demand, and the overall strength of the offer.

DEPOSIT The deposit reflects the buyer's commitment and good faith. It is applied toward the purchase price upon closing, and we will help you determine whether the amount is appropriate.

TERMS These outline how the purchase will be completed, including financing details. Most buyers secure their own mortgage, though in some cases, alternative arrangements may be considered.

CONDITIONS Conditions protect the buyer and may include financing approval, a home inspection, the sale of an existing property, or other due diligence. These can affect both the timing and certainty of the sale.

INCLUSIONS AND EXCLUSIONS These clarify what remains with the home and what does not — such as appliances, light fixtures, mirrors, or window coverings — ensuring there are no surprises.

CLOSING (POSSESSION) DATE This is the date ownership transfers to the buyer and sale proceeds are received, unless otherwise outlined in the agreement.

Closing the Deal, After Sale Service & Follow Up

Once an agreement has been accepted, there are still several important steps to complete before closing day. When both buyer and seller fulfill their obligations thoughtfully and on time, the process moves forward smoothly – with clarity and minimal surprises.

During this stage, timelines, conditions, and any special clauses outlined in the agreement must be satisfied before the sale becomes firm and ultimately closes. Most closings take place within 30 to 60 days, though this may vary depending on the terms negotiated.

As the process unfolds, we will update the property status, coordinate appropriate signage, and continue guiding you through each step. From organizing moving details to arranging utility transfers and mail forwarding, we're here to help you feel prepared and supported.

We will also assist in coordinating any final requirements, such as well testing, surveys, inspections, insurance-related access, and the buyer's final walk-through. Throughout, our focus remains on protecting your interests and ensuring nothing is overlooked.

Leading up to closing, we remain available to answer questions and work closely with your lawyer to support a smooth transition. After the sale, you may receive a Royal LePage customer satisfaction survey – an opportunity to share your experience.

Our role doesn't end when the sign changes to sold. We're here to guide you through the final details and help make your next chapter feel seamless, considered, and well supported.





SUZANNE LAWRENCE

where town and country meet[®]

MARKETING SERVICES

Showcasing the finest properties and negotiating the best deals



Showcasing

Your home, beautifully captured. Professional photography, video, virtual tour, floorplan, and drone tours ensure every detail makes its best impression.



Listing Materials

Direct mail to 500+ curated households, plus bespoke advertising at Devil's Glen and Mansfield — where your ideal buyer already spends their time.



Advertising

Strategic placement in On The Bay, In The Hills, and Haven, paired with exclusive Open House ads to put your property in front of the right buyers.



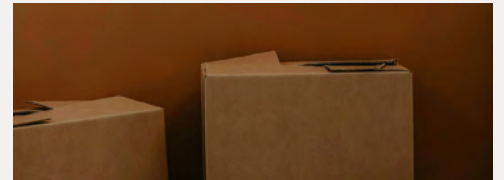
On-line Exposure

Paid social advertising. 20+ listing sites. And through Royal LePage and Luxury Homes International — a global audience of qualified buyers.



Open Houses

Your home hosted beautifully. Public and agent open houses, plus a curated, invitation-only open house for high-end realtors from Toronto, Caledon, Collingwood and surrounding areas — catered and designed to leave an impression.



Moving Assistance

A personal referral to trusted moving professionals — because the details matter, right to the very last box.



Research & Listing Management

Research and referral regarding issues, town by-laws, managed forest plans, septic, building code, NEC/SVCA/NVCA, well & water tests, ESA testing, latent/patent defects, fixtures, chattels, etc. Inspections/Showings and arrangement of cooperating brokerage showings. Inter-board listing with Toronto Real Estate Board and Southern Georgian Bay Association of Realtors. Feedback from showings. Initial and updated market analysis throughout listing period. Writing/execution of paperwork prepared and forwarded to lawyer on your behalf.

Checklist for Photography, Videography, and Showings

FRONT ENTRY

- Doorbell working
- Door hardware clean and in good repair
- Porch and foyer tidy

KITCHEN AND LIVING AREAS

- Remove clutter, personal items, pet items, and excess furniture
- Clean floors, surfaces, windows, mirrors, tiles, and shutters
- Remove fridge magnets, notes, and photos
- Hide bins and cleaning supplies

BATHROOMS

- Polish mirrors, fixtures, and taps
- Repair leaky taps or toilets
- Empty waste bins
- Ensure caulking and seals are in good condition
- Replace used towels with fresh matching ones

BEDROOMS

- Declutter
- Make beds neatly
- Put away clothes and personal items
- Ensure floors are clean and clear

INTERIOR MAINTENANCE

- Repair cracked plaster and caulking
- Touch up chipped paint
- Replace broken bulbs
- Tighten handles and knobs

OUTSIDE

- Ensure the exterior is in good repair
- Make house numbers clearly visible
- Mow lawns and rake leaves
- Sweep driveways, patios, and decks
- Remove oil stains if possible
- Weed gardens and prune shrubs
- Put away bins and garden equipment
- Clean windows and screens

TIDY GARAGE, CARPORT, AND STORAGE AREAS

DAY OF SHOOT & SHOWINGS

- Lock away valuables
- Remove or secure pets
- Straighten furniture and beds
- Ensure all surfaces are clean and clear
- Open all blinds and curtains



SUZANNE LAWRENCE
where town and country meet®

From market conditions to government regulations and upcoming developments, we keep a close eye on what matters — so you can stay informed with ease.

Sign up for our blog for thoughtful updates and local insight.

Stay informed via SUZANNELAWRENCE.CA/BLOG



SUZANNE LAWRENCE
where town and country meet®



With my experience, I look forward to helping you get the most out of your real estate experience.

705.466.2115

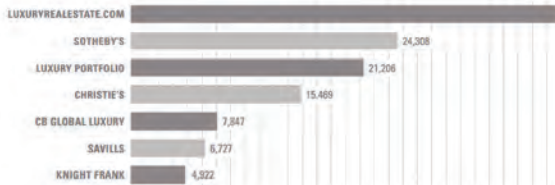
SUZANNELAWRENCE.CA

ROYAL LEPAGE RCR Realty, Brokerage
Independently Owned & Operated



LuxuryRealEstate.com

The Webby Award Winning Luxury Real Estate Website with the Most Multi-Million Dollar Properties



Traffic

LuxuryRealEstate.com ranks No. 1 on Google, Bing and Yahoo for luxury real estate and multi-million-dollar listing searches. Additionally, the award-winning website has been honored by the Webby Awards, voted 'Best of the Web' by Forbes and was most recently named 'Best Real Estate Website' in the 2018 Internet Advertising Competition Awards and 'Outstanding Website' in the 2018 WebAwards by the Web Marketing Association.

TOP 10 VISITING COUNTRIES	Visits (annual average)	Unique Page View (monthly average)	Countries with Active Listings	Total Dollars on LuxuryRealEstate.com
United States • Canada • United Kingdom	3.8 million	316,667	.61	\$240 billion+
• Australia • India • Spain • China				
• Germany • Czechia • Japan				

Over 55,000 properties with an average price of \$4.6 million



SUZANNE LAWRENCE
where town and country meet®

Helping clients discover the country lifestyle and communities we serve. From a cozy farmhouse to an elegant townhome, from a weekend escape to a forever home — we meet you wherever you are in the journey.

Proudly serving **Creemore, Collingwood, Dufferin, Caledon, and surrounding areas.**

View current listings online at SUZANNELAWRENCE.CA



RCR Realty, Brokerage.
Independently Owned & Operated.



A New Chapter Begins

As one chapter closes, another begins. We're here for you beyond the sale – a steady resource whenever you need us.

Thank you for placing your trust in us and inviting us into such an important moment.



SUZANNE LAWRENCE

where town and country meet[®]