THE HOW TO GET TOP DOLLAR

9 LISTING STEPS TO CONSIDER...

Selling your home is a major financial decision, and preparation is essential to achieving top dollar. Homes attract the most interest in the first seven weeks on the market, so getting everything in top shape before listing will help you sell faster and for more.

1 KNOW YOUR REASON FOR SELLING YOUR HOME

YOUR GOALS—QUICK SALE OR HIGHEST PRICE—WILL SHAPE YOUR STRATEGY, TIMING, AND PREPARATION.

2 HOW TO PRICE YOUR HOME RIGHT

START WITH A COMPETITIVE MARKET VALUE (CMV). OVERPRICING CAUSES FEWER SHOWINGS, FEWER OFFERS, AND A LOWER FINAL SALE PRICE. IF CURRENT MARKET VALUE ARE NOT FAVOURABLE, CONSIDER WAITING TO SELL.

3 PUTTING IN THE EFFORT AND DOING HOMEWORK

VISIT LOCAL OPEN HOUSES TO COMPARE FEATURES, CONDITION, AND PRICING. THIS WILL HELP YOU UNDERSTAND BUYER EXPECTATIONS AND SET A REALISTIC PRICE EXPECTATIONS.

4 CONSIDERING AN FORMAL APPRAISAL

AN APPRAISAL CAN BUILD BUYER CONFIDENCE AND SUPPORT YOUR PRICE, BUT IT ADDS COST AND MAY NOT ALWAYS DELIVER THE VALUE YOU EXPECT.

5 SELECTING THE RIGHT REALTOR AGENT

AS YOUR AGENT, I WILL GUIDE PRICING, MARKETING, NEGOTIATIONS, AND THE OVERALL STRATEGY. BEING EXPERIENCED AND KNOWLEDGEABLE ABOUT THE GTA WILL HELP ALIGN OUR GOALS.

6 CLEANING THE HOME THOROUGHLY

CLEAN, DECLUTTER, ELIMINATING ODOURS, AND CREATING AN OPEN, SPACIOUS HOME IS THE SELLING GOAL. A SPOTLESS HOME CAN MEAN THOUSANDS MORE IN YOUR FINAL SALE PRICE. IT IS WORTH IT!

7 MAKING YOUR HOME EASY TO SHOW TO OTHERS

ENSURE EASY ACCESS WITH A READILY AVAILABLE KEY, CLEARED PATHWAYS, KEEPING THE LIGHTS ON AND BLINDS OPEN, AND LEAVE DURING SHOWINGS HELPS BUYERS FEEL COMFORTABLE, WHEN VISITING.

8 REFRESHING THE INSIDE OF THE HOME

A FRESH COAT OF PAINT OR NEW CARPET CAN DRAMATICALLY IMPROVE YOUR HOME'S APPEAL AND PERCEIVED VALUE.

9 BOOST DRIVE-UP APPEAL

TRIM LANDSCAPING, TIDYING THE WALKWAY, MOW THE LAWN, AND REFRESH THE FRONT DOOR AND PORCH TRIMES IN THE ENTRY. DRIVE UP THE SALE PRICE EXPONENTIALLY.

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