BOB WANG TEAM / A PRACTICAL GUIDE FOR ONTARIO HOMEOWNERS

Your Home Selling Guide

From the decision to sell to closing

Selling a home is an important decision. Beyond the price your home might sell for, you may also be thinking about your next home, how much to spend on preparation, when to accept an offer, and how much money you will ultimately have available.

This guide follows the selling process step by step: what to expect, which decisions you will need to make, and how we work with homeowners at each stage. You can read it before you have decided to sell.

The home selling process

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Your home deserves to be sold well.

01 / CLARIFY YOUR GOALS

Start with your plans

Why are you selling?

You may need more space; the children may have moved out and you want a home that's easier to look after; or a new job, retirement or family plans may be taking you somewhere else. Some owners are selling an investment property. Knowing what comes next tells you what this sale needs to achieve.

What dates do we need to work around?

A start date at a new job, a child's school year, the closing on your next home and the move itself can all shape when to list and when to close. Work out early which dates are fixed and which can move. Season is only one factor: competing listings, buyer demand and how ready your home is often matter more than the month.

How will the sale fund your next move?

If the proceeds will go toward your next home, first estimate what you'll actually receive (see page 11), then weigh it against your mortgage and closing dates to decide whether to buy or sell first. Selling first clarifies your budget but may require temporary accommodation. Buying first lets you secure your next home before selling, but you may need to carry both properties for a period.

Write down your plan

When would you like to sell or move? _____

Have you found your next home? _____

How much do you need from the sale? _____

What matters most to you? _____

01 / CLARIFY YOUR GOALS

What matters most to you?

A stronger price, a quicker sale, keeping pre-listing costs in check, or less disruption from showings and the move? These can pull against each other. Setting your priorities early gives every later decision a clear basis.

How long does the selling process take?

Stage	Estimated time
Initial consultation, evaluation and planning	1–2 weeks
Preparation, repairs and staging	1–4 weeks or longer
Photography and marketing materials	A few days to 1 week
Listing to sale	Depends on the property and the market
Firm sale to closing	Often 30–90 days, as agreed in the contract

These estimates are for planning only. Stages can overlap, and actual timing depends on the property, the market and your circumstances.

Our approach

At our first meeting, we start with why you're selling, what you have in mind, where you're moving, and your timing and finances, then agree with you on the priorities and the plan for the sale.

02 / UNDERSTAND YOUR HOME'S VALUE

What is your home really worth?

Buyers judge your home against the other properties available to them.

What goes into a market evaluation?

Recent sales show what buyers have actually paid. Active listings show the choices buyers have today. Homes that came off the market unsold also offer clues about what buyers will accept, though they don't show why they didn't sell. Location, lot, size, layout, condition and distinctive features then account for the differences.

Three prices that mean different things

Price	What it means
Market value	An informed estimate, usually a range, based on comparable properties and current conditions.
Listing price	An asking price set as a strategy to attract the right buyers.
Sale price	The price the buyer and seller finally agree on.

Will you recover what you spent on renovations?

Not necessarily. Buyers pay for space, quality and upkeep that suit them, but they may not value every improvement at what it cost. Your home's distinctive features also need to be presented in a way buyers can understand.

Even if you have no plans to sell, it is worth hearing from an experienced real estate agent before making major repairs, renovations or layout changes. That way you can meet today's needs while keeping your home's future market value in view.

Our approach

We visit your home before giving a market evaluation, then select genuinely comparable sales and competing listings and explain the differences behind our assessment. The initial evaluation is for planning; before listing, we confirm it against your home's final condition and the latest market.

03 / CHOOSE YOUR AGENT

Choose an agent who helps you make informed decisions

Listen to what agents say, then look at how they actually work.

Six questions worth asking

1. Who is most likely to buy my home?
2. What is your evaluation based on?
3. Which improvements are worth making before listing, and which can I skip?
4. Can you show me work on similar properties and explain the approach you took?
5. If my home receives no offers, how will you assess the situation and adjust?
6. Who handles preparation, communication, negotiation and closing?

Before you sign

In Ontario, your agent will give you the RECO Information Guide before you enter a representation agreement. It explains your rights and the relationship between agents and their clients.

A listing agreement sets out the term, commission, services, responsibilities and other conditions. Before signing, make sure you understand how commission is calculated, whether HST is added, and what happens if the agreement ends early. You may wish to have a lawyer review it.

Be clear on costs and responsibilities

Which services will your agent arrange and pay for, and which costs are yours? If the home doesn't sell, how are costs already incurred handled? These points should be discussed before you sign and set out in the written agreement.

> ### Our approach
>
> Once the agreement is signed, we build a listing plan with you covering the preparation work, budget, responsibilities and timeline. Whenever a decision is needed, we give you our recommendation and the reasons for it; the decision is yours.

04 / PREPARE YOUR HOME

Spend where it counts

Preparation helps the right buyers see your home's value.

Preparation	How to decide
Safety issues, leaks, visible damage	Find the cause first, assess repair and disclosure obligations, and deal with it openly.
Cleaning, decluttering, garden, paint touch-ups	Usually low cost, with a clear effect on first impressions and sense of space.
Lighting, flooring, selective kitchen updates	Weigh the likely buyers, competing homes, budget and timeline.
Major renovation	Assess cost, time and potential added value carefully before committing.

From our work | 3374 Fox Run — Keeping the existing kitchen

We recommended keeping the existing kitchen. The homeowners agreed and had the light-brown cabinets painted white; together with fresh paint throughout and new main-floor lighting, this lifted the whole kitchen for a modest investment.


Before


After

Our approach

We arrange professional staging (up to three months) and deep cleaning, and plan photography, video and other marketing materials around the home. Repairs and selective improvements go ahead only with your approval. The specific arrangements are set out in the listing agreement.

05 / PRICE AND MARKET YOUR HOME

Help the right buyers see the value

Understand the likely buyers first, then decide how to present and market the home.

Set the asking price in the context of the market

A price well above comparable choices can lead buyers to skip your home in their online search; a competitive price doesn't guarantee multiple offers either. Your strategy should reflect supply and demand, competing listings, your timeline and your tolerance for risk.

Property type	What buyers want to know	How to present it
Family home	Will it work for everyday life?	Floor plans and photos that show the layout, bedrooms, storage and yard.
Custom home	What is the real value of the design?	Show how the spaces feel, and the materials, craftsmanship and upkeep.
Property valued for its land	Can the lot support the buyer's plans?	Lot size, existing conditions and planning details; renderings labelled as illustrations.

From our work | 508 Morrison — Marketing a property for its land

Most buyers here plan to build. Renderings help them picture a future home; aerials and the site plan show the lot's scale, privacy, dimensions and existing conditions.


Concept rendering (illustration)


Existing site

Our approach

We shape the photography, floor plans, description and marketing around the likely buyers, so they can see the space, condition and features clearly and judge whether the home suits them. Bob personally selects the photographs and signs off on the video and brochure. Before listing, we confirm the asking price and showing arrangements with you.

06 / SHOWINGS AND FEEDBACK

Read what the market is telling you

Living at home while it's for sale

Showings are booked online, and you confirm each appointment. Before listing, agree on how much notice you need, which hours work, and what to do about pets and valuables. Buyers usually view with their own agent, so you don't need to be home.

No offers? Start by finding out why

Market response	What to check
Little online interest, few showings	Is the price within the buyers' search range? Are the lead photo, listing details and promotion working?
Online interest, but few showing requests	Do the photos and description show the home's value? Are showings easy to arrange?
Plenty of showings, no offers	Do buyers keep raising the same concern about condition, layout or price? Are competing homes more appealing?
Offers well below asking	Weigh recent sales, the offer terms and other buyers' reactions to reassess what the market will accept.

When should you adjust?

Agree on review points before listing, and talk promptly when a new competing listing, an important sale or recurring feedback appears. The response might be better presentation, fixing an issue, a price change, or continuing to wait when the evidence supports it.

Our approach

After each showing, we follow up with the buyer's agent the same evening or the next day, keep watching competing listings and sales, and send you a written progress update every week, by email or WeChat. You deal directly with Bob and Elisa throughout; for Chinese-speaking homeowners, we also set up a WeChat group so every question gets a timely answer.

07 / OFFERS AND NEGOTIATION

Compare offers on all their terms

An offer is only as good as its chances of closing as agreed.

Consideration	Offer A	Offer B
Price		
Offer expiry		
Deposit and due date		
Financing, inspection and other conditions		
Closing date		
Included items and other requirements		
Key risks		
Estimated net proceeds		

What can you do when an offer arrives?

You can accept it, reject it or counter before it expires. A counteroffer can change the price, dates, conditions or other terms, and it generally rejects the original offer. Multiple offers are handled under Ontario rules and your instructions.

Our approach

Price depends mainly on finding the buyer who truly values your home. Bob leads the negotiation, explaining each offer's conditions, deadlines and risks, and weighs it against recent sales, other buyer interest and your priorities to set out the pros and cons of accepting, countering or waiting. The final decision is yours.

08 / FROM AGREEMENT TO CLOSING

What happens after you accept an offer?

Stage	Key tasks
After acceptance	Confirm deposit, condition and closing dates; contact your lawyer early.
Conditional period	Accommodate agreed inspections; follow up on written waivers or fulfilment of conditions.
After the sale is firm	Arrange moving, mortgage discharge, rental equipment contracts and agreed repairs.
Before closing	Allow buyer visits under the contract; remove agreed items and keep the home in the agreed condition.
Closing day	Your lawyer handles funds, title registration and the legal closing; keys are released as arranged.

Easy to overlook

Known property issues, rental equipment, existing tenants, open permits and unfinished repairs should be raised with your agent and lawyer early. A sale doesn’t end an existing tenancy on its own; vacant possession requires a lawful basis.

Our approach

We track every deadline in the transaction, coordinate with you, the buyer’s agent and both lawyers, and give you a closing checklist through to handover. Your lawyer handles the legal and financial side of closing.

RESOURCE 01 / FINANCIAL PLANNING

How much will you actually receive?

Before budgeting for your next home, estimate the funds a sale will leave you.

Item (CAD)	Example	Your estimate
Sale price	$1,500,000	
Less: mortgage balance	$500,000	
Less: mortgage prepayment costs	$5,000	
Less: commission and HST	$60,000	
Less: legal and other closing costs	$2,500	
Plus/minus: closing adjustments	$0	
Estimated net closing proceeds	**$932,500**	
Less: separately paid preparation and moving costs	$4,000	
Estimated available funds (before tax)	**$928,500**	

For illustration only. The commission and HST figure is hypothetical and is neither a standard rate nor a quote from our team. Actual amounts depend on your agreements, your lender and your lawyer's closing statement.

Consider taxes separately

A qualifying principal residence may be fully or partly exempt from capital gains tax, but the sale must still be reported. Investment properties, changes in use, short-term resales and sales by non-residents may involve other tax rules and withholding. Talk to your accountant and lawyer before you sell.

RESOURCE 02 / PREPARATION CHECKLIST

Gather key documents early

Documents to gather	To review with your agent
Property tax bill and survey, if available	Selling goals, timeline and budget
Renovation and repair records, permits, warranties	Property features, known issues and disclosure
Lender details and mortgage discharge statement	Scope of repairs, cleaning and staging
Rental equipment contracts; leases, if applicable	Photography, materials, asking price and showings
Condominium management information, if applicable	Offer strategy, lawyer and closing milestones

Common terms

Listing Agreement — the agreement appointing the brokerage to market your home and represent you in the sale

Offer — a written proposal to buy on stated terms

Conditions — e.g. financing or inspection, to be met or waived by a deadline

Closing — transfer of ownership and funds

MLS® — the system agents use to share listings

Deposit — paid as the agreement requires; usually credited to the price on closing

Firm sale — a sale with no outstanding conditions

Statement of Adjustments — the closing summary of costs adjusted between buyer and seller

ABOUT THE AUTHORS

Bob Wang & Elisa Zhang



Before moving to Canada, we both spent many years in sales, marketing and management with multinational companies. We made Oakville our home in 2016.

“Trust. Deliver.” is the principle Bob set for himself when he entered real estate in 2017, and the standard we both work to: keep our word, and follow through on every commitment.

At every stage of a transaction, we go further — giving well-grounded professional advice and helping our clients make the decisions that are right for them.

Bob Wang
Broker
RE/MAX Hall of Fame (2026)

Elisa Zhang
Salesperson

When you need professional advice

If you are thinking about selling, you can talk to us before your home is ready. We can visit, review recent sales and current conditions, and help you assess its value, the preparation worth doing, and the timing and strategy that suit you.

And if you have no plans to sell yet, you are welcome to talk to us before a renovation or major repair.

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This guide provides general information about selling residential property in Ontario. It is not legal, tax or financial advice. Individual transactions are governed by their written agreements and professional advice.