

# SELLER'S GUIDE

*Selling Your Home in the GTA — A Straightforward Walkthrough*  
Compliments of Yuriy Melnyk | MYrealtor · Royal LePage Supreme Realty, Brokerage

Selling a home isn't a single event — it's a series of decisions. Some add value, while others can cost you time and money.

This guide walks you through each stage of the selling process so you know what to expect, what really matters, and where professional guidance can make the biggest difference.

## 1. Before You List

Every successful sale starts with a plan. Before your home ever appears on MLS®, we'll discuss:

- Your goals and timeline
- Your ideal closing date
- Whether you're buying another property
- Current market conditions
- The best pricing and marketing strategy for your home

I'll also prepare a Comparative Market Analysis (CMA) using recent sales, active listings and current competition to help determine a realistic market value.

Every property is unique. There is no one-size-fits-all strategy.

## 2. Preparing Your Home

Presentation directly affects buyer perception. The goal isn't to spend the most money — it's to invest only where it improves your final selling price.

### **Paint First**

If you're only going to do one thing before listing your home, paint it. Fresh neutral paint (soft whites, warm greys and greige tones) consistently delivers one of the highest returns on investment because it makes the home feel clean, bright and move-in ready.

### **Small Repairs Matter**

Loose handles. Leaky faucets. Burnt-out light bulbs. Squeaky doors. Individually they're minor. Together they create doubt.

Buyers often wonder, "If these small things weren't maintained, what bigger problems might there be?"

### **Declutter & Depersonalize**

Less furniture creates larger-looking rooms. Pack away personal photos, collections and unnecessary items so buyers can picture their own life in the home.

### **Curb Appeal**

Buyers begin forming opinions before they ever walk through the front door. Simple improvements like lawn care, clean walkways, fresh mulch and a welcoming entrance can make a significant difference.

## Professional Cleaning

Professional photography — and buyers themselves — notice everything. A professionally cleaned home always shows better.

## 3. What Buyers Actually Notice

After hundreds of showings, buyers consistently notice the same things within the first few minutes:

- Natural light
- Cleanliness
- Smell
- Paint condition
- Flooring
- Kitchens and bathrooms
- Signs of deferred maintenance
- Overall feeling of the home

Most buyers form an emotional opinion almost immediately. The rest of the showing is often spent confirming that first impression.

## 4. Selling a Home or Condo With Tenants

Selling a tenanted property requires additional planning. Today's buyers overwhelmingly prefer vacant possession.

A home with tenants can still sell successfully, but it generally appeals to a smaller pool of buyers — primarily investors — which may affect both selling time and price.

Under Ontario's Residential Tenancies Act, a seller cannot simply require a tenant to move out before selling.

An N12 Notice only applies when the purchaser (or an eligible immediate family member) genuinely intends to occupy the property themselves. The process includes mandatory compensation and is closely scrutinized by the Landlord and Tenant Board.

Showings also require at least 24 hours' written notice and must occur during reasonable hours.

If your property is currently tenanted, it's important that we discuss this before listing so we can build the right strategy from the beginning.

**Important: Questions involving tenant rights, notices or Landlord and Tenant Board procedures fall under the scope of a licensed paralegal — not your real estate lawyer. I'm happy to recommend one if needed.**

## 5. Pricing Strategy

Pricing is one of the most important decisions you'll make. A higher asking price doesn't necessarily lead to a higher selling price.

Most buyer activity occurs during the first two weeks after a property is listed. If buyers believe a property is overpriced, it often receives fewer showings, generates less competition and may ultimately sell for less after price reductions.

The goal isn't simply to list high. The goal is to maximize your final net proceeds. Pricing strategy depends on:

- Recent comparable sales
- Competing listings
- Current market conditions
- Your timeline
- Buyer demand

Every home requires its own strategy.

## **6. Not Every Renovation Pays Off**

Many homeowners assume they should renovate before selling. Sometimes that's true. Often it isn't.

Before recommending any improvements, I evaluate:

- Competing homes
- Buyer expectations
- Neighbourhood price ceiling
- Expected return on investment

Sometimes spending \$3,000 creates significantly more value. Sometimes spending \$30,000 adds very little.

The objective isn't to spend money. It's to maximize what you keep after closing.

## **7. Marketing Your Home**

Marketing should be tailored to the property — not treated as a checklist. Depending on your home and target buyer, the marketing strategy may include:

- Professional photography
- Cinematic video
- Floor plans
- MLS® exposure
- Social media marketing
- Open houses (where appropriate)
- Broker networking
- Targeted digital advertising

Not every property benefits from every marketing tool. I'll recommend the approach that offers the strongest return for your specific home.

## **8. Showings, Feedback & Offers**

Once your home is on the market, communication becomes critical. You'll receive:

- Showing feedback
- Market updates
- Recommendations if adjustments become necessary

When offers arrive, we'll review far more than just price. We'll evaluate:

- Conditions
- Deposit
- Closing date
- Financing
- Inspection clauses
- Overall strength of the buyer

The highest offer isn't always the best offer.

## 9. Conditions & Closing

After accepting an offer, several important steps remain. Depending on the agreement, these may include:

- Financing approval
- Home inspection
- Condition removal
- Lawyer review
- Mortgage discharge
- Closing coordination

On closing day, your lawyer transfers ownership, receives the sale proceeds and the keys are released to the buyer.

## 10. What It Actually Costs to Sell

Selling costs involve more than just real estate commission.

Item	What it covers
Real estate commission	Professional marketing, negotiation and transaction management (plus applicable HST)
Legal fees	Closing, title transfer and fund disbursement
Mortgage discharge fee	Charged by your lender
Mortgage penalty	If applicable for breaking a fixed-term mortgage
Status Certificate	Condo properties only
Property tax adjustment	Prorated between buyer and seller
Repairs / Preparation	Optional depending on your property

Moving costs	Movers, storage and packing expenses
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*If the property was not your principal residence for the entire ownership period, capital gains tax may apply. Please consult an accountant regarding your specific tax situation.*

## 11. Service Options

Every property is different. Some homes benefit from a comprehensive marketing campaign. Others simply don't require it.

After viewing your property, I'll recommend the service level that makes the most financial sense based on your home, your goals and the expected return on investment.

### Premier Marketing

*Designed to showcase your home at its absolute best.*

- ✓ Professional Photography
- ✓ Cinematic Video
- ✓ Floor Plans
- ✓ Professional Staging Consultation
- ✓ MLS® Listing
- ✓ Social Media Marketing
- ✓ Digital Advertising
- ✓ Open Houses (where appropriate)
- ✓ Broker Promotion
- ✓ Pre-list Home Inspection (when beneficial)
- ✓ Professional Pricing Strategy
- ✓ Full Negotiation
- ✓ Transaction Management Through Closing

*Not every home requires every service. I'll recommend only the services that are likely to increase your net proceeds — not simply because they're available.*

### Professional Marketing

*Ideal for homes that already show well and require less preparation.*

- ✓ Professional Photography
- ✓ MLS® Listing
- ✓ Social Media Promotion
- ✓ Pricing Strategy
- ✓ Showing Management

- ✓ Negotiation
- ✓ Transaction Coordination

*Video, staging consultation and pre-list home inspection are not included.*

## Essential Listing

*A streamlined option for sellers who want professional representation with essential marketing.*

- ✓ Professional Photography
- ✓ MLS® Listing
- ✓ Pricing Advice
- ✓ Offer Negotiation
- ✓ Transaction Management

## Consultation Only

*If you decide to sell on your own, I'm still happy to help.*

- ✓ Comparative Market Analysis (CMA)
- ✓ Market Value Estimate
- ✓ Pricing Guidance
- ✓ General Selling Advice

*If you later decide you'd like professional representation, I'd be happy to discuss the options available.*

## Common Seller Mistakes

Some of the most expensive mistakes I see homeowners make include:

- Pricing based on what they hope to receive instead of current market value
- Delaying necessary price adjustments
- Spending money on renovations that don't improve resale value
- Underestimating the importance of presentation
- Choosing an agent based solely on the lowest commission instead of the value and strategy they provide

Every property is different. My role is to help you invest where it matters — and avoid spending where it doesn't.

## A Note Before We Start

*This guide is intended to provide a general overview of the selling process. It is not legal, financial, tax or accounting advice.*

*Whenever specialized advice is required, I'll gladly connect you with the appropriate professional — including a real estate lawyer, licensed paralegal or accountant — while continuing to guide you through every stage of the sale.*

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