

Your Guide to Selling in Muskoka

Presented by Jon Juane | Muskoka Realtor®



ENGEL & VÖLKERS®
JON JUANE

Here's to new beginnings

Selling a property in Muskoka is more than just a transaction — it's often the closing of one chapter and the beginning of another.

Whether you're selling a family home, a cherished cottage, or an investment property, every Muskoka property carries its own story, memories, and lifestyle. Successfully bringing that property to market requires more than simply listing it. It requires **thoughtful strategy**, **compelling storytelling**, and the **right exposure** to connect with qualified buyers.

By partnering with Engel & Völkers, you gain the guidance of a trusted real estate advisor backed by a respected local brokerage and an internationally recognized brand. Together, we combine deep knowledge of the Muskoka market with innovative marketing and global reach to position your property for success.

Our approach is built on professionalism, attention to detail, and a genuine passion for helping our clients achieve their goals. From the first consultation to closing day, you can expect a seamless experience and a level of service that reflects the exceptional properties and lifestyle Muskoka is known for.

Every property has a story — and finding the right buyer begins with telling it well.

My goal is simple: to position your property strategically so we attract the right buyer and achieve the strongest possible result.

— JON JUANE



My 6 step selling process

This guide walks you through my six-step selling process so you know exactly what to expect — from the first consultation to closing day.

1. Initial consultation
2. Fine-tuning the strategy
3. Preparing your property for market
4. Launching your listing
5. Reviewing & negotiating offers
6. From accepted offer to closing day



Step 1: Initial consultation

The first step is to gather important information about your property and get to know each other.

During our first meeting, we will tour your property and sit down together to discuss:

- Your **real estate goals and timeline**
- The **unique features** of your property
- Current Muskoka **market conditions**
- Key details required to build your **pricing and marketing strategy**

The objectives of this meeting are simple: **ensuring I'm the right fit for you** and gathering the information needed to craft a **custom listing strategy** tailored to your property.

Step 2: Fine-tuning the strategy

Our second meeting usually takes place a few days later, once I've had time to analyze the market and your property in detail.

This is where we refine the strategy together, including:

- A comprehensive **market evaluation**
- Identifying the **story and lifestyle** your property offers
- **Strategic pricing** recommendations
- A bespoke **marketing strategy** tailored to your property

This stage ensures your property is positioned thoughtfully in the market so it stands out and attracts the right buyers.



Step 3: Preparing your property for market

Buyers in Muskoka are often purchasing a lifestyle, not just a property. Proper preparation can significantly influence buyer perception, showing activity, and ultimately—your sale price.

Key preparation steps include:

- **Pre-Listing Home Inspection**— I highly recommend a pre-listing inspection to all of my sellers so we can identify issues early and give buyers confidence in the property.
- **Cleaning**— A deep “white-glove” clean helps showcase your property at its best.
- **Depersonalizing & Decluttering**— Simplifying spaces allows buyers to imagine themselves living in the home.
- **Professional Photography**— High-quality photos are essential since most buyers first see your property online.
- **Maintenance Checks**— Ensuring key systems and property features are functioning properly can prevent surprises during negotiations.

Our goal is to present your property in its **best possible light from day one**, so buyers walk through and envision it as the setting for the next chapter in their lives.

Trusted local contacts

Selling a property is a team effort. I'm happy to help you assemble the right people around you. If you would like suggestions, let me know and I can share contacts that I trust to serve you well. Having the right team can make the preparation process smooth and stress-free.

Realtor®

Guides the process, negotiates, protects your interests, and provides market insight.

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Mortgage Broker / Lender

Determines financing options and secures your mortgage.

Real Estate Lawyer

Handles title review, legal documents, and the transfer of ownership.

Cleaner

Bringing in professional cleaners can help feature your home in its best light.

Painter

Freshening up your walls is a great way to make your property shine online and in person.

Yard maintenance services

A property with curb appeal helps create a welcoming first impression in photos and tours



Seller preparation checklist

Use this checklist as a starting guide. When we work together, I'll also provide a **custom preparation plan tailored specifically to your property.**

Exterior & curb appeal

First impressions start the moment buyers arrive.

- Tidy landscaping and trim overgrown shrubs
- Remove clutter from decks, docks, and outdoor areas
- Clean patios, walkways, and entryways
- Ensure outdoor furniture is clean and well arranged
- Store seasonal equipment neatly (kayaks, tools, toys)
- Check exterior lighting is functioning

For waterfront properties:

- Clean and organize dock areas
- Highlight lake views where possible
- Arrange Muskoka chairs or outdoor seating to showcase lifestyle

Cleaning

The goal is to create a clean, welcoming space where buyers can imagine themselves living.

- Declutter countertops, shelves, and tables
- Remove excess furniture to open up rooms
- Depersonalize spaces (family photos, personal collections)
- Ensure windows are clean to maximize natural light
- Organize closets and storage spaces
- Replace burnt-out light bulbs

Interior preparation

Create a clean, welcoming space where buyers can imagine themselves living.

- Declutter countertops, shelves, and tables
- Remove excess furniture to open up rooms
- Depersonalize spaces (family photos, personal collections)
- Ensure windows are clean to maximize natural light
- Organize closets and storage spaces
- Replace burnt-out light bulbs

Maintenance checks

Small repairs can prevent concerns during showings and inspections.

- Fix dripping faucets or running toilets
- Repair loose handles, hinges, or cabinet doors
- Patch holes and touch up paint where needed
- Ensure appliances are in working order
- Replace damaged light fixtures if necessary

Pre-listing considerations

These steps can help strengthen your position when buyers begin evaluating your property.

- Gather important property documents (surveys, permits, warranties)
- Prepare information about improvements or renovations
- Ensure keys and access points are available for showings

Step 4: Launching your listing

Once everything is ready, we bring your property to market. The first 7–10 days on market are critical, so we focus on creating strong visibility and buyer interest right away.

What I do for you:

- Coordinate professional photography and media
- Install a luxury lawn sign & post for enhanced curb appeal
- List your property on the Multiple Listing Service (MLS)
- Amplify exposure through the Engel & Völkers EDGE platform
- Launch targeted digital and social media marketing
- Promote the listing to Realtors® in Muskoka and key feeder markets
- Install a secure lockbox and coordinate showings

Throughout the process, I monitor showing activity, buyer feedback, and marketing performance, adjusting the strategy when needed, and communicate with you every step of the way.

Giving you the inside EDGE

Your property will benefit from EDGE — Engel & Völkers' exclusive Extensive Domestic and Global Exposure platform that places your listing in front of qualified buyers in strategic feeder markets across Canada and around the world.

This exposure helps attract buyers from key markets, including:

- The Greater Toronto Area
- International luxury markets
- Buyers seeking Muskoka lifestyle properties



ENGEL & VÖLKERS	4 million <small>VISITS PER MONTH</small>
<small>Engel & Völkers' global network of websites offers a consumer-focused platform for driving best-in-class user experiences that demonstrate local market expertise while enhancing listing exposure. From our hyper-local advisor and shop level websites to our multinational Americas and global websites, our clients are able to search from anywhere in the world.</small>	
JAMES EDITION	1.3 million <small>VISITS PER MONTH</small>
<small>JamesEdition is the world's luxury marketplace. Featuring private jets, yachts, exotic cars, exclusive watches and luxury homes, JamesEdition helps you find the best of the best around the world. Listings over €500,000 are marketed throughout 120 countries.</small>	
THE WALL STREET JOURNAL	111.5 million <small>VISITS PER MONTH</small>
BARRON'S	<small>The Wall Street Journal's renowned website reaches a global audience with an average household net worth of \$1,335,002. When you list your home with Engel & Völkers, your property is seen not only on The Wall Street Journal - Breaking News, Business, Financial & Economic News, World News and Video but also on its affiliated sites Barron's, PENTA, MarketWatch, and Mansion Global, targeting European, Latin American, Indian, and Chinese consumers.</small>
PENTA	
MarketWatch	

MANSION GLOBAL	3.3 million <small>VISITS PER MONTH</small>
<small>Mansion Global is the premier digital real estate buyers with prestigious properties the globe through relevant, timely listings.</small>	
	9.1 million <small>VISITS PER MONTH</small>
	<small>Our strategic partnership with Juwai reaches worth Asian consumers from 195 Asian countries to invest internationally.</small>
<small>As the largest and most authoritative advanced search designed for the Chinese market, Juwai provides a wide range of services to get your property to market your property in a way that reaches China's online firewall—an extremely effective way.</small>	
<small>With Juwai.com's research, statistics and marketing strategy for your property, you can reach a large and diverse audience of interested buyers.</small>	

*Sources: Visits per month provided by respective partners and sites: Engel & Völkers AG, JamesEdition.com, Juwai.com, Juwai Asia.com, Bloomberg.com, FT.com, WSJ.com, ZillowGroup.com. Numbers are estimates and subject to change.

Step 5: Reviewing & negotiating offers

When offers begin to come in, my role is to guide you through every option. An offer includes more than just price. Together we evaluate:

- Purchase price
- Deposit amount
- Conditions (financing, inspection, etc.)
- Buyer flexibility
- Closing timeline
- Overall strength of the offer

My role is to always advocate for your best interests and negotiate strategically to achieve the strongest possible outcome.

Step 6: From accepted offer to closing day

Once an offer is accepted, there are still several important steps before the sale is complete.

During this stage, I remain in frequent contact with the buyer's agent and other professionals to ensure everything progresses smoothly.

During this stage, we:

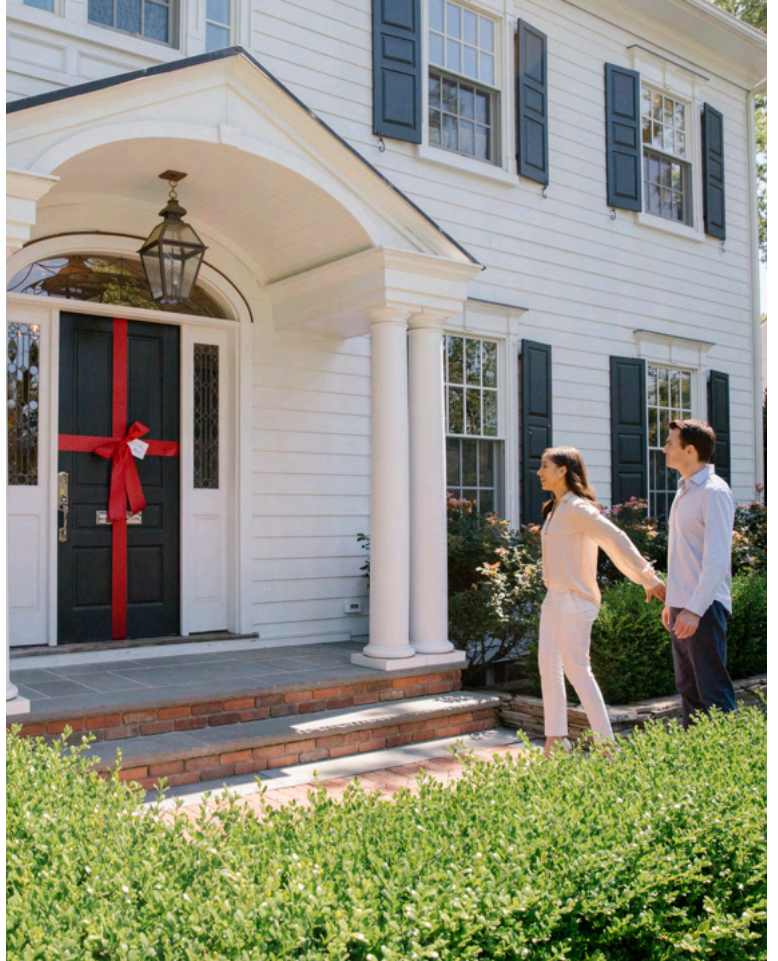
- Fulfill conditions in the agreement
- Work with lawyers and professionals
- Coordinate timelines leading to closing
- Prepare for final transfer of ownership

Closing day

Closing day is when ownership officially transfers to the buyer. Typical closing steps include:

- Final paperwork through your lawyer
- Transfer of funds
- Transfer of keys to the buyer

Once everything is complete, your sale is finalized. Even after closing, I remain available if you need guidance with your next move.



About me

I first came to Muskoka in 2007 and I fell head over heels— for a Muskoka girl. A few years later, we were married, building our life together in Ottawa and starting our family.

Every summer, we returned to Lake Joe, spending long days on the dock, connecting with shoreline friends, and experiencing the kind of community that makes this place so special.

In 2022, we finally made the move to year-round Muskoka life and settled here with our four kids. There is so much we love about living here— our faith community, nature, art, and space to grow.

My Professional Background

Before real estate, I built my career in marketing, communications, and client service. I also managed a luxury brand in Port Carling for three years, where I refined my understanding of premium client experiences, elevated branding, and high-touch service.

Throughout my previous careers, I was recognized with several national communications awards and national service excellence awards — honours that reflected not just strategy and execution, but a deep commitment to serving people well.

These experiences shapes how I approach real estate today:

- Strategic marketing that positions properties thoughtfully
- Clear, proactive communication with clients throughout every step
- Attention to detail that protects your investment
- Service that feels personal, not transactional
- Creating memorable experiences that make people feel seen and appreciated

Why This Matters for You

Because I've experienced Muskoka both as a seasonal family member and now as a year-round resident, I have a clear understanding of what today's buyers are really looking for when they search for property here.

Many are coming from the city and are asking questions like:

- What's Muskoka like in the off-season?
- How does waterfront ownership really work?
- What would it be like to transition to a different pace of life?

Understanding these perspectives allows me to position your property in a way that speaks directly to what buyers value most. When marketing a Muskoka property, it's not just about highlighting the features of the home — it's about telling the story of the lifestyle it offers. By combining local knowledge with thoughtful marketing and strategy, I work to ensure your property stands out and connects with the right buyer.

Muskoka isn't just where I work — it's where we're raising our family. And I would be honoured to help you share the story of your property and guide you through the selling process with confidence.

Thinking about selling in Muskoka?

Every property in Muskoka is unique, and the right strategy can make a significant difference.

If you're considering selling, I'd be happy to provide:


- A personalized property evaluation
- Strategic advice on preparing your home or cottage
- A custom marketing strategy for your property

I'm here to guide you with clarity, strategy, and care.




Jon Juane

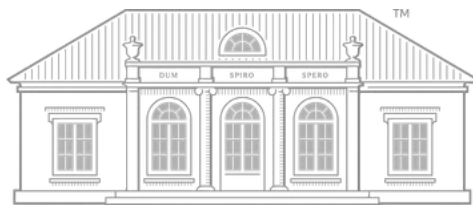
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