
Seller's Guide

Selling is won before the sign goes up. Price, preparation and the way the home is presented decide how many buyers compete for it — and competition is what produces a strong number. This is the sequence I run, and what each step is actually for.

01 Price on evidence, not on hope

The list price comes from comparable sales near you, adjusted for condition, lot and timing — not from what a neighbour is asking. You see the comparables and the reasoning, not just a figure.

Overpricing costs more than it looks. The first two weeks carry the most buyer attention, and a home that sits through them is negotiated against later.

02 Spend only where it pays back

Some work returns several times its cost and some never comes back. Before you spend a dollar, we walk the property and separate the two.

- Paint, lighting and decluttering: almost always worth it.
- Kitchens and baths: depends entirely on the current condition.
- Major structural work: usually better disclosed and priced in.

03 Prepare and stage with intent

How the home shows on a screen and in person is the first negotiation. Layout, light and the small repairs buyers notice are planned room by room before photography.

04 Market it like it deserves

Buyers shortlist online long before they book a showing. Professional photography, video and floor plans, listing copy written to sell, and distribution across every channel that matters.

- MLS and the major portals.
- Social and paid promotion to local buyer audiences.
- My own database and the agent network across the GTA.

05 Read the feedback, adjust early

Every showing produces information. What buyers say, and what they avoid saying, feeds back into pricing and presentation while there is still time for it to matter.

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06 Negotiate the whole package

The best headline price is not always the best result. Deposit, closing date, conditions and the strength of the buyer all change what an offer is worth to you.

I will tell you when an offer in front of you is better than what the market is likely to bring next. That is a real answer, not a sales pitch.

SELLER READINESS CHECKLIST

- ☐ Comparative market analysis reviewed
- ☐ Repairs and deep clean complete
- ☐ Decluttered and lightly staged
- ☐ Professional photos and floor plan done
- ☐ Listing copy and pricing approved
- ☐ Showing and offer strategy agreed

Want the numbers for your own property? Ask me for a written valuation — the comparables, a recommended list price and what I would do to beat it. No cost, no obligation.

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