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MUMTAZ JIVRAJ

RÉSIDENTIEL

WHAT BROKERS KNOW AND SELLERS FIND OUT TOO LATE

The Home Seller's Guide

*Sell your home without the stress, in a reasonable timeframe,
and at the right price.*



RE/MAX PLATINE • BROSSARD & SOUTH SHORE

Mumtaz Jivraj • Real Estate Broker

Thinking of selling? *Breathe.*

Does the thought of listing your home and getting it showing-ready stress you out? That's normal. The good news: with a bit of preparation, most of that stress goes away.

My name is Mumtaz Jivraj. I help homeowners across the South Shore of Montreal, in Brossard, Candiac, Longueuil, Saint-Hubert and the surrounding areas. My job is to make your sale simple and to get you the best price the market will give.

This guide gathers what I repeat most often to my seller clients: how to set the price, what to prepare before the photos, which documents to dig out of the filing cabinet, and what the process looks like once the sign goes up.

You'll have questions as you read. Call or write me. That's exactly what I'm here for.

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Almost everything comes down to *price*

When a property doesn't sell, the reason is rarely a mystery. It's the price. I see it every week in the Greater Montreal market.

Here's what surprises many homeowners: pricing makes up about 75% of the marketing of your listing. Price is what pulls buyers to your listing in the first place, well before the photos. And with Centris, buyers compare everything. They can spot a fairly priced home in seconds. They can spot an overpriced one just as fast.

Strategy #1: price at market value

The safest way to sell well. To determine your home's market value, I look at:

- ☐ comparable listings on your street and in your neighbourhood;
- ☐ recent sales of similar properties nearby;
- ☐ current market conditions;
- ☐ the condition, finishes and size of your home;
- ☐ what's happening in your area right now, and what's coming.

Strategy #2: price below market and invite multiple offers

An attractive price draws more showings, and sometimes several offers that push the final price up. A word of caution: this works mainly in a seller's market, when supply is limited for your type of property. For a detached home in a sought-after neighbourhood, yes. For a condo in a building with fifteen units for sale, it's risky. We'll talk it through before choosing.

The strategy to avoid: pricing high "just in case"

An overpriced home sits. And a home that sits almost always ends up selling below its real value, because qualified buyers simply skip it. "Just in case someone pays" is an expensive bet.

SECRET #2

First impressions happen *outside*

Most buyers make up their mind before they walk through the door. An uncut lawn or a cracked window, and they start adding up repair costs instead of picturing themselves living there. Whatever they feel on the walkway follows them through the whole visit.

Before the photos, and before every showing, do a lap around the house:

EXTERIOR CHECKLIST

- | | |
|---|---|
| ☐ Lawn mowed, hedges trimmed, trees pruned | ☐ Bikes, toys and tools put away |
| ☐ Flower beds weeded, dead plants replaced | ☐ Siding, front door and shutters clean |
| ☐ Driveway and walkway clear (shovelled in winter) | ☐ Civic number visible and in good shape |
| ☐ Patio furniture clean and tidy | ☐ Exterior lighting working |

PRO TIP

Lush flower beds are welcoming, but to some buyers they just mean work. Flower pots and simple plantings give you the landscaped look without scaring anyone off.

SECRET #3

Kitchens sell *homes*

You thought you were selling a house? In practice, you're selling a kitchen. It's the heart of the home, and for a lot of buyers it's the room that triggers the offer.

Outdated kitchen? You don't need a renovation. Swap the cabinet hardware, install a new faucet, add a coat of paint. An affordable laminate countertop can change the whole room. Above all, clear the counters: the toaster and blender go in the cupboard. The feeling of workspace stays.

PRO TIP

If your appliances are dated and the budget allows, replace just one with a good stainless model. A single quality appliance lifts how buyers see the entire kitchen.

SECRET #4

Lighting does *wonders*

"Wow, it's so bright!" or "This house is dark..." Buyers notice within seconds, and lighting is one of the cheapest things you can fix:

- ☐ Take down heavy, dark drapes; wash the windows inside and out
- ☐ Put higher-wattage warm-white bulbs everywhere
- ☐ Trim outdoor plants that block natural light
- ☐ Replace yellowed lampshades; add floor lamps in darker rooms
- ☐ Check every fixture, especially the basement and windowless rooms

PRO TIP

Replace the entrance light and hallway ceiling fixtures with something current. It doesn't take a big budget. A modern fixture at the front door sets the tone the moment buyers walk in.

SECRET #5

Update, don't *renovate*

No budget for major renos? Good. The small fixes are usually the ones that pay off most.

- ☐ A fresh coat of neutral, bright paint
- ☐ Replace door handles, cabinet hardware, old light fixtures, yellowed vent plates and dated mirrors
- ☐ Finish the unfinished projects. Buyers notice them.
- ☐ Fix the leaky tap and the closet door that's off its track. Yes, they will test them.

GOOD TO KNOW

Removing an old popcorn ceiling is messy but cheap, and it takes 20 years off a room in a weekend.

Stage it to *sell*

A staged home draws more buyers and sells for more money. There's no magic in it: how a home looks shapes what buyers believe it's worth.

EVERY ROOM HAS A JOB. GIVE IT BACK.

The spare bedroom that became a gym? The den that became storage? Set rooms back to the way most people would use them. Buyers should be able to picture their life there without doing mental gymnastics.

DEPERSONALIZE

Family photos, religious items, the shot glass collection: they're what make your house feel like yours. They're also what stop a buyer from seeing it as theirs. Box them up. They're moving to your next address soon anyway.

SMELLS MATTER, A LOT

Every home has a smell. You've stopped noticing yours; buyers pick it up at the door. Wash the pets, skip fish and heavy frying while the home is listed, air the place out often. And nobody smokes inside.

CLOSETS AND STORAGE

Cramming everything into the closets won't work, because buyers open doors. An overflowing closet reads as "not enough storage." Declutter, donate, store off-site. Aim for closets about two-thirds full.

WALLS AND CEILINGS

- ☐ Clear of dirt, fingerprints and water stains
- ☐ Cracks, chips and holes repaired
- ☐ Neutral, light colours throughout

PRO TIP

Want a professional stager? I have excellent South Shore recommendations. Just ask.

Documents to *gather*

Pulling this together now speeds up your listing. It also reassures serious buyers: an organized seller signals a transaction that will go smoothly.

OPERATING COSTS (APPROXIMATE)

- ☐ Electricity (Hydro-Québec): _____
- ☐ Heating: _____
- ☐ Municipal taxes: _____
- ☐ School taxes: _____
- ☐ Condo fees, if applicable: _____

PROPERTY INFORMATION

- ☐ Year built: _____
- ☐ Age of roof: _____
- ☐ Age of heating system: _____
- ☐ Age of windows: _____
- ☐ Age of central A/C: _____

DOCUMENTS (IF AVAILABLE)

- ☐ Certificate of location (up to date if possible)
- ☐ Deed of sale and plans
- ☐ Previous inspection report
- ☐ Permits for completed work
- ☐ Receipts for major improvements (kitchen, roof, flooring...)
- ☐ Seller's declarations (we'll complete this together)

MAJOR IMPROVEMENTS

List the work that affects value, with the year and approximate cost: kitchen, bathroom, roof, windows, and so on.

QUEBEC-SPECIFIC

An up-to-date **certificate of location** (under 10 years old, with no changes to the property) avoids delays at the notary. If yours is expired, allow 2 to 4 weeks for a new one. Let's flag it early, not the week of signing.

Selling with *Mumtaz*, step by step

1 FREE HOME EVALUATION

I analyze your property and the comparables in your area, then give you a numbers-backed market value assessment. No commitment on your part.

2 PREPARATION & STAGING

We apply the advice in this guide together. Then come professional photos and a polished Centris listing, so your home shows at its best.

3 TARGETED MARKETING

Centris, remax-quebec.com, targeted social media advertising, and my network of buyers and brokers. Your listing starts working on day one.

4 SHOWINGS & OFFERS

I qualify buyers, manage showings, and negotiate every promise to purchase to protect your interests: the price, but also the conditions and the timelines.

5 FROM ACCEPTANCE TO THE NOTARY

Inspection, buyer financing, paperwork, notary: I coordinate everything through to signing. And I'm still around long after.



READY WHEN YOU ARE

Curious what *your* home is worth today?

Request your free home evaluation. You'll get a comparative analysis within 24 hours, and the next step is entirely up to you.

MUMTAZJIVRAJ.COM/EVALUATION

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Every situation is unique: consult the appropriate professionals.