

Selling Fast and for Top Dollar

Position your home to move quickly — without leaving money behind

These two goals aren't in conflict. In fact, homes that sell quickly often sell for more. Buyer urgency drives competition, and competition drives price. The key is creating the right conditions before your home ever hits the market.

01 START BEFORE YOU LIST

- The work that gets you top dollar happens in the two to four weeks before listing, not after the sign goes up.
- Declutter aggressively. Buyers need to see the space, not your things. Rent a storage unit if you need to.
- Get a pre-listing home inspection. Knowing what's there gives you time to fix it on your terms — not the buyer's.
- Paint where it matters most: the front door, the main floor, and the primary bedroom.

02 PRICING FOR SPEED AND COMPETITION

- In active GTA markets, list 3 to 5% below your target price and set an offer date five to seven days out. This builds urgency and draws multiple offers.
- In slower conditions, price at or just below comparable sales to attract serious buyers quickly without triggering a lengthy negotiation.
- Avoid round numbers. \$899,000 performs better than \$900,000 in online searches because of how buyer filters are set.

03 PRESENTATION IS A MULTIPLIER

- Professional photography is non-negotiable. Listings with professional photos get significantly more views and showings than those without.
- Video walkthroughs and virtual tours keep buyers engaged and help pre-qualify interest before they walk through the door.
- Staging — even partial staging of the main living areas and primary bedroom — helps buyers emotionally connect with the home.

04 CREATING A SENSE OF URGENCY

- An offer date creates a deadline. Buyers know they have to act or risk losing the home to someone else.
- Broad MLS exposure combined with social media promotion and agent network outreach ensures maximum eyes on the listing the moment it goes live.
- Open houses in the first weekend generate buzz and bring out buyers who weren't already booked for private showings.



Ready to sell? Let's talk strategy.

A clear, no-pressure conversation about your home and the market.

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