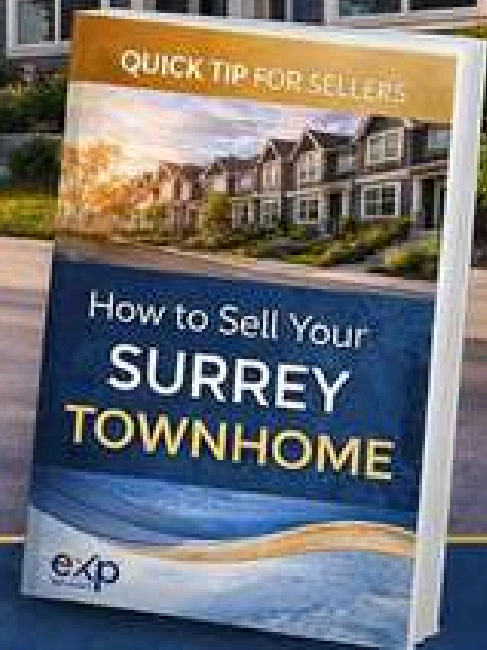


Surrey Townhome Seller Playbook

How to Sell Your Surrey Townhome
(Without Leaving Money on the Table)



A step-by-step strategy to help you price, prepare, and position your home in today's Surrey market.

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Selling a Townhome in Surrey

Selling a townhome in Surrey can be a significant financial decision. Townhomes remain one of the most in-demand property types in the local market due to their balance of space, affordability, and lifestyle.

Across Surrey, there are a wide range of townhouse communities, from newer developments in South Surrey and Fleetwood to more established complexes in Clayton Heights, Guildford, and Sullivan Station.

However, selling a townhome involves considerations that differ from detached homes, particularly when it comes to strata properties, buyer expectations, and pricing strategy.

A well-prepared and properly positioned home is more likely to attract strong buyer interest and competitive offers.



Townhomes remain one of the most in-demand property types in Surrey.



In my experience working with townhome sellers across Surrey, pricing and presentation are often the two biggest factors that influence results

Understanding the Surrey Townhome Market

The Surrey real estate market can vary by neighbourhood, property type, and timing. Townhome values are influenced by several key factors:

- Recent comparable sales
- Current active listings
- Buyer demand in your area
- Condition, layout, and location of the property

Understanding how these factors apply to your specific home is an important part of determining pricing and positioning.

Why Comparable Sales Matter

Buyers and their agents will compare your home directly against similar properties when deciding whether to make an offer.

Why Strategy Matters

The way your home is priced, presented, and marketed in the first few weeks can significantly influence buyer interest and overall results.

Thinking About Selling Your Surrey Townhome?

Get a better understanding of your home's value and how it fits within today's market.



Get Your Surrey Townhome Value

SurreyTownHomesForSale.com

Pricing Your Townhome

Pricing is one of the most important decisions when selling your home. Overpricing can reduce early interest, while underpricing may not align with your goals. Most buyer activity happens in the first few weeks after listing.

A pricing strategy is typically based on:

- Comparable sales
- Active competition
- Market conditions
- Your timeline



First 2 Weeks Matter Most

The initial exposure your home receives can strongly influence how it performs in the market. This is when your home receives the highest level of attention from active buyers.

What I often see is that homes priced correctly from the start generate stronger interest and better overall outcomes.

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See Where Your Home Fits in Today's Market
Updated for current market conditions

SurreyTownHomesForSale.com

Preparing Your Townhome for Sale

Before listing, preparing your home can improve how it shows to buyers.

Focus areas often include:

- Decluttering and cleaning
- Minor repairs
- Neutralizing décor
- Improving lighting



This is where many sellers leave money on the table.

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Find Out What Your Home Could Sell For Updated for current market conditions

SurreyTownHomesForSale.com

First Impressions & Curb Appeal

Buyers often form an opinion within seconds of seeing a property.

Exterior presentation can influence how your home is perceived before buyers even step inside.

Simple improvements may include:

- Landscaping
- Entryway cleanup
- Pressure washing
- Fresh mulch or plants

I've seen simple exterior improvements significantly change how buyers respond to a property.

Why It Matters

Homes that create a strong first impression often generate more interest both online and during showings.

Simple exterior improvements can make a noticeable difference in how buyers perceive your home.

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How Your Home is Marketed

Most buyers begin their home search online, making presentation and exposure critical.

Marketing may include:

- Professional photography
- MLS exposure
- Online marketing
- Highlighting features and location

The goal is not just exposure, but to position your home to stand out from competing listings.

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Showings and Offers

Once listed, buyers may request showings or attend open houses.

When reviewing offers, consider:

- Price
- Deposit
- Subject conditions
- Completion timelines

Not all offers are equal – terms matter. The strongest offer isn't always the highest price.

Working with buyers and sellers across Surrey, I've seen how pricing and presentation directly impact results.

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Surrey Townhome Seller Checklist

Before listing your home, use this checklist to help improve presentation and buyer appeal.



Interior Preparation

- Declutter countertops, closets, and storage areas
- Remove personal items (photos, excess décor)
- Deep clean kitchens, bathrooms, and floors
- Clean windows inside and out
- Replace burnt-out light bulbs and improve lighting



Repairs & Updates

- Fix minor repairs (handles, doors, faucets)
- Touch up paint or use neutral tones where needed
- Update dated fixtures if applicable
- Ensure appliances are clean and in working order



Exterior & Curb Appeal

- Trim hedges and maintain landscaping
- Add fresh mulch or seasonal plants
- Clean entryways, patios, and walkways
- Pressure wash exterior surfaces if needed



Presentation & Staging

- Arrange furniture to maximize space
- Add simple décor for warmth (pillows, plants)
- Use neutral colours to appeal to a wide audience
- Keep the home clean and show-ready



Before Listing

- Final clean before photography
- Remove clutter from all visible areas
- Ensure lighting is bright and consistent



Final Tip

Small improvements can impact how buyers perceive your home. Presentation plays a key role in attracting interest once your property hits the market.



Optional: Curb Appeal Upgrade

Some sellers choose to improve exterior presentation before listing. Simple landscaping upgrades can enhance first impressions and overall presentation.

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This guide is for general informational purposes only and should not be considered real estate, legal, or financial advice. Market conditions may change and results may vary.