

THE COMPLETE GUIDE TO SELLING YOUR HOME



SELLER

Action Plan



Brought to you by



Olga Bello

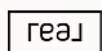
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OLGA BELLO
GROUP





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ABOUT US



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Olga Bello

REALTOR®

Your Strategic Partner in Real Estate

As a dedicated REALTOR®, I bring strategy, precision, and an unwavering commitment to my clients. My background in the high pressure medical sector taught me the importance of focus, discipline, and integrity — values I apply to every real estate transaction.

Fluent in English, Ukrainian, and Russian, I connect naturally with clients from diverse backgrounds and offer a global perspective that enriches each buying and selling experience. I take pride in simplifying complex decisions, identifying meaningful investment opportunities, and ensuring every move aligns with my clients' long term goals.

As a former competitive athlete, I approach real estate with resilience, determination, and focus. My goal is to deliver a seamless experience where every decision is guided by insight, care, and an unwavering dedication to your success.

SAVE MY CONTACT INFO



LESS TIME

My professional skills, resources and contacts will help you prepare and sell your home in no time.


EASY PROCESS


While I navigate through the complexities of the real estate transaction, you can enjoy a seamless experience.

YOUR SATISFACTION

Meeting your financial goals and ensuring you are confident and satisfied with the outcome is the primary focus throughout the home selling process.

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SELLING YOUR HOME



THE PROCESS

to Sell Your Home

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THE PROCESS

to Sell Your Home

1 DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2 LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3 PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

4 LAUNCH DAY

It's time! Your home's profile is posted online. A yard sign is placed on your property. All marketing materials we've agreed upon will be rolled out.

5 BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed via until we reach a sales agreement.

6 SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7 INSPECTIONS

Your buyer will hire an inspector to check your home and is likely to recommend repairs and/or upgrades. We will negotiate on your behalf.

8 LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and wait for approval.

9 CLOSING PREPARATION

The lender's requirements are met and closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-28 hours prior to closing.

10 CLOSING

The final step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property.

SELLING YOUR HOME

MARKETING

Your Home



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YOUR MEDIA PLAN

Details



PROPERTY BROCHURE

Develop a property brochure to be distributed during property showings



JUST LISTED FLYER

Produce a just-listed flier to feature during property showings



JUST LISTED POSTCARD

Send a direct mail just-listed postcard to the surrounding area, and similar neighbourhoods



COMING SOON & JUST LISTED EMAIL

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers



OPEN HOUSE INVITATION

Send targeted marketing to surrounding communities and prospective buyers



CUSTOM PROPERTY WEBSITE

Create a dedicated website for your property to support highly targeted marketing efforts



FACEBOOK & INSTAGRAM POSTS

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses



FACEBOOK & INSTAGRAM STORIES

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos



PAID, BOOSTED FACEBOOK ADS

Leverage boosted ads to reach nearby active and passive buyers

SALABILITY

of Your Home

The factors that are impacting to the salability of your home are listed below, which include Price Point, Property Condition, Market Conditions and Market Exposure.

I will help to assist you with all of these factors to form a strategy for selling your home quickly and to negotiate the best price.



PRICE POINT

Pricing your home for the current market is important for maximum exposure and a sale.

Factors that determine a property's value:

location, design, amenities, competing properties, economic conditions

Factors that have little or no influence:

price the seller originally paid, amount spent on improvements



PROPERTY CONDITION

The condition of your property will influence the selling price and how quickly it sells.

If repairs are needed and/or professional staging is required, I am there to assist through offering experience, guidance and network of professionals.



MARKET CONDITIONS

The real estate market is always fluctuating. As your agent, I will discuss the pros and cons of listing during varied market conditions.

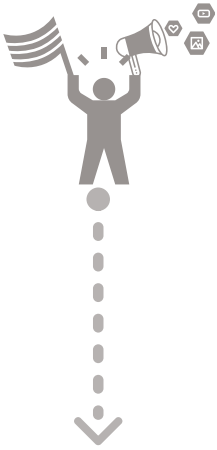


MARKET EXPOSURE

As an experienced realtor, I understand that market exposure is the key to selling your home quickly and to receive the best offers. My focus is to get the most qualified buyers into your home and in the least amount of time. With my comprehensive marketing plan, your home will get noticed in any market.

STRATEGIC PROMOTION

Campaigns



COMING SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram & Facebook
- "Coming soon" callout campaign to highly qualified buyers



JUST-LISTED CAMPAIGN

- Launch listing on my website, MLS and other syndication websites
- Professional yard signage and takeaway flyers
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign
- "Just listed" callout campaign to highly qualified buyers
- Open house three days after listing

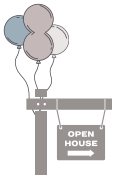


OPEN HOUSE

Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area.

By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.



YARD SIGNS

Placing a yard sign and directional signs on key corners, all with balloons and riders



GETTING ON THE PHONE MORNING OF

The morning of our open house, I will get on my phone to call and text to remind everyone about attending.



SCHEDULING MULTIPLE OPEN HOUSES

Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers



MULTIPLE MARKETING METHODS

Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house



DOOR TO DOOR

Personally knocking on your neighbors' doors to invite them to attend and tell their friends



CAPTIVATING STAGING

Staging is what creates a "wow factor" when a buyers through the door of your home. It's what creates an emotional response and often influence whether or not an offer is made.

SELLING YOUR HOME

PREPARING

Your Home

PREPARE YOUR HOME

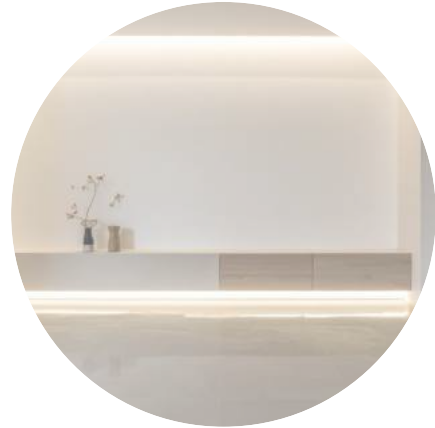
to get the highest offer

Paying attention to both the interior and exterior through small updates, repairs, and thoughtful presentation can greatly enhance your home's appeal and help you achieve the best possible price.



EXTERIOR PREP

- Keep the lawn immaculate
- Prune the bushes, weed the garden, and plant flowers
- Clean and align the gutters
- Pressure wash home siding
- Inspect and clear the chimney
- Repair and replace loose or damaged roof shingles
- Repair and repaint loose siding and caulking
- Keep walks free of ice and snow in winter
- Add colorful annuals near the front entrance in spring and summer.
- Re-seal an asphalt driveway.
- Keep garage door closed
- Apply a fresh coat of paint to the front door
- Buy a new welcome mat



INTERIOR PREP

- Clean every room and remove clutter
- Hire a professional cleaning service while the house is on the market
- Remove items from kitchen counters and closets
- Remove all personal photos from walls
- Re-surfacing soiled or strongly colored walls with a neutral shade
- Apply same neutral color scheme to carpets and flooring
- Check and repair cracks, leaks and signs of dampness in the attic and basement.
- Repair holes or damage to plaster, wallpaper, paint and tiles
- Replace broken or cracked window panes, molding or other woodwork

ONE HOUR SHOW READY

Checklist

There is a possibility while your home is on the market that there will be short-notice showings. Although I'll always try my best to schedule well in advance, a qualified potential buyer could be in the area and wants to add you on their tour once they see your sign.

Here is a checklist you can use to easily get your home ready fast!

1 HOUR SHOW READY CHECKLIST

- Make the beds
- Grab a basket and put personal items of clutter in your car
- Wipe down toilets and put the lids down
- Wipe down all counter tops and sinks & mirrors
- Make sure bathroom towels are clean, match & straight
- Vacuum all carpeted areas, sweep all surfaces
- Sweep front steps, wipe mat & clean front door windows
- Straighten sofa pillows
- Close doors to rooms
- Open all blinds & turn lights on in the house
- Make sure the house temperature is comfortable
- Light scented candles for a fresh and welcoming scent



INFORMATION PREP

Checklist

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

INFORMATION PREP CHECKLIST

- Manuals for appliances
- Receipts of work done to the home - including all major & minor renovations
- All keys and garage door openers
- Surveys previously done
- A list of utility providers & average costs per month
- Alarm instructions

SELLING YOUR HOME

CLOSING

Process



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NEGOTIATING THE SALE

Successfully



DISCLOSE EVERYTHING

Be proactive to disclose all known defects to buyers as they will be discovered. Disclose early to avoid legal problems later.

RESPECT THE BUYER

Remember to respect the buyer, as this will be their next home. This is a big decision and they are nervous of any unknowns.



ASK ALL OF YOUR QUESTIONS.

If you have any questions, ask so they can be clarified. Offers may include complicated terminology, and be sure to reference the Real Estate Terms To Know section.

RESPOND QUICKLY

The mood for the buyer to buy is exactly when the offer is made - don't delay!.



MEET HALFWAY

if there are disagreements about small expenses - split the difference and move on.

STAY CALM

Remember to always keep your cool and know that we will come to a happy outcome.



CONDITIONAL PERIOD *Process*



OFFER ACCEPTED

Now that you've accepted an offer (!), the Under Contract process will begin. The dates and deadlines to be aware of include:

- Title deadline
- Conditions
- Inspection
- Appraisal

The conditional period process can normally take anywhere from 3-30 days.



INSPECTION

Performing an inspection is one of the crucial steps of buying a home. The buyers can decide if they want to do this, which normally they will. They buyer's agent will set up a day/time that works for you to conduct the inspection.

The inspection will generally take 1-4 hours.

After the inspection, the buyer's agent will send inspection objections requesting specific repairs or replacements needed. You can then decide which items to agree to fix, repair, replace, leave or give a credit. Safety and health issues are the most crucial and less room for negotiation.

I will be there to guide and negotiate on your behalf during the inspection process.



APPRAISAL

An appraisal may be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. If the appraisal comes in low, I will be there to guide you on our next moves to make.

CLOSING

Process



REMEMBER TO LEAVE

- House keys to all doors
- Punch codes for gates, fences, door locks, and garage doors
- Garage door opener(s) and any other remotes or devices that control systems
- Mailbox and any other spare keys
- Access information for smart locks, thermostats, doorbells, or appliances



WHAT TO EXPECT

The lawyer will look over the contract to:

- Determine what payments are owed and by whom and prepare documents for the closing.
- Make sure taxes, title searches, real estate commissions and other closing costs are paid.
- Ensure that the buyer's title is recorded
- Ensure that you receive any money due to you



YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable



AFTER CLOSING

Make sure you keep the following for tax purposes

- Copies of all closing documents
- All home improvement receipts on the home you sold

AVOID THESE COMMON *Seller Mistakes*

GETTING EMOTIONAL

It's hard to say to give the advice to not get too emotional, because after all, it has been your home. In order to make the process as smooth as possible, detach from being the homeowner and become just a salesperson. Look at it as only a transaction from a financial prospective and eliminate all of the emotion from it.

SETTING AN UNREALISTIC PRICE

Setting the right price is the key to selling your home as quickly as possible. Utilize the the comparative analysis tools to determine a fair offering price. Although you may think your home is worth more, remember to set a realistic price inline with comparable properties. If set too high, it's likely to be sitting on the market for a long time.

NOT DEPERSONALIZING

Depersonalizing your home is all about neutralizing, or removing your personal taste from your home decor so that buyers can mentally see themselves moving in. If there are pictures and other personalized pieces, it will be harder for a potential buyer to picture themselves living in the home.

NOT DECLUTTERING & STAGING PROPERLY

A home has a better chance to be sold when staged properly that is clean, neutral interior decor, depersonalized and decluttered. Decluttering will help to show off your home's best assets, maximizing space and highlight organization.

NOT PREPARING FOR THE SALE

Prepare your home so that it is cleaned and staged well to get offers and the best price for your home. Make sure little repairs that you may not think are a big deal (i.e. broken doorknobs) are fixed. Otherwise it might reflect in an offer or reduce your chances of getting any offer.

HIDING MAJOR PROBLEMS

Make sure to fix problems ahead of time or price the property below market price to account for them. Keep in mind that all problems will be revealed during the buyer's inspection. By taking care of repairs before will help to not raise additional doubts or questions on "what else do I need to look for"?

SELLING YOUR HOME



RESOURCES

For You

REAL ESTATE TERMS

to Know

Here is a list of the real estate terms that you may hear. Read over these so you are familiar and always in the know when discussions are being held with other parties and professionals.



APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.



APPRECIATION

Increase in the value or worth of an asset or piece of the property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.



CONDITION

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the close.



CLOSING COSTS

The fees a seller and buyer pay to complete a real estate transaction.



IN TRUST

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a lawyer company.



HOME INSPECTIONS

An examination of the condition of real estate property. A home inspector assesses the condition of a property, including its heating, cooling systems, plumbing, electrical work, water and sewage.



MLS

A computer-based service that provides real estate professionals with detailed listings of most homes current on the market. The public can access much of this kind of information through websites like Zillow.



ZONING

The local laws dividing cities or counties into different zones according to allowed uses. From Single-Family Residential to Commercial to Industrial.



TITLE

Ownership of real estate or personal property. A Title is evidenced by a deed recorded in the county land records office.

COMMON EXPENSES

for sellers

☐ HOME REPAIRS

Depending on the age and maintenance of your home

☐ PAINTING AND TOUCH UPS

One of the best ways to refresh a room. Light/neutral colours are best.

☐ STAGING

Sometimes a few pieces are needed, sometimes its revamping a whole room.

☐ SURVEY (IF NEEDED)

Depending on the property and if boundaries are in question or structures.

☐ PRE-HOME INSPECTION (OPTIONAL)

Can take away concerns of buyers and help better offers to come in.

☐ MORTGAGE DISCHARGE FEES

Speak with your lender to know what term you have and if any fees will apply.

☐ MOVING / STORAGE FEES

Whether upsizing or downsizing, this will apply. Do it yourself or hire a company.

☐ TAXES / CAPITAL GAINS TAX

Depends if this is your principal residence. Speak to your accountant for clarity.

☐ LEGAL / LAWYER FEES

Needed for all transactions. Use someone you trust or ask me for a referral.

☐ REAL ESTATE COMMISSION

Don't forget to include this closing cost. Adding tax is mandatory in Ontario.

☐ CLOSING ADJUSTMENTS

This will be done by the lawyer. Typically for utilities and other accounts on closing.

☐ PRE-CONSTRUCTIONS FEES

This can be builder fees, assignment fees, deposit structures etc. Speak with your lawyer.

SELLING YOUR HOME

CLIENT

Reviews



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CLIENT TESTIMONIAL


Reviews

JUSTIN VLAD 

Working with Olga Bello was an incredible experience from beginning to end. From our first conversation, it was clear that she genuinely cared about finding the right place for me—not just closing a deal. Olga took the time to truly understand what I was looking for, and she went above and beyond to help me secure my dream apartment at 260 Malta Avenue.

Her professionalism, attention to detail, and deep knowledge of the process made everything smooth and stress-free. What really stood out was the personalized experience—at no point did I feel like just another client or a number on a spreadsheet. Olga made me feel heard, supported, and prioritized every step of the way.

She was proactive, thoughtful, and incredibly dedicated, even going the extra mile behind the scenes to ensure everything came together perfectly. I'm so grateful for her guidance, and I can't recommend her highly enough to anyone looking for a realtor who combines expertise with genuine care.

MUANYA 


I can't recommend Olga Bello enough. I was going through a deeply challenging and stressful time while trying to secure a home for myself and my three children, and many landlords were hesitant about renting to me. Olga was incredibly empathetic and supportive from start to finish.

She was a fierce advocate for my family, going completely above and beyond, even conducting viewings when I couldn't be there.

She is professional, kind, and prepared me step-by-step, explaining the process so well that I always knew what was coming next.

Thanks to her dedication, we found the perfect place! She made a truly challenging process manageable and stress-free.

Olga is a real estate professional you can absolutely trust and rely on and even more than that, she is kind hearted and a wonderful person to work with.

DAIANA 

Olga was an absolute pleasure to work with! She truly cared about understanding our needs and went above and beyond to find the perfect solution. Her patience, honesty, and calm confidence made the entire process smooth and stress-free. We couldn't have asked for a better experience. Highly recommend her to anyone looking for a realtor who genuinely cares.

GET IN TOUCH

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