

Downsizing Made Simple



www.DarbyHiles.ca

Darby Hiles– Broker

You Name It, Darby Does It



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– Gab Quinn

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– Kelly Haslan

"Darby is absolutely amazing!! He is very knowledgeable, personable, organized and extremely hardworking!! Darby went above and beyond my expectations of a realtor!! His referral program gives back to the community and that shows his humility!! Darby's excitement and goodwill is shown through his work!! Let him sell your house!!"

– Tracey Pletz

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Our Step by Step Process to Help You Downsize

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Prepare



Why Now?

Why do you want to downsize?



What do you want?

**How do I know what size or
type of home is right for me?**



How do I get the best price for my current home?

Prep Home for Sale



1. Schedule and coordinate a professional home inspection
2. Review and Summarize Inspection Findings in a clear actionable report
3. Create a prioritized list of repairs or upgrades based on the inspection
4. Hire and oversee contractors to address minor issues identified during inspection
5. Coordinate drywall repair, paint touch ups for walls, doors, trim, baseboards
6. Coordinate handyman to address leaky faucets, squeaky doors, broken lights etc.
7. Replace outdated hardware
8. Oversee all repairs to ensure top quality results
9. Pack non essential items and move to storage to minimize clutter
10. Stage each room for "Best Use"



The Decision

**How do I handle the emotional
challenges involved in
downsizing?**

Acknowledge Attachments and Honor Your Memories

The Decision



Recognize that it's normal to feel attached to a long-time home and the memories that were made there.

Create a Memory Box or Photo Album: Preserve keepsakes, photographs, or small items that hold sentimental value. Take pictures of special spaces in the home to keep those memories alive.

Host a Farewell Gathering: Have a small gathering with friends and family in the home before the move. This allows for closure and an opportunity to celebrate the experiences shared there and make one last great memory.

Manage Uncertainty and Stay Positive: Step-by-Step

The Decision



Break the Process into Manageable Steps: We have a detailed downsizing checklist you can follow for 60 days or you can work with us and have all of it done on your behalf. Focusing on small, achievable tasks reduces overwhelm and helps maintain momentum.

Visualize the Next Chapter: Think about what excites you about your new lifestyle—less maintenance, more freedom, new community activities, or travel. Keeping the focus on these positive outcomes can help shift your perspective of this move to be a positive one.

Lean on Professional Guidance: We're there every step of the way, offering expert advice and support so you're never navigating big decisions or tasks alone.

Build a Supportive Community Around the Move

The Decision



Connect with Others Who Are Downsizing: The transition can be a positive one, we have a community of others who are also downsizing.

Attend Workshops or Support Sessions: Perfect you're here! Workshops or online groups where you can learn tips, experiences, and get encouragement from others going through the same process is extremely valuable.

Access to Trusted Resources: We have a network of reliable movers, organizers, counselors, painters, contractors and more to make the process less isolating and more manageable.



Where do I go?

**Which neighborhoods or
communities are best suited
to my new lifestyle?**

Contact Darby Hiles: (705)984-5760

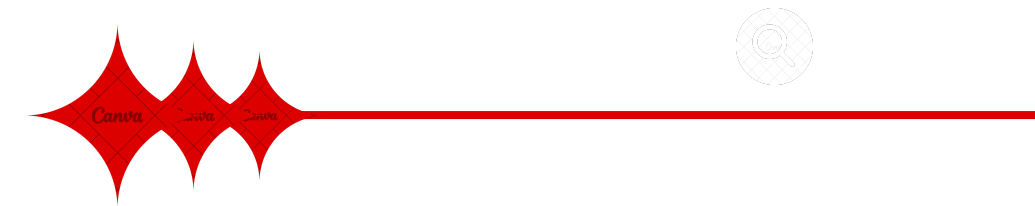


Meet with Our Downsizing Coordinator

**We'll create a customized plan
that ensures your move is
simple & smooth**

Book your meeting: Darbyhiles.ca

What to do first?



1

MAKE A PLAN

6 months or 2 years!
Strategize early, declutter regularly,
prioritize essentials and start!

2

TACKLE THE DIFFICULT

Tackle the toughest tasks first to
boost productivity and reduce stress

3

MAKE IT LEAVE

Swiftly clear items away to avoid
second-guessing and keep your
decisions firm and decisive

4

ACCOUNTABILITY PARTNER

Boost your motivation and reach
your goals faster with an
accountability partner by your side!

How to Start?

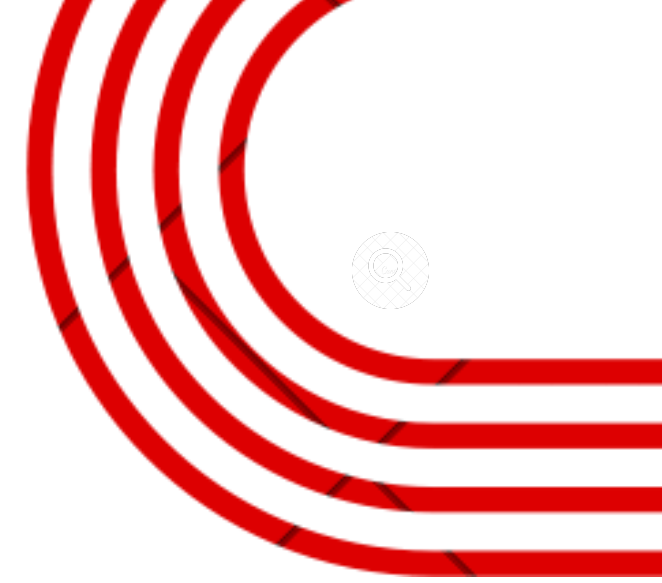


- Set a realistic goal
- Commit
- Get help



The journey of a thousand miles
begins with a single step. ~Lao-tzu

The Sorting Process



1.

KEEP

Focus on retaining only the essentials and items you use regularly. Aim to keep these "must-have" items to a maximum of 25% of your total belongings

2.

SELL

Rehoming gently used treasures—from clothing and furniture to household items. Not only will these items bring happiness to their new owners, but you'll also be keeping them out of landfills

3.

DONATE

For items that cannot be sold, donating them is a noble act that can uplift the spirits and restore dignity to those in need, bringing joy and hope into their lives

4.

DISCARD

For items that are beyond repair and have outlived their usefulness, dispose of them in an environmentally responsible manner



Ask?

?

WHAT DOES THIS MEAN TO
ME?

?

DO I NEED IT?

?

WILL I USE IT?

?

CAN SOMEONE ELSE USE IT
NOW?

?

WILL SOMEONE
APPRECIATE IT WHEN I'M
GONE?



Decluttering Physical Spaces

Rehoming gently used treasures—from clothing and furniture to household items. Not only will these items bring happiness to their new owners, but you'll also be keeping them out of landfills



- Consignment
- Online buy & sell
- MaxSold (anything)
- Transition Squad (anything)
- Garage / street sale
- Church rummage sale

Donate

- Church
- Women Shelter
- Family Shelter
- Habitat for humanity
- Restore it
- Furniture bank
- Diabetes Canada
- Second Life Books

Rehoming gently used treasures—from clothing and furniture to household items. Not only will these items bring happiness to their new owners, but you'll also be keeping them out of landfills



5 Things You Must Know About MaxSold Auctions



1.

EVERYTHING SELLS

From furniture and appliances to books, décor, and even unopened pantry items. All items start at \$1

2.

FAST TIMELINES

Most MaxSold auctions wrap up in about 2 weeks, making it a perfect option if you need to clear out a home quickly.

3.

WIDER REACH

Your items aren't limited to local foot traffic. MaxSold auctions attract online bidders from near and far.

4.

PROFESSIONAL HELP

Handles the sorting, cataloging, photography, and even rehoming unsold items so you don't have to stress.

5.

ETHICAL & ECO-FRIENDLY

Designed to reduce waste by rehoming items instead of sending them to landfill.





How Much?

**How much will downsizing
cost me?**

The Costs of Downsizing

How Much



1. Staging, Repairs, and Pre-sale Prep

Staging

Minor repairs/updates

Deep cleaning

Packing Services

2. Moving Costs

Full-service movers/storage

Junk Removal

Packing supplies

Cleaning services for new home

Total Estimate:

\$13,200

The Costs of Downsizing when Working with Darby

How Much



1. Staging, Repairs, and Pre-sale Prep

Staging: FREE

Minor repairs/updates: FREE

Deep cleaning: FREE

Packing Services: FREE

Subtotal: **FREE**

2. Moving Costs

Full-service movers/storage: FREE

Junk Removal: FREE

Packing supplies: FREE

Cleaning services for new home: FREE

Subtotal: **FREE**

You Save Up to:
\$13,200



Downsizing Made Simple

**Get Your Free Personalized
Plan Today and Start
Preparing**

Book your meeting: Darbyhiles.ca



Market

Digital Marketing

Sell Your Home Fast

I implement a comprehensive digital marketing strategy to effectively promote your home and connect with the widest audience of potential buyers. Our goal is to maximize exposure, generate qualified leads, and ultimately sell your home quickly and for the best possible price.



Presence

Reach Buyers Where They Are

By consistently posting valuable content, running targeted advertising campaigns, and fostering connections with my network, I'm able to reach a vast audience of potential homebuyers and professional realtors, ultimately building awareness of your listing.





Ads

Laser-Targeting Buyers with Social Media Advertising

In addition to organic social media efforts, I leverage paid advertising to further amplify the visibility of your listing. By utilizing advanced targeting capabilities, I can reach highly qualified buyers who are actively searching for homes in your area, ensuring your property gets in front of the right people at the right time.



Google Ads





Google Ads

for a page or campaign			
Overview	View (2 filters) All campaigns	All time	D
+ New campaign			
Clicks ▾	Impressions ▾	Avg. CPC	Cost
6.16K	560K	\$0.48	\$2.94K

Capture Buyer Demand

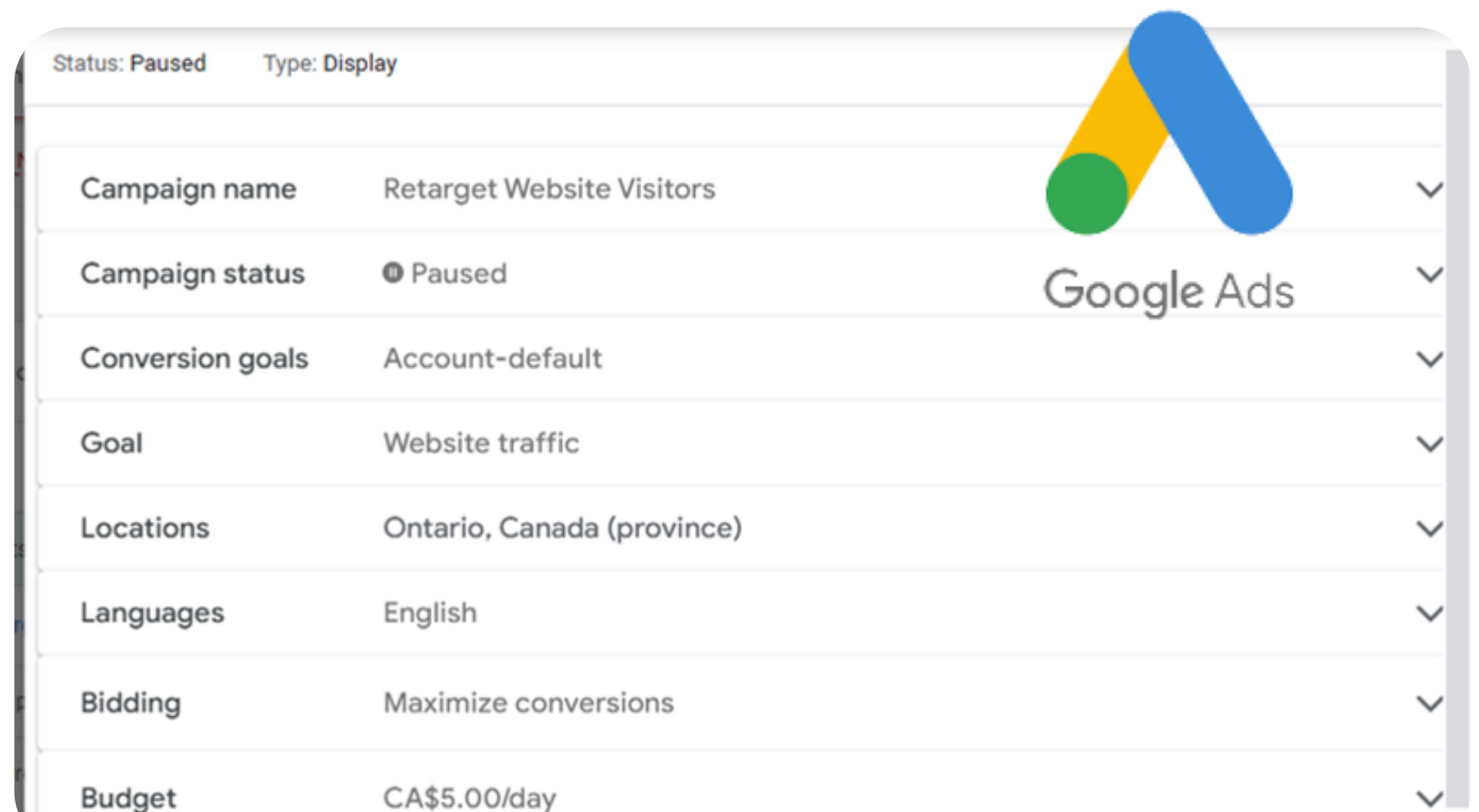
I utilize Google Ads to connect with buyers who are actively searching for homes online. By optimizing my ad campaigns for relevant keywords, crafting compelling ad copy, and directing traffic to a custom landing page, I'm able to generate a steady flow of qualified leads that are highly interested in your property.



Retargeting Ads

Keeping Your Listing Top-of-Mind

To ensure that potential buyers who have already expressed interest in your home don't slip away, I employ retargeting and remarketing tactics across my digital channels. This allows me to stay engaged with these warm leads, providing them with additional information and incentives to encourage them to take the next step in the buying process.



Data Driven

Optimization

I closely monitor the performance of my digital marketing campaigns, tracking key metrics such as website traffic, lead generation, and conversion rates. By analyzing this data, I'm able to identify what's working well and where there's room for improvement, allowing me to continuously refine and optimize my strategy to sell your home.





Bridging the Gap

Online and Offline Marketing

While digital marketing is a crucial component of my approach, I also seamlessly integrate my online efforts with traditional offline marketing tactics. This includes networking events, direct mail campaigns, postcards, signage, and open house events. By leveraging both online and offline channels, I'm able to create a comprehensive and highly effective marketing plan to showcase your home to the entire spectrum of potential buyers.

The Easiest Way to Sell Your Home Fast

and for Top Dollar

By implementing this comprehensive marketing strategy, I'm able to generate maximum exposure for your home, attract a steady stream of qualified leads, and ultimately facilitate a faster sale at the best possible price. My data-driven and omnipresent approach ensures that your listing stands out in the market and reaches the right buyers at the right time. There is no doubt that your home is in the hands of a true marketing expert that will fight to sell for top dollar.



Where will your home be listed for sale?

Realtor.ca Listing
Online Syndications to Hundreds of Sites
DarbyHiles.ca Listing
Marketplace Listing
Database of Potential Buyers
Top Buyer Agent Database (100,000+ realtors)
Google Ads
Facebook Ads
Instagram Ads
Look Books/Brochures
Open House



Luxury Photography & Videography

Because Online Presentation Matters



1. Hire & coordinate luxury Photographers & Videographer
 2. Hire & coordinate aerial Videographers
 3. Ensure twilight photos are captured
 4. 3D floorplans & Cinematic home tour
 5. Hire and coordinate cleaners for photo day
 6. Attend all photoshoots to ensure all features are showcased properly
-

Staging

How a Home Feels, Matters



Interior:

1. Hire a professional Stager & Designer
2. Bring in furniture and accessories that complement the home's style, match with existing furniture and features
3. Create a sense of style by coordinating every rooms design
4. Virtual staging

Exterior:

1. Setup patio furniture and decor, potted plants, fresh flowers, seasonal touches
 2. Exterior lighting
-

Showing Preparation

We Work, You Don't



Before Listing:

1. Weekly/Bi-weekly professional cleaning
2. Window Cleaning
3. Gutter and Eaves cleaning
4. Exterior Home and Soffit Pressure washing

Every Showing:

1. Set ambiance with soft music
2. Uncover patio furniture and stage outdoors
3. Uncover and clean pool/hottub
4. Remove trash, clutter, and animal products
5. Turn on all lights
6. Provide printed and digital brochures/books
7. We stay on site in our car until showing is over so we can answer any buyers questions right then and there.

So what makes us different than every other realtor?

I've been in real estate for 6 years and since the beginning it seems as though every realtor will say the same thing, talking about free home evaluations, marketing your home, and representing you in the negotiations.

Not us.

I want to change the perception of what a realtor is and the extent to which they serve you in the process of selling your home.

Clients of mine, Mark and Janet, were selling a \$4m+ home in Oakville. They came to me with the idea that it would be amazing if selling your home wasn't so much work (I wasn't representing their home sale at the time), especially given how much the realtor was being paid to sell it.

So together, we designed the downsizing program. The goal is simple, we do all the work so that you don't have to. Whether its repairs, cleaning, moving, preparing for showings or any of the usual tasks associated with selling, we coordinate and handle it for you. We want your experience to be so simple and exceptional that you'll tell everyone you know to work with us if they're going to sell their home. Our approach is human first, we want your experience to be simple, first and foremost.



**You Save Up to:
\$13,200**

DarbyHiles.ca/homeprice



Move

Storage Solutions

Easily Stay Organized



1. Arrange storage units or cubes for personal items and excess furniture
 2. 1 week with organization assistance to sort (Keep, Storage, Donate, Garbage)
 3. Coordinate professional movers to transport items to storage
 4. Hire got junk company to remove large dump items if required
 5. Provide packing materials and labels
-



Moving Coordination

Make Moving Easy



1. Hire professional moving company
2. Coordinate professional packing and unpacking services
3. Arrange transportation for large or specialty items (artwork, piano, etc.)
4. Oversee the entire moving process to ensure a seamless transition

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– Tracey Pletz



How do you properly price a home?

DarbyHiles.ca/homeprice

Time

How do you properly price a home?



Imagine yourself in two months time, your home still hasn't sold even though it has been months, you've had dozens of showings and all the homes around you have sold. You're frustrated and do not understand why your home won't sell, despite it being seen by every potential buyer in the area.

This is why, when your home first goes on the market, it should be very appealing and at a price point similar or even come across as "the best deal" when compared to the other homes in your area. If your home is not priced correctly, it may be ignored, or worse, noticed by buyers and placed into the "not worth it" category.

Now imagine it is 6 months later and the market has completely changed, forcing you to take a price much much lower than what your home could have sold for when you first listed. This is the first problem with overpricing a listing and is why it is important to properly price your home when it first comes to market.

Stress

How do you properly price a home?



Keeping your home in show worthy condition is a lot of work, even if your home is usually neat and tidy. Your home must be in pristine condition in order to attract the highest paying buyers.

Clean floors, carpets, windows, kitchen, bathrooms, getting rid of clutter, landscaping etc. all must be maintained for your listing to shine. Would you really want to do all of this everyday for six months? Especially, when you could sell your home for more in the first two weeks than you would after 6 months. There is no need for all of this work, and the stress of wondering when someone will want to view your home.

Selling your home should be fast, easy, stress free and profitable and the only way to accomplish this is to correctly price your home. After all, it is not the price you list your home for that matters, it is what you sell for and the experience you had to go through.

Mortgage Payments

How do you properly price a home?



Every month that goes by, means more money that your paying in interest that you will never get back. Even with a low interest rate, you could lose thousands of dollars in interest payments that most homeowners overlook when they go to sell their home.

With an overpriced home, there is no negotiating with buyers to pay more and month after month you spend more in interest.

When you price it right, you have all the negotiating power, you will have interested buyers and will actually have a chance to negotiate the best offer, allowing you to sell fast and for top dollar.

Negative Perception

How do you properly price a home?



There is an unspoken shift in the buyer's attitude that causes serious headaches and loses you a significant amount of money when your home has been listed for a long period of time.

The longer your home sits on the market, the worse the perception becomes. As a home creeps farther and farther past the average selling time/DOM in the area, the less a buyer will want to pay, the less interest there will be in your home and the more "low ball" offers you will receive.

When your home first goes on the market, it receives the most attention. If the asking price is competitive and allows a buyer to see it as a "good deal" it will get interest from a number of buyers.

Low ball offers are frustrating and even upsetting, you know that your home was worth more than the offers being presented but the problem is that they see you as an easy target and are ready to take advantage of you. Low ball offers can be avoided by pricing your home advantageously which will generate significant demand and attention, allowing us to negotiate the best deal with the ideal buyer.

Appraisal Problems

How do you properly price a home?



Even with an offer, you could still be in trouble. Sometimes you may get lucky and a buyer will agree with your optimistic price because they see something special about your home.

However, in order for the buyer to get a mortgage, a bank will require a home appraisal. The appraiser will use prices of homes that are comparable and have sold near yours. If your price is too high, not only can it cause a delay but it can actually result in a lender that will not provide a loan on the property.

As you can imagine most buyers won't be eager to shell out more money once the bank decides that the home is not worth that much.

Distribution Problems

How do you properly price a home?



Pricing your home too high can result in hundreds and even thousands of potential buyers not receiving or viewing your listing.

Most buyers use the internet as their initial search for a home, even though your listing will be on hundreds and even thousands of sites, it could still not be seen by the most likely buyers. As you likely know, searching online involves inputting a set criteria, if your home is outside of their selected price range than they will never see your listing and you won't have anyone to negotiate with, even if you were willing to sell for less.



Sutton Group Incentive Realty Inc. Brokerage

2024 Simcoe Muskoka Recap

Homes Sold

254

Sales Volume

\$184,806,708

Darby Hiles– Broker

Why People Love Our Downsizing Program



Sold Seamlessly. We handle every detail so you don't have to.

Pristine Presentation. Your home will look pristine for every single showing and online viewer.

Exceptional Experience. From start to finish, you're ensured a lower stress process.

Premium Pricing. Your home will command the best price possible and will sell faster.

People First. We see you as a person in our care, the start of a friendship, and we take our fiduciary representation seriously and we will educate and protect you during every step of the process.

Sutton

www.DarbyHiles.ca



Get Your Guaranteed Selling Price

DarbyHiles.ca/homeprice