

Benefits of Being an “Early-Bird” Shopper

“The early-bird gets the worm” is a popular expression. Indeed, there are many examples in life when being early, or even first in line, gives you an advantage.

Real estate is one of them.

When shopping for a new condo, being among the first to learn about a new listing benefits you in several ways:

- You have more time to see the condo and make a decision.
- You might be able to make an early offer.
- You’re under less pressure to make a decision quickly.

Overall, by finding out about a new listing early, you improve your chances of getting the unit.

How do you get the early-bird advantage?

If you scour the internet for new listings, you can still miss opportunities. For example, “Coming soon” listings may not yet be



published on the MLS. A better strategy is to arrange to be alerted to new listings and coming-soon opportunities the moment they come up. That way, you’re always the early-bird and your likelihood of finding and buying your next dream condo increases.



How Much Space is Too Little or Too Much?

Decluttering your condo and making each room look spacious is a proven staging technique. But, is it possible to go too far and create too much space?

In some circumstances, yes.

Consider these scenarios. First, imagine a buyer is viewing a bedroom. You’ve removed clutter and made the area pleasantly spacious. As the buyer enters the room, they feel comfortable and at ease. They can visualize the space as their bedroom.

Next, consider this alternative scenario. A buyer is viewing the bedroom but too much has been removed. There’s conspicuously empty floor space. The buyer instantly feels something is missing. While walking around the room, they feel a little lost — even agitated.

Of course, that’s not the reaction you want!

So, the rule of thumb is to make each room “pleasantly spacious”. That way, buyers will appreciate the space and get a true sense of the room size.

That being said, cluttered rooms are the most common problem when preparing condos for sale. So, when in doubt, err on the side of making a space look *more* spacious, rather than less.

3 Questions Buyers Ask Themselves when Viewing a Condo

When you’re preparing your condo for sale, you want to make it look as attractive as possible to prospective buyers. After all, the more they like what they see, the more likely they are to make an offer.

One way to ensure that happens is to anticipate questions buyers will ask themselves when viewing your condo. By doing that, you’ll be able to stage your unit accordingly.

Here are some common questions buyers ask and how you can use each insight when selling your condo:

1. **“Can I imagine us living here?”** That is one of the most telling questions buyers ask. If they can’t visualize themselves calling your unit “home”, their interest ends. Here’s a tip: Depersonalize your condo as much as possible, so it’s a blank slate they can mentally fill with their personal items.
2. **“Will our furniture fit?”** That’s a more common concern than you might think. How do you address that when staging your condo? Make sure each room looks neat and spacious, so it represents its true size. A cluttered room is often presumed by buyers to be smaller than it really is.
3. **“Do we like the kitchen?”** Buyers want to see a kitchen that’s clean, functional and inviting. Updates to your kitchen often pay off with more buyers becoming interested in your condo.



When making improvements, look at “staged” kitchens in magazines for inspiration.

As you can see, thinking like a buyer can give you helpful ideas for preparing your condo for a successful sale.