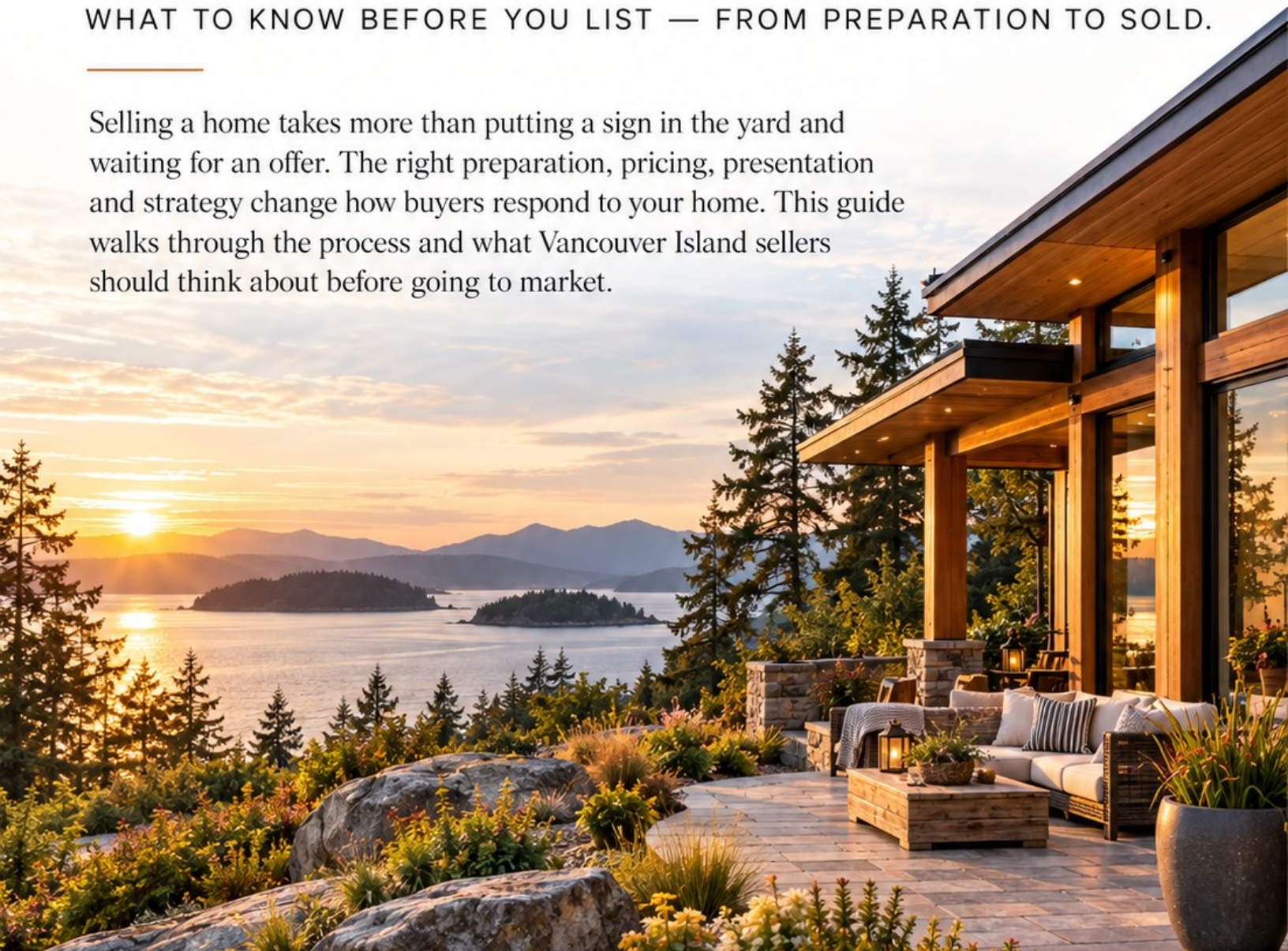




The Vancouver Island Home Seller's Guide

WHAT TO KNOW BEFORE YOU LIST — FROM PREPARATION TO SOLD.

Selling a home takes more than putting a sign in the yard and waiting for an offer. The right preparation, pricing, presentation and strategy change how buyers respond to your home. This guide walks through the process and what Vancouver Island sellers should think about before going to market.



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Before the Sign Goes Up...

GOOD PREPARATION STARTS WELL BEFORE THE LISTING GOES LIVE.

A few weeks of thinking ahead saves a lot of scrambling later.



Know your reason for selling.



Know your timeline.



Know where you're moving next.



Understand your mortgage situation.



Budget your likely selling costs.



Note repairs or unfinished projects.



Decide what to pack or remove.



Gather important property documents.



Think through whether you need to buy and sell at the same time.



Anja's Tip

The best time to solve little problems is before buyers notice them.



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Price Creates the First Impression

PRICING ISN'T ABOUT WHAT A SELLER HOPES TO RECEIVE. BUYERS COMPARE HOMES ONLINE IN SECONDS, AND PRICE IS OFTEN THE FIRST FILTER THEY USE.



Recent comparable sales.



Current competing listings.



Neighbourhood.



Property condition.



Lot and location.



Upgrades.



Market conditions.



Buyer demand.



Days on market.

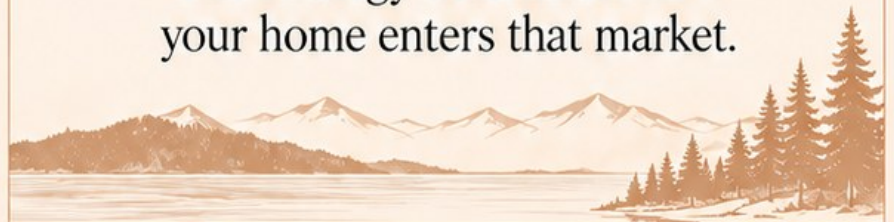


Unique property features.



The market decides value.

The strategy determines how
your home enters that market.





Presentation Matters.

YOU DO NOT NEED A PERFECT HOUSE. YOU NEED A WELL-PRESENTED ONE.

Presentation is the part you control. Most of it is time and elbow grease rather than renovation money.

-  Declutter and pack personal items.
-  Clear countertops and simplify furniture.
-  Clean thoroughly, windows included.
-  Finish the obvious small repairs.
-  Touch up paint where needed.
-  Improve lighting.
-  Tidy the landscaping.
-  Thin out storage areas.
-  Make entryways inviting.
-  Deal with strong odours.
-  Let rooms feel spacious.



Anja's Tip

Buyers notice space before they notice stuff. Less clutter usually makes a home feel bigger.



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Buyers Usually Meet Your Home Online First.

BY THE TIME SOMEONE BOOKS A SHOWING, THEY HAVE ALREADY DECIDED YOUR HOME IS WORTH THEIR SATURDAY. THAT DECISION USUALLY HAPPENS ON A SCREEN.



Professional photography
and strong listing photos.



Accurate property
information.



Clean presentation
and good lighting.



Floor plans where useful.



Video.



Social media exposure
and online marketing.



Showing the lifestyle as well
as the property.



Anja's Tip

Your first showing often
happens on someone's phone.



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Make It Easy for Buyers to Say Yes to a Showing.

SHOWINGS ARE EASIER WHEN THE HOME IS READY TO GO WITH TEN MINUTES' NOTICE.



Keep the home clean and clutter low.



Leave lights on where appropriate.



Open blinds and curtains.



Keep pets safely managed.



Control the temperature.



Keep entrances clear.



Secure valuables and medications.



Make access as easy as reasonably possible.



Give buyers space to look around.



Anja's Tip

More showing flexibility usually means more opportunities for buyers to see the home.





The Highest Offer Isn't Always the Simplest Offer.

AN OFFER IS A WHOLE PACKAGE OF TERMS. IT IS WORTH READING
IN CONTEXT BEFORE ANYONE CELEBRATES A NUMBER.



Purchase price and deposit.



Financing conditions.



Inspection conditions.



Subject removal dates.



Completion and possession dates.



Included and excluded items.



Requested repairs.



Buyer's property sale conditions.



Any other terms and conditions.



Price matters.
Terms matter too.





What Does It Cost to Sell?

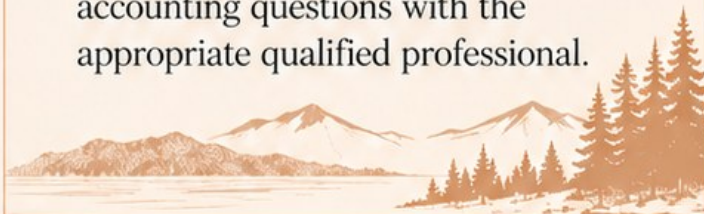
COSTS VARY FROM ONE SALE TO THE NEXT. THESE ARE THE CATEGORIES WORTH BUDGETING FOR EARLY.

-  Real estate commissions.
-  Legal or notary fees.
-  Mortgage discharge or lender fees, where applicable.
-  Moving costs.
-  Cleaning and repairs.
-  Staging, where applicable.
-  Storage.
-  Strata fees for documents or move-in and move-out, where applicable.
-  Adjustments.
-  Possible tax considerations, depending on the property and your situation.



Please note:

costs vary by property and situation. Confirm legal, mortgage, tax and accounting questions with the appropriate qualified professional.





Selling and Buying at the Same Time? Timing Matters.

THIS CAN BE ONE OF THE MOST STRESSFUL PARTS OF MOVING. PLANNING AHEAD HELPS MORE THAN ANYTHING ELSE DOES.



Understand your financing options.



Know whether you need to sell before buying.



Ask a mortgage professional about bridge financing if it is relevant.



Coordinate subject dates.



Coordinate completion and possession dates.



Consider temporary accommodation if needed.



Understand deposit timing.



Plan the moving logistics.



Build in flexibility where you can.



Anja's Tip

The goal is not just to sell and buy. It is to make the two transactions work together.



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You Don't Have to Manage All of This Alone.

HERE IS WHAT I HANDLE FOR SELLERS, START TO FINISH.



Prepare the home for market.



Review comparable sales and build pricing strategy.



Prepare the listing information.



Coordinate photography and marketing.



Promote the property online.



Coordinate showings and gather buyer feedback.



Review market activity and keep you posted.



Review offers and negotiate terms.



Track conditions and dates.



Coordinate with lawyers, notaries, lenders and inspectors.



Stay involved through completion and possession.



Thinking About Selling on Vancouver Island?

You do not need to be ready to list tomorrow to start the conversation. If you're wondering what your home may be worth, what to do before listing, or how selling would work with your next move, send me a message.

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