

MARTINS REAL ESTATE GROUP

GUIDES

Ultimate Home Seller Guide

A practical guide to preparing, listing, marketing, showing, negotiating, and confidently navigating the home selling process.

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1. Price With Evidence

- Price to recent solds and active competition, not to hope or to a neighbour's list price.
- Track absorption rate: months of inventory tells you if you have leverage.
- Understand the trade-offs between strategic underpricing and pricing at value.

2. Prepare the Property

- Declutter and depersonalize every room before photography.
- Complete visible repairs; buyers over-estimate the cost of small defects.
- Deep clean, refresh paint in neutral tones, and maximize light in each room.

3. Market and Negotiate

- Professional photography, floor plans and video are baseline, not extras.
- Review every offer on price, conditions, deposit strength and closing date together.
- Keep a fallback plan for each negotiation outcome before you counter.

Questions about your next move?

Book a complimentary consultation at martinsrealtygroup.ca/book