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Sarah Michelle's
Your Next Move



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Keeping You One Step Ahead

Call today for a complimentary, no-obligation Real Estate Checkup. Get valuable insights into current market trends in your neighbourhood, learn what your home could be worth in today's market, and receive expert recommendations on how to enhance your property's value.

Quote Fuel

"If you don't like the road you're walking,
start paving another one."
Dolly Parton

"Go confidently in the direction of your dreams.
Live the life you have imagined."
Henry David Thoreau

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Your Next Move

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Featured Articles
in this issue

- **What Buyers Notice** Within the First 30 Seconds
- Trending: **What Buyers Are Prioritizing Right Now**
- **Seller Concessions:** A Tool for Getting to Closing



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Dear Susan and Tom,

If we believe something to be true (or want it to be), we can usually find information online to support it. Applied to real estate, if you think the market is headed for a cooling period because of something you heard on the news, you will likely be able to find information online to back that up. However, that information may reflect national trends and not take your local market into consideration. What's happening in one neighbourhood can be very different from what's happening in another.

Looking for real estate information online is a natural starting point. However, by speaking with an expert REALTOR® who works in your neighbourhood, you can get information and advice tailored to your specific situation. With the fall real estate market picking up steam, whether you're thinking about buying and selling, or you're simply curious about your home's current value, please don't hesitate to reach out. I'd be happy to provide the latest personalized information so you can make informed real estate decisions with confidence.

Sarah





What Buyers Notice Within the First 30 Seconds

Before potential buyers have scrutinized your kitchen, they have already formed an opinion of your home within the first 30 seconds of viewing it, so how do you make those 30 seconds count?

Jeannie Norris, Chairwoman of the International Association of Home Staging Professionals, says, "In the first 30 seconds of entering a home, the buyer forms an overall impression based on what they see, feel, smell, hear, and touch, and this initial experience must grab them emotionally to forge a positive connection."

To elicit an immediate positive emotional connection, key areas to address include:

- **Curb appeal** — Such as a well-manicured lawn, garden, and driveway, a clean and welcoming front entry, and a freshly painted front door
- **Entryway** — Make it as spacious as possible and have a place for everything
- **Quiet and comfortable** — Make sure you and your pets aren't present for

any showings, and the temperature is comfortable

- **Well-maintained look** — Deep clean, declutter, depersonalize, and fix obvious repairs so potential buyers can imagine living there
- **Fresh smell** — Stick with natural fragrances to avoid sensitivities, avoid cooking that involves strong odours, and open windows when possible
- **Lighting** — Open curtains and blinds to maximize natural light, layering with overhead and accent lighting to make your home feel bigger
- **Comfortable flow** — It should be easy to move around and visualize the function of each room

Home buying starts as an emotional experience. If you can create an immediate sense of comfort, confidence, and excitement, you're well on your way to making home as appealing to as many potential buyers as possible.



TRENDING: What Buyers Are Prioritizing Right Now

Before potential buyers have nit-picked Besides the usual updated kitchen and bathrooms that buyers have always desired, what do buyers these days want?

- Turnkey homes, where there are no major renovations or repairs needed, saving money, time, and inconvenience
- Energy-efficient homes to save on month-to-month costs. Homes with efficient HVAC systems, improved insulation, energy-efficient smart technology, and new windows tend to fare better

- Multi-purpose space, whether it's a dedicated home office, gym, children's study area, or accommodation for an aging family member
- Shared spaces like community centres and parks. Today's buyers aren't just looking for a house - they're looking for a sense of community, noted by experts in real estate. Connected communities also feel safer, which is another draw for buyers. Buyers are also drawn to communities on the verge of transformation with new schools, community centres, or planned transit projects
- Walkability to frequently visited places like schools, coffee shops, and grocery stores to improve daily quality of life
- Outdoor space and nearby green space to support a wellness-oriented lifestyle
- Functional storage, such as pantries, mudrooms, and organized closet space

So, if your home is up for sale or you're thinking of listing it soon, make sure any of the above features you have are highlighted in your home's marketing materials to attract as many potential buyers as possible.



Seller Concessions: Tools for Getting to Closing

When there is more supply than demand, concessions become more common to sweeten the deal, differentiate your listing, and ultimately, to seal the deal. So, if you are listing your property, or thinking about it, here are some concessions you may want to consider if you need to:

- **Price adjustment** — For example, you have received an offer below your asking price because the buyer pointed out repairs needed after an inspection. You could do the repairs yourself, but if you want to keep things moving, you may choose to get repair estimates and work that cost into your revised offer

- **Closing costs** — Covering some of the costs, such as the property tax, or even all the closing costs, which would come out of the sale proceeds at closing
- **Flexible closing date** — Working around the buyer's preferred timeline
- **Inclusion of extra chattels** — Including non-traditional extras with your home, like patio furniture, a barbecue, bar stools, a wall-mounted TV, garage shelving, or a wine fridge, are smaller sweeteners than a price adjustment, but sometimes just enough to get past the finish line

When considering concessions as a seller, it's important to think about whether the concession is likely to make or break the deal, or if it simply appears to present like desperation.

As a buyer, it's important to consider that the purchase price isn't being inflated because of the "concessions".

With an experienced and knowledgeable REALTOR® by your side, you can navigate concessions with strategy and confidence.