




SELLER'S GUIDE



 905-291-5555

 savith@mankidy.com

Thinking About Selling Your Home? You're in the Right Place.

Deciding to sell your home is a big step — and just by picking up this guide, you've already taken one of the most important ones: getting informed.

Whether you're upgrading, downsizing, or just exploring your options, this guide is here to walk you through the process from start to finish. Inside, you'll find helpful tips, smart strategies, and insights tailored for the Ontario real estate market.



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Selling Process

What selling a home actually looks like...

Selling a home isn't something most people do every day — and if it's been a while (or it's your first time), it can feel like a maze of paperwork, decisions, and “what now?” moments. The good news? You don't have to figure it all out at once.

While every sale is unique, the overall process follows a pretty consistent flow. From the moment you decide to sell to the day you hand over the keys, there are clear steps to follow — and knowing what to expect at each one can help you avoid surprises, reduce stress, and make better decisions along the way.

Whether you're working with a realtor or exploring your options solo, understanding the big picture gives you a major advantage. Here's a simplified look at the selling journey to help you feel more confident moving forward.

1

Decide to Sell

Assess your goals, timing, and financial picture.

2

Prepare the Property

Assess your goals, timing, and financial picture.

3

Determine a Listing Strategy

Choose how you'll sell (MLS, FSBO, Exclusive), and set your asking price.

4

Market the Home

Photos, descriptions, and online exposure make the first impression count.

5

Showings & Offers

Potential buyers will tour the home and submit offers for review.

6

Negotiate & Accept Offer

Price, conditions, and timing are negotiated before the deal is finalized.

7

Close the Sale

Legal paperwork, inspections, and final walk-throughs lead to closing day.



Pre-Listing Preparation



Before listing your property, it's important to show it in its best light. Here are key ways to make a strong first impression:

➔ Clean and Declutter

- Remove personal items and excess furniture
- Deep clean carpets, windows, and kitchens/bathrooms
- Neutralize odours (especially from pets or cooking)

➔ Small Repairs

- Fix dripping taps, squeaky doors, and chipped paint
- Replace burnt-out light bulbs
- Update old fixtures or handles for a modern touch

➔ Consider Staging

- Professional staging or even light rearranging can highlight your home's best features and help buyers imagine living there.

➔ Invest in Great Photography

- Your listing photos are your home's first impression — high-quality, well-lit images can generate more interest and higher offers.





Boosting Your Home's Value

Smart Improvements That Pay Off Huge...

You don't need to do a full renovation to make your home more appealing — in fact, some of the most effective value-boosting strategies are surprisingly simple (and affordable). The goal isn't to transform your home entirely, but to help it show its best version to potential buyers.

Buyers often make decisions based on emotion, and small details — from the shine on your kitchen counters to the curb appeal out front — shape their first impressions. A fresh coat of paint or some modern lighting might not cost much, but it can make your home feel brighter, more updated, and more move-in ready.



➔ Landscaping & Curb Appeal

- Tidy up the lawn, trim hedges, and add a welcoming touch to the front door.

➔ Fresh Coat of Paint

- Neutral colours make spaces feel clean and spacious.

➔ Pre-Listing Inspection

- Get ahead of surprises and build buyer confidence.

➔ Digital Marketing

- Virtual tours, online ads, and strong listing descriptions expand your home's reach to more buyers.

Tip: Homes with great photos and digital tours tend to sell faster and for more!

Understanding Listing Options

Choosing How to List Your Property...

There are different ways to bring your home to market — and the best choice depends on your goals and comfort level.

MLS (Multiple Listing Service)

- Most common and wide-reaching method
- Exposes your property to buyers, agents, and online platforms
- Typically done through a licensed realtor

Exclusive Listing

- Property is marketed privately to a network of buyers
- Often used for privacy or high-end listings
- May limit exposure, but offers more control

For Sale by Owner (FSBO)

- You handle everything: pricing, marketing, negotiations, paperwork
- Can save on commission, but requires time, effort, and legal knowledge
- Risk of underselling or legal missteps

The Role of a Realtor®

Do You Need a Realtor? Here's What They Can Do

Whether or not you choose to work with one, it's helpful to understand what a real estate agent typically brings to the table:



Pricing Strategy

Accurate home valuations based on local market trends



Professional Marketing

Photography, online listings, social media, brochures



Negotiation Skills

Navigating offers, counteroffers, and conditions



Legal & Paperwork

Ensuring everything is compliant and complete



Network Access

Tapping into buyers, agents, lawyers, stagers, and more

A good agent simplifies the process, reduces stress, and often helps you walk away with a better result.

Selling Tips & Common Mistakes to Avoid

Here's how to stay ahead of the curve:



Do's:

- Be flexible with showing times
- Keep the home tidy and well-lit
- Be realistic with pricing based on comparables
- Ask questions if you're unsure of next steps



Don'ts:

- Overprice your home and "chase the market"
- Ignore feedback from potential buyers
- Skip the small repairs that could cost you in offers
- Let emotions drive your decisions

A smiling couple, a man and a woman, are holding a large red sign with the word 'SOLD' in white capital letters. They are standing in front of a light-colored building. The woman is on the left, wearing a grey long-sleeved top, and the man is on the right, wearing a light blue t-shirt. Both are smiling and looking towards the camera. The sign is held in front of them, partially obscuring their bodies.

Final Thoughts & Next Steps

You're More Ready Than You Think!

Selling your home doesn't have to be overwhelming. With the right preparation, knowledge, and support, you can take on the market with confidence.

Take a deep breath, review your options, and remember: every great move starts with a single step.

Next Steps:

- Walk through your home with a critical eye
- Create a checklist of small improvements
- Decide whether you'll use a realtor or list yourself
- Start gathering key documents (utility bills, survey, warranties, etc.)

Want more tools? Reach out to us and we will connect you with a trusted GTA Realtor that can help you with your goals and needs!



Thank you

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