FREE HOMEOWNER RESOURCE



THE BOLTON & CALEDON
SELLER'S GUIDE

Smart Preparation. Strategic Pricing. Powerful Marketing.

An actionable local guide to preparing, pricing and promoting your property with confidence.

GET ZIGGY. GET RESULTS.

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Is Now the Right Time to Sell?

UNDERSTANDING YOUR MARKET

The answer depends on your home, your goals and what is happening in the local market - not simply the season.

Bolton and Caledon include established family neighbourhoods, newer subdivisions, luxury properties and rural homes. Different property types may attract different buyers and respond differently to market conditions.

FIVE FACTORS EVERY SELLER SHOULD UNDERSTAND

01 RECENT COMPARABLE SALES - What have buyers actually paid for homes similar to yours?

02 AVAILABLE INVENTORY - How many similar properties are competing for buyers' attention?

03 DAYS ON MARKET - How long are comparable homes taking to sell?

04 BUYER DEMAND - Are competitively priced homes receiving showings and offers?

05 YOUR NEXT PURCHASE - Selling and buying in the same market can create both challenges and opportunities.

WHY LOCAL KNOWLEDGE MATTERS

A detached Bolton subdivision home should not automatically be evaluated in the same way as a Caledon property with acreage, a well or a septic system. Even neighbouring communities may experience different demand.

> **GET ZIGGY TIP**
> Don't make your selling decision based on GTA headlines alone. Your neighbourhood, property type and current competition matter more.

What Is Your Home Really Worth?

KNOW YOUR VALUE

An informed asking-price decision begins with understanding what qualified buyers may be willing to pay today.

Your home's market value is not determined solely by what you originally paid, the cost of your renovations, or the asking price of a neighbouring property.

WHAT INFLUENCES VALUE?

- Location, neighbourhood and nearby amenities
- Home size, layout and functionality
- Lot dimensions, outdoor features and parking
- Age, construction quality and overall condition
- Kitchens, bathrooms and relevant renovations
- Finished basement and additional usable space
- Recent comparable sales and active competition

WHY ONLINE ESTIMATES ARE NOT ALWAYS ENOUGH

Automated estimates can miss important details, including improvements, condition, unique lots and differences between properties on the same street. Two homes that look similar online can have different market values.

THE PERSONALIZED EVALUATION ADVANTAGE

A professional evaluation examines relevant sold properties, current competition and the individual features of your home. It also considers how your property should be positioned for the buyers most likely to appreciate it.

> **GET ZIGGY TIP**
> My construction and renovation background helps me assess property condition, recognize important improvements and ask the right questions about a home's features.

Start with a free home evaluation: ziggyzolotenko.com/free-home-evaluation

Preparing Your Home to Attract Buyers

PREPARE TO IMPRESS

The goal is not to spend the most. It is to make sensible improvements and present your property at its best.

MY CONSTRUCTION EXPERIENCE MAKES A DIFFERENCE

My background in construction and home renovation helps me look beyond décor. Before listing, I can help you identify repairs, maintenance items and cosmetic improvements worth considering - as well as expenses that may not provide enough value.

- Minor repairs that could create poor first impressions
- Maintenance concerns worth addressing before showings
- Changes that improve presentation without overspending
- Potential issues buyers may raise at an inspection
- Property features and upgrades to highlight

YOUR PRE-LISTING CHECKLIST

- Declutter rooms and organize storage
- Deep-clean kitchens and bathrooms
- Fix visible minor damage and leaks
- Touch up marked or damaged paint
- Improve interior lighting
- Maintain lawn and landscaping
- Tidy front entrance and walkways
- Remove unnecessary outdoor items
- Prepare bright, clean rooms for photos
- Gather permits and renovation records

SHOULD YOU RENOVATE BEFORE SELLING?

Not always. A major renovation shortly before a sale may not recover its cost. In some cases, fresh paint, small repairs, thoughtful furniture placement and better lighting are a smarter investment. Every property deserves its own plan.

> **GET ZIGGY TIP**
> Before spending money, let's walk through your home. I'll help you prioritize improvements and identify costs you may be able to avoid.

Choosing the Right Asking Price

PRICE WITH PURPOSE

Your asking price determines which buyers discover your property and how it compares with the alternatives.

THE RISK OF OVERPRICING

A home priced significantly above comparable properties may receive fewer showings, stay on the market longer, require reductions and lose some of its initial listing momentum.

WHAT ABOUT PRICING BELOW MARKET VALUE?

A lower asking price can sometimes be part of a deliberate strategy, but it does not guarantee multiple offers or a higher final price. The approach must reflect buyer demand, competition and your comfort with the possible results.

MY FIVE-PART PRICING APPROACH

1 STUDY SOLD PROPERTIES
Review relevant transactions and adjust for meaningful differences.

2 UNDERSTAND COMPETITION
See what similar homes buyers can choose right now.

3 EVALUATE MARKET ACTIVITY
Consider inventory, showing activity and selling timelines.

4 POSITION YOUR PROPERTY
Choose a plan suited to your goals and current conditions.

5 MONITOR AND ADAPT
Evaluate buyer feedback and new competing listings after launch.

> **GET ZIGGY TIP**
> A successful strategy considers the entire transaction - sale price, conditions, closing terms and certainty of completion - not only the advertised asking price.

The Get Ziggy Marketing Advantage

FULL-SERVICE LISTING MARKETING

Professional presentation and a coordinated plan help buyers appreciate your property before they even schedule a showing.

Your property deserves more than a for-sale sign. I build the marketing approach around the home's strongest features and its likely buyers.

PROFESSIONAL PHOTOGRAPHY

High-quality images highlighting layout, finishes and natural light.

PROPERTY VIDEO

A polished visual tour communicating the home's character and lifestyle.

VIRTUAL TOURS

An immersive experience buyers can explore before visiting.

DRONE FOOTAGE, WHERE SUITABLE

Aerial views for acreage, larger lots and distinctive surroundings, where permitted.

TWILIGHT PHOTOGRAPHY

Evening images where lighting and exterior features justify them.

DIGITAL MARKETING

Relevant online channels and social promotion to increase exposure.

OPEN HOUSES & SHOWINGS

Organized opportunities for interested buyers, where suitable.

WEEKLY SELLER UPDATES

Regular reviews of marketing activity, feedback and recommended next steps.

Every property has its own story. A Bolton family home may need a different approach from a Caledon luxury or country property. My commitment is professional presentation, strategic exposure and clear communication.

GET ZIGGY TIP

You should know how your property is being marketed, what buyers are saying and how the local market is responding.

From Listing to Sold

A CLEAR PATH TO CLOSING

Understanding each milestone helps you stay informed, confident and prepared to make important decisions.

01

YOUR CONSULTATION

We discuss your goals, timing, home features and preparation priorities.

02

PREPARE & PRICE

We agree on practical improvements and a market-supported pricing strategy.

03

LAUNCH YOUR LISTING

Your agreed professional marketing materials and promotions go live.

04

MANAGE BUYER INTEREST

We monitor showing requests, feedback, competition and opportunities.

05

REVIEW & NEGOTIATE OFFERS

We consider price, deposit, financing or inspection conditions, closing date and other terms.

06

PREPARE FOR CLOSING

We track important deadlines and coordinate with your lawyer and other professionals.

COMMUNICATION MATTERS

I believe in honest guidance, transparency and regular updates. You should understand what is happening, how buyers are responding and what your options are at each stage.

> **GET ZIGGY TIP**
>
> The highest offer is not necessarily the strongest. Conditions, the closing date and the buyer's ability to complete the purchase may also matter.

GET ZIGGY / YOUR NEXT STEP

WHAT COULD YOUR HOME SELL FOR TODAY?

Get your FREE personalized home evaluation for a Bolton, Caledon or surrounding-area property.

Your property-specific evaluation can consider:

- Recent comparable sales and competing listings
- Your home's unique features and condition
- Local market activity and a suggested value range
- Preparation and pricing considerations

No obligation. No pressure. You do not need to be ready to list today. Start with information to help plan your next move.

SCAN FOR YOUR FREE HOME EVALUATION

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