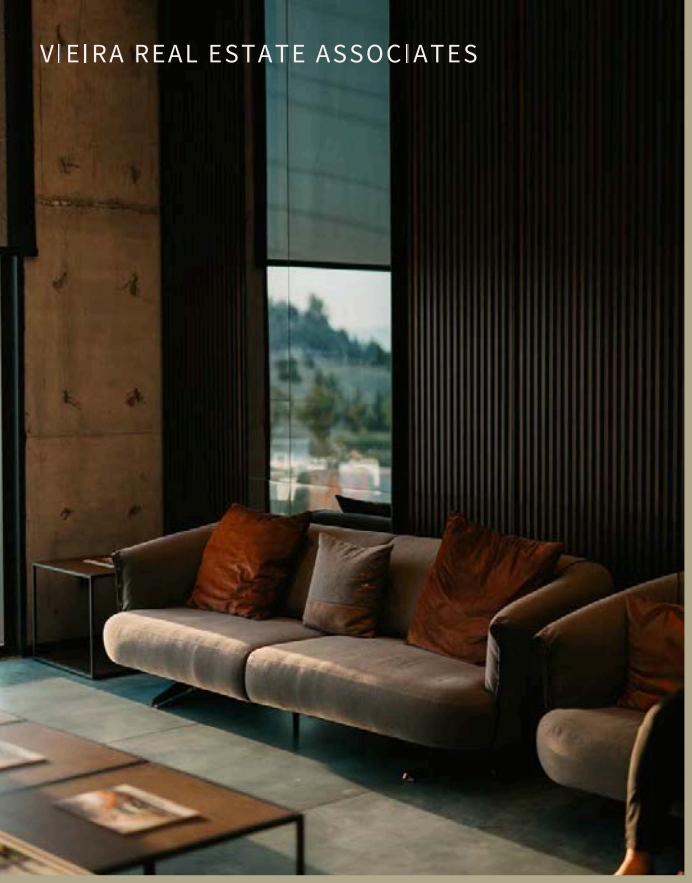
VIEIRA



COMPLETE HOME SELLING GUIDE

A CLEAR, PRACTICAL GUIDE TO SELLING YOUR HOME IN TODAY'S ONTARIO REAL ESTATE MARKET.

VIEIRA REAL ESTATE ASSOCIATES



HOW WE CAN HELP

A CLEARER WAY TO SELL

Selling a home is a major financial and personal decision. Our role is to make the process clear, protect your interests and help you make confident decisions.

WHAT YOU CAN EXPECT...

- Straightforward advice based on current market evidence
- A tailored preparation, pricing and marketing plan
- Professional property presentation
- Regular communication and market updates
- Careful explanation of offers, terms and risk
- Coordination from preparation through closing

OUR GOAL

The strongest combination of price, terms and certainty—delivered through an organized, professional process.



HOW WE CAN HELP

JAMIE VIEIRA

Jamie was born and raised in Oakville and continues to reside there with his wife Gina and two children, Jameson & Mattia. Prior to entering real estate in 2006, Jamie owned and operated successful retail stores in Burlington, Mississauga and Georgetown. Having been in retail for many years, he learned firsthand that with exceptional service comes a loyal and repeat customer base. It is upon this belief that he has applied to his real estate business and instills it throughout his team. After over 20 years of selling real estate, 1,000+ transactions, over $1 billion in sales and reaching the ranking among the Top 10 CENTURY 21 teams in Canada, the results are proof that the philosophy works.

You can expect the utmost in service and attention when working with Jamie and his team. We believe firmly that when selling your home, you deserve quality service, attention to detail and a proven marketing strategy to get you the most possible return, with minimal inconvenience and stress.

We treat every deal as if it were our own while taking the necessary steps to maximize results and make the process as smooth as possible.

They say timing is everything, and in real estate today, this couldn't be more true. When buyers have questions, they want immediate answers. It's crucial that your realtor is able to manage the various questions and negotiations so that they can achieve your goal with your best interests in mind. At Vieira Real Estate Associates, we are focused on providing exceptional results with the goal of securing you as a client and referral source for life. Our priority is service and with that comes a successful business. No transaction is more important than a happy client, and that is shown through our work and ultimately our growing client base.

Thank you for allowing us the opportunity to discuss the sale of your home. We are confident you will be impressed with what we offer and are looking forward to having you as a client!

Jamie Vieira

JAMIE VIEIRA



"MY GOAL IS TO APPLY MY KNOWLEDGE AND EXPERIENCE TO HELP YOU SELL YOUR HOME FOR THE HIGHEST PRICE POSSIBLE AND IN A TIMELY MANNER. IN ADDITION, I WILL MAKE THE ENTIRE PROCESS STRESS FREE AND EVEN ENJOYABLE."

JAMIE VIEIRA



OUR PROMISE

THOUGHTFUL STRATEGY. CLEAR COMMUNICATION.

THOUGHTFUL STRATEGY. CLEAR COMMUNICATION. EXCEPTIONAL SERVICE. EVERY DECISION IS GUIDED BY YOUR GOALS AND THE CURRENT MARKET.



GUIDE OVERVIEW

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ABOUT THE BROKERAGE

CENTURY 21 MILLER

Century 21 Miller Real Estate Ltd., Brokerage is a full-service brokerage supported by experienced professionals and some of the CENTURY 21 network's leading producers.

Jamie Vieira has ranked among the top 1% of CENTURY 21 Canada sales representatives from 2008 through 2025, within a national network of more than 10,000 real estate professionals. Century 21 Miller has also ranked among the top 20 CENTURY 21 offices in Canada for the past 25 years.



THE CENTURY 21 GLOBAL REFERRAL NETWORK

The CENTURY 21 Global Referral Network connects real estate professionals and clients across Canada and around the world. Through established referral relationships and the broader CENTURY 21 network, we can extend the reach of your property beyond the local market and connect with real estate professionals who may be assisting qualified buyers relocating from other communities, provinces or countries.

Combined with our local market knowledge and property-specific marketing strategy, this network provides an additional opportunity to introduce your home to a broader audience.

CENTURY 21 MILLER - OAKVILLE OFFICE

Opened in late 2017, Century 21 Miller's modern South Oakville office provides our team with the resources and support needed to serve clients efficiently. Dedicated and experienced staff are available on-site to assist with listing updates, transaction coordination, showing feedback and communication with interested real estate professionals.

The approximately 9,000-square-foot office includes private meeting rooms, boardrooms, a professional reception area, a real estate administration and processing department, and modern audiovisual technology. These facilities allow us to meet with clients comfortably, collaborate effectively and respond promptly throughout the selling process.

VIEIRA REAL ESTATE ASSOCIATES

MEET THE TEAM

While providing the utmost in client service, our team has the ability and resources to get the job done. Our team has over 60 years of combined experience in residential real estate sales and leasing. Elaine Murray is a registered broker and provides expert services to both buyers and sellers. Rania Agha is a registered Sales Representative with 19 years experience and achieved the prestigious Centurion award level in multiple years before joining the team in 2023. Our Sales Coordinator, Tania Lima ensures that all facets of the team are organized and running smoothly. Provoke Media & Design rounds out our team by providing on-demand marketing and live social media marketing. All clients are clients of the team and together we all work towards achieving your goals while providing TOP QUALITY SERVICE.



ELAINE MURRAY – BROKER

A graduate of the Alberta College of Art, Elaine relocated to Halton in the early 1990's and has since developed an extensive understanding of Oakville and the surrounding communities. Having raised her family in the area, she has experienced the region's growth firsthand—both as a homeowner and while representing clients since becoming a REALTOR® in 2006.

Before entering real estate, Elaine worked in residential condominium property management, where she developed valuable experience in customer service, property operations and professional client care. Her strong work ethic, integrity, attention to detail and keen eye for value make her years of real estate experience an important asset to every client she represents.



RANIA AGHA - SALES REPRESENTATIVE

Rania brings 19 years of real estate experience throughout Oakville and the West GTA. She has built a successful, award-winning career founded largely on repeat clients and referrals —a reflection of the trust she has earned, the relationships she has developed and the skill she brings to each transaction.

An Oakville resident for 30 years and a mother of three, Rania understands that a home is about much more than its size or features. She believes the right home should provide comfort, security and a place where families can come together and create lasting memories.



TANIA LIMA - SALES COORDINATOR

Tania has been an Oakville resident for over 30 years. After graduating from Sheridan College and beginning her career as a Montessori teacher, she transitioned into real estate and now brings more than 20 years of experience, knowledge and professionalism to the team. With a strong background in customer service and exceptional attention to detail, Tania helps coordinate the many moving parts behind each listing while ensuring the office operates smoothly and clients receive a consistently high standard of service.



STRATEGY BEFORE ACTIVITY

SELLING IN TODAY'S MARKET

Today's buyers have immediate access to listings, recent sales and competing properties. Many compare several homes before deciding which ones are worth seeing. A successful sale therefore depends on how well price, condition, presentation, access and timing work together.

POSITIONING

Your home is judged against both recent sales and the properties currently available. The goal is to give buyers a clear reason to choose your home at its asking price

PRESENTATION

Cleaning, decluttering, repairs, staging and professional media help buyers understand the property and reduce distractions. Presentation cannot correct an unrealistic price, but it can strengthen perceived value and buyer confidence.

PRICING

Pricing should reflect comparable sales, current competition, market conditions, property condition and your goals. A price that is too high can reduce early interest; a price that is too low may create unnecessary risk if the expected competition does not materialize.

ACCESS AND TIMING

Reasonable showing access gives qualified buyers an opportunity to view the property. Launch timing, offer timing and any price adjustment should be chosen for the specific property—not applied automatically.

TERMS AND CERTAINTY

The strongest offer is not always the highest price. Deposit, conditions, closing date, inclusions and the buyer's ability to complete the transaction all affect risk and value.



THE SELLING PROCESS

SEVEN STAGES FROM PLANNING TO CLOSING

Selling a home involves a series of connected decisions. Your REALTOR®, lawyer, lender and other professionals each become involved at different stages.

01 GOALS AND TIMING

We discuss why you are selling, your preferred timing and whether the sale must coordinate with another purchase. Speak with your lender about mortgage payout or portability and choose an Ontario real-estate lawyer early.

02 MARKET ANALYSIS AND STRATEGY

We review comparable sales, active competition and current buyer behaviour, then recommend a price, launch date and offer strategy.

03 PREPARATION AND DOCUMENTS

Repairs, cleaning, staging and media are coordinated. You gather property records and identify rentals, permits, known issues, inclusions and exclusions.

04 LAUNCH AND SHOWINGS

Once your home is prepared for market, our team coordinates the listing launch and marketing exposure. We manage showing appointments, collect buyer feedback and monitor competing properties to evaluate market response.

05 OFFERS AND NEGOTIATION

We compare price, deposit, conditions, closing date, included items and completion risk. You decide whether to accept, reject, counter or invite improvement.

06 CONDITIONS AND PRE-CLOSING

Deadlines for financing, inspection or other conditions are tracked. The buyer may arrange an appraisal and agreed visits. The accepted agreement is sent to your lawyer.

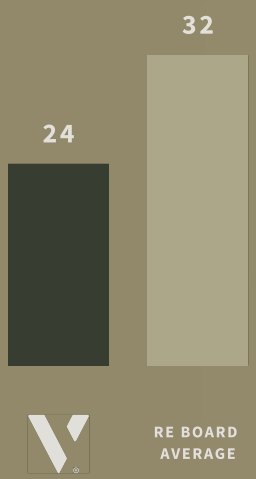
07 LEGAL CLOSING

Your lawyer reviews title and the agreement, obtains mortgage payout information, prepares closing documents and adjustments, receives and distributes funds and completes the transfer of title. Keys are released only after legal closing is confirmed.

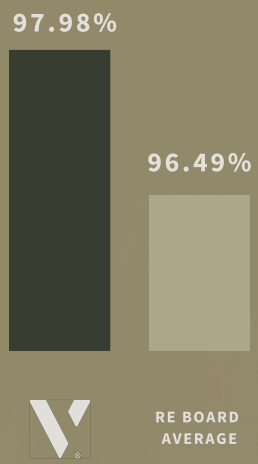
OVER SIXTY YEARS COMBINED EXPERIENCE AND OVER $1 BILLION IN SALES

Vieira Real Estate Associates is one of the top teams for Century 21 Miller since 2011. We rank in the top 30 in all of Canada for Century 21 and were recently inducted into the International CENTURION Honour Society. Dedication to the highest standard of service and development of each and every client relationship is the foundation on which our business will grow.

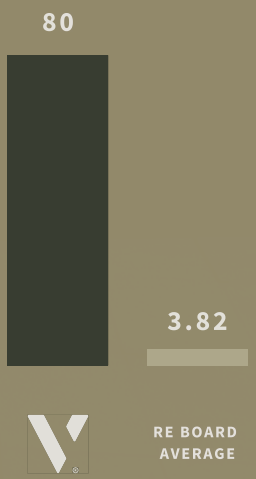
Our team ranked in the top 0.57% of REALTORS® on the Oakville-Milton Real Estate Board in 2025—outperforming 99.43% of board members.



AVG DAYS OF MARKET



LIST TO SELL RATIO



TRANSACTIONS CLOSED

STATS TAKEN FROM THE TORONTO REAL ESTATE BOARD

OUR PROCESS - WHAT TO EXPECT

BEFORE WE MEET YOU

- Set an appointment and collect property details
- Confirm appointment by email
- and/or phone
- Deliver your pre-listing package – Vieira Real Estate Associates Sellers Guide
- Research all comparable sales data for your property over the last year on all applicable real estate boards (TREB, OMDREB & RAHB)
- Search all active listings currently available through all sources (FSBO, MLS, Online classifieds, etc.)
- Research “Average Days on Market” for properties of your type, price range and location
- Prepare Comparable Market Analysis (CMA) to review with you during our meeting
- Research property’s registration, ownership, legal description and lot size
- Research property’s current use, zoning and any registered easements
- Prepare listing presentation package

DURING OUR FIRST MEETING

- Tour your property and assess your property’s exterior “curb appeal”, interior décor, highlight the positives and negatives buyers may see
- Explain the selling process step by step
- Present our 10 step marketing plan and how it will be applied to your property
- Provide seller with a realistic overview of current market conditions and projections
- Present CMA results to seller, including comparable active, sold and expired listings
- Offer pricing strategy based on professional judgment and current market conditions
- Discuss your goals and timeline and how to actively achieve them
- Explain how we screen and qualify buyers
- Review different agency/client relationships, type of listing either exclusive or MLS
- Discuss costs and/or commission packages
- Explain all clauses and disclosures in Listing Contract and sign listing agreement



AFTER COMMITMENT TO LISTING

- Arrange staging consultation and showcase staging
- Arrange painter, handyman or any required trades to prepare the home
- Arrange a pre - home inspection
- Compile list of features, upgrades and updates for listing materials
- Discuss Inclusions and exclusions for the listing and the impact on the buyers
- Confirm the current title information
- Measure interior room sizes
- Confirm lot size, easements or special agreements with your copy of the land survey (if available) or order survey from Registry office (if available)
- Obtain house plans/floor plans (if available)
- Verify property taxes & condo fees (if applicable)
- Research average utilities for the past 12 months
- Obtain rental contract information – Water heater, alarm, furnace or AC, etc.
- Investigate Mortgage details, penalties and if assumable
- Preform water testing and septic testing (if applicable)
- Decide on offer strategy – Offer date? Irrevocable time? Registration of offers.
- Discuss showing instructions for buyers’ agents – any restrictions?
- Schedule the professional photographer
- Schedule aerial Drone video of property and neighbourhood
- Install the yard sign and “coming soon” rider
- Edit all photos and video footage
- Install lock box and cut additional key if necessary

In order to establish the market value of your home, we do extensive research in order to compile your **Comparative Market Analysis**. We look at Active listings to establish your competition, sold listings to determine what buyers are willing to pay for similar properties and cancelled or expired listings to determine what buyers are not willing to pay.

WHEN WE LIST YOUR PROPERTY

- ON DAY OF LISTING – All photos are ready, list of features and detailed comments for all websites and listing pages
- Load your listing with the MAX number of photos, in depth description and properly mapped on; The Toronto Real Estate Board, The Realtors Association Of Hamilton Burlington & Oakville Milton District Real Estate Board
- Listing Uploads from the Real Estate Boards to Realtor.ca
- Load your listing on Century21.ca, Vieirateam.com
- Prepare and load your Virtual Tour on YouTube
- Syndicate your to listing to over 100's real estate websites
- Deliver full colour feature brochures to the property
- Email our database of potential buyers
- Email your listing to our database of Realtors
- Page all Century 21 Miller agents the details on your listing
- Email you your copy of the listing agreement and data sheets
- Email you various links to your online listing for review and comments
- Design and post your listing to our social media platforms
- Purchase paid & targeted ads on social media and Google

ONCE PROPERTY IS ON THE MARKET

- Book showings with you, tenant and Realtors
- Post listing to online classifieds (Kijiji, Craigslist, Viewit, etc.)
- Respond to all buyer leads immediately
- Design, print and mail Just Listed postcards
- Promote and host agent open house
- Promote and host public Open Houses
- Regularly check and research market activity
- Provide you with regular weekly market updates
- Update all websites and portals of any changes to the listing – price, features, etc.
- Call ALL showing agents for feedback
- Provide you with feedback updates as received
- Meet with you as required to discuss feedback and market conditions

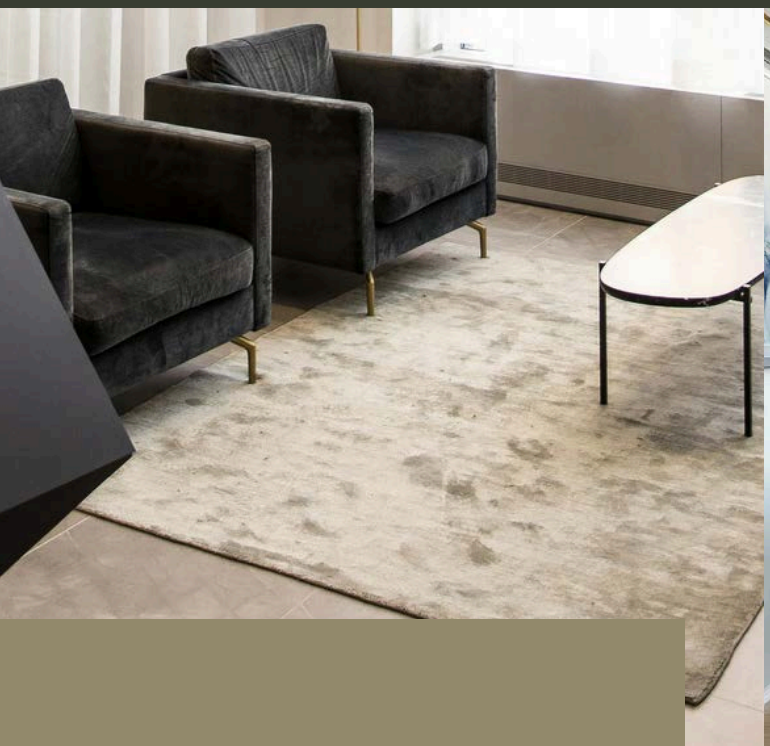
ONCE AN OFFER IS REGISTERED

- Advise you an offer has been registered and set a time for offer presentation
- Call, page or email ALL agents or buyers that have shown or expressed interest in your property that we have a registered offer
- Assess interest and discuss offer review strategy with you
- Confirm Buyer(s) are qualified and assess motivation
- Present offer(s) to you and explain all details and conditions
- Advise you on strategy for counter offer or handling of competing offers in order to maximize price and terms for you
- Negotiate the offer(s) on your behalf including price, conditions, inclusions and closing date
- Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
- Follow up and collect Buyers deposit and record and promptly deposit buyer's deposit money in trust account
- Provide you with an electronic and paper copy of the accepted agreement
- Send copy of agreement to your lawyer and mortgage broker/bank
- Change status to "Sold Conditional" or "Sale Pending" on all online websites
- Coordinate and book home inspection (if applicable)

SECTION OVERVIEW

MARKETING STRATEGY

PREPARATION, PREMIUM PRESENTATION AND PURPOSEFUL EXPOSURE—WORKING TOGETHER.





PREPARING YOUR HOME

FIRST IMPRESSIONS MATTER. PROFESSIONAL STAGING MAKES A DIFFERENCE.

Preparing your home for the market is one of the most important steps in achieving a successful sale. A beautifully presented home creates a stronger first impression, showcases its best features and helps potential buyers envision themselves living there.

At Vieira Real Estate Associates, we believe professional staging is an essential part of an effective marketing strategy. That's why **we include a complimentary professional staging consultation and light home staging with every listing.**

COMPLIMENTARY PROFESSIONAL STAGING CONSULTATION

We arrange for a professional home stager to meet with you at your property and complete a detailed room-by-room assessment.

Following the consultation, you'll receive a personalized list of recommendations designed to enhance your home's appeal to prospective buyers.

Recommendations may include decluttering, removing or rearranging furniture, simplifying décor, painting, minor repairs and other cost-effective improvements.

Our goal is to help you focus on the changes that can make the greatest impact without unnecessary expense.

COMPLIMENTARY LIGHT HOME STAGING

Once your home has been prepared, our professional stager returns to add the finishing touches before photography and showings.

Using a combination of your existing furnishings and carefully selected decorative accessories, our stager enhances the home's overall presentation. This may include rearranging furniture and bringing in artwork, pillows, throws, bedding, decorative accents and other accessories to create warm, inviting spaces.

The goal is to highlight your home's best features, create a cohesive look throughout and help potential buyers envision themselves living there. **Our professional staging consultation and light home staging services are included with every listing at no additional charge.**

THE BENEFITS OF PROFESSIONAL STAGING

A thoughtfully staged home can:

- Create a memorable first impression.
- Highlight the home's best features and functionality.
- Help rooms appear more spacious, inviting and purposeful.
- Improve the impact of professional photography and video.
- Help buyers visualize the property's potential.
- Increase buyer interest and strengthen the home's competitive position in the market.

PREPARING FOR A SUCCESSFUL LAUNCH

Our team works with you throughout the preparation process, helping prioritize improvements and coordinating trusted trades or service providers when needed. By combining professional staging, thoughtful preparation and high-quality marketing, we help ensure your home makes the strongest possible impression from the moment it reaches the market.



PHOTOGRAPHY, VIDEO & FLOOR PLANS

EXCEPTIONAL PRESENTATION. LASTING FIRST IMPRESSIONS.

First impressions matter. With most buyers beginning their home search online, professional photography and compelling visual content are essential to capturing attention and generating interest in your property.

We invest in high-quality professional photography and carefully enhance each image to showcase your home's best features. Our photo editing process includes adjustments to lighting, colour, clarity and overall presentation, ensuring bright, inviting and visually appealing images that accurately represent your home.

OUR PROFESSIONAL MEDIA SERVICES

- **Professional Photography:** High-resolution interior and exterior photography designed to highlight your home's layout, finishes and architectural features.
- **Professional Photo Enhancement:** Careful editing and retouching to optimize lighting, colour balance, clarity and visual appeal, creating polished images that stand out online.
- **Video & Virtual Tours:** Engaging property videos and virtual tours, where appropriate, that help buyers experience the home's layout, flow and unique features.
- **Detailed Floor Plans:** Professionally measured floor plans that help buyers understand room dimensions, functionality and overall layout.
- **Drone & Aerial Photography:** Aerial imagery, where appropriate and permitted, to showcase the property, lot and surrounding neighbourhood.



PRESENTING YOUR HOME AT ITS BEST

Our goal is to create a polished, professional presentation that captures buyers' attention, highlights your property's strongest features and encourages more potential buyers to book a showing.



MAXIMUM EXPOSURE & TARGETED MARKETING

MAXIMUM EXPOSURE. TARGETED ADVERTISING. MORE POTENTIAL BUYERS.

Selling your home requires more than simply placing it on MLS®. Our marketing strategy combines extensive real estate listing exposure with professionally designed digital campaigns to reach buyers both actively searching and those who may not yet be considering a move.

EXPANDED MLS® EXPOSURE

Unlike many agents who list on only one real estate board, we market our properties through both the Toronto Regional Real Estate Board (TRREB) and the REALTORS® Association of Hamilton-Burlington (RAHB).

This dual-board strategy provides expanded exposure to real estate professionals and potential buyers across the Greater Toronto Area, Halton, Hamilton, Niagara and surrounding Ontario markets.

TARGETED DIGITAL ADVERTISING

We invest in paid social media advertising campaigns designed to reach audiences most likely to be interested in your property.

Rather than relying solely on organic posts, we use strategic geographic targeting, permitted audience criteria and property-specific marketing to put your home in front of relevant potential buyers.
Our campaigns may include:

- Paid Facebook and Instagram advertising
- Geographic targeting based on likely buyer markets



- Professionally designed property videos and creative content
- Strategic advertising budgets tailored to the property
- Campaign monitoring and optimization to improve reach and engagement

BEYOND THE MLS®

Your property also benefits from exposure through REALTOR.ca, Century21.ca, VieiraTeam.com, participating real estate websites and our established social media channels. **Our goal is simple: maximize qualified buyer exposure, generate interest and create the best possible opportunity for a successful sale.**

FEATURE SHEETS & STRATEGIC PRICING

PROFESSIONAL PRESENTATION. SMARTER PRICING. STRONGER RESULTS.

A successful sale begins with exceptional presentation and a well-planned pricing strategy. We combine premium marketing materials with extensive local market knowledge to position your home competitively and attract serious buyers.

PROFESSIONAL FEATURE SHEETS & BROCHURES

Every property deserves a presentation that reflects its unique features and value. We create professionally designed feature sheets and marketing materials that showcase your home's photography, floor plans, key features and distinctive selling points.

These materials provide potential buyers with a lasting impression of your property, helping it stand out from competing listings and remain top of mind after a showing.





STRATEGIC PRICING

Determining the right asking price is one of the most important decisions in the selling process. With over 20 years of local real estate experience, we understand how to evaluate market conditions, comparable sales, current competition and buyer behaviour. Our pricing recommendations are tailored to your property and objectives, with the goal of generating strong interest, attracting qualified buyers and achieving the best possible sale price.

OFFER STRATEGY

Every property and market is different. Depending on current conditions, we may recommend reviewing offers as they are received or establishing a specific offer date to encourage competition. We explain the benefits and potential risks of each approach, helping you choose the strategy best suited to your home and circumstances.

MONITORING & ADJUSTING

Once your home is on the market, we continually evaluate showing activity, buyer feedback, competing listings and recent sales. If market conditions or buyer response suggest a change is needed, we provide clear recommendations to keep your property competitively positioned and moving toward a successful sale.



SHOWINGS, FEEDBACK & MARKET REVIEW

PROACTIVE FOLLOW-UP. CONSISTENT COMMUNICATION. INFORMED DECISIONS.

Our commitment doesn't end when your home goes on the market. We actively manage showing activity, follow up with buyers' agents and continually monitor market conditions to ensure your property remains competitively positioned.

PREPARING FOR SHOWINGS

First impressions are important. We coordinate showing appointments according to your preferences and provide guidance to help ensure your home is presented at its best for every potential buyer.

PROACTIVE AGENT FOLLOW-UP & SELLER FEEDBACK REPORTS

We make every effort to obtain feedback following each showing. Our team proactively follows up with buyers' agents through phone calls, text messages and emails to gather their clients' impressions, level of interest and any potential concerns.

All feedback received is provided to you in writing, keeping you informed of how buyers are responding to your property. While not every agent provides feedback, our team is persistent in making every reasonable effort to obtain it.

MONITORING MARKET ACTIVITY

We continually monitor showing activity, buyer interest, competing listings, price adjustments and recent sales. This allows us to evaluate how your property is performing in the current market and identify opportunities to strengthen its position.

REGULAR SELLER UPDATES

Communication is a priority. In addition to sharing showing feedback, we provide regular updates on listing activity, market developments and any changes that may affect your sale. Our goal is to ensure you're always informed and confident in the process.

REVIEWING & REFINING OUR STRATEGY

Market conditions and buyer behaviour can change. We regularly evaluate your listing's performance and provide recommendations when adjustments may be beneficial, whether through additional marketing, improved showing access or a revised pricing strategy.

Our goal is to keep your property competitive and maximize the opportunity for a successful sale.



OPEN HOUSES & OUTDOOR ADVERTISING

DRIVING TRAFFIC. GENERATING INTEREST. MAXIMIZING EXPOSURE. PROFESSIONALLY PROMOTED OPEN HOUSES

Our open houses are more than simply opening the doors. We take a proactive approach to promoting each event, using multiple marketing channels to attract potential buyers and maximize attendance.

Our open house marketing includes:

- **Paid Social Media Advertising:** Targeted advertising campaigns designed to reach potential buyers in relevant geographic markets.
- **Social Media Promotion:** Dedicated open house posts across our established social media channels.
- **Online Listing Exposure:** Open house announcements promoted through MLS®, REALTOR.ca and participating real estate websites.
- **Street Signage:** Strategically placed open house signs to attract neighbourhood traffic and direct visitors to the property.

VISITOR REGISTRATION & FOLLOW-UP

We use a digital visitor registration system to record open house attendance and gather contact information, with appropriate privacy notices and consent. This allows our team to track visitor activity, follow up with interested buyers and gather valuable feedback about your property. We share relevant feedback with you and use the information collected to evaluate buyer interest and identify potential opportunities.

OUTDOOR ADVERTISING & BRAND EXPOSURE

Our marketing extends beyond traditional real estate advertising. Vieira Real Estate Associates invests in outdoor advertising, including bus advertisements, billboards and arena signage, to build brand recognition throughout our local communities. These campaigns help direct potential buyers to our website and social media platforms, where our current listings are prominently featured. **By combining property-specific marketing with ongoing brand exposure, we create additional opportunities for buyers to discover your home.**



OFFERS & SKILLED NEGOTIATION

MAXIMIZING VALUE. NEGOTIATING TERMS. PROTECTING YOUR INTERESTS.

Receiving an offer is an exciting step in the selling process. While every term deserves careful consideration, the purchase price and closing date are typically the two most important factors for sellers. Our role is to help you evaluate each offer, negotiate favourable terms and make informed decisions.

PRICE & CLOSING DATE

The purchase price is generally the primary consideration, while the closing date must align with your moving plans and any related purchase. We work to negotiate the strongest possible price while ensuring the timing and terms meet your needs.

DEPOSIT

The deposit demonstrates the buyer's commitment to the transaction and provides an important measure of financial security. In most Ontario transactions, the deposit is payable within 24 hours of acceptance unless otherwise specified in the Agreement of Purchase and Sale. It is typically held in trust by the listing brokerage until closing, subject to the agreement and applicable requirements.

CONDITIONS

Offers may include conditions relating to financing, home inspection, condominium status certificates or the sale of another property. We carefully review these conditions, explain their implications and negotiate terms that balance the strength of the offer with the likelihood of a successful closing.

COMPETING OFFERS

When multiple offers are received, our experience and negotiation strategy become especially valuable. We manage the process professionally, communicate with participating agents and work to secure the most favourable combination of price, terms and certainty.

All competing-offer situations are handled in accordance with the seller's instructions and applicable Ontario real estate regulations.

YOUR OPTIONS & FINAL DECISION

You may accept, reject or counter an offer, or invite the buyer to improve their terms. We explain your options, provide strategic advice and negotiate on your behalf.

Our goal is to achieve the best possible outcome while protecting your interests throughout the negotiation process. With over 20 years of real estate experience and more than 1,000 transactions, Vieira Real Estate Associates brings proven negotiation experience to one of the most important financial decisions you'll make.



REPRESENTATION, AGREEMENTS & LEGAL ADVICE

PROFESSIONAL GUIDANCE. CLEAR COMMUNICATION. PROTECTING YOUR INTERESTS.

Real estate transactions involve important legal documents and contractual obligations. Our team guides you through the paperwork, explains the terms and ensures you understand your options before making decisions. We work closely with your real estate lawyer to help ensure a smooth transaction.

RECO INFORMATION GUIDE

Ontario real estate regulations require REALTORS® to provide and explain the RECO Information Guide before offering services or assistance. This guide outlines your rights, representation options and important considerations when working with a real estate professional.

SELLER REPRESENTATION AGREEMENT

This agreement establishes our professional relationship and outlines the services we provide, the listing period, remuneration and other important terms. We review the agreement with you and answer your questions before signing.



DESIGNATED & BROKERAGE REPRESENTATION

Ontario offers different forms of real estate representation. These determine whether you are represented by specific designated agents or the brokerage as a whole. We explain the representation arrangement that applies to your listing and how your interests and confidential information are protected.

MULTIPLE REPRESENTATION

Multiple representation may arise when the same brokerage or designated representative represents clients with competing interests in a transaction. This arrangement limits the advice and advocacy that can be provided. It requires specific written disclosures and the informed written consent of all affected clients before proceeding. You are not obligated to consent.

AGREEMENT OF PURCHASE & SALE

The Agreement of Purchase and Sale is the legally binding contract between buyer and seller. It outlines the purchase price, deposit, closing date, conditions and other agreed terms.
We carefully review offers with you, explain their implications within our professional role and help you negotiate terms that support your objectives.

WHEN TO CONSULT YOUR LAWYER

Your real estate lawyer plays an essential role in protecting your legal interests. We recommend seeking legal advice for matters involving ownership, title, estates, separation, tenants, unusual contractual terms or disclosure concerns.
Our team works alongside your lawyer throughout the transaction, helping coordinate documentation and communication through closing.

PROPERTY INFORMATION & SELLER DISCLOSURE

THOUGHTFUL PREPARATION. CLEAR COMMUNICATION. A SMOOTHER SALE.

Providing complete and accurate property information is an important part of a successful sale. Our team works with you to gather relevant details, answer questions and address potential concerns early, helping create a smoother transaction from listing through closing.

GATHERING PROPERTY INFORMATION

We assist you in collecting important property details that may be helpful to prospective buyers, including property taxes, surveys, renovation information, permits, warranties, utility costs and other relevant documents.

Having this information readily available helps us respond confidently to buyer inquiries and keep the selling process moving forward.

FIXTURES, CHATTELS & RENTAL ITEMS

Before listing, we'll review which items are included in the sale, which will be excluded and whether any equipment or services are rented.

This may include appliances, light fixtures, window coverings, water heaters and other household equipment. Clearly identifying these items helps avoid misunderstandings during negotiations.

PROPERTY HISTORY & DISCLOSURE

Every home has a history, and it's important to discuss any known issues or circumstances that could affect the sale. We encourage open communication about past repairs, water intrusion, renovations, permits or other relevant property matters.

Our team will help you understand which information may need to be disclosed and, when appropriate, recommend consulting your real estate lawyer for additional guidance.

RESPONDING TO BUYER QUESTIONS

Buyers may have questions about the property's condition, improvements or history.

We work with you to provide clear, accurate information based on available records and your knowledge of the property. When additional clarification is needed, we'll help determine the appropriate next steps.

KEEPING INFORMATION CURRENT

If anything changes during the selling process, such as an appliance issue, property damage or a new concern, simply let us know.

We'll help assess the situation, coordinate with the appropriate professionals when necessary and determine what steps may be required to keep the transaction on track.



SELLING COSTS & NET PROCEEDS

The sale price is not the amount you receive. Ask for written estimates and calculate expected proceeds before committing those funds to another purchase.

REAL-ESTATE REMUNERATION

Remuneration is not fixed. The amount and payment terms are set out in the listing agreement, and HST applies. Review how remuneration may be affected by an offer before accepting it.

LEGAL FEES AND DISBURSEMENTS

Your lawyer's account may include legal fees, searches, registrations, courier or bank charges, mortgage-discharge work and other transaction-specific expenses. Obtain an estimate directly from the lawyer.



MORTGAGE PAYOUT

Your lender can provide a payout or penalty estimate and explain portability. The final payout may include principal, interest, prepayment charges, discharge fees or other amounts. Your lawyer normally obtains and pays the required discharge amount from closing funds.

PREPARATION AND MOVING

Budget for repairs, cleaning, staging, storage, movers, utility changes and any overlap between properties. These costs vary and may be incurred before sale proceeds are available.

ADJUSTMENTS AND OTHER OBLIGATIONS

Property taxes, condominium fees, fuel or other items may be adjusted on closing. Liens, secured debts, arrears, court orders or other title obligations may also need to be paid. Ask your lawyer and accountant about transaction-specific legal and tax consequences.

ESTIMATED NET PROCEEDS

Sale price minus mortgage payout, remuneration and HST, legal costs, preparation and moving costs, adjustments and other obligations. The lawyer's final statement of adjustments and trust ledger determine the actual amount paid to you.

FROM ACCEPTED OFFER TO CLOSING

GUIDING YOU THROUGH EVERY STEP OF THE CLOSING PROCESS.

Once an offer is accepted, there's still important work to be done before closing day. Our team remains actively involved, helping coordinate the details, monitor important deadlines and guide you through the remaining steps to ensure a smooth transition.

1. DEPOSIT & CONDITIONS

We help monitor the buyer's deposit and ensure any conditions, such as financing, home inspection or condominium status certificate review, are addressed within the agreed timelines. We keep you informed as conditions are fulfilled and the sale progresses toward becoming firm.

2. COORDINATING WITH YOUR LAWYER

If you haven't already done so, you'll need to select a real estate lawyer or confirm that your existing lawyer will be representing you in the sale. Our office will forward the Agreement of Purchase and Sale and all relevant paperwork directly to your lawyer and coordinate communication as needed throughout the transaction.

3. BUYER VISITS & APPRAISALS

We help coordinate any additional buyer visits, home inspections or lender appraisals permitted under the agreement. Our team manages appointment requests and communicates with the parties involved to minimize inconvenience.

4. PREPARING FOR CLOSING

We provide guidance on preparing your home for closing, including maintaining the property, arranging your move and ensuring all agreed inclusions remain in place.

Should any unexpected issues arise before closing, we're available to help coordinate the appropriate next steps.

5. FINAL DETAILS & MOVING DAY

As closing approaches, we help you prepare for the final steps, including arrangements for keys, garage remotes, access devices and any other items required under the agreement.

We work with you and your lawyer to help ensure everyone is prepared for a successful closing.

6. LEGAL CLOSING

Your lawyer handles the legal transfer of ownership, mortgage payouts, financial adjustments and distribution of sale proceeds.

Our team remains available to assist with communication and any last-minute questions. Once your lawyer confirms the transaction has officially closed, possession can be transferred to the buyer.

Google Reviews ★★★★★

WHAT OUR CLIENTS SAY

"**Jamie & his entire team were very professional and service oriented during our entire home selling process.** I would highly recommend them to anyone looking to sell in the Oakville area!"

MATT B.

"**Extremely professional. Highly recommended for real estate services.** They sold my property in just one week of posting with their excellent marketing campaign with wide reach across all top sites. Thanks Rania and the whole team"

Ehab A.

"**We can't recommend Jamie Viera and his team enough!** We used Jamie for both the sale of our current home and the purchase of our new one, and he exceeded every expectation.

On the selling side, his marketing and staging were phenomenal, leading to a quick sale. When it came to buying, he was a knowledgeable advisor who truly understood our needs and never pressured us. Most importantly, he coordinated both transactions seamlessly, making a high-stress move feel manageable. If you want a realtor who is responsive, professional, and genuinely cares, Jamie is the one to call!"

Carol G.



COMMUNITY COMMITMENT

SUPPORTING OPPORTUNITIES THAT BUILD INDEPENDENCE, CONFIDENCE, FRIENDSHIP AND BELONGING.

Vieira Real Estate Associates is proud to support Easter Seals programs for children and youth with physical disabilities. Through the team's current charitable commitment, a portion of completed sales helps create meaningful recreation and camp experiences. Community involvement is part of our long-term commitment to the people and neighbourhoods we serve.

KIDS TO CAMP

Easter Seals Timbres de Pâques Canada

SOME OF OUR PAST SALES

- 5244 #1 Side Road, Burlington
- 11 Wadsworth St, Brantford
- 2289 Ridgeview Court, Burlington
- 5429 Robjen, Burlington
- 2450 Old Bronte Rd, Oakville
- 1106 Fieldstone Crl, Oakville
- 532-5055 Greenlane Rd, Beamsville
- 308-216 Oak Park Blvd, Oakville
- 2447 Chateau CM, Oakville
- 3353 skipton Lane, Oakville
- 2374 Chateau CM, Oakville
- 3138 Blackfriar CM, Oakville
- 387 Ravineview Dr, Oakville
- 213-2470 Prince Michael Dr, Oakville
- 3028/30 Preserve Dr, Oakville
- 3053 Swansea Dr, Oakville
- 2200 Falling Green Dr, Oakville
- 2252 Highwood Cres, Oakville
- 5436 Windermere Dr, Burlington
- 12-3002 Preserve Dr, Oakville
- 225 Commerce St, Vaughan
- 347 Raymond Dr, Ancaster
- 5455 Randolf Cres, Burlington
- 4203-33 Bay St, Toronto
- 372-2481 Taunton, Oakville
- 1372 Wheelwright Rd, Oakville
- 2074 Springdale Rd, Oakville
- 285 Mississaga St, Oakville
- 585 Deborah Cres, Burlington
- 1745 Cobra Cres, Burlington
- 4505 Spruce Ave, Burlington
- 2139 Fiddlers Way, Oakville
- 6 Coachman Cres, Flamborough
- 99 Barton Cres, Milton
- 99 Barton Cres, Milton
- 289 Cheltenham Rd, Burlington
- 2311 Natasha Crl, Oakville
- 421 Lavanna Lane, Oakville
- 1368 Monks Passage, Oakville
- 306-168 Sabina Dr, Oakville
- 404-2007 James Street, Burlington
- 3259 Skipton Lane, Oakville
- 75 Glenburn #604, Hamilton
- 519 North Shore, Burlington
- 4 Ewart St, Caledon
- 205 Ellen Davidson Dr. Oakville
- 2 Rockhaven Lane, Waterdown
- 3058 Sixth Line, Oakville
- 4187 Thomas Alton Blvd. Burlington
- 5321 McCormack Dr. Burlington
- 2093 Innkeeper Crt. Oakville
- 2871 Darien Rd #16, Burlington
- 2293 Wurthering Heights, Oakville
- 2601-10 Navy Wharf, Toronto
- 67 Acredale Dr. Carlisle
- 2041 Quinte St. Burlington
- 342-349 Wheat Boom Dr. Oakville
- 1704-297 Oak Walk Dr. Oakville
- 2461 Postmaster Dr. Oakville
- 82 Locke St, Hamilton
- 153 Fife Rd. Guelph
- 511 Hidden Trail, Oakville
- 546 Dynes Rd. Burlington
- 18 Porchlight Rd. Brampton
- 729 Sauve St. Milton
- 301 Sarah Cline Dr. Oakville
- 11 Brownstone Lane, Etobicoke
- 544 Maplehill Dr. Burlington
- 1425 Ghent Ave 508, Burlington
- 457 Sunset Dr. Oakville
- 314-297 Oak Walk Dr. Oakville
- 3106 Cornell CM. Oakville
- 215 Holloway Terrace, Milton
- 2243 Turnberry Rd, Burlington
- 405 Dundas #302, Oakville
- 117 Lou's Dr. Rockwood
- 2344 Natasha Crt. Oakville
- 5436 Windermere Dr. Burlington
- 3083 Meadowridge Dr. Oakville
- 2447 Chateau CM, Oakville
- 212-5055 Greenlane, Beamsville
- 7-3070 Thomas Street, Mississauga
- 2127 Jardine Cres. Burlington
- 3945 Tufgar Cres. Burlington
- 5017 Corporate Dr. Burlington
- 3459 Liptay Ave. Oakville
- 1383 Tobyn Dr. Burlington
- 3345 Post Rd. Oakville
- 3249 Saltarie Cres. Oakville
- 215-3499 Upper Middle Rd. Burlington
- 3188 Nixon Gate, Burlington
- 2142 Jardine Cres. Burlington
- 1418 Gulledge Tr. Oakville
- 2544 Littlefield Cres. Oakville
- 1045 Industry St. Oakville
- 48 Chestnut Dr. Lincoln
- LP11-65 Speers Rd. Oakville
- 4334 Cinnamon, Niagara Falls
- 2554 Falkland Cres. Oakville
- 21150 Main St. Caledon
- 3267 Skipton Lane, Oakville
- 76 Franks Way, Barrie
- 47-22 Spring Creek, Waterdown
- 303-2300 Upper Middle, Burlington
- 545 Scarlett Cr. Burlington
- 2442 Ridge Landing, Oakville
- 504 Wildwood Dr, Oakville
- 500 Forestwood Dr. Burlington
- 2921 Darien Rd. Burlington
- 48 North Ridge, Oakville
- 1160 King Road, Burlington
- 48 June Callwood Way, Brantford
- 304-2393 Bronte Road, Oakville
- 608 Deerhurst Drive, Burlington
- 2025 Parklane Crescent, Burlington
- 38-1290 Heritage Way, Oakville
- 111-6786 McLaughlin Avenue, Mississauga
- 38-2295 Rochester Circle, Oakville
- 7033 Gooderham Estate, Mississauga
- 3-3353 Liptay Avenue, Oakville
- 2537 Annelyn Court, Mississauga
- 1038 Cooper Avenue, Milton
- 2470 Elder Lane, Oakville
- 3056 Preserve Drive, Oakville
- 3360 Skipton Lane, Oakville
- 554 Wingrove Crescent, Oakville
- 2074 Springdale Road, Oakville
- 3341 Liptay Avenue, Oakville
- 103-1411 Walkers Line, Burlington
- 2148 Blue Ridge Lane, Oakville
- 1369 Langdale Crescent, Oakville
- 16-5080 Fairview Road, Burlington
- 40-2295 Rochester Circle, Oakville
- 3261 Liptay Avenue, Oakville
- 2169 Forest Gate Park, Oakville
- 265 Donessle Drive, Oakville
- 3373 Fox Run Circle, Oakville
- 480 Amanda Crescent, Burlington
- 325 Ellen Davidson Drive, Oakville
- 2058 Worthington Drive, Oakville
- 3226 Sharp Road, Burlington
- 3307 Stalybridge Drive, Oakville
- 867 Transom Crescent, Milton
- 1517 Greenbriar Drive, Oakville



VIEIRA REAL ESTATE ASSOCIATES

CENTURY 21 MILLER REAL ESTATE LTD., BROKERAGE

209 SPEERS ROAD, UNITS 9 & 10
OAKVILLE, ONTARIO L6K 0H5
289 334 0820

INFO@VIEIRATEAM.CA

VIEIRATEAM.COM

We would be honoured to discuss your property and develop a strategy designed around your goals.

VIEIRA

REAL ESTATE ASSOCIATES