FOR SELLERS

The 12-Point Pre-Listing Checklist

What to fix, what to skip, and what to know before your house hits the market. Written from the builder's side of the table.

01 **Get the number first**
A valuation from sold comparables decides the plan. Everything below gets cheaper once you know it.

02 **Separate repairs that pay**
Most sellers overspend on the wrong rooms. Ask which fixes return more than they cost.

03 **Decide what leaves**
Furniture, appliances, clutter. A designer pass before the camera arrives.

04 **Fix the five buyers always notice**
Front door, entry smell, bulbs, grout, kitchen counter. Small money, real return.

05 **Disclose honestly**
Ontario requires honesty about known defects. Disclose and price it in.

06 **Time it with open eyes**
List when the buyer pool for your kind of home is actually looking.

07 **Know your full cost to sell**
Commission, legal, discharge penalty, moving, conditions. See the net number first.

08 **Prepare the paper trail**
ID, mortgage details, survey, permits, warranties. Missing paper slows closings.

09 **Plan the launch**
Photos, floor plan, copy, social, open house, buyer alerts. One coordinated launch.

10 **Set pricing strategy**
Where to launch, how much room to hold, when to move. Strategy beats a single number.

11 **Have the offer plan ready**
Every offer shown, every term explained. You decide with full information.

12 **Line up the next move**
Bridging, rentals, closing dates. The sale is easier when the move is planned.

Sahra McFarlane, Salesperson · Cityscape Real Estate Ltd, Brokerage · 437-422-4256 · sahramcfarlane.com