

SELLER GUIDE

HOW TO GET TOP DOLLAR FOR YOUR HOME

A seller's game plan, from first decision to closing

The best results come from preparation. Most of the work that drives your final price happens before your home ever hits the market. Use this plan to stay in control of your sale.

01 KNOW YOUR GOALS

Is the priority the highest price, a quick sale or a specific closing date? Are you buying at the same time? Your answers shape the pricing strategy, the listing date and how we handle offers.

02 PRICE IT RIGHT FROM DAY ONE

A well chosen price attracts the most buyers early, when interest in a new listing is at its peak. Overpricing usually leads to fewer showings, longer time on the market and a lower final price.

03 PREPARE BEFORE YOU LIST

Declutter, deep clean, make small repairs and consider fresh neutral paint. Some sellers also order a **prelisting inspection** so there are no surprises and buyers can offer with confidence.

04 PRESENT IT BEAUTIFULLY

Most buyers see your home online first. Professional photography, a floor plan and thoughtful staging help your home stand out and bring in better qualified buyers.

05 MAKE SHOWINGS EASY

In the GTA, showings are usually booked through an online system, and a secure lockbox lets agents in when you're out. Saying yes to as many showing requests as you can, and leaving during showings, gives every buyer a chance to fall in love with your home.

06

GATHER YOUR DOCUMENTS

Have your property tax bill, utility costs, survey, warranties, permits and receipts for major updates ready. For condos, your lawyer or property manager will help with the status certificate. In Ontario, you may also be asked to complete a **Seller Property Information Statement**. Talk to your Realtor® and lawyer before filling one out.

07

NEGOTIATE THE WHOLE OFFER

The highest price isn't always the best offer. Compare deposits, conditions, financing and closing dates. A firm offer with a solid deposit can be stronger than a slightly higher conditional one.

PLAN FOR THE COSTS OF SELLING

- Real estate commission and HST
- Legal fees and disbursements for closing
- Mortgage discharge fees, and any prepayment penalty if you break your mortgage early. Ask your lender for a payout statement.
- Presale repairs, cleaning, staging and moving costs
- Adjustments for property taxes or utilities you've prepaid, which usually come back to you

TYLER'S TIP

Ask your lender for a mortgage payout statement before you list. Knowing your exact penalty and payout helps you plan your next move with confidence.



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Thinking of selling in Toronto or the GTA? Let's talk. I reply within 24 hours.

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