

5 Ways to Make Selling your Condo Easier

When you think about selling your condo, do you think, “Whoa. I’m not looking forward to all that work.” Well, selling your condo doesn’t need to require heavy lifting. At least, not by you! There are many ways to lighten the load and make the process easier.

1. **Make a plan.** Find out what needs to be done to prepare your condo and get it ready for sale.
2. **Create a doable schedule.** Use a calendar or chart to create a schedule for the work you need to do. When doing so, be sure to give yourself lots of flexibility. Don’t overestimate what you can get done in a weekend.
3. **Take breaks.** Don’t schedule yourself so tightly that the selling process seems like an ordeal. Plan for breaks such as a dinner out or even a weekend away.
4. **Get help.** Think about who you can hire to assist you during the condo selling process. A babysitter? Dog walker? Cleaner? Painting contractor? The money you invest in getting help will reduce stress — and may even



be recovered when your condo sells.

5. **Hire the right real estate professionals.** Getting the right professional help will make all the difference.

As you can see, there are many practical ways to make the selling process easy – and maybe even fun!



Two Ways to Stand Out in a Competitive Market

Regardless of the market, you may face some stiff competition when you sell your condo. For example, even if it’s generally a seller’s market, your type of condo may still be selling in a momentary buyer’s market where other similar condos in your neighbourhood are also for sale.

That’s why it is so important to ensure your listing stands out.

Beyond the usual preparations, such as decluttering, cleaning, and getting repairs done, there are many ways to make your condo more competitive and attract more qualified buyers.

The first way is to set a listing price that piques the interest of buyers. That doesn’t necessarily mean a lowball number. You want to list at a price that reflects the true market value of your condo, yet is still enticing to buyers. It’s a tricky calculation to make, and requires careful analysis of the data (for example, what similar condos have sold for recently), and pricing savvy.

The second way is staging. It’s not just about rearranging furniture. It’s about crafting a lifestyle that buyers will aspire to achieve. Using professional staging techniques, or even hiring a professional stager, can help you create a warm, welcoming atmosphere that invites buyers to dream about living there.

So, when listing, always assume there is going to be some competition. Then, use these tips to gain an advantage.

Surprising Features

Today’s Condo Buyers are Seeking

If you’re thinking about selling your condo, you can gain an advantage by anticipating what buyers will want to see. What’s on their wish list? The desires of condo buyers are changing rapidly. Beyond the usual request for spacious kitchens and energy efficiency, a few surprising features have emerged as hot-ticket items.

First, not surprisingly, buyers are looking for remote working space. This feature has become integral to modern living. With more people telecommuting, a dedicated home office has soared in popularity. No longer is it just about a desk and chair crammed into a corner; buyers want a comfortable and functional workspace. If you don’t have such a space in your condo, be sure to at least point out the potential to set one up. For example, you might have a spacious nook or small bedroom that a buyer could easily convert into a workspace.

Second, buyers are becoming more tech-savvy, which means they’re looking for smart condos. We’re not just talking about a programmable thermostat. Think security systems, smart speakers, lighting controls, even intelligent appliances — all controlled by voice or from a smartphone. If your condo has any of these innovations, highlight them in your listing materials. Don’t assume buyers will notice them when they view your condo.

Third, a growing trend is the desire for green space. Buyers



want a slice of nature where they can relax and recharge. If you don’t have that available at your condo, be sure your marketing materials highlight public green spaces in your community. If there’s one close by — especially within walking distance — it will be a strong selling feature for many buyers.

You may not be able to offer all these advantages when you sell. However, the more you align your condo with at least some of these desired features, the more buyers will become interested in your listing.