

SELLER GUIDE

WHY SELL WITH TYLER KOELLER

What you can expect when I represent your sale

Selling your home is one of the biggest financial moves you'll make, and the right representation affects your price, your timeline and your stress level. Here's what working with me looks like, from our first conversation to closing day.

01 A SELLER SPECIALIST IN YOUR CORNER

I hold the **Seller Representative Specialist (SRS)** designation, which focuses on representing sellers' interests, and the **Real Estate Negotiation Expert (RENE)** designation. Your goals set the strategy, and my job is to protect your interests at every step.

02 PRICING BUILT ON REAL DATA

We'll start with a detailed look at recent **sold** homes like yours, active competition and current market conditions. You'll get a **written pricing strategy** that shows exactly how I arrive at a recommended price before anything goes live.

03 PRESENTATION WITH AN ESTATE MANAGER'S EYE

Before real estate, I worked as an Estate Manager, where every detail mattered. I bring that same polish to preparing your home: clear advice on what to fix, what to leave and how to present each room so buyers see its full value.

04 A MARKETING PLAN BUILT TO REACH BUYERS

Every listing gets a written plan before it goes live:

- **Professional photos, a floor plan, a video and a virtual tour**, after a walkthrough to get every room camera ready.
- **A staging consultation** with practical advice on what to move, add or store, plus referrals to home staging companies I trust if you'd like more help.
- **Wide exposure** on MLS®, the Re/Max networks, social media, targeted ads and open houses.
- **A preview for Re/Max Premier agents** before your home goes public.

- A feature in my newsletter, website and Linktree, plus Just Listed notes to your neighbours.

05

SKILLED NEGOTIATION

Whether you're reviewing multiple offers on an offer date or negotiating one on one, I'll walk you through every term, not just the price: deposit, conditions, closing date and inclusions. You'll get a **side by side offer comparison sheet** so the best overall result is easy to see. I'll also review each buyer to make sure they can afford your home.

06

COMMUNICATION YOU CAN COUNT ON

I reply within 24 hours and send you a **weekly update** with showing feedback and activity. Once you've sold, I coordinate home inspections and appraisals, refer you to real estate lawyers I trust, and a **closing checklist** keeps every step on track, so you'll never have to wonder what's happening with your sale.

07

RECOGNIZED BY CLIENTS

I was recognized with RankMyAgent's **Best of Toronto 2024** and **Accelerator Canada 2025** awards. You can read reviews from my clients on the Testimonials page at tylerkoeller.com.

TYLER'S TIP

Start with a free home evaluation at tylerkoeller.com. It's the easiest way to see what your home could sell for and what selling would look like for you.



TYLER KOELLER

Realtor® · Re/Max Premier Inc. Brokerage International

Thinking of selling in Toronto or the GTA? Let's talk. I reply within 24 hours.

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