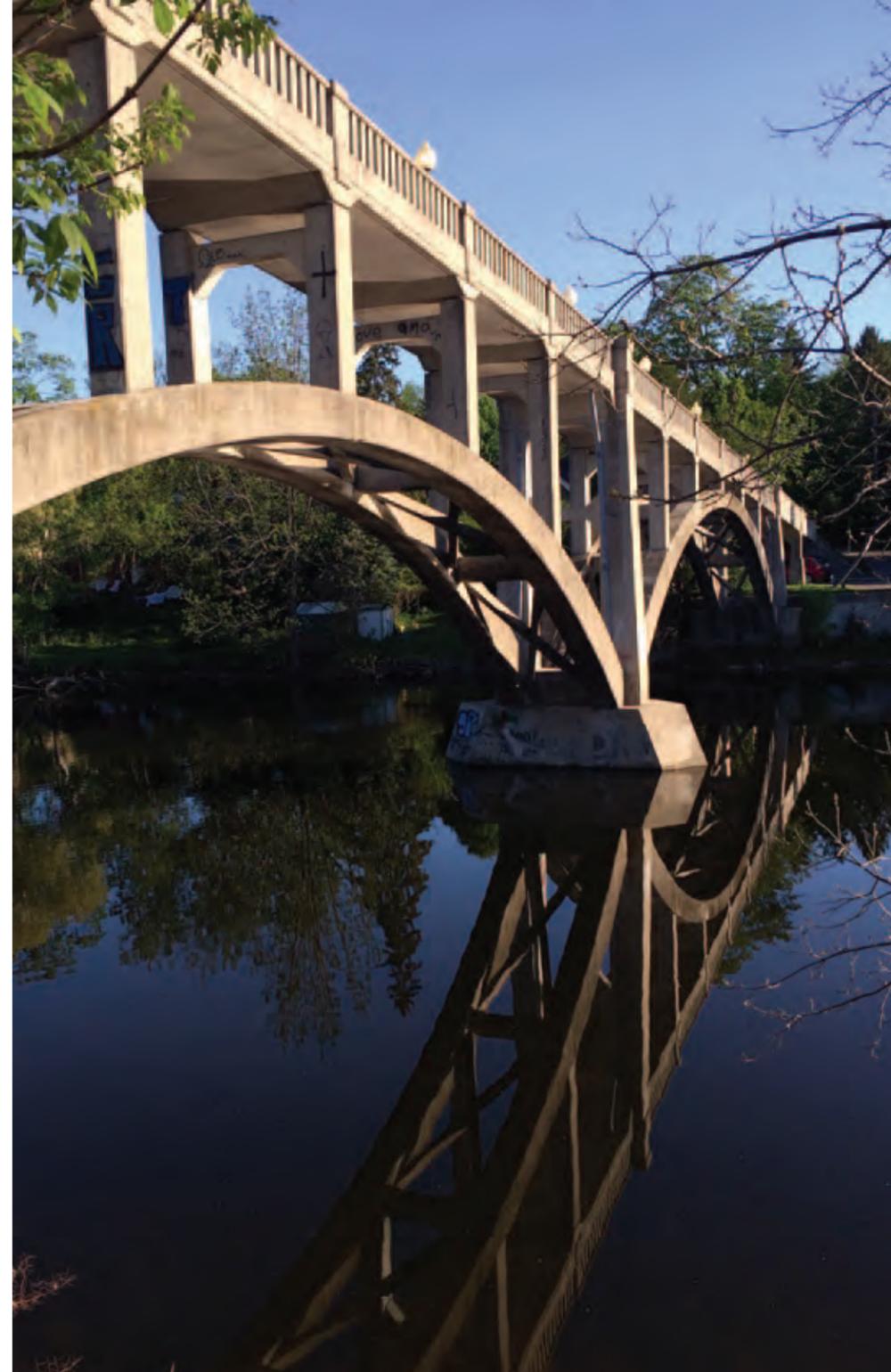


Aimee Pullon
REAL ESTATE



WORKING TOGETHER TO SELL YOUR HOME

A Step-By-Step Guide About What To Expect And How We'll Achieve Your Goals



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Meet Aimée

I'm Aimée Puthon, and it's a pleasure to meet you. As a third-generation Guelph realtor, my roots are firmly planted in the "Royal City," and I'm proud to call this community home.

I come from a family of real estate professionals who built their reputation by providing the best service possible. Growing up, I watched my Dad take on everything from managing rental properties to sensitive infill developments and award-winning restorations of historical properties. Through that, I learned the importance of trust, honesty and respect for the deep connections families develop to their homes, neighbourhoods and communities.

Today, I'm applying those values I learned as a kid at the dinner table — and adding plenty of modern marketing tools to help my clients.

As a member of the Coldwell Banker team, I can promote your property across a strong network, locally

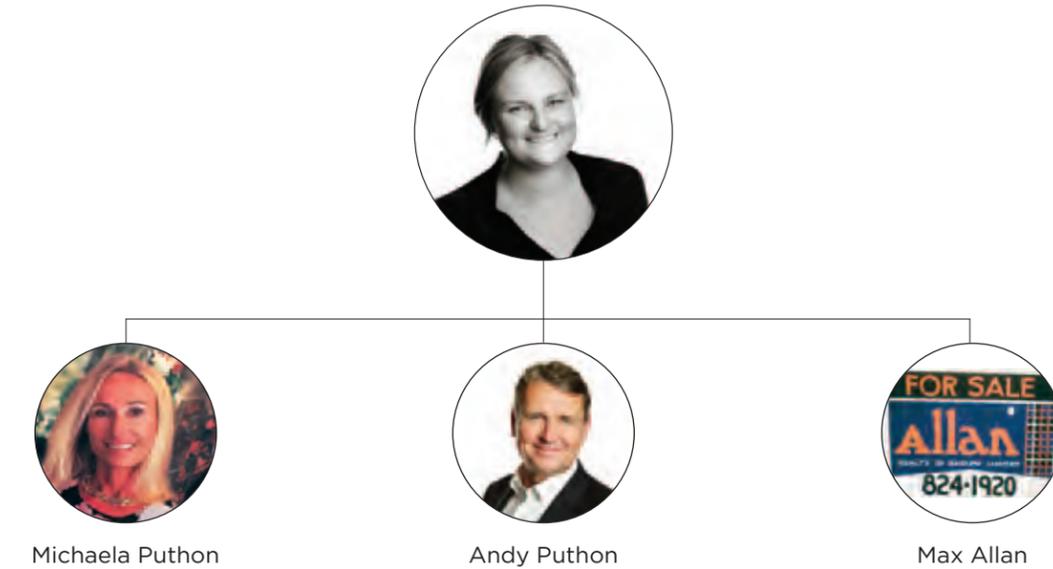
and globally. This connection also means potential buyers — and their agents — know they're dealing with established professionals who know the ropes and will ensure the process is clear and straightforward.

The year after I received my real estate licence, Coldwell Banker named me one of its top "30 agents under 30" in the world. I'm also a member of Coldwell Banker's International Diamond Society, which honours the top 10 per cent of all Coldwell Banker agents internationally in sales productivity.

But for me, the real measure of success is satisfied buyers and sellers. I've built my business on understanding and meeting the needs of my clients, and I'd love to do the same for you.

I hope you find this step-by-step guide to the selling process helpful. I'd be happy to answer any questions you may have.

Aimée

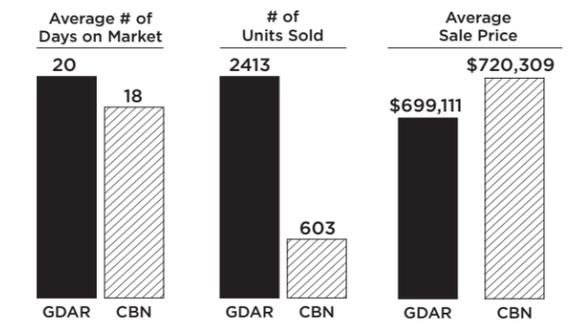


Selling homes in Guelph runs in the family!

INDUSTRY LEADING QUALIFICATIONS



PROVEN SUCCESS*



GDAR = Guelph and District Association of Realtors
CBN = Coldwell Banker Neumann

*2020 Figures

WITH YOU EVERY STEP OF THE WAY

I know that selling your home is a huge undertaking. There's a lot at stake, both financially and emotionally. That's why it's so important to have a good rapport with your realtor. If you choose to work with me, I'll serve as your guide and advocate every step of the way. Together, we'll decide what approach makes sense for you and navigate the market with your goals and priorities front and centre.

I don't believe in cookie-cutter solutions. Every client is different. Every home and neighbourhood is different. Your best interests always come first, and I work hard to provide relevant advice and a comprehensive marketing strategy that's custom-tailored to meet your unique needs.

I'll keep you well-informed throughout the entire process. You can also count on timely communication and frequent progress updates from me — daily or even hourly depending on what stage we're at. Whenever you need anything, I'm always just a phone call or text away.

“*Aimée has distinguished herself within our industry by understanding and acting always in her clients' best interests. This dedication to her client and craft, accompanied by her collaborative sales process, has earned her recognition both locally and nationally.*

— Stephen Foti, Broker of Record, Coldwell Banker Neumann Real Estate

10 STEPS TO THE SOLD SIGN

Although no two experiences are alike, these 10 steps will give you a good idea of what a smooth selling process involves.

Step 1. Get To Know Each Other

Our initial meeting is a perfect opportunity for you to get to know me, learn about my approach and decide whether we're a good fit. It's also a chance for me to get to know you and understand your priorities.

You want to get the best price for your property — that goes without saying. But I want to know what else is important. Are you looking for a quick closing or lots of time to make the transition to your new home? Lots of publicity or a more discreet approach? How much time and money do you want to invest to make your house really shine? It's entirely your choice.

Step 2. Sign The Paperwork

If you choose to work with me, I'll provide a listing agreement, which gives me the green light to work on your behalf. I also provide my clients with an Ultimate Service Guarantee, outlining exactly what you can expect — and when. This is unique to our industry.

Step 3. Develop Your Timeline And Pricing Strategy

Together, we'll come up with a plan that's tailored to your specific needs. Some sellers need lots of time to prepare. Others have tight timelines. We'll go at your pace. When you're ready to proceed, I'll use hyper-local intelligence about the real estate market in your neighbourhood to recommend a pricing strategy.

Real estate is a nuanced and hyper-local service. Demand can shift dramatically in just a few blocks and just a few months. I bring an in-depth knowledge of local neighbourhoods and the most up-to-date numbers on selling prices — as well as a thorough understanding of all the intricacies of real estate transactions.



Step 4. Prepare Your Property For The Spotlight

First impressions are key. So before we list your house, I'll suggest ways to maximize its saleability. If you need cleaners, painters or repair people, I'm happy to recommend quality professionals that I work with regularly.

Getting a certified home inspection may also be a smart move. If the inspection reveals any issues, we can address them before we go to market and avoid surprises during negotiations that could derail an offer. If it proves your house is in top condition, providing that report to buyers gives them confidence.

“
We both thank you so much for making the process of selling so easy and worry free. Your professionalism, caring nature, and bubbly personality made everything go smoothly. We really appreciate all you did!

— Lorrie Cosens & Anne Rolston

27 Crestwood Place, St. George's Park
 Professional marketing, including drone videography and virtual tours, helped showcase this beautiful stone cottage, which sold for 100 per cent of the asking price.

Step 5. Stage And Photograph Your Property

To show your house to its best advantage, I'll bring in a professional stager for a complimentary consultation. For some homes, just a few small changes can make all the difference. Others might need a bit more freshening up to maximize saleability.

I also work with a very talented photographer/videographer. As well as stunning photos, they'll create detailed, accurate floor plans and virtual tours so buyers can see exactly how the location, layout and style of your home fits their needs (See page 11 for more information about staging).





55 Palmer Street, St. George's Park

When the owners of this historical property on "Millionaires' Row" were ready to sell, we prepared it for market with professional cleaning, staging and photography and a home inspection.

You've Set Up Your Home To Live In It. Staging Sets It Up To Sell.

Staging improves the buyer's first impressions and reduces the amount of time your house is on the market. This is particularly important today, when most people's first viewing of your home will be online.

By removing clutter, adding contemporary accents and creating a neutral palette, you help your house shine online and make it easier for the buyer to picture how they can make the space their own.

According to the U.S. National Association of Realtors 2019 report, nearly 40 per cent of homes that were staged attracted bigger offers than similar listings without staging. Meanwhile, a 2020 report by the International Association of Home Staging Professionals found that staging helps houses sell up to 30 times faster.

Whether you opt for professional staging or not, here are a few important tips to show your house in its best light:

- If your front door is scuffed or outdated, add a fresh coat of paint.
- Consider repainting your foyer as well: potential buyers will pass through it several times as they look at different parts of the house.
- Touch up nicks and scratches, replace aging grout and tighten loose handles.
- Clean the house until everything gleams.
- Keep shoes, jackets, sports gear, toys, cords and other items organized and out of sight.
- Declutter crowded shelves, closets and cupboards.
- Remove family photos and other personal items.
- Replace burnt out light bulbs. Good lighting matters!
- If you have an animal, be sure to clean up after them — both indoors and outdoors.
- Use house plants to add some life and colour.
- Put fresh towels in the bathrooms — white linens are a great choice — and keep toilet seats down.



Photos (left to right): 12 Powell St., 26 Stuart St., 160 Macdonell St. Unit 903, 6695 Sixth Line, Belwood

Step 6. List Your Property And Promote It

Before we formally list, we may choose to generate interest with information online and through social media, a “Coming Soon” or “Exclusive” sign, and word of mouth across my network — unless, of course, you prefer to take a more discreet approach.

Your house is much more than its square footage and number of bedrooms, so we’ll showcase the features that make it special. The sunny corner where you drink your coffee. The cozy den for family board game nights. The nearby farmers’ market.

It can take up to 24 hours for an MLS listing to be uploaded onto Realtor.ca. I recommend submitting the listings earlier in the week when we are ready. That gives potential buyers plenty of time to arrange a viewing on the upcoming weekend and get excited about seeing your home.

But listing is just the first step. We’ll also develop a targeted marketing plan to make sure your listing reaches the right buyers.



60-104 Cardigan Street (Stewart Mill Lofts & Stewart Mill Towns)

Selling condos is different from selling houses, so my CondosGuelph.com website specifically targets condo buyers. Understanding their unique needs helped me sell seven different units in this downtown enclave in a single year, for 99 to 104 per cent of the asking price.

360-Degree Marketing, Tailored To Your Needs

Selling a home today involves so much more than putting up a “for sale” sign, hosting an open house and crossing your fingers. Although traditional ads and open houses remain important, leveraging additional marketing platforms and digital tools help us reach the right audience.

We’ll use a strategic selection of tactics to reach the buyers that are looking for a home like yours. This could include:

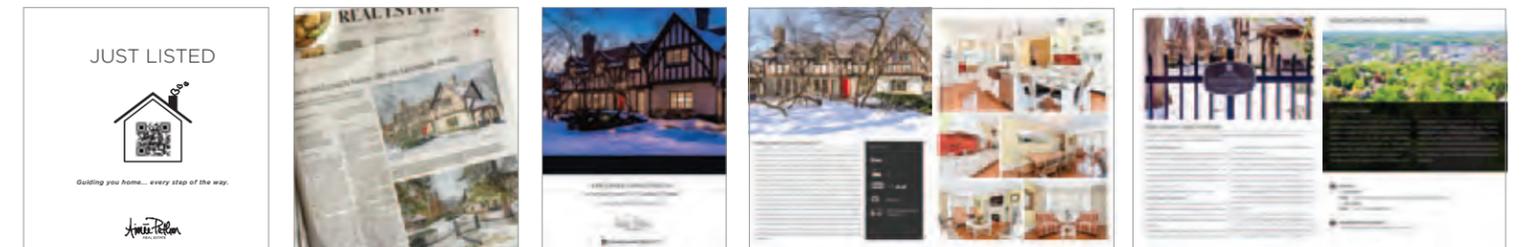
Extensive online reach

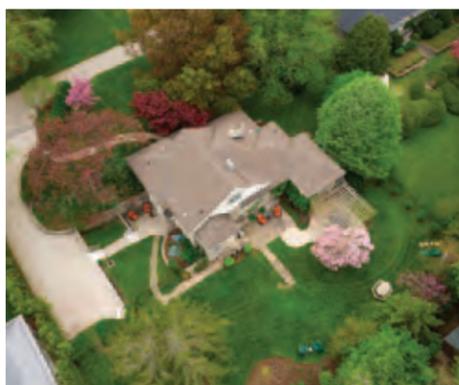
- A social media strategy to leverage channels through targeted promotions
- Online listings: on the Guelph section of Realtor.ca (the national MLS website, which syndicates to many other sites), Coldwell Banker, the Toronto Real Estate Board, The New York Times and more



High-Impact Print Media

- Ads and feature stories in the Guelph Mercury Tribune
- Neighbourhood “Coming Soon”, “Just Listed” postcards and “Open House” invitations
- Customized take-away booklets that potential buyers can refer to later which are memorable and differentiate us from other homes they may be viewing.





Gorgeous Visuals

- An online photo gallery, including aerial photos
- Floor plans and virtual tours
- Videos, including drone footage

We'll use analytics to measure the impact of these marketing efforts, so we can tweak our plans and adjust course in real time.

“Attention to detail, dedication to her craft, and above all, a commitment to serving the needs of her clients have led Aimee to be the recipient of Coldwell Banker’s prestigious 30 Under 30 award. These traits are not only the backbone of Aimee’s success in the industry, but have also earned her the respect of her peers both within Coldwell Banker Neumann and the local real estate community.

— Jeff Neumann,
Broker Owner, Coldwell Banker Neumann

Step 7. Hold Showings And Open Houses

During the first week, I'll book viewings with agents who have serious buyers. In week two, we can consider an open house for agents, followed by a public open house.

After each showing, I'll follow up with each buyer's agent to gauge interest, answer questions and address any hesitations. Those conversations are also great ways to get feedback that we can use to inform our ongoing marketing efforts and evaluate offers.

Step 8. Negotiate Your Best Offer

When an offer is received, I'll review every element with you so you can confidently decide whether to accept, reject or propose a counteroffer. These include:

- **Price** — We'll look at the latest comparators.
- **Deposit** — How much a potential buyer offers as a deposit can show their level of commitment.
- **Inclusions and exclusions** — Here, we want to make sure it's crystal clear what the buyer is asking for.
- **Terms and conditions** — If the buyer's offer is conditional on financing, sale of their current home or inspection, we'll talk through the implications. Ditto for any specific provisions or requirements included in the offer.
- **Closing date** — We'll look at how well the proposed closing date works with your plans.



Step 9. Prepare For Closing

If the offer you've accepted is conditional, the buyer will begin the due diligence process. During that time, they may need access to the property for a home inspection and a mortgage appraisal. If any issues arise, we'll address them together.

Once the deal has been finalized and conditions — if any — have been fulfilled, we'll send your lawyer and mortgage broker/financial institution all the documents they need. Meanwhile, there are several things you'll need to do:

- Within two or three days of your property being sold, check in with your mortgage broker/financial institution and lawyer to discuss next steps for closing. Because you are their client, they will interact directly with you.
- As the closing date approaches, notify your utilities, insurance company and service providers to update your accounts.
- Book your movers. Make sure you'll have enough time to give the house a final cleaning after everything has been removed.

At this stage, the buyer will also want to do a final walkthrough or two as agreed in the offer so they can begin to visualize the home as their own.



63 Winston Crescent

Professional cleaning and decluttering helped this home shine before we photographed it and created virtual tours and floor plans. Promoting the listing on social media helped this home sell in multiple offers. .

“

I cannot praise Aimée too highly. She is an extremely hard-working professional with a wide-ranging expertise in her field who has an extraordinary ability to absorb and communicate the special character of a house.

— Dr. Eugene Benson

Step 10. Close!

On closing day, the lawyers will hold the keys and the buyer's cheque in escrow until the deal has been processed at the Land Registry Office.

That can happen anytime between 9 a.m. and 6 p.m. At that point, the buyers officially take possession, and the proceeds of the sale — subject to adjustments — will be transferred to your account.

Meet My Team of Trusted Professionals

Selling a home is a collaborative effort. That's why I've put together a team with all the know-how you need.



Left the cereal bowls on the counter? No Worries. Before a photoshoot, a team of bonded cleaners make sure your home is spotless, sparkling and ready for its closeups.



A certified UltimateStager™ will give room by room recommendations to ensure we showcase your home in its best light and has access to a huge warehouse of furniture decor and other accessories.



Our specialized photographer and videographer know how to capture stunning images and footage of a home - and how to transform them into high-impact photo galleries, videos and virtual tours.



The office administrator keeps everything running smoothly, handling paperwork, bookings, followups and more.



About Coldwell Banker

When you choose to work with me and my team of professionals, you're also choosing to work with Coldwell Banker: a highly respected global real estate company with 93,000 agents in 47 countries. In Guelph, Coldwell Banker Neumann has been part of the community since 1973. Our office boasts more than 75 realtors and the highest sales volume in the area.



Buying a New Home?

If you're planning to buy a new home, I'd be thrilled to assist you in finding the one that's right for you. You might have been through this process before, but markets can change dramatically. Guelph is a perfect example. The growth we've seen in recent years shows no signs of slowing down, creating more competition for properties.

That's where I come in! I can guide you through the changing local market, drawing on my deep understanding of the current real estate landscape. I'll help you:

- find a property that meets your needs
- navigate the buying process
- put together a compelling offer that grabs the seller's attention

Committed to Community

I love Guelph. I was born and raised here, and I'm proud to give back to a community that offers so much. Here are a few of the great organizations that I've chosen to support through fundraising, volunteering and participating in events.



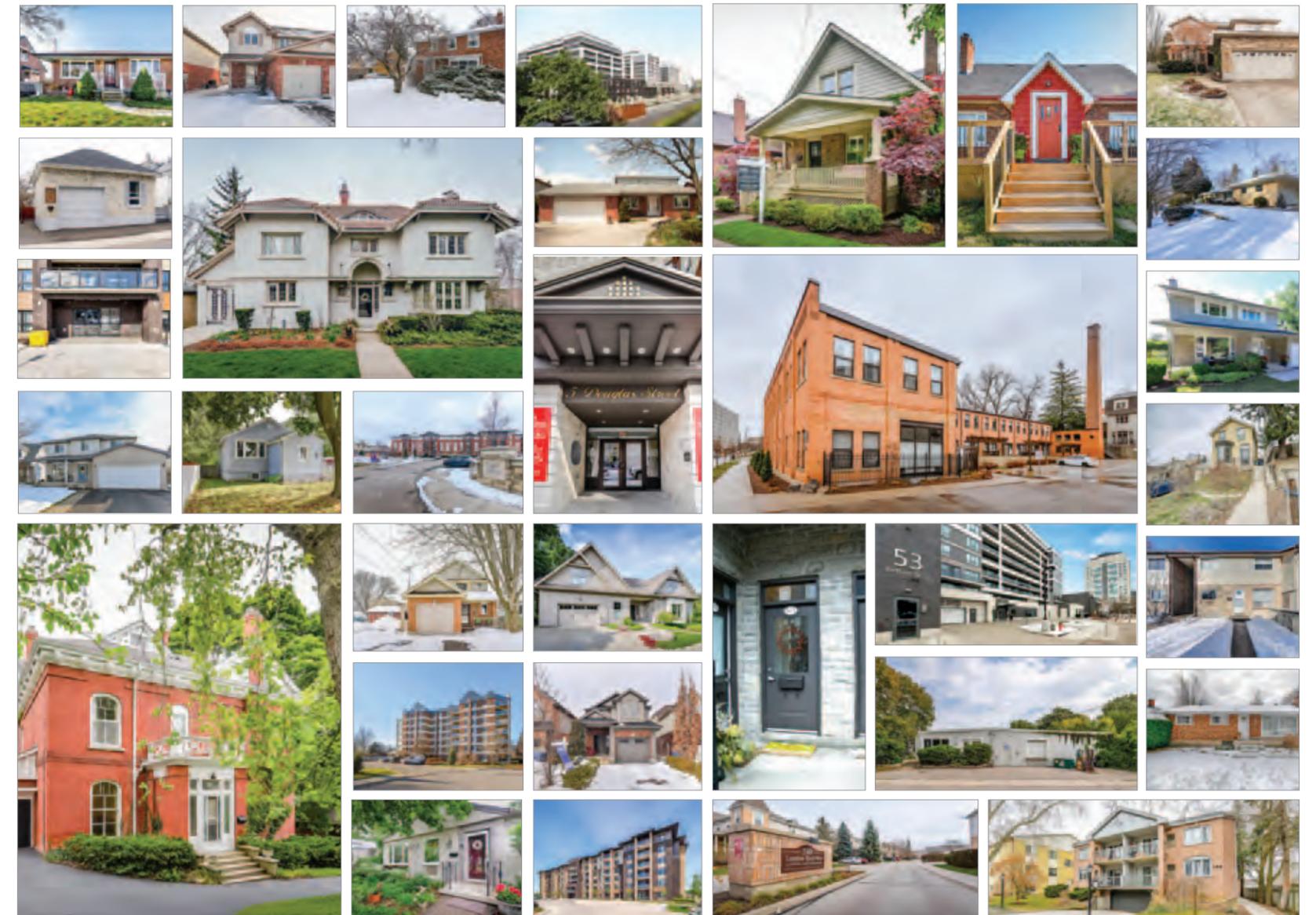
“Aimée is one of the best real estate agents we have worked with. Patient, understanding and firm on her commitment to clients.

— Laura Greenway-Balnar

PORTFOLIO



PORTFOLIO



I welcome the opportunity to speak with you.

Aimée Puthon
REAL ESTATE



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