



THE SELLER'S GUIDE

SELLING YOUR HOME

IN GREATER VICTORIA, BC

ION UNGUREANU, REALTOR®

CENTURY 21 Queenswood Realty Ltd.



WELCOME

A practical guide for Greater Victoria sellers

Selling with a clear plan

Selling a home is a major decision. My role is to help you understand the market, prepare your property, choose a pricing strategy and move through each stage with confidence. You will always receive clear communication, honest advice and strong representation - without pressure.

- ✓ Local market knowledge built through years of working across Greater Victoria
- ✓ A customized strategy based on your home, your timing and your goals
- ✓ Professional marketing online, through the REALTOR® network and in your neighbourhood
- ✓ Careful review of every offer, condition and important date

YOUR SELLING ROADMAP

The key decisions we will work through together

01 Plan & Price

Goals, timing, market value and pricing strategy.

02 Prepare & Present

Repairs, staging, photography and first impressions.

03 Launch & Promote

MLS®, online exposure, local outreach and open houses.

04 Show & Adjust

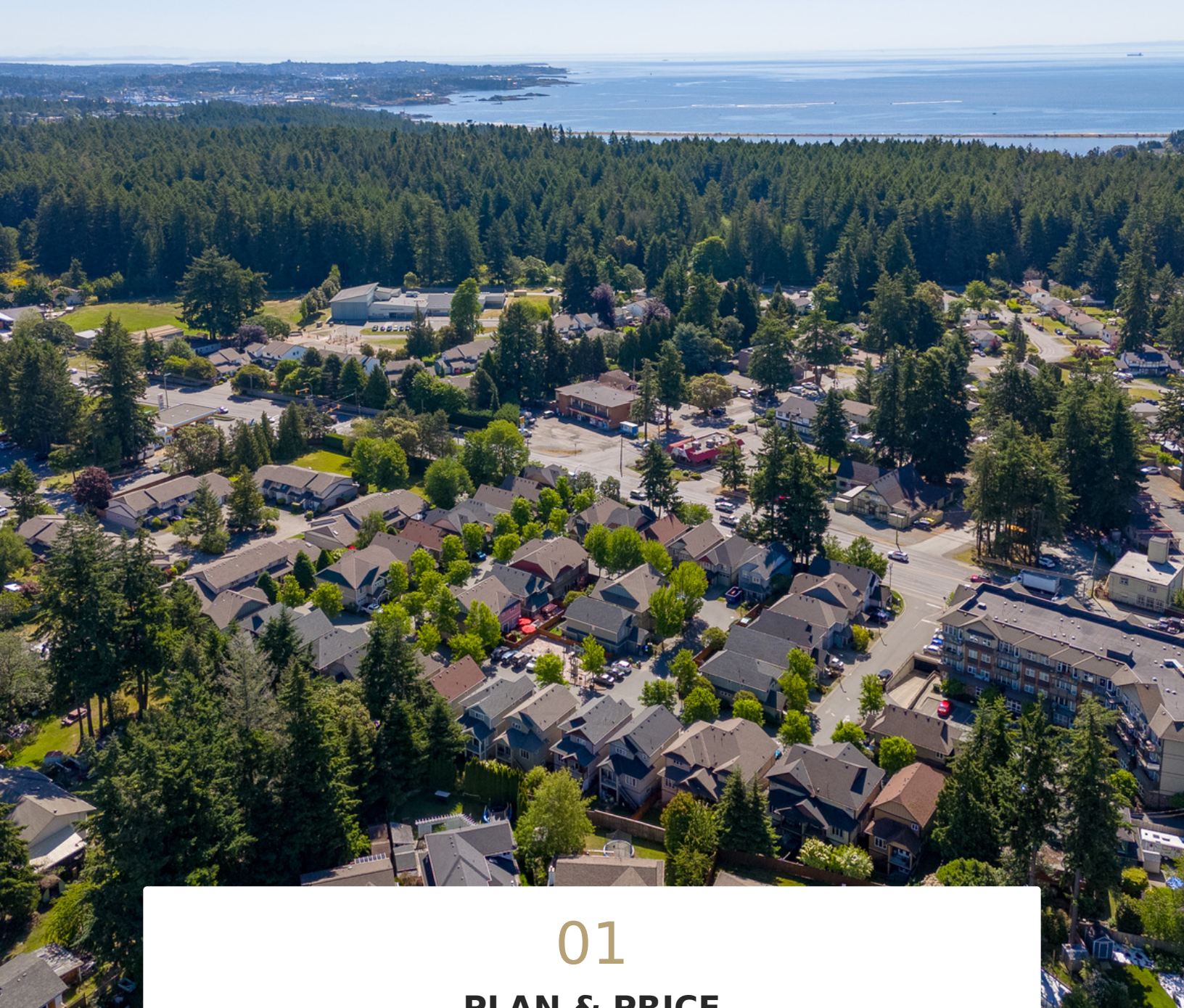
Showings, feedback and strategy updates.

05 Offers & Conditions

Price, terms, negotiation and due diligence.

06 Close & Move

Lawyer, completion, possession and your next step.



01

PLAN & PRICE

A strong sale starts with the right strategy - not a guess.

START WITH YOUR GOALS

Before we talk about price, I want to understand what a successful move looks like for you.



Your priorities

Are you focused on the strongest possible price, a particular possession date, fewer disruptions, or coordinating another purchase? The plan should reflect your life - not force your life to fit the listing.

Your timing

We will work backward from your preferred move and consider preparation, market timing, financing, closing dates and any purchase that needs to happen alongside the sale.

Your property story

Upgrades, permits, maintenance, neighbourhood advantages and the features you value all help us position the home accurately and answer buyer questions clearly.

QUESTIONS WORTH DISCUSSING

- ✓ Where are you moving next?
- ✓ Is your preferred timeline flexible?
- ✓ Do you need to sell before buying?
- ✓ Which improvements should buyers know about?

PREPARE FOR OUR FIRST MEETING

A few details help me give you more accurate advice

You do not need to have everything ready before we speak. If these items are available, they help us identify important questions early and build a smoother listing plan.

Property documents

Property-tax notice, title or survey information, strata documents if applicable, and any transferable warranties.

Mortgage information

Your lender's contact information and any payout or prepayment details you want included in the net-proceeds estimate.

Updates and expenses

Approximate dates, permits, invoices and warranties for renovations, repairs or major replacements.

Home operations

Typical utility costs, alarm details, rented equipment and contracts that may need to be disclosed or transferred.

Access and safety

Spare keys, showing instructions, pet arrangements and any security or access considerations.

Your next move

Preferred dates, purchase plans and any conditions that could affect the timing of your sale.

Do not worry if something is missing. We will identify what is necessary for your property and who can provide it.

PRICING WITH THE MARKET

Your list price should create interest while protecting your position

I prepare a comparative market analysis using recent sales, active competition, expired listings, current demand and the features buyers value in your area. The goal is not simply to choose the highest number - it is to position your home where qualified buyers will respond.

Recent sales

What buyers have actually paid for comparable homes.

Current competition

The alternatives buyers will compare with your property.

Condition & features

Renovations, layout, lot, suite potential and overall presentation.

Market conditions

Inventory, buyer activity, interest rates and local momentum.

Early activity matters.

A new listing receives its greatest attention at launch. If the price is too high, qualified buyers may skip it and move on before a later adjustment. My advice will always be honest and based on the current market.



02

PREPARE & PRESENT

Buyers notice the details - especially in photos and during the first showing.

PREPARE WHAT MATTERS

Focus effort where buyers are most likely to notice the difference

You do not need to renovate everything. We will walk through the home together and separate useful preparation from expenses that are unlikely to provide a worthwhile return.

01

Repair

Address visible damage, leaks, loose fixtures, burnt-out bulbs and small maintenance issues that raise questions.

02

Edit

Reduce clutter, personal items and excess furniture so rooms feel open and easy to understand.

03

Clean

Pay extra attention to kitchens, bathrooms, floors, windows, odours and exterior entrances.

04

Style

Use simple staging, lighting and small adjustments to highlight the home's best features.

YOU WILL RECEIVE A CLEAR PREPARATION CHECKLIST

ROOM-BY-ROOM STAGING CHECKLIST

Simple details help buyers focus on the home - not the clutter

Curb Appeal

Mow and edge the lawn; remove weeds; clean walkways; trim plants; make the house number, mailbox and front door easy to see.

Kitchen

Clear counters and magnets; deep-clean appliances, cabinet fronts and grout; remove garbage; leave only a simple bowl of fruit or flowers.

Bathrooms

Remove personal products; clean mirrors, fixtures and grout; repair caulking; use fresh towels, bathmats and a clean shower curtain.

Living & Bedrooms

Reduce furniture where needed; remove personal photos; use simple neutral bedding; open drapes and make each room's purpose clear.

Closets & Storage

Buyers look inside. Organize shelves, remove excess items and use off-site storage rather than filling every cupboard or garage corner.

Before a Showing

Turn on lights; open blinds; empty garbage; secure valuables and medication; remove pet items and arrange for pets to be away or contained.

THE GOAL IS CLEAN, BRIGHT, SPACIOUS AND WELCOMING - NOT PERFECT

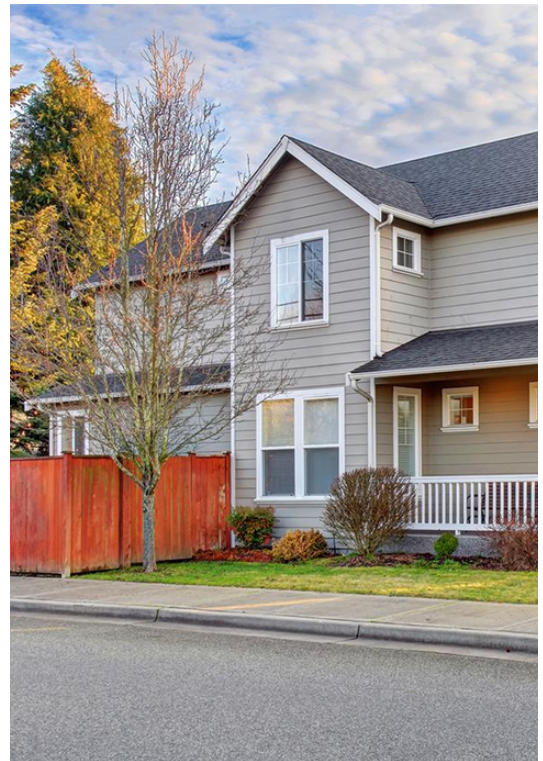
PRESENTATION

The first showing usually happens online

Make the first impression count

Professional presentation helps buyers understand the space and decide whether to book a showing. I coordinate the materials needed to present your home clearly, consistently and attractively.

- ✓ Professional photography selected to show flow, light and important details
- ✓ Accurate room, feature and neighbourhood information
- ✓ Floor plans, video or virtual presentation when appropriate
- ✓ A mobile-friendly property page and easy-to-share marketing materials



BEFORE PHOTOGRAPHY

- ✓ Open blinds and turn on lights
- ✓ Clear counters and personal items
- ✓ Move vehicles and garbage bins
- ✓ Secure pets and their accessories

A few deliberate details help every room photograph more cleanly.



03

LAUNCH & PROMOTE

A listing needs more than exposure. It needs a coordinated launch and active follow-up.

THE FIRST 10-DAY LAUNCH

A structured opening designed to build early momentum

DAY 1-2 **Prepare**

Photography, listing copy, feature highlights, signs, marketing materials and coming-soon conversations.

DAY 3-4 **Launch**

The listing goes live through MLS® and major online channels. Social posts and direct outreach begin.

DAY 5-7 **Invite**

Open-house promotion, neighbourhood invitations, agent communication and active buyer follow-up.

DAY 8-10 **Review**

Showing activity, feedback, online response and any offers are reviewed so we can make informed decisions.

MARKETING THAT REACHES BUYERS

Online exposure and neighbourhood activity work together

Professional Presentation

Preparation guidance, professional photography and clear listing information that helps your home stand out.

Broad Online Exposure

MLS®, REALTOR.ca, CENTURY 21 platforms, social media, email and other relevant online channels.

Active Local Promotion

Neighbourhood door-knocking, Just Listed materials, direct conversations and outreach to local REALTORS®.

Open Houses & Follow-Up

Promoted open houses, visitor conversations and personal follow-up with interested buyers and their agents.

Active, not passive.

I do not simply put your home online and wait. I promote it, speak with people, follow up and adjust the strategy using the response we receive.

LOCAL REACH

Neighbourhood promotion can uncover buyers others miss

Real conversations still matter

Neighbours often know someone who wants to move into the area. When appropriate, I personally promote the listing nearby and invite local homeowners to the open house.

- ✓ Door-knocking and neighbourhood conversations
- ✓ Just Listed and Open House materials
- ✓ Yard and directional signage
- ✓ Direct communication with local REALTORS® and active buyers
- ✓ Follow-up after showings and open houses

WHY THIS MATTERS

Local homeowners may know a friend, relative or colleague who already wants the area. Early conversations create awareness before and during the open-house period.





04

SHOW & ADJUST

Every showing gives us useful information - even when it does not produce an offer.

SHOWINGS, FEEDBACK & STRATEGY

The goal is to make access easy for qualified buyers while respecting your home and schedule.



Before showings

We agree on showing instructions, notice expectations, pet arrangements, security and any details buyers should know before arriving.

After showings

I request useful feedback about price, condition, layout and buyer interest. Not every comment deserves a reaction, but patterns matter.

Strategy reviews

We assess activity, competing listings, online response and market changes. If an adjustment is appropriate, you will understand why before deciding.

WHAT WE REVIEW TOGETHER

- ✓ Showing volume and repeat visits
- ✓ Feedback patterns and objections
- ✓ Online engagement and competition
- ✓ Whether access, presentation or positioning should change

REVIEWING AN OFFER

The highest price is not always the strongest offer

I will explain every part of the offer in plain language so you can compare the complete package and choose the response that best protects your priorities.

Price

Purchase price, deposit and the buyer's financial strength.

Conditions

Financing, inspection, insurance, document review, sale of another property and other subjects.

Dates

Completion, possession, adjustment dates and how they coordinate with your next move.

Terms

Included items, repairs, representations, access and any special clauses.

Risk

The likelihood of completion, clarity of terms and consequences if obligations are not met.

Strategy

Accept, reject, counter or continue negotiating based on the full picture.

FROM ACCEPTED OFFER TO POSSESSION

The sale is not finished when the offer is signed

1. CONDITIONS

The buyer completes financing, inspection, insurance and other agreed due diligence. I coordinate access and communication.

2. FIRM SALE

Once conditions are satisfied or removed, the contract becomes firm. Your lawyer or notary receives the documents.

3. COMPLETION

Funds and legal title transfer on the completion date. Your lawyer or notary handles adjustments and mortgage payout.

4. POSSESSION

The property is delivered as agreed. Keys are released according to the contract, often after completion.

Before possession: complete the agreed cleaning, remove personal belongings, gather keys and remotes, and leave included items in the property.

COSTS TO PLAN FOR

Your actual expenses depend on the property and your circumstances

Real estate services

Commission and applicable GST, as agreed in your listing contract.

Legal or notary

Conveyancing, mortgage payout, title work and related disbursements.

Mortgage

Possible discharge, payout or prepayment costs. Confirm these with your lender.

Preparation

Repairs, cleaning, staging, landscaping or moving costs you choose to incur.

Property adjustments

Taxes, strata fees, utilities or other items adjusted between buyer and seller.

Property-specific costs

Strata documents, move fees, tenant matters, permits or other special requirements.

ASK FOR A PERSONALIZED NET-PROCEEDS ESTIMATE BEFORE YOU LIST

IMPORTANT NOTES & SOURCES

Practical guidance, not legal or tax advice

Every property and every seller is different. This guide is intended as general information. Before making tax, legal or financial decisions, speak with the appropriate lawyer, notary, accountant, lender or other qualified professional.

SELLER TAX REMINDERS

- ✓ A principal-residence sale must still be reported on your income tax return, even when the principal residence exemption applies.
- ✓ BC's home-flipping tax may apply when residential property is sold within 730 days of acquisition, unless an exemption applies.
- ✓ Rental, business-use, presale, estate and non-resident situations can require additional advice.

Official information reviewed for this guide

Canada Revenue Agency: Principal residence

canada.ca/en/revenue-agency/services/tax/individuals/topics/about-your-tax-return/capital-gains/principal-residence.html

Province of British Columbia: BC home flipping tax

gov.bc.ca/homeflippingtax

Keep your records.

Save purchase documents, renovation invoices, permits, tenancy records, mortgage information and selling expenses. Good records make conversations with your lawyer and accountant much easier.



Pre-Listing Checklist

Kitchen

- ☐ REMOVE MAGNETS FROM FRIDGE
- ☐ DECLUTTER COUNTER TOPS
- ☐ LEAVE FRESH FLOWERS/ BOWL OF FRUIT
- ☐ DEEP CLEAN ALL APPLIANCES
- ☐ REMOVE TRASH
- ☐ ENSURE ALL APPLIANCES ARE WORKING
- ☐ WASH ALL CABINET FRONTS
- ☐ DEEP CLEAN REFRIGERATOR AND STOVE

Bathroom

- ☐ CHECK WATER PRESSURE
- ☐ REMOVE ANY SOAP RESIDUE
- ☐ CLEAN TOILET BOWLS
- ☐ CLEAN TILE GROUT
- ☐ CLEAN OR REPLACE SHOWER CURTAIN
- ☐ PLACE FRESH TOWELS AND RUGS
- ☐ REMOVE ANY RUST OR STAINS
- ☐ RE-CAULK SINKS, TUBS AND SHOWERS

Curb Appeal

- ☐ BIG POTTED PLANTS BY FRONT ENTRANCE
- ☐ MOW LAWN
- ☐ REMOVE STAINS FROM WALKWAYS
- ☐ CLEAN ALL PATIO FURNITURE
- ☐ REPLACE TORN SCREENS

Garage

- ☐ CLEAN FLOORS
- ☐ ORGANIZE TO CREATE FLOOR SPACE
- ☐ ENSURE THE GARAGE DOOR IS WORKING

Bedroom

- ☐ REARRANGE FURNITURE AS NEEDED
- ☐ CLEAN SHEETS AND BED COVERS
- ☐ DUST FURNITURE AND LIGHTING
- ☐ DECLUTTER AND ORGANIZE CLOSETS
- ☐ CLEAN WINDOW COVERS/ SHADES
- ☐ ORGANIZE FURNITURE TO LOOK SPACIOUS

Laundry Room

- ☐ ORGANIZE SHELVES AND CABINETS
- ☐ STORE AWAY ANY REMAINING CLOTHES
- ☐ CLEAN APPLIANCES
- ☐ DECLUTTER AND WIPE SURFACES
- ☐ WIPE DOWN WASHER AND DRYER

Overall Interior

- ☐ REMOVE PERSONAL PHOTOS
- ☐ CLEAN FILTERS AND VENTS
- ☐ ORGANIZE EVERY CLOSET & ROOM
- ☐ RE-PAINT / TOUCH UP PAINT ON WALLS
- ☐ CLEAN FLOORS, BASEBOARDS, AND TRIM
- ☐ REPAIR HOLES OR CRACKS IN WALLS

Exterior

- ☐ REMOVE WEEDS & ADD FRESH MULCH
- ☐ REMOVE ANY COBWEBS AND NESTS
- ☐ PRESSURE WASH WALKWAYS
- ☐ CLEAN FRONT DOOR & MAILBOX
- ☐ MOW THE LAWN
- ☐ CLEAN PATIO FURNITURE
- ☐ ADD FRESH PLANTS IN BARE AREAS
- ☐ TRIM ANY TREES AND SHRUBS

NOTES

Questions, priorities and details to discuss



LET'S TALK ABOUT YOUR MOVE

Whether you are ready to list or simply want to understand your options, I am happy to prepare a clear market evaluation and help you decide on the right next step.

REQUEST A HOME EVALUATION

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GUIDING FAMILIES THROUGH EVERY MOVE IN GREATER VICTORIA, BC