



# *The Home Selling Checklist*



**This checklist will help you navigate the selling process with ease and success.**

**LAURA PARTYKA - THE WORTHY GROUP**

# Ready to Sell Your Home?



Deciding whether or not to sell your home is one of the biggest decisions you'll ever make. While it seems like a complicated process, it doesn't have to be.

In fact, the key to a smooth home sale is in Step 1, finding an agent who understands your needs and wants and has a system to ensure the process is catered to you.

## KEY PILLARS OF THE SELLING PROCESS



**Getting Started**



**Researching the Market**



**Preparing for a Sale**



**Negotiating Offers**



**Closing an Offer**



**The Final Stages**

# Getting Started



## Step 1: Find a Real Estate Agent

Start by meeting a few real estate agents and trust your instincts. This is one of the biggest financial moves you'll ever make, so it's essential to work with someone who truly gets you. Look for an agent whose personality clicks with yours—someone who listens, communicates clearly, and makes you feel confident.

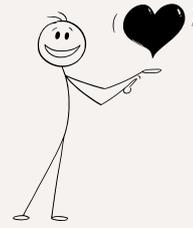
The right agent will not only have the professional experience but will also feel like a partner you can trust to guide you every step of the way.

### Qualifications your agent should have:

- Ask about their process (or system) for selling your home
- Local market knowledge
- Good reviews or testimonials
- Financial Knowledge - they can walk you through the numbers!
- Works full time in the industry
- Great time management and communication skills (ie. did they show up on time & prepared? Do they communicate with you in a way that you understand and feel comfortable with?)
- Network connections (Effective real estate agents rely on their relationships. Do they work with other agents regularly?)
- They should ask about your Housing Goals and future vision
- Ask about their marketing strategies (ie. preparing your home for the market, photography, advertising, pricing the home)
- Create a list of 10 things you LOVE about your home to share with your agent



# Getting Started



## 10 things you absolutely LOVE about your home:

These are the details that made you fall in love with the space—and they're often what future buyers will connect with too.

It could be the morning light in the kitchen, the cozy fireplace, your lush backyard, or even how quiet the street is.

Share this list with your agent—they'll use it to highlight the emotional and lifestyle benefits of your home in the marketing strategy. Remember, buyers don't just buy features—they buy feelings. Let's help them feel at home.

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2)

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10)

**"BUYERS DON'T JUST BUY FEATURES—THEY BUY FEELINGS."**

# Getting Started

## Step 2: Plan Your Timeline



Timing is everything when selling your home. Work with your agent to identify the ideal window to list—this could depend on market conditions, seasonality, or your personal goals. A smart timeline helps you avoid stress and maximize your sale price.

Sit down with your agent to map out a strategy that aligns with the current local market trends. Together, you'll choose the best time to go live, prep your home accordingly, and build in room for marketing and showings.

Most importantly, start thinking about where you'd like to move next. Having a vision for your next chapter not only helps you plan logistically—it keeps you focused and motivated throughout the process.

**Here's what a smooth home-selling journey looks like, from start to sold.**



**NEED HELP BUILDING YOUR PERFECT TIMELINE?  
LET'S CREATE YOUR CUSTOM PLAN, JUST REACH OUT!**



# Getting Started



## Start With Clarity: 10 Questions to Guide Your Timeline

### Ask Yourself:

- What's my ideal moving date?
  - Do I need to sell before I buy—or can I buy before I sell?
  - Do I have a backup plan if my home sells quickly?
  - Am I prepared for showings and open houses in the coming weeks?
  - Have I talked to my mortgage broker or financial advisor about the numbers?
  - What's happening in the local market right now, am I selling in a high or low season?
  - Do I need time to declutter or complete small renovations first?
  - Where do I want to go next—and what kind of lifestyle am I aiming for?
  - Is my next move local or out of town?
  - What would a successful sale look and feel like to me?
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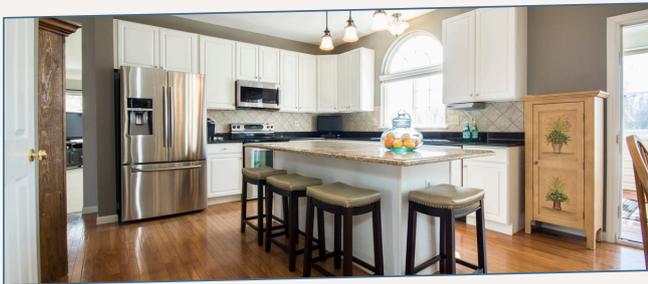
Notes

# Researching the Market



## Step 3: Walkthrough

Do a Walkthrough with Your Agent. This is where the prep meets strategy. Walk through your home with your real estate agent and look at it as a potential buyer would. You'll highlight what you love, and your agent will help identify what can be improved.



## What to Focus On:

- Showcase what you love. Walk your agent through the 10 things that make your home special — these emotional selling points help with marketing and storytelling.
- Note repairs or renovations. Point out anything you've improved or updated — this builds value.
- Ask for honest feedback. Your agent can advise you on what's worth fixing, what to leave alone, and how to position your home for maximum appeal.
- Discuss staging opportunities. Even small tweaks to furniture or decor can help buyers picture themselves living there.
- Consider a pre-listing inspection. Not sure what might come up later? A general pre-inspection can uncover small issues before they become deal-breakers during negotiations.



# Researching the Market

## Step 4: Determine the Listing Price & Marketing Plan



**Pricing Your Home Right:** This isn't about guessing—it's about strategy. Setting the right price from the start positions your home to attract serious buyers and get you top dollar.



**Your agent will** prepare a Comparative Market Analysis (CMA)—this data-driven report compares your home to similar properties that have recently sold in your area. It considers square footage, location, condition, upgrades, and market timing.

123 Maple St, Campbell River 1,850 sq ft Sold Price: \$799,000 Days on Market: 6	78 Alder Ave, Campbell River 1,740 sq ft Sold Price: \$785,000 Days on Market: 9	1220 Pine Crescent, Willow Point 1,920 sq ft Sold Price: \$810,000 Days on Market: 4
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Disclaimer: This is a sample CMA used for educational purposes only. For a personalized home value review, contact us.

# Researching the Market



## DID YOU KNOW?

The listing price isn't just about what your home looks like; it's based on lot size, square footage, condition, upgrades, location, year built, current demand, and even your competition.

A smart price is a strong launch.

Together, you'll use this insight to find the price sweet spot that maximizes interest and minimizes time on market.

In some cases, small **strategic upgrades**; like a fresh coat of paint, landscaping, or modern light fixtures can give your home an edge and boost its value before listing.



## HELPFUL TIPS

- Don't chase the market, get ahead of it.
- The most activity happens in the first 7–10 days.
- Pricing too high can reduce offers and hurt your negotiating power.
- A solid marketing plan is just as important as price.

# Researching the Market

**Building Your Marketing Plan:** A strong marketing plan is what brings qualified buyers through your door. The goal? Create buzz, generate demand, and showcase your home in its best light—online and in person.

Your agent should tailor the strategy to your home's unique features, buyer profile, and current market trends.



## ***DID YOU KNOW?***

Over 95% of buyers start their search online.  
Homes with professional marketing sell faster and often for more.  
First impressions happen in under 7 seconds — make yours count.

**WANT A CUSTOM MARKETING PLAN FOR YOUR HOME? LET'S CHAT.**



# Researching the Market

The Worthy Group uses a layered marketing approach to ensure your property reaches the right buyers, in the right places, at the right time. **Here's what you can expect:**



## ✓ Professional Photography

We don't do iPhone photos. We hire professional real estate photographers that delivers images in high-quality which showcase your home in its best light – literally.



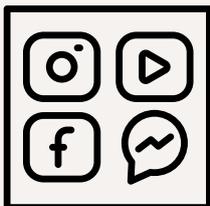
## ✓ Cinematic Listing Video

A professionally edited video tour captures the emotion, flow, and lifestyle your home offers, making buyers feel connected before they ever visit.



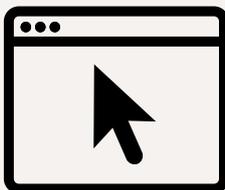
## ✓ 3D Virtual Tours + Floor Plans

For remote buyers or busy professionals, 3D Matterport-style walkthroughs and clear floorplans give them confidence and context from anywhere.



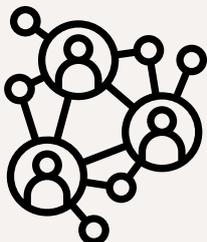
## ✓ Social Media Marketing

We run targeted campaigns on Instagram, Facebook, and YouTube to get your home in front of both local and out-of-town buyers actively searching – and even those who didn't know they were.



## ✓ Custom Property Website

Every listing receives its own branded single-property page with photos, videos, maps, and more – all sharable via QR code, bio link, and email.



## ✓ Agent Network Exposure

We promote your listing to other top-performing agents across Vancouver Island and Lower Mainland to reach pre-qualified, motivated buyers quickly.

# Preparing for a Sale

## Step 5: Prepare Your House for Viewing

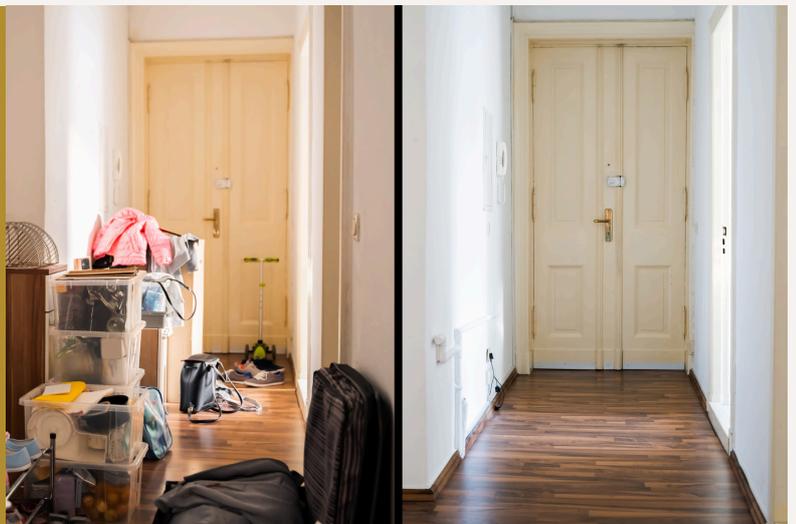


Buyers shop with their eyes first — and your home only gets one first impression. That's why prepping your space before showings is one of the most valuable steps in the entire process. Our goal? Help buyers picture themselves living there.

### Declutter with Purpose

Remove excess items and personal belongings that distract buyers from your home's best features.

Think: closets, countertops, and corners. Consider renting a storage unit or using decorative baskets for temporary organization.



### Deep Clean Everything

Clean like your in-laws are coming over — and then go deeper. Focus on often-forgotten details like baseboards, vents, light switches, windows, and grout lines.

💡 Pro Tip: A \$300 cleaning job could help you earn thousands more on your sale.



**THE BETTER YOUR HOME SHOWS, THE FASTER IT SELLS —  
AND OFTEN, FOR MORE.**

# Preparing for a Sale



## DID YOU KNOW?

Homes that are clean, well-staged, and neutral typically sell faster and for 5-10% more than similar homes that aren't.

### Neutral, Balanced Decor

Use neutral, properly-sized furniture and avoid oversized or mismatched items that make rooms feel cramped. No need to repaint every wall — just aim to create a fresh, light, and welcoming feel.



### Boost Curb Appeal

First impressions start at the street.

- Tidy up landscaping
- Power wash walkways and siding
- Clean the front door and add a seasonal wreath or potted plants
- Make sure house numbers are visible and lighting is working



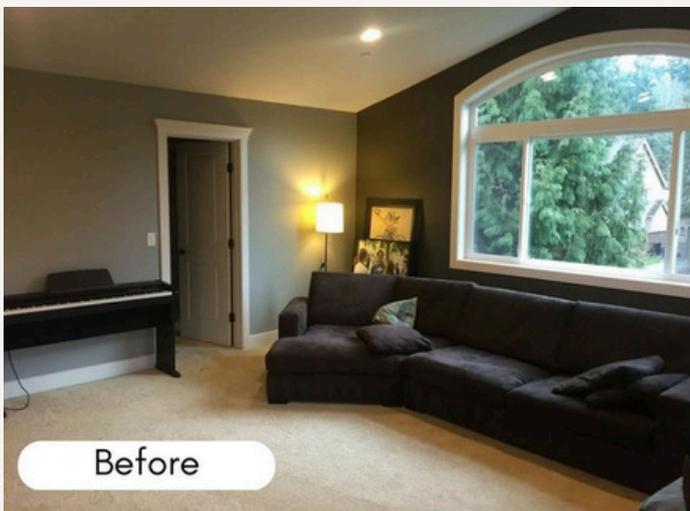
# Preparing for a Sale



## Staging Makes a Difference

Staging isn't about making your home look like a magazine — it's about helping buyers emotionally connect to the space. A well-staged home feels inviting, balanced, and easy to imagine living in. Strategic furniture placement, neutral tones, and curated accents can make rooms feel bigger, brighter, and more functional.

If possible, hire a professional stager — or ask your real estate agent for guidance on what to shift, remove, or enhance. Even small changes like updating throw pillows, adding greenery, or removing bulky furniture can elevate the space and impact the perceived value.



Before



After



### Remember:

Buyers often decide how they feel about a home within the first 30 seconds.

Let's make it count.

# Preparing for a Sale



## Step 6: Market Your Home

Your home deserves more than a quick MLS upload; it needs a marketing plan designed to stand out in a fast-moving digital world. Today's buyers scroll before they schedule, so we focus on making your home irresistible online first.

### HERE'S WHAT WE'LL HANDLE TOGETHER:

#### Book the Visuals

Your agent will coordinate professional photography, detailed floorplans, and immersive 3D walkthroughs or video tours.

Why it matters: First impressions are often made online – these tools increase visibility and bring in more qualified buyers.

#### Pre-Launch Exposure

Before your listing even hits the MLS, your agent may recommend:

Teaser videos or social media previews

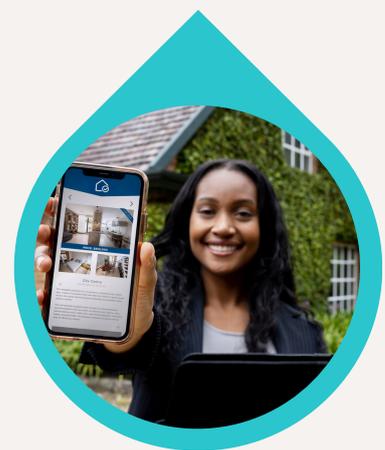
Email blasts to local agents

“Coming Soon” buzz to build anticipation

Booking content shoot day(s) with home prep and timeline

#### Schedule Strategically

Work with your agent to choose the right day and time for your listing to go live – and ensure your home is show-ready ahead of time. This may include booking open houses, Realtor tours, and private showings.



# Preparing for a Sale

## Step 7: Showing Your Home



Once your home is live, it's showtime — literally. Every showing is an opportunity to create a lasting impression, so it's important to make it easy for buyers to fall in love with the space while also protecting your privacy and peace of mind.

### HERE'S HOW TO SET YOURSELF UP FOR SUCCESS:



#### Stay Flexible with Showings

We'll contact you to schedule showings and confirm availability — but the more flexible you can be, the better. The easier it is for buyers to view your home, the more opportunities we create for strong offers.



Keep a “showing-ready bin” to quickly store personal items, pet gear, or clutter.



#### QUICK PREP ROUTINE

Have a simple plan to tidy up before each showing:

- Make the beds
- Wipe down surfaces
- Open blinds and turn on lights
- Take out the garbage
- Do a 5-minute declutter sweep

#### Secure Personal Belongings \*\*\*

Before any showing:

- Store personal documents, valuables, and medications in a locked drawer or take them with you
- Hide sensitive mail, electronics, and anything that reveals financial or private information
- Remove any large personal photos to help buyers imagine themselves in the space



# Negotiating Offers



## Step 8: Review & Negotiate Offers

When the offers come in — whether one or many — your agent will walk you through the details of each one. It's not just about the dollar amount. Together, you'll review:

- Price
- Deposit
- Dates (possession, subject removal)
- Conditions (financing, inspection, sale of buyer's home)
- Inclusions (appliances, fixtures, etc.)

If you receive multiple offers, your agent will help you develop a negotiation strategy that maximizes both price and terms, while staying aligned with your goals.

Great deals are made with strategy, not stress. That's why we negotiate with purpose.

	Offer A	Offer B
Price	\$799,000	\$805,000
Deposit	\$35,000	\$20,000
Possession Date	45 days	60 days
Conditions	Subject-Free	Financing + Inspection
Strengths	Solid financing, quick close	Higher price, but more risk

**DON'T FIXATE ONLY ON THE HIGHEST PRICE. THE BEST OFFER IS THE ONE WITH THE RIGHT MIX OF TERMS, TIMELINES, AND CERTAINTY.**

# Negotiating Offers



## Step 9: Sign a Purchase Sale Agreement

Once you accept an offer, your agent will prepare the necessary paperwork. This includes the Purchase and Sale Agreement and any required disclosures or addendums. The buyer will then submit their deposit as outlined in the offer, typically held in trust until closing.

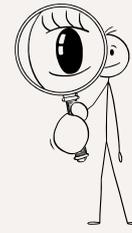


## Step 10: Hire a Lawyer or Notary

At this stage, it's time to involve your legal representative. They'll ensure the transfer of funds, title change, and all legal paperwork are processed correctly. Your agent will help coordinate timelines and communication between all parties to keep the deal on track.



# Closing an Offer



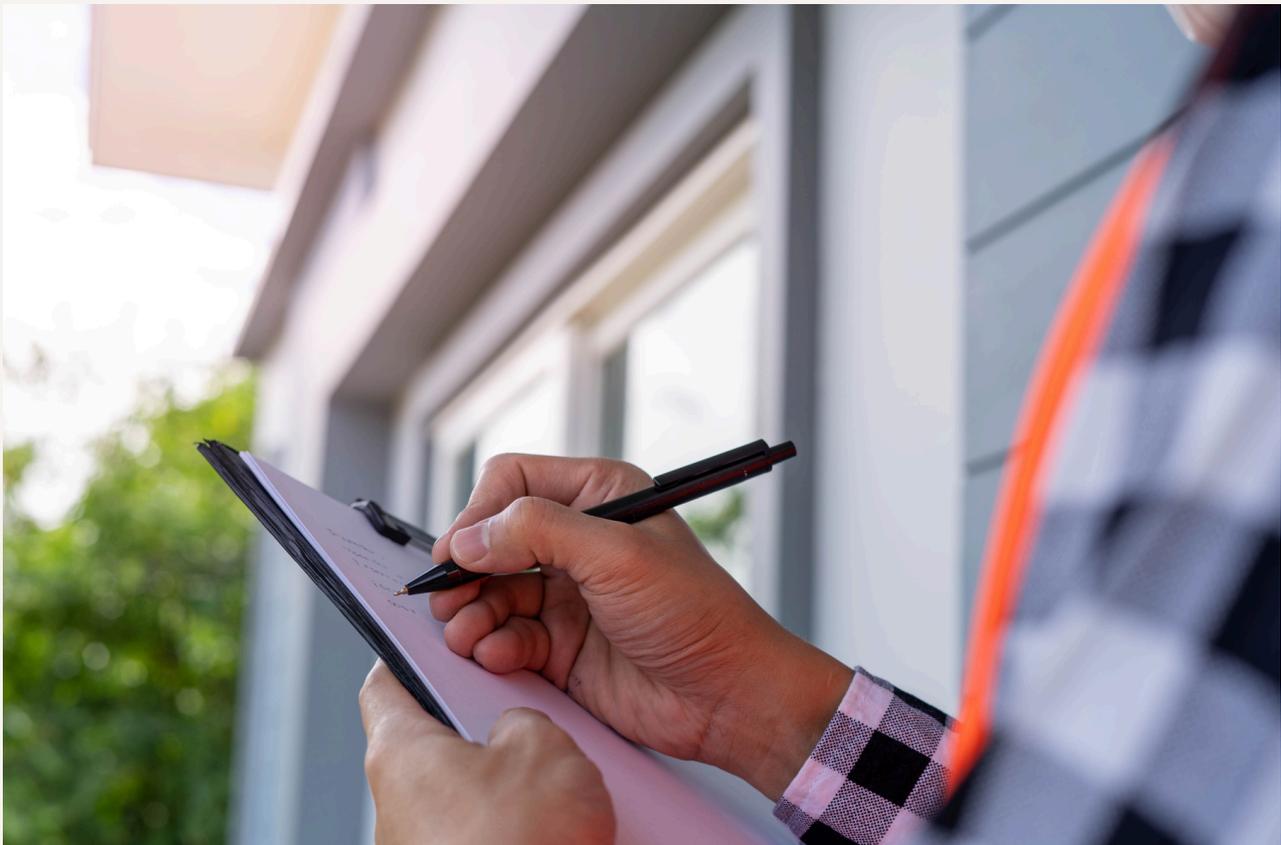
## Step 11: Buyer's Due Diligence Period

Once an offer is accepted, the buyer begins their due diligence — this is normal and necessary.

Expect them to:

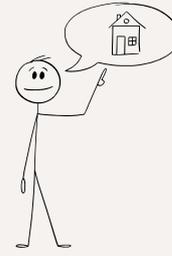
- Book a home inspection
- Possibly bring in specialists (e.g., electrician, roofer, HVAC tech)
- Submit repair requests based on findings
- Request access to reports or permits tied to the home

Don't worry — this doesn't mean anything is wrong. Your agent will help you evaluate any requests and negotiate a fair solution that keeps the deal on track.



Inspections, paperwork, and final walk-throughs — we manage the details so you can focus on your move.

# Closing an Offer



## Step 12: Bank-Ordered Appraisal

The buyer's lender will often schedule an appraisal to confirm that the purchase price reflects the home's market value. This is a standard part of the mortgage approval process.

💡 Tip: Ensure your home is clean and presentable for the appraiser — it helps show the value.



## Step 13: The Home Stretch

After the buyer removes subjects and locks in their financing:

- Complete any agreed-upon repairs or conditions
- Be ready for the final walk-through, where the buyer confirms everything is in the same condition and repairs (if any) are completed
- Stay in close contact with your agent and lawyer/notary as we prep for closing day

**This is the final countdown. Keep things clean, clear, and ready to go.**

# The Final Stages



## Step 14: Closing the Deal

Once all the paperwork is finalized and the conditions have been met, it's time to complete the transaction.

Here's what happens:

- Your legal representative (lawyer or notary) ensures all settlement adjustments and closing fees are handled
- Documents are signed, funds are transferred, and title officially changes hands
- Keys are exchanged, and your sale becomes official



## Step 15: CELEBRATE!

Pop the bubbly — you just sold your home!

Whether this was your first sale or your fifth, this is a huge achievement, and you deserve to celebrate it.

We're honoured to have been part of the journey — and we're always here if you need help with your next move, investment, or referral.

**SOLD! ANOTHER CHAPTER CLOSED — AND A NEW ONE JUST BEGINNING.**

# Thank You...

THE WORTHY GROUP



OAKWYN REALTY

You've just taken a huge step toward selling your home the smart way — with clarity, confidence, and a plan. Whether you're ready to list tomorrow or just starting to explore your options, we're here to support you every step of the way.

Using our **Worthy Move Method**, we make the selling process as seamless and strategic as possible — guiding you from first walkthrough to final key handoff.

## Have Questions?

Ask us for our full Worthy Method Sellers Guide; a deeper dive into our proven selling system.

## Let's Chat

We'd love to hear more about your goals, your timeline, and how we can help you move forward with ease. We're just a call, click, or coffee away.

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Licensed Real Estate Agent

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## One Last Thing:

When you're ready, we're ready.  
Let's sell your home with purpose, strategy, and heart.