



MATT WOLFE

YOUR GREATER VICTORIA REAL ESTATE EXPERT

An Informed Home Sellers Guide

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So, you're thinking about selling?

Planning to sell? If you're like most homeowners, you've got a few questions. After all, you're about to sell the single biggest asset you've ever bought.

You might be wondering: What's my home worth? Should I use an agent or go it alone? What can I do to make my home as attractive as possible?

And of course, the big one: How do I get the most for my home?

The best way to start answering those questions is to be informed.

If I've done my job right, this guide will:

- a) Answer many of those questions for you, and
- b) Leave you feeling a lot more confident about the whole process.

Still want more information? My job is to make this easier — just ask. That's what I'm here for. You can learn more about me and my services at the end of this guide.

Welcome aboard.

MATT WOLFE

REALTOR®

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7 Steps to Selling Your Home

Steps

- 01** Choosing the Best Agent for the Job
- 02** Price Right to Profit More
- 03** Preparing Your Home to Wow Buyers
- 04** Maximize Exposure to Buyers
- 05** Show it Off!
- 06** Negotiate Like a Master
- 07** Calculating Your Net Proceeds



STEP 01

Choosing the Best Agent for the Job

Most sellers use a real estate agent. You certainly don't have to — but there are good reasons why most people still do.

1. Pricing is a real art.

The biggest factor in how quickly your home sells is the price — and setting that price is trickier than it seems. It takes experience, and even 1% more for your home can mean thousands to your bottom line.

2. Negotiating is hard.

Not just hard to do — it can feel uncomfortable. If you want someone negotiating fearlessly on your behalf, you need an agent.

3. Marketing is more than MLS.

To get the most for your home, you need as many qualified buyers interested as possible. In Canada, the vast majority of buyers find their home through REALTOR.ca and their agent's network — exposure is everything.

4. Showings and paperwork are complicated.

There's more to the legal side of a home sale than you might think — and showing your own home is not only awkward, it can really complicate your schedule.

An agent takes the burden of all of this off your shoulders, and works to get your home sold for the best price in the fastest time. After all — you've got a life to live!



STEP

02

Price Right to Profit More

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare buyers toward other properties. To complicate it all, your home is an emotional asset — it's hard to see it objectively.

Pricing is something agents spend their careers refining. They combine deep local market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to land on the optimal list price — then weigh your unique needs to pick the price that fits you.

It's no easy task, but it's a critical one. Pricing your home right the first time means more exposure, more showings, more offers — and ultimately, the highest price for your home.

One thing to understand: only the market can determine the ultimate value of your home. Price too low and you risk leaving money behind; price too high and you risk losing buyers who assume your property is out of their range — while helping your competition sell faster.

Pricing your home right the first time results in:

- ✓ More exposure
- ✓ More showings
- ✓ More offers
- ✓ **BEST price**



STEP 03

Preparing Your Home to Wow Buyers

After price, the condition and curb appeal of your home is the single biggest factor in how fast — and for how much — your home sells.

Buyers can't visualize potential — they have to see it. How your home shows right now is how people picture themselves in it. They can't see past the chips, leaks, clutter and stains. In fact, they tend to focus on those things even more! Luckily, you can dramatically improve how your home shows with a few quick steps:

Clean — inside and out. It matters. A lot.

De-clutter — give it away, throw it away, or store it away. Just get it out of your house.

Make minor repairs — chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can.

Consider staging — study after study shows staged homes sell faster and for more money.

Clean again — really. It's that important.

Feeling overwhelmed? You don't have to do it overnight — break it into one small task a day. Think of it this way: everything you remove, clean, or repair puts money in your pocket. You're getting paid to do it!



STEP

04

Maximize Exposure to Buyers

Once you've settled on a price and your home is in showroom condition, there's one more critical piece of the puzzle: getting buyers' attention.

Getting the word out matters for two reasons. First, buyers can't want a home they don't know exists. Second — and more importantly — the more buyers interested in your home, the higher the potential sale price and the faster the sale.

Marketing your home to the biggest audience possible takes more than a sign on the front lawn. The best and fastest sales use a combination of many of the following:

MLS® Listing

The backbone of Canadian home search — feeding REALTOR.ca and every major site.

Video Tour

A behind-the-scenes online look at your home and neighbourhood.

24-Hour Online Ads

Advertised around the clock: REALTOR.ca, Kijiji, Facebook Marketplace.

Property Website

Your home's own website — featured on mattwolferealestate.com and national listing sites.

Proactive Prospecting

Direct outreach to buyers and agents already looking for a home like yours.

Targeted Social Ads

Facebook and Instagram ads aimed at your most likely buyers.

Property Brochures

Pro photos and vibrant descriptions in a professional take-away format.

Print Marketing

Print ads, just-listed cards, and more.



STEP 05

Showing it Off!

As interest in your home rises, so will interest in seeing the real thing. It's time to show your masterpiece to prospective buyers. Your REALTOR® handles almost all of the details — but here are a few tips to maximize the showing experience:

You should leave.

Buyers want to look around and discuss your home candidly. They won't be comfortable if you're there.

Is it inviting?

Beyond the usual tidying: set a comfortable temperature, leave the lights on, open the blinds where appropriate, and leave interior doors open or slightly ajar.

Any information is good information.

Have helpful extras on hand — property brochures, floor plans, and contact information.

Flexibility is key.

Be as flexible as you can — try to accommodate the buyer's schedule.



STEP

06

Negotiate Like a Master

Now this is where it gets exciting. You've got an offer — or maybe two or three at once! In most cases, your list price won't be the selling price. Settling on that final number means negotiating, and that's something your REALTOR® is an expert at. Still, here are a few key strategies:

It's a conversation.

Don't be offended by low offers or conditions. Nobody is forcing you to accept them — treat every offer as a starting point for conversation.

Price isn't the only thing.

You can negotiate price, conditions, the closing date, and more. Don't get stuck on any single point — remember, even 1% more for your home can mean thousands to your bottom line.

And once you agree, the buyer provides a deposit held in trust until conditions are met. Conditions usually carry a set removal date and typically include financing and inspection. Once they're met, the buyer signs a waiver and the deal is firm.

Complete all of these steps and you're officially a successful home seller. Congratulations!

**Momentum matters.
Just the act of moving
a deal forward helps
make the deal happen.**



STEP 07

Calculating Your Net Proceeds

The deal is done! Now — how much do you actually get to keep? Here are the closing costs to consider:

Legal fees

Lawyers' fees vary, but many post structured fees for purchases and sales on their websites. Sellers typically pay around \$1,000 for a lawyer to handle the legal details of closing.

Mortgage fees

Check with your lender about any costs to transfer or discharge your mortgage — discharge fees typically range from \$100 to \$250.

Disbursements

These cover extras like travel, copies, courier, and registration or title transfers. They can run upwards of \$500, though they're sometimes built into your legal fee.

Adjustments

It's hard for a seller to calculate exactly what's owed on closing day. Your lawyer ensures any overpayments or shortfalls on rents, mortgage interest, property tax, and utilities are corrected — with buyer and seller credited or charged accordingly.

Moving costs

These vary with distance and how much you're moving. Moving yourself? Factor in gas, rental vehicles, and supplies.

To estimate your own net proceeds, use the worksheet at the back of this guide.



Feeling more informed?

I hope so! There's a lot to selling a home. If, after reading this, you'd like some help, I'd be glad to talk.

I'll provide a complimentary market evaluation of your home and answer any other questions you have.

I've added worksheets and reference materials after this page to help you get organized and get the most for your home.

Sincerely,

MATT WOLFE

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Meet Matt



Matt Wolfe was raised in Greater Victoria and chose the Westshore as the community to raise his family.

Across several careers, he's always had a passion for real estate, homes, and making them beautiful. After working as an executive chef in his early twenties, he switched gears and became a successful business owner — gaining the freedom to spend more time with his young family.

Serving South Vancouver Island, Matt specialized in helping clients with their homes and properties, building a reputation for excellent customer service and lasting relationships.

That passion for homes — and people — led him to residential real estate. He values the client relationship above all else, and will work to help you buy your dream home or sell your current property for top dollar.



Testimonials

"We want to take a moment to express our gratitude for the excellent work you did in helping us to find our dream home. Your professionalism, knowledge and attention to detail were truly exceptional. We could not have asked for a better experience. From the very beginning, you listened attentively to our requirements and worked tirelessly to find a property that met our needs. You went above and beyond in your efforts to secure the perfect home for us, and we are grateful for your hard work and dedication. Even after the sale was closed, you helped us organize our hydro and utility connections, garbage removal and internet service. Your commitment to excellence is truly remarkable, and we would not hesitate to recommend you to anyone in need of a reliable and trustworthy estate agent."

— **Karla & Marlice · Bought with Matt**

"I chose to sell my home to finance a new business adventure. My experiences with selling a home goes back many years and from another province. I was very frustrated. Matt guided me through the process making the transition to my next chapter as smooth as possible. When the business takes off, and I can once again afford to buy a home, I will surely reach out to Matt to once again making the process as smooth as possible."

— **Brian P. · Sold with Matt**

"I would like to give a well deserved shout out to Matt Wolfe for his success in selling my parents townhome with such ease and organization. The service Matt provided was incredible - his advertising products were beautiful, his communication was extraordinary, he was well educated and knowledgeable - but most importantly he made me feel comfortable and I trusted him. I highly recommend giving Matt a call if you're thinking to buy or sell - he'll take great care of you!"

— **Jen H. · Sold with Matt**

**Describe 10 things you love
most about your home or neighbourhood.**

1	
2	
3	
4	
5	
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7	
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9	
10	

Calculating Net Proceeds

Estimated Selling Price	\$
Less:	\$
Mortgage Balance:	\$
Mortgage Penalty: (if applicable)	\$
Interest Per Diem: (interest from last payment to date of closing)	\$
Property Tax / Utilities Adjustments:	\$
Real Estate Commission, Including GST	\$
Moving Costs:	\$
Other:	\$
Estimated Net Proceeds of Sale	\$



My Proven Multi-Media Marketing System

MLS® (Multiple Listing Service)

The MLS® is the backbone of real estate search — it's where the majority of buyers begin, and it feeds REALTOR.ca and every major listing site. Your listing carries complete, detailed information and full-colour photography.

Website Marketing

Your property is featured prominently on mattwolferealestate.com and distributed across national listing websites, 24/7 — giving your home the best possible exposure to the most buyers.

Proactive Prospecting

There are two ways to find a buyer: wait for them to find you, or go out and find them. I do both — reaching out directly to buyers and agents already looking for a home like yours.

Showing Feedback

After every showing, I collect feedback from the visiting agent and share it with you. I analyze it all and continually fine-tune your listing for maximum appeal.



My Proven Multi-Media Marketing System

Video Tours

In a sea of similar listings, a video tour gives buyers a behind-the-scenes look at your home and neighbourhood without leaving home. Your custom video tour is showcased online 24/7 — an invaluable tool for today's savvy, educated buyer.

Property Brochures

Breathtaking photos and vibrant descriptions make up your customized home brochure — a memorable take-away for visiting buyers and their agents. Professionally designed brochures leave a lasting impression and often lead to repeat viewings.

24-Hour Online Ads

Your property details and images are uploaded immediately to all the major advertising sites, from REALTOR.ca to Kijiji and Facebook Marketplace. Rest assured — your home is visible wherever buyers are looking.

Print Marketing

In most cases I distribute “Just Listed” cards through your area so neighbours know your home is for sale — one more way to widen the net. Who knows who might end up buying your home?

Complimentary Home Staging Consultation

Staged homes sell faster and attract stronger offers. Whether it's decluttering a room or rethinking a space, my staging professionals provide a complimentary recommendation list to create maximum buyer appeal.

Social Media Campaigning

I actively market across social media platforms — your home will be everywhere buyers scroll.



Checklist: Preparing to List Your Home

In preparation for listing your home, gather the following:

- ☐ A copy of your survey
- ☐ Your most recent annual property tax assessment
- ☐ The average cost of utilities (electricity, hydro, water)
- ☐ The age of your home
- ☐ Details of recent improvements or renovations
- ☐ A list of items you would like to exclude from the sale
- ☐ Pictures of seasonal features (e.g. gardens in bloom)
- ☐ A list of any easements or rights-of-way
- ☐ Receipts and warranties for recent home improvements
- ☐ 10 Best Features of Your Home worksheet (page 14)
- ☐ Any other relevant information (upgrades, floor plans, builder plans, model name)

For condominium owners:

- ☐ Maintenance fees and a list of maintenance/fee inclusions
- ☐ Parking and locker numbers
- ☐ Pass key to the building
- ☐ Status certificate (if available)
- ☐ A list of by-laws and restrictions



Thank You

Thank you for considering me to sell your home.

Selling is one of the biggest financial decisions you'll ever make — and who you hire matters. This guide laid out exactly how I work: honest pricing, serious preparation, and marketing that puts your home in front of more buyers.

Here's my promise: I'll treat the sale of your home like it matters — because it does. You'll get straight answers, honest feedback, and a clear plan at every step. No jargon, no pressure, no disappearing acts.

If you're ready to talk about what your home could sell for in today's market, I'd love to sit down for a complimentary, no-obligation market evaluation.

Let's get you the most for your home.

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