LANCE BROWN

REAL ESTATE

THE BC SELLER'S GUIDE

How to net more — not just list higher.

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01 Price to today's market

The single biggest mistake sellers make is anchoring to a neighbour's 2022 sale. Buyers compare your home against every active listing and recent sale — and they arrive informed. Overpriced listings sit, go stale, and routinely net *less* than homes priced correctly on day one. Start with a proper comparative market analysis.

02 Prepare like a marketer

Buyers decide online first. Professional photography, drone and video, decluttering and light staging consistently return more than they cost. Small fixes — paint, lighting, landscaping the approach — outperform big renovations dollar-for-dollar at sale time.

03 Know your costs going in

Sellers pay: commission (plus GST on the commission), legal fees for the conveyance, mortgage discharge or penalty if breaking a term, and any agreed repairs. Owned less than two years? Ask about BC's home-flipping tax and federal rules before you list — exemptions exist, but know where you stand.

> **Offers are more than a number.** A slightly lower offer with strong financing, sensible dates and few subjects often beats a higher one that's fragile. Completion dates that match your next move have real value.

04 Time the move, not the market

Nobody rings a bell at the top. If you're selling and buying in the same market, the spread between the two matters more than the absolute numbers. Get the current picture in Lance's monthly market update at westcoastishome.com/blog.

Ready when you are.

Lance Brown lives in Ocean Park and works across the Lower Mainland. A conversation costs nothing — 778-846-2006, or start with a free home valuation at westcoastishome.com.