SELLERS CHECKLIST

# Pricing and Listing

## Call or WhatsApp Irina: 416-846-8064




### Pricing

- [ ] Review a current CMA with your agent
- [ ] Compare sold homes, not asking prices
- [ ] Check zoning and development potential
- [ ] Check for second-suite potential
- [ ] Decide on your pricing strategy
- [ ] Know your mortgage balance and penalty
- [ ] Estimate your net proceeds

### Listing details

- [ ] Confirm taxes, lot size and measurements
- [ ] List inclusions and exclusions
- [ ] List rental equipment
- [ ] Gather utility costs
- [ ] Gather permits, warranties and receipts
- [ ] Discuss any known defects with your agent and lawyer

### Marketing

- [ ] Book professional photos
- [ ] Add a floor plan
- [ ] Add a 3D tour or video
- [ ] Write a description that leads with your standout features
- [ ] Market to all qualified buyers
- [ ] Agree on an offer strategy

### After launch

- [ ] Track showings and feedback weekly
- [ ] Compare new listings and sales
- [ ] Review price early if showings are low
- [ ] Refresh photos if needed

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