maria moves niagara

YOUR NEXT MOVE STARTS HERE

eXp REALTY BROKERAGE

A SMART SELLER'S GUIDE

Selling for Top Dollar

Preparation, pricing and a smarter plan



A successful sale starts before the listing goes live.

Thoughtful preparation can help your home stand out.

YOUR NEXT MOVE STARTS HERE.

THE SELLING STRATEGY

It starts with a clear plan

Selling your home is a major financial decision. The strongest results often come from aligning your goals, preparation, pricing and marketing before your property reaches the market.

There is no guaranteed timeline or sale price. Every home and market is different, but a thoughtful strategy can help you make informed decisions and present your property at its best.

1 Define what matters most

Are you relocating, buying another home, downsizing or working toward a specific closing date? Your priorities help shape the recommended timeline, preparation and negotiation strategy.

2. Price for the market, not the wish list

An asking price should reflect recent comparable sales, active competition, property condition and buyer demand. Pricing too high can limit interest, while pricing too low is not automatically the right strategy.

A comparative market analysis helps establish a defensible range and a pricing approach suited to your property and current Niagara market conditions.

3. Know your competition

Look at comparable homes through the eyes of a buyer. Consider location, layout, lot, updates, condition and overall presentation. Asking prices tell only part of the story, so recent sales and market trends matter too.

4. Spend thoughtfully

Not every improvement pays for itself. An independent appraisal may be appropriate in certain situations, but it is not routinely required to list a home and does not guarantee buyer financing or a particular sale price. Discuss the costs and benefits before proceeding.

PREPARE / PRESENT / PROMOTE

Small details. Stronger presentation.

5. Choose the right representation

Ask about local market experience, the pricing recommendation, photography, marketing channels, communication and negotiation approach. The right working relationship should leave you informed and confident throughout the process.

6. Make every room feel inviting

Declutter, deep clean and address noticeable odours. Clear countertops, create easy pathways and let in natural light. Simple staging and furniture placement can help buyers appreciate the space.

7. Consider selective updates

Touch up scuffed paint, repair obvious defects and refresh worn finishes where practical. Before committing to major renovations, compare the likely cost with the potential benefit.

8. Give the exterior attention

Trim landscaping, sweep paths, tidy the entrance and ensure exterior lighting works. A welcoming first impression begins before a buyer opens the front door.

9. Make showings easy

Offer reasonable showing flexibility while protecting your privacy and security. Follow your REALTOR®'s access procedures, secure valuables and medications, and prepare a quick tidy-up routine.

Your pre-listing priorities

- ☐ Confirm your goals and ideal timing
- ☐ Review comparable sales and competition
- ☐ Plan repairs, cleaning and staging
- ☐ Arrange professional photos and marketing
- ☐ Agree on showing and communication plans

Let's schedule a discovery call.

Together, we can build a selling strategy around your home, your goals and the Niagara market.

Maria Muia, REALTOR®

The Barry Team, eXp Realty

maria@thebarryteam.ca

Call or Text: 289-668-1978

MariaMovesNiagara.ca