

HOME SELLING GUIDE

A RESOURCE TO GUIDE YOU THROUGH THE HOME SELLING JOURNEY, FROM 'LISTED' TO 'SOLD'.



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GET IN TOUCH



226-270-8877 | OFFICE@VANLEEUVENREALTYGROUP.COM |
WWW.VANLEEUVENREALTYGROUP.COM



WE BELIEVE IN **SELLING** YOUR HOME,
NOT JUST LISTING IT.

ABOUT VAN LEEUWEN REALTY GROUP

Founded in 2017, Van Leeuwen Realty Group is a group of dynamic and dedicated professionals with extensive Real Estate experience in Kitchener, Waterloo, Cambridge and surrounding areas. Through our platform of industry-leading systems, services and marketing, we are committed to providing our clients with the highest level of service, to make the process of selling your home as seamless and stress-free as possible.

For our valued clients and Team Partners alike, everything we do is built on a foundation of our core beliefs. We believe in the importance of open and transparent communication, putting relationships first, taking ownership, staying grateful, building our community and mastering our craft.



A MESSAGE FROM JERRY VAN LEEUWEN



Welcome to Van Leeuwen Realty Group!

At Van Leeuwen Realty Group, we are committed to providing you with an exceptional real estate experience.

My team and I understand that selling your home is a big decision, and we're here to guide you every step of the way. From pricing your home strategically to crafting a personalized marketing plan, we ensure that your property gets the attention it deserves.

With our expertise, dedication, and local market knowledge, we'll work tirelessly to make your home-selling journey as smooth and successful as possible. We look forward to helping you achieve your goals and make the most of this exciting opportunity. Let's get started!

Jerry Van Leeuwen

Broker- Van Leeuwen Realty Group

PROUD FOUNDING MEMBER OF THE REAL ESTATE COLLECTIVE

MEET OUR TEAM



JERRY VAN LEEUWEN

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GRAHAM LITTLE

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KENDRA VAN LEEUWEN

DIRECTOR OF OPERATIONS

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RESULTS MATTER MOST!

We work exclusively for Sellers who want to benefit by partnering with our team of industry-leading real estate marketers with a proven track record of sales results.

Although results matter most in the real estate team you hire, that's certainly not all. In any market, education is imperative and you should expect more from your Agent. As an informed Seller, here are some relevant questions to ask when you are interviewing:

- What is really happening in my current market and why?
- Are my expectations in line with the actual value of my property?
- How do you stand out amongst other Realtors in the region?
- What will your team do to achieve sales results for my property?

We have ten steps with proven results, in every market.

Ten Steps to SELLING A HOME

- 1 FIND A GREAT AGENT
- 2 ESTABLISH A PRICE
- 3 STAGE YOUR HOME
- 4 LIST YOUR HOME
- 5 MARKET YOUR HOME
- 6 SCHEDULE SHOWINGS
- 7 OFFERS & NEGOTIATIONS
- 8 SIGN A CONTRACT
- 9 FINAL DETAILS
- 10 CLOSE THE SALE

Throughout every step of the process, we are here to help you navigate the journey, ensuring a smooth and successful sale from start to finish.

01 FIND A *Great Agent*

Finding an agent might seem easy with so many out there, but choosing the right one can make all the difference. The right real estate agent isn't just someone who lists your home—they're your guide, negotiator, and marketing expert, helping you sell faster and for the best price.

WHAT THE RIGHT REAL ESTATE AGENT BRINGS TO THE TABLE

- Knows the Market Inside Out - A great agent understands local trends, pricing strategies, and what buyers are looking for in your area.
- Brings a Winning Marketing Plan - From eye-catching photography to online listings and open houses, they make sure your home stands out.
- Negotiates Like a Pro - Selling a home is more than just accepting an offer. A skilled agent fights for the best price, terms, and conditions.
- Handles the Details, So You Don't Have To - From paperwork to closing, they manage the entire process, making your home sale as stress-free as possible.



02

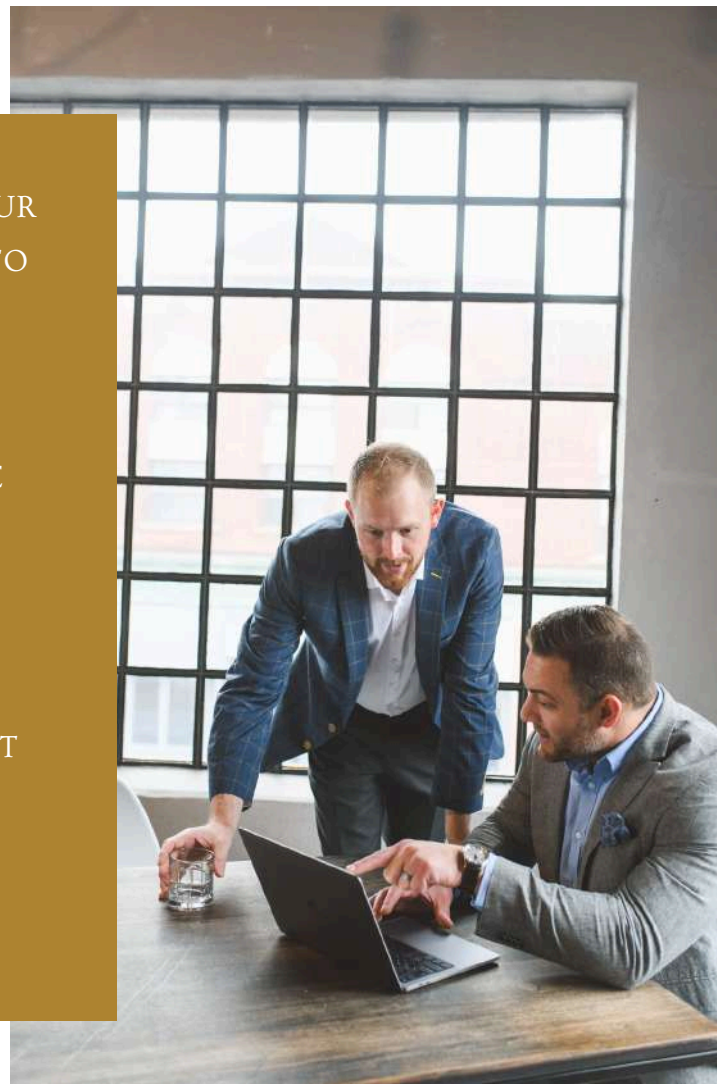
ESTABLISH *a Price*

Pricing your home correctly is a critical component of the home-selling process. If you list your property too high, you risk deterring potential buyers and prolonging the selling process.

Conversely, pricing too low could result in leaving money on the table and not maximizing your return on investment.

AT VAN LEEUWEN REALTY GROUP, WE UTILIZE OUR EXPERTISE IN THE LOCAL REAL ESTATE MARKET TO HELP YOU SET A REASONABLE AND COMPETITIVE LISTING PRICE.

OUR AGENTS WILL CONDUCT A COMPREHENSIVE ANALYSIS OF YOUR PROPERTY, TAKING INTO ACCOUNT FACTORS SUCH AS LOCATION, CONDITION, AND MARKET TRENDS, TO ENSURE THAT YOUR HOME IS PRICED APPROPRIATELY. WITH OUR GUIDANCE, YOU CAN FEEL CONFIDENT THAT YOU ARE SETTING THE OPTIMAL PRICE TO ATTRACT POTENTIAL BUYERS AND SECURE THE BEST POSSIBLE OUTCOME FOR YOUR SALE.



03 STAGE *your Home*

Home staging makes a property look its best, emphasizing its best features, creating warmth and comfort, and making it look inviting and spacious. Staged homes photograph better, stand out more in listings and showings, leading to quicker sales and potentially higher selling prices. It creates a more attractive environment for potential buyers, increasing the likelihood of a successful sale.



HOME STAGING TIPS

- Style your home to allow potential buyers to envision themselves living there
- Declutter and depersonalize your home to create a neutral space
- Consider hiring a professional home staging company
- Invest in high-quality, professional photography for your listing
- Take the time to present your home in the best possible light to sell more quickly and for a higher price.



WE OFFER A COMPLIMENTARY STAGING CONSULTATION TO HELP HIGHLIGHT YOUR HOME'S BEST FEATURES AND PROVIDE EXPERT ADVICE ON HOW TO ATTRACT MORE BUYERS AND MAXIMIZE VALUE.

HOW TO STAGE YOUR HOME

DECLUTTER AND DEPERSONALIZE

Clear out any unnecessary items or personal belongings to make the space look larger and more appealing to potential buyers.

CLEAN AND REPAIR

Clean your home thoroughly and fix any visible damages, such as chipped paint or broken fixtures, to make the space appear well-maintained.

ENHANCE CURB APPEAL

First impressions are everything, so make sure the exterior of your home is tidy and inviting. Consider adding some potted plants, a fresh coat of paint, or new front door hardware.

REARRANGE FURNITURE

Create a functional flow by rearranging furniture and removing any oversized pieces that make rooms look cluttered.

USE NEUTRAL COLOURS

Neutral colours create a blank canvas that allows buyers to envision themselves in the space. Consider painting walls or swapping out bold accessories for more muted tones.

LET IN NATURAL LIGHT

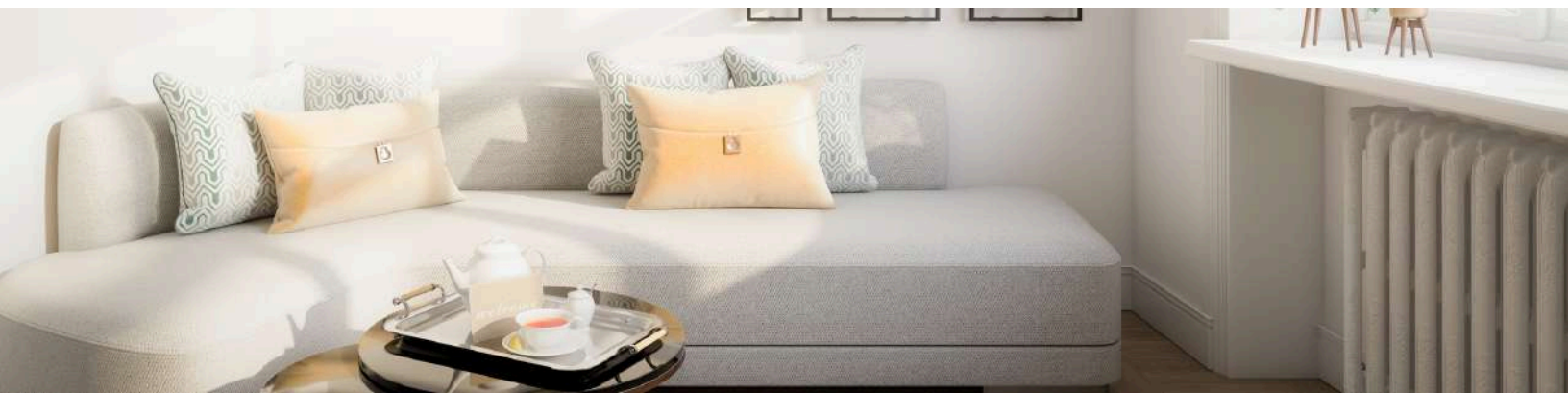
Open curtains and blinds to let in as much natural light as possible. This will make rooms feel brighter and more spacious.

STAGE EACH ROOM

Each room should have a clear purpose and be staged accordingly. For example, a spare bedroom can be staged as a home office or workout space.

ADD FINISHING TOUCHES

Small details can make a big impact. Consider adding fresh flowers, a decorative throw pillow, or a scented candle to create a warm and welcoming atmosphere.



04 LIST *your Home*

CONGRATULATIONS ON LISTING YOUR HOME FOR SALE!

Our real estate agents will utilize their network to increase visibility and reach the appropriate audience.

Additionally, we provide a front yard sign to inform passersby of your intention to sell.



WHAT'S NEXT?

After listing your home for sale, prepare for showings, offers, negotiations, inspections, and closing. A clean and tidy home is crucial for showings. Carefully review offers, negotiate with the buyer, prepare for inspections and sign paperwork for the closing process. Our real estate agent will assist throughout the process.

REST ASSURED, AT VAN LEEUWEN REALTY GROUP, WE STRATEGICALLY LIST YOUR PROPERTY TO MAXIMIZE EXPOSURE AND ATTRACT THE RIGHT BUYERS. OUR TEAM CREATES A CUSTOMIZED MARKETING PLAN TO SHOWCASE YOUR HOME'S BEST FEATURES AND ENSURE A SUCCESSFUL SALE

05 MARKET *your Home*



WE BELIEVE IN **SELLING** YOUR HOME, NOT JUST LISTING IT.

Marketing your home is about highlighting its best features and making it stand out to potential buyers. By taking the time to create a compelling listing and using social media and other marketing tools, you can increase the chances of selling your home quickly and at a good price.

OUR MARKETING SELLS HOMES

After previously exploring on the market, our team stepped in with strategic updates, including professional painting and staging, breathing new life into this condo. Our targeted approach secured a strong offer just one month after relisting —proving the power of presentation!

We provide a comprehensive marketing strategy to sell your home. It includes:

- Targeted Facebook advertising
- Email marketing
- Traditional print marketing
- Content marketing

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VAN LEEUWEN
REALTY GROUP

DO YOU WANT TO KNOW WHAT YOUR HOME IS WORTH?

I'm reaching out because I just sold a property in your neighborhood and I am offering a **FREE HOME EQUITY REPORT** to anyone interested in exploring the idea of selling their home.

If this interests you, I would be happy to provide you with insights on how much you could get for your home in today's market.



30 DAY MARKETING PLAN

Listing to Sold

	SOCIAL MEDIA	OPEN HOUSE	FARMING	DATABASE	PAID MARKETING
WEEK 1	<ul style="list-style-type: none"> -Coming soon post -Listing video #1 -Instagram Story Poll/Quiz -Post in Local Facebook Groups 	<ul style="list-style-type: none"> -Sat/Sun Open House -Office Open House 	<ul style="list-style-type: none"> -1000 Just Listed flyer drop -ISA Dials to neighbour's 	<ul style="list-style-type: none"> -Email to Buyer database -eXp Office Internal Email 	<ul style="list-style-type: none"> -Meta Ad Campaign -Boosted Listing Video -Launch Google Display Ad
WEEK 2	<ul style="list-style-type: none"> -Lifestyle Reel -IG/FB Story X3 -Carousel Post 	<ul style="list-style-type: none"> -Thursday Twilight OH -Friday VIP OH -Sunday OH 	<ul style="list-style-type: none"> -Doorknock to invite to VIP Open House -Circle dialing to promote Open House 	<ul style="list-style-type: none"> -Email to top 25 Realtors -Office agent database email -Custom DM to hot leads 	<ul style="list-style-type: none"> -Linkedin Ad -Youtube commercial -Retarget video from Week 1
WEEK 3	<ul style="list-style-type: none"> -Listing Video #2 -Story Feature -Go LIVE at Open House 	<ul style="list-style-type: none"> -Saturday or Sunday OH -Host "Agent Power Hour" Open House 	<ul style="list-style-type: none"> -Doorknock extended neighbourhood 	<ul style="list-style-type: none"> -Email to database -Retarget interested buyers -Follow-up calls/texts 	<ul style="list-style-type: none"> -Youtube Ad Round 2 -Meta Ad Refresh -Retarget past website visitors
WEEK 4	<ul style="list-style-type: none"> -Reshare Video #1 -Behind the scenes Reel -Market update ties to listing urgency 	<ul style="list-style-type: none"> -Final push Open House -Invite-Only showings -Schedule Private tours for hot leads 	<ul style="list-style-type: none"> -Call/text follow-up on door knocks -ISA Dials 	<ul style="list-style-type: none"> -Reverse prospecting to agents w buyers -Internal eXp office email 	<ul style="list-style-type: none"> -Final Meta Push -Remarketing Ads to Open House attendees

At Van Leeuwen Realty Group, we execute a strategic and high-impact 30-day marketing plan to ensure your property stands out and gets results. From "coming soon" teasers and dynamic listing videos to weekend open houses and targeted flyer drops, we leave no stone unturned. We leverage powerful tools like paid social media ads, YouTube and LinkedIn marketing, and agent-to-agent prospecting to reach the right buyers. Through community farming, database engagement, and retargeting campaigns, we maintain consistent buzz throughout the month.

Every week is thoughtfully mapped out—from early exposure to VIP events like wine & cheese open houses—maximizing visibility and driving serious interest.

Each listing benefits from a customized marketing approach, with specific strategies selected based on the unique needs of the property

A POWERFUL
30-DAY MARKETING
BLITZ DESIGNED TO
GET YOUR HOME
MAXIMUM EXPOSURE
AND TOP-DOLLAR
RESULTS.

30 DAY MARKETING PLAN

Week 1- Hype & Awareness

- Social Media:
 - Coming soon post (3 days before list) - FB/IG + Stories
 - Listing video #1 - Property focused
 - Instagram Story Poll/Quiz (e.g., "Would you live here?")
 - Post in Local Facebook Groups
 - Launch Hashtag Campaign (e.g., #KWDreamHomes)
- Open houses:
 - Saturday & Sunday Traditional Open House
 - Office Open House (lunch + tour for agents)
- Farming:
 - 1000 Just Listed flyers in the immediate neighbourhood
 - ISA Dials to neighbour's/previous clients in the area
- Database:
 - Email to Buyer Database - "Just Listed: Sneak Peek"
 - eXp Office Internal Email (Promote listing to fellow agents)
- Paid Marketing:
 - Meta Ad Campaign (FB + IG Ads targeting your ideal demographic)
 - Boosted Listing Video #1
 - Launch Google Display Ad (geo-targeted around the listing)



Week 2- Drive Foot Traffic

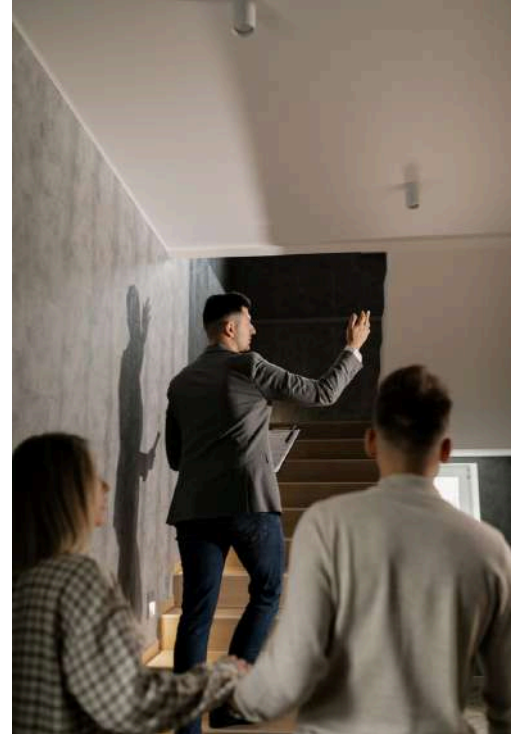


- Social Media:
 - Lifestyle Reel or "A Day in the Life" in the neighbourhood
 - IG/FB Story x3 (countdown to VIP night)
 - Carousel Post: "Top 5 features you'll love"
- Open House:
 - Thursday Twilight Open House (sunset views)
 - Friday VIP Wine & Cheese Night
 - Sunday Open House
- Farming:
 - Door Knock 1 block radius around property w/ invite to VIP Night
 - Circle Dialing to promote open house
- Database:
 - Email to Top 25 Realtors in KW Region
 - New Office Agent Database email push
 - Custom DM or Text to hot buyer leads
- Paid marketing:
 - LinkedIn Ad targeted to professionals in area
 - Launch YouTube Commercial (short form, 6-15 sec)
 - Retarget video views from Week 1

30 DAY MARKETING PLAN

Week 3 - Leverage Engagement

- Social Media:
 - Listing Video #2: Agent-led walkthrough w/ Q&A
 - Story Feature: "What \$X gets you in [neighbourhood]"
 - Go Live at Open House
- Open House:
 - Saturday or Sunday open house
 - Host an "Agent Power Hour" Open House (Invite co-op agents w/ snacks + tour)
- Farming:
 - Doorknock Extended Neighbourhood (2-3 block radius)
- Database:
 - Email: "Why this listing hasn't sold yet (and why it will)"
 - Retarget interested buyers w/ updated info
 - Follow-up call/texts to database inquiries
- Paid Marketing:
 - Youtube Ad Round 2 - neighbourhood lifestyle focus
 - Meta Ad Refresh (new creative + retargeting)
 - Retarget past website visitors



Week 4 - Urgency & Conversion

- Social Media:
 - Reshare Video #1 + "Last Chance" CTA
 - Behind the Scenes Reel (bloopers, prep work, team vibe)
 - Market update post tied to listing urgency
 - Highlight Feature: "Why this home is underpriced" (ex.)
- Open Houses:
 - Final Push Open House
 - Twilight or Invite-Only Showings
 - Schedule Private Tours for hot leads
- Farming:
 - Call/Text follow-up on door knocks
 - ISA Dials - "Just Reduced" or "Final Weekend to View"
- Database:
 - Reverse Prospecting to Agents w/ interested buyers
 - Internal eXp office "Final Call" email
 - Personalized Video Text to serious leads
- Paid Marketing:
 - Final Meta Push (3-day countdown ad)
 - Remarketing Ads to Open House attendees
 - Local YouTube Ad with price drop/new feature



PROFESSIONAL *Photography & Videography*



High-quality photos are one of the most important tools for attracting buyers in today's digital-driven market.

Professional photography showcases your home in the best light, highlighting its key features, maximizing space, and creating a strong first impression. Sharp, well-composed images make your listing stand out online, drawing in more potential buyers and increasing interest. At Van Leeuwen Realty Group, we partner with expert photographers to ensure your home looks its absolute best –because great photos don't just capture attention, they sell homes faster and often for a higher price.

WHAT WE DO

As a part of our listing package you get professional photos, including:

- 3D Walkthroughs
- Floorplans
- Photos of entire home, including outdoor areas
- Video walkthrough with the Agent highlighting your property's unique selling features

DIGITAL *Marketing*

Not all marketing sells homes—great digital marketing does. In today’s competitive market, simply listing a home isn’t enough. At Van Leeuwen Realty Group, we use cutting-edge digital marketing strategies to maximize exposure and attract serious buyers. Our comprehensive approach includes:

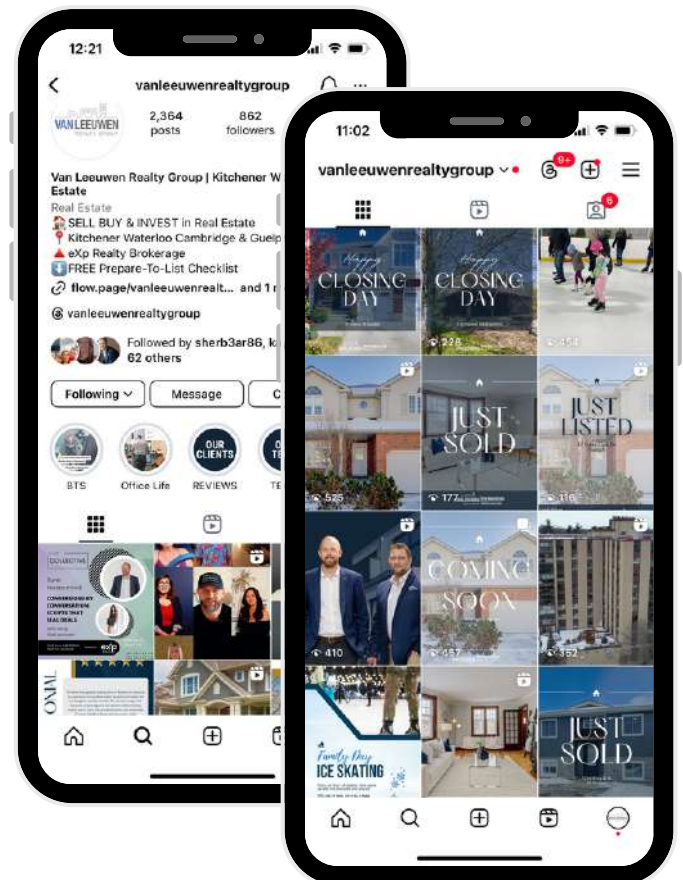
WHAT WE DO

- Social Media Marketing
 - Brand Consistency: Update all platforms with new branding and logos.
 - Content Strategy: Just Listed/Sold posts with high-quality images & videos.
 - Reels: Market updates, home tours, client testimonials.
 - Educational Posts: First-time buyer guides, mortgage tips and staging advice.
- Paid Advertising & Lead Generation
 - Facebook & Instagram Ads: Targeted campaigns for buyer & seller leads.
 - Google Ads: Optimize for local searches
 - Retargeting Ads: Re-engage website visitors and social media interactions.
- Website & SEO Optimization
 - IDX-Integrated Website: MLS search, lead capture, and user-friendly navigation.
- Email & CRM Marketing
 - Monthly Newsletters: Market trends, featured listings, and team updates.

WE LEVERAGE GOOGLE, SOCIAL MEDIA, AND MULTIPLE PARTNER PLATFORMS TO CAPTIVATE BUYERS, GENERATE EXCITEMENT, AND BUILD ANTICIPATION FOR YOUR PROPERTY BEFORE IT EVEN HITS THE MARKET.

OPEN RATE

- VAN LEEUWEN REALTY GROUP : 50-60%
- INDUSTRY STANDARD : 20-25%



PRINT Marketing

In today's competitive market, simply listing a home isn't enough. At Van Leeuwen Realty Group, we leverage high-quality print materials to capture attention, create buzz, and drive real results.



WHAT WE DO

We create high-impact print marketing materials to maximize exposure for your property:

- Coming Soon Postcard – Generates buzz before your home hits the market, building anticipation and attracting potential buyers early.
- New Listing Postcard – Showcases your property with eye-catching visuals and key details, reaching the right audience at the right time.
- Open House Postcard – Invites local buyers and agents to visit your property, increasing foot traffic and boosting interest.



06 SCHEDULE

Showings

Potential buyers will want to see your home, so it's important to prepare for showings. Creating a positive and welcoming atmosphere is key to a successful home showing.

By taking the time to prepare your home and make it look its best, you can increase your chances of making a good impression and finding the right buyer for your home.

You should also be prepared to be flexible with your schedule to accommodate showings.



AT VAN LEEUWEN REALTY GROUP, WE COORDINATE AND SCHEDULE SHOWINGS AT OPTIMAL TIMES TO ATTRACT SERIOUS BUYERS WHILE MINIMIZING DISRUPTIONS. OUR TEAM ENSURES YOUR HOME IS SHOWCASED PROFESSIONALLY, CREATING A SEAMLESS AND STRESS-FREE EXPERIENCE.

KEY THINGS TO CONSIDER DURING SHOWINGS

- Keep It Clean & Clutter-Free - Ensure your home is tidy, depersonalized, and staged to highlight its best features.
- Let In Natural Light - Open curtains and blinds to make the space feel bright, airy, and welcoming.
- Maintain a Comfortable Temperature - Keep your home at a pleasant temperature to create a cozy environment.
- Step Out During Showings - Allow buyers to explore freely and envision themselves in the home.
- Secure Valuables & Personal Items - Store away important documents, jewelry, and personal belongings for peace of mind.

PREPARING YOUR HOME FOR SHOWINGS

CHECKLIST

- Clean and declutter all rooms
- Vacuum carpets and mop hard floors
- Dust furniture and surfaces
- Make beds and fluff pillows
- Clean bathrooms and replace towels
- Make sure all light fixtures are working and replace any burnt-out bulbs
- Open curtains and blinds to let in natural light
- Set the thermostat to a comfortable temperature
- Remove any valuables or personal items
- Hide pet items and make arrangements for pets
- Put away any excess furniture or decor to create a more spacious feel
- Make sure the exterior of the house is clean and well-maintained



07 OFFERS & Negotiations



OFFERS AND NEGOTIATIONS

Once potential buyers start showing interest in your home, you may start receiving offers. When you start receiving offers on your home, it's important to carefully review each one, considering factors such as the buyer's financing, contingencies, and proposed closing date. Negotiations are common, whether on price or other terms of the sale. Working with a knowledgeable real estate agent can help you navigate this process smoothly, ensuring you make informed decisions and secure the best possible deal.

AT VAN LEEUWEN REALTY GROUP, WE EXPERTLY NAVIGATE THE OFFER AND NEGOTIATION STAGE TO SECURE THE BEST TERMS FOR YOU. OUR TEAM ANALYZES OFFERS, ADVISES ON COUNTEROFFERS, AND NEGOTIATES STRATEGICALLY TO MAXIMIZE YOUR HOME'S VALUE.



08 SIGN A *Contract*

UNDER CONTRACT

Being "under contract" means that you have accepted an offer from a buyer and have entered into a legally binding agreement to sell your property. During this time, the buyer completes inspections and secures financing. You're responsible for maintaining the property and resolving any issues. Once all contingencies are met, you move to the closing phase and transfer ownership to the buyer.



AT VAN LEEUWEN REALTY GROUP, WE GUIDE YOU THROUGH THE CONTRACT SIGNING PROCESS, ENSURING ALL TERMS ARE CLEARLY UNDERSTOOD AND IN YOUR BEST INTEREST. OUR TEAM CAREFULLY REVIEWS THE CONTRACT TO PROTECT YOU AND MAKE SURE EVERYTHING ALIGNS WITH THE AGREED-UPON TERMS.

09 FINALIZE *Details*

FINALIZING DETAILS

During this step, the seller and buyer work together to complete any remaining paperwork and ensure that all contingencies are met. This may include finalizing the purchase agreement, conducting a final walk-through of the property, and addressing any necessary repairs or adjustments. Clear communication between both parties is essential to resolve any outstanding issues, ensuring a smooth transition to the next stage.



AT VAN LEEUWEN REALTY GROUP, WE ASSIST YOU IN FINALIZING ALL THE DETAILS BY ENSURING ALL PAPERWORK IS COMPLETED ACCURATELY AND ALL CONTINGENCIES ARE MET. OUR TEAM COORDINATES WITH THE BUYER AND OTHER PARTIES TO RESOLVE ANY ISSUES, MAKING THE PROCESS AS SMOOTH AND EFFICIENT AS POSSIBLE.

10

CLOSE THE

Safe

CLOSE THE SALE

You'll work closely with your real estate agent and the buyer's agent to complete the necessary paperwork and resolve any outstanding issues. This may include making repairs or upgrades that were agreed upon during negotiations. Once everything is in order, you'll meet with the lawyer to sign the final paperwork and transfer ownership of the property. The buyer will typically bring a cashier's check for the purchase price, and you'll receive payment for the sale at this time.



AT VAN LEEUWEN REALTY GROUP, THIS IS THE LAST STEP OF YOUR SALE, AND WE'RE THRILLED TO ENSURE A SEAMLESS CLOSING PROCESS, HANDLING THE DETAILS AND GUIDING YOU EVERY STEP OF THE WAY SO YOU CAN FINALIZE THE SALE WITH PEACE OF MIND.

WE CAN'T WAIT TO WORK WITH YOU!

At Van Leeuwen Realty Group, we don't just list homes – we sell them. We believe in going beyond the basics to ensure your home stands out in a competitive market, and we're here to make sure you get the best possible outcome. From strategic pricing and tailored marketing to expert negotiation and dedicated support, we handle every step of the process with care and precision.

Trust us to work with you every step of the way, and we'll make it happen. We're excited to help you move forward and achieve your real estate goals with confidence and success.

Let's get started on this exciting journey together!



WHAT OUR CLIENTS ARE SAYING

WE TAKE OUR TESTIMONIALS VERY SERIOUSLY, AS THEY REFLECT THE TRUST AND SATISFACTION OF OUR CLIENTS. EVERY PIECE OF FEEDBACK HELPS US GROW AND CONTINUALLY IMPROVE OUR SERVICES, ENSURING THAT WE ALWAYS DELIVER THE BEST POSSIBLE RESULTS.

AT VAN LEEUWEN REALTY GROUP, WE ARE COMMITTED TO EXCEEDING EXPECTATIONS AND PROVIDING AN EXCEPTIONAL EXPERIENCE FOR EVERY CLIENT, EVERY TIME.



"If there were more stars for rating I would rate Graham Little with more than 5. I got the opportunity of getting to know a little about him and seen firsthand his consistency, reliability, and professionalism as a Real Estate Agent. In addition, because of his calm and respectful personality, he gained my trust. So much so, that when my husband and I decided to sell our house we were confident he was the one for the task. We were not disappointed... thank you Graham" -

- Jackie, Google Review



"I have had a great experience with Jerry and the Van Leeuwen Realty Group, both before, during and after we purchased our home. Jerry was our realtor. His wealth of knowledge was very useful to us as we were first time home buyers. Would highly recommend!"

- Evon, Google Review



"They were informative, attentive and professional during our conversations/visits and made sure we were informed every step of the way. They also kept track of important milestones in the closing process to ensure we were always on schedule. I would highly recommend Van Leeuwen Realty Group to anyone looking to buy or sell real estate!"

- Nicole, Google Review



"The team is very professional and did a very in depth market analysis to help us determine a selling price - he was very transparent during this process. They marketed our house well and showed it often - we had an incredible amount of offers in just 4 days and we were able to sell our home in just 6 days."

- Jon, Google Review



"Their calm but confident demeanour was exactly what we needed during this stressful time and his well-timed strategy resulted in more money in our pocket than we had even hoped for. I wouldn't hesitate to call on them again for the next house sale!"

- Christine, Google Review



"We had a fantastic experience with the Van Leeuwen Group, especially with our realtor Graham. Me and my partner had been looking for homes for a couple of years and had started to lose hope. Graham was excellent to work with, he listens to your interests and doesn't just sell you on any home, he will give you his honest opinion about properties and leverage all his expertise to allow you to make the most informed decision. Thanks for all your help, we're so grateful we got the opportunity to work with you guys, wishing you all the best in the future!"

- Sheliza, Google Review

TERMS TO KNOW

LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection

OFFER

A proposal to buy a property, including the price and terms of the sale.

CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, lawyer fees, and other expenses.

DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

DEED

The legal document that transfers ownership of the property from the seller to the buyer.

UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.

LET'S GET YOUR **HOME SOLD** AND LET YOUR
NEXT CHAPTER BEGIN!

