HANS TEAM

Your selling plan

A considered move begins with a clear plan.

22 chapters + a luxury supplement



HomeLife Eagle Realty Inc., Brokerage

Your goals and timing

A successful sale should support the life you want after the move. Start with your preferred moving window, the reason for selling and the decisions that still need answers. A family move, a smaller home, a relocation and an investment sale can require different preparation and timing.
Separate firm commitments from preferences, then identify who must participate in the decision. Bring a realistic preparation budget and an outline of your next housing plan. This gives the consultation a useful starting point and helps your agent explain which choices could affect your time, convenience and proceeds.

Write down your ideal moving date, essential outcome and biggest unanswered question.

Choosing representation

Representation is a working relationship. You need to understand who will advise you, how recommendations will be supported and how concerns will be handled. Compare a written service plan with the needs of your property and your household. Ask who prepares the pricing analysis, who coordinates appointments and who explains offers.
Request examples of the actual work you would receive. A useful consultation makes responsibilities visible and leaves room for questions. Discuss communication expectations before you commit, including what happens when your primary contact is unavailable and when the brokerage should become involved.

Compare specific responsibilities and deliverables alongside the proposed fee.

HANS TEAM and your dedicated agent

HANS TEAM works through HomeLife Eagle Realty Inc., Brokerage. Your consultation should establish your dedicated agent, the form of representation offered and the people involved in delivering your agreed plan. Team support can be useful when roles are clear. Ask your agent to identify the person responsible for preparation, listing information, showing coordination and transaction updates.

Request a direct contact method and an escalation contact at the brokerage. The relationship should be easy to understand before marketing begins, with any specialist or outside supplier identified separately and its costs and responsibilities explained.

Confirm your dedicated agent and the responsibilities of each person on your plan.

Experience you can examine

Experience becomes useful when it relates to your property and the decisions ahead. Ask for dated, attributable examples involving a similar location, property type or selling challenge. Understand whether a result belongs to an individual, a team or a brokerage, and what work that person actually performed.

A transaction count alone does not explain preparation quality or negotiation judgment. Discuss the evidence in context, including market conditions and any unusual circumstances. Your proposed plan should stand on its own merits. Historic results can inform the conversation, but they cannot establish the price or timing of your future sale.

Ask for relevant examples with dates, sources and a clear description of the team’s role.

Your local competition and likely buyers

Buyers compare your property with the alternatives available when they are ready to act. A useful review considers nearby competing homes, recent completed sales and properties that did not attract an acceptable offer. Compare layout, condition, location and the costs a buyer may face after purchase.
Consider likely uses of the home without assuming personal characteristics about potential buyers. A home office, accessible entrance or usable outdoor space may matter for different reasons to different households. Focus the presentation on verified features and practical benefits, then revisit the competitive picture as listings and buyer choices change.

Identify the homes a buyer would reasonably compare with yours and why.

A property-specific market assessment

A market assessment should connect an estimated range to evidence. Your agent can review relevant sales, current competition and the condition and characteristics of your property. A visit helps test details that photographs or public records may miss. Ask which comparables carry the most weight and how differences affect the conclusion.
Unusual homes or limited comparable sales can increase uncertainty, so the explanation matters as much as the range. An initial home evaluation is an opinion for planning and discussion. If you need a formal appraisal for another purpose, discuss the appropriate professional and required scope.

Request the comparable evidence, key assumptions and date behind the estimated range.

Pricing choices and review points

An asking price is a strategy you choose in the context of an estimated market range. Discuss a supported launch price, the response it may attract and the risks of setting expectations beyond the evidence. A higher asking price can change which buyers consider the home and which alternatives they compare.

A lower asking price does not guarantee competition or a particular selling price. Agree on a review point and the evidence you will consider, such as qualified inquiries, showings, feedback and changes in competing supply. Adjustments should follow a documented discussion rather than a promise made before launch.

Agree on a pricing rationale and a date to review real market response.

Preparation with a clear purpose

Preparation should help buyers understand the home while respecting your budget. Begin with cleanliness, safe access and obvious maintenance concerns. Decide which repairs need professional advice and which cosmetic improvements are worth considering. Decluttering can make room sizes and storage easier to assess.
Staging may help presentation, but its scope, provider, rental period and charges need confirmation before you proceed. Compare each proposed expense with the problem it solves and the time it requires. Keep receipts and relevant records for work completed. Do not assume that every renovation will return its cost at the sale.

Create a preparation list with an owner, cost allowance and completion date for each item.

Photography, plans and property presentation

Accurate visual material helps a buyer decide whether the property deserves a closer look. Discuss photography, floor plans and any video or virtual tour appropriate to the home. Confirm which services are included, who supplies them and whether additional charges apply. Review factual captions, room labels and measurements before publication.
Remove personal paperwork and secure valuables before a shoot. Any virtual staging or material image alteration should be clearly disclosed so buyers can distinguish presentation from the current condition. Approve the finished marketing package only when it represents the home honestly and consistently.

Confirm the media package in writing and review the listing facts before launch.

The listing launch plan

A launch works best when preparation and approvals are ready together. Set a proposed sequence for property access, media production, listing review and publication. Identify the person responsible for each step and the items that could move the date. A Thursday launch may suit some circumstances, but your property, readiness and market context should determine the schedule.
Discuss how the team will check published details and handle early inquiries. If a material fact changes, agree how the listing and other marketing will be corrected. You should know what must be complete before a launch date becomes firm.

Approve a readiness checklist and a realistic launch date with named responsibilities.

Digital distribution and buyer interest

Distribution should put accurate property information in front of relevant buyers. Review the proposed listing channels, the brokerage’s permitted distribution arrangements and any planned direct outreach. Ask where your property will appear and what evidence will confirm publication. Database outreach depends on suitable contacts and a lawful communication basis. Paid campaigns require an agreed audience, budget and reporting scope. Views and clicks can show exposure, but they do not establish buying ability or intent. Focus review meetings on useful inquiries and showing activity, while keeping the actual source and limits of marketing data clear.

Ask for a channel plan that names the audience, delivery owner and measurement for each activity.

Open houses and local outreach

Some properties benefit from open houses, cooperating-agent outreach or local signs. Others require a different balance because of access, occupancy or privacy preferences. Discuss the purpose of each activity and the practical arrangements before you agree. Confirm who will host, how appointments or visitors will be handled and how the property will be secured afterward.

Social content should describe verified features and direct interested buyers to current information. Outdoor advertising must suit the property and applicable rules. Review these options against your circumstances instead of assuming every marketing method belongs in every selling plan.

Choose the outreach activities that fit your property, access needs and comfort level.

Inquiries, showings and feedback

A showing request begins a coordination process. Confirm the available windows, notice preferences and instructions for pets, tenants or other occupants. Your agent should explain how requests reach the responsible person and how confirmed appointments are communicated. Provide accurate answers to property questions and allow time to check facts when necessary. After showings, useful feedback distinguishes repeated concerns from individual preferences. A buyer’s comment is one piece of evidence, especially when the visitor does not submit an offer. Agree how your agent will collect and summarize feedback and when it should prompt further investigation or a plan review.

Set access instructions and decide how you want to receive confirmed appointments and feedback.

Communication and progress reviews

Choose a communication routine that lets you make decisions without constantly chasing updates. Discuss your preferred channel, a realistic update schedule and the matters that need a prompt conversation. A useful progress review explains completed work, current activity, unresolved questions and recommended decisions.
Ask your agent to separate measured results from interpretation and to identify missing information. If response patterns change or a new competing listing appears, discuss what that means for your plan. Keep written records of important decisions. Your preferences may evolve during the sale, so revisit the routine if it stops being useful.

Agree on your update schedule, urgent-contact method and next formal review date.

Offers and negotiation choices

An offer deserves a complete reading before you decide. Compare the proposed price with the deposit, conditions, closing date, inclusions and any unusual terms. Ask your agent to explain negotiation options and the consequences of accepting, countering or declining. Allow enough time for legal advice where wording or risk requires it.
In competing-offer situations, Ontario rules distinguish the number of offers from their contents. Sharing contents requires the seller’s written direction, and personal or identifying information must remain protected. Your agent should explain the process before you authorize a disclosure decision. The final choice remains yours.

Compare the full terms of each offer and give clear instructions before your agent responds.

[1] Ontario Regulation 567/05, General

Price, proceeds and closing risk

The sale price is the starting point for a proceeds estimate. Deduct the agreed selling fees and applicable taxes, legal costs, mortgage payout, any lender charges and other transaction expenses or adjustments. Keep preparation and moving costs visible so your next-housing budget is realistic. Ask the lender for payout information and a lawyer for transaction-specific closing advice.

An offer with attractive pricing can still carry financing, condition or timing risks. Compare net-proceeds scenarios and practical certainty together. An estimate of transaction proceeds does not calculate your final tax position. Investment or unusual ownership situations need appropriate tax advice.

Review a dated proceeds worksheet with fee, debt, cost and adjustment assumptions stated separately.

Your next purchase or relocation

Selling and moving into the next home creates two connected timelines. Compare selling first, buying first and arranging temporary accommodation using your actual finances and available alternatives. Selling first may clarify available equity but can create a housing gap. Buying first may secure a suitable property while increasing the risk of carrying two homes.
Ask your lender about the conditions and costs of any financing arrangement before relying on it. Build a contingency for delayed closings or a longer search. If relocating, establish who will coordinate with the receiving agent, lawyer, mover and other people involved.

Choose a sequence and document the fallback if either transaction takes longer than expected.

Case studies with relevant context

A useful case study explains a real problem, the work performed and the evidence for the outcome. Ask for examples that resemble your property or the challenge you are facing. Review the original listing period, property characteristics, preparation scope and the named agent’s actual role.
Understand which results reflect market conditions or decisions outside the team’s control. Where a client’s privacy prevents full disclosure, the limits should be clear. This guide does not insert a transaction story without permission and supporting records. During your consultation, request any cleared examples that would help you assess the proposed approach.

Ask for a documented, relevant case study and discuss how its circumstances differ from yours.

Client reviews and references

Reviews can help you understand how a client experienced communication, preparation and support. Read comments in their original context and check the date and source. Look for detail about the work rather than relying only on a star total or a short excerpt. A review may concern a particular agent or service, so confirm its relevance to the person and plan you are considering.

Your agent can explain which client references are available with permission. This presentation does not reproduce unverified testimonials. Use reviews alongside the written scope, your consultation and the evidence of actual work.

Read the original source and ask which parts of the experience apply to your proposed service.

Service scope, fees and agreements

Your written agreement should explain the property covered, representation arrangement, included services and payment terms. Fees are negotiable between you and the brokerage. Confirm any taxes, outside-provider charges, exclusions and circumstances in which the amount could change. Discuss the term, cancellation provisions and any holdover obligation before signing.

Ask for enough time to understand the document and obtain independent advice if needed. The service examples in this guide support a planning conversation. The agreement and its schedules establish the actual commitments. Keep a complete copy and resolve gaps between the conversation and the written scope.

Read the complete agreement and have every material service or fee question answered before signing.

[1] RECO Information Guide

Your proposed selling plan

Bring the consultation together in a property-specific plan. Record your goals, the supported pricing approach and the work needed before launch. Identify who will complete each item, the expected cost and the approval required. Confirm the media package, access arrangements, marketing choices and communication routine.
Include the documents needed to verify property facts and any questions for your lawyer or lender. Put the first review date on the calendar and explain which evidence will inform it. A useful plan gives you a practical next action while allowing an informed change when facts or circumstances require one.

Leave the consultation with a written plan, a preparation checklist and a named next action.

Your home evaluation or consultation

A home evaluation is a useful place to begin whether your move is imminent or still taking shape. Share the property, your broad timing and what you want to understand. Explain any existing representation relationship so the inquiry can be handled appropriately. You can discuss the evidence behind a potential value range, preparation options and the next steps for your circumstances.
Keep mortgage statements, identification and other sensitive records out of a public inquiry form. Arrange a suitable private channel if those records become necessary. A consultation should help you decide how to proceed at a pace that suits your plans.

Request a Free Home Evaluation at hansteam.ca or arrange a listing consultation.

Luxury valuation and positioning

Distinctive properties require careful comparison. Review the lot and setting, architecture, usable area, workmanship and verified improvements alongside relevant completed sales. A rare feature can appeal strongly to some buyers without producing an easy comparable adjustment. Ask where evidence is strong and where the assessment relies on judgment.
Compare the property with the current alternatives a qualified buyer could choose in the same locality. The proposed asking strategy should explain the uncertainty rather than hide it. Luxury classification, asking price and estimated market value are separate decisions. Request a private evaluation that considers the particulars of your home.

Prepare improvement records and identify the property features that require deeper valuation work.

Presentation and controlled access

A luxury selling plan should match the property and your preferences for access and exposure. Discuss architectural photography, detailed floor plans and the presentation of workmanship or amenities where these services suit the home. Confirm providers, inclusions and costs. Decide which information belongs in public marketing and what should be handled through direct inquiry.

Review showing arrangements, occupant needs and any agreed screening process without assuming an absolute guarantee of confidentiality or buyer qualification. Your agent should explain the audience, evidence of delivery and review point for each proposed marketing activity.

Agree the public presentation, private information handling and appointment process in writing.

Your private luxury evaluation

A private evaluation begins with the home and the move you are considering. Share the broad timing, decision priorities and a suitable way to contact you. Then arrange the property review and the records needed to understand its distinctive features. Discuss your preferred balance of exposure and discretion, including who may receive information and how inquiries should be handled.
Confirm the actual service commitments in a tailored proposal. Private service means thoughtful handling and agreed controls. It does not promise absolute secrecy or an undisclosed pool of buyers. The next step is a focused conversation about your property.

Request a Private Home Evaluation through the HANS TEAM luxury seller page.