



NANCY CHE

PERSONAL REAL ESTATE CORPORATION

THE VANCOUVER HOME SELLER'S PLAYBOOK

A Strategic Guide to Prepare,
Position and Profit When You Sell.



MAXIMIZE VALUE. MINIMIZE STRESS. MOVE FORWARD WITH CONFIDENCE.

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Selling well is preparation, not pressure.

Most sellers begin in the same place: a rough idea of what the home might be worth, a vague sense that the market is either good or bad right now, and a long list of things they think they should probably fix.

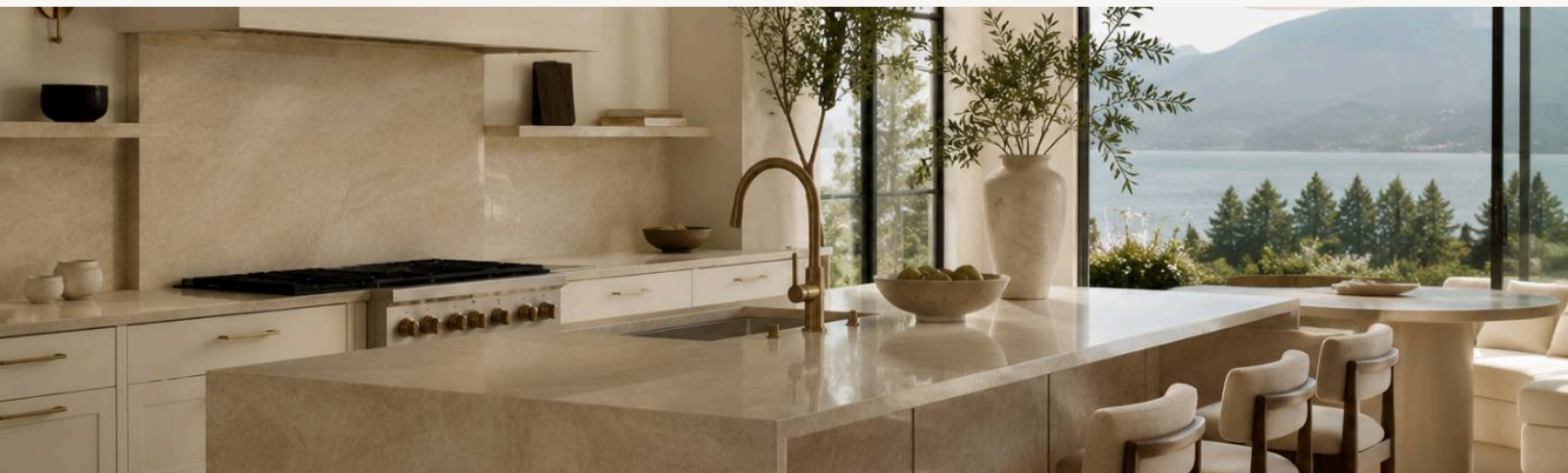
That is not a strategy. It is a starting point.

This book is the process I run with every seller I represent. It is the order the decisions have to be made in, because the expensive mistakes almost always come from doing the right thing at the wrong time: renovating before we know what buyers in your price band are actually paying for, or listing before the home is ready to be photographed.

Nothing here is held back. Whether we work together or not, you should finish this book knowing exactly what a well run sale looks like.

◆ HOW TO USE THIS BOOK

Write in it. Score your home before you spend a dollar on it. Fill in the net proceeds worksheet before you decide what your bottom number is. Read the offers section twice: once now, and once the week your listing goes live.





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Serving Vancouver,
Burnaby, and surrounding areas.

MEET NANCY

Your home is not a listing. It is a decision.

When I bought my first home, I did not have any guidance. I did not know any Realtors, I had no one in the industry to ask, and I learned most of what I know the hard way. That experience is the reason I work the way I do.

Selling is where that matters most. A sale is a series of decisions made under time pressure: what to fix, what to price at, when to list, which offer to take. Made in the right order, with real information, the process is calm. Made in a hurry, it is expensive.

So I built a system. The same sequence, every client, every time, so nothing important gets decided at nine o'clock on the night an offer is due.

“I am not here to list
your home. I am here
to sell it properly.”

14+

YEARS ADVISING IN
METRO VANCOUVER

Vancouver &
Burnaby

MARKET SPECIALIST

Why sellers choose Nancy

01 I will tell you not to renovate.

Most of what sellers plan to spend does not come back. Before you commit to a kitchen, we look at what buyers in your band are actually paying for, and I will tell you plainly when the answer is paint, light, and a gardener.

02 The price is built, not guessed.

Anyone can name a number you want to hear. We build a case from recent comparable sales, current competing inventory, and how your home reads against it, then choose a strategy for that evidence.

03 Nothing goes live half ready.

Your first week on market is the only one where every serious buyer is looking at once. Photography, video, floor plans, and copy are finished before the listing is published, never chased afterwards.

04 I negotiate terms, not just price.

The highest number is not always the best offer. Deposit, subject conditions, financing strength, and completion date decide whether a sale actually closes. We weigh all of it before you sign anything.

05 I have sold through more than one market.

Fourteen years in Metro Vancouver means listing homes through rising markets, cooling markets, policy changes, and rate cycles. The strategy that wins in a seller's market is often exactly the wrong strategy in a slower one. Knowing the difference is the job.

01

CHAPTER ONE

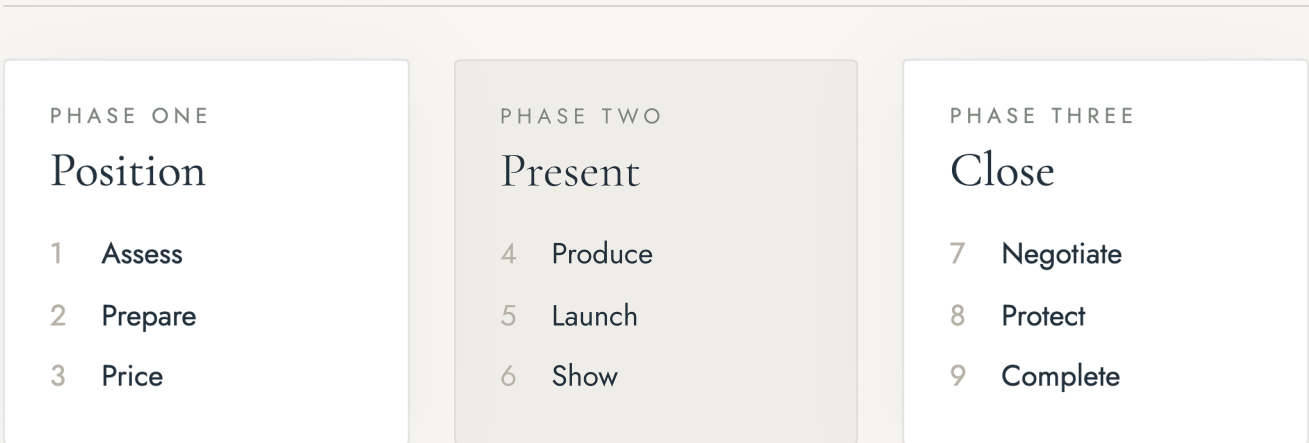
The Framework

“A strong sale is decided long before the sign goes up.”

ONE SYSTEM · THREE PHASES · NINE STEPS

The Signature Listing System™

Three phases. Nine steps. Every seller I represent moves through the same sequence, in the same order, because the costly mistakes happen when a step is taken out of turn.



WHAT EACH STEP ANSWERS

STEP

THE QUESTION IT ANSWERS

Assess	What does your home look like to the buyer most likely to want it?
Prepare	Which work earns its cost back, and which does not?
Price	What number brings the right buyers through the door in week one?
Produce	How will the home be seen: photography, video, floor plan, copy?
Launch	Who sees it first, and in what order?
Show	What do we learn from every viewing, and what do we adjust?
Negotiate	Which offer is genuinely the strongest, on price and on terms?
Protect	What could still cause this deal to fall apart, and how do we prevent it?
Complete	What happens between subject removal and possession day?

Ninety days to sold

From first conversation to possession day.

WEEKS ONE TO THREE Assess & prepare

Walk the home together, score first impressions, agree the work that is worth doing, book trades, order the documents a buyers will ask for.

WEEK FOUR Price & produce

Finalize the pricing strategy against live competing inventory, then shoot photography, video, and the floor plan once the home is genuinely ready.

WEEKS FIVE TO EIGHT Launch & show

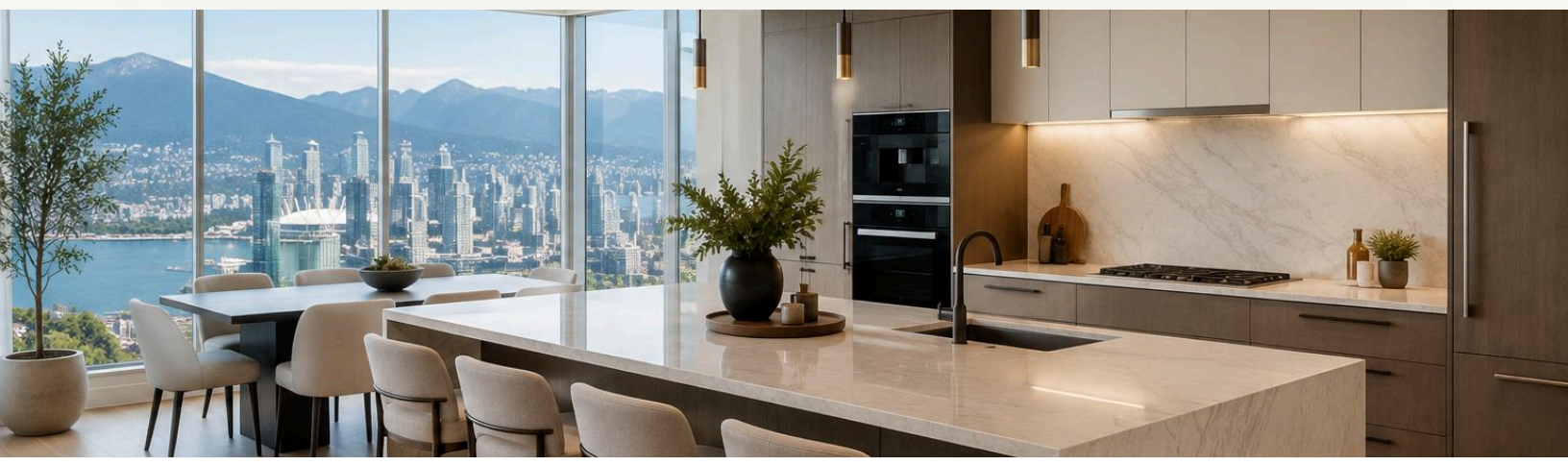
Go live, run the first weekend properly, gather feedback from every showing, and review the numbers with you each week.

WEEKS NINE ONWARD Negotiate & complete

Compare offers on price and terms, support the buyer through their subject period, then conveyancing, final walkthrough, and possession.

🕒 NANCY'S PRO TIP

The three weeks before listing are the ones that move the number. Sellers who compress that stage to get on market a fortnight earlier almost always spend longer on market as a result.





02

CHAPTER TWO

Timing & Readiness

“The best time to sell is when you are ready to sell properly.”

READINESS · TIMING · SEQUENCE

Are you actually ready to sell?

Readiness is not a feeling about the market. It is a set of questions with real answers. Work through these before we discuss a price or a date.

- ☐ Do you know what you owe today, including any penalty for breaking your mortgage early?
- ☐ Do you know roughly what you would walk away with after all costs, not just the sale price?
- ☐ Do you know where you are going next, or at least which of two or three options it will be?
- ☐ Are you facing a hard date such as a school year, a relocation, or a completion you have already committed to?
- ☐ Can the home be shown properly: tidy, accessible, and available on short notice for several weeks?
- ☐ If tenants occupy the property, do you understand the notice and access rules that apply?
- ☐ Do you have the documents a serious buyer will ask for: title, survey or plan, permits, strata records, warranties?
- ☐ Have you disclosed to yourself, honestly, anything a buyer's inspector is going to find?
- ☐ Are all owners on title in agreement about selling, about timing, and about the lowest number you would accept?

COMMON MISTAKE

Two owners who have never said their lowest number out loud. It never surfaces during the preparation. It surfaces at nine o'clock on the night an offer expires.



Should you sell now?

Four questions, in order. Answer them honestly and the timing usually answers itself.

01 Does the move have to happen?

YES

Then the question is not whether, it is how well. Move to preparation and build the timeline backwards from your date.

NO

Then you have the most valuable thing a seller can have: the option to wait until the home shows at its best.

02 Do the net proceeds get you where you are going?

YES

Good. Complete the worksheet on page 26 so the number is written down rather than assumed.

NO

Then selling is not the decision to make yet. We look at the next purchase first and work back to what this one has to achieve.

03 Can the home be ready in the next six weeks?

YES

Then we can plan a launch date now and book the trades and the photography around it.

NO

Then we list later and better. A home that arrives on market unfinished spends the goodwill of its first week for nothing.

04 Would you accept today's realistic price?

YES

Then you are ready. The remaining decisions are all about execution.

NO

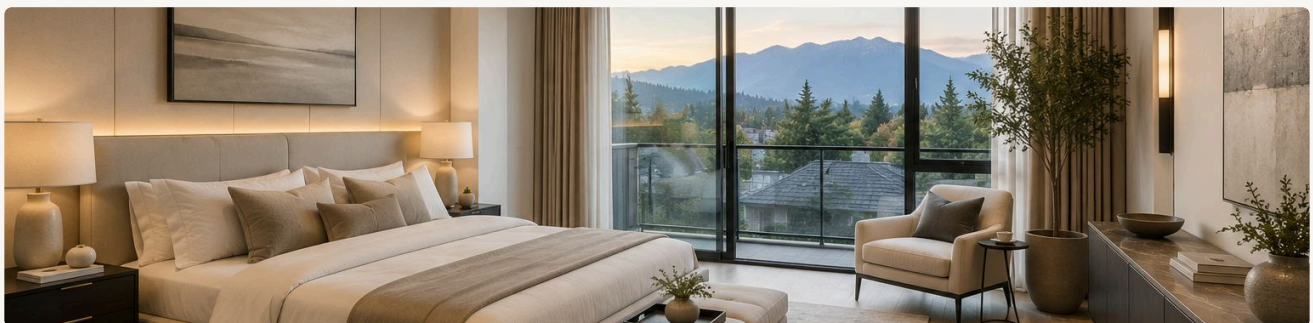
Then listing at a number you hope for will simply cost you time. A home priced on hope teaches the market to wait for a reduction.

Sell first or buy first

If you are moving from one home to another, this is the first real decision, and it changes how every offer is structured.

CONSIDERATION	Sell first	Buy first
Your buying position	Strong. You know your budget exactly and can write a clean offer.	Weaker. A subject to sale offer is the least attractive one on the table.
Your selling position	Some time pressure once a completion date is set.	Under pressure. Buyers can often sense a seller who has already committed.
Risk you carry	Finding the next home in time, or needing an interim rental.	Carrying two properties, and bridge financing costs if timing slips.
Moving experience	Possibly two moves, or a long possession date negotiated in.	One move, and the home shows better once you are out of it.
Suits you when	Your equity is the down payment, or inventory in your next market is plentiful.	You need something specific and rare, and you can genuinely carry both.
What we confirm first	Realistic possession dates and a fallback if the next purchase is delayed.	Bridge financing approved in writing, not assumed, before you write.

NANCY'S PRO TIP There is a third option most sellers never consider: sell first, then negotiate a longer completion. Time is often cheaper to buy than money.



03

CHAPTER THREE

Price

2418

“The market does not negotiate with your asking price. It simply decides whether to come and look.”

EVIDENCE · STRATEGY · POSITIONING

How buyers actually search

Buyers do not browse. They set a maximum, filter to it, and look at what appears. Your asking price is not a negotiating position. It is a decision about which search results you appear in.

PRICED JUST ABOVE A SEARCH BAND

Invisible to every buyer whose filter stops at the round number just below you.

Compared against better homes in a higher band, where yours looks like the compromise.

Few showings in week one, which is the week that matters most.

A reduction follows, and now the listing carries days on market with it.

PRICED INSIDE THE BAND

Appears in the searches of every buyer who can afford your home.

Compared against homes it beats, where yours looks like the best option available.

Concentrated interest in the first ten days, when attention is highest.

Competing offers become possible, and terms improve alongside price.

WHAT DAYS ON MARKET DOES TO A LISTING

DAYS 1 TO 10

Peak attention

Every waiting buyer sees it. Offers here are the strongest you will see.

DAYS 11 TO 30

Steady

New buyers only. Showings settle into a slower, steadier rhythm.

DAYS 31 TO 60

Questions begin

Buyers start asking what is wrong with it rather than what they like.

DAY 60 ONWARD

Reduction expected

The market waits for a price change rather than making an offer.

Three pricing strategies

There is no universally correct approach. There is a correct approach for your home, your evidence, and your timeline. We choose deliberately rather than by default.

01 Price at market

HOW IT WORKS

Set at the level the recent comparable sales genuinely support.

BEST WHEN

The evidence is clear and the home is in good, well presented condition.

WATCH FOR

Little room to negotiate down, so terms matter more than movement on price.

02 Price to attract competition

HOW IT WORKS

Set slightly below the supported range to concentrate interest into the first week.

BEST WHEN

Inventory like yours is scarce and buyer demand is active.

WATCH FOR

It only works with genuine demand. In a quiet market it just sets a lower ceiling.

03 Price for a specific buyer

HOW IT WORKS

Set at a premium and market patiently to the narrow group who want exactly this.

BEST WHEN

The home is genuinely rare: a view, a lot, an address, or a build with no real comparable.

WATCH FOR

It requires time and nerve. Without both, it becomes the overpriced listing by default.

◆ NANCY'S PRO TIP

Before we choose, I show you the three or four homes your buyers will see immediately after yours. Price is a comparison, never a number on its own.

Pricing worksheet

Fill this in before our pricing conversation. Bring it with you. Writing the numbers down is what separates a strategy from a hope.

THREE HOMES LIKE YOURS, SOLD RECENTLY

ADDRESS	SOLD FOR	DAYS	BETTER OR WORSE THAN YOURS

YOUR NUMBERS

THE NUMBER YOU HOPE FOR

THE NUMBER YOU WOULD ACCEPT TODAY

THE NUMBER YOU NEED FOR YOUR NEXT STEP

YOUR LATEST ACCEPTABLE COMPLETION DATE

TWO QUESTIONS TO ANSWER IN YOUR OWN WORDS

Who is the buyer most likely to want this home, and why?

What will they compare it against, and what would make them choose yours?

04

CHAPTER FOUR

Prepare the Home

“Buyers do not pay for what you spent. They pay
for what they can see.”

LIGHT · SPACE · CONDITION

CHECKLIST

The thirty day prep plan

Work backwards from your photography date.

DAYS 30 TO 21 · REDUCE

- ☐ Remove one third of everything in every closet
- ☐ Clear every kitchen counter to two objects
- ☐ Book a storage locker rather than a garage pile
- ☐ Take down family photographs and personal documents
- ☐ Remove one piece of furniture from every crowded room

DAYS 10 TO 4 · REFRESH

- ☐ Professional deep clean, windows and appliances inside and out
- ☐ Steam or replace tired carpet and rugs
- ☐ Prune, edge, mulch, and pressure wash the walk and drive
- ☐ Paint or replace the front door and update the hardware
- ☐ Add fresh towels and simple greenery, nothing more

DAYS 20 TO 11 · REPAIR

- ☐ Paint anything scuffed in a warm neutral
- ☐ Replace every burnt out bulb, matching colour temperature
- ☐ Fix every sticking door, drawer, and dripping tap
- ☐ Re-caulk and re-grout bathrooms and the kitchen backsplash
- ☐ Service the furnace and clean the gutters

DAYS 3 TO 0 · PHOTOGRAPHY DAY

- ☐ Cars off the driveway and away from the frontage
- ☐ All bins, hoses, and mats out of sight
- ☐ All blinds up, every lamp / light switched on
- ☐ Pets, bowls, and beds out of the home for the shoot
- ☐ Toilet lids down, bins emptied, counters bare

◆ NANCY'S PRO TIP

Light, space, and cleanliness sell homes. In that order.
Every item on this list serves one of the three.

COMPARISON

What is worth doing, and what is not

Return varies by home, price band, and market. What holds true almost everywhere is the order: presentation before renovation, always.

USUALLY EARNS ITS COST BACK

Paint, warm neutral	The cheapest change that alters how every photograph reads.
Deep clean and window wash	Buyers read clean as well maintained, fairly or not.
Landscaping and curb appeal	The first ten seconds happen before anyone opens the door.
Lighting and fixtures	Dated fixtures date the whole home. Replacing them is inexpensive.
Staging, partial or full	Most buyers cannot judge scale in an empty or crowded room.

RARELY WORTH IT RIGHT BEFORE LISTING

Full kitchen renovation	Long, costly, and your taste is unlikely to be the buyer's.
Structural reconfiguration	Permits and timelines will outlast your listing window.
Premium finishes above your band	Buyers pay for the band, not for the finish that exceeds it.
Pools and specialty additions	As likely to narrow your buyer pool as to widen it.

COMMON
MISTAKE

Fixing the thing that bothers you rather than the thing buyers see. Ask me before you spend. Sometimes the honest answer is to disclose it and price for it.



The First Impression Scorecard

Walk in through your own front door as if you had never been inside. Score each line from 1 to 5. Anything you mark 3 or below is where your preparation budget belongs.

OUTSIDE

Street view of the home (1) (2) (3) (4) (5)

Front garden and edges (1) (2) (3) (4) (5)

Front door and hardware (1) (2) (3) (4) (5)

Driveway and walkway (1) (2) (3) (4) (5)

FIRST NINETY SECONDS INSIDE

Entry: space and clarity (1) (2) (3) (4) (5)

Natural light (1) (2) (3) (4) (5)

Smell, honestly assessed (1) (2) (3) (4) (5)

Flow between rooms (1) (2) (3) (4) (5)

THE ROOMS THAT DECIDE IT

Kitchen (1) (2) (3) (4) (5)

Primary bedroom (1) (2) (3) (4) (5)

Bathrooms (1) (2) (3) (4) (5)

Storage and closets (1) (2) (3) (4) (5)

Outdoor living space (1) (2) (3) (4) (5)

CONDITION SIGNALS

Paint and wall condition (1) (2) (3) (4) (5)

Flooring (1) (2) (3) (4) (5)

Lighting and fixtures (1) (2) (3) (4) (5)

Deferred maintenance visible (1) (2) (3) (4) (5)

TOTAL SCORE

_____ / 85

THE THREE LINES YOU SCORED LOWEST

05

CHAPTER FIVE

Market & Negotiate

“The highest offer and the best offer are not always
the same piece of paper.”

LAUNCH · SHOWINGS · OFFERS

What happens in the first fourteen days

Everything below is finished before the listing is published, never chased afterwards. Plenty of showings with no offers is a price signal; few showings at all is an exposure signal.

BEFORE LAUNCH

- ☐ Architectural photography, shot in the right light for your orientation
- ☐ Cinematic video walkthrough
- ☐ Measured floor plan and, where useful, a 3D tour
- ☐ Listing copy written for the buyer, and our pre-listing launch
- ☐ Title, plans, permits, and strata documents assembled in advance

LAUNCH WEEK

- ☐ Aggressive pre-market outreach to agents with matching buyers
- ☐ MLS publication timed to the strongest day of the week
- ☐ Targeted digital campaign to buyers in your band and area
- ☐ Agent preview where applicable then the first public open house
- ☐ Hard launch on social media and online

WHAT YOU RECEIVE EACH WEEK

Activity

Showings booked, open house attendance, online views and saves.

Feedback

What buyers and their agents actually said, unedited.

Recommendation

Hold, adjust presentation, or adjust price, with the reasoning.



How to compare two offers

Price is one line of eight. Fill this in the night an offer arrives and the strongest one usually becomes obvious.

WHAT WE WEIGH	OFFER A	OFFER B	WHY IT MATTERS
Price	_____	_____	The headline, and the least reliable indicator on its own.
Subject conditions	_____	_____	Every condition is a door the buyer can still walk out of.
Length of subject period	_____	_____	Days your home sits off the market with no certainty.
Financing strength	_____	_____	A reviewed approval is not the same as an online rate quote.
Deposit size and timing	_____	_____	A meaningful deposit is how a buyer proves they mean it.
Completion date	_____	_____	Does it fit your next step, or force an interim move?
Inclusions requested	_____	_____	Items you intended to keep are a real cost, quietly.
Likelihood of completing	_____	_____	A collapsed sale costs more than a slightly lower price.

COMMON MISTAKE

Accepting the highest number with the weakest terms, then losing three weeks when it collapses. Your home comes back to market with days on it, and every buyer wonders why.

From accepted offer to completion

Accepted is not sold. This is the stretch where a sale is protected or lost.

DAY ONE Acceptance

Terms are agreed and the subject period begins. Your lawyer or notary is instructed that same week.

DAYS TWO TO EIGHT Inspection and documents

The buyer inspects, reviews strata records or plans, and their lender orders an appraisal. Access is arranged promptly, every time.

SUBJECT REMOVAL The deal becomes firm

If the inspection raises something material, we negotiate once, calmly, with the repair evidence in front of us. Then the deposit is delivered.

BEFORE COMPLETION Conveyancing and discharge

Your lawyer prepares documents, requests the mortgage payout statement, and calculates the adjustments you will see on your statement.

COMPLETION & POSSESSION Funds and keys

Title transfers and funds are released on Completion Day. On Possession Day the home is handed over, clean and empty, exactly as contracted.

DURING THE SUBJECT PERIOD

- ☐ Keep the home showing ready until subjects are removed
- ☐ Answer inspection access requests within the day
- ☐ Send your lawyer the contract and your payout details
- ☐ Do not cancel your insurance until after completion

MOVE OUT CHECKLIST

- ☐ All contracted inclusions left in place and working
- ☐ Professionally cleaned, nothing left behind in storage
- ☐ Keys, fobs, remotes, and codes gathered for handover
- ☐ Utilities transferred and mail redirected

What selling actually costs

None of these should be a surprise on your statement of adjustments.

BEFORE YOU LIST

Preparation and repairs	Entirely within your control. We agree the list before anything is booked.
Staging	Partial or full, priced per month. Often the highest return of anything here.
Photography, video, floor plan	Included in my listing programme. You are never invoiced for marketing.

ON COMPLETION

Real estate commission	Agreed in writing before listing, plus GST.
Legal or notary fees	Conveyancing, discharge registration, and disbursements.
Mortgage discharge and penalty	Ask your lender for the exact figure in writing. On a fixed term it can be significant.
Property tax and utility adjustments	Apportioned to the completion date. Can go either way.
Moving and interim storage	Book early. Month end and quarter end dates cost more.

POSSIBLE, DEPENDING ON YOUR SITUATION

Capital gains tax	Generally not on a principal residence. On a rental or second property, speak to your accountant early.
BC Home Flipping Tax	Applies to shorter holding periods, with exemptions. We check exposure before listing.
Non-resident withholding	If you are a non-resident of Canada for tax purposes, a portion is held back pending clearance.

GST applies to commission and professional fees, and to the sale itself in limited cases such as new construction. Illustrative only — rates, thresholds, and legislation change. Confirm every figure with your lender, lawyer or notary, and accountant before you rely on it.

Net proceeds worksheet

Work in pencil, and run it twice: once at the price you hope for, once at the price you would accept. The gap between the two answers is the real decision.

	SCENARIO A	SCENARIO B
Expected sale price	_____	_____
LESS: WHAT COMES OFF		
Mortgage balance remaining	_____	_____
Prepayment penalty, if any	_____	_____
Lines of credit secured on the home	_____	_____
Commission, plus GST	_____	_____
Legal or notary fees and disbursements	_____	_____
Preparation, repairs, and staging	_____	_____
Moving, storage, and interim housing	_____	_____
Tax and utility adjustments	_____	_____
Any tax payable on the sale	_____	_____
Estimated net proceeds	_____	_____

WHAT YOUR NEXT HOME NEEDS FROM THIS

THE DIFFERENCE, SURPLUS OR SHORTFALL

An estimate, not a statement of adjustments. Your lawyer or notary produces the final figures.

Your ninety day plan

Start from the date you want to be moved and work backwards. Write in the dates, then the names of whoever is responsible for each one.

TARGET DATE	MILESTONE	OWNER
	Strategy session and walkthrough	
	Prep list agreed, trades booked	
	Decluttering and storage complete	
	Repairs and painting finished	
	Deep clean, landscaping, staging	
	Photography and video day	
	Pricing decision confirmed	
	Listing goes live	
	First open house weekend	
	Two week review of activity	
	Target completion date	
	Possession and handover	

◆ NANCY'S PRO TIP

Put the photography date in first and treat it as immovable. Every other date in the plan will organise itself around it.

Real situations. Real outcomes.

01 Sold in one week, in a cooling market

A couple came to us having waited a month longer than they should have to list. By then the market had noticeably cooled, and they did not want their home accumulating days on market.

We moved fast. Within two days of our first meeting we had produced a professional marketing video, photography, and a 3D virtual tour. By the end of the first week we had multiple all cash, over asking, subject free offers. That was not luck. It was precise pricing, strong marketing execution, and a clear plan from day one.

“Nancy Che sold our condo within 1 week during a cooling housing market. We received multiple offers, all cash, over ask, subject free, and were in contract with a quality buyer at a great price after only 1 week. She is the best realtor we have ever worked with.”

P.K. · VERIFIED GOOGLE
REVIEW

02 Advice before instruction

Not every conversation should end in a listing. Some sellers arrive ready to spend heavily on a renovation, and the honest answer is that the work will not return what it costs in their band. Some arrive with a date that would put their home on market in its worst month.

In both cases my job is the same: set out the advantages and disadvantages plainly, then let you decide.

“Good service, never pushed us to buy anything. Always let us know the advantages and disadvantages of the properties.”

BINESH M. · VERIFIED
GOOGLE REVIEW

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Questions sellers ask me most

How long will it take to sell?

It depends on your market and list price. Plan on roughly three months from first conversation to possession, with about a month of that spent preparing before anything is published.

Should I renovate before listing?

Usually not. Presentation almost always beats renovation on return. Ask me before you commit to anything larger than paint and repairs.

Is staging really worth it?

In most homes, yes. Buyers struggle to judge scale in an empty room and to see past furniture in a crowded one. Partial staging is often enough.

What if we price high and see what happens?

Buyers filter by price. Above the band, your home is invisible to the people who could afford it, and the reduction that follows arrives with days on market attached.

Do I have to disclose problems?

Material latent defects must be disclosed. Beyond the legal duty, undisclosed issues tend to surface during the subject period, which is the most expensive moment to find them.

When is the best time of year to list?

Spring and early autumn are traditionally busiest, but the right week for your home depends on your competing inventory and how the home photographs in that season.

Should I be home for showings?

No. Buyers need to imagine living there, and they speak far more freely when the owner is not in the next room.

Should I accept a subject free offer?

Often it is the strongest offer on the table, but only if the other terms and the buyer's financing genuinely support it. We verify rather than assume.

What happens if the deal falls apart?

We go back to market with a plan, not in a panic. This is exactly why the terms of an offer matter as much as the number on it.

Can I sell with tenants in place?

Yes, with care. Notice and access rules apply, and showings need cooperation. Some buyers value a tenant in place; many do not.

Will I pay tax on the sale?

Generally not on a principal residence. On a rental, a second property, or a short hold, speak to your accountant before you list rather than after.

5.0 ★ ★ ★ ★ ★

120+ GOOGLE REVIEWS

Trusted by clients. Proven results.

REAL EXPERIENCES · REAL RESULTS



Nick W.

LOCAL GUIDE · 19 REVIEWS



Nancy went above and beyond to help us sell our place. They understand how to move property in a neutral-buyers market. They have guidance and provided contacts for trades to get the place quickly looking its best and even helped us letting contractors in and schedule juggling. And it sold when I know other friends who have been sitting for months. They did great on the negotiations as well, considering the market circumstances, the timeline and the interactions, we were very happy worth their service.



Joyce O.

2 REVIEWS



Nancy should be everyone's go to person for selling property in Vancouver! The sale of my property was laced with challenges, but Nancy navigated through each with grace and confidence. She is professional in every way and exceptional in her level of communication. I highly recommend her services.



P.K.

LOCAL GUIDE · 27 REVIEWS



My partner and I probably waited 1 month too long to start the process of selling our condo. Nancy's market analysis was 'spot on' and we immediately agreed on a list price. Within 2 days, she had produced a marketing video, photos and 3D virtual tour that made our place look amazing. Our condo was listed as the featured listing the following day which generated a ton of traffic. We received multiple offers (all-cash, over-ask, subject-free), and were in contract with a quality buyer at a great price after only 1 week! We've worked with many real estate agents but Nancy is the best realtor that we've ever had! She is kind, caring, knowledgeable and very responsive. Thank you, Nancy!

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TRUSTED BY CLIENTS

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NEXT STEPS

Ready to sell well?

Selling well is not about listing quickly. It is about arriving on market prepared, priced, and presented, then negotiating from strength.

IN OUR COMPLIMENTARY SELLER STRATEGY SESSION WE WILL

- ✓ Walk the home and score first impressions together
- ✓ Review the comparable sales and current competing inventory
- ✓ Agree what is worth doing, and what is not
- ✓ Estimate your net proceeds before you commit to anything
- ✓ Build the timeline backwards from your move date
- ✓ Answer all of your questions

You will leave with a clear plan regardless of whether we work together.

BOOK YOUR SESSION

BOOKING



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online

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