

2025



BROOKE HICKS *team*

THE ULTIMATE SELLER'S HANDBOOK



OUR BROKERAGE STORY



Burloak Real Estate Services
Brokerage | Independently owned and operated

ROYAL LEPAGE® BURLOAK A BRAND PEOPLE TRUST.

Royal LePage® Canada has been one of Canada's highest-rated and most trusted brokerages since 1913. Today, we have a network of over 20,000 REALTORS® across Canada.

Royal LePage® Burloak Real Estate Services, Brokerage was started in 2002 by father and daughter team David and JoAnn Landry. JoAnn's brother Rob Landry joined in 2007. Since the beginning, our success has been based on professionalism, dedication to service and treating our agents and team members like family. These values helped us maintain our position as one of Burlington's highest-rated and most trusted brokerages.

PART OF THE TEAM

An agent supported by a large brokerage like Royal LePage® Burloak Real Estate Services has an abundance of resources. We have a supportive network and a management team that works tirelessly to ensure our agents have all the tools, training and resources at their fingertips. We also have an International Referral Program for clients moving out of the country that provides one point of contact for our move. The result is a sale that is as hassle-free and successful as possible.





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MEET BROOKE HICKS

TEAM LEAD & BROKER

Brooke Hicks is a dynamic and tenacious leader in the real estate industry, serving as the driving force behind the Brooke Hicks Team under Royal LePage.

With years of experience and a reputation for excellence, Brooke has carved out a niche in Halton and Hamilton's competitive real estate markets, while also providing exceptional service in Niagara, Waterloo, and Toronto. Her relentless determination, unmatched work ethic, and client-first approach have made her a standout figure in the industry.

Brooke's approaches every challenge with unyielding perseverance, ensuring that her clients receive not only seamless transactions but also tailored, full-service experiences. By fostering partnerships with lawyers, mortgage brokers, stagers, contractors, and more, Brooke has built a real estate ecosystem that guarantees exceptional results.

Her leadership inspires her team of six agents to uphold the same level of professionalism, approachability, and dedication that have become the hallmarks of her brand.





“

*Real estate isn't just about properties—it's about people,
and I'm grateful to be part of your journey.*

Brooke Hicks



ROYAL LEPAGE®
**NATIONAL
CHAIRMAN'S
CLUB™** | TOP 1%
2023

BROOKE HICKS *team*

458

244

7

8



Homes Sold

Sellers Served

Team Members

Years in Business

Our Numbers to Date

Sold Map



BROOKE HICKS *team*

MEET THE

BROOKE HICKS *team*



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STRATEGIC MARKETING PLAN

01 - STAGING CONSULTATION

First impressions matter—buyers decide within 90 seconds if a home feels right for them. Our expert staging consultation ensures your home looks inviting, stylish, and market-ready, helping buyers envision themselves living there.

02 - PROFESSIONAL PHOTOGRAPHY

With 85% of buyers starting their home search online, high-quality images are essential. We provide stunning, professionally captured photos that make your listing stand out, encouraging buyers to explore every detail, room by room..

03 - IMMERSIVE VIRTUAL TOURS

A 3D virtual tour allows buyers to explore your home from every angle, anytime, anywhere—a game-changer in today's market. Shared on MLS® and social media, this interactive experience showcases your home's uniqueness and can help attract top-dollar offers.

04 - MAXIMUM ONLINE EXPOSURE

Your home will be featured on 80+ high-traffic real estate websites, including Realtor.ca, TRREB, Royal LePage, BrookeHicks.com, and individual REALTOR® sites. This extensive digital reach ensures your listing gets seen by the right buyers.





05 - POWERFUL SOCIAL MEDIA MARKETING

With a combined audience of 60,000+ followers, we showcase your home through high-impact storytelling videos and strategic promotions. Want even more visibility? Ask us about our paid social media advertising package for maximum reach.

06 - PROFESSIONAL PRINT MARKETING

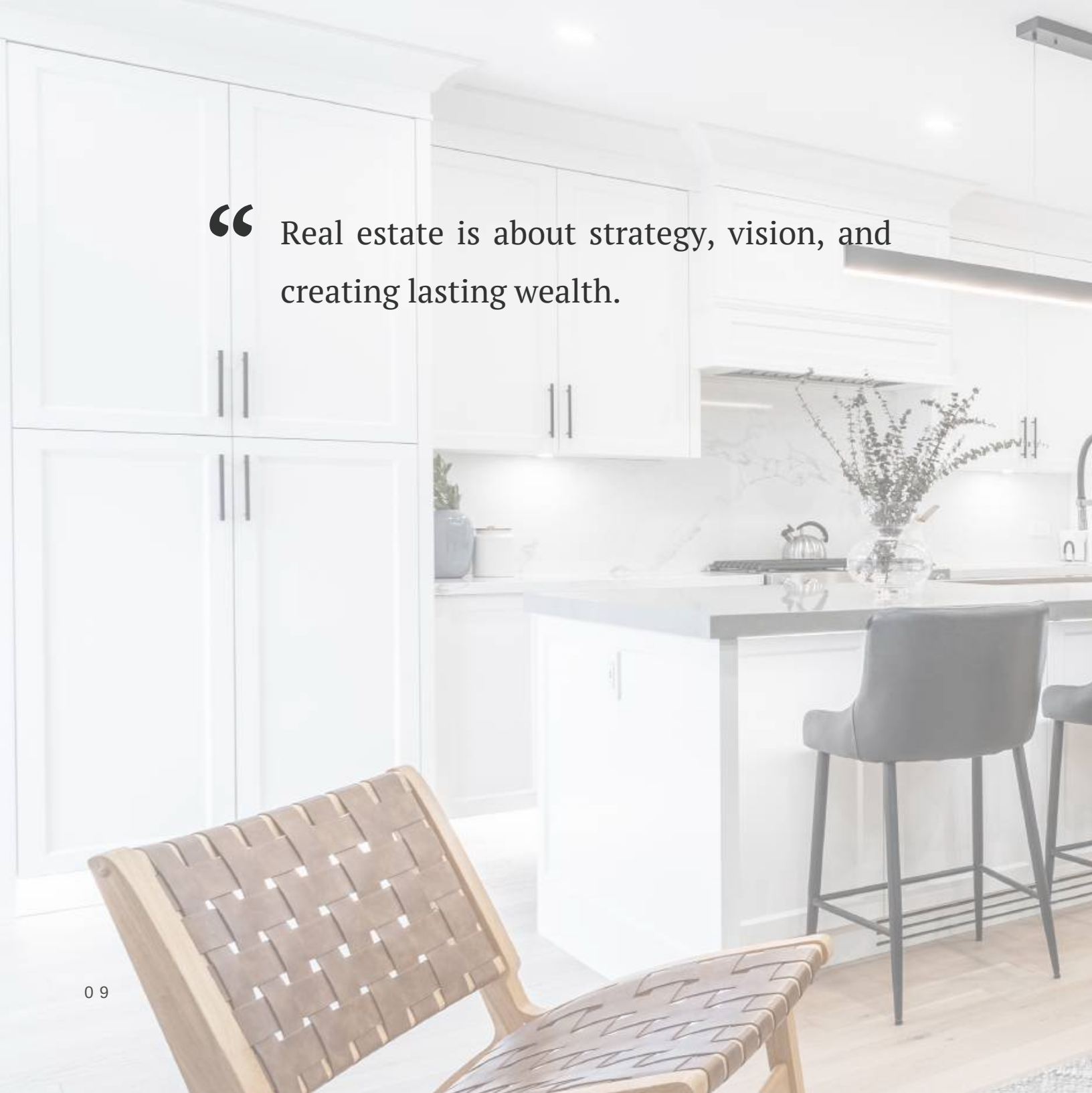
We'll feature your home in our branding template to share at Open Houses and with potential Buyers.

07 - ENGAGING OPEN HOUSES


We create a memorable in-person experience for buyers by personally highlighting your home's best features during public open houses. This direct engagement helps spark interest and drive offers.

08 - SKILLED NEGOTIATION

We work to protect your best interests negotiate the best possible deal on your behalf. Our team is highly trained in real estate contracts, essential clauses, and legal documentation, ensuring your interests are protected. We'll also identify potential red flags in any offer, giving you the confidence to move forward with peace of mind.

A modern kitchen with white cabinets, a marble countertop, and a wooden chair in the foreground. The kitchen features a large island with a white countertop and a marble backsplash. A glass vase with dried flowers sits on the island. A wooden chair with a woven seat is in the foreground. The overall aesthetic is clean and bright.

“ Real estate is about strategy, vision, and creating lasting wealth.

A modern, bright living room with a grey sectional sofa, a round coffee table with a vase of dried flowers and a book titled 'TOM FORD', and a kitchen area with white cabinets and a stainless steel refrigerator in the background. The room is well-lit with recessed ceiling lights.

My job is to help you see the opportunities
that others miss. ”

Brooke Hicks

PRICING

YOUR HOME

Setting the right price can make or break your sale. We begin by conducting a Comparative Market Analysis to understand what similar homes in your area have sold for.

Here are some factors that influence selling prices:

LOCATION

Neighbourhood influences and proximity to amenities, schools, parks, public transit, etc.

SIZE AND STYLE

Total square footage and architectural style.

CONDITION

Overall state of the home and any needed repairs.

MARKET DEMAND

Current buyer interest and supply in your area.





MARKET VALUE VS. ASKING PRICE

Homes priced at market value attract more buyers and offers. Overpricing can lead to fewer showings and low-ball offers.

EXPERT GUIDANCE

Our REALTORS® will work closely with you to establish a price that maximizes your return while remaining competitive.

NAVIGATING THE
TRANSACTION





PARTIES

In Ontario, each real estate brokerage employs sales representatives (agents) who act on behalf of clients. In situations of multiple representation, a single brokerage (and potentially the same agent) represents both the buyer and the seller in a transaction. This arrangement is legal but requires full disclosure and consent from all parties involved. The Real Estate Council of Ontario (RECO) emphasizes the importance of understanding the implications of multiple representation, as outlined in their Information Guide.

COMMISSIONS BREAKDOWN

Typically, the seller pays a commission to the listing brokerage, which is then shared with the cooperating brokerage representing the buyer. The standard commission rate in Ontario is around 5% of the property's sale price, usually split evenly between the listing and buyer's agents (2.5% each), though this can vary.

Marketing expenses, including staging, are often covered by the listing agent's commission. However, the specifics can vary based on the agreement between the seller and the agent. It's advisable for sellers to discuss and clearly outline these details in their representation agreement.

ADDITIONAL COSTS

In the sale of your home, you may encounter expenses such as legal fees, staging costs, and, if applicable, the cost of a status certificate for condominiums.

Flip to the next page for a general overview of expenses you can expect to see.

CLOSING COSTS

EXPENSES RELATED TO THE SALE OF A HOME

Some costs may be covered by your real estate agent, while others fall to the seller. This list is for informational purposes only— expenses vary, and additional costs may apply.

01 - REAL ESTATE COMMISSION	Typically 4-5%
02 - LEGAL FEES	\$1,500-\$3,000 +
03 - STAGING AND HOME PREPARATION	\$300 +
04 - REPAIRS AND RENOVATIONS	Varies
<i>Minor fixes to major upgrades, depending on the home's condition.</i>	
05 - PHOTOGRAPHY, VIDEO, AND MARKETING	\$120 +
<i>May be included in the agent's services or charged separately.</i>	
06 - MORTGAGE DISCHARGE FEES	Varies
<i>If paying off a mortgage early, penalties may apply. Speak with your mortgage broker for more details.</i>	
07 - MOVING COSTS	\$500-\$3,000 +
<i>Professional movers or rental trucks, Canada Post address forwarding, etc.</i>	

08 - PROPERTY TAXES AND UTILITIES

Varies

Prorated amounts owed up to the closing date. Speak with your lawyer for more informations on adjustments.

09 - CONDOMINIUM STATUS CERTIFICATE

\$100.00

If selling a condominium property. May be included in the agent's services or charged separately.



TIPS

FOR A SUCCESSFUL SALE

Making a strong first impression is crucial when selling your home.

By using these strategies, you can create a welcoming atmosphere that captivates buyers and increases your chances of a successful sale.

ENHANCE CURB APPEAL

Landscaping: Maintain a well-trimmed lawn, tidy hedges, and add some vibrant flowers for a pop of colour.

Exterior Touch-ups: Give the front door a fresh coat of paint and make sure the exterior is clean and inviting.

CREATE AN INVITING ENTRY

Clutter-Free: Keep the entryway neat and organized to make a great first impression.

Decorate: Add a welcome mat and some fresh flowers to create a warm, inviting atmosphere.





ENSURE GOOD LIGHTING

Natural Light: Open curtains to let in light.

Layered Lighting: Use a mix of ambient and accent lighting for warmth.

MAKE THE INTERIOR SHINE

Deep Clean: Thoroughly clean all spaces, including carpets and windows.

Declutter: Remove personal items and excess furniture to help buyers visualize the space.

SET A COMFORTABLE ATMOSPHERE

Temperature Control: Ensure your home is comfortable during showings.

Pleasant Scents: Use air fresheners or bake cookies to create a welcoming aroma.

KEEP IT SHOW READY

Daily Maintenance: Spend a few minutes each day tidying up to be ready for showings.





LISTING

PAPERWORK

Making a strong first impression is crucial when selling your home.

By using these strategies, you can create a welcoming atmosphere that captivates buyers and increases your chances of a successful sale.

SELLER DESIGNATED REPRESENTATION AGREEMENT

This agreement commits you to a listing agent and contains an outline of all of the services that a Seller is to receive, commission, duration of the contract, holdover period and more. You can expect confidentiality, complete disclosure, honesty, and dedicated professionalism from your side. Make sure to review it carefully and feel free to ask any questions you may have!

RECO INFORMATION GUIDE

The purpose of the RECO guide is to ensure consumers understand what it entails to work with a realtor, provide consumers with more information before signing any type of agreement as well as highlighting the risks of choosing to be a self-represented party.





DATA FORMS

The MLS Data Information Agreement Forms are documents used in real estate listings on the MLS. It authorizes the listing agent to share property data with others, details property information, inclusions/exclusions, compensation for cooperating agents, terms, marketing strategies, and contact details.

CLIENT
TESTIMONIALS



"We had an absolutely amazing experience with the Brooke Hicks Team while buying our first home! From start to finish, they went above and beyond to help us find the perfect place within our budget. They worked tirelessly, taking us to multiple showings a day in different cities to make sure we explored all the options.

Their expertise and guidance during the offer process were invaluable—they made everything feel so much less overwhelming by walking us through every single step. Thanks to their hard work and dedication, they helped us make our first home dream come true. We couldn't recommend the Brooke Hicks Team more highly for anyone looking for a knowledgeable, hardworking, and supportive real estate team. Thank you so much!"

5.0 ★★★★★

S T E P H

"I had the pleasure of dealing with Brooke and her Team for both the sale and purchase of our home. From the time I met with Brooke, she shared a wealth of knowledge on how to get Top Dollar in a tough market. Her marketing , staging and showing tips did get us what we wanted.

During the purchase of our new home Brooke and Paulina understood our needs and showed us homes that fit perfectly to the point we found a home in our budget and the neighborhood we desired. If you are looking to buy or sell a home Brooke and her Team of professionals are definitely the ones I would highly recommend!"

5.0 ★★★★★

J O H N



Check out our google reviews!



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A Buyer's Choice Home Inspections
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