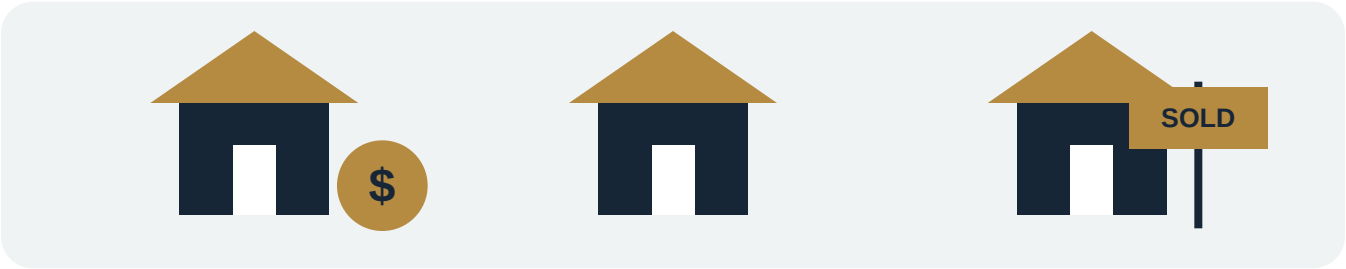
COMPLIMENTARY HOME SELLER'S GUIDE

# 27 Valuable Tips to Sell Your Home Fast and for Top Dollar




## Protect your investment. Sell with confidence.

Your home may be your largest asset. When it is time to sell, thoughtful preparation can help you pursue the best possible price, reduce stress and avoid expensive mistakes.

This practical guide walks you through pricing, presentation, marketing, negotiation and closing so you can make informed decisions and stay in control of your next move.

**Jeremy Romano | REALTOR®**

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# Set your goals and price

## 01 Define your ideal outcome

Rank your priorities: net proceeds, timing, certainty and convenience. Agree on a realistic preparation budget before spending money.

## 02 Keep sensitive details private

Tell your agent about financial pressures or deadlines in confidence. Do not volunteer personal circumstances during negotiations; always meet disclosure duties.

## 03 Price using evidence

Compare recent sales with similar size, condition, location and features. Use active listings to understand competition, not as proof of market value.

## 04 See the market through a buyer’s eyes

Tour competing listings or review their photos and layouts. Identify what makes your home stand out and what might discourage a buyer.

## 05 Decide whether an appraisal is worthwhile

An independent appraisal can be useful for a distinctive property or uncertain value. It is a snapshot, not a promise of the final sale price.

## 06 Separate assessment from market value

Ontario property tax assessments are designed for taxation. Current comparable sales are generally more useful when setting a listing price.

# Make Your Home Irresistible to Buyers

### 07 Interview your agent

Ask for a written marketing plan, communication expectations, local sales evidence and a clear explanation of fees and services.

### 08 Calculate your walk-away figure

Estimate net proceeds after mortgage payout, commissions, legal costs and moving expenses. Keep your minimum acceptable figure private.

### 09 Make the entrance inviting

Tidy the yard, clean the front door and improve lighting. A welcoming first impression helps buyers focus on the home’s strengths.

### 10 Get an objective opinion

Ask a trusted professional to walk through the property and identify the improvements most likely to matter to buyers.

### 11 Fix small problems before showings

Repair dripping taps, loose hardware and damaged trim. Deep-clean kitchens, bathrooms and windows before photography.

### 12 Create room for imagination

Remove excess furniture and personal items. Use simple styling and neutral colours to make rooms feel spacious and welcoming.

### 13 Eliminate odours at the source

Clean pet areas, ventilate rooms and address moisture or smoke odours. Avoid overpowering fragrances that may suggest a hidden problem.

# Market and negotiate with confidence

### 14 Be transparent about defects

Discuss known issues with your agent and lawyer. Provide required disclosures and never conceal a material problem.

### 15 Reach more qualified buyers

Use quality photography, accurate listing details and accessible showing times to broaden exposure. Competition may improve your options.

### 16 Treat offers as business decisions

Separate your emotional attachment from the financial terms. Compare the entire offer rather than reacting to the price alone.

### 17 Understand the other side’s priorities

Through your agent, explore timing and other terms the buyer is willing to share. Respect confidential information.

### 18 Consider financing readiness

Ask your agent to assess financing conditions and appropriate evidence of readiness. A higher price is not necessarily the strongest offer.

### 19 Use closing flexibility wisely

A workable closing date can be valuable to both parties. Consider whether timing flexibility could improve the overall agreement.

# Protect your sale until closing

### 20 Coordinate your next purchase

Before buying another home, assess the risk of carrying two properties. Discuss sale conditions and financing options with your advisers.

### 21 Plan for vacancy

If moving out early, maintain the property, consider staging and confirm insurance requirements. Keep it welcoming and secure.

### 22 Build a realistic timeline

Allow time for preparation, marketing and negotiations. Avoid unnecessary deadlines that weaken your bargaining position.

### 23 Evaluate low offers calmly

Review deposit, conditions, closing date and net proceeds. A disappointing first offer may still lead to a workable agreement.

### 24 Counter with a clear rationale

Use comparable sales and your priorities to decide whether to counter, accept or decline. Avoid negotiating purely out of frustration.

### 25 Assess the strength of the buyer

Consider the buyer’s ability to complete the transaction and the risks associated with conditions, using appropriate information.

### 26 Review every contract detail

Confirm price, deposit, parties, property, closing, conditions, inclusions and exclusions. Consult your lawyer when needed.

### 27 Document changes properly

Do not casually agree to early possession or changes after signing. Have your agent and lawyer review and document amendments.

YOUR NEXT MOVE

# Let’s create your selling strategy.




### Start with a complimentary home-selling consultation.

Find out what your home could be worth, what improvements are worth considering and how to prepare for a successful sale. No pressure and no obligation.

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Century 21 Leading Edge Realty Inc., Brokerage

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