

THE SMART HOME SELLER'S PLANNER

Oakville & Burlington Edition

What to know, what to do,
and when to do it before
you sell your home.



TIMELINE
Know When



PREPARE
What Matters



PLAN
The Numbers



CHOOSE
The Right Agent

WHAT ACTUALLY DETERMINES YOUR HOME'S VALUE?

Your neighbour's sale is only the starting point.

Two homes on the same street can have very different values.

Buyers don't just compare bedrooms, bathrooms and square footage.

They compare the **entire property** — and what else their money can buy.



LOCATION

Street
Schools
Amenities



LOT

Size
Privacy
Scarcity



HOME

Size
Layout
Age



CONDITION

Updates
Maintenance
Presentation



BUYER DEMAND

Who wants
this type
of home?



COMPETITION

What else
can they
buy?



SMART SELLER TIP

Don't start with:

*"What did my neighbour
sell for?"*

Start with:

*"How does my
home compare?"*

REALTOR ROSHAN'S™ RESALE SCORE

Some homes are simply easier to resell than others.

I look at five factors that influence a property's resale strength.



1. LAND SCARCITY | LOT SIZE

How difficult is this property to replace?



2. FUNCTIONAL LAYOUT

Does the layout work for today's buyers?



3. BUYER DEMAND

How broad is the natural buyer pool?



4. EXTERNAL INFLUENCES

What around the property helps or hurts demand?



5. COMPETITION

How many comparable alternatives exist?



OVERALL RESALE RATING



The stronger the fundamentals, the stronger your position when it's time to sell.



WHY THIS MATTERS

A home's value today and its resale strength are not always the same thing.

Want Roshan to score your home?

Scan the QR code for a complimentary Resale Score.



WHO WILL ACTUALLY BUY YOUR HOME?

Your home isn't for everyone.
It doesn't need to be.

The goal is to understand who is
most likely to want it — and
what matters to them.



FIRST-TIME BUYERS

- Affordability
- Monthly cost
- Move-in condition



UPSIZERS

- More space
- Schools
- Lot
- Functional layout



DOWNSIZERS

- Convenience
- Main-floor living
- Low maintenance



LUXURY BUYERS

- Location
- Land
- Privacy
- Quality
- Scarcity



WHY THE BUYER POOL MATTERS

The more specific the property, the smaller
the potential buyer pool may be.



A \$750K townhouse and a
\$4M custom home should
not be expected to sell at
the same speed.



MY MOST LIKELY BUYER

Who? _____

What will they love about my home? _____

What might make them hesitate? _____

WHAT SHOULD YOU FIX BEFORE SELLING?

Buyers notice the little things. Smart fixes can make a big difference in how your home shows and what you walk away with.

FOCUS ON WHAT BUYERS SEE, FEEL AND WORRY ABOUT.



CLEAN, LIGHT & FRESH

Neutral paint, clean windows, and a fresh feel go a long way.



KITCHEN & BATHROOMS

These sell homes. Update what buyers see and use most.



CURB APPEAL & EXTERIOR

First impressions happen in seconds. Keep it simple and tidy.



FIX THE SMALL STUFF

Leaky taps, sticky doors, loose handles—buyers will notice.



DECLUTTER & DEPERSONALIZE

Help buyers see themselves living in your home.



DOCUMENT & DISCLOSE

Permits, warranties, upgrades and maintenance records build trust.



THE 80/20 RULE

Focus on the 20% of fixes that will drive 80% of the buyer's decision.



Don't over-improve for your neighbourhood.



Spend strategically, not emotionally.



Clean, functional and well-maintained wins.



When in doubt, ask your Realtor Roshan.



YOUR ACTION PLAN

Top 3 things I will do before listing:

- _____
- _____
- _____



PLANNING AHEAD PAYS

A little preparation today can lead to more offers, a stronger price and a smoother sale.



Need help deciding what to fix?

Let's walk through your home together.

HOW SHOULD YOU PRICE YOUR HOME?

Price too high, you risk sitting.
Price too low, you leave money on the table.

The right price attracts the right buyers and
creates momentum from day one.



PRICING STRATEGIES



1. MARKET VALUE

THE BALANCED APPROACH

Price at fair market value based on
current conditions and comparable
sales.



Best for: Most situations
where timing and outcome
matter.



2. BELOW MARKET VALUE

THE STRATEGIC APPROACH

Price slightly below market to
attract more buyers and generate
competition.



Best for: Hot or balanced
markets where buyer demand
is strong.



3. ABOVE MARKET VALUE

THE ASPIRATIONAL APPROACH

Price above market if your home
offers something truly unique or
the market supports it.



Best for: Luxury homes,
unique properties or slower
markets.



PRICING TIPS THAT WORK

- ✓ Buyers form an opinion within the first 15 seconds.
- ✓ Online interest drops sharply after 7-10 days.
- ✓ Strong showings early lead to stronger offers.
- ✓ Price to today's market, not last year's.
- ✓ Review with a professional, not just an online tool.



COMMON PRICING MISTAKES

- ✗ Overpricing and hoping to "come down later".
- ✗ Ignoring current inventory and buyer mood.
- ✗ Letting emotion or your purchase price decide.
- ✗ Not adjusting when the market shifts.
- ✗ Comparing to homes that are not truly similar.

YOUR TARGET PRICE



What is your ideal sale price? _____

What is the lowest price you would accept? _____

What price do you need to achieve your next move? _____

What value does your home offer that others don't? _____



THE RIGHT PRICE = THE RIGHT RESULT

A well-priced home attracts more buyers, creates
competition and helps you keep more of what you earn.



Not sure what your home is worth today?

Let's review your home and build a
pricing plan that works.

WHAT WILL IT REALLY COST TO SELL YOUR HOME?

Selling your home comes with costs.
Some are obvious. Others are easy to miss.
Understanding them upfront helps you plan
better and keep more of what you earn.



THE COST CATEGORIES



1 REAL ESTATE COMMISSIONS

Paid to your listing
brokerage and the
buyer's brokerage.



2 TAXES

HST on commission
(if applicable) and
potential income tax
on your gain.



3 LEGAL & DISBURSEMENTS

Legal fees, title
search, registration
and other
disbursements.



4 PREPARATION COSTS

Staging, cleaning,
repairs, documents
and other seller
preparation.



5 MOVING COSTS

Packing, movers,
storage or other
moving-related
expenses.



6 MISCELLANEOUS COSTS

Utility adjustments,
cancellations,
and other small
expenses.

ESTIMATED COSTS WORKSHEET

CATEGORY	ESTIMATED COST
1 Real Estate Commissions	\$
2 Taxes (HST / Income Tax)	\$
3 Legal & Disbursements	\$
4 Preparation Costs	\$
5 Moving Costs	\$
6 Miscellaneous Costs	\$
TOTAL ESTIMATED COSTS	\$



KEEP WHAT'S YOURS*

Every dollar of cost reduces what you
keep from the sale.

Planning ahead and being strategic
can save you thousands.

EXAMPLE IMPACT

Sale Price	\$1,000,000
Estimated Costs	– \$60,000

What You Keep **\$940,000**



Small savings on costs
lead to a bigger payoff
in your pocket.

WHAT THIS MEANS FOR YOU



If my sale price is _____,

I estimate my total selling costs will be _____.

I expect to keep approximately _____.

This will help me achieve my next goal: _____.

\$ _____

\$ _____

\$ _____



KNOW THE NUMBERS. MAKE SMARTER DECISIONS.

Understanding the real cost of selling your home today
helps you make confident choices every step of the way.



Want a personalized estimate?

Let's review your home, the market
and your goals together.

12+ MONTHS BEFORE SELLING

Big decisions. Smart planning.
Avoid costly mistakes down the road.

This is the time to think strategically,
not react emotionally.
Get advice before you invest.



FOCUS ON THE BIG PICTURE ITEMS FIRST



DON'T RENOVATE BLINDLY

Not every upgrade gives you your money back.
Focus on what buyers value in your neighbourhood.



- ✓ Avoid over-improving
- ✓ Match the neighbourhood
- ✓ Choose ROI over personal taste



MAJOR MAINTENANCE MATTERS

Buyers pay attention to the big-ticket items.



- ✓ Roof, windows, doors
- ✓ Furnace, A/C, hot water tank
- ✓ Electrical, plumbing, foundation



PERMITS & CODE COMPLIANCE

Unpermitted work can delay your sale or kill a deal.
Check now, not later.



- ✓ Check for required permits
- ✓ Ensure all work is closed
- ✓ Fix issues before listing



GATHER YOUR DOCUMENTS

Having documents ready builds trust and speeds up the process.



- ✓ Permits, warranties, manuals
- ✓ Receipts for improvements
- ✓ Utility and service history



CONSIDER A PRE-LISTING CONSULTATION

A professional set of eyes can save you time and money.



- ✓ Identify strengths & weaknesses
- ✓ Prioritize what to fix
- ✓ Build a plan that makes sense



PLAN YOUR NEXT MOVE EARLY

Know your timing, finances and where you're going next.



- ✓ Align your sale with your next home
- ✓ Review financing options
- ✓ Reduce last-minute stress



WHY START EARLY?

The more time you give yourself,
the better decisions you'll make —
and the more you'll keep.



PRO TIP

Small, strategic steps now
create a stronger position
when you list.

6-9 MONTHS BEFORE SELLING

Time to prepare with purpose.
Focus on what adds value, not just what looks good.

Strategic prep creates stronger results.
Every dollar and decision should have a return.



THINK STRATEGIC, NOT COSMETIC

Buyers pay for value,
not your personal taste.

YOUR PREP CHECKLIST



REFRESH & REPAIR



- ✓ Repaint in neutral, modern tones
- ✓ Patch holes, scuffs and cracks
- ✓ Fix doors, handles, and hinges
- ✓ Replace or repair damaged items



BOOST CURB APPEAL



- ✓ Clean exterior, windows & driveway
- ✓ Refresh landscaping & lawn
- ✓ Upgrade lighting & address numbers
- ✓ Tidy up and remove clutter



KITCHEN & BATHROOMS



- ✓ Update fixtures if needed
- ✓ Re-grout, caulk, and deep clean
- ✓ Replace outdated finishes
- ✓ Declutter cabinets and counters



LIGHTING & ATMOSPHERE



- ✓ Maximize natural light
- ✓ Add or upgrade lighting
- ✓ Ensure warm, inviting feel
- ✓ Eliminate odours and mustiness



DECLUTTER & DEPERSONALIZE



- ✓ Remove excess furniture
- ✓ Clear personal items & photos
- ✓ Organize closets & storage
- ✓ Create clean, open spaces



PLAN YOUR MARKETING



- ✓ Professional photos & video
- ✓ Floor plans & key features
- ✓ Pre-listing prep list with your agent
- ✓ Plan timing for maximum impact



MY 6-9 MONTH PLAN

Key projects I will complete: _____

Target completion date: _____

Estimated investment: _____ Expected return: _____

Notes: _____



SMART INVESTMENTS

Focus on updates that improve value and help your home sell faster.

- ✓ Neutral paint
- ✓ Kitchen & bathroom updates
- ✓ Curb appeal
- ✓ Lighting
- ✓ Decluttering & staging
- ✓ Professional marketing

AVOID OVER-IMPROVING FOR YOUR NEIGHBOURHOOD.



3-6 MONTHS BEFORE SELLING

This is when your plan comes to life.
Finalize, prepare and position your home
to stand out.

The right strategy, pricing and marketing
prep now lead to better offers later.



BE MARKET READY, NOT RUSH READY

Preparation today means
better offers tomorrow.

KEY ACTIONS THIS WINDOW



PRICING STRATEGY



- ✓ Review market conditions
- ✓ Analyze comparable sales
- ✓ Set the right price strategy
- ✓ Plan for flexibility



PROFESSIONAL MEDIA



- ✓ Book photographer & videographer
- ✓ Plan floor plans
- ✓ Capture key features
- ✓ Schedule at the right time



HOME STAGING



- ✓ Declutter and depersonalize
- ✓ Staging consultation
- ✓ Highlight strengths
- ✓ Create an emotional connection



MARKETING PLAN



- ✓ Build a custom marketing plan
- ✓ Online exposure strategy
- ✓ Print & digital materials
- ✓ Social media promotion



DOCUMENTS READY



- ✓ Title documents
- ✓ Surveys & floor plans
- ✓ Permits & disclosures
- ✓ Warranty & manuals



PRE-INSPECTION (OPTIONAL)



- ✓ Find issues early
- ✓ Fix or disclose confidently
- ✓ Strengthen buyer trust
- ✓ Avoid surprises later



NEIGHBOURHOOD POSITIONING



- ✓ Highlight local amenities
- ✓ Top schools & conveniences
- ✓ What makes your area special
- ✓ Create a lifestyle story



SHOWING PREP



- ✓ Set showing expectations
- ✓ Keep home show-ready
- ✓ Secure pets & valuables
- ✓ Feedback helps you improve



MY 3-6 MONTH PLAN

My target list date: _____

Key tasks I will complete: _____

Marketing launch date goal: _____

I will review my plan with my Realtor on: _____

Notes: _____



FOCUS WHERE IT COUNTS

Buyers notice the details.
Focus on what adds value.

- ✓ Price right
- ✓ Great photos & video
- ✓ Clean, bright & inviting
- ✓ Strong online presence
- ✓ Be ready for showings

**BETTER PREP = MORE INTEREST,
STRONGER OFFERS, BETTER RESULTS.**



1-3 MONTHS BEFORE SELLING

The final stretch.

Small details make a big difference now.

You're almost there—let's get it right.

This is about polish, presentation and creating maximum buyer interest.



FIRST IMPRESSIONS HAPPEN ONLINE

The first showing starts with your first photo.

LAST 1-3 MONTHS CHECKLIST



FINE-TUNE & FINISH



- ✓ Touch up paint and trims
- ✓ Fix any remaining small issues
- ✓ Ensure everything works
- ✓ Clean inside and out



DEEP CLEAN EVERYTHING



- ✓ Windows, tracks and sills
- ✓ Floors, carpets and grout
- ✓ Kitchen and appliances
- ✓ Bathrooms shine



FINAL STAGING TO SELL



- ✓ Remove excess decor
- ✓ Neutral, bright and inviting
- ✓ Highlight space and flow
- ✓ Create that "I want it" feeling



PROFESSIONAL PHOTOS & VIDEO



- ✓ Book at the right time
- ✓ High-quality photos & video
- ✓ Aerial/drone if applicable
- ✓ Make your listing stand out



LISTING PREP



- ✓ Confirm listing details
- ✓ Review all disclosure forms
- ✓ Set list price and strategy
- ✓ Finalize launch timeline



MARKETING LAUNCH PLAN



- ✓ MLS launch strategy
- ✓ Online advertising plan
- ✓ Social media promotion
- ✓ Neighbourhood outreach



SHOWING READINESS



- ✓ Keep it show-ready daily
- ✓ Good lighting at all times
- ✓ Secure valuables & meds
- ✓ Pet plan in place



REVIEW & FINE-TUNE



- ✓ Review feedback
- ✓ Adjust as needed
- ✓ Stay flexible
- ✓ Keep the momentum



MY LAST 1-3 MONTHS PLAN

My target list date: _____

Key tasks I will complete: _____

My launch date goal: _____

Marketing focus: _____

Notes: _____



SUCCESS HINGES ON THE DETAILS

Buyers may forget what your home isn't, but they won't forget how it made them feel.

- ✓ Perfect presentation
- ✓ Strong online presence
- ✓ Strategic pricing
- ✓ Great first impression
- ✓ A seamless showing experience

THOSE DETAILS = MORE INTEREST.
MORE INTEREST = BETTER OFFERS.



YOUR SELLING COST SCHEDULE WORKSHEET

Use this worksheet to estimate your total selling costs and calculate your final **walk-away** amount.

1. YOUR SALE

	ESTIMATED AMOUNT
 Expected Sale Price	\$ _____
 Mortgage Payoff (Principal Balance)	\$ _____
 Mortgage Penalty / Break Fee (Estimate)	\$ _____
 Other Secured Loans or HELOC Payoff	\$ _____
A. PROCEEDS BEFORE SELLING COSTS (Sale Price less Payoffs)	\$ _____

2. YOUR COSTS TO SELL

	ESTIMATED AMOUNT
 Pre-Listing Inspection	\$ _____
 Repairs / Handyperson	\$ _____
 Painting	\$ _____
 Staging, Cleaning & Preparation	\$ _____
 Listing Brokerage Commission (to your brokerage)	\$ _____
 Buyer Brokerage Commission (co-op to buyer's brokerage)	\$ _____
 HST on Commissions	\$ _____
 Legal Fees & Disbursements (Estimate)	\$ _____
 Financed or Rented Equipment Payouts (furnace, A/C, water softener, RO system, rentals, etc.)	\$ _____
 Moving & Transition Costs	\$ _____
 Other Costs (Condo fees, adjustments, temporary accommodation, overlap costs, etc.)	\$ _____
B. TOTAL COSTS TO SELL (Add all items above)	\$ _____

3. YOUR FINAL WALK-AWAY AMOUNT

A. Proceeds Before Selling Costs (from above)	\$ _____
MINUS B. Total Costs to Sell (from above)	- \$ _____
YOUR ESTIMATED WALK-AWAY AMOUNT	\$ _____



PLAN WITH REAL NUMBERS. This is an estimate. Actual costs will vary.
Review the numbers with your Realtor, lawyer and lender before making your selling decision.

PUTTING IT ALL TOGETHER



Use this summary to review your numbers, make smart decisions
and keep more of what you earn.



1. MY GOALS

- Why am I selling?
- What are my top priorities?
- What does "success" look like for me?



2. MY NUMBERS

- Expected Sale Price: \$ _____
- Estimated Total Costs: \$ _____
- My Estimated Walk-Away Amount:

\$ _____



3. MY TIMELINE

- Target listing timeframe: _____
- Key milestones completed:



4. MY STRATEGY

- Pricing strategy: _____
- Marketing plan highlights:



5. MY TEAM

- Realtor: _____
- Lawyer: _____
- Lender / Mortgage Advisor: _____
- Other Advisor (if any): _____

MY KEY TAKEAWAYS

- ➔ Biggest opportunities to increase my walk-away amount:

- ➔ Areas where I can reduce unnecessary costs or surprises:

- ➔ What I will focus on next:



MY COMMITMENT

I am committed to taking action on my plan and making decisions that protect my equity.

My next step:

Target date: _____

Accountability partner: _____



KEEP WHAT'S YOURS!®

Every smart decision you make today can put thousands more in your pocket at closing.
Plan well. Price right. Present your home its best.

Let's make it happen.



Want a free, custom review of your numbers?
Let's chat!

Scan the QR code or reach out anytime.

About *Roshan Basnet*

Roshan Basnet is a Real Estate Broker serving Oakville, Burlington, and the west GTA, with a background in finance, real estate lending, commercial mortgage operations, and residential real estate advisory.

His approach combines market knowledge, neighbourhood insight, property analysis, and practical buyer guidance for clients making significant real estate decisions.

With experience across finance and real estate, Roshan helps buyers look beyond finishes and square footage to evaluate location, lot quality, privacy, resale appeal, lifestyle fit, and long-term value.



THINKING ABOUT UPSIZING IN OAKVILLE AND BURLINGTON?

This guide was created to help you navigate your next move with confidence. Whether you're looking for more space, a better location, or a home that fits your lifestyle today and tomorrow, the right plan makes all the difference.

Use this guide as your roadmap and resource. And when you're ready to take the next step, I'm here to help you make a smart, informed, and successful move.

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