

HOME seller GUIDE

Laura Cooper

REALTOR®



hello,

MEET LAURA

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

Recognized for exceptional results, client experience, and consistent top performance.

I'm proud to be consistently recognized among top-performing agents, but what matters most is what those results mean for you.
Every award represents a commitment to:

- Strategic, high-impact marketing
- Strong, confident negotiation
- A seamless and stress-free experience

From start to finish, my focus is always the same: delivering exceptional results while making the process feel easy.

Top 5% of Agents
2021-2025

Directors Platinum Award
Consistent high-level sales achievement

Red Diamond Award Winner
Recognizing exceptional performance

Multiple Excellence Awards
Year-over-year results you can trust

ROYAL LEPAGE® DIAMOND™ AWARD 2025

ROYAL LEPAGE® Ruby Award™ 2024

ROYAL LEPAGE® DIRECTOR'S PLATINUM™ AWARD 2023

ROYAL LEPAGE TOP 35 UNDER 35 2021

Results You Can Trust. Service You'll Love.

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.

2025 TOP 5% DONOR
ROYAL LEPAGE® SHELTER FOUNDATION™



Royal LePage SHELTER FOUNDATION
PROUD SUPPORTER





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:

Marketing & Exposure

- 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 Presentation

- 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

Client Support & Convenience

- 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

Negotiation & Expertise

- 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

Professional Network

- Preferred vendors including home inspectors, contractors, and handymen
- Access to Canada's largest relocation network, handling a significant portion of corporate relocations
- Trusted staging, cleaning, and renovation professionals available as needed



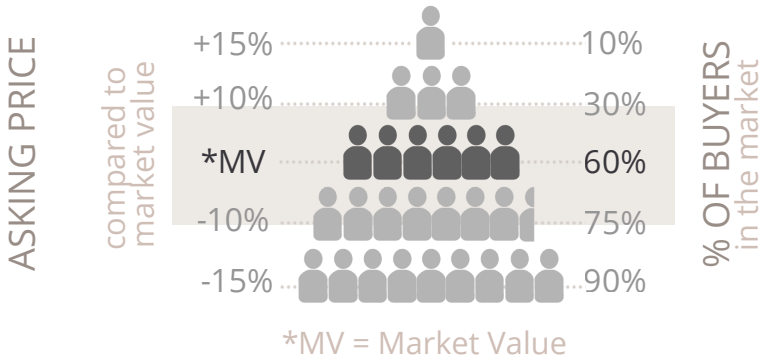
listing STRATEGY

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 & VIDEOGRAPHY

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.

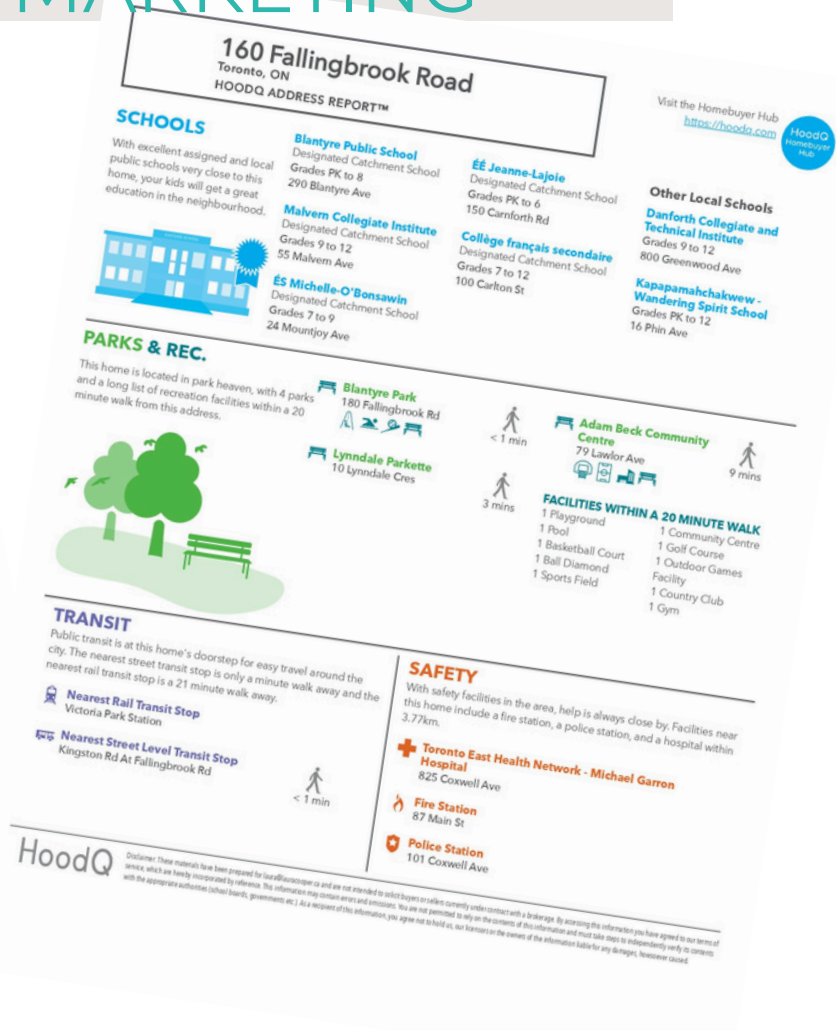
Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.





property MARKETING





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.





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
SHEPPARD CONSTRUCTION MANAGEMENT
416-471-7595
SHEPPARDCONSTRUCTIONMANAGEMENT@GMAIL.COM
SHEPPARD-CONSTRUCTION.COM

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

HOUSE CLEANING
KAYLEE WALLACE
K CAN CLEAN
289-685-1811
KAYLEE.G.WALLACE@GMAIL.COM

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







Seller Success Stories

Selling a home takes more than putting a property on the market, it requires strategy, marketing expertise, negotiation skills and trust. From condos to family homes and estate sales, see why sellers across Toronto and Durham continue to choose me to help maximize their results.



“Laura is a fantastic agent and a pleasure to work with. She found me my very first home and then worked with her again on the sale of my home. She was absolutely fantastic to work with! Professional, reliable, and incredibly supportive from start to finish. She made the process easy and stress-free, and we felt confident every step of the way. Highly recommend!”

"Working with Laura was truly life-changing. Selling our condo and buying our new home was one of the most stressful times in our lives, and I honestly don’t know how we would have made it through without her. She took the time to walk us off the ledge more than once. Always calm, in control and available for any of the millions of questions we had. Laura helped us sell our place for the perfect price and helped us find the home we’ll grow old in. One that’s big enough for our family to stay and make memories for years to come. She’s not just an incredible realtor; she’s someone who genuinely cares about her clients. We can’t imagine going through this process with anyone else and I recommend her to anyone who’s looking for a realtor that knows the business incredibly well, is prepared for anything and treats you like she’d treat her family even after the deal is closed."

"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!"

"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!"

"Laura is an absolute star! She has been our real estate agent since we bought our first home and I recommend her to everyone I know. She is a complete professional - knowledgeable, insightful, and responsive, but she is also a kind, warm, and thoughtful person who you want on your team. Even in a challenging market, she was calm and steady, and ensured we got the right price, conditions, and outcome for our family. She is also an expert stager and worked incredibly quickly to make sure our home looked amazing, both in photos and in person. Thank you so much, Laura - our family is so excited for our next stage and so grateful for the work you put in to help get us there!"

"Always a pleasure working with Laura. She is attentive and responsive to all your needs. Laura is personable, honest and has been very patient with all my needs! Thanks to her expertise and great decorating skills, my condo sold within just a few days 🙂. If you are searching for a realtor, I highly encourage you to reach out to Laura."

LAURA COOPER

HONESTY & TRANSPARENCY
INTEGRITY
RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST

