How to Sell Your Condo: A Complete Step-by-Step Guide

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Introduction

Selling your condo doesn't have to be overwhelming.

With the right strategy, preparation, and execution, you can position your property to attract serious buyers and achieve the highest possible price. This guide walks you through the entire process — from deciding when to sell, to preparing your condo, marketing it effectively, negotiating the offer, and closing successfully.

Whether you choose to work with a real estate professional or sell on your own, understanding the steps involved will help you make informed decisions and avoid costly mistakes.

Let's begin.

When Is the Right Time to Sell?

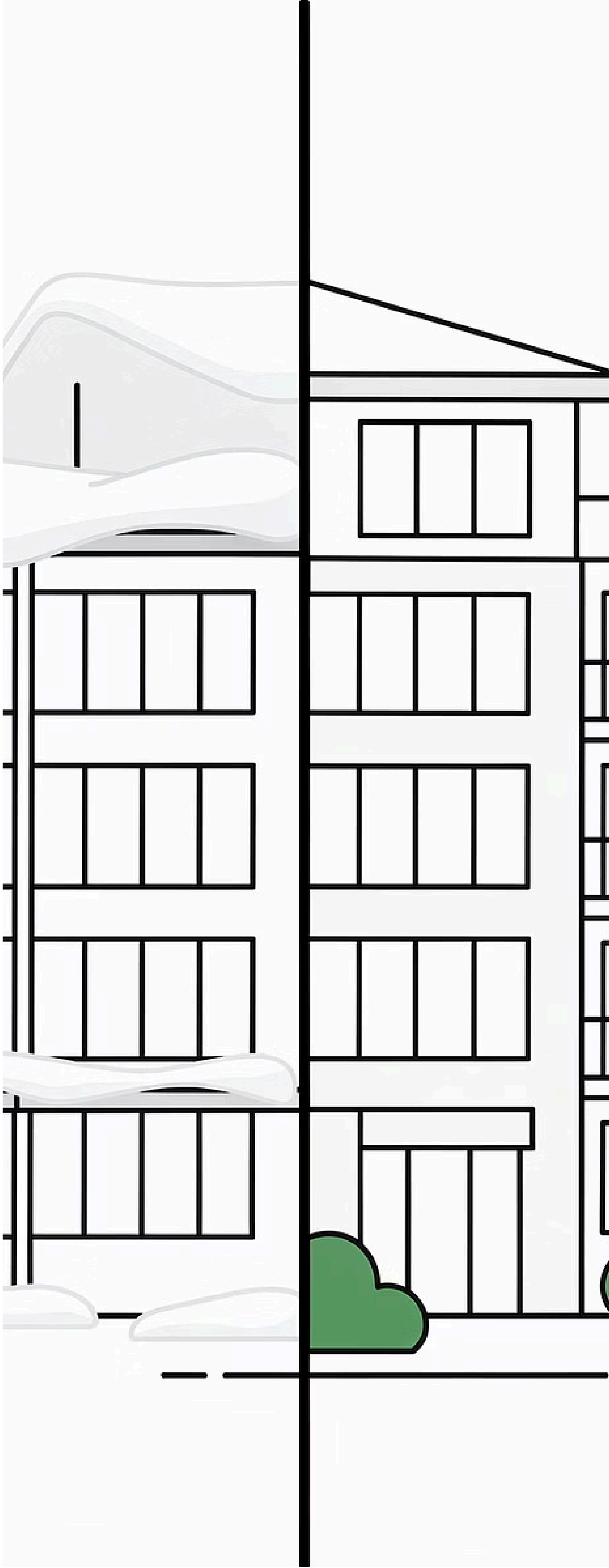
The best time to sell is when it aligns with your personal goals and financial situation. You should also be aware of other factors that affect your decision to sell.

Seasonality

Real estate activity fluctuates throughout the year. Spring and fall tend to be more active, with higher buyer demand. Summer and winter are typically slower.

More buyers often mean more competition among sellers — and sometimes stronger prices. However, fewer listings during slower seasons can also work in your favor.

> Regardless of the season, a well-presented and properly priced condo will outperform the average listing.



Competition

Look closely at other condos currently for sale in your building and surrounding area.

How many are listed?

Are they larger or smaller?

Superior or inferior in condition?

How are they priced?

Understanding Your Competitive Position

Key Factors to Compare

Unit Size and Layout

Evaluate square footage and functional design.

Renovation Status & Finishes

Assess age, quality, and style of upgrades.

Floor Level and View Quality

Higher floors and better views often command premium pricing.

Parking & Storage Inclusions

Dedicated spots or storage lockers add significant value.

Balcony or Outdoor Space

Private outdoor areas are highly sought after.

Building Amenities Access

Gym, pool, concierge, and other shared facilities.

Days on Market for Comps

Understand how quickly similar units are selling.

Buyers compare everything. Understanding your competition helps you position your condo strategically.

Market Activity

Are condos selling quickly? Are prices rising or stabilizing? Is supply limited?

High demand and limited supply create strong negotiating conditions. When supply increases and demand slows, pricing and presentation become even more critical.

> You don't need perfect conditions to sell successfully — you just need the right strategy for the market you're in.

How Does Your Condo Look?

Buyers purchase emotionally first — logically second.

Ask yourself:

- Is your condo clean and uncluttered?
- Does it feel spacious?
- Are appliances functional and well maintained?
- Is the décor modern and neutral?

Decluttering & Staging

Decluttering

Remove personal items, excess furniture, and anything that makes the space feel crowded. Buyers should be able to picture themselves living there.

- Replace personal photos with artwork
- Open up sightlines
- Maximize natural light
- Ensure everything is spotless

Staging

Professional staging can significantly increase perceived value.

If your furniture is dated or the condo is vacant, staging can:

- Help buyers visualize the space
- Create emotional appeal
- Potentially increase your final sale price

Presentation directly influences perceived value.

The Secret to a Higher Selling Price

(It's in the Details)

Information builds confidence.

Buyers are more likely to move forward when they have clarity and transparency.

Here are a few documents and details you need to prepare as part of listing and selling your condo at the best price:

- **Floor plan**
- **Condo rules and bylaws**
- **Recent annual reports (if available)**
- **Maintenance fee breakdown**
- **Property tax information**
- **Utility costs**

The more organized and informative your presentation, the more professional and trustworthy your listing appears.

Most competing condos won't provide this level of detail — giving you an advantage.

Price Your Condo Right (From the Start)

Overpricing leads to stagnation. Stagnation leads to price reductions. Price reductions weaken negotiating power.

There are two primary pricing approaches:

Comparable Sales

Review similar condos that recently sold:

- Sale price
- Days on market
- Condition and layout

Buyers use these comparisons — and so should you.

Price Per Square Foot

Calculate average price per square foot within your building to establish a benchmark.

However, this is only a starting point.

Unique Selling Features

Not all condos are equal.

Value increases with:

- **Unobstructed views**
- **Corner layouts**
- **Higher floors**
- **Larger terraces or balconies**
- **Extra parking spaces**
- **Locker inclusion**
- **Superior finishes**

Buyers will pay more for uniqueness. Identify and highlight what sets your condo apart.

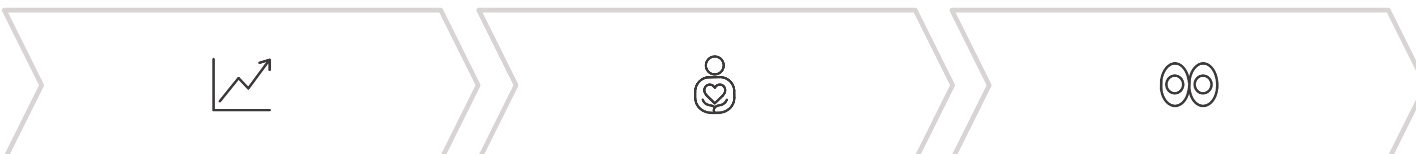
Position Your Condo Strategically

Positioning is how your condo is perceived in relation to competing listings.

If superior units are priced lower than yours, buyers will overlook your property.

If you price too low, you may leave money on the table.

Effective positioning blends:



Data

Market Awareness

Perception Management

Identify Your Ideal Buyer

A two-bedroom condo may appeal to:

- Downsizers
- Young families
- Professionals working from home

A one-bedroom or studio may target:

- First-time buyers
- Investors
- Urban professionals

Tailor your marketing to the buyer most likely to see the value.

Finding the Right Buyer

Exposure drives results. MLS exposure is important — but it's only the beginning.

Additional Marketing Channels

Major real estate websites

Dedicated property website

Professional photography and videography

Social media targeting

Direct neighbourhood campaigns

Open houses (if permitted)

Professional networking

The more qualified buyers who see your condo, the greater the likelihood of securing the best price.

> Professional presentation matters. Poor photography can cost thousands in perceived value.

It's Showing Time

Accessibility is critical.

If buyers cannot see your condo easily, they will move on to others.

Best Practices:

01

Accommodate reasonable showing times

02

Leave during showings

03

Keep the space immaculate

04

Maintain neutral scents

05

Turn on all lights

06

Create a welcoming experience

> Every showing is an opportunity.

The Offer

When an offer arrives, review it carefully.

Key components include:

Buyer Qualification

Request proof of mortgage pre-approval.

Deposit

A strong deposit demonstrates commitment.

Purchase Price

Negotiation is expected. Remain objective.

Closing Date

Ensure it aligns with your timeline.

Conditions

Common conditions include:

- Financing
- Inspection
- Status certificate review

Understand timelines and obligations before accepting.

From Acceptance to Closing

Once the deal is firm:

Coordinate With:

Your lawyer	**Property manager**	**Utility providers**	**Insurance provider**

Book elevators and confirm moving logistics in advance.

Maintain insurance coverage until completion.

Deliver the condo clean and in proper condition.

> Your final impression matters.

Should You Save the Commission?

Some sellers attempt to save money by selling privately.

While possible, consider:

- [ ] **Marketing limitations**
- [ ] **Negotiation experience**
- [ ] **Exposure reach**
- [ ] **Legal protection**
- [ ] **Time investment**

Professional representation is an investment designed to maximize price and protect your interests.

Do your research. Ask for data. Review performance history.

Choose the strategy that aligns with your goals.

Final Thoughts

Selling a condo is both a financial transaction and a strategic process.

Success comes from:

- **Preparation**
- **Professional presentation**
- **Accurate pricing**
- **Strong marketing**
- **Skilled negotiation**
- **Proper execution through closing**

When done correctly, selling your condo can be smooth, efficient, and financially rewarding.

Plan carefully. Surround yourself with the right professionals. Approach the process strategically.

And most importantly — position your condo to stand out.

Ready to Get Started?

Selling your condo is a significant decision, and you don't have to navigate it alone. I'm Bobby Alejandro, and I'm dedicated to making your selling journey as smooth, efficient, and profitable as possible.

With my expertise in the condo market, I offer a truly personalized approach, crafting strategies specifically designed for your property's unique strengths. My commitment is simple: to maximize your sale price and ensure you feel supported and informed every step of the way.

Let's connect to discuss your goals and how I can help you achieve them. Reach out today for a confidential consultation.

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