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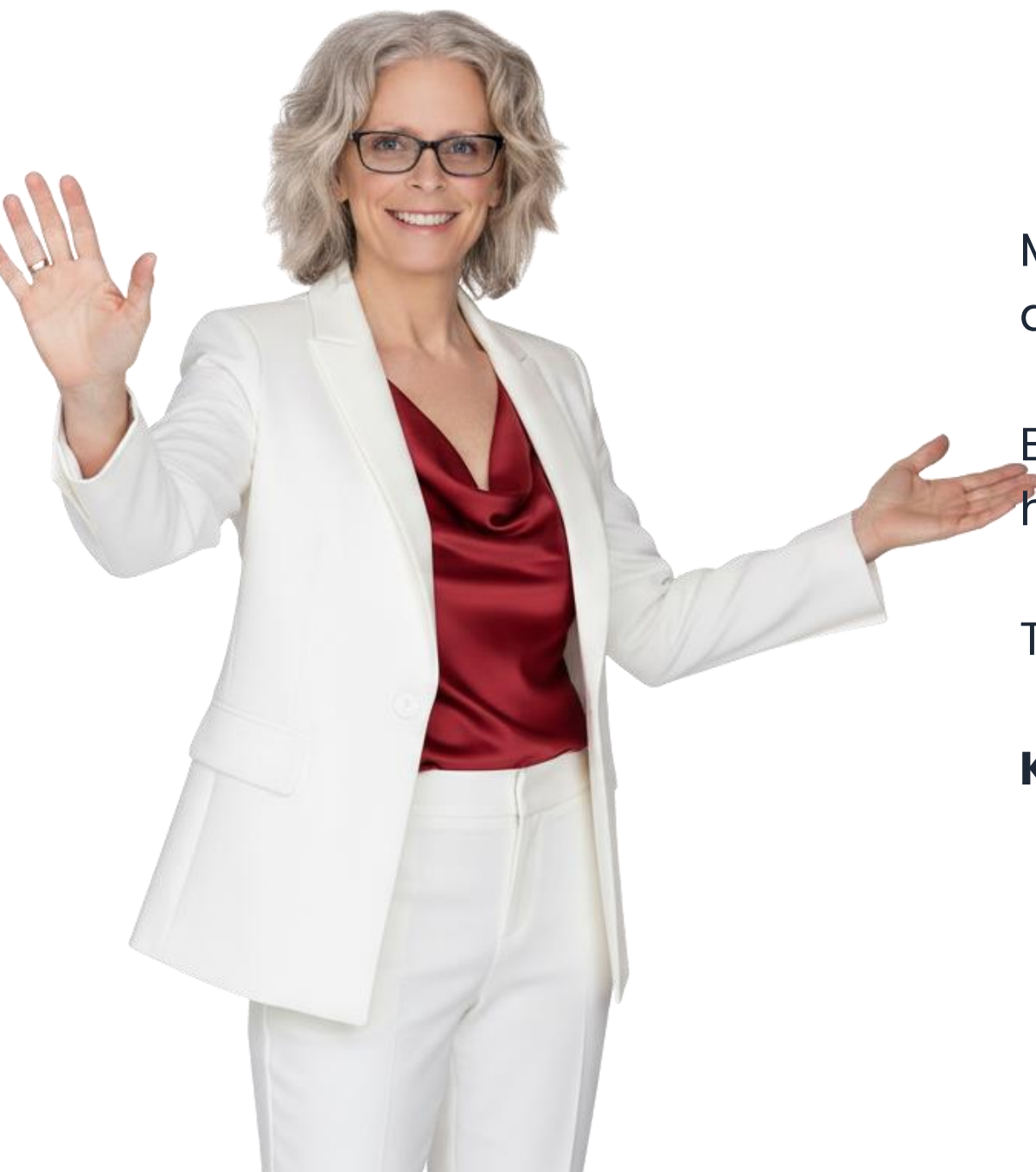
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HELLO!



Welcome to your **Seller Starter Package**.

This guide is designed to clearly outline:

- How I work
- What you can expect throughout the selling process
- How we'll make informed, strategic decisions together

My role is to guide you through the Listing to SOLD Process with clarity, strong communication, and a plan that aligns with your goals and timeline.

Before we move forward, take a few minutes to consider the questions below. Your answers will help me tailor pricing & marketing strategies, timing, and services to your specific situation.

There are no right or wrong answers. Just be honest.

Key Questions to Consider

1. What's prompting your move right now?
2. What is your ideal timeline to sell &/or buy?
3. How familiar are you with current market conditions?
4. What features matter most in your next home? (Location, size, outdoor space, etc.)
5. What level of guidance and communication do you expect from your real estate professional?

Review this guide at your own pace.

If questions come up, or you'd like to discuss your responses, reach out anytime.

I'm here to help you move forward with confidence.



I'M TINA

Real estate is more than a transaction –it's a life transition and a meaningful journey. With a deep passion for real estate and a strong commitment to integrity, quality, and excellence, I am dedicated to protecting your best interests and guiding you through every step with confidence and care.

I am a strategic thinker, goal/results oriented and strong believer there are no “problems”— only opportunities and solutions. Every step of the process is a chance to move closer to your goals, and my role is to ensure you feel informed, supported, and empowered from start to finish.

I offer a client-first approach built on open communication, personalized guidance, and trust. From our first conversation to closing day and beyond, I am committed to making your Real Estate experience seamless, positive, rewarding & memorable.

Whether you're a first-time seller, handling an Estate Sale, or anything in between, I can guide you every step of the way.

YES – Real estate has a lot of big & important decisions, but that doesn't mean we can't enjoy the process and have a bit of fun along the way.

Successful client and agent relationships are built on collaboration, transparency, and mutual respect –and that's exactly how I work.



I'M TINA

In addition to real estate services, I also offer professional Property Management solutions designed to make ownership effortless.

From tenant placement and rent collection to maintenance coordination and ongoing property care, my goal is to help you protect your investment and enjoy peace of mind.

Whether you are an investor, landlord, or homeowner, you'll receive expert guidance and hands-on service tailored to your unique property goals.

Credentials & Expertise:

- REALTOR®
- SRES® – Seniors Real Estate Specialist
- RSPS® – Resort and Second Property Specialist
- ABR® – Accredited Buyer's Representative
- Accredited Residential Manager – ARM® (REIC)
- Limited Condominium Management License – OLCM-L (CMRAO)
- Strong leadership and tenant-relation management
- Proven strategies to minimize vacancies, control costs and enhance property appeal
- 25+ yrs Corporate Environment – Finance, Sales, Leadership, Risk Management, Customer Service.



*Note: Property management services represent additional costs and are not included in the Seller Agreement or Buyer Representation Services provided under an agreement. Any interest in property management must be arranged separately at the Seller/Buyer expense.

TESTIMONIALS



Very knowledgeable and extremely helpful in all aspects of selling my house which sold in 5 days and also finding me my new home.

- *Kim Williams June 2025*

She answered all my questions, worked her butt off and literally had my back through it all. If you are thinking of buying or selling your home, I would 100% recommend Tina.

- *Danielle*

Tina helped me find the perfect home and was there for us every step of the way would definitely recommend to anyone buying or selling.

- *Nygel C. Decemebr 2025*

..my husband and I were very impressed by Tina's honesty and tenaciousness and appreciated how she went way above and beyond with the "extras" to help us reach our goal.

- *Lesley Hoag*

SERVICES OFFERED

PRE-LISTING CONSULTATION & VALUATION

- Comparative Market Analysis (CMA): Assess the value of your home using real data.
- Pre-List Consultation: Recommend strategies to increase appeal and value.
- Professional Services (optional at additional costs): Staging, Cleaning, Landscaping +++

LISTING SERVICE PACKAGES

- Tiered Level Available & Specialized Senior's Package

MARKETING YOUR HOME

- Multi-Platform Exposure: Maximize exposure - Listing on MLS, all social media platforms, print and other digital channels.
- Targeted Advertising: Reaching buyers through tailored campaigns (Geo-targeting).

SHOWINGS & UPDATES

- Schedule and managing showings / provide lockbox access for agents for easy showing / booking system.
- Provide feedback, bi-weekly/monthly updates on status of property, updates on any market changes and provide recommendations

SERVICES OFFERED

NEGOTIATION & OFFERS

- Offer Strategy: Advise on competing offers and terms.
- Negotiation: Act as your advocate to secure the best price and conditions.

CLOSING PROCESS

- Paperwork: Prepare and explain all necessary documents.
- Transaction Management: Oversee the process and protecting your best interest until closing (& after).
- Referrals: Connect you with trusted professionals - inspectors, lawyers, movers, etc .

PLEASE NOTE THAT SERVICES LISTED ARE NOT LIMITED TO NOR IS AN EXHAUSTIVE LIST AND SOME MAY INCUR ADDITIONAL COSTS. THESE ARE TO BE USED AS A GUIDELINE ONLY. SERVICES ARE GEARED TOWARD SPECIFIC REQUIREMENTS, GOALS, AND DESIRED OUTCOMES FOR EACH CLIENT AND DO NOT PROMISE NOR GUARANTEE SPECIFIC RESULTS.

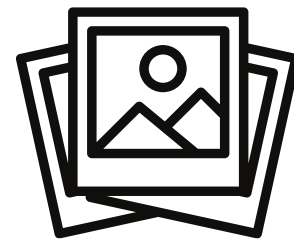
LISTING TIMELINE

TIMELINES MAY VARY DEPENDING ON MARKET CONDITIONS & OTHER CONTRIBUTING FACTORS.
TIMELINES ARE CATERED & DETAILED SPECIFICALLY TO CLIENT NEEDS. THIS SHOULD ONLY BE USED AS A GENERAL GUIDELINE



PRE-LISTING

- Introduction Call
- Review and Sign Listing Docs
- De-clutter & Prep Home
- Final Walk- Through Before Photography



MARKETING TO MLS

- Photos & Video
- List Date
- Showings



OFFER & CLOSING

- Next Steps (Offers & Negotiations)
- Moving Prep
- Pre-Close
- Closing



SIMPLE CHECKLIST

NOTE: LIST PROVIDED IS ONLY TO BE USED AS A GUIDELINE. THE EXTENT OF REQUIREMENTS NEEDED MAY VARY FOR EACH HOME & SITUATION.



TIDY UP!

- Clear countertops and remove unnecessary items
- Organize closets and storage areas
- Put away tools, toys, and personal clutter
- Remove some personal items & store valuable items in a safe & secure area



CLEAN UP

- Wash windows (inside & outside), wash floors, sweep off debris from walkways and deck areas
- Clean kitchens and bathrooms thoroughly, vacuum carpets
- Make sure the home smells fresh and inviting (plug-ins / strong air fresheners- NOT recommended)



PATCH & FIX

- Repair minor leaks, doors, or windows
- Touch up paint where needed
- Fix small issues before they become a bigger distraction

ARE YOU READY TO DIVE A BIT DEEPER?

REACH OUT ANYTIME. I'D BE HAPPY TO DISCUSS THE NEXT STEPS AND GUIDE YOU PERSONALLY.

WHAT'S IN IT FOR YOU?

I do basically everything for you!

AND...

I even provide the pen you will need to sign the paperwork!

Some duties include but not limited to:

- Consult and assist with pre-listing preparation
- Handle all paperwork – review and explain in detail
- Provide, discuss & recommend Listing Package options available
- Schedule photography and other services required / requested
- Ensure your property gets maximum exposure:
 - Social media posts & ads
 - Videos & print materials
 - Email blasts and more
- Manage showings, feedback, and provide updates
- Advise on strategies and consult on offers (when relevant)
- ... and more.

Every situation is unique, and all marketing and selling strategies are tailored & aimed towards achieving maximum results.



FAQs

WHAT COSTS SHOULD I EXPECT WHEN SELLING?

Typical expenses include agent commissions, staging/legal fees, minor repairs, and concessions. It's always best to consult those Professionals providing the service to ensure you get an accurate price quote.

HOW LONG WILL IT TAKE TO SELL MY HOME?

Average days on market varies by location and season but also depends on pricing, marketing and a few other variables.

WHAT REPAIRS OR UPDATES SHOULD I MAKE?

Focus on high-ROI fixes like minor kitchen/bath refreshes, curb appeal, and decluttering. Patching holes in walls and painting is always a good option for improvements & is low cost (for the most part).

HOWEVER – it is always best to contact your Real Estate Professional BEFORE starting to tackle larger projects. Your agent will advise you based on cost vs. value added.

WHAT IS YOUR COMMISSION?

Great question! Commission rates could vary based on a few factors including the services required.

I'd be happy to walk you through my full value proposition during a quick 15-minute call, where we can also review your property's unique potential.

LET'S SET UP A CALL. What works best for you this week?

RECO INFORMATION GUIDE

(Real Estate Council of Ontario)

The content of the RECO Information Guide is intended to help buyers and sellers make informed decisions.

As of December 1, 2023, agents are required to provide the guide and to explain the content before services or assistance are provided.

The guide contains valuable information that parties should be aware of before entering an agreement with a brokerage or receiving any services or assistance from a real estate agent.

You will receive this booklet should you decide you would like to move forward to the next step.

For your reference >> [**CLICK HERE**](#) 

WHAT'S INSIDE

WORKING WITH A REAL ESTATE AGENT — PAGE 2

- This section describes the benefits of working with a real estate agent, what you can expect, and the responsibilities of clients.

KNOW THE RISKS OF REPRESENTING YOURSELF — PAGE 4

- This section explains the risks if you choose not to work with a real estate agent.

SIGNING A CONTRACT WITH A REAL ESTATE AGENT/BROKERAGE — PAGE 6

- When you work with a real estate agent, you sign a contract called a Listing Agreement. This section explains the scope of the engagement, responsibilities, term of contract, etc.

UNDERSTANDING MULTIPLE REPRESENTATION — PAGE 9

- Multiple representation means the brokerage, or the agent represents more than one client in the same transaction. This section explains how multiple representation works, the risks, and what to expect if you agree.

HOW TO MAKE A COMPLAINT — PAGE 11

- Ontario brokerages and real estate agents are accountable for their conduct. This section tells you how to raise a concern with the brokerage and with RECO.



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REACH OUT ANYTIME!

