



THE FLOWERS TEAM AT ROYAL LEPAGE MEADOWTOWNE REALTY

Complete Seller's Guide

*How to sell your home in Milton, Ontario for the highest price,
in the least amount of time, with the least amount of stress.*

Ranked #1 in Milton Since 2009

Over 3,000 Families Served | Top 1% in Canada, Royal LePage

400+ Five-Star Google Reviews | Licensed Since 2001

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25 years. Ranked #1. Ready for you.

A NOTE FROM AMY

Selling Your Home Should Be the Start of Something New

IN AMY'S WORDS

You have made the decision. Now you need a team that will fight for every dollar you have earned.

Selling a home in Milton is one of the most significant financial decisions you will ever make. We know that, and we have known it since we started in this business in 2001. The stakes are real. The process is complex. And the difference between working with the right team and the wrong one can mean tens of thousands of dollars, weeks on the market, and a level of stress that nobody should have to carry.

That is why we built the Flowers Team the way we did. Not as a solo operation where you are at the mercy of one person's schedule and judgment, but as a full-service team with specialists in staging, photography, marketing, client care, and negotiation. Every client gets the full depth of our systems, our people, and our relationships, from the first conversation through to closing day.

After 25 years in this market and more than 3,000 families served, we can say this with complete confidence: the team that markets best wins. This guide will walk you through exactly how we do it, and why it produces results that consistently outperform the Milton average.

We are glad you are here. Let us get you home.

Amy Flowers

Broker, CEO & Founder · The Flowers Team at Royal LePage Meadowtowne Realty

CHAPTER ONE

Why the Numbers Matter More Than the Promises

Every agent will tell you they get results. We show you the data.

Before you choose who will sell your home, ask one simple question: can you show me your numbers? Not just testimonials. Not just sold signs. Actual, independently verified performance data against the Milton market average.

We can. And the results are consistent year after year.

	Milton Average	The Flowers Team
Days on Market	30 days	23.18 days
Sale-to-List Ratio	98.67%	100.02%
What That Means	Market baseline	\$13,832 more in your pocket

Based on 2025 independent data. Milton average sale price of \$1,040,000 used for calculation.

Selling 7 days faster means less disruption to your life. A 100.02% sale-to-list ratio means you get what your home is worth, not less. And the \$13,832 difference means real money in your pocket, which is far more than the cost of choosing the right team.

How We Achieve These Results

The gap between our numbers and the Milton average is not luck. It is the product of a deliberate system built around three things that most agents do individually and inconsistently: professional staging, high-performance marketing, and strategic pricing. We do all three, in-house, on every listing.

Our staging program alone has been voted Milton's best by the community every single year since 2017. Our pricing strategy is built on real sold data, not wishful thinking. And our marketing approach consistently produces the showing volume that creates the conditions for competitive offers.

Over 400 Miltonians have shared their experience working with us online, with a five-star Google rating that reflects what happens when a team is built around client outcomes rather than transaction volume. We invite you to read those reviews at flowersteam.ca/awards before you make your decision.

What the Milton Market Looks Like Right Now

Milton is a competitive market. Average sale prices exceed \$1,000,000 in many segments, and buyers are educated. They have seen dozens of homes. They know what a well-presented property looks like, and they will pay more for one that earns their confidence from the moment they see it online.

In many Milton subdivisions, multiple homes with the same floor plan list at the same time. When a buyer is focused on a specific layout or neighbourhood, the question of which home they offer on often comes down to presentation. The staged, well-marketed home wins that competition consistently.

#1 In Milton since 2009	3,000+ Families served	400+ Five-star Google reviews	Top 1% Canada, Royal LePage
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CHAPTER TWO

Pricing Your Home to Win

The right price is not what you need. It is what the market will bear, and how to get the most of it.

Pricing is the single most important decision in the selling process. Get it right and your home sells quickly, with strong competition and the best possible price. Get it wrong, in either direction, and it costs you.

The Three Pricing Mistakes Sellers Make

- **Priced Too High:** A home priced above market value sits. Buyers notice. Days on market becomes a negotiating weapon against you. Overpriced homes eventually sell for less than they would have at the right price from the start.
- **Priced Too Low:** Leaving money on the table when the right price could have generated competitive offers instead.
- **Pricing to Need:** "I need \$X to qualify for my next home." The market does not care what you need. Pricing to a personal number, rather than to the data, is how sellers lose.

Nobody pays full price for day-old bread. An overpriced home that lingers on the market collects a stigma that follows it permanently. The first days on MLS are when buyer attention peaks. That window is everything.

How We Price Your Home

We price from sold data, not list prices. What other homes were listed for tells you nothing. What they actually sold for tells you everything. We analyze comparable sold properties in your neighbourhood, account for condition and presentation, and arrive at a number grounded in evidence, not optimism.

In strong market conditions, we may recommend a holdback strategy: pricing slightly below market value and setting a defined offer date. This approach creates competition and often drives the final sale price above what a traditional listing would achieve. It requires precision and experience to execute well, and it is one of the strategies that consistently produces our above-average results.

THE FLOWERS TEAM RULE ON PRICING

We will always give you our honest assessment of your home's value, even when it is not the number you were hoping to hear. Our job is to get you the best outcome, not to tell you what you want to hear. Agents who inflate price to win listings cost sellers money. We price to perform.

What Affects Your Home's Value in Milton

- **Recent Sales:** Comparable sold prices in your neighbourhood in the last 60 to 90 days.
- **Condition and Presentation:** How your home compares to others in condition, updates, and presentation.
- **Location Factors:** School district, proximity to GO transit, parks, and amenities.
- **Timing:** Whether it is spring, fall, or an off-season period.
- **Competition:** How many similar homes are on the market simultaneously.

We factor all of these into our pricing recommendation, and we walk you through the reasoning. You make the final decision, but you make it with full information.

CHAPTER THREE

Preparing Your Home to Compete

The best time to start is before you think you are ready. The best first step is a conversation with our team.

Before a single photo is taken or a listing goes live, your home needs to be ready to compete. In Milton, where buyers have seen dozens of properties, the bar is high. Homes that are well-prepared generate more showings, attract more serious buyers, and sell faster, often for more money.

Start with a Free Home Evaluation

Every seller relationship begins with a free, no-obligation home evaluation. We walk through your property together, assess its condition and positioning in the current market, and give you a clear picture of what it is worth and what, if anything, should be done before listing.

This is the conversation that sets the entire process up for success. Sellers who skip it and go straight to listing often find themselves making decisions under pressure that they would have made better with more time.

Decluttering and Depersonalizing

The most impactful preparation step costs nothing: decluttering and depersonalizing your home. Buyers need to be able to picture themselves living in the space. That is nearly impossible when the home is full of someone else's family photos, personal collections, and accumulated belongings.

Think of it as pre-packing, because that is exactly what it is. Every item you remove now is one less thing to deal with on moving day. Remove personal photographs, edit surfaces down to almost nothing, and take items you cannot use during the listing period to off-site storage. Do not move clutter to the garage, because buyers open the garage.

Repairs and Updates Worth Making

- **Paint:** Fresh paint in neutral tones throughout the home. One of the highest-return investments before a sale.
- **Light Fixtures:** Outdated light fixtures are the number one signal of age. Replace them before listing.
- **Hardware:** Cabinet handles, door knobs, and faucets can be upgraded affordably and elevate the entire look of a kitchen or bathroom.
- **Minor Repairs:** Touch up baseboards, address visible scuffs, fix minor damage. These small items signal neglect to observant buyers.
- **Exterior:** Clean gutters, trim gardens, clear the driveway, and make sure the entrance feels welcoming.

What Not to Fix

Not every renovation pays for itself. Full kitchen or bathroom overhauls rarely recover their full cost in the sale price. We help you identify the targeted, high-return updates and save you from spending money on things that will not move the needle. Every seller gets an honest conversation about what to do, what to skip, and what will generate the strongest return.

DO NOT CHOOSE PAINT COLOURS BEFORE YOUR CONSULTATION

There are dozens of shades of white and neutral, and choosing the wrong undertone undermines the entire staged look. Our stager, Tara Llewellyn, makes paint colour decisions as part of the staging process. Wait for her input before purchasing a single drop of paint.

CHAPTER FOUR

Professional Staging: The Difference You Can Measure

Staging is not about making your home look pretty. It is about making buyers feel something, fast.

Buyers make decisions emotionally first and logically second. They walk into a home and feel something before they think anything. Professional staging is built entirely around creating that emotional reaction, and once that connection is made, buyers move faster and they pay more.

We built our staging program in-house because we believe it is too important to leave to an outside vendor. Every Flowers Team Gold Package client receives full professional staging as part of our service, at no upfront cost, collected only upon a successful sale.

Meet Tara Llewellyn, Our Certified Staging Professional

All Flowers Team staging is led by Tara Llewellyn, our in-house Certified Staging Professional. She earned her certification through QC Design School in 2009. From 2017 to the present, the Milton community has voted Tara its number one stager through Community Votes Milton and Reader's Choice. That is not a paid credential. It is earned through results, client experience, and a decade of consistent, excellent work.

Tara navigates three responsibilities simultaneously. She works as a trusted advisor with sellers, helping them understand what their home needs without sugarcoating. She works as a creative director, developing a staging vision specific to each property. And she works as a logistics manager, coordinating movers, her staging team, cleaners, and the photography team so everything comes together on stage day.

What the Gold Package Includes

- A personal staging consultation where Tara walks through your property and develops a tailored plan.
- A full written preparation checklist outlining everything to do before stage day.
- Complete staging execution in a single day by Tara and her team, using furniture from our 3,500 sq. ft. warehouse.
- A professional cleaner who comes through after staging and before photography.
- Professional photography and videography captured the same day.
- Ongoing support and staging adjustments throughout the listing period.
- Full removal of all staging furniture after the home sells.

The Staging Warehouse

Our 3,500 sq. ft. staging warehouse in Milton holds well over \$500,000 in professionally curated furniture, rugs, art, lighting, and accessories. Over 88 area rugs. Approximately 24 lamps placed in every staged home. Well over 200 items in every stage. Capacity to serve over a dozen properties simultaneously.

Want to see the results in person? Explore our staging gallery at flowersteam.ca/home-staging-milton/gallery, and read more about our full approach in the Flowers Team Staging Guide, available on our website.

7	\$13,832	1,000+	Since 2017
Days faster than Milton average	More in sellers' pockets	Milton homes staged	Voted #1 stager in Milton

What Staging Produces

Industry data from the NAR 2025 Profile of Home Staging found that 81% of buyers said staging made it easier to picture a property as their future home, 49% of sellers' agents reported staging reduced time on market, and 29% of agents reported staging raised the offer price by 1 to 10%.

We do not rely on industry averages. Our own 2025 data shows a 100.02% sale-to-list ratio against the Milton average of 98.67%, and an average of 23.18 days on market against the Milton average of 30. Staging is a core reason why.

CHAPTER FIVE

Marketing That Moves Homes

We are a marketing company that also sells real estate. That distinction is the entire strategy.

Most real estate teams treat marketing as a step in the process. We treat it as the strategy. Marketing is what creates desire. It is what drives buyers to a listing before they have seen the home in person. It is what generates the showing volume that leads to multiple offers. Get the marketing right, and everything that follows gets easier.

The First Showing Is Online

Before a buyer ever books a showing, they have already decided whether they are interested, based on your listing photos. If those photos do not stop them mid-scroll and make them want to see more, the opportunity is gone. Permanently. You get one launch.

This is why staging and photography work together as a single marketing system. Tara stages every room with the photographer's lens in mind. Our professional photography team knows exactly how she sets up a space so they can capture every intentional moment she has created. The result is a listing that performs online, which is where your buyer's decision process begins.

Our In-House Marketing Team

The Flowers Team has a dedicated in-house marketing team, full-time professionals who work exclusively on positioning our listings and our brand. They are not generalists who take on real estate listings on the side. They understand buyer psychology, digital marketing, and how to position a property to attract the right attention at the right time.

Where Your Listing Goes

- **MLS:** Your listing reaches every buyer's agent in the market.
- **Real Estate Portals:** Realtor.ca and all major platforms.
- **Buyer Database:** Our active buyer database, marketed to directly.
- **Social Media:** Facebook, Instagram, and targeted campaigns reaching buyers across the GTA and beyond.
- **Email Campaigns:** Email marketing to active buyers in our pipeline.
- **Video:** YouTube video tours for properties where video adds meaningful value.

Marketing in the Age of AI Search

The way buyers search for homes is changing faster than most agents recognize. Artificial intelligence is reshaping how search engines surface results, with AI-powered tools now answering buyer questions directly rather than simply returning a list of links. If your listing and your agent are not positioned to be found in those results, you are already behind.

The Flowers Team has made AI search visibility a deliberate part of our marketing strategy. Our content, our listings, and our digital presence are structured to be understood and surfaced by AI-driven search tools. We are not waiting for the industry to catch up. We are already there. And our clients benefit from that positioning every time a buyer starts their search.

WHY MARKETING-DRIVEN IS DIFFERENT

A transactional agent lists your home and waits for buyers to find it. A marketing-driven team builds demand before buyers arrive. The difference is not philosophical. It shows up in your final sale price.

The Secret Homes Program

Some sellers prefer to sell without the full public listing process. Our Secret Homes Program provides access to off-market and pre-market sales that never appear publicly. For sellers who value privacy, or who want to test the market before committing to a full launch, this program offers a genuine alternative.

CHAPTER SIX

Navigating Offers and Negotiating the Best Outcome

An offer is not a conclusion. It is the start of a negotiation, and we fight for every dollar.

When an offer arrives, the work is just beginning. The price matters, but it is not the only thing that matters. Closing date, deposit amount, conditions, and the reliability of the buyer all factor into the quality of an offer. We evaluate each one in full and guide you through every decision.

How a Traditional Offer Works

In a traditional offer scenario, a buyer submits an offer at a price and terms they believe reflect the value of the home. You review the offer with your agent and choose one of three paths.

- **Accept:** If the price and terms meet your expectations, you sign the offer and the deal is firm. Both parties are bound by the agreement and the transaction moves toward closing.
- **Reject:** If the offer is too far from where it needs to be, you can decline it entirely. Most sellers prefer to counter rather than walk away, but rejecting is always an option when the gap is simply too wide to bridge.
- **Counter:** You respond with revised terms: a higher price, a different closing date, fewer conditions, or a combination. The buyer can then accept your counter, reject it, or counter back.

A single offer is not a take-it-or-leave-it situation. Price, closing date, conditions, deposit, and inclusions are all negotiable. We bring the same level of analysis and strategy to every offer we receive on your behalf, because the details of the deal matter as much as the headline number.

The Multiple Offer Process in Ontario

01 Registered Offers

Your agent presents all registered offers at the time agreed upon. The moment an offer is registered, every buyer's agent who has shown the property is notified.

02 Disclosure

You receive the number of competing offers from your agent, as required by RECO. Buyers know they are competing, which sharpens their offers.

03 Full Review

You review each offer in detail: price, conditions, closing date, deposit, and buyer reliability. Never let price alone drive the decision.

04 Your Options

You can accept, reject, counter, or invite all buyers to submit their best offer. We advise you on which path maximizes your outcome.

05 Firm Deal

Once an offer is accepted and signed by all parties, you have a firm deal and the transaction moves toward closing.

Bully Offers

A bully offer arrives before a scheduled offer date, typically accompanied by an attempt to create urgency and remove competition. Whether to accept, decline, or counter a bully offer depends on many factors specific to your listing. We advise every seller on the right approach for their situation, and we never make that decision without walking you through the full picture.

What Matters Beyond Price

- **Closing Date:** A closing date that aligns with your plans has real value, whether longer or shorter than standard.
- **Deposit:** A larger deposit signals a serious buyer and provides meaningful recourse if the deal falls through.
- **Conditions:** Fewer conditions mean a cleaner deal. Every condition introduces risk.
- **Buyer Viability:** An offer at the right price from a buyer who cannot close is not a strong offer.
- **Buyer Agent:** An agent with a strong track record and reliable clients is a meaningful sign of a deal that will close.

OUR COMMITMENT AT THE OFFER TABLE

We negotiate on your behalf with the same tenacity we would bring to our own sale. We never accept an offer we have not fully analyzed for you, and we never let excitement drive a decision that data should drive.

CHAPTER SEVEN

Understanding the Full Cost of Selling

Know your numbers before you list. There should be no surprises on closing day.

Before you list your home, you should have a clear picture of what you will net from the sale. We provide every seller with a full Net Proceeds estimate before the listing goes live. Here is a breakdown of what to expect.

Typical Selling Costs in Ontario

Cost Item	Typical Range
Commission	4% to 5% of sale price (plus 13% HST)
Legal Fees	\$1,500 to \$2,000
Mortgage Discharge Penalty	Varies, if breaking a mortgage term early
Pre-Sale Repairs and Preparation	Varies based on property (we help prioritize ROI)
Property Tax Adjustment	Adjusted to your closing date
Moving Costs	\$1,500 to \$5,000 or more depending on distance

Total selling costs typically run 4% to 6% of your sale price. Your Net Proceeds estimate accounts for all of these, so you know exactly what you will walk away with before you commit to anything.

Tax Considerations When Selling in Ontario

For most Ontario homeowners, the principal residence exemption shields the profit from your home sale from capital gains tax. If the property was your principal residence for every year you owned it, the full gain is generally exempt.

If the property was not your principal residence for all years, if it was a rental property, or if there are any unusual circumstances, tax implications may apply. We recommend consulting a qualified Canadian tax advisor before selling any property where this could be a factor. The Flowers Team provides real estate expertise, not tax advice.

Staging Costs: What They Mean for You

Flowers Team Gold Package clients receive professional staging as part of their service. The cost is absorbed into the commission that is collected upon a successful sale. If you were to hire an external staging company independently, comprehensive staging can range from \$5,000 for limited work to \$15,000 or more for a full vacant home transformation. The value of having this included, and having it done to the standard our program delivers, is significant.

STAGING VS. A PRICE REDUCTION

Staging is cheaper than a price reduction every time. A \$10,000 price reduction costs a seller \$10,000. A staging investment that prevents that reduction, or generates thousands more in competitive offers, pays for itself many times over. We have taken over listings from sellers who were stuck on market without staging, staged the property, listed at the same price, and watched it sell.

CHAPTER EIGHT

Should You Sell First or Buy First?

There is no single right answer. There is only the right answer for your situation.

One of the most common questions sellers ask is whether to sell their current home before buying the next one, or to secure the next home first. Both approaches carry real implications, and the right choice depends on your financial position, risk tolerance, and the current market conditions.

Selling First

Selling first means you know your budget with certainty before you start looking. You eliminate the risk of carrying two mortgages, and your offers on the next home are not conditional on your own sale. The trade-

off is that you may feel pressure to buy quickly, particularly if your closing date arrives before you have found the right next home.

Buying First

Buying first lets you find and secure the home you want without the time pressure of an already-sold property. The risk is carrying two properties simultaneously if your current home takes longer to sell than expected. In a strong market where your current home is likely to sell quickly, this risk is manageable. In a softer market, it requires careful financial planning.

Other Options

- **Bridge Financing:** A short-term loan that lets you purchase your next home before your current one closes. The existing home's equity serves as security. Requires lender approval and carries interest costs.
- **Coordinated Closings:** Coordinating closing dates between your sale and your purchase so both happen in alignment. We specialize in negotiating complementary closing dates to minimize the gap between transactions.
- **Sliding Closing Date:** A creative option where the purchase agreement includes a flexible closing worked into the terms, giving you time to sell your current home. Less common but very effective in the right situation.

The Sale of the Buyer's Property Clause

A Sale of the Buyer's Property Clause makes a purchase offer contingent on the buyer successfully selling their own home first. In practice, the deal is not truly firm until the buyer has completed their own sale.

While this clause can provide buyers with some security, it introduces meaningful uncertainty for sellers. In an active market like Milton, where well-prepared homes attract strong interest and motivated buyers, sellers are rarely required to accept this type of condition. Buyers who need to sell first are generally in a weaker negotiating position, and sellers have little reason to take on that risk when other offers are available or likely.

OUR CONCIERGE SERVICE MANAGES THIS FOR YOU

Timing the sale of one home and the purchase of another is one of the most logistically complex parts of the real estate process. Our concierge team coordinates timelines, keeps both transactions moving, and ensures nothing falls through the gap. You have one point of contact for both sides.

CHAPTER NINE

What It Means to Work With the Flowers Team

This is not a transaction. It is a partnership with a team that treats your home like it is our own.

When you list with the Flowers Team, you are not hiring an agent. You are engaging an entire operation built around one outcome: getting you the best possible result from the sale of your home.

Your Team at a Glance

- **Dedicated Agent:** Strategic pricing, market analysis, and offer negotiation handled by your dedicated agent.
- **Concierge:** A personal concierge who manages timelines, keeps you updated, and ensures every detail is covered from start to finish.
- **Staging:** Tara Llewellyn leads your home's staging, from consultation through to reveal day, with a full crew executing the vision.
- **Photography:** Professional photography and videography that make your listing stop buyers mid-scroll.
- **Marketing:** Full-time, in-house marketing professionals who build and execute your listing's digital strategy.
- **Professional Network:** Access to our network of vetted tradespeople, lawyers, mortgage brokers, and financial services contacts.

Clients for Life

Our clients do not become former clients when the deal closes. They become part of a network we continue to serve and support. We help them find tradespeople for their new home. We connect them with contractors for renovations. When they are ready to move again, they call us first.

Over 3,000 Milton families have worked with us. A significant portion of our business comes from past clients and the people they refer to us. That is the most honest measure of what it means to work with a team that genuinely puts its clients first.

25+ Years licensed in Milton	Top 10 Ontario, 7 of last 8 years	200+ Families helped in 2025	16+ Team members and specialists
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Ready to Sell Your Home?

Book your free, no-obligation home evaluation today.

We will walk your property, review the market, and show you the numbers.

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