

A guide to selling your home

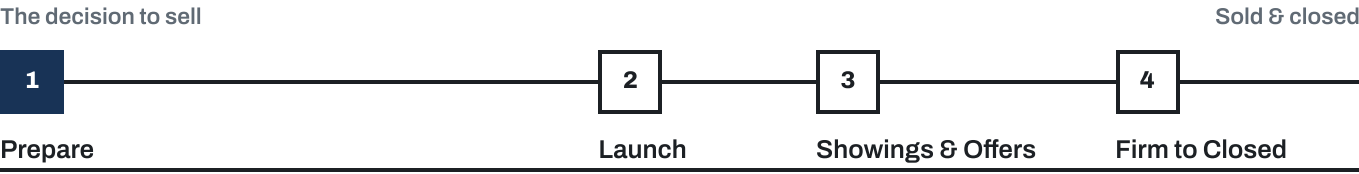
The Home Seller Journey

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You are here. This is the route from **the decision to sell**, to sold, to closed. Four stops, the people you meet at each one, and the places sellers quietly lose money, time and leverage along the way.



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01 Prepare

Decision → ready to list

Almost everyone you will meet on this journey, you meet here. Price, condition and timing are all set before a single buyer sees the home. That is why this stop takes up most of the line, and why nearly everything that goes wrong later was decided somewhere in it.

Start with your own situation

Before the market has an opinion about your home, there are things only you can settle. These are the ones that change what we do next.

01 Who owns it, and who has to agree

One name on title or four. Spouses, siblings, an estate trustee, someone acting under power of attorney. Every one of them has to sign, and every one of them should be in the room for the price conversation, not hearing about it afterward. Sales stall far more often over an owner who was not consulted than over a buyer who walked.

02 What you paid, and what you will keep

The number you bought at is history; the number you list at is strategy; the number that matters is what lands in your account. Mortgage payout and any penalty, commission, legal fees, adjustments, moving costs. We work that out early, because a list price only means something once you can see the bottom of it.

03 Why you are moving, and by when

A firm date and a soft preference are different animals. A closing you must hit (a job, a school year, a care facility, an estate timeline) changes how we price and how patient we can afford to be. If the date is genuinely flexible, that flexibility is worth real money and we should use it.

04 Where you are going next

Buying again, renting for a while, moving in with family, leaving the city. Your next chapter sets the pace for this one. It also decides how much of the proceeds you need, and how quickly you need them.

05

Whether the sale and the next place have to line up

This is the question that keeps sellers awake. Sell first and you negotiate from certainty but may need somewhere to land. Buy first and you have your next home but a deadline attached to this one, which buyers can read. There is no right answer for everyone. There is only the one that fits your finances and your appetite for risk. The whole picture, with a calculator: [Buying your next home](#).

06

Whether anyone will be living here while it sells

An occupied home shows warmth but needs constant readiness and disappearing acts at short notice. A vacant one shows easily and stages cleanly, but can feel hollow, costs you carrying charges, and often needs your insurer told. Most policies treat a vacant home differently, and a few stop covering it.

What you decide

The sellers

- When you want to move, and what has to line up around it
- What the home is realistically worth in today's market
- Which of the stager's recommendations you want to do
- What you'll walk away with once costs come out

Where a full-service team runs beside you

The listing team, the stager, trades, the cleaner, the media team and the inspector

- A market value analysis and an opinion of value, delivered and explained before you sign anything
- A stager through the home, then an honest sort of what is worth doing from what is not
- Trades booked and sequenced, with up to \$1,000 of the prep work covered by our team
- A professional clean the day before photos, also covered: floors, surfaces, inside the appliances
- Photography, video, 3D tour and floor plan, shot only once the home is genuinely ready
- A pre-list home inspection arranged the same day, so there are no surprises left to find

Where sellers lose money here

Pricing too early, on thin data

A number set weeks before launch, before anyone has read the market you are launching into, is a guess wearing a price tag. Pricing should begin as a data-supported range and become a decision close to the go-live date.

Renovating past the return

Some work returns several times what it costs. Some never comes back at all. Which is which depends on your home, your price band and your likely buyer. That is exactly what the stager visit and the conversation after it are for.

How this stop runs, in order

01 **We meet** You & me

Your plans, your timing, where you are going next, and how the process works.

02 **I build the market value analysis** Me

Comparable sales, current competition, and an honest opinion of value.

03 **We go through it together** You & me

Not a number handed to you. A range, and the reasoning behind it.

04 **We agree on value and a list price** You & me

Revisited closer to launch, because the market moves between now and then.

05 **We sign the listing agreement** You & me

Everything above happens before you commit to anything.

06 **A stager walks the home** Stager

Professional eyes on what buyers will notice, room by room.

07 **We decide what you will do** You & me

You choose. I tell you which items are worth it and which are not.

-
- 08 **I coordinate the trades** Trades
- Painters, handyman, touch-ups, booked and sequenced. Up to \$1,000 of this work is covered by our team.
-
- 09 **You give me about a week's notice** You
- When the home is ready, we lock in the media date.
-
- 10 **A cleaner comes through, the day before photos** Cleaner
- Floors, surfaces and inside the appliances. Covered by our team.
-
- 11 **Photography, video and 3D tour** Media Team
- One consistent standard, shot in a home that is genuinely finished.
-
- 12 **The pre-list home inspection, the same day** Inspector
- You find out what is in your home before a buyer does.
-
- 13 **We go live a few days later** Launch
- Usually a Wednesday, Thursday or Friday, to land in front of weekend buyers.
-

Why the inspection happens before you list, not after

You find out first, on your own schedule

Anything the home is hiding surfaces while you still control the timing, the cost and who does the work, not on a five-day conditional clock.

You can answer claims with a document

When a buyer's inspector reports something alarming, you are not guessing. You have your own report, from your own inspector, to check it against.

Serious buyers can see it up front

A report available at the outset invites cleaner, more confident offers, sometimes with one fewer condition attached.

It removes the buyer's biggest lever

A problem discovered during a buyer's inspection becomes a price concession. The same problem, already known and already priced in, is just a fact about the house.

Fewer deals fall apart

The conditional period is where firm-looking sales collapse. Most of what collapses them is something nobody knew about until then.

One honest note: an inspection tells you things, and once you know about a material latent defect there are disclosure obligations that come with knowing. That is almost always better than the alternative. It is a conversation we have openly, and your lawyer can weigh in.

A decision that lives here

	List as-is	Prep first
Works when	Condition is already strong, or your likely buyer is a renovator who wants to make it theirs.	Targeted work removes an obvious objection: dated paint, tired floors, a cluttered room that photographs badly.
You gain	Speed to market, and no money out of pocket before the sale.	Stronger photos, a wider buyer pool, and a better first ten days.
You give up	Some control over first impressions, and the buyer prices in the work, usually at a rate higher than it would have cost you.	Time and up-front money, though the stager visit, the first \$1,000 of trades and the pre-photo clean are already covered.

02 Launch

Live on the market

Launch is the one part of this route that cannot be re-run. A listing gets more attention in its first week and a half than at any point afterward, and it spends that attention on whatever it looks like the day it goes live. Everything at the last stop existed to make sure that is a finished home at a defensible price.

What you decide

The sellers

- Approving the final list price, the listing copy and the go-live date
- Deciding how available the home will be for showings
- Bracing for the market's honest, sometimes blunt, reaction

Where a full-service team runs beside you

The listing team

- A final read of the market, and the list price confirmed against it on the day
- The listing built and syndicated accurately everywhere buyers look
- Marketing aimed at the specific buyer this home suits, not at everyone
- A social rollout, because that is where buyers already spend hours each week
- Open house strategy: when it genuinely helps, and honesty when it does not

Where sellers lose money here

Going live before the home is ready

A listing that appears half-finished spends its best week apologising. And photos taken before the work was done do not go away. They follow the listing across every portal for as long as it is on the market.

Marketing to no one in particular

A sign on the lawn and a spot on MLS just puts the home where people can find it. That is not the same as selling it. So is a listing that leads with the brokerage instead of the house. Someone specific is going to buy this home; the marketing should be built for them.

The first 7–10 days carry the most weight

New listings surface to every buyer with a saved search, every agent watching the neighbourhood, and every portal's new-listing feed at once. That surge does not come back. Everything at the Prepare stop exists so that this window meets a finished home at a defensible price.

03 Showings & Offers

Activity, feedback, negotiation

This is where the market answers back: in showing counts, in comments, and eventually in offers. The skill here is reading what is being said, and remembering that an offer is a package of terms, not a single number.

What you decide

The sellers

- Keeping the home available and presentable, often for weeks
- Deciding which feedback to act on and which to let pass
- Choosing how patient or how aggressive to be
- Deciding which offer genuinely serves you

Where a full-service team runs beside you

The listing team, and buyers and their agents

- Reading showing activity against the market rather than against hope
- Translating feedback: separating the signal from the noise
- Recommending a change of course early, while a change still works
- Qualifying an offer's real strength before anyone falls for the number on the front page
- Negotiating price, conditions, deposit, dates, inclusions and risk as one package

Where sellers lose money here

Price is not the only term

The highest number often carries the weakest terms: soft conditions, a thin deposit, dates that do not work for you, financing nobody verified. Compare offers as whole packages, or you will accept the one most likely to fall apart.

Feedback tells you something, but it is not the final word

Buyers are not appraisers, and they say things for reasons of their own. One comment is noise. The same comment five times is information about your price, your condition or your photos. Telling those apart is the entire job.

A decision that lives here

	Hold the price	Adjust
Works when	It is still early, showing activity is healthy, and the feedback is not converging on price.	Activity has stalled and the feedback keeps returning to the same point.
You gain	Your position, and the chance that the right buyer simply has not arrived yet.	Access to the buyer pool that was priced out, plus a fresh round of portal attention.
You give up	Time, and time on market is itself a signal buyers read.	Less than most sellers fear, but only if the move is decisive and early. A series of small reductions teaches buyers to wait.

04 Firm to Closed

Conditions cleared → keys handed over

A signed offer is not a sold home. Between acceptance and firm, conditions can still end the deal. This is the stretch where careful handling matters most and where communication most often goes quiet.

What you decide

The sellers

- Booking movers and organising your own next move
- Working with your lawyer, and your lender on a discharge or a port
- Condo documents, utilities, and the small administrative tail of a sale

Where a full-service team runs beside you

The inspector, the lawyer and the listing team

- Every deadline tracked in writing, and nothing left to memory
- The conditional period managed: inspection, financing, status certificate review
- Inspection and financing issues handled before they become a collapsed deal
- A plan for re-negotiation, in case the other side asks for one
- Lawyers, brokerages and buyers coordinated so nothing waits on an unreturned call
- You told what is coming before it arrives, not after

Where sellers lose money here

Missed deadlines do not stretch

Conditional dates, deposit delivery, document delivery: these are fixed. Missing one can hand the other side leverage, or an exit, for free. This is the least glamorous work on the entire line and the easiest place to lose a firm sale.

No plan for the second negotiation

Inspections surface things. Appraisals come in low. Lenders change their minds. A seller who assumed the negotiating ended at acceptance tends to make the second one under pressure, on a deadline, with no fallback position prepared.

The map is the point

Every stop on this line happens whether or not anyone is helping you. The route does not change. What changes is how much of it you walk alone, how early you see the hazards, and how much leverage you still hold when you reach the last stop.

Read it in whatever order is useful. The stops you are furthest from are usually the ones worth reading first. Almost everything that goes wrong at Stop 4 was decided back at Stop 1.

Where are you on the line?

If you are somewhere between the first stop and the last, a conversation costs nothing and usually saves something. No pressure, no obligation.

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