



# *Seller's Guide!*



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*Nicole Matthews*

REALTOR ®

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# "A Bit About Me"

I have been a real estate agent since 2016 with EXIT Realty Liftlock. I am a single mom of 2 beautiful girls that are now 21 and 19, which I will say is my biggest accomplishment in life as they are wonderful human beings. I became a single mom when my girls were 3 and 6 years old. Yes it has been tough, but with hard work and never giving up we have persevered through so many obstacles. I wouldn't change any of it as it made us who we are today!

I grew up in a small town called Campbellford, my Dad was a mechanic and my mom was a stay at home mom . My mom would always be waiting with a snack when we got off the bus. That was always comforting to know she was there. My dad worked hard making sure we had what we needed and was the perfect example of good work ethic.

Once I turned 19 I decided to move to Peterborough and have lived here ever since. I do have to say Campbellford will always be my Home.

My entire career since moving to Peterborough has been preparing me for this wonderful career in Real Estate .

I managed retail stores for 15 plus years, Customer service was a huge part of my life and keeping my staff motivated and setting my staff up for success was my goal.



After having my second daughter there was no way I was going to miss out on my girls Firsts, first step, first word all those amazing things. So I started a daycare in my home. I was going to do it until my girls were both in school full time but in a blink of an eye it had been 13 years. In the 11th year of my home daycare, a Real estate agent approached me putting a bug in my ear about becoming a Real estate agent.

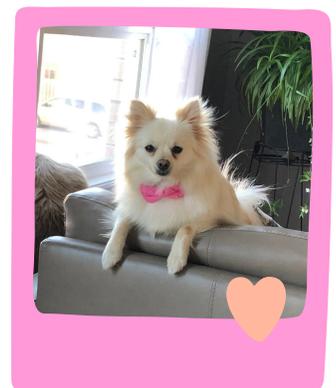
She wanted me to join her Team. It was scary to even think about going to school as I had been out of school for quite some time. Fast forward, 2016 I had completed my courses with many struggles but I wasn't giving up as my hope was to give my girls a better life and help people along the way.

This career I have to say was one of the best decisions I have made, as the joy it brings me helping people fulfill their dreams fills my bucket. I am so Grateful for my past and present clients for having faith in me to help them with their real estate journey as buying or selling a home is one of the biggest investments people will have.

I have designed my "home sweet home guide" with families in mind. It is about providing you with a stress free, chaos free real estate journey. My goal is for me to take some of your stress off your shoulders while achieving your dreams!



My World, My  
everything, My Girls!





# *Listing Process*

## ***1) First we do a Meet and Greet!***

I take a Look at your Home and make some notes.

## ***2) Then I go home and do my homework,***

looking at what is listed and what has sold in your area for Comparable pricing.

## ***3) We meet again***

to discuss if you have a price in mind and see if we can work with that number looking at what has sold and what is active in your area.

We will then discuss what I will do for you if I am fortunate enough to get your listing.

My goal is to get you top dollar for your home, so we will discuss if there is any improvements you can do to get the best offer possible.

Example: Painting, Decluttering, updating light fixtures, exterior clean up as curb appeal is so important .

We make a plan if anything needs to be done and the price we agree to list your property for together !



***4) We will also discuss my commitment to you :***

I will put your listing on Peterborough and Kawartha's board and also the Toronto Durham board.

***5) We will get Photo's done and a video of your home .***

We can do a Pre Home Inspection if you wish (we can discuss ).  
Soft Staging if needed , my cleaner to come in and clean before listed  
I will Advertise on all Social Media Platforms, Facebook ,Instagram ,  
my google business page, LinkedIn, Open houses

My office and agents will also promote your Listing.  
Signage on your Lawn with a lock box for showings.  
The things I have Listed above are all at my cost.

Once we have it listed I will ask for your Lawyer information and we will send all of your listing paperwork to your lawyer for you, as well as any other paperwork moving forward. I will keep your lawyer in the loop with any changes made on your listing.



***Communication is Key as we are now a Team!***

We will speak weekly (If not more) for me to give you feed back from showings and for me to share any activity your listing has had .

I can see on my end how many views your listing has had, how many agents have viewed the property, how many views from potential clients.

I will share that information with you weekly and we will discuss many things , how the market is, if we have had a lot of views but no showings, we will discuss price and evaluate the situation and make a decision together how we want to move forward.



***Fast Forward:***

An offer has come in on your listing, I inform you right away and send you a copy. You take a peek and then we have a phone call discussion of what the offer entails.

***If we are Happy with the offer then we move forward, accept the offer and everyone is happy .***

If we don't like the offer then I make the necessary changes send it back to you to sign the changes and then we send back to the buyer for them to look over and hopefully accept. This could go on until we come to an agreement or we move on until another offer comes in. You do not have to accept an offer you are not happy with.

If the offer has conditions we wait until the conditions are fulfilled, once that has happened I will then send the rest of your paperwork to your lawyer .

Your Lawyer will set up an appointment with you to sign the paperwork, it is usually 3 days before closing day !

*Now we Patiently wait for Closing Day !!!!*

Your Lawyer will set up an appointment with you to sign the paperwork, it is usually 3 days before closing day !

*Once Closing Day comes*

Your Lawyer will contact you to let you know they have received the funds. The Lawyer will then give your direction on where to leave the keys for the new Buyers.

 *Congratulations!!!*

*Your New Journey Begins!!!!*

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# *Client Review*



FABULOUS service from Nicole. She went out of her way to visit multiple properties with us, even though she barely knew us. Relentless, patient, good natured. We love our new home. I would highly recommend Nicole to anyone who will listen. Thanks Nicole!

*Sincerely*

*Scott & Doreen*

# *Client Review*



Nicole went above and beyond. She dropped off boxes, when I ran out. She drove me all over to view houses and helped navigate this crazy market! If you want to work with someone who really cares about you, Nicole is the one you should call. Thank you, Nicole for being such a kind, and friendly person.

*Sincerely*

*Sheila*

# *Client Review*



We cannot say enough great things about our real estate agent Nicole. After the heartbreak of losing out on another offer, she worked tirelessly to help us secure our dream farm while also guiding us through the sale of our first home at the same time.

She is incredibly outgoing, easy to talk to, and truly makes the entire process feel less stressful. No matter the time of day, she was always there to answer questions, explain every step, and advocate for us. Her dedication, knowledge, and genuine care made all the difference for our family.

If you're looking for someone who is professional, responsive, and genuinely invested in helping you find the right place, we couldn't recommend her more highly.

*Kindly*

*Peter & Amanda*

# *Client Review*



Nicole was awesome to work with, she went above and beyond to meet all the criteria I looked for in my new home. She was extremely patient and helped me every step of the way. Would highly recommend her

*Sincerely*

*Lisa*

# *Client Review*



Nicole was so easy to work with when purchasing my home. She was so attentive, kind and present throughout the entire experience. She also presented me to the sellers in a way that got me the home amongst many potential buyers. It would be in anyone's best interest to work with Nicole!

*Kindly Leyla*