

HOME

seller

GUIDE

Laura Cooper

REALTOR®





YOUR LOCAL REAL ESTATE EXPERT

Born and raised in Toronto's Upper Beaches, Laura has devoted over 19 years to building her successful career in real estate. Learning the business from the inside out, Laura spent several years on the administration side, before naturally transitioning into sales, giving her a unique and competitive edge. Laura greatly contributes her success and hard work ethic to her initial years working in the industry.

As a consistent top producer, she has handled 100's of successful transactions, and earned numerous sales awards recognizing her in the top 10% of all Realtors both nationally and provincially, as well as ranking in the 'top 35 under 35' in all of Canada.

Laura's intention as a real estate professional is to ensure that you get exactly what you're looking for to help make your dreams a reality. As a friendly business professional, honest and down to earth, it is important to Laura to come forth with her best effort and build a relationship that will leave you with a lasting impression and a great sense of satisfaction.

Laura is committed to making a positive impact in her community. That's why with every sale made, she donates \$100 directly to the Red Door Shelter to support their efforts to end homelessness and empower women and children. Throughout the year, she also hosts multiple charitable functions to support the Shelter. Laura believes giving back is not just a one-time thing, it's an ongoing commitment to support and uplift those around us.

An avid "East Ender", cat mom and fitness enthusiast. Laura's sense of community runs deep. She can often be found walking on the boardwalk, at various concerts, hosting gatherings, traveling and cheering on The Toronto Raptors.

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Award

WINNING SERVICE



Giving BACK

Charitable Contributions

When you buy or sell your home with me, part of my commission supports shelters and violence prevention programs for women and children.

In fact, Estate Realty was recognized as Office of the Year for its charitable contributions to the Royal LePage Shelter Foundation.

Royal LePage Shelter Foundation

Royal LePage is the only Canadian real estate company to have its own charitable foundation. All of the administrative costs of the Shelter Foundation are underwritten so 100% of every dollar donated goes directly to helping our cause. Royal LePage real estate agents, and our clients are working to create safer homes and safer communities by contributing more than \$50 million since 1999 to help women and children across Canada. By donating a portion of my commission on the purchase or sale of your property, we are helping bring hope to those who need it most.

Myself, my fellow brokers, agents, and staff also volunteer time and hold special community events to help raise funds and awareness to end family violence for more than 30,000 women and children who take refuge in a shelter each year.





THE HOME SELLING *process*

STEP 1

MEET WITH YOUR AGENT

- Discuss your needs
- Listing price
- Terms and Contracts

STEP 2

PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage your home to sell

STEP 3

MARKETING

- Web
- Paid targeted social ads
- Social media
- Signage

STEP 4

SHOWINGS

- Ensure your home is ready for showings
- Receive feedback from agents
- Schedule open houses

STEP 5

RECEIVE AN OFFER

- Each offer is presented & we will discuss the benefits/risks of each offer.

STEP 6

NEGOTIATE

- Most offers require negotiating either before or after inspections. - I will negotiate on your behalf.
- You can accept, counter, or deny an offer

STEP 7

INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal

STEP 8

REPAIRS

- Likely some small repairs will need to be made after inspections
- Review my list of recommended vendors if needed

STEP 9

CLOSING

CONGRATULATIONS!
You've sold your home.
Pop the bubbly!

Premium Services

THE LAURA COOPER DIFFERENCE

I go above and beyond the basic services offered by other Realtors to get you the home, and to sell your home, for top dollar. Some of our value-added services include:

- In-house marketing department dedicated to your listing
- Extensive online exposure across major real estate platforms and social media channels
- Modern, targeted advertising strategies to reach qualified buyers
- Social media marketing with high-impact content and promotion
- Custom-designed feature sheets showcasing your home's best highlights
- "Stand out" professional signage to maximize visibility
- Regular market updates, recent sales insights & feedback
- Ongoing market analysis to position your home competitively
- Open houses with targeted advertising and buyer outreach
- Broker tours and agent networking to maximize exposure
- Professional photography, floor plans, and high-quality marketing materials
- Video tours, 3D Matterport walkthroughs, and drone footage where suitable
- Complimentary staging consultation with a professional staging expert
- Home staging support to ensure your property shows its absolute best
- Renovation and pre-list improvement recommendations when needed
- Access to a moving box kit to help prepare your home for listing
- Secure storage/locker coordination to temporarily store excess items during listing preparation
- Labour support for moving items in and out of storage, ensuring your home is staged cleanly and efficiently
- Dedicated client care coordinator to manage inquiries, documents, and marketing updates
- Flexible showing coordination to ensure maximum buyer access and exposure
- Public accessibility with fully staffed office support 7 days a week
- Assistance managing showing schedules and buyer follow-ups
- Professional pre-list cleaning service coordination
- Guidance on decluttering and preparing your home for market success
- Advanced negotiation strategies to secure the highest possible price
- Strong reputation and relationship-building with agents and buyers
- Expert counsel on market value, timing, and conditions
- Proven ability to attract and secure qualified buyers
- Name-brand brokerage recognition
- Preferred vendors including home inspectors, contractors, and handymen
- Access to Canada's largest real estate network
- Trusted staging, cleaning, and renovation professionals available as needed

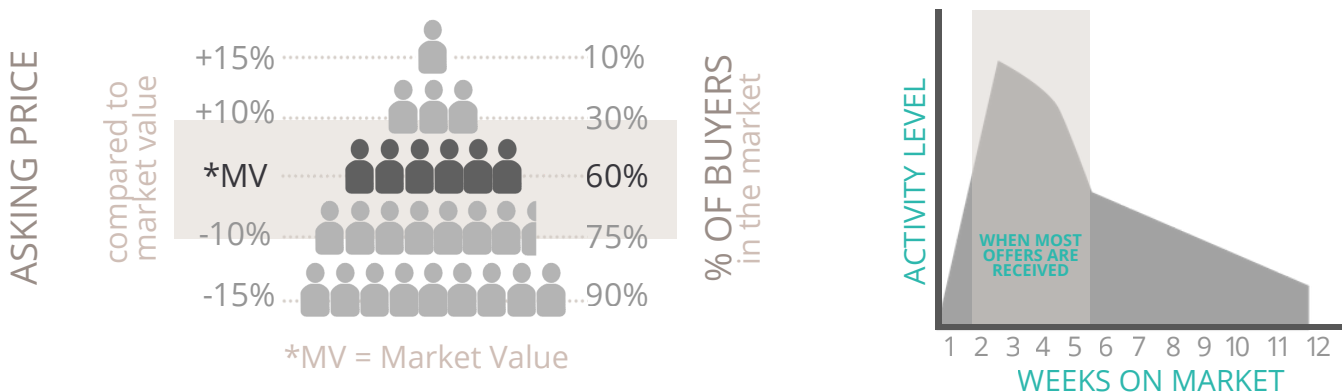
listing STRATEGY

PRICING STRATEGY

Using a data-driven market analysis specific to your neighbourhood, we'll price your home accurately from the start—positioning it to sell quickly and competitively.

Homes listed at fair market value generate the most interest in the first critical weeks, drawing in serious buyers and increasing your chances of receiving strong offers.

On the other hand, overpricing can limit visibility and reduce interest. Today's buyers are well-informed and quick to recognize when a home is priced outside the norm for its condition and location.



PROFESSIONAL STAGING

First impressions matter. To showcase your home at its absolute best, I provide a professional staging consultation to ensure it's market-ready. The goal is to highlight your home's strengths while creating a clean, neutral space that allows buyers to envision themselves living there—ultimately appealing to the widest range of potential buyers.

PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPY

In today's digital-first market, buyers begin their home search online—often making snap decisions based on photos alone. That's why I invest in professional, high-resolution photography that captures your home in its best light. Stunning visuals grab attention, generate more interest, and drive traffic—helping your home stand out from the competition and sell faster, for top dollar.

AGENT MARKETING

I'm part of an extensive and trusted network of real estate professionals, and I leverage these connections to help sell your home faster. By reaching out directly to fellow agents, I can match your property with active, qualified buyers. With 88% of residential sales involving real estate agents, this network plays a crucial role in getting your home sold.

ADVERTISING & MARKETING

I understand the power of effective marketing—and it's where I invest significantly. My expertise lies in creating high-impact campaigns that attract hundreds of buyers each month while building strong brand visibility. From digital outreach to targeted advertising, every strategy is designed to get your home in front of the right audience and drive real results.



preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1 EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed & freshly mulch garden beds
- Clean interior & exterior windows
- Apply fresh paint or stain to wooden fences

2 INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter, organize & clean closets
- Apply a fresh coat of paint to walls, trim & ceilings
- Replace outdated ceiling fixtures, & clean lighting fixtures
- Minimize & clean pet areas in the home
- Be sure that all light bulbs are in working order

3 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that "wow" factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





the art OF STAGING

Staging a home isn't about decorating—it's about creating a space that buyers can emotionally connect with. A professional stager brings a trained, objective eye to view your home the way a buyer would. The goal is to present a clean, decluttered, and neutral environment that feels like a blank canvas—allowing buyers to easily imagine their own lives, memories, and belongings in the space.

81%

Of buyers said staging made it easier to visualize the property as their future home.

Homes that are staged sell

73%

faster, than those that aren't staged!



BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

REAL ESTATE *photography*



A PICTURE SAYS A THOUSAND WORDS

In today's digital market, your home's photos are often the first—and sometimes only—chance to capture a buyer's attention. With most buyers beginning their search online, high-quality images are essential. They don't just showcase your home—they spark interest, drive showings, and ultimately lead to a sale.

As your agent, I'll ensure your home is photographed to highlight its best features and stand out from the competition. In many cases, buyers decide whether to visit a property based solely on the photos—before ever stepping through the door.

INTERESTING FACTS:

Professional Photos sell

32%

faster and often for more money.

Studies show

90%

of buyers start their home search online.

High quality photos receive

60%

more views.

professional VIDEOGRAPHY

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT



Real estate listings with video receive **403%** more inquiries

Videos attract **300%** more traffic for nurturing leads.

70% of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



aerial PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

benefits

OF HAVING AERIAL PHOTOS:

- ✔ Provides views of the entire property & land
- ✔ The condition of the roof and other property features
- ✔ The neighbourhood and surrounding area, including the home's proximity to schools & amenities
- ✔ Developments or local districts that are supported by the buyer's property taxes

virtual TOURS

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location.

Once created, the viewer is able to experience what it is like to be somewhere they are actually not.

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



Property

MARKETING

Welcome To
#409-160 Fallingbrook Road



Lauracooper
REALTOR®
LOVE WHAT YOU DO!



laura@lauracooper.ca

lauracooper.ca

416-690-2181

ROYAL LEPAGE
Estate Re

160 Fallingbrook Road Toronto, ON HOODQ ADDRESS REPORT™

SCHOOLS

With excellent assigned and local public schools very close to this home, your kids will get a great education in the neighbourhood.



Blantyre Public School
Designated Catchment School
Grades PK to 8
290 Blantyre Ave

Malvern Collegiate Institute
Designated Catchment School
Grades 9 to 12
55 Malvern Ave

ES Michelle-O'Bonsawin
Designated Catchment School
Grades 7 to 9
24 Mountjoy Ave

Ée Jeanne-Lajoie
Designated Catchment School
Grades PK to 6
150 Carnforth Rd

Collège français secondaire
Designated Catchment School
Grades 7 to 12
100 Carlton St

Visit the Homebuyer Hub
<https://hoodq.com>

Other Local Schools

Danforth Collegiate and Technical Institute
Grades 9 to 12
800 Greenwood Ave

Kapapamahchakwew - Wandering Spirit School
Grades PK to 12
16 Phin Ave

PARKS & REC.

This home is located in park heaven, with 4 parks and a long list of recreation facilities within a 20 minute walk from this address.



Blantyre Park
180 Fallingbrook Rd

Lynndale Parkette
10 Lynndale Cres

< 1 min

3 mins

Adam Beck Community Centre
79 Lawlor Ave

9 mins

FACILITIES WITHIN A 20 MINUTE WALK
1 Playground
1 Pool
1 Basketball Court
1 Ball Diamond
1 Sports Field
1 Community Centre
1 Golf Course
1 Outdoor Games Facility
1 Country Club
1 Gym

TRANSIT

Public transit is at this home's doorstep for easy travel around the city. The nearest street transit stop is only a minute walk away and the nearest rail transit stop is a 21 minute walk away.

Nearest Rail Transit Stop
Victoria Park Station

Nearest Street Level Transit Stop
Kingston Rd At Fallingbrook Rd

< 1 min

SAFETY

With safety facilities in the area, help is always close by. Facilities near this home include a fire station, a police station, and a hospital within 3.77km.

Toronto East Health Network - Michael Garron Hospital
825 Coxwell Ave

Fire Station
87 Main St

Police Station
101 Coxwell Ave

HoodQ

Disclaimer: These materials have been prepared for local consumers and are not intended to solicit buyers or sellers. Currently under contract with a brokerage. By accessing this information you have agreed to our terms of service, which are hereby incorporated by reference. This information may contain errors and omissions. We are not permitted to rely on the contents of this information and must take steps to independently verify its contents with the appropriate authorities (School Boards, governments etc.). As a recipient of this information, you agree not to hold us, our licensors or the owners of the information liable for any damages, however caused.

Property brochures provide buyers with a tangible, memorable takeaway after a showing. These details highlight every aspect of your home—both seen and unseen. We use brochures to showcase your home's unique features, beautiful photos, neighbourhood information, nearby schools, and all the upgrades that make your property stand out.

Coming Soon

160 FALLINGBROOK ROAD

EXECUTIVE 2STRY LOFT
1+1 BDRMS
SOUTH LAKE VIEWS
TERRACE WITH NATURAL GAS HOOK UP FOR BBQ
LOCKER AND PARKING
1300 SQ FT
UPDATED AND RENOVATED

Laura Cooper
REALTOR®

416-690-2181 | LAURA@LAURACOOPER.CA | LAURACOOPER.CA



WE'VE GOT YOU *covered*

A secure lockbox will be used

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

Stow away valuables

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

Don't allow anyone in without an appointment

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

Remove Prescription Drugs & Medication

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

Put Away Bills & Other Mail Pieces

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

Be extra vigilant on keeping doors locked

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.



maximum EXPOSURE

Get Featured

Your home deserves to be seen—and I make sure it is. I feature your property across all major social media platforms, reaching the right buyers where they're already scrolling. From eye-catching Instagram reels to detailed Facebook posts and targeted campaigns, I ensure maximum exposure that gets results.



REALM®

REALTOR.ca®

facebook.

Instagram



LinkedIn®

YouTube



LAURACOOPER.CA



home SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

recommended RESOURCES

GENERAL CONTRACTOR

JOHN SHEPPARD
TRUE FORM RENO
416-854-1064
JOHN@TRUEFORMRENO.COM
TRUEFORMRENO.COM

PAINTING

HEATHER MOGOSH
HEATHER FEATHER PAINTING & DESIGN
905-923-0156
HEATHER@HEATHERFEATHER.CA
HEATHERFEATHER.CA

HOUSE CLEANING

MINDY BALFOUR
GOT IT MAID
416-834-5719
MINO792@HOTMAIL.COM

ROOFING

RANDY FLEMMING
RANDCO EXTERIORS INC
416-697-5202
INFO@RANDCOEXTERIORS.COM
RANDCOEXTERIORS.CA

ELECTRICIAN

ANDREW DEMPSEY
647-202-7022
DEMPSEY_28@YAHOO.COM

PLUMBING

BANWELL PLUMBING
647-490-7193
TONYBANWELLPLUMBING@GMAIL.COM
BANWELLPLUMBING.COM

MORTGAGE

MIKE PACEY
DOMINION LENDING CO.
647-981-0107
MPACEY@DOMINIONLENDING.CA
DOMINIONLENDIN.CA

LANDSCAPING

STEVE STEPHENS
STEPHENS LANDSCAPING & CONTRACTING
905-409-1277
ALLCITYMAIN@HOTMAIL.COM
STEPHENSLAWNCARE.CA

HOME INSPECTOR

JOE SMITH
EMPIRE HOME INSPECTIONS
647-300-1916
EMPIREINSPECTOR@GMAIL.COM
EMPIREINSPECTIONS.CA



REVIEWS



"We've used Laura twice now and we are beyond happy!! She was able to ensure we got our dream starter home at a time when the market was hot and bidding wars were the norm. Among multiple offers we came out on top with Laura's expertise and guidance.

A few years later when our family outgrew our home she was able to help us get our dream forever home for well below asking price. She also staged our home beautifully and was able to get us over asking for our house in less than 48 hours.

If you're looking for a knowledgeable, friendly, experienced realtor who's able to get you exactly what you're looking for, call Laura!"

"It was a great experience working with Laura! Both of my parent's had passed away within 12 months of each other and I had to sell the home they had shared for over 60 years. An emotional process to say the least. When I shared with Laura the experiences of the past year she kindly looked at me and said, "Don't worry I can handle it from here. You rest, I've got your back." She shared my parent's story with many people, beautifully staged the house and soon it was sold to be someone else's new home. Laura listened to my rants, provided support and good advice. Not only a great realtor but a caring person. You have no worries when you work with Laura. She's simply the best!"

"Laura was incredible to work with. She is both patient and has great taste. She quickly optimized our search to find the perfect home and expertly advised us through bidding and ultimately to closing. Would super recommend working with her on your search to find the perfect home."

"Laura Cooper has a very strong work ethic and she exemplifies professionalism. She is always available by text/phone/email to answer our many questions and concerns, 7 days per week. Laura also promptly seeks out opinions from other fields in order to assist our decision making. Making deals in tight timelines and with complex financing rules can be very stressful and Laura's guidance is much appreciated. We highly recommend Laura Cooper!"

"We have just finished a remarkable 4-month journey with Laura Cooper. We had lived in our house for 30 years and knew it was time for us to sell the house and buy a condominium. The thought of it was daunting. However, Laura successfully led us through a process of preparing our home for sale, marketing it, creating an energy and enthusiasm and finally selling our home at a healthy margin over listing price. At the same time, she was our agent for a purchase on a condominium. She supported us through that process such that we are thrilled with the outcome in all ways. Through all of this, Laura was extremely professional, organized and completely responsive to our every need. She met us where we were at in the best possible way. However, that was not all. Our previous real estate experiences had been serious, solid affairs. This experience was completely different. Laura made this process fun! Her energy never flagged, she was cheerful and was always willing to laugh at our jokes. We really cannot think of a better agent to help us through this process. We are now happily moving into our new home feeling completely comfortable. Laura is a dream to work with. We tell everyone in our neighbourhood, who is thinking of selling, to do themselves a favour and enlist Laura as their agent."

LAURA COOPER

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST

