

How to Get Top Dollar for Your Home. Fast!



Your home is one of your biggest investments. When it's time to sell, a clear plan and the right preparation can help you achieve the best possible price, often within the first 7 weeks on the market. Homes that linger longer typically sell for less, so it pays to be ready from day one.

1. Know Your Motivation

- Decide why you're selling before you list.
- Need to move quickly? Price competitively and focus on fast, high-impact updates.
- Aiming for maximum profit? Be prepared for a longer selling timeline and potentially more showings.

Your "why" will guide your pricing, preparation, and marketing strategy.

2. Price It Right from the Start

- Overpricing, even by a small margin, can reduce showings, limit offers, and lead to a lower final sale price.
- Buyers compare your home to others in the area; if you price higher than similar homes, interest will drop.
- If current market value doesn't meet your expectations, consider improving the property or delaying your listing.

3. Do Your Research

- Tour nearby homes for sale to understand the competition.
- Compare size, layout, updates, and asking prices to your own home.
- Set a price that positions your property as one of the most attractive options on the market.

4. Consider a Pre-Listing Appraisal

- Shows buyers your home is priced fairly and can be financed.
- Can be a valuable marketing tool, but keep in mind:
 - Appraisals have a cost.
 - Values are time-sensitive.
 - You may not agree with the appraised amount.

How to Get Top Dollar for Your Home. Fast!



5. Choose the Right REALTOR®

- Interview more than one agent to find the best fit.
- Ask about:
 - Local market knowledge
 - Marketing strategy and tools
 - Sales track record in your area
 - Negotiation style and communication
- The right REALTOR® can directly impact your final sale price and timeline.

6. Make a Strong First Impression

- Curb appeal matters: trim bushes, mow the lawn, sweep walkways, and refresh the front door.
- A clean, clutter-free home sells faster and for more. Remove excess furniture, organize storage, and keep it spotless.
- Eliminate odours: air out the home, clean carpets, and avoid strong scents during showings.

7. Easy, High-Impact Updates

- Fresh, neutral-tone paint can make rooms feel brighter and more spacious.
- Replace worn or outdated flooring if budget allows.
- Update light fixtures, cabinet hardware, or faucets for a modern feel without major renovation.

8. Maximize Showing Opportunities

- Agree to have a secure lockbox installed for easy REALTOR® access.
- Before each showing: open blinds, turn on lights, and tidy up.
- If possible, step out during showings so buyers feel comfortable exploring.



Work with Us



bosgrouprealty@gmail.com

View our current listings at
www.bosgroup.ca