

STOREFRONT  
TORONTO

# SELLER'S GUIDE



# THINKING OF SELLING YOUR STOREFRONT?

Many of your neighbours are selling their storefront properties in Toronto for all kinds of reasons. Some want to reinvest into a new venture, some want to take advantage of historically high prices, and others want to spend more time with their families.

Whatever your motivation, before you sell, this guide will walk you through the steps to achieve your goals.



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# DETERMINE Your Price

The price range of your storefront is set by the market. Let us help you see the top price your property might achieve with our local market insights.

To determine your price, have your agent compare it to recent sales, estimate the cost to rebuild or renovate, and estimate the value to a developer. You can then choose the optimal price range.

If you don't see the price you want, you may be too ambitious, or you may need to invest in your property to bring it to the price you want.

Staging, timing and negotiations, all done by a Storefront Toronto agent. They will optimize your price, too!



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# ASSESS

## Your Own Property



It is important to know your property's state of repair, updated heating, ventilation and cooling (HVAC), electrical, plumbing and roofing systems, and other features before you sell. Consider doing your own Environmental Assessments, Building Inspections, or other studies to help make the sale as profitable, transparent, and easy as possible.

In commercial transactions, unless your buyer is going to tear down the building, then your buyer is going to need to know all the details. You can wait for lawyers to uncover challenges that may undermine the sale, or you can share them up front and make the transaction smooth as silk.

You can enhance your position by emphasizing your property strengths. Great visibility? Light up a backlit 'for sale' sign on it. Great basement storage? Improve the lighting and paint or clean the concrete floors. However you do it, Storefront Toronto will help you get to the top of your local market.

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# DETERMINE

## Your Timing



Timing your sale requires careful planning and should be driven by your investment goals.

Trying to sell in order to achieve peak pricing (i.e. timing the market) takes a lot of luck. Your life goals and your investment goals are too important for them to be sidelined by the whims of the market - interest rates, global financial conditions, and other factors out of your control.

Instead, put together a flexible plan that allows you a few months to sell, and a few months to close the sale.

Of course, sometimes life gives you no choice but to sell quickly, and Storefront Toronto can help you find buyers as quickly as needed to help you regardless of your circumstances.

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# DO YOUR STAGING & Seller's Diligence



It is often said that home buyers buy with their hearts, but commercial buyers buy with their calculators.

Let's make those numbers add up as high as possible by making the value or a property clearly visible. Staging a property by eliminating the worst renovations, putting on a fresh coat of white paint, and installing the best lighting will get buyers excited enough to pay their maximum budget.

All commercial buyers will do their diligence and seek Environmental Site Assessments in order to get financing. Commercial buyers also base their calculations not just on the value of the building, but also the cost of renovations. So savvy sellers will complete these studies beforehand, giving their buyers the reassurance they need to take a bit more risk and raise their budget for their purchase.

Storefront Toronto knows specialty cleaners, designers and handymen to help with your staging, as well as certified inspectors and tradespeople to help with your Sellers' Diligence.

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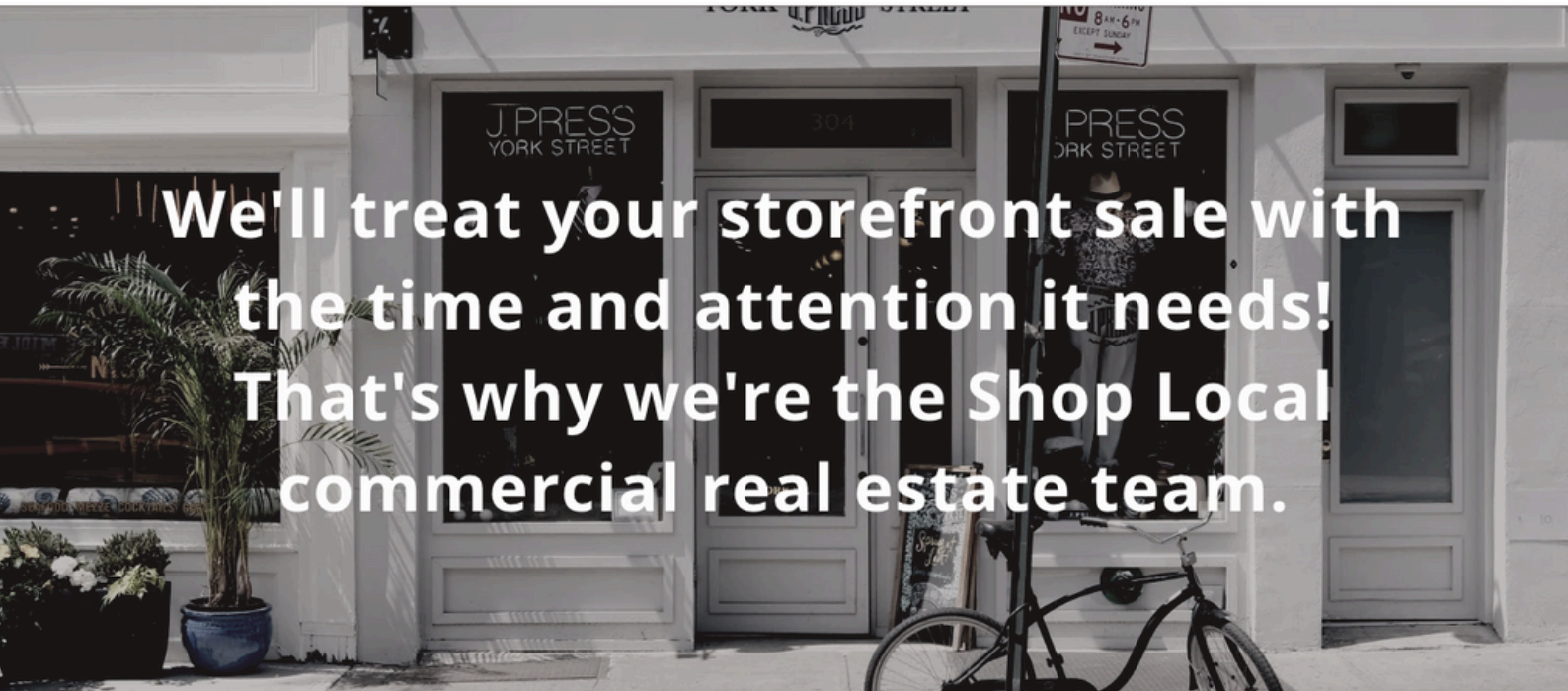


# HIRE AN EXPERIENCED AGENT

for Marketing, Promotions & Negotiations

Selling a home and selling a storefront are not the same. Zoning, permitted uses, redevelopment options, due diligence, drawn out negotiations and a hundred other considerations make it necessary to hire an experienced agent with a focus where you need it.

It'll come as no surprise that Storefront Toronto is specialized in selling Toronto Storefronts. Our call lists, database, and stakeholders are full of Storefront owners and renters. We have completed over one hundred storefront transactions, and learned something each time.



**We'll treat your storefront sale with the time and attention it needs! That's why we're the Shop Local commercial real estate team.**

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