

THE ULTIMATE ROADMAP TO SELLING YOUR HOME
WITH AMY MORGAN



SELLERS GUIDE

Amy Morgan
Real Estate

Getting you top dollar for your home
and enjoying the process along the
way is my goal for you!



SELLERS GUIDE

CONTENTS

ONE | THE TEAM

TWO | THE NUMBERS

THREE | THE STEPS

FOUR | THE MARKETING

FIVE | THE APPROACH

SEVEN | THE STAGING

EIGHT | THE COMPANY

NINE | THE COMMISSION

TEN | THE WORDS

ELEVEN | THE COMMUNITY

TWELVE | THE FAQ'S

THIRTEEN | OUR NETWORK

• THE AGENT



AMY MORGAN


REALTOR

Working with people has always been where I thrive. I love to meet different personalities and help achieve goals tailored specifically to you! I've always said my heart is my biggest strength and I do pour it in my work, ensuring not only you have the results that you need but also feeling confident that it was done responsibly, ethically, and with your best interest in mind.

Creating a Real Estate experience that we can all be proud of is my commitment to you, and I can't wait to get started on your journey.

I believe in an approach to selling your home as unique as you are.

I put you first and believe in a modern business approach that ensures getting the job done and enjoying the process along the way



THE VERY BEST THING ABOUT WORKING WITH AMY IS THAT NO AMOUNT OF MONEY THAT YOU HAVE TO SPEND IS TOO SMALL. SHE IS WILLING TO SHOW YOU ANY HOUSE. YOU NEVER FEEL PRESSURED TO SPEND MORE MONEY. NO REQUEST IS TOO MUCH TROUBLE FOR HER. NO MATTER HOW MUCH YOU ARE SPENDING, OR HOW FAR OUT OF TOWN YOU ARE LOOKING, YOU FEEL LIKE A 2 MILLIONS DOLLAR CUSTOMER. THANK YOU FROM THE BOTTOM OF OUR HEARTS AMY FOR BEING WITH US ON THIS LONG JOURNEY.

—Lisa & Kate Koivu

THE NUMBERS •

A little informative
snapshot of how we sell.



Consistently producing
agents

5

Average number of days
on the market



Our houses sell faster
with our marketing
techniques and
negotiation strategy



Endless amount of
clients turned to friends



THE STEPS

Let's take a closer look at the steps to selling your home.





**"I AM SO GRATEFUL FOR NOT
JUST THE SERVICES THAT AMY
& HER TEAM HAVE DONE FOR
ME, BUT THE WHOLE
EXPERIENCE OF BUYING A HOME
& SELLING MY OLD ONE. IT WAS
DONE SO EFFORTLESSLY. THEY
MADE THE EXPERIENCE FUN,
ENJOYABLE, AND STRESS
FREE"**

-Karen Gordon

THE MARKETING

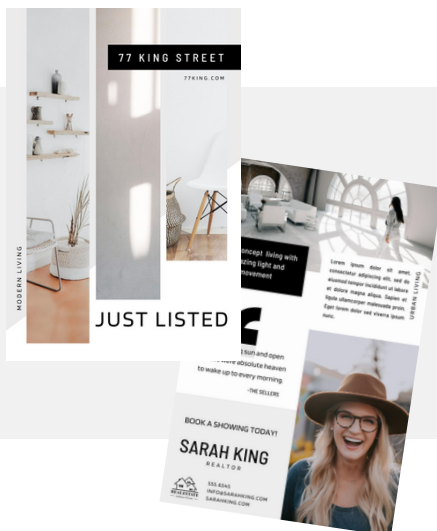


PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to widest audience possible. We only use the best professional photographers.

VIRTUAL TOURS/OPEN HOUSES

We can show your home virtually or in real time. Your comfort level is our priority.



NEIGHBOURHOOD FLYERS

We make sure your hood is informed first so they can spread the word to their families and friends.

We have a unique marketing system that takes all of your home's needs into consideration.

SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is growing everyday which means your home gets in front of more eyes. We utilize sponsored ads & multiple platforms for maximum exposure.

JUST LISTED

77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM

PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers can walk away feeling more impressed with your home.

77 KING STREET
77KING.COM

LIVING ROOM | 20' X 10'
DINING ROOM | 20' X 10'
KITCHEN | 9' X 10'
BEDROOM | 15' X 10'
2ND BEDROOM | 12' X 12'

SARAH KING
REALTOR
555.6543
INFO@SARAHKING.COM
SARAHKING.COM


STAGING DONE WELL

We assess your staging needs during our first meeting and get the job done regardless of whether you need a little spruce or a large overhaul.





• THE APPROACH



How we go about
selling your home
from beginning to end.

ASSESS

We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.



PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs and storing personal items to make your home as neutral as possible.



SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, open houses, social media marketing, virtual walkthroughs and print marketing that reach audiences far and wide.

THE STAGING



BEFORE



AFTER

from messy and cluttered to chic and modern



BEFORE



AFTER

A dark and dated kitchen turns into a clean and bright area



BEFORE



AFTER

A complete revamp took this unused room into a magazine worthy vision

CENTURY 21[®]

First Canadian Corp.

BROKERAGE

Welcome to Century 21 First Canadian Corp., the #1 producing office in units in London, Ontario since 2004.

Our office has consistently been one of London's top producers and we look to continue this success in the years to come. The keys to our success are the quality salespeople that we have been fortunate enough to recruit, the hard working, dedicated support staff and the many services and programs that we provide for our sales staff.

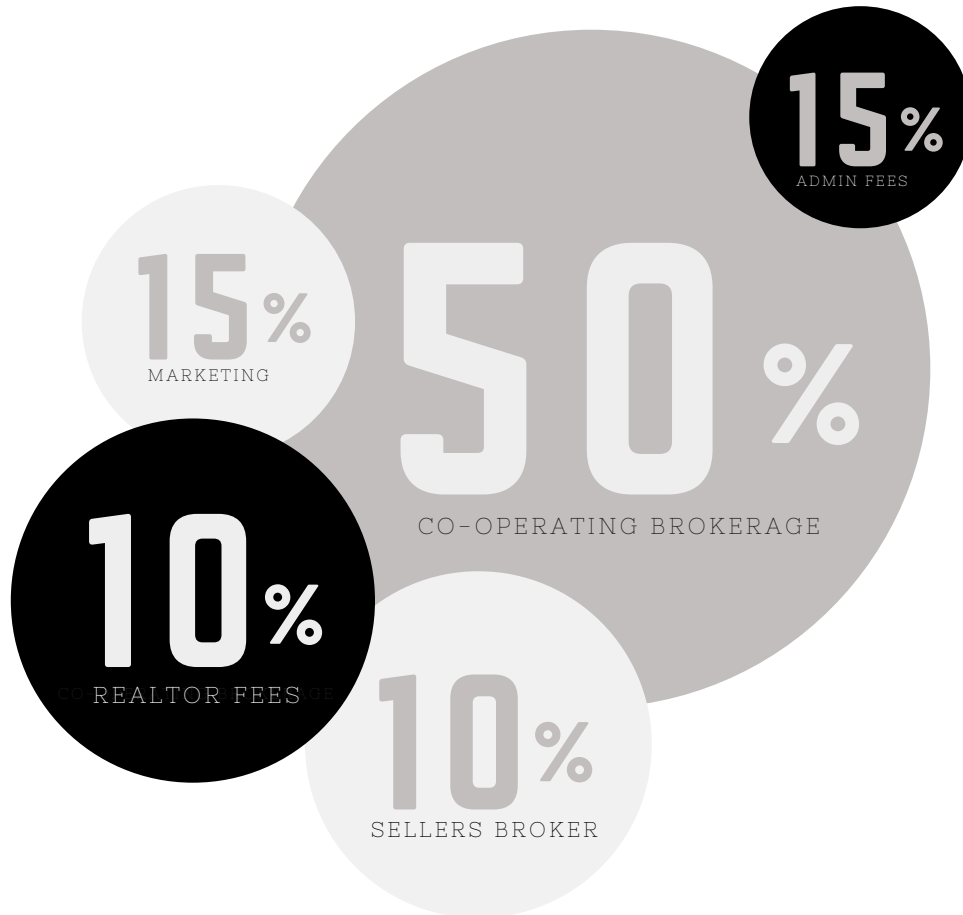


Century21 First Canadian is consistently London's #1 real estate agency. We care about your sale.



Let's talk money. Where it goes, how it's divided and who gets what.

THE COMMISSION



We believe in full transparency when it comes to commission after all you should know where your money is going and why. There's a big misconception that realtors take home the percentage listed on the listing agreement. When we sell your home half of the commission is delivered to the buyer brokerage. From the half that is delivered to the selling agent (that's us!) half goes to the brokerage, and the rest is divided between marketing, advertising, agent fees, admin fees and finally to the agents who helped you sell your home (that's us again)!

Let's talk about what is covered by your Realtor team to ensure top results

WHAT'S INCLUDED? •

Signage- Sign & post installed on your lawn 7 days prior to listing.

- Coming Soon
- For Sale
- Directionals
- Open House
- SOLD!

Media- Our highly experienced media team

- Photography
- Videography
- Floor Plans
- Virtual Tour

Cleaning- We provide a 3 hour complimentary cleaner prior to listing

Staging- Different staging packages are available if it is necessary



• THE WORDS

What our clients had
to say about our
selling process



Amy is extremely knowledgeable about the London & surrounding area real estate market. We received excellent communication and always felt like they had our back in every aspect

-Prisent



Professionalism is a must and I feel that's what I received. Very happy with my choice overall

-Benny Loyens



Amy excelled in guiding us to discover the ideal home tailored to our needs. Her unwavering care and support throughout the entire process were truly commendable

-Bruno



We were first time home buyers and were nervous to dip our toes into the housing market. Amy took all our fears away and dove right into the search with us. She was patient and ended up finding us our forever home. She guided us through the process seamlessly

-Jacqueline & Spencer

• THE COMMUNITY

The ways we
give back to
our community



CMHA- THAMES VALLEY

When you work with me, upon closing I ensure a donation is made to a foundation that sits closely within my heartt: Thames Valley Addiction & Mental Health Services.

PROJECT TINY HOPE

YWCA St. Thomas-Elgin is thrilled to be partnering with Sanctuary Homes and Doug Tarry Homes to create new affordable housing in downtown St. Thomas



YWCA ST. THOMAS-ELGIN

**Canadian Mental
Health Association**

Thames Valley

Addiction and Mental Health Services



THE FAQs •

All of your questions
answered!

HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes generally sell in less than 3 weeks on average.

WHAT IS A BUYER VS SELLER MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

WHAT CAN I EXPECT WITH OPEN HOUSES?

We have strict systems in place where no one will be left alone in your home at any given time. Usually it's best if the seller's aren't present during an open house so buyers can feel more comfortable looking around.

OUR NETWORK

MORTGAGE AGENTS

HALEY VINK- Mortgage Alliance

- Mortgage Agent
- (226) 235-3758
- haley@thinkvinkmortgages.ca

SEAN PROSSER- Mortgage Alliance

- Mortgage Agent
- (519) 639-5414
- mortgages@seanprosser.com

MATTHEW SHAW- Mortgage Alliance

- Partner & Mortgage Agent
- (519) 630-2042



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LAWYER

BRENT PICKARD- McKenzie Lake Law

- Associate Lawyer
- (519) 672-5666 ext.7280
- brent.pickard@mckenzielake.com

LANE WALKER- Bowsher & Bowsher

- (519) 633-3301
- info@bowsherandbowsher.ca

HOME CLEANING

LISA KAY

- (226) 973-3054

HOME INSPECTOR

KELLY HAMLYN- The Inspectors London

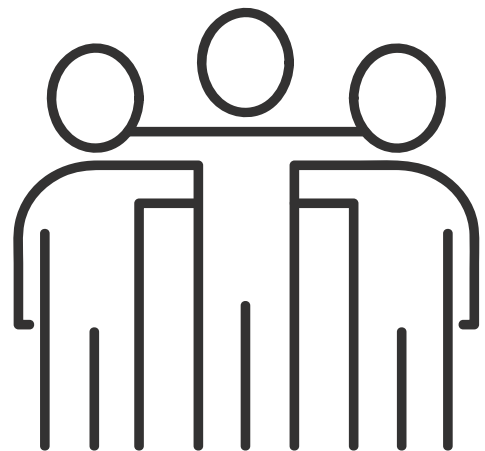
- 519 878 6491
- kelly@theinspectorslondon.com

HOME STAGING

...
CAROL- A First Impression by Carol

- 519 701 0681
- carol@afirstimpressionbycarol.com

...



READY TO GET STARTED?

Amy Morgan
Real Estate

| (519) 671-7615 |
| amy.morgan@century21.ca |
@amymorgan.realtor



FOLLOW ALONG

