

STONEHAVEN · NEWMARKET · AURORA · ESTATE PROPERTIES

# The *Intentional Seller's* Guide to Your Estate Home

A thoughtful preparation framework for homeowners who want to sell with strategy, dignity, and the highest possible return.

Grace Simon · New Doors Group | eXp Luxury · 20+ Years in Newmarket

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## ABOUT THIS GUIDE

### For Homeowners Who Make Deliberate Decisions

If you've lived in your Stonehaven, Newmarket, or Aurora home for a decade or more, you've built something significant — not just financially, but personally. The decision to sell is rarely just a transaction. It's a transition.

This guide was designed for people like you: thoughtful, successful, unhurried. People who want to understand the full picture before making a move. People who know that the difference between a good outcome and a great one is preparation — and the right counsel.

Use this as your private roadmap. Work through the checklists at your own pace. And when you're ready to talk strategy, I'm here — not to sell you anything, but to give you the clearest possible picture of what your home could achieve.

*"The homeowners I've seen achieve the best outcomes in Stonehaven are never the ones who rushed. They're the ones who prepared with intention — and then moved decisively when the moment was right."*

— Grace Simon, New Doors Group | eXp Luxury

# What Every Stonehaven Homeowner Should Know Before They List

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## 01 — When is the right time to sell my Stonehaven home?

The right time is when strategy, market conditions, and your personal readiness align — and rarely are all three aligned without deliberate preparation. In Stonehaven's \$2M+ tier, the homes that achieve the strongest outcomes are almost never listed impulsively. They're prepared 6 to 18 months in advance, positioned carefully, and introduced to the market at precisely the right moment. The question isn't just 'is the market good right now?' It's 'is my home ready to compete at its highest possible level?' That's a different conversation — and one worth having privately before any decisions are made.

## 02 — What pre-sale improvements actually increase value in Newmarket?

Not all renovations return their investment in a luxury sale — and some can actively reduce your buyer pool by reflecting personal taste too strongly. In Stonehaven and Aurora estate homes, the improvements that consistently move the needle are: professional staging that honours the home's scale, kitchen and primary bathroom refreshes that feel current without being trendy, impeccable landscaping and curb appeal, thorough documentation of home systems (HVAC, roof age, windows, mechanicals), and a deep, hotel-quality clean throughout. I've personally helped clients avoid \$80,000 in unnecessary renovation spending by doing a proper pre-sale assessment first.

## 03 — How do I get the highest return on my estate home?

Achieving the highest return on a \$2M+ property requires more than a listing on MLS and a lockbox on the door. It requires a realtor who understands the psychology of a luxury buyer — what they need to see, what they need to feel, and what they need to believe about the home and the neighbourhood before they commit. It requires editorial-quality marketing that positions your home as a destination, not a transaction. And it requires access to a qualified buyer network that exists before a public listing goes live. My approach begins months before the sign goes in the ground — with a private assessment, a tailored strategy, and a genuine commitment to your outcome.

## YOUR PREPARATION CHECKLIST

# What a Well-Prepared Estate Sale Looks Like

Work through these at your own pace. Check each item as you complete it. This list is yours — there's no timeline pressure, only clarity.

### 01 Strategic Foundation

- Have an honest conversation about your timeline and goals
- Understand what your home is worth today vs. with preparation
- Know where you're going before you list
- Identify your ideal buyer profile
- Book a private strategy consultation with Grace

### 02 Property Assessment

- Walk through every room with fresh eyes
- Identify deferred maintenance items
- Document age of roof, HVAC, windows, and mechanicals
- Review exterior and landscaping condition
- Note any permits, surveys, or legal documents needed

### 03 Strategic Improvements

- Complete pre-sale assessment before spending anything
- Refresh kitchen without full renovation if needed
- Update primary bathroom fixtures and finishes
- Address curb appeal — landscaping, front door, lighting
- Deep clean including windows, carpets, and details

### 04 Declutter & Stage

- Remove personal items and family photos
- Edit furniture to showcase room proportions
- Clear garage, basement, and storage areas
- Engage professional staging consultation
- Book editorial photography and video

### 05 Financial Preparation

- Understand your net proceeds after fees and mortgage
- Confirm your mortgage discharge or portability options
- Review tax implications with your accountant
- Align with your financial advisor on timing
- Understand bridge financing options if needed

### 06 Listing Readiness

- Confirm your pricing strategy with Grace
- Review and approve all marketing materials
- Understand the showing protocol and schedule
- Prepare for the emotional reality of open houses
- Know your walk-away number before offers come in

# A Thoughtful Path from Consideration to Closing

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*12-18 Months*

## Private Strategy Conversation

Begin with an honest, no-obligation conversation. Understand what your home could realistically achieve, what the current market looks like for your price tier, and whether now is the right season to begin preparation. This conversation costs nothing and clarifies everything.

No obligation · Private · Market assessment

*9-12 Months*

## Pre-Sale Assessment & Planning

Walk through your home together. Identify exactly which improvements will move the needle on your sale price — and which are unnecessary. Build your preparation plan with a realistic budget and timeline. Engage your legal, financial, and design team where needed.

Home walkthrough · Improvement plan · Legal & financial alignment

*6-9 Months*

## Strategic Improvements

Execute your targeted improvement plan. Focus on high-return items: kitchen refresh, primary bathroom, curb appeal, mechanical documentation. Avoid over-renovating. The goal is presenting your home at its genuine best — not transforming it into something it isn't.

Renovations · Repairs · Landscaping

*3-6 Months*

## Staging, Photography & Marketing Preparation

Engage professional staging. Arrange editorial photography and video. Prepare your marketing narrative — the story of your home and neighbourhood. Begin quiet outreach to Grace's qualified buyer network before any public listing.

Professional staging · Photography · Buyer network

*1-3 Months*

## Strategic Launch

List at the right moment — not the first available Friday. Timing relative to seasonal inventory, competing listings, and market momentum matters significantly at this price tier. Your listing goes live with a full marketing campaign and a qualified buyer pipeline already warmed up.

MLS launch · Private showings · Offer strategy

*Closing Day*

## A Well-Earned Outcome

The homeowners who follow this path don't just sell their homes. They sell them well — with clarity, confidence, and the financial outcome that reflects the care they put into this place over the years. That's the standard we hold ourselves to, every time.

Negotiation · Closing · Next chapter

# Three Truths About the Stonehaven Market Right Now

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## I

### Preparation Outperforms Timing

In 20 years of selling in this market, I've never seen a well-prepared home fail to find its buyer. The homes that struggle are almost always the ones that were listed before they were ready — not because the market was wrong, but because the presentation was.

## II

### Inventory Is Thin at the Top

Qualified buyers for \$2M+ Stonehaven homes are not abundant — but they are present. The buyers who exist in this tier are patient, discerning, and looking for something exceptional. When they find it, they move. Your job is to be that exceptional home.

## III

### The Right Advisor Changes Everything

At this price tier, the realtor you choose is not a commodity decision. The difference between someone who knows Stonehaven from the data and someone who has lived it, served on its council, and sold dozens of homes on its streets — that difference shows up in your final number.

#### YOUR NEXT STEP

## Let's Have a Private Conversation About What Your Home Could Achieve

You've worked through the checklist. You've read the guide. Now the most valuable thing you can do is sit down with someone who knows this market the way you know your own home — and get an honest picture of what's possible for you.

No obligation · Completely private · No pressure, no pitch · Just honest counsel

#### BOOK YOUR PRIVATE CONSULTATION

[calendly.com/grace-newdoors/market-update-call](https://calendly.com/grace-newdoors/market-update-call)

CALL OR TEXT

905-953-6926

EMAIL

[grace@gracesimon.ca](mailto:grace@gracesimon.ca)

BOOK ONLINE

[calendly.com/grace-newdoors](https://calendly.com/grace-newdoors)

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