

A Thoughtful Guide to Selling Your Home

For clients ready for their next chapter on Southern Vancouver Island

Selling a home is rarely just a transaction. For most of my clients, it marks a meaningful life transition — the move from a beloved family home into something smaller, more intentional, and more in tune with where life is now. That deserves more than a checklist. It deserves real thought, steady hands, and a clear plan.

I wrote this guide to give you exactly that. It walks through what to expect when selling a home in Sidney, Greater Victoria, the Westshore, Saanich, or out toward Sooke — and, more importantly, how to do it without the chaos.

A Personal Note

Before I became a REALTOR®, I spent thirty years in the luxury wine industry, where caring for discerning clients with high standards was the work itself. I've carried that same standard forward into real estate.

More recently, I walked through the exact transition many of my clients are considering — I downsized my own family home on Bear Mountain. I know the practical questions, the emotional ones, and the ones nobody tells you to ask. I bring all of that to the table.

1. Understand Your Financial Position

This is the quiet first step, and it matters more than most sellers realize. If you have a mortgage, your lender can walk you through payout amounts, penalties, or portability. If you own free and clear, the conversation turns to tax, timing, and what “next” looks like financially.

I'm happy to introduce you to lenders, financial planners, and tax professionals I trust — people who have served my clients well for years and understand the nuances of life transitions, not just transactions.

2. Choose the Right Real Estate Advisor

The right REALTOR® is not the one who promises the highest list price. It's the one who tells you the truth, reads the market accurately, and advocates for you with both rigor and warmth.

When you're evaluating agents, look for someone who:

- Listens more than they pitch
- Knows your specific neighbourhood, not just the broader region
- Has a clear, practical plan for preparing and positioning your home
- Communicates consistently, clearly, and leaves you feeling informed
- Has a trusted network of professionals to draw on when needed

Most of all, choose someone you feel entirely comfortable with. Selling a home is often personal — the right advisor should feel like a quiet, steady presence through the whole process.

3. Preparing to List

Accurate pricing is the most important decision we make together. Price too high and interest cools quickly; price too low and you leave money on the table. My job is to find the right number — the one that attracts serious attention and still protects your bottom line.

Together, we'll walk through:

- Recent comparable sales in your area
- Current market conditions on Southern Vancouver Island
- Your neighbourhood's specific trends and buyer profile
- The unique features that will set your home apart
- Any small issues worth addressing before we go live
- A tailored preparation plan — staging, touch-ups, and photography direction

I also bring a trusted concierge network to this stage: stagers, photographers, trades people, cleaners, organizers, and estate professionals. Many of my downsizing clients lean heavily on this network, and it's one of the quiet reasons the process feels handled rather than heavy.

4. Marketing Your Home

Once you're ready to list, we sign the Listing Agreement and begin showcasing your home. For higher-end properties in our market, marketing should feel less like "real estate advertising" and more like editorial storytelling. My approach typically includes:

- Professional photography, videography, and where appropriate, aerial drone imagery
- A thoughtfully written listing description — not a list of features, but the story of the home
- Full MLS® placement with broad exposure across the REALTOR® network
- Targeted social media promotion aimed at qualified buyers
- A private-preview invitation to my VIP buyer list before public showings
- Print materials, signage, and just-listed communication to the surrounding neighbourhood
- Where appropriate, quiet or off-market options for sellers who prefer discretion

For many of my clients, discretion is as important as exposure. I'll tailor the approach to exactly what you need.

5. Navigating Offers & Closing

When offers arrive, my role is to help you evaluate each one on its full merits — not just the number, but the terms, conditions, financing, deposit, and timing. Strong negotiation is quiet, not loud. I'll represent you with exactly the tone you would use yourself.

Once an offer is accepted:

- Inspection and any specialist assessments are completed
- Adjustments or repair requests are negotiated on your behalf
- Your legal professional prepares the closing documents
- Final paperwork is completed and the sale is officially recorded

And then — you step into your next chapter.

A Final Word

If this guide has been helpful, I'd be delighted to continue the conversation. Every situation is unique, and the best next step is usually a short, no-pressure conversation about your goals, your timeline, and what "next" looks like for you.

"Lucy made what could have been a high-stress experience feel smooth, manageable and even fun." — recent client

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Serving Sidney, Greater Victoria, the Westshore, Saanich & Sooke