



Seller's Guide 2026

YOUR SUCCESS
STARTS WITH A PLAN!



Start the home selling journey now!

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YOUR SUCCESS STARTS WITH A PLAN!

Our local expertise will help you NET the most amount of money for your home. Let us customize your Home Selling process so you can transition into your next chapter confident and comfortable. We create an experience that is first-class client- driven from start to finish.





9 STEPS TO A PAINLESS & PROFITABLE HOME SALE

1. Choose the Best Agent for the job. (Most Important)
2. Price right to profit more.
3. Prepare to amaze.
4. Maximize exposure to buyers.
5. Show it off.
6. Negotiate like a boss.
7. Calculate your Net Proceeds.
8. Prepare to move.
9. Possession Day.



Choosing the Best Agent for the Job

The majority of homeowners will use a Real-Estate Agent to help facilitate their transaction. You certainly do not have to, but there are good reasons why most people still do:

Pricing

This is a true art. The biggest factor in determining how quickly your home sells is the price. Deciding that perfect price is trickier than it seems. It takes experience and even achieving 1% more for your home can mean thousands to your bottom line. There are two strategies that can come into play: pricing at market value or below market value. We can discuss these strategies in more detail during the consultation!

Negotiation

This is another art that is achieved only with experience. Not only can it be hard to do for most people, but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need an agent. Creating a strategy on how to negotiate in the heat of the moment will be very beneficial when tight timing is a factor. Find someone who works for you and has YOUR best interest at heart.

Marketing

There is a lot more than just the MLS & Realtor.ca. To get the most money for your home, you need as many buyers interested as possible. According to recent trends, about 99% of prospective buyers start/end their home search online. Having the systems already in place to market your home effectively will help attract qualified buyers right away. Video is king, creating short film video clips are the best way to showcase your home online 24/7.

Scheduling, Showings & Organizing Paperwork

These tasks can be a pain for someone working full-time who does not have the systems in place to organize everything. There is a lot more to the legal side of a home sale than you might think. Showing your own home may not only be awkward, but it can also really complicate your schedule. We bring qualified buyers into your home if they come to us directly and ensure no one is in your home alone by verifying they are accompanied by a professional Realtor / Buyers Agent.



A qualified REALTOR® takes away the burden of all these things. We develop a relationship with you to get your home sold for the best price in the fastest time all the while advising and protecting you on all the legal documentation. It is very important to ask good questions and make sure you truly trust your advisor before signing any documentation / contracts



#2

Price Right to Profit More

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare away buyers to other properties in the area. To complicate this more, your home is an emotional asset so it can be hard to see it objectively. To find the optimal price, one that maximizes the sale price and minimizes the time it takes to sell, requires strategic thinking. Pricing is something agents spend their careers refining and mastering.

They combine intimate local and national market knowledge, a study of similar homes for sale, and an analysis of past sales to, in turn, come up with the optimal list price. At that point, they combine all of that with your unique features to pick a price that fits your local neighborhood. It's no easy task, but it's a critical one.

Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest SALE price for your home. If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right. It is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value.

Again, if you price too low, you risk not getting as much as you could for your property, but if the price is too high you risk losing potential buyers who may think your property is out of their price range or simply not worth it compared to similar properties priced lower.



**Staged homes sell 49%
faster and sell for 7-
11% more money**

STEP #3

Prepare to Amaze

After price, the condition of your home is the single biggest factor determining how fast and for how much your home sells. REALTORS® repeatedly find that people can't visualize the potential of a home. They have to see it. That means that how your home shows now is the way that people will see themselves in it. Most people can't see past the chips, leaks, clutter, and stains. In fact, they tend to focus even more on those negative things over the positive.

Luckily, you can dramatically improve how your home sells with a staging consultation paid for by our team. According to the National Association of REALTORS®, staged homes sell 49% faster, and for 7-11% more money. This can't be overstated. Make sure your house has curb appeal and looks nice from the street as many buyers will drive the neighborhood first before booking a showing. Buyers will instantly have negative emotions if the curb appeal is lacking.

You don't need to do everything overnight. With proper planning, we can point you to some people who can help, or, you can break it down into one small task from biggest priority to smallest. Remember, it is not a bathroom reno or a new kitchen that will sell your house. A clean, de-cluttered, staged home with curb appeal is a winner every time!



#4

Maximize Exposure to Buyers

Once you've found a price for your home and put it in showroom condition, there is one more critical piece of the puzzle before buyers begin to see your masterpiece: Getting their attention...

Getting the word out about your home matters for two critical reasons. First, buyers can't be interested if they don't know your home is up for sale. The more buyers you have interested in your home, the higher the potential sale price, and the faster the sale.

Marketing your home to the biggest audience possible takes more than a sign on the front lawn. The best and fastest home sales use a combination of many of the following options:

- **MLS Listing.** The largest online database of available real estate. This is standard for all homes listed by a REALTOR®

- **Virtual Tour.** An interactive inside look at your home will cause more engagement from prospective buyers as opposed to only scrolling through photos. This is achieved through 3D imaging and a live walk-through that is shared across different social media platforms.

- **YouTube, Instagram, Tiktok, and LinkedIn Short Form property tour.** Over the past 5 years, these short videos have been getting a lot of attention. Very easy to film and can reach a large audience very quickly.

- **Property Brochures.** Great photos and a vibrant description in a professional booklet. Great for prospective buyers to take home and talk about around their kitchen table.

- **Print Marketing.** Print ads, Just Listed cards, and mini highlight sheets are still great for people to take home and also mail to your neighbouring communities.

- **Open Houses:** In this modern era, Open Houses are still effective, allowing buyers to visit the home with no pressure to purchase.

All of the print and digital copies of the photos, brochures and blueprints will be uploaded to various social media pages, Facebook groups, and Kijiji to help engage with those who utilize those platforms instead of working with a realtor.

Together, we will determine the best course of action to get your home to market and in front of prospective buyers.

STEP #5

Show it off

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to prospective buyers. My job is to take care of almost all of the logistics. I will create a google spreadsheet for all of the showing details, dates, and more importantly feedback.

Here are a few tips to maximize the showing experience:

Be flexible

Be as flexible as you can. Try to accommodate the buyer's schedule. You should leave the home during every showing. Buyers want to be able to look around and discuss your home candidly. They won't be as comfortable if you're there. Park down the road or grab a quick snack. Showings typically last 15 - 45 minutes.

Create an inviting home

In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Turn on all the lights, open all the blinds, and leave inside doors open or slightly ajar. Place any additional information that's helpful like property brochures, floor plans, and additional photos on the kitchen countertop.

Bonus tip, leave a plate of cookies or small snacks for your prospective buyers.

Receive showing feedback

This is super important and sometimes hard to get. Remember the Exclusive Client Relationship we have? This is also present for the buyer and their REALTOR®. The industry standard is that a good listing REALTOR® will ask for feedback on every showing. Once that feedback is heard, I will then record that feedback into our shared spreadsheet for discussion. Don't be too surprised if feedback is limited or even negative. A buyer's feedback may reveal things that we may have missed, and also showcase their client's true motivation or even desire to purchase the home. We will always ask for feedback, but, we may not always get it.



#6

Negotiate Like a Boss

Now, this is where things get exciting. So you have received an offer or maybe even two, in most cases, your home's list price won't be the selling price. When it comes to settling on that final number, you're more than likely going to be negotiating with the prospective buyer. That's something your REALTOR® is an expert at. We take emotion out of the discussion and are able to advise based on the situation.

Here are some key strategies for owners:

It's a conversation. Don't be offended by low offers and added terms. No one is forcing you to accept them. Think of it as a starting point to have a discussion. Always counter-offer. Momentum matters. Just the act of moving a deal forward helps make the deal happen. Price isn't the only thing. Yes, you can negotiate on price, but, you can offer other terms & even assets in the home itself. Don't get stuck on one thing. Be Creative. Once an agreement is achieved, the buyer will provide a deposit cheque to be held in trust at the select brokerage until the conditions are met. The conditions typically have a set time for removal, and usually include things like an inspection and financing. After the conditions have been met, the buyer will sign a notice of waiver and the deal is officially firm, and you have successfully **Sold your Home!**

STEP #7

Calculating Your Net Proceeds

The cheque is on its way! Now how much do you get to keep?

There are a number of closing costs to consider:

Legal Fees

Lawyers' fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1500 for a lawyer to look after the legal details necessary to close their home.

Mortgage Fees

Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. Every so often there is a discharge fee to remove the mortgage from the title that can range from \$100 to \$250. You also may have to pay penalties depending on how far along you are in your term. (Please have these discussions BEFORE listing your home)

Disbursements

These fees cover additional legal expenses such as RPR compliance, travel, copies, couriers, registration fees, and preparing document transfers. Disbursements can range upwards of \$1000, but can sometimes be built into your legal fees.

Adjustments

It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on mortgage interest, property tax, and utility charges will be corrected, and the Seller will be credited or charged accordingly.

Moving Costs

Moving costs vary based on location and the number of possessions being moved. If you're moving by yourself, you should factor in vehicle fuel costs, rental vehicles, and moving supplies.

Prepare to Move

Here are some key items to consider when preparing.

3-4 WEEKS PRIOR TO THE MOVE:

- ☐ Make a list of everything important to be moved so nothing gets lost in the mix.
- ☐ Donate any unwanted clothing/furniture.
- ☐ Book the elevator and/or confirm a moving truck.
- ☐ Contact insurance company to transfer policies.
- ☐ Request change of address kit from post-office
- ☐ Prepare a list of friends, businesses & personal accounts that should be notified of your upcoming move.
- ☐ Arrange cut-off/activation dates for utility companies.

2 WEEKS PRIOR TO THE MOVE:

- ☐ Purchase any moving supplies.
- ☐ Make an appointment with a service technician if moving appliances.
- ☐ Obtain a written appraisal of antique items to verify value.
- ☐ Create a plan to dispose of flammables that can't be transported.
- ☐ Schedule a dump run for all unwanted items you have accumulated.

1 WEEK PRIOR TO THE MOVE:

- ☐ Check furniture for dents and scratches, take photos if needed.
- ☐ Label items you need to access easily.
- ☐ Clean out the refrigerator/plan to defrost and dry a day before the move.
- ☐ Drain equipment: water hoses, propane tank, gas/oil lawnmowers.
- ☐ Schedule to have utilities turned on at your new home.
- ☐ Make a plan to transport houseplants.
- ☐ Confirm travel arrangements for pets and family.
- ☐ Remove all pictures from the walls.
- ☐ Organize all important records/documents

DAY OF / DAY BEFORE THE MOVE

- ☐ Designate boxes and items as “last load” items.
- ☐ All loose items are packed in boxes.
- ☐ All electronics are unplugged from a power source. (Plasma TVs should be unplugged the day before so they are at room temperature for the move).
- ☐ All boxes are labeled with their destination room in your new home on the top and sides of each box .
- ☐ All heavy and breakable items are removed from dressers and desk.
- ☐ Disassemble bedroom sets to save time.
- ☐ Prepare an essentials box:
 - Toilet Paper (unopened)
 - Snacks/Instant Coffee
 - Scissors/Pocket Knife
 - Change of Clothes
 - Dish Soap, Dishes, and Towel
 - Flashlight
 - Portable Tool Kit
 - Personal Towels
 - All-Purpose Cleaner (unopened)
 - Mug/Plate/Cutlery
- ☐ Water shut off.
- ☐ Leave keys / any notes in a kitchen drawer.



#9

Possession Day

This is the most exciting day during the whole process. On this day, leaving the home for the last time by 9:00 am is highly recommended. Some people even leave the day before. Feel free to write a thank you letter while adding some quirks about the home. Put together all the manuals you have saved over the years, and leave the all remaining keys in a kitchen drawer.

The Sellers Lawyer will notify both myself and you that the “keys have been released.” When this happens the home has officially SOLD and the money has been transferred to their firm.

This call can range between 10:00 am - 4:00 pm. Within a week following that date, the lawyer will have your Net Proceeds ready for you to pick up or directly deposited in your account.

In preparation for listing your home, you will need to gather up a few things:

- ☐ A copy of your RPR (Real Property Report) Survey w/ Compliance.
- ☐ Your most recent annual property tax assessment.
- ☐ The average cost of utilities (electricity, hydro, water).
- ☐ Details of recent improvements or renovations
- ☐ A list of items you would like to INCLUDE / EXCLUDE from the sale.
- ☐ Pictures of seasonal features (i.e. gardens in bloom).
- ☐ A list of any easements or right-of-ways.
- ☐ A copy of a previous Home Inspection.
- ☐ Receipts and warranties for recent home improvements.
- ☐ Receipts and warranties for any existing appliances.
- ☐ Other relevant information (any upgrades, copy of floor plans, builder plans, and/or model name).

Additional requirements for Condominium Owners:

- ☐ Maintenance fees and a list of maintenance/fee inclusions.
- ☐ Parking and locker numbers.
- ☐ Passkey to the building Status Certificate (if available).
- ☐ A list of by-laws and restrictions.
- ☐ A detailed list will be part of your exclusive listing agreement.



SO, WHY WOULD YOU WANT TO WORK WITH TANNER?

Driven. Transparent. Client-Focused.

Tanner brings professionalism, strong communication, and genuine care to every listing. With a background in mechanical engineering, he approaches selling your home with precision, organization, and attention to detail. He's honest, straightforward, and keeps you informed at every step, breaking things down clearly and guiding you toward a strategy designed to help your home achieve its strongest possible sale price.

He understands what buyers notice and helps you showcase your home effectively while navigating any challenges calmly and efficiently. His work ethic, responsiveness, and commitment to going the extra mile make the entire experience smooth and stress-free. With thoughtful pricing, polished marketing, and strong negotiation, you get a Realtor dedicated to helping you achieve top-dollar while keeping the process simple and well supported.

Contact Tanner For Any Questions you Have!

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