BACH REAL ESTATE GROUP

RE/MAX PROFESSIONALS
EACH OFFICE INDEPENDENTLY OWNED AND OPERATED

A SELLER'S GUIDE · CENTRAL VANCOUVER ISLAND

Selling Your Home

How to prepare, price, and sell for the best result.

2026 EDITION

From first prep to final signature, selling your home made simple.

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WHY THIS GUIDE

Selling well is no accident

The difference between a good sale and a great one usually comes down to four things: how the home is prepared, how it is priced, how it is marketed, and who is representing you. Get those right and you sell faster, for more, with far less stress.

This guide walks through the whole journey, plainly, so you know what is coming and why each step matters. Whether you are moving up, right-sizing, or selling here to buy elsewhere, the goal is the same: the strongest result the market will give you.

WHAT'S INSIDE

- Pricing from evidence, and the real cost of guessing wrong.
- Preparing and marketing your home to sell.
- Reading offers, the cooling-off rule, and the road to completion.
- What selling costs, your net proceeds, disclosure, and timing it well.

YOUR ISLAND TEAM

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THE BIG PICTURE

The selling journey

Every sale follows the same arc. Here is the path, start to finish, so nothing catches you off guard. Rough timings are a guide only; we build the plan around you.

1

Prepare

Declutter, repair, refresh

WEEKS 1 TO 4

2

Price

Set it from the comparables

AROUND WEEK 4

3

Market

Photos, video, full exposure

WEEK 5

4

Show

Open houses and viewings

WEEKS 5 TO 7

5

Offers

Review, compare, negotiate

AS THEY ARRIVE

6

Close

Subjects, then completion

30 TO 60 DAYS

We are with you at every step. Most of the work happens before your home ever hits the market, and that is where the result is won.

TIMING THE MARKET

Is it the right time to sell?

There is rarely a perfect day to list, but there is usually a smart window for your situation. Three things shape it: the market, your own plans, and the cost of borrowing. We will read all three with you before you commit to anything.

The market right now. Whether it favours buyers or sellers changes your strategy on price, terms, and timing. We will tell you plainly where the central island sits today, not where it sat last year.

Your situation. The best time is often when your life says go: a growing family, a new job, a right-size, or equity you want to put to work. A move that fits your life usually beats trying to time the market perfectly.

The cost of borrowing. Rates shape what buyers can offer and what your next home will cost. When borrowing eases, buyer demand tends to follow. We help you weigh the sale and the next purchase together.

WHERE THE CENTRAL ISLAND SITS

PARKSVILLE / QUALICUM	NANAIMO	COWICHAN VALLEY	PORT ALBERNI
~$924,000	~$815,000	~$790,000	~$506,000

Single-family benchmark prices, VIREB MLS Home Price Index, recent reading. A benchmark is a typical home of that type, not the cheapest or the priciest, and the number moves through the year.

Want today's number for your home and area? Ask us: calendar.app.google

THE STEP THAT MATTERS MOST

What your home is really worth

Price is the single biggest lever in a sale. Set it well and the market rewards you. Set it too high and the home lingers, then sells for less than if you had priced it right from the start.

We price from evidence. We run a full comparative market analysis: the recent comparable sales, what is active, and what is happening right now in your specific area. You price from data, not a guess.

The market sets the value. Buyers and recent sales decide what a home is worth, not its list price. Our job is to read that accurately and position you to win.

Overpricing costs you. The most attention a listing gets is in its first couple of weeks. Aim too high and you spend that window on the wrong buyers, then chase the market down.

BELOW MARKET	PRICED RIGHT	OVERPRICED
Leaves money on the table	Most showings, strongest offers	Sits, then sells for less

The sweet spot draws the most buyers and the strongest offers, often at or above asking. That is the target we price to.

BEFORE IT GOES LIVE

Preparing your home

Buyers fall for a feeling. A clean, cared-for, clutter-free home lets them picture their life in it, and that is what gets offers. A little effort here pays back more than almost anything else.

Declutter and depersonalize. Pack away the excess and most of the personal photos. Buyers need room to imagine themselves there, not tour your life.

Handle the small repairs. Sticky doors, dripping taps, scuffed paint, burnt-out bulbs. Small flaws make buyers wonder what else was left undone.

Deep clean, then keep it clean. A spotless home reads as a well-maintained home. It is the highest-return weekend you will spend.

Lift the curb appeal. The first photo and the first drive-by set the tone. Tidy the entry, the yard, and the front door.

Spend where it counts. Paint and cleaning almost always pay off. Big renovations right before selling rarely do. Ask us before you spend, and we will help you weigh what is worth it.

A DONE-FOR-YOU CHECKLIST

- Our Pre-Listing and Home-Prep Checklist breaks all of this into a simple, room-by-room list you can work through. Just ask and we will send it over, or find it alongside this guide.

REACHING EVERY BUYER

Marketing your home

A great home priced right still needs to be seen by the right people. Modern selling is won online, first and fast, so that is where we put our energy.

Professional photography and video. Crisp, bright images and walkthrough video are the front door of your listing. They earn the clicks that become showings.

Full online exposure. Your home goes on the MLS and across the major search portals where buyers actually look, presented to stand out.

Social and local reach. We put your home in front of our audience and the wider island market, not just whoever drives past the sign.

We market the lifestyle. Buyers are choosing a neighbourhood, not only a house. We sell the setting around your home, too.

SHOWCASING YOUR NEIGHBOURHOOD

- We put your area in front of buyers with our neighbourhood guides and our YouTube tours, so buyers arrive already picturing the life your home offers. See them at youtube.com/@bachrealestate

LIVING WHILE LISTED

Showings and open houses

Once you are on the market, the easier you make it to see your home, the faster it tends to sell. A little flexibility goes a long way.

Say yes to showings. The more buyers who walk through, the better your odds and your offers. Try to keep the home show-ready and accommodate requests where you can.

Make yourself scarce. Buyers relax and linger when the owners are not home. Take the pets and step out so they can imagine it as theirs.

Reset in minutes. A quick routine, counters clear, blinds open, lights on, beds made, keeps you ready without living in a museum.

Use the feedback. We gather and share what buyers say. Patterns in the feedback tell us whether to adjust anything.

WHEN THE OFFERS COME

Understanding offers

The highest number is not always the best offer. We weigh the whole picture with you and negotiate for the strongest, most certain result.

Price is only part of it. Conditions, the deposit, and the dates can matter as much as the number. A clean, reliable offer can beat a higher, shakier one.

Subjects (conditions). Many offers depend on financing, inspection, or document review. Fewer or shorter subjects mean more certainty for you.

Dates and deposit. Completion and possession timing, and the size of the deposit, all signal how serious and prepared a buyer is.

Multiple offers. When more than one comes in, we have a clear, fair process to get you the best terms.

BC'S THREE-DAY COOLING-OFF PERIOD

Since 2023, a buyer of a home in BC has three business days after an accepted offer to back out for any reason, paying you a fee of 0.25% of the price. It cannot be waived, so even a subject-free offer is not fully firm until that short window passes. We factor it in.

THE HOME STRETCH

From accepted offer to closing

Once you have accepted, the deal moves through a few clear stages to completion. Here is what happens, and who does what.

Subject removal. The buyer works through their conditions: financing, inspection, documents. When they are satisfied, they remove subjects and the deal becomes firm.

The deposit. The buyer's deposit is held in trust and applied to the purchase. It signals their commitment.

Conveyancing. Your notary or lawyer handles the legal transfer, the title, and the payout of your mortgage. We help you line one up if you do not have one.

Completion, possession, adjustment. Completion is when money and title change hands; possession is when the buyer gets the keys. Property taxes and utilities are adjusted between you.

Your part is light. Mostly signing, moving out on time, and leaving the home as agreed. We coordinate the moving pieces with you throughout.

PLAN FOR IT

What selling costs

Selling has a handful of costs worth budgeting for. Here is the lay of the land. We will give you a clear, personalized estimate up front, with no surprises at the end.

Real estate commission. Our fee for marketing, negotiating, and managing the whole sale. We explain exactly what it covers before you list.

Legal or notary fees. Your notary or lawyer handles the conveyancing and charges for it. Usually a few hundred to around a thousand dollars.

Paying out your mortgage. If you have a mortgage, it is paid from the proceeds. Ask your lender whether any discharge fee or penalty applies.

Adjustments and moving. Property taxes and utilities are prorated at completion, plus your own moving costs.

Taxes. The sale of your principal residence is usually exempt from capital gains tax, but for anything to do with taxes, talk to your accountant. That is their lane, not ours.

RUN YOUR NUMBERS

Estimate your net proceeds

Net proceeds are what actually lands in your account: the sale price minus what comes off the top. Use this to sketch your own number, then we will build you a precise estimate for any price we are considering.

	YOUR ESTIMATE	YOUR NUMBER	WORKED EXAMPLE
+	Expected sale price		$835,000
–	Mortgage payoff (balance + any penalty)		$420,000
–	Real estate commission		$29,000
–	Legal or notary fees		$1,400
–	Property tax and utility adjustments		$900
–	Other (moving, repairs, staging)		$4,500
=	**Your estimated net proceeds**		$379,200

Illustrative only, on a sample $835,000 sale; your figures will differ. Commission, penalties, and adjustments vary, and we are REALTORS, not accountants, so confirm tax specifics with your accountant.

Want this run for your home? Book a quick call: calendar.app.google

SELLING STRAIGHT

Disclosure and your obligations

Being upfront is not just the right thing, it protects you. Buyers who feel they got the full picture are far less likely to come back with a problem after closing.

The Property Disclosure Statement. Most sales include this standard form, where you share what you know about the home's condition and history. Answer it carefully and accurately.

Material latent defects. Hidden issues that are not obvious on a normal viewing, and that could affect use or safety, generally must be disclosed. When in doubt, disclose.

Keep your paperwork. Permits, warranties, and receipts for work done all build buyer confidence and smooth the sale.

Lean on your team. We are REALTORS, not lawyers. For anything about disclosure liability or contract wording, your notary or lawyer is the right call, and we will point you to one.

GETTING THE TIMING RIGHT

Timing and strategy

When and how you sell can shape your result almost as much as price. A few things to think through with us before you list.

Season matters, but less than you think. Spring and early summer are traditionally busy, but well-priced homes sell in every season. The right buyer is looking year-round.

Read the market. Whether it favours buyers or sellers changes your strategy on pricing, terms, and timing. We will tell you plainly where things stand.

Selling and buying at once. If you are moving up, right-sizing, or relocating, the timing of your sale and purchase needs to line up. We help you coordinate so you are not caught between two homes.

Sell first or buy first? Each has trade-offs in money and stress. There is no single right answer. We map your options to your situation.

LEARN FROM OTHERS

Common mistakes to avoid

Most sales that disappoint trip on the same few things. None are hard to avoid once you know to watch for them, and steering around them is a quiet part of our job.

Overpricing to leave room. Buyers compare you to everything else on the market. Aim high and you sell the better-priced homes for someone else, then chase the market down.

Listing before it is ready. The first two weeks bring the most attention. Burn them with clutter, bad light, or weak photos and you do not get them back.

Making it hard to view. Every declined showing is a buyer you may not get a second shot at. Awkward access quietly costs offers.

Taking offers personally. A low first offer is a starting point, not an insult. The deal is in the negotiation; we keep it businesslike and moving.

Ignoring the feedback. When showing after showing says the same thing, the market is telling you something. We watch for the pattern and adjust early.

Hiding a known problem. Undisclosed defects are the fastest route to a deal falling apart or a claim after closing. Disclose, and price it in.

Over-renovating to sell. Big pre-sale projects rarely return what they cost. Clean, paint, and repair beat a new kitchen for resale almost every time.

GOOD QUESTIONS

Common questions

How long will it take to sell? A well-prepared, well-priced home in a normal market often sees its strongest activity in the first two to three weeks. Time on market varies with price point and conditions; we will give you a realistic range for your home.

Should I sell first or buy first? It depends on your finances and your stomach for risk. Selling first gives you a known budget; buying first removes the scramble for a home. We map both paths and help you line up the dates.

Do I need to leave for showings? Yes, where you can. Buyers relax and stay longer when owners are out, and they picture themselves living there. Pets out too, if possible.

What if it does not sell? We do not just wait. We read the feedback and the data, and adjust the price, the presentation, or the marketing. A home that is not selling is usually telling us something specific.

Should I renovate before listing? Usually not the big stuff. Paint, cleaning, and small repairs almost always pay back; major renovations rarely do. Ask us before you spend, and we will help you weigh it.

Is the three-day cooling-off period a risk? It rarely changes outcomes, but it is real: a buyer can withdraw within three business days for a 0.25% fee. We account for it so it never catches you out.

WHY SELL WITH US

How we help you sell

Selling your home is likely one of your largest financial moves. Here is what you get with us in your corner.

A price built on evidence. We run a full market analysis with the comparable sales, so you price from a clear picture of value. The right information to make the right decision, and the decision always stays yours.

Marketing that gets your home seen. Professional photography and video, full online exposure, and real local reach, so the right buyers find your home fast.

Negotiation in your corner. We weigh every offer with you and push for the strongest, most certain result, not just the biggest headline number.

Clear updates, start to finish. You will always know where things stand and what is next. If something is not working, we flag it and adjust.

> “ I couldn't recommend Travis more highly. Calm, helpful, and completely down-to-earth.
>
> **Beth H. · Nanaimo**

> “ Working with Kiel and the Bach Real Estate Group was an absolute game-changer.
>
> **Alicia G. · Nanaimo**

Read more reviews on Google

LET'S TALK

Thinking about selling?

Start with a conversation and a real look at what your home could sell for today. A call, a text, or grab a time that suits you, whenever you are ready.

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Book a free home evaluation

or explore listings and neighbourhood guides at bachrealestate.ca

Follow along: Instagram · Facebook · YouTube

Let's get your home sold, for the best the market will give.