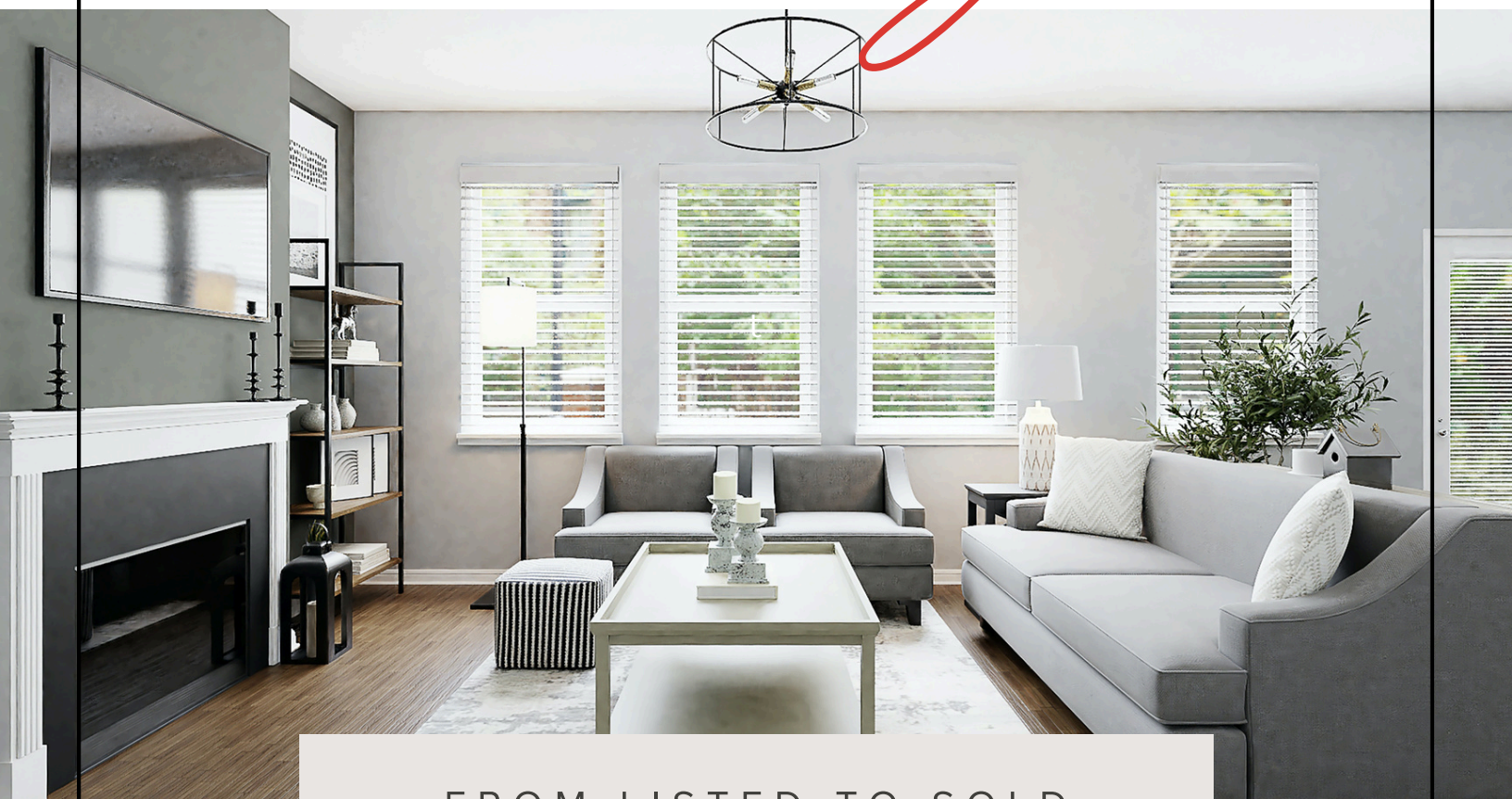


HOME

selling

GUIDE



FROM LISTED TO SOLD

GROUPE
IMMOBILIER ÉLITE
DE MONTRÉAL



MONTREAL'S
ELITE REAL
ESTATE GROUP

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HELLO, NICE TO **MEET YOU!**

I am Jonathan Ehrlick,
YOUR LOCAL REAL ESTATE EXPERT

A longtime friend of the Boyce family, Jonathan Ehrlick began his real estate career as an administrative coordinator for the Boyce Team. Working alongside high-performing brokers, he quickly acquired extensive knowledge and valuable experience. Jonathan went on to obtain his real estate license and became the team's top-performing broker.

Shortly thereafter, "The Boyce Team" became "Montreal's Elite Real Estate Group," and Jon was appointed the team's Director of Operations.

Proud of building lasting relationships with his clients and consistently pursuing his goals, Jon remains one of Montreal's Elite's top-performing brokers.

He now mentors the team's brokers to help them grow their businesses, while continuing to find new ways to deliver exceptional value to his colleagues and clients!



Our experience with Jon was absolutely fantastic from start to finish! From our very first meeting, we felt comfortable and confident with him guiding us through the entire process. Jon was always there when we needed him, answering our questions quickly and clearly. You can tell he loves what he does, and that enthusiasm makes all the difference. His honest advice helped us make the best decisions. We wouldn't hesitate to recommend Jon to our friends and family.

LET'S CONNECT

☎ 514-830-5825

✉ JON@ELITEREALESTATEGROUP.COM

🌐 WWW.ELITEREALESTATEGROUP.COM

MEET OUR *Team*

Montreal's Elite Real Estate Group was founded in 1989 by James Boyce, with Maureen Boyce joining the business in 2000. In 2010, their son Logan Boyce came on board, bringing a new era of energy and innovation. What started as a family venture has since evolved into the largest mega team in the West Island – proudly earning ICON status sales accolades and a reputation for unparalleled client satisfaction.

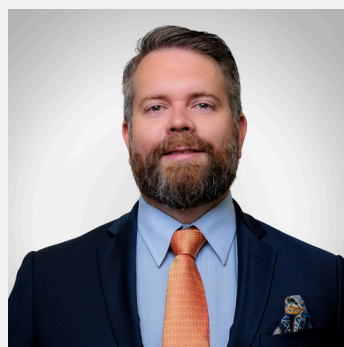
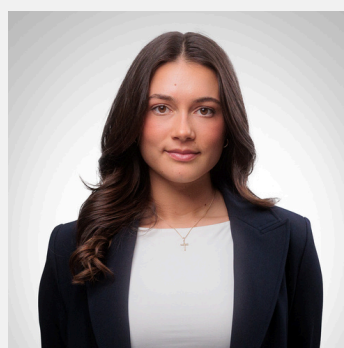
Today, our success is fueled not only by the strength of our leadership, but by the dedication of every member of our team. Each broker brings their own unique skills, market expertise, and passion for client service – creating a collaborative culture where results and relationships thrive.

Real estate is an ever-evolving industry, and having a dynamic, full-service team behind you ensures you're always one step ahead. With James and Maureen's decades of experience, Logan's marketing and tech-savvy approach, and a powerhouse team of professionals committed to excellence, you're in the very best hands. Take a read through the rest of this package — and let's get this adventure started together.



THE FACES BEHIND

montreal's elite real estate group



WHY WORK WITH A TEAM



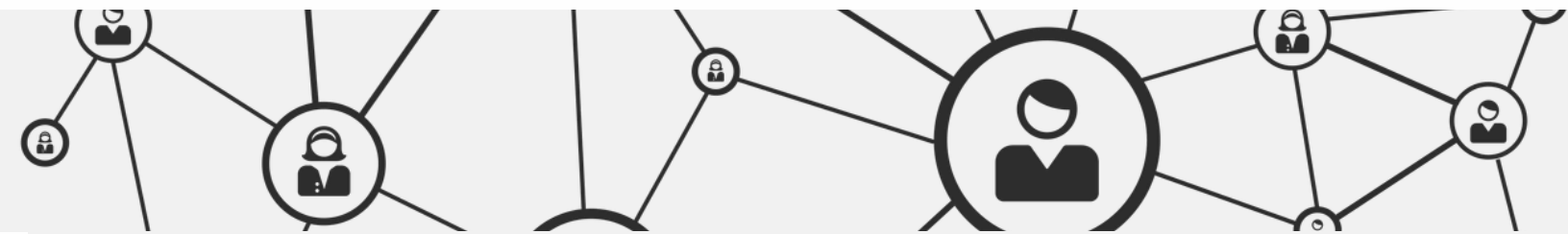
When you work with a solo broker, you're tapping into one person's experience, and more importantly, one person's network. Most brokers have a limited number of past clients and active buyers. When they list your home, they may notify a couple of interested parties... but two extra potential clients won't move the needle.

Now imagine having not one, but twenty agents – each with their own reach, relationships, and active buyers.

At Montreal's Elite, we combine our collective client databases, which now exceed 40,000+ qualified contacts, and we're adding hundreds more each month.

- ✓ **20+ Agents**
- ✓ **40,000+ Contacts**
- ✓ **Hundreds of Active Buyers**

**More reach. More showings. More offers.
That's the power of a team.**



THE GLOBAL REACH

Not familiar with eXp Realty? That's okay. They don't invest in flashy brand advertising. Instead, **eXp reinvests revenue directly into their brokers**, giving them the tools and technology to better serve clients.



We've been with Royal LePage and Keller Williams, and after experiencing both, we chose eXp. Why? Because their innovative model empowers us to **invest more in marketing your home**, operate with **lower overhead**, and ultimately **deliver more value** — without compromise.

More marketing power
Lower costs
Smarter systems
A higher standard of service



GLOBAL REACH, LOCAL IMPACT

Real estate knows no borders. With international buyers turning to Montreal, your property deserves global exposure.

As part of eXp Realty, the fastest-growing real estate brokerage in the world with over 89,000 agents in 24+ countries, we tap into a powerful global network to market your home far beyond the local market—maximizing visibility and attracting serious buyers worldwide.

THE NUMBERS

A LITTLE INFORMATIVE SNAPSHOT OF HOW WE SELL.

STRENGTH IN NUMBERS

As the **largest real estate team in Montreal's West Island**, we're more than just a group – we're a powerhouse of over 20 dedicated professionals working together to get the best results for you.



236

ANNUAL TRANSACTIONS

Number of transactions in 2024. We're constantly growing, adding more value for you to make sure we always provide the best possible service imaginable.

DAYS ON MARKET

On average, it takes just 35 days from the moment your property hits the market to the day all conditions are fulfilled and the sale is firm. That means SOLD, no more uncertainty, just peace of mind. So, rest easy!

35

99%

LISTING PRICE TO SALES PRICE RATION

This percentage reflects how much we secure for our listings compared to their asking price. While the provincial average in Quebec is approx. 97%, our listings consistently perform above that.

1,411

TRANSACTIONS

ALL TIME STATS

550M

SALES VOLUME

THE HOME SELLING PROCESS

1

ESTABLISH A PRICE

We'll review comparable listings and take into account your home's location, condition, and unique features. From there, we'll arrive at a price you're comfortable with.

2

PREPARE TO LIST

We assess the home's condition and recommend simple updates, including cleaning, decluttering, and minor touch-ups to make sure it shows beautifully.

3

LIST YOUR HOME

Professional photography is key to standing out online. We use high-quality photos, 3D tours, drone footage, and more to showcase your home at its best.

4

SHOWINGS

This is often the toughest part, keeping your home show-ready. But don't worry, we aim to schedule most visits over just a weekend or two to keep things manageable.

5

OFFERS AND NEGOTIATIONS

We'll review each offer in detail, discuss which one best aligns with your goals, and guide you through the next steps – whether that means accepting, declining, or making a counteroffer.

6

FINALIZING CONDITIONS

During this stage, the buyers will complete their financing and inspections. We'll be by your side throughout the process, ensuring everything stays on track.

7

CLOSING DAY

Schedule the closing, hand over the keys, and get ready to begin your next chapter with confidence.



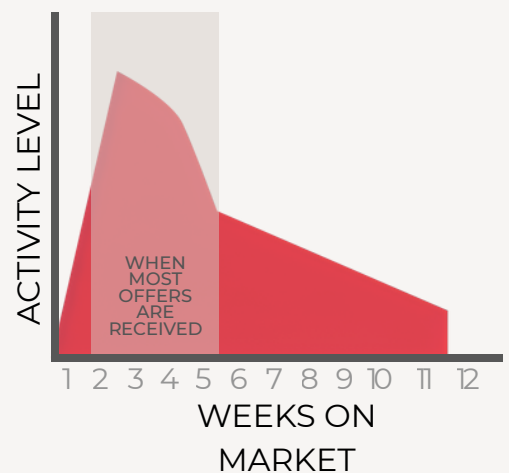
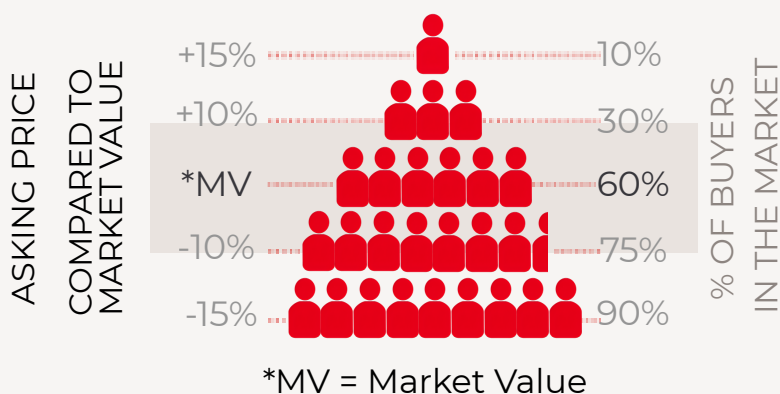
PRICING *your* HOME



Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.





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 • Landscaping: Keep it clean and low maintenance – trimmed hedges, mulched beds, and manicured lawns • Driveway & Walkways - power wash and repair cracks or holes if necessary • Clean interior and exterior windows • Roof & Gutters: Clean out gutters and fix loose shingles or flashing
2	INTERIOR • Remove personal items, excessive decorations & furniture • Replace or clean carpets • Get rid of clutter and organize and clean closets • Apply a fresh coat of paint to walls, trim, and ceilings • Replace outdated ceiling fixtures and clean lighting fixtures • Be sure that all light bulbs are in working order • Dehumidify and air it out the basement – buyers are wary of moisture
3	PAINT & FIXTURES • Use soft neutrals like warm whites, greige (gray-beige), or taupe. Avoid bold accent walls. • Benjamin Moore "Chantilly Lace" or "Classic Gray" are local favourites • Cabinet Hardware: Easy and affordable – switch outdated knobs and pulls to sleek black, gold, or stainless. • Switch Plates & Vents: Replace yellowed or mismatched covers and vents with new white ones – tiny detail, big impact.

A PICTURE IS WORTH

a thousand words



In today's market, photos are your home's first showing and often the deciding factor for buyers. With most searches starting online, high-quality images are key to attracting attention, generating showings, and ultimately securing a sale. As your brokers, we ensure your home is professionally photographed to highlight its best features and stand out from the competition.

Listings with professional photos sell **FASTER** & for **MORE MONEY** than listings with amateur photos. Homes with professional photos **sell 32% faster** on average than those with amateur photos.

The home buying journey begins online. Over 90% of home buyers turn to the internet as their primary tool when searching. 87% of buyers say that **high-quality photos** are one of the most useful elements when looking for a home.

Listings with high-quality photos receive **118% MORE views** than those with low-quality images. This striking difference highlights just how crucial it is to stand out in today's crowded and competitive online marketplace.

PROPERTY TOURS AND MEDIA

SHOWCASING YOUR HOME FROM EVERY ANGLE

VIRTUAL TOURS

We offer immersive virtual tours to showcase your home to buyers anytime, anywhere – maximizing exposure while respecting your comfort and schedule.

VIDEOGRAPHY

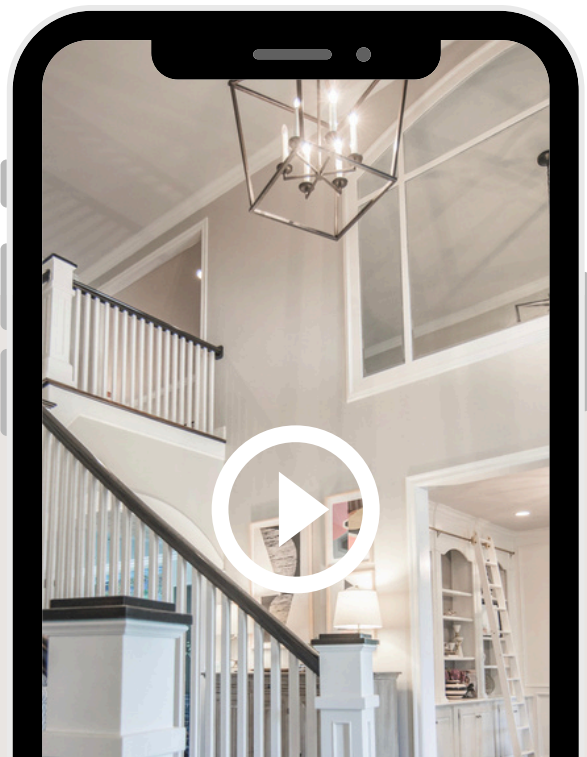
Homes with a video receive up to 2.5 times more views and can sell up to 68% faster. We'll only recommend video when it truly enhances your home's presentation and supports a stronger, more effective sale.

DRONE PHOTOGRAPHY

With professional drone photography, we capture stunning aerial views that highlight your home's unique features, setting it apart and making a powerful first impression.

STAGING

Professionally staged homes can sell faster by helping buyers visualize the space's full potential. While staging isn't always necessary, we'll recommend it when it adds value and helps your home make a stronger impression.



LISTING

PHOTOSHOOT CHECKLIST

- ☐ Declutter & clear unnecessary items
- ☐ Clean floors, surfaces, mirrors, and windows
- ☐ Clear showers and shut toilet lids
- ☐ Open all blinds and curtains for natural light
- ☐ Turn on all lights
- ☐ Turn off ceiling fans
- ☐ Consider storing away a few personal items such as photos and toiletries
- ☐ Clear kitchen counters, bedside tables, bathroom vanities
- ☐ Make the beds neatly and professionally
- ☐ Tidy up the exterior, lawn is mowed, gardens are ready, snow cleared
- ☐ Provide easy access to all areas for the photographer





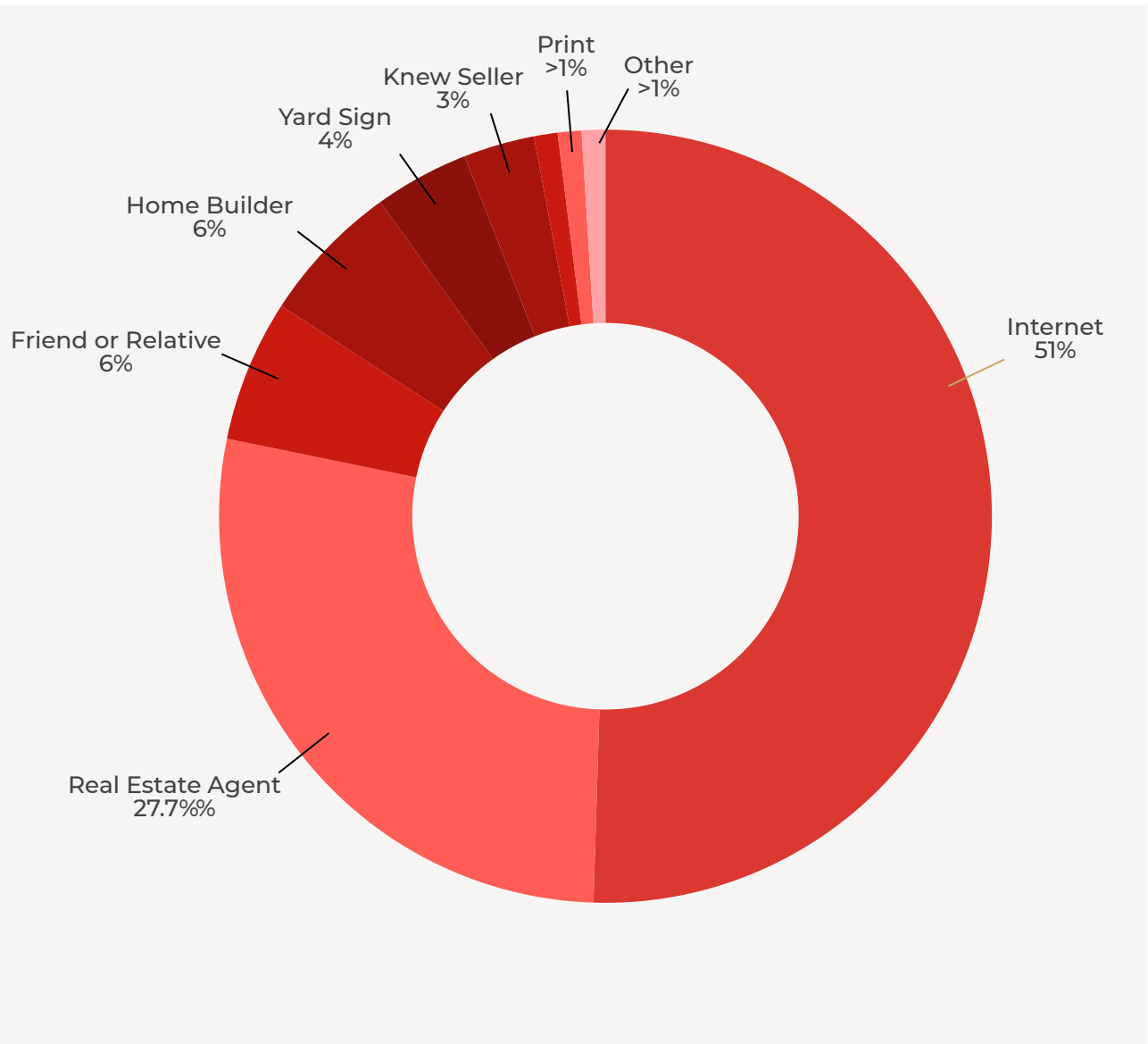
MARKETING

plan

NETWORKING	SIGNAGE	SUPERIOR ONLINE EXPOSURE
A large percentage of transactions happen through collaboration with other brokers. We actively promote your property to our network of brokers across Quebec to maximize exposure.	A sign will be placed in your yard as well as directional signs and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.	Today's buyers start their home search online. Your home will be showcased on Centris, Realtor.ca, as well as our team's high-traffic website and social media channels.
EMAIL MARKETING	PROPERTY FLYERS	STAGING
Your listing will be featured in targeted email campaigns sent to our extensive database of active buyers and to our network of brokers across Quebec.	Professionally designed, bilingual property flyers can be displayed and distributed at open houses. These highlight key features and help buyers remember what sets your property apart.	We assess your staging needs during our first meeting and get the job done regardless of whether you need a little spruce or a larger overhaul.
SHOWINGS	OPEN HOUSES	SOCIAL MEDIA
Showings are coordinated through a professional scheduling system, and we follow up promptly with all visiting agents to gather valuable feedback.	Our team hosts both public and broker open houses, timed for maximum traffic and exposure.	Social media is a crucial step to getting your home sold and our social media presence is growing everyday which means your home gets in front of more eyes.

WHERE DO BUYERS

FIND THEIR HOME?



OFFERS



Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer conditions in an offer, such as financing or inspection, the smoother and faster the transaction typically is. Offers with shorter deadlines for conditions are often more attractive.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

A serious buyer will usually include a mortgage pre-approval from a recognized lender. This gives sellers added confidence that the buyer is financially able to complete the purchase.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

REPAIR REQUESTS

If your home needs work, but you're not in a position to make repairs, an offer from a buyer willing to accept the property "as is" can be the right fit.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors then it probably won't be the better offer.

CASH OFFERS



Through our extensive network of qualified investors, we have access to buyers who are ready to make cash offers at a moment's notice. This can be an excellent option for sellers looking for a quick, hassle-free transaction.

While cash offers are typically below full market value, they offer the advantage of speed, convenience, and certainty.

CASH OFFER ADVANTAGES

1

CLOSE WHEN YOU WANT

You choose the signing and moving date that works best for you. Whether you need a fast sale or extra time to transition, the timeline is flexible

2

NO FEES

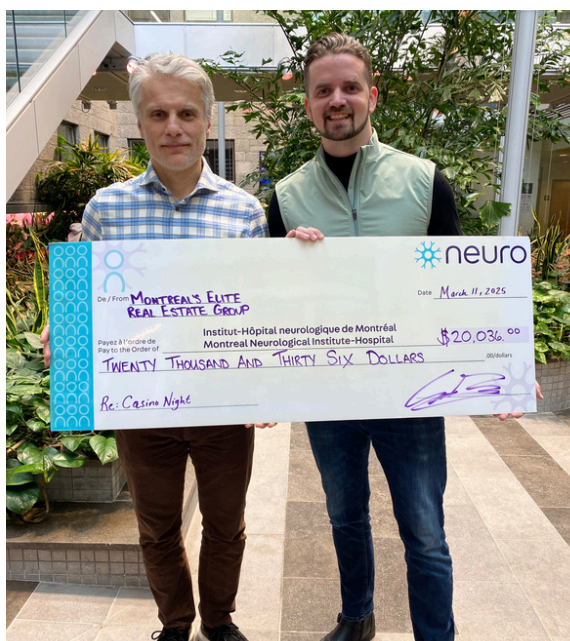
There are no agent commissions or hidden fees – what's offered is what you take home.

You won't need to worry about marketing costs, staging, or repairs.

3

BUY AS IS

No repairs, updates, or cleanup needed. The buyer purchases the property without legal warranty, and you can leave behind any unwanted items – the buyer will take care of the rest.



GIVING BACK

At Montreal's Elite Real Estate Group, community means everything. We believe in giving back to the people and places that support us, and one cause that's especially close to our hearts is the **Montreal Neurological Institute.**

Each year, we proudly organize an annual fundraiser on behalf of The Neuro, an institution that quite literally saved the life of our team leader, who underwent life-saving brain surgery there. This event is more than a fundraiser; it's our way of honouring the incredible care and expertise of The Neuro, while rallying the community around a mission that affects so many families.

In 2024, with the generous support of local vendors, partners, clients, and friends, we raised an amazing **\$20,036** during our Casino Night event. It was an unforgettable evening filled with casino games, a silent auction, raffles, and most importantly, connection, compassion, and community spirit.

We're always so grateful and privileged to work with the Montreal Neuro and support the life-saving work they do. We hope to see you at our next event!

JUST FOR MEETING US

Just for meeting with us, we will donate \$25 to whichever charity you wish. Thank you for carving the time out of your day, whether we work together or not.



RECAP

WHY SELLERS CHOOSE US

THE TEAM & OUR EXPERIENCE

Not all brokers can boast over 100 years of combined real estate experience—but we can. With a team approach, you're backed by multiple experts, not just one, ensuring no detail is ever missed.

PROVEN RESULTS

With an average of just 35 days on market, a 99% list-to-sale price ratio, and over \$550 million in closed sales, our results speak for themselves.

WORLD-CLASS MARKETING

From strategic pricing to targeted advertising and professional photography, we showcase your home in its best light, everywhere that matters.

OFFERS & EXPERT NEGOTIATION

We price with purpose to spark demand, and when the offers come in, we negotiate relentlessly to protect your bottom line and exceed your expectations. Plus, with our large network of qualified investors, we may even be able to secure an off-market offer if timing or discretion is important to you.

COMMUNITY MATTERS

Giving back is part of who we are. From supporting the Montreal Neuro to local initiatives across the West Island, we're proud to serve the community we also call home.

WHAT OUR CLIENTS SAY

Google Reviews

5.0 ★★★★★



Nicolas Leyssenne

29/04/2025



Agente immobilière de toute beauté !!! Service impeccable, toujours à l'heure, réponds en tout temps et à toute heure de la journée, travaille en permanence. Professionnelle et nous a aidé à concilier et conclure notre achat en 2 deux semaines. Un seul mot pour résumé PERFECTION !!! . Merci encore !!!



Jessica Zub

11/05/2024



Colleen is absolutely incredible! Very knowledgeable and calm throughout the whole buying process. She is very thorough and has a great team around her. I am very pleased with the entire experience and can't wait to move into my new place!



Varinder Sarpal

16/02/2025



Great experience dealing with Stylianos! He was a true professional and went above and beyond to help me find my home. He listened attentively to my needs and was diligent in finding me the right fit for me. Would highly recommend speaking with him for anyone looking to buy a property.



Mahsa Ravanbakhsh

22/07/2024



Working with Suzy as our real estate broker agent was an absolute pleasure. From start to finish, she demonstrated exceptional professionalism, patience, and care that exceeded our expectations.

Suzy's unwavering commitment to our satisfaction truly made the difference in our real estate journey. We wholeheartedly recommend Suzy to anyone looking for a reliable, knowledgeable, and caring real estate professional. Without a doubt, we will continue to work with Suzy for all of our future real estate needs.



Riviere Tran-Vuong

21/11/2024



He was always available to answer our questions and concerns. As first time home buyers, Severo made sure that our shopping process was simple and easy. I highly recommend Severo!



Ron Lapointe

03/09/2023



Very happy with the service we received. Very Professional. Would recommend Montreal's Elite all day!



Janet Lamarche

18/04/2024



Styli was professional, knowledgeable, and always a pleasure to work with. He made the entire home-buying experience truly enjoyable. I wholeheartedly recommend Elite Real Estate Group!



Natalka Lee

02/02/2025



From the moment we interviewed them, to the time we signed the accepted offer, Martin gave us 110% of his service. We felt very well taken care of and we would confidently refer Montreal's Elite Real Estate Group to anyone seeking highly professional and knowledgeable brokers.



Nicolas Leyssenne

28/05/2025



Working with Suzanne Larmour has been an absolute pleasure. A thorough professional, she understood our requirements and worked diligently on our house hunting. She's been attentive at every step and displayed patience throughout the process despite its challenges. We would be happy to work with her again. Thank you!!

FAQ

HOW LONG DOES THE PROCESS USUALLY TAKE?

Buying a home can happen in a week or take months. We will work with you to make it happen as quickly as possible.

WHAT SHOULD I EXPECT DURING AN OPEN HOUSE?

We handle everything, marketing, staging advice, setup, and follow-up. You don't need to be present, and we'll provide feedback and updates afterward.

CAN YOU HELP ME BUY MY NEXT HOME TOO?

Absolutely! Our team handles both buying and selling, so if you're moving locally or out of town, we can support your full transition.

WHAT IF I WANT TO SELL PRIVATELY OR OFF-MARKET?

We understand that discretion is important to some sellers. We have a network of investors and qualified buyers we can tap into for private, off-market opportunities.

ARE THERE ANY UPFRONT COSTS?

In most cases, you won't pay anything upfront. Our commission is paid at the time of sale, from the proceeds of the sale.

WHAT HAPPENS IF I GET MULTIPLE OFFERS?

We'll present and explain all offers clearly, and negotiate to get you the best terms—whether that's price, flexibility, or other important factors.

WHAT IS A BUYERS OR SELLERS MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

RECOMMENDED

RESOURCES

MORTGAGE BROKER

DAVID MANCINI - ORBIS GROUP

(514) 234-9650

David.mancini@groupeorbis.com

MORTGAGE SPECIALIST

ALINE AOUEISS - BMO

(514) 884-4761

Aline.Aoueiss@bmo.com

BUILDING INSPECTOR

JONATHAN BETTERIDGE

(514) 574-3320

betterinspec@gmail.com

NOTARY

SABRINA STRATHMEIER

(514) 390-3478

sstrathmeier@notarius.net

FOUNDATION REPAIR

SOLAGE SOLIDE

(514) 901-0999

www.solagesolide.com

PLUMBING

WILLIAM EMOND

(514) 799-3099

wefixplomberie@gmail.com

ELECTRICIAN

TITAN ELECTRIQUE

(514) 829-6416

info@titanelectrique.ca

HVAC SPECIALIST

WESTAIR INC

(514) 779-3948

westairmtl@gmail.com



READY TO GET STARTED?



ELITEREALESTATEGROUP.COM

FOLLOW ALONG

