



HOW TO SELL YOUR HOME FAST — AND FOR TOP DOLLAR

Selling your home is likely one of the biggest financial decisions you'll ever make. To get the best price in the shortest time, preparation and strategy are key. Studies show homes have the highest chance of selling within the first seven weeks on the market. The longer a property sits, the lower its eventual selling price.

Here's how to get ahead and maximize your return:

1. Define Your Goals

Why are you selling? Your reasons will shape your approach. If speed is your priority, you may focus on quick curb appeal and pricing competitively. If maximizing your sale price matters most, expect a slightly longer process and more preparation. Knowing your goals helps determine your effort and pricing strategy.

2. Price It Right

Listing at a competitive market value from the start is critical. Overpricing can lead to fewer showings, reduced offers, and limited buyer interest. If you're not ready to accept the market value, consider waiting until conditions improve.

3. Do Your Homework

Visit open houses and study similar properties in your neighbourhood. Compare layouts, features, and asking prices to understand what buyers expect. Use this research to set a realistic asking price that attracts attention while maximizing your return.

4. Consider an Appraisal

A pre-listing appraisal can be a marketing advantage, reassuring buyers that your home is financeable. However, it's an additional cost and may not always match your expectations. Weigh the benefits for your strategy.

5. Choose the Right REALTOR®

Your REALTOR® will guide you through every step, impacting both the speed and price of your sale. Interview several agents to find the right fit. Ask about their experience, local sales, marketing approach, and negotiation style. References from past clients are invaluable.



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6. Clean and Declutter

First impressions matter. Remove clutter, clear excess furniture, and deep-clean every room. Eliminate odours, air out your home, and keep pets outside when possible. A sparkling, neutral space lets buyers envision themselves living there.

7. Make Your Home Accessible

Agents must be able to show your home easily. Keep keys readily available, lights on, doors unlocked, and drapes open. Whenever possible, step out during showings so buyers feel comfortable exploring the space.

8. Update the Interior

Fresh paint and clean, modern carpeting can transform a home's appearance and increase perceived value. Small updates can make a big difference in a buyer's impression.

9. Perfect Your Drive-Up Appeal

Curb appeal sets the tone. Trim trees and shrubs, sweep walkways, maintain your lawn, and add a welcoming front door and mat. Buyers form opinions before even stepping inside—make sure it's positive.

By following these steps, you'll position your home to sell quickly and for the highest possible price, giving buyers a strong first impression from the driveway to the front door.