



THE SMART SELLER'S EDGE

A COMPLETE GUIDE TO PREPARING AND SELLING YOUR HOME
WITH CONFIDENCE

Peter Luo

BROKER · REMAX REALTRON REALTY INC.



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Before we talk strategy, marketing, or numbers, I want you to know who you're working with. I've been representing sellers and buyers across North York and York Region since 2011, and in that time I've learned that selling a home is never just a transaction - it's one of the biggest financial decisions you'll make, and it deserves someone who treats it that way.

This guide walks you through exactly how I approach pricing, preparation, marketing, and negotiation on your behalf. But more than anything, it's an invitation to have a conversation about your goals, on your timeline, with no pressure attached.

PERSONAL MESSAGE

"I don't measure success by how fast a home sells - I measure it by whether my client got the outcome they deserved."





THE REMAX[®] ADVANTAGE

YOU'RE NOT HIRING A BROKERAGE, YOU'RE HIRING A
BROKERAGE BACKED BY THE #1 NAME IN REAL ESTATE

*Source: MMR Strategy Group study of unaided awareness.

WELCOME

Thank You for Considering Me as Your Real Estate Advisor

Selling your home is about more than moving - it's about protecting your equity and maximizing one of your largest investments.

Selling a home today involves far more than simply putting a sign on the lawn. Success requires thoughtful planning, strategic marketing, skilled negotiation, and a deep understanding of the local market.

Homeowners are often faced with important decisions that can directly impact their final result, including:

- Pricing strategically from day one
- Attracting qualified buyers
- Preparing the home to maximize its appeal
- Navigating inspections, conditions, and closing timelines
- Managing showings while balancing everyday life
- Evaluating offers beyond just the purchase price

My role is to help you navigate every step with clarity and confidence.

What You Can Expect When Working With Me

- Honest advice
- Access to trusted industry professionals
- Professional representation
- Prompt communication
- Market expertise
- Strategic guidance from start to finish
- Skilled negotiation



MY STORY



PETER LUO

BROKER | REMAX REALTRON REALTY INC.

I began selling real estate in 2011, laying the foundation for what has become a rewarding and successful career built on trust and results. I hold a Master's degree in Social Science from Jiao Tong University, and I bring that same rigor and discipline — combined with real-world experience — to every transaction I lead today.

Over the years, I have been honored with the RE/MAX Platinum Award in 2017 and again in 2020, recognition of consistent, top-tier performance in a competitive market. I hold the SRS and MCNE designations, reflecting an ongoing commitment to advanced negotiation skills and specialized expertise in seller and buyer representation — tools I apply every day to protect my clients' interests and maximize their outcomes.

Today, as a Broker with RE/MAX Realtron, I work closely and directly with sellers and buyers across North York and York Region, guiding each through one of life's most significant financial decisions with clear communication and steady, dedicated support.

QUICK FACTS

16 Years of Experience

2 Times RE/MAX Platinum Award Winner

SRS & MCNE Designated

Serving Toronto and the GTA

PERSONAL MESSAGE

"Selling your home is more than putting it on the market – it's about positioning it for success. My goal is to provide the market knowledge, strategic marketing, and expert negotiation you need to maximize your home's value and sell with confidence."

A BROKERAGE YOU CAN TRUST

Why Work with a REMAX Realtron REALTOR®?

Throughout its network of accomplished REALTORS®, REMAX Realtron has fostered a culture of excellence and success, proudly earning its reputation as the Home of the Top Producers. As a leading listing brokerage, and widely recognized as the #1 listing brokerage in many communities across the GTA, REMAX Realtron provides clients with full-time professional representation, extended office hours and 24/7 phone accessibility to provide a seamless and responsive client experience from start to finish. Recognized as Leaders in Luxury, REMAX Realtron REALTORS® are committed to delivering exceptional service and results across every market.

FOUNDED IN 1985

One of the first REMAX® franchises in Ontario

41+ YEARS

Of trust, built on integrity, consistency, and results

1,000+ REALTORS®

A powerful network for every client need

12 OFFICES

Across Ontario make it easy to connect with a knowledgeable REALTOR® in your community

DIAMOND MIRACLE

Office status. Over \$1,000,000 donated to Children's Miracle Network®, supporting SickKids Hospital in Toronto

50,000+ FAMILIES

Served, with a legacy of results that continues to grow

LEADERS IN LUXURY

In total volume of listings sold over \$3,000,000, \$6,000,000 and \$10,000,000 in 2025

TOP 10 WORLDWIDE

Ranked among the Top 10 REMAX® brokerages globally for agent count in 2025

A BRAND YOU CAN TRUST

REMAX is the #1 in brand awareness*

When you're selling a home, confidence matters.

Confidence in your agent.

Confidence in the strategy.

Confidence in the advice you're receiving.

As the #1 brand in real estate awareness, REMAX gives sellers the reassurance that they're working with experienced professionals who understand how to position, market, and negotiate one of life's most valuable assets.

REMAX is not just branding and slogans.

Professionalism and confidence sell more homes.

*Source: MMR Strategy Group study of unaided awareness.

REMAX® Is Once Again Voted
the **Most Reputable Real Estate
Company** in Canada



Where Reputation Can Lead to Results

Based on Leger's 2025 Reputation Study that provides a complete sector analysis of reputation for 306 companies in Canada. Data was collected from Nov 14, 2024 to Jan 20, 2025. The information in this advertisement is not an offer to sell, or a solicitation of an offer to buy a franchise. It is for informational purposes only. RE/MAX of Western Canada (1998) LLC and RE/MAX Ontario-Atlantic Canada, Inc. ©2025 RE/MAX, LLC. Each Office Independently Owned and Operated. 25_304

THE SELLER ROADMAP

A Proven Process Designed for Success

01

Initial Consultation: Evaluating Your Needs

We begin by understanding your goals, timeline, and expectations so we can build a tailored selling strategy around your situation.

02

Home Evaluation & Pricing Strategy

I will help provide a Comparative Market Analysis (CMA) to illustrate the multiple perspectives necessary to account for when pricing a home.

03

Prepare the Home for Market

Together, we determine the best way to prepare your home for sale. This may include staging recommendations, repairs, presentation improvements, and overall market readiness.

04

Marketing Your Property

Each home requires a customized marketing approach to maximize exposure. This may include:

PHOTOGRAPHY

STAGING

OPEN HOUSES

SOCIAL MEDIA

TARGETED DIGITAL MARKETING

05

Launch Your Listing

Your home is officially introduced to the market with a strategic launch designed to generate strong buyer interest and maximize showing activity.

06

Review & Negotiate Offers

I will present and explain the benefits and risks of each offer. You can choose to accept, reject, or counter based on price, conditions, and terms.

07

Buyer Due Diligence

The buyer completes their conditions, which may include home inspections, financing approval, and legal review.

08

Closing & Lifetime Client Support

Ownership is transferred at closing, but my support doesn't end there. I remain your trusted resource and advisor long after your home sale is complete.

The Difference Between Listing a Home and Selling for Maximum Value

Listing a home is easy. What sellers truly need is someone who can position their property strategically, minimize risk, and guide decisions that maximize their return.

Which Pricing Strategy Positions Your Home for Maximum Return

I analyze sold data, not asking prices, to determine what your home is truly worth in today's market. This ensures your pricing strategy attracts strong interest while maximizing your final result.

Which Homes Are Priced Strategically vs. Overpriced

Not every list price reflects market reality. I help position your home competitively so it stands out, generates demand, and avoids sitting on the market.

How to Uncover Buyer Demand in Your Area

Understanding local buyer behaviour and neighbourhood trends allows me to position your home where demand is strongest.

How to Maximize Exposure Beyond the MLS

I leverage my network of approximately 1,000 REMAX Realtron agents, along with broader industry relationships, to ensure your home reaches qualified buyers locally and beyond, often before and beyond traditional exposure.

How to Identify and Eliminate Barriers to Sale

Potential concerns, whether presentation, condition, or perception, are identified early so they don't become obstacles during negotiations or inspections.

The Difference Between Listing and Selling Well

Not all offers are equal. I help you evaluate which terms, conditions, and buyer profiles give you the strongest overall result, not just the highest number.



MY APPROACH

What I Analyze Before Recommending a List Price or Selling Strategy

Risk & Protection

Potential challenges are identified early so we can proactively address them and reduce surprises during negotiations or due diligence.

Future Buyer Appeal

I evaluate which features today's buyers will value most, ensuring your home is positioned to attract strong interest and maximize demand.

Property Condition & Presentation

Your home is evaluated through a buyer's lens to ensure it shows at its absolute best and supports top market value.

Market Value

Recent comparable sales are reviewed in detail to ensure your pricing strategy is grounded in real, current market data – not assumptions.

Future Resale Strength

I consider how your home compares within the broader market to ensure it is positioned competitively and appeals to the widest pool of qualified buyers.

Strategic Negotiation Opportunities

I identify areas of leverage in advance so we can attract strong offers and negotiate from a position of strength.

“Every decision is guided by financial protection, strategic positioning, and maximizing your final sale price – not just getting your home on the market.



LET'S MAXIMIZE YOUR HOME'S VALUE

My Promise to You

- | | |
|--|--|
| ☒ Put your interests first | ☒ Communicate openly and honestly |
| ☒ Provide professional advice | ☒ Negotiate strategically |
| ☒ Protect your equity | ☒ Deliver white-glove service |
| ☒ Remain a trusted resource long after closing | ☒ Help you make confident and informed decisions |

“One **good decision** can put thousands more in your pocket.
The **right advice** often pays for itself many times over.

When you list with a REMAX agent, you're not just getting a sign on your lawn. You're getting a sales and marketing strategy that is sharp, perfected, targeted and proven. Most importantly, you're getting a professional who treats your property like a performance, not a transaction.

Strategic From Day One.

**THIS IS NOT ABOUT CHANCE OR LUCK. IT IS
MAXIMUM LEVERAGE.**

I start with market intelligence. A developed pricing strategy built on real-time market data, buyer behaviour, absorption trends and your home's unique and distinguishing attributes.



REMAX REALTRON



WHAT IT MIGHT LOOK LIKE WHEN I JUMP INTO ACTION:

- Full market preparation and staging consultation
- Professional photography, videography, aerials
- Lifestyle and community footage
- Floorplans, 3D tours and virtual walkthroughs
- Virtual staging and renovation rendering

Every touchpoint is designed to create an emotional connection, a sense of urgency and, finally, traction.

A Visual Story That Sells

BUYERS BUY MORE THAN A HOUSE, THEY BUY A STORY.

I build a visual, descriptive campaign that shows your home as more than just a property, presenting it as a lifestyle and a destination worth embracing and pursuing.

Story elements could include:

- Cinematic listing video
- Aerial footage and community highlights
- Story driven photography that builds desire
- Designed print and digital brochures
- Custom graphics for social media rollouts
- A narrative that brings the story home

REMAX agents don't just list homes. They launch them.

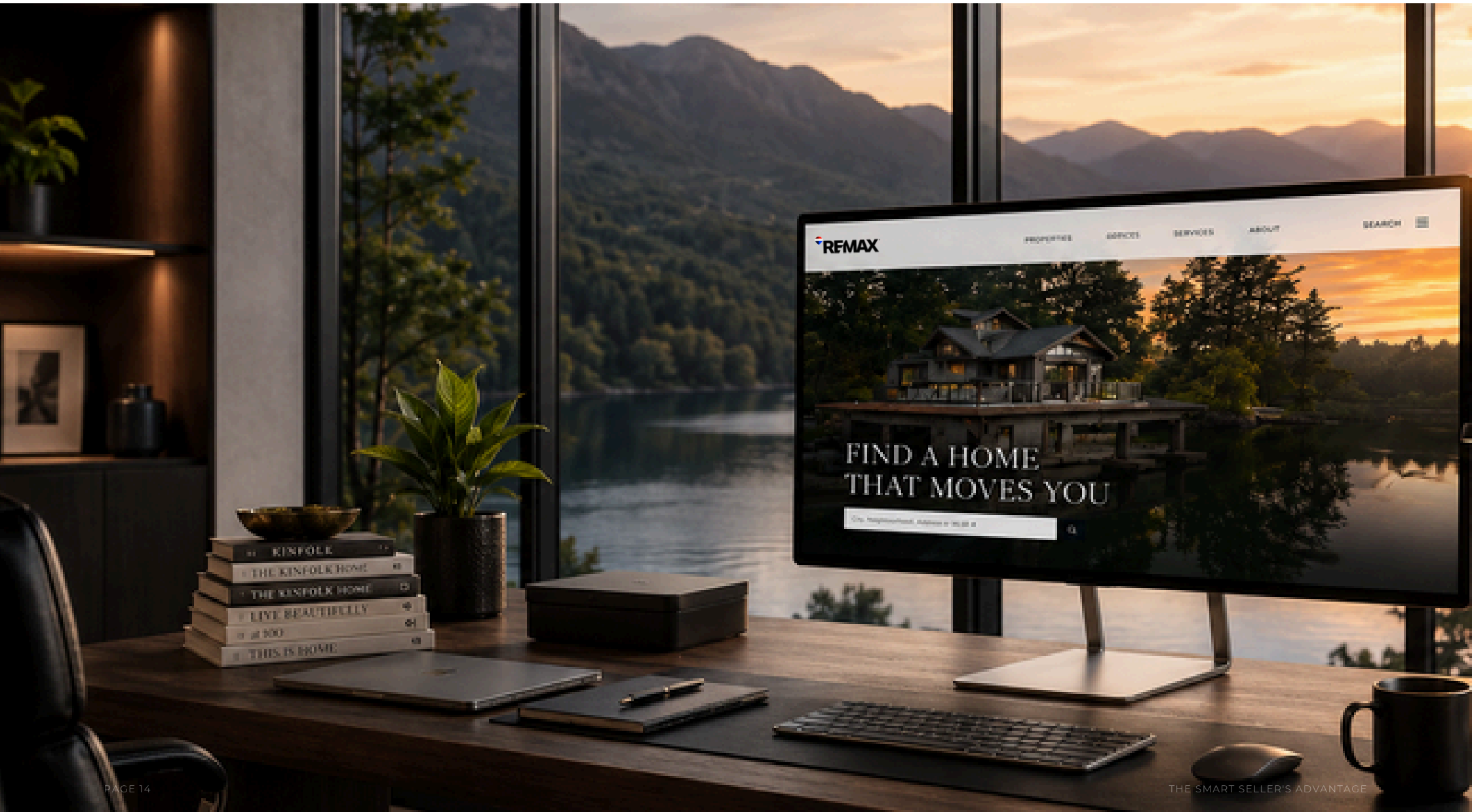




THE SMART SELLER'S ADVANTAGE



The Tech Stack Behind the Strategy





INTELLIGENCE. AUTOMATION. ACCURACY

REMAX agents are powered by MAXTech® powered by BoldTrail and an integrated technology ecosystem that ensures your listing gets in front of the right people, with the right message, at the right time.

- Real-time listing syndication
- Behavioural targeting
- Lead follow up with automation built in
- Feedback loops from every showing
- Smart reporting to help your agent adjust in real time

You get more than tech. You get results powered by it. I have access to more tech, so you get better results.

REMAX AGENTS DON'T JUST LIST HOMES. THEY CONNECT THE WORLD TO THEM.

With a presence in over 110 countries and territories and nearly 9,000 offices, the REMAX network's global footprint is unmatched by any other real estate brand.

- **Worldwide exposure for relocation and international buyers**
- **Brand awareness in major global markets**
- **Cultural fluency and translation tools built into our process**

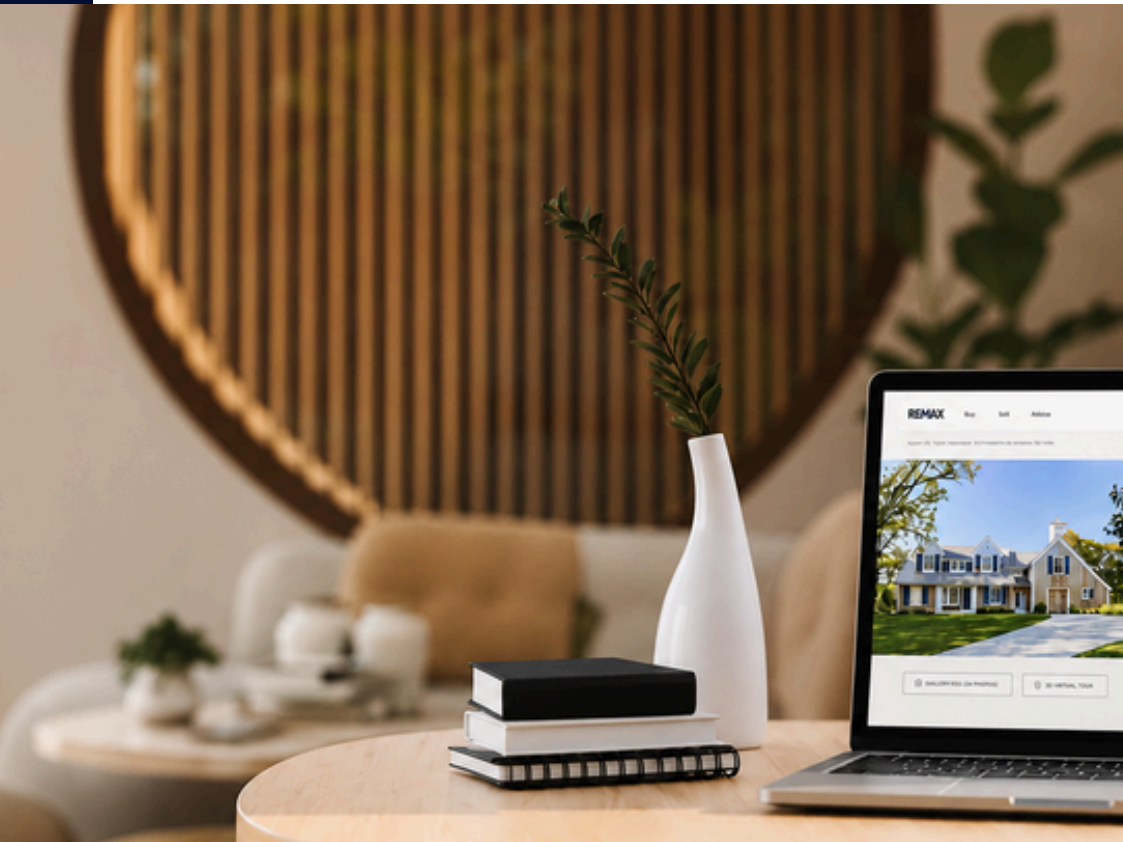
Buyers are everywhere. REMAX meets them where they live.



Maximum Exposure

IT ISN'T ENOUGH TO LOOK GOOD. YOU HAVE TO BE SEEN LOCALLY, NATIONALLY AND INTERNATIONALLY.

Your property is promoted across a global network. Our syndication and distribution is immediate and far reaching.



STRATEGIES COULD INCLUDE:

- MLS syndication across REMAX.com, global.remax.com and more
- Featured listings on high traffic partner sites
- Custom property website with integrated video and lead capture
- Email marketing campaigns to qualified buyers and brokers
- Paid digital campaigns on Facebook, Instagram, LinkedIn, YouTube and TikTok
- Targeted social strategy to amplify reach and generate buzz

This isn't generic, one-size-fits-all marketing. It is a targeted, methodical, precision performance.





Pricing That Positions You to Win

**THE RIGHT PRICE IS NOT AN ACCIDENT.
IT IS YOUR COMPETITIVE EDGE.**

I combine local insight with macro trends to determine the right listing price that commands attention and gets action.

- **Comparative market analysis based on actual buyer patterns**
- **Inventory shifts, appraisal forecasts and property velocity**
- **Strategic pricing built to attract qualified, motivated buyers**
- **Highlighting the emotional and functional edge that makes your home unforgettable**

Online estimates are guesses. My pricing strategy is data-driven and built for execution.

Unmatched Follow Through

**MANY AGENTS DISAPPEAR
AFTER THE LISTING GOES LIVE.
REMAX AGENTS GET LOUDER.**

- Weekly performance reports and showing feedback
- Strategic adjustments to maximize momentum
- Broker previews and open houses
- Concierge level access to vendors, staging and repairs
- Ongoing communication so you're never left guessing

REMAX is only about active, full representation. Not passive waiting.



A close-up, profile view of a man with a beard, wearing a yellow shirt, looking towards a house in the background. A white sign with the words 'FOR SALE' in red capital letters is prominently displayed in the foreground, partially obscuring the man's face and the house. The house has a white exterior and a green roofline. The background is slightly blurred, showing some foliage and a clear sky.

FOR SALE



TOP 10 COSTLY SELLER MISTAKES

Avoid These Common Pitfalls

- 01 Pricing Based on Emotion Instead of Market Value**
Every home has sentimental value, but market value is determined by current market conditions and comparable sales.
- 02 Listing Before Proper Preparation**
First impressions matter. Preparation can significantly impact your final sale price.
- 03 Overlooking Repairs and Presentation**
Small improvements can make a big difference in buyer perception.
- 04 Trying to Time the Market Perfectly**
Focus on your goals and strategy rather than waiting for the "perfect" moment.
- 05 Choosing an Agent Based Solely on Commission**
Experience, negotiation, and strategic marketing often deliver far greater value.
- 06 Pricing Too High to "Leave Room to Negotiate"**
Strategic pricing creates urgency, attracts more buyers, and often leads to stronger offers.
- 07 Ignoring Professional Marketing**
Great marketing creates strong first impressions, increases exposure, and drives buyer interest.
- 08 Focusing Only on Price**
Closing dates, conditions, deposits, and terms all contribute to the strength of an offer.
- 09 Letting Emotion Drive Negotiations**
Successful negotiations are built on strategy, not sentiment.
- 10 Failing to Prepare for Showings**
Every showing is an opportunity to make a lasting first impression.

YOUR PROFESSIONAL RESOURCE NETWORK

More Than Just Real Estate

A successful sale often relies on a team of trusted professionals working together seamlessly. Over the years, I've built strong relationships with experienced service providers who consistently deliver exceptional results. Rather than spending time searching for the right experts, you'll have access to a trusted network of professionals that my clients have come to rely on.



Mortgage Specialists

Competitive financing solutions



Real Estate Lawyers

Protecting your legal interests



Home Inspectors

Independent property evaluations



Contractors

Renovation and improvement expertise



Electricians

Licensed electrical specialists



Plumbers

Trusted plumbing professionals



Insurance Advisors

Protection for your new home



Movers

Smooth, stress-free relocation



Staging & Interior Designers

Presentation and design expertise



CLIENT SUCCESS STORIES

What Clients Say

“

PROFESSIONAL FROM START TO FINISH

I was so impressed by how responsive he was to my questions and concerns. Even late in the evening, Peter was available to answer my calls.

Jenny Kim
Richmond Hill, Ontario

“

EXCEPTIONAL NEGOTIATION

It was an amazing experience to work with Peter. He was calm, detail oriented. We highly recommend Peter if you would like to sell your house.

Sebastian Kautzer
Richmond Hill, Ontario

“

ABOVE AND BEYOND

his service exceeded my expectation and we definitely recommend Peter to anyone need real estate service

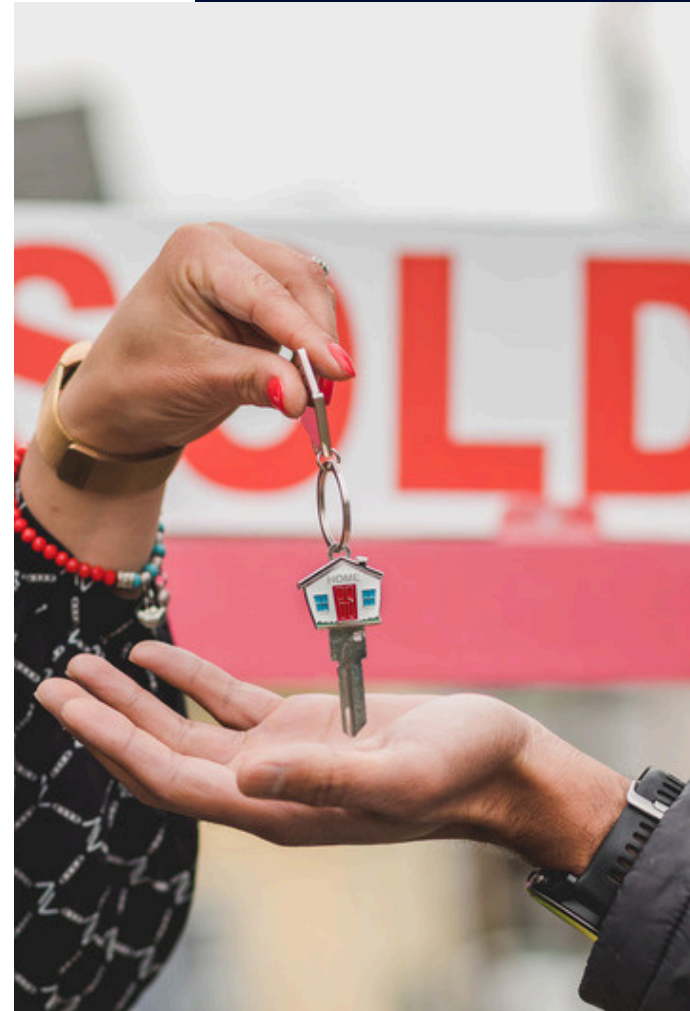
John D'Angelo
Richmond Hill, Ontario

“

TRUSTED ADVISOR

Peter was recommended to me by one of my friend. He helped me found the right house off the MLS system.

Abbas
Aurora, Ontario



Scan to Read More Reviews

See what more clients have to say about working with Peter Luo and REMAX Realtron



Global Reach. Local Strength

Complimentary Seller Consultation

Let's discuss:

Selling your home is more than just listing a property – it's about positioning your home to achieve the best possible outcome. My complimentary seller consultation is designed to give you clarity, confidence, and a strategic plan tailored to your goals. We'll discuss your ideal timeline, pricing strategy, home preparation, and any questions you have about the selling process. I'll also provide insights into current market trends, buyer behavior, and a customized marketing approach designed to showcase your home and maximize its value. By the end of our consultation, you'll have a clear roadmap and the confidence to move forward with a strategy built around your success.



Your goals



Home value &
pricing strategy



Timeline



Home
preparation



Current market
conditions



ABOUT YOUR REALTOR®

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INSTAGRAM

[@betterwithpeter](https://www.instagram.com/betterwithpeter)



Your next chapter begins with a conversation

Scan here to schedule your
consultation



*My objective isn't simply getting your home on the market. My
objective is positioning it to maximize its value and attract the
right buyers*

Peter Luo

· REMAX REALTRON REALTY INC.



When Trust Is Everything



**NAMED #1 MOST
TRUSTED REAL ESTATE
AGENCY IN CANADA,
YEAR AFTER YEAR ***

RE/MAX agents didn't earn trust through marketing and advertising. It was earned through outcomes and professionalism.

- Double the average transaction sides per agent compared to competitors*
- Nearly 1.6 million transaction sides closed in 2025*

When the stakes are high, experience and professionalism matter. So does **trust**.

*Voted most trusted Real Estate Agency brand by American shoppers based on the BrandSpark® American Trust Study years 2022, 2025 and 2019. Transaction sides per agent calculated by RE/MAX based on 2024 data from RealTrends Verified Brokerage Rankings, citing 2024 transaction sides for the 1,256 participating U.S. brokerages that closed 500 transaction sides, excluding 43 who did not report active licensees. RE/MAX average: 11.9. Competitors: 5.3. Full-year 2024. Residential transaction sides worldwide based on internal data.

MAKING A DIFFERENCE LOCALLY

Purpose Beyond Profit

THE BUSINESS IS PERSONAL. SO IS THE IMPACT.

Through the Miracle Home Program, REMAX agents have donated over \$226 million to Children's Miracle Network Hospitals®, U.S. and Canada combined.

By working with me, your purchase can help support a child through this program. That is what real leadership looks like. REMAX has been built on the principle of giving back to the community.



REMAX |  **Children's
Miracle Network**

**Local Homes.
Local Heroes.
\$226M+ Donated.**

¹Since 1992, U.S. and Canada combined. ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 26_115

Here for kids in our community

Helping kids get access to the best treatment and care, specialized equipment, and family-centered healing spaces at their **local children's hospital**.



30 YEARS OF MAKING A DIFFERENCE

All donations stay local and add up to make a big impact towards changing kids' health in your community. It's easy for REMAX to remain competitive in the marketplace while supporting children's hospitals and families in your home communities.

Moving Forward with Confidence

**GO WITH THE NAME THAT CLOSES MORE,
DELIVERS MORE AND HELPS MORE PEOPLE.**

REMAX agents are not average. They are accountable. They are professional. They are strategic. And they are relentless. When you work with a REMAX agent, you are not hoping for a result. You are expecting one. And that is exactly what I deliver.



COMMON SELLER QUESTIONS

Answers Before You Ask

How long does it typically take to sell my home?

Timelines vary by price point, condition, and market conditions, but most well-priced, well-prepared homes generate strong activity within the first two to three weeks on market.

How do you determine my home's list price?

I build a Comparative Market Analysis from recent, comparable sold data, not asking prices, then combine it with current buyer demand and your home's unique features.

What are your fees, and when are they paid?

Commission is paid only on a successful closing and is fully discussed and agreed upon upfront, before we sign any listing agreement, with no surprises later.

What repairs are actually worth making before listing?

Focus on presentation and buyer-facing issues first: paint, decluttering, and small fixes. I'll walk your home with you and flag exactly where your money will make the biggest difference.

What if I receive multiple offers?

I'll walk you through every offer side by side, comparing price, conditions, deposit, and closing timeline, so you can choose the strongest overall outcome, not just the highest number.

Do I need to move out before listing?

No. Many sellers list while still living in the home. We'll build a showing plan that works around your schedule and minimizes day-to-day disruption.

