ARE YOU BUYING OR SELLING?

If you already own a home and are looking to move, you'll need to decide whether to sell first, buy first, or make a conditional offer. Each option has benefits and risks. Use the overview below to help determine the best strategy.



BUYING FIRST

PROS

Buying first may make sense when a rare or perfect property becomes available and timing is crucial. Acting immediately can help you secure a unique opportunity before it's gone.

CONS

If your current home doesn't sell quickly, you may have to carry two properties at once. Because your eventual selling price is unknown, this can create financial strain—potentially forcing you to reduce your price just to align closing dates.



SELLING FIRST

PROS

Selling first tells you exactly how much money you have to work with. With a firm budget, you can make strong, unconditional offers on new homes—offers Sellers typically prefer. This gives you greater negotiating power and the ability to act quickly when the right property appears.

CONS

If you don't find a new home before your closing date, you may need temporary housing. Consider whether you have short-term accommodation options and whether your family can manage a period between homes.

CONDITIONAL OFFER

A middle-ground option is to make your offer conditional on the sale of your current home within a set timeframe. The Seller can continue showing the home and accept other offers. If another Buyer appears, you must either remove your condition and firm up your offer or step aside.

DRAWBACKS

Sellers often take conditional offers less seriously and may reject or counter them. You may need to raise your offer to stay competitive, and even if accepted, another Buyer could still displace you. You also cannot withdraw your offer until the condition period ends, meaning you may miss out on better opportunities.

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