

SELLER'S GUIDE

Selling Your Toronto Home

We're the Michael Ouzas Real Estate Team (MORE Team). This guide covers how to read your market, how to price, how we prepare and market your home, and what happens from listing day to closing.

WHAT HAPPENS WELL BEFORE WE LIST YOUR HOME FOR SALE

- ☐ **Why** you're considering selling
- ☐ **What's next:** upsizing, downsizing, moving out of area?
- ☐ **Updates** with dates and receipts
- ☐ Your **top three things** about the home
- ☐ Your **top three things** about the area
- ☐ What you're looking for in a REALTOR®

READ YOUR MARKET

We look at the market at three levels. The number we watch at every level is months of inventory: how long it would take to sell every home for sale if no new listings came on.

The whole region
The GTA headlines and average prices.

Your city and price range
Where demand starts to differ by type of home and price.

Your neighbourhood
The homes buyers compare side by side.

Homes for sale today ÷ Homes sold last month = **Months of inventory**

Example: 400 homes for sale ÷ 100 sales last month = 4 months of inventory

SELLER'S MARKET
0 to 2 months

- Offer dates are common
- Less choice, more competition
- Homes sell fast
- Generally higher prices
- Harder for buyers to negotiate

BALANCED MARKET
3 to 5 months

- Balance between buyers and sellers
- Terms can favour either side
- Homes still sell, at a steadier pace
- Great homes in great areas still sell quickly

BUYER'S MARKET
6+ months

- Buyers have choice and leverage
- Easier to negotiate price and conditions
- Homes take longer to sell
- Generally lower prices
- The best homes still sell quickly

PRICING

Pricing is everything. Buyers judge your price against the homes they compare yours to.

PRICE VERSUS ACTIVITY

Where the price sits against market value decides how many buyers come through. Most activity comes in the first two to three weeks.

+10% above	No showings, no offers
+5% above	Minimal showings, no offers
Market value	Showings, offers close to market value
5% below	More showings, offers
10% below	Plenty of showings, more offers

FOUR WAYS TO BRING YOUR HOME TO MARKET

STRATEGY ONE

Market value, offers anytime

Priced at market value and open to offers from day one.

STRATEGY TWO

Offer date

Listed a little below market value, with a set date and time to review offers, to build competition.

STRATEGY THREE

Market value, then offers

Priced at market value with no offers until the marketing period ends.

STRATEGY FOUR

Open offers

An offer date where you choose to share the details of competing offers with every buyer, allowed in Ontario since December 2023.

PREPARING AND MARKETING

01 **Get ahead of the paperwork**

For a house, we order a home inspection early. For a condo, we order the status certificate in time for launch.

02 **Staging consultation**

A designer walks through and writes an itemized checklist: decluttering, packing and storage, maintenance, landscaping, cleaning, paint and lighting. We build the plan around your timing and budget and coordinate the trades from our vendor list.

03 **Staging day**

Personal items and extra furniture come out, a deep clean happens the day before, then staging, timed with photography. A vacant home is staged throughout.

04 **Photos and video**

Magazine-quality photos, cinematic video for MLS® and social media, floor plans with measurements, a 3D tour, drone where it helps, and virtual staging when real staging isn't practical.

05 **Launch everywhere buyers look**

MLS® and realtor.ca, a custom property website, print feature sheets, just-listed mailers, email and newsletter, Instagram, Facebook, TikTok and YouTube with paid targeting, open houses, and promotion to Royal LePage Signature's 1,600+ agents.

MORE TEAM LISTING INCLUSION LIST*

- ☐ In-depth macro and micro market analysis
- ☐ Dedicated client care specialist and coordinator from initial meeting to post closing
- ☐ Status certificate ordered (condos)
- ☐ Home inspection (houses)
- ☐ Staging consultation with a professional designer and stager
- ☐ Staging, decluttering and preparation plan: itemized checklist
- ☐ Coordination of trades and services to prepare for market and post sale
- ☐ Full staging and design implementation
- ☐ Full professional cleaning
- ☐ Individually edited magazine-quality HDR professional photos
- ☐ Professional cinematic horizontal video for MLS®
- ☐ Professional cinematic horizontal and vertical video for social media
- ☐ Horizontal and vertical full agent introduction and video walkthrough
- ☐ Curated video for YouTube, YouTube Shorts, Instagram, Instagram Reels and TikTok
- ☐ Instagram video reels and walkthrough
- ☐ TikTok video walkthrough
- ☐ YouTube video walkthrough
- ☐ YouTube vertical video shorts
- ☐ Aerial drone photos and videos
- ☐ 3D digital Matterport tour
- ☐ Digital floor plans and measurements
- ☐ Custom website
- ☐ Omni-channel direct marketing
- ☐ Omni-channel digital marketing
- ☐ Listed on MLS®, Realtor.ca, BrokerBay and IDX
- ☐ AI-powered and generated marketing tools
- ☐ Paid optimized advertising for social media and mobile apps
- ☐ Print marketing geographical mailers
- ☐ Direct email marketing
- ☐ Newsletter marketing
- ☐ Premium high-quality feature sheets
- ☐ Virtual open house
- ☐ Geo-location tagging
- ☐ ListTrac metrics
- ☐ Weekly summary, Realtor.ca, social media and feedback reports
- ☐ Multiple pricing strategy options

*Depending on package selected.

FROM LISTING TO CLOSING

01 **Before launch**
Listing paperwork, a calendar with every date set out, the staging consultation booked, and our listing homework email.

02 **On the market**
Showings typically run 9am to 8pm; you get an automatic text or email for each booking. Every week you get a report on showings, buyer feedback and online activity.

03 **Offer accepted**
If the offer has conditions, the buyer may book an inspection or appraisal within the conditional period.

04 **Firm and closing**
Once conditions are met the sale is firm. You connect with your lawyer and expect two or three buyer visits set out in the offer.

A TYPICAL LAUNCH CALENDAR

WHEN	WHAT HAPPENS
Week one	Listing paperwork signed, calendar set, staging consultation, inspection or status certificate ordered.
Week two	Decluttering and packing done, movers or storage pick up boxes, painter and handyman in.
Week three	Deep clean, then staging, then photos, video, floor plans and the 3D tour.
Week four	Print materials, property website and mailers prepared; coming-soon promotion to agents and our network.
Launch	Live on MLS®, ads and social running, open houses the first weekend.

SELLER TOOLS

Home Valuation
michaelouzas.com/valuation

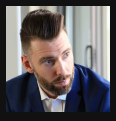
Upsizing
michaelouzas.com/upsizing

Downsizing
michaelouzas.com/downsizing

All tools: michaelouzas.com/tools

Thinking about selling?

The team will prepare a pricing review based on recent sales in your neighbourhood. Scan to book a 15-minute discovery call, or visit **michaelouzas.com/book**



Michael Ouzas, REALTOR®
Team Lead, MORE Team · Red Diamond, National Top 2% (2025) | $40M+ closed, 2025 and 2026 | 200+ transactions

*Not intended to solicit those under contract with another agent.