

A PRACTICAL PLAN FOR SELLERS

Selling Fast and for Top Dollar



The goal is not to choose between speed and price. It is to remove buyer hesitation, create real competition, and protect the terms that matter to you.

01**Price**

Launch where buyers can see value and act with confidence.

02**Condition**

Fix visible distractions before they become negotiating points.

03**Presentation**

Make each room feel clear, useful, bright, and easy to remember.

04**Access**

Give qualified buyers enough opportunity to experience the home.



Remove friction before the listing goes live

**Declutter for clarity**

Keep surfaces calm and pathways open so buyers can understand the space quickly.

**Complete small repairs**

Loose handles, burnt bulbs, chipped paint, and dripping taps can signal poor upkeep.

**Deep-clean the details**

Give extra attention to kitchens, bathrooms, floors, windows, and odours.

**Create a simple story**

Give each room one clear purpose and remove furniture that makes it feel crowded.

**Prepare the paperwork**

Gather upgrades, warranties, permits, strata documents, and property information early.

**Plan the showing routine**

Decide how the home will stay ready and when buyers can access it with minimal delay.

A high asking price does not create value. Strong positioning helps buyers recognize value - and gives them a reason to compete for it.

Launch like the first impression matters

BEFORE LAUNCH

Build the package

- Agree on pricing strategy using current comparable sales and active competition.
- Finish repairs, cleaning, styling, photography, and listing details together.
- Identify anything that must be disclosed or explained before buyers ask.

GO LIVE

Create momentum

- Use accurate, polished media and copy that highlights the home's strongest reasons to buy.
- Keep showing access practical during the launch window.
- Review buyer feedback for a pattern, not a single opinion.

OFFER STAGE

Protect the result

- Compare every offer on price, terms, dates, deposit, and financing strength.
- Understand the cost of each condition or concession.
- Choose the offer that best fits your priorities and risk tolerance.

The best offer is more than a price

Net proceeds

Look at what remains after commissions, adjustments, repairs, credits, and other agreed costs.

Conditions

Financing, inspection, document review, and sale-of-property conditions affect certainty and timing.

Deposit

Review the amount, when it is due, and how it supports the buyer's commitment.

Dates

Completion and possession dates should work with your move, purchase, and financing plans.

Inclusions

Confirm appliances, fixtures, exclusions, and any items the buyer expects to remain.

Buyer strength

Consider the quality of the buyer's preparation and the likelihood of a clean completion.

Your seller checklist

- ☐ Set a realistic pricing strategy.
- ☐ Complete priority repairs and cleaning.
- ☐ Reduce clutter and personal items.
- ☐ Prepare records and property documents.
- ☐ Approve photos, copy, and launch plan.
- ☐ Keep showing access consistent.
- ☐ Compare offer terms, not just price.
- ☐ Track every condition and closing deadline.

Move fast. Stay strategic.

Rushing onto the market before the home is ready can cost attention. Taking too long after launch can cost momentum. The practical middle is a prepared home, a clear pricing plan, and decisive follow-through.

This guide provides general information and is not legal, tax, financial, or inspection advice. Every property, market, and offer is different. Review your situation with the appropriate qualified professionals before making decisions.