

The Ultimate Home Selling Guide



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Welcome

Selling a home is one of the biggest financial decisions most people ever make. In Greater Vancouver, it's also one of the most complex. This guide was created to give you clarity, structure, and confidence, not hype or sales talk.

Whether you're actively preparing to sell or just gathering information, the goal is simple: help you understand the process, avoid costly mistakes, and make informed decisions at every stage. If you decide to move forward with us, great. If not, you'll still walk away more informed than most sellers in today's market. That's how we believe real estate should work.

Relationships over transactions.



Every single time.

The Home Selling Roadmap

Every successful sale follows the same core framework



Each step builds on the last. Skipping or rushing any one of them often leads to unnecessary stress, longer days on market, or missed value. 3

Deciding to Sell

Selling is not just about market conditions. It's about timing, lifestyle, finances, and future plans.

Before listing, we encourage every seller to slow down and answer a few key questions:

- Why are you considering selling right now?
- Is your timeline flexible or fixed?
- Are you purchasing another property, renting, or relocating?
- Have you considered the financial and emotional impact of the move?

There is no universal “right time” to sell. The right time is when the decision aligns with your personal goals and circumstances.

Our role at this stage is advisory, not persuasive. We provide clear information so you can decide what makes sense for you.



Choosing the Right Agent

Your choice of agent directly impacts your sale price, timeline, and overall experience.

The right agent does far more than list your home on MLS. They act as:

- Your market analyst
- Your pricing strategist
- Your negotiator
- Your project manager
- Your advocate



What to Look For

Local Market Expertise

True expertise goes beyond city-wide statistics. It means understanding neighbourhood trends, buyer behaviour, and micro-market pricing.

Clear Communication

You should always understand what's happening, why decisions are being made, and what comes next.

A Defined Strategy

Pricing, preparation, and marketing should never be "let's see what happens." There must be a clear plan backed by data.

Trust and Compatibility

You'll be working closely together during a major life transition. Trust matters.

Preparing Your Home for Sale

Preparing your home does not mean over-renovating or overspending.

The goal is to position the property so buyers can clearly see its value, functionality, and potential.

Key Preparation Areas



Decluttering and Depersonalizing

Buyers need to visualize themselves in the space. Removing excess items helps rooms feel larger, cleaner, and more inviting.



Minor Repairs

Small issues can raise big concerns. Addressing them early reduces friction during negotiations.



Staging and Styling

Staging is not about decoration, it's about flow, proportion, and first impressions. Whether partial or full staging is recommended depends on the property and market conditions.

Every recommendation is evaluated through a cost-versus-return lens.

Pricing Strategy

Pricing is the most critical decision in the selling process. Your listing price is not your home's value, it is a marketing tool designed to attract the right buyers.

Pricing is based on:

Comparable active listings (competition)

Pending sales (current buyer behaviour)

Recently sold properties (confirmed market value)

The First Three Weeks

The first three weeks on market are when buyer interest is highest. This period provides the most honest feedback from the market.

Overpricing often leads to:

- Reduced showings
- Missed momentum
- Weaker negotiating positions



Correct pricing creates urgency, activity, and stronger outcomes.

Marketing Your Home

Effective marketing is about positioning, not exposure alone.

A professional launch includes:



High-quality photography and video



Floor plans and digital walkthroughs



Strategic online placement



Social media promotion



Open houses and private showings

The objective is to create demand, tell the property's story, and attract serious buyers.

Offers, Negotiation, and Closing

Once offers are received, attention shifts from marketing to negotiation and risk management.

Every offer is evaluated based on:

- Price
- Conditions
- Deposit strength
- Buyer financing
- Closing timelines

The strongest offer is not always the highest number.

After subject removal, the transaction becomes firm and moves toward completion, including legal coordination, adjustments, and final handover.



Closing Costs: What Sellers Should Expect

Understanding your closing costs ahead of time helps you plan properly and avoid surprises.

While every sale is different, most sellers in Greater Vancouver can expect the following:

Realtor Fees

Real estate commissions are typically structured as a percentage of the sale price and are shared between the listing brokerage and the buyer's brokerage.

Commission is only paid once the sale successfully completes.

Legal Fees

You'll need a real estate lawyer or notary to:

- Prepare closing documents
- Handle title transfer
- Manage financial adjustments

Legal fees usually range depending on the complexity of the sale.

Common Seller Mistakes (And How to Avoid Them)

Even strong markets don't protect sellers from poor decisions. Most issues we see are avoidable with the right guidance.

Overpricing the Property

Overpricing is the most common and costly mistake. It often leads to:

- Fewer showings
- Longer time on market
- Reduced negotiating leverage

Correct pricing creates urgency and attracts serious buyers early, when interest is highest.

Ignoring Early Market Feedback

The first few weeks on market provide valuable information.

Ignoring feedback instead of adjusting strategy often results in missed momentum.



Over-Renovating Before Listing

Not all upgrades deliver a return.

Spending heavily on renovations without a clear strategy can reduce your net outcome.

We focus on improvements that actually matter to buyers.

Being Emotionally Reactive During Negotiations

Selling a home is personal – but negotiations must stay strategic. Emotional decisions can:

- Kill strong deals
- Create unnecessary conflict
- Reduce final outcomes

We help keep negotiations professional, objective, and aligned with your goals.

Choosing the Wrong Agent

Hiring an agent based on commission discounts, inflated pricing promises, or personality alone often leads to regret.

Experience, strategy, and communication matter more than anything.

Avoiding these mistakes is often the difference between an average result and a great one.

Transitioning to What's Next

A smooth transition requires planning beyond the sale itself.



Coordinating moving timelines



Connecting you with trusted service providers



Ensuring a clean and organized handover

The experience should feel supported from start to finish.



How We Work

Our approach is simple:

- Honest advice, even when it's uncomfortable
- Clear strategy from day one
- Full-service support throughout the process
- Strong, professional negotiation
- No pressure, ever

We focus on long-term relationships, not short-term transactions.

Final Thoughts

Selling a home doesn't need to feel rushed, confusing, or overwhelming.

With the right information, the right strategy, and the right guidance, it can be a confident and controlled process.

If you're considering selling — now or in the future — we're here to have a real conversation.

No pressure. *Just clarity.*

