



WINDSOR-ESSEX HOME SELLER GUIDE

Selling Your Home in Windsor-Essex

A simple guide to preparing, pricing, and selling with confidence.



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WELCOME TO THE GUIDE

Selling your home doesn't have to feel overwhelming.

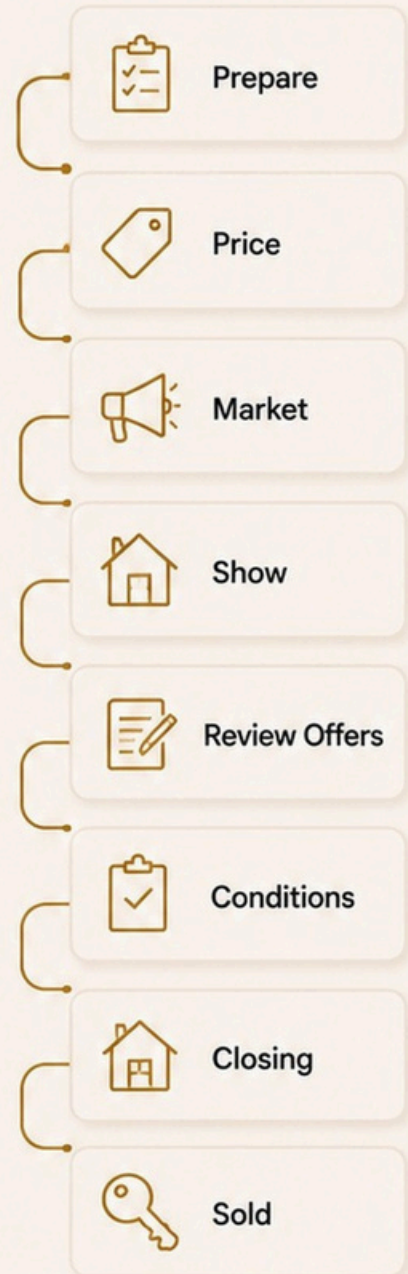
Selling a home can feel like a lot, especially when you're trying to understand pricing, preparation, showings, offers, conditions, timelines, and moving plans all at once.

This guide was created to explain the selling process in plain language so you can make confident decisions before your home goes on the market.

You don't need to figure everything out alone. You just need a clear plan.

Inside, you'll learn about:

- Preparing your home for market
- Pricing with strategy
- Marketing and showings
- Reviewing offers
- Conditions, closing, and next steps



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THE ROADMAP

The selling process is easier when you know what comes next.

Selling your home does not happen all at once. It is a series of steps, and each step has a purpose.

When you understand the order, the process feels less rushed and a lot more manageable.



Quick reminder:

A successful sale starts before the sign goes on the lawn. Preparation, pricing, and presentation all matter.

1



Prepare your home

Clean, declutter, repair, and get the home ready for buyers.

2



Review the market

Look at comparable sales, active competition, condition, and timing.

3



Set the pricing strategy

Choose a list price that supports your goals and the current market.

4



Launch the listing

Photos, MLS, marketing materials, social media, and showing setup begin.

5



Show the home

Buyers view the property and feedback may help guide next steps.

6



Review offers

Compare price, deposit, conditions, closing date, and overall certainty.

7



Work through conditions

Inspections, financing, or other conditions may need to be satisfied.

8



Close and move

The lawyer completes closing, ownership transfers, and keys are handed over.

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KNOW YOUR MARKET

Your home is priced against what buyers can choose instead.

Market value is not decided in isolation. It is shaped by recent sales, active competition, buyer demand, timing, location, condition, and how your home compares to similar properties.

Before choosing a list price, it helps to understand what buyers are seeing in the same price range.



Quick reminder:

What you need from the sale matters, but the market decides what buyers are willing to pay.



Comparable Sales

Recent nearby sales help show what buyers have actually paid.



Active Competition

Current listings show what buyers can compare your home against.



Location

Neighbourhood, street, schools, amenities, traffic, and convenience all matter.



Condition

Buyers notice updates, repairs, cleanliness, systems, and overall care.



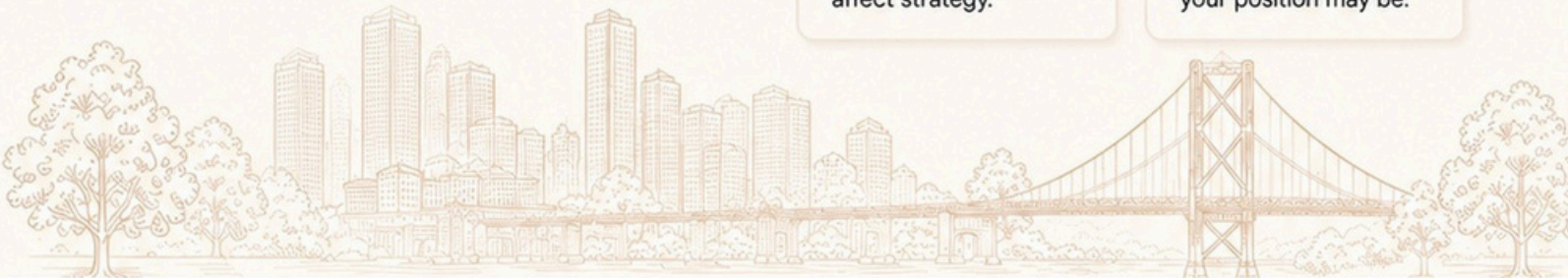
Timing

Season, inventory, interest rates, and buyer activity can affect strategy.



Buyer Demand

The more demand there is for your type of home, the stronger your position may be.



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PRICING STRATEGY

The right price creates the right buyer attention.

Your list price is one of the most important parts of your selling strategy.

A strong pricing strategy helps your home appear in the right searches, compete with similar properties, and attract serious buyers early.



Quick reminder:

Overpricing does not always leave room to negotiate. Sometimes it gives buyers a reason to move on.



Price too high

Buyers may scroll past, compare your home to stronger options, or wait for a price reduction.



Price too low without a strategy

You may attract attention, but the approach should be intentional and based on the market.



Price with the market

A well-supported price considers comparable sales, active competition, condition, location, timing, and buyer demand.



Watch the first impression

The first days on the market matter. Buyers notice new listings quickly, so the launch price should make sense from the start.

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PREPARE TO LIST

A market-ready home helps buyers focus on the right things.

Before your home goes live, preparation can make a big difference in how buyers experience the space.

The goal is not to make the home perfect. The goal is to make it clean, clear, functional, and easy for buyers to picture themselves living there.



Quick reminder:

You do not need to renovate everything before selling. Smart preparation is about helping the home show its best.



Deep clean

Clean floors, bathrooms, kitchens, windows, baseboards, and high-touch areas.



Declutter

Remove excess items so rooms, closets, counters, and storage areas feel more spacious.



Small repairs

Fix obvious issues like loose handles, burnt-out bulbs, damaged trim, dripping taps, or squeaky doors.



Lighting

Open blinds, replace dim bulbs, and make rooms feel bright and welcoming.



Curb appeal

Tidy the yard, trim landscaping, clean the entryway, and make the first impression count.



Odours and pets

Reduce pet, smoke, cooking, or musty smells before photos and showings.



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SMART PREP DECISIONS

Not every update adds the same value before you sell.

Before spending money, it helps to focus on the updates buyers are most likely to notice. The goal is not to renovate everything. The goal is to improve presentation, reduce objections, and support your asking price.

Some improvements are usually worthwhile, some depend on the home and price range, and some are best discussed before you commit.



Quick reminder:

You do not need to update everything before selling. Start with the changes that make the home feel clean, cared for, and move-in ready.



Usually worth it

These updates often help buyers notice care, cleanliness, and overall presentation.

- ✔ Deep cleaning
- ✔ Paint touch-ups
- ✔ Decluttering
- ✔ Lighting improvements
- ✔ Curb appeal



Depends on the home

These can help, but they should make sense for your price range, condition, and competition.

- ✔ Flooring updates
- ✔ Kitchen refreshes
- ✔ Bathroom improvements
- ✔ Replacing dated fixtures
- ✔ Minor cosmetic updates



Be careful with

Big spending does not always create a better return right before listing.

- ✔ Major renovations just before listing
- ✔ Highly personal design choices
- ✔ Over-improving for the neighbourhood
- ✔ Replacing functional features only because they are dated
- ✔ Spending without a pricing strategy

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STAGING & PRESENTATION

Help buyers imagine life in *your* home.

Presentation shapes how buyers feel the moment they walk in—or even before they arrive.

A well-presented home feels inviting, well cared for, and easier for buyers to connect with.



FOCUS ON THESE PRESENTATION PRINCIPLES



Define the space

Show each room's purpose so buyers understand how the space can work for their lifestyle.



Create flow

Arrange furniture and décor to create clear pathways and a natural sense of movement.



Use light well

Open curtains and blinds, clean windows, and use warm lighting to make the home feel bright and welcoming.



Keep it neutral

Neutral colours and simple décor help buyers focus on the home—not your personal style.



Add inviting touches

Small details like fresh flowers, soft textures, and pleasant scents help create a positive emotional connection.



Remember:

Buyers are not just evaluating your home. **They are deciding how it will fit their life.**

A clean, well-presented home helps buyers say "yes" with confidence.

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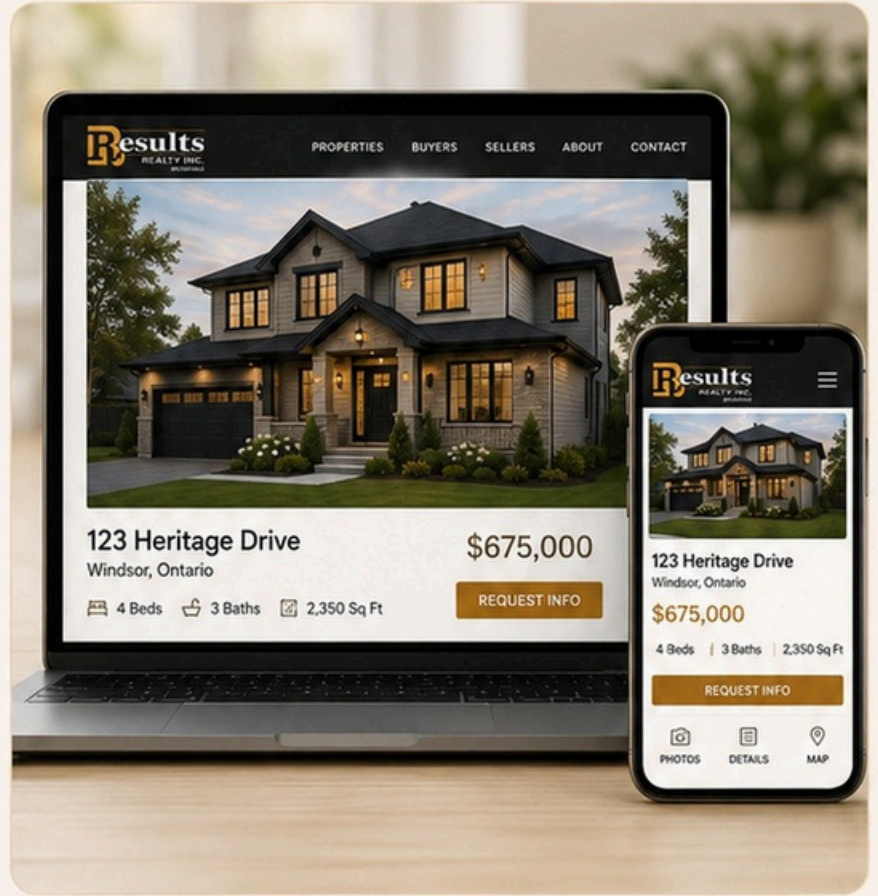


MARKETING LAUNCH

A strong launch helps your home stand out from day one.

Once your home is ready, the launch matters. The first days on market are often when buyer attention is strongest.

A thoughtful launch helps your home look polished online, reach the right audience, and create momentum early in the selling process.



Quick reminder:

Being listed is only the start. Presentation, visibility, and early buyer response all matter.



Professional Photos

Strong images help buyers stop and take a closer look.



MLS + Online Exposure

Clear details and broad visibility help buyers and agents find your home.



Showings + Feedback

Easy access and early feedback can help shape next steps.

The goal is not just to go live. It is to launch well.

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SHOWING STRATEGY

The easier your home is to show, the easier it is to sell.

Once your listing is live, showings give buyers the chance to experience the home in person.

A clean, well-prepared home with reasonable showing access can make it easier for serious buyers to picture themselves living there.



Quick reminder:

The goal is not just to get people through the door. The goal is to help serious buyers see the home clearly.



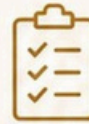
Be flexible when possible

The more accessible the home is, the easier it is for interested buyers to view it.



Leave during showings

Buyers usually feel more comfortable looking around and speaking honestly when the seller is not home.



Keep it show-ready

Beds made, counters clear, lights on, blinds open, and clutter minimized.



Manage pets

If possible, remove pets during showings or have a plan to keep them safe and comfortable.



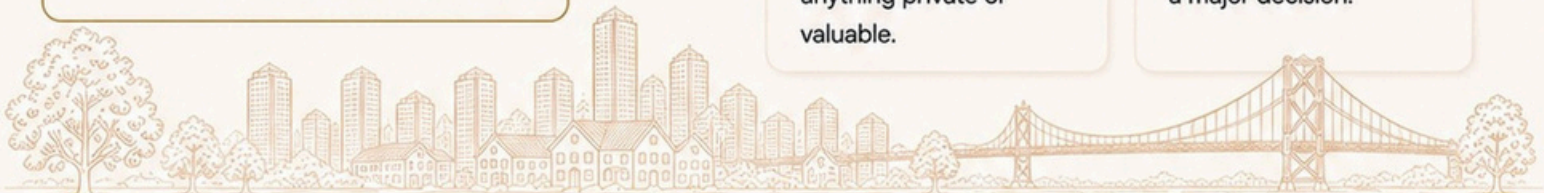
Secure valuables

Put away medication, jewelry, personal documents, and anything private or valuable.



Use feedback carefully

Showing feedback can be helpful, but not every comment should drive a major decision.



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REVIEWING OFFERS

The highest offer isn't always the strongest offer.

When an offer comes in, the price matters, but it is only one part of the decision.

A strong offer should be reviewed as a full package, including timing, deposit, conditions, closing date, inclusions, and overall certainty.



Quick reminder:

A higher price may not be better if the offer has more uncertainty, difficult terms, or a closing date that does not work for you.

Offer Review Scorecard



1. Price

Is the offer competitive with the market?



2. Deposit

Does the deposit show strong commitment?



3. Conditions

How many conditions are included, and how much risk do they create?



4. Closing Date

Does the timeline work for your next move?



5. Inclusions & Exclusions

Are appliances, fixtures, rentals, or other items clearly understood?



6. Certainty

How likely is the offer to move smoothly toward closing?

Best offer = price + terms + timing + certainty

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SELLER CERTAINTY

Not all offers are equally certain.

A condition is something that must be satisfied or waived before the sale becomes firm.

Conditions are common, but they can affect timing, confidence, and how much still needs to happen before closing.



Quick reminder:

A conditional offer is not automatically weak, but it should be reviewed carefully before you accept.



Offer Certainty Meter



More Certainty

- ✓ Fewer conditions
- ✓ Shorter condition period
- ✓ Strong deposit
- ✓ Clear closing date
- ✓ Prepared buyer

More to Review

- ✓ Financing condition
- ✓ Inspection condition
- ✓ Sale of property condition
- ✓ Document review
- ✓ Longer condition period



Common Conditions

Financing, inspection, insurance, sale of property, or document review.



Condition Deadline

The date and time conditions must be satisfied or waived.



Seller Decision

Compare the condition risk with the price, timeline, deposit, and overall strength of the offer.



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AFTER ACCEPTANCE

An accepted offer is an important step, but the sale is not finished yet.

Once an offer is accepted, the process moves into the next stage.

There may still be deposits, conditions, inspections, legal work, moving plans, and closing details to manage before the sale is complete.

Understanding what happens next helps sellers stay organized and avoid last-minute surprises.



Quick reminder:

Accepted does not always mean firm. The deal becomes more secure once any conditions are satisfied or waived.



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COMMON MISTAKES

Small choices can affect your final result.

Selling a home can feel personal, but the best results usually come from preparation, strategy, and clear decision-making.

The goal is not to be perfect. It is to avoid the small mistakes that can affect buyer interest, negotiation power, and your final outcome.



Quick reminder:

Selling well is not about doing everything perfectly. It is about making the right moves before the market reacts.



COMMON MISTAKE



Pricing too high

Overpricing can reduce buyer interest and make the home sit longer than expected.



Skipping small repairs

Obvious issues can distract buyers or make the home feel less cared for.



Over-renovating

Major updates do not always return what they cost, especially without a clear plan.



Ignoring presentation

Clutter, poor lighting, odours, or strong personal style can affect buyer perception.



Limiting showings

Limited access can make it harder for serious buyers to view the home.



Taking feedback personally

Feedback can be useful, but not every comment should drive a major decision.



BETTER MOVE



Price with the market, not just with emotion or hope.

A well-priced home attracts more buyers and stronger offers.



Fix obvious issues that make buyers question how the home has been maintained.



Focus on smart preparation instead of expensive updates that may not return their cost.



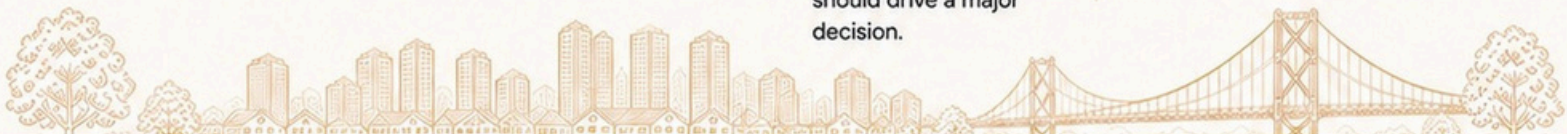
Use cleaning, decluttering, lighting, and layout to help buyers understand the space.



Make the home reasonably accessible so serious buyers can view it.



Look for patterns in feedback, but do not overreact to every comment.



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READY TO SELL?

Your next move starts with a simple conversation.

Selling your home is a big decision, and the right plan can make the process feel more manageable.

Whether you are ready to list soon or just starting to think about your options, a conversation can help you understand your home's value, your timeline, and what preparation makes sense before going to market.



Thinking about selling in Windsor-Essex?

Let's start with your goals, your timeline, and what makes sense for your home.

I'm here to help.



Talk about your goals

Are you selling soon, downsizing, relocating, or just exploring your options?




Review your home

Look at condition, updates, presentation, market fit, and potential preparation steps.






Build your selling plan

Discuss pricing, timing, marketing, showings, offers, and next steps.

 **Disclaimer:** This guide is for general information only and is not legal, financial, tax, mortgage, insurance, appraisal, or home inspection advice. Market conditions, costs, rules, and timelines can change. Speak with qualified professionals before making decisions.

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