GO.PROP.IMMO

GUIDE 2 OF 3

Centris Listing Guide

Understand how your home goes to market — and what selling it yourself actually involves.



Getting listed is one step. Knowing how to use the listing is what helps you sell.

BEFORE YOU START

Putting your home on Centris can feel like the moment the sale begins.

Getting listed is only the beginning.

Your home becomes visible to people searching the professional real estate market. Buyers can find it. Brokers can find it. Your asking price, photos, description and property information are now working together in public.

But being listed does not sell the home by itself.

You still have decisions to make. Buyers still need to see the home. Questions need answers. Visits need to happen. Feedback needs to be understood. And sometimes the market tells you something you were not expecting.

This guide explains what happens before your home goes live, what happens once buyers start seeing it and what you can do to stay in control of your sale.

> **Your listing puts your home in the market. What you do with that opportunity still matters.**

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CHAPTER ONE

1 What does it actually mean to list your home?

A listing is more than an advertisement.

When your home is listed through a real estate broker, information about the property is gathered, reviewed and prepared for the market. Brokerage documents are completed. An asking price is chosen. The listing is written. Photos and property information are brought together.



Then the home goes live.

That is the part homeowners see.

But a lot happens before that moment.

Think of the listing as a package

A buyer does not see your house first.

They usually see information about it.

Price

What are you asking?

Photos

What does the home look and feel like?

Property details

How big is it? What does it include? How is it laid out?

Description

What should the buyer understand about the property?

Location

Where is it and what is around it?

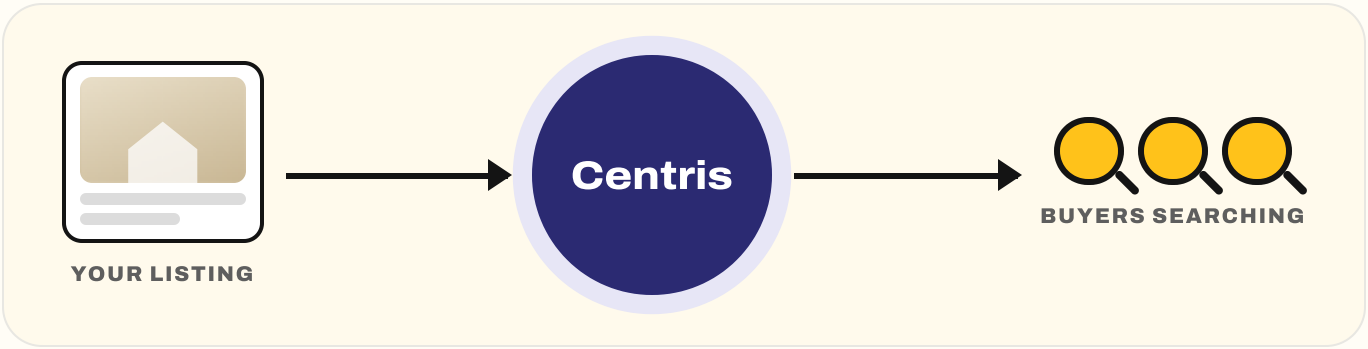
All of those pieces help a buyer decide whether to take the next step.

Before someone walks through your front door, your listing has already started selling — or losing — their interest.

Centris is an important part of that

Centris puts your home in front of buyers searching the professional real estate market.

That reach matters.



But reach and selling are not the same thing.

A listing can create an opportunity for buyers to find your home. It cannot make them like the home, accept the price or make an offer.

That distinction matters throughout this guide.

Centris creates visibility. The market decides what happens with it.

CHAPTER TWO

2 What needs to be ready before you go live?

Going live should not be the moment you discover what is missing.

Before a listing is published, the broker and homeowner need enough information to accurately present the property and complete the brokerage process.

1. **Some of that information comes from the seller.**
2. **Some comes from property records and documents.**
3. **Some comes from the broker's work.**

YOUR PREPARATION PATH

1. **Your home**
2. **Your documents**
3. **Your disclosures**
4. **Repairs**
5. **Declutter and presentation**
6. **Staging**
7. **Get ready for photos**
8. **Brokerage documents**
9. **Photos and floor plan**

1 Your home

Start with the property itself.

The broker needs to understand what is being listed: the type of home, rooms, features, improvements, systems, inclusions and exclusions, parking, storage and other relevant details.

The goal is simple:

> **The public listing should describe the home accurately.**

2 Your documents

Depending on the property, relevant documents may include things such as the certificate of location, municipal and school tax information, invoices or permits for important work, condominium documents, leases or information about equipment that is rented rather than owned.

Not every home has the same documents.

Not every document applies to every property.

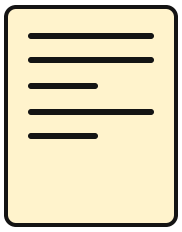
But waiting until a buyer asks for something important is rarely the easiest time to start looking for it.

3

Your disclosures

Your broker also needs to know what you know about the property.

Past water issues, repairs, defects, renovations, insurance claims or other important facts should not first appear when a buyer discovers them.



For most homes, you'll complete a Declarations by the seller form with your broker when you sign your brokerage contract. Answer it honestly and to the best of your knowledge. If you learn something new later, tell your broker.

The goal is not to make your home look perfect. It is to make sure important information is **disclosed honestly from the start.**

4 Repairs: what should you actually fix?

Selling does not automatically mean renovating.

START HERE

Start with the things that look broken, unfinished or neglected. Small problems can make buyers wonder what else has not been taken care of.

THINK TWICE

Be more careful before spending heavily to improve something simply because it is dated.

! **Fixing a problem doesn't mean you no longer need to disclose it.**

Fix the things that look neglected. Think twice before improving things just because they're dated.

5 Declutter and presentation

Buyers need to be able to see the home, not everything you own.

- **Clear crowded counters.**
- **Remove extra furniture if a room feels tight.**
- **Put away everyday clutter.**
- **Clean well.**
- **Let in light.**
- **Deal with smells.**
- **Make the entrance and exterior feel cared for.**

The goal is not to erase your personality. It is to make the home easier for a buyer to understand.

6 Do you need staging?

Sometimes staging helps a buyer understand a room and can make photography stronger.

That does not mean every home needs professional staging.

Sometimes rearranging furniture, removing a few pieces and cleaning properly does most of the work.

7 Get ready for photos

Before the photographer arrives, look at the home through the camera's eyes.

- [ ] **Make the beds.**
- [ ] **Put away garbage, recycling and everyday clutter.**
- [ ] **Open or adjust blinds and curtains for the room.**
- [ ] **Tidy the entrance, yard, balcony or exterior areas being photographed.**
- [ ] **Clear kitchen and bathroom counters.**
- [ ] **Make sure lights work.**
- [ ] **Move cars when they distract from exterior photos.**

A little preparation can make it easier for buyers to see the home instead of the stuff around it.

Your brokerage documents

8

Listing with a broker means signing a brokerage contract.

Your broker prepares and explains the OACIQ forms used for your listing and reviews the property information and documents you provide.

Don't treat these as paperwork you simply click through.

1. **Ask what you're signing.**
2. **Ask what you're agreeing to.**
3. **Ask what your broker will do.**
4. **Ask what you will do.**
5. **Ask what happens if you find the buyer yourself.**
6. **Ask what happens when an offer comes in.**

If a document affects how your home will be sold, understand it before you sign it.



Illustration · photos + floor plan

9 Your photos and floor plan

Buyers will often see your photos before they read almost anything else.

That makes photography part of the selling process, not decoration.

A floor plan helps buyers understand how the home fits together before deciding whether to visit.

Plan the photography before launch

Professional photos — and a floor plan when one will be used — should be arranged early enough to select and review the material before the listing is published.

Confirm who will book the photographer, who pays and what files are included before the work begins.

Your broker reviews the selected images and property details for accuracy, consistency and suitability for the listing.

Have the final listing material ready before launch.

Going live is the finish line of preparation — not the beginning of it.

CHAPTER THREE

3 Your asking price puts you in a market

Your home's value and your asking price are not the same thing.

We covered that distinction in the Broker's Evaluation Guide.

Now it matters for a different reason.

Once your home is listed, the asking price helps determine **which other homes buyers compare it with.**

A buyer shopping around your price does not look at your home in isolation.

They see choices.



Your home

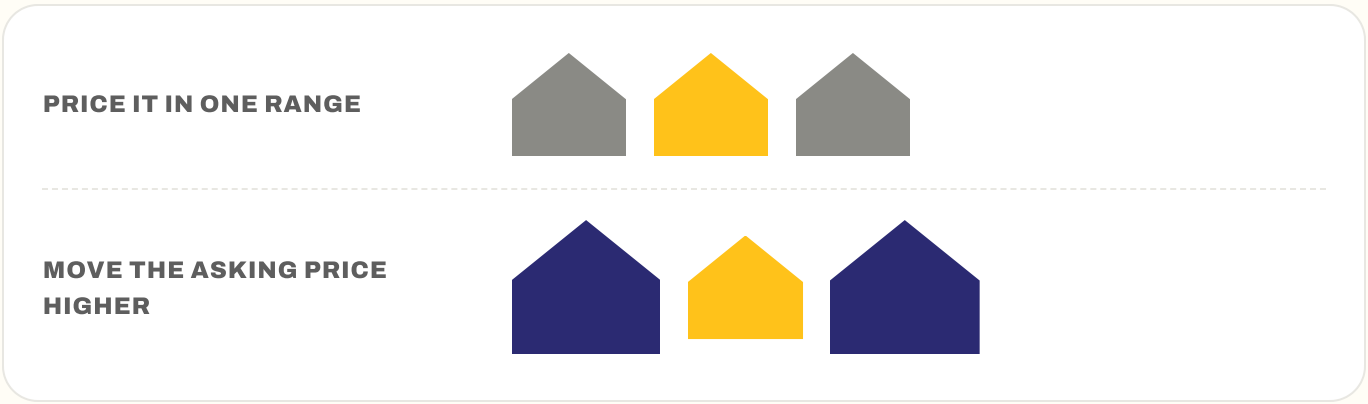
Your home might be compared with:

- a larger home farther away;
- a renovated home with a smaller lot;
- a similar home with a garage;
- a less expensive home needing work;
- a more expensive home that appears to offer more.

That is your competition.

Your asking price changes the company your home keeps

Imagine your home is worth considering around a certain part of the market.



Price it in one range and buyers may compare it with homes similar to yours.

Move the asking price higher and the competition can change.

Now the buyer may expect more.

More space. Better condition. A different location. A finished basement. A garage. A larger lot. Whatever that market offers at the same price.

Buyers do not ask only, “Do I like this home?” They also ask, “Do I like it more than my other choices?”

Your broker advises. You decide.

Pricing advice is part of the broker's job.

The broker can show you market evidence, explain competition and discuss the trade-offs of different pricing choices.

But the asking price is your decision.

That means the useful question is not simply:

“What price do I want?”

IT IS:

“At this price, what will buyers compare me with?”

That is a much better way to think about entering the market.

CHAPTER FOUR

4 What buyers actually see

Homeowners know their homes. Buyers know the listing.

That difference is easy to underestimate.

YOU

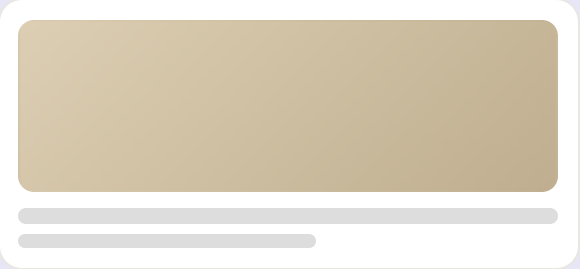
You know the morning light in the kitchen.

You know the basement is warmer than it looks in photographs.

You know why you renovated the bathroom.

You know that the street is quiet after rush hour.

THE BUYER



A buyer scrolling through listings does not know any of that yet.

They make decisions from what is in front of them.

THE BUYER'S PATH

1

First: the search

The buyer has criteria.

Price. Area. Bedrooms. Property type. Features.

Your home either appears in that search or it does not.

2

Then: the first impression

The buyer sees a photo, an asking price and basic property information.

Maybe they keep scrolling.

Maybe they stop.

3

Then: the comparison

They open several listings.

Now your home is competing.

The buyer may compare photos, condition, size, layout, location, taxes, features and asking price.

4

Then: the decision

Is this worth seeing in person?

That is one of the main jobs of a listing.

Not to complete the sale.

To earn the next step.

A good listing helps the right buyer decide: “I want to see this home.”

Accuracy matters too

There is another reason the listing needs to be prepared carefully.

It is information about a real property in a real transaction.

Features should not be exaggerated.

Important facts should not be guessed.

Photos should not create a misleading impression of the property.

The goal is not to make every home look perfect.

The goal is to present the home well **and accurately**.

A good listing gets attention. Accurate information helps that attention survive the visit.

CHAPTER FIVE

5 How buyers, inquiries and visits reach you

Once your home is visible, people need a way to act on their interest.

In a broker-listed sale, an inquiry may reach the listing broker, arrive through a buyer's own broker or come to the seller through a personal connection.

The important thing is keeping every inquiry inside **one clear, coordinated process.**

1 **Contacts the listing broker**

2 **Uses their own broker**

3 **Contacts the seller directly**

1 A buyer contacts the listing broker

They may call from the listing. **They may ask for more information.**

They may request a visit.

The listing broker responds, clarifies the buyer's situation and explains the next step.

WHAT HAPPENS NEXT

The broker coordinates the inquiry and any visit according to the brokerage agreement and applicable rules.

2 A buyer has their own broker

That broker represents or works with the buyer and normally requests information or a showing through the listing side.

WHAT HAPPENS NEXT

The brokers coordinate the visit. You prepare the home and provide access in the way already agreed with your broker.

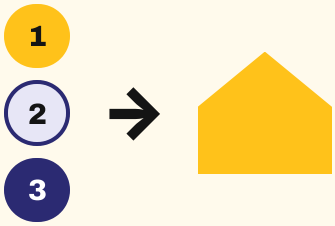
3 Someone contacts the seller directly

A neighbour, friend, coworker or buyer may approach you after hearing that the home is for sale.

WHAT HAPPENS NEXT

Before arranging a visit or discussing terms, contact your broker. They can clarify representation, responsibilities and the correct next step under your agreement.

Three paths. One home.



1. **A buyer may contact the listing broker.**
2. **A buyer may work through their own broker.**
3. **A buyer may reach the seller directly.**

Different routes can lead to the same home. The process stays clearer when inquiries, visits and follow-up are coordinated with the listing broker.

Every visit is information

A visit is not only a chance to receive an offer.

It also tells you something.

- ? Are buyers coming?
- ? Are people interested but not acting?
- ? Is there confusion about something in the listing?
- ? Are the right buyers coming?
- ? Are the same objections appearing?
- ? Are buyers repeatedly choosing another home instead?

One visit tells you very little.

Patterns tell you more.

Do not overreact to one opinion. Pay attention when the market starts repeating itself.

CHAPTER SIX

6 Your home is live. Now watch the market.

Going live feels like a finish line.

It isn't.

Now you finally get information that did not exist before:

> **How is the market responding to your home?**

That information can show up in different ways.

ABOUT YOUR HOME

1 Inquiries
Are people asking about the home?

2 Visits
Are buyers willing to come see it?

3 Feedback
What are people saying after they visit?

ABOUT THE MARKET AROUND IT

4 Competition
What new homes are coming onto the market?

5 Sales
Which competing homes are actually selling?

6 Time
How long has your home been available compared with the homes buyers are choosing?

None of these numbers should be read alone.

A quiet few days does not automatically mean the price is wrong.

One negative comment does not mean you need to renovate.

One enthusiastic visitor does not mean an offer is coming.

Look for patterns.

What is the market telling you?

1. **Are buyers finding the home?**
   If not, there may be a visibility, positioning or market issue to understand.

2. **Are buyers visiting the home?**
   If people see the listing but do not want to visit, something about the offer may not be competing well enough.

3. **Are buyers visiting but not moving forward?**
   Now the information changes again. Price, condition, presentation, layout, competition or another objection may be affecting the decision.

This is why activity reports and market updates matter.

They give you something better than guessing.

Your listing tells the market your home is for sale. The response tells you what the market thinks.

Do not chase every reaction

The goal is not to change something every time someone dislikes the home.

No home is right for every buyer.

Instead ask:

> **Is this one person's opinion, or is it becoming a pattern?**

That is the difference between feedback and useful market information.

Respond to patterns, not noise

Review repeated feedback, showing activity, competing listings and recent sales with your broker. Then decide whether the listing needs no change, a presentation improvement or a larger adjustment.

CHAPTER SEVEN

7 Keeping your listing effective

Publishing the listing is not the end of the work.

Information can change. Showings need preparation. Buyer response needs to be reviewed in context.

A useful listing stays accurate, ready and responsive to the market.

WHILE THE HOME IS ON THE MARKET

1. **Keep the information current**
2. **Prepare for every showing**
3. **Review performance with evidence**

1 Keep the information current

Buyers should be seeing the home as it is now — not as it was when the listing was first drafted.

Price and terms

Update changes to the asking price, inclusions, exclusions or occupancy details.

Property facts

Correct errors and report material changes, new repairs or new information promptly.

Availability

Keep showing instructions and access arrangements realistic and current.

Tell your broker when something changes

The listing can only stay accurate when the people maintaining it have current information.

Outdated information creates confusion. Current information protects trust.

2 Prepare for every showing

A showing is the moment the listing meets the actual home.

Before

- Confirm access and timing.
- Tidy the rooms buyers will see.
- Turn on lights and manage temperature.
- Secure pets, valuables and private documents.

During

- Follow the access plan agreed with your broker.
- Give buyers enough room to look carefully.
- Avoid last-minute changes that create confusion.

After

- Reset the home for the next visit.
- Note anything that affected access or presentation.
- Review feedback when it becomes available.

! **The condition buyers see should support — not contradict — the photos and information that brought them to the door.**

3 Review performance with evidence

A useful review looks at several signals together rather than treating one comment or one quiet week as the whole market.

Inquiries

Are people asking questions or requesting more information?

Showings

Are interested buyers taking the next step and visiting?

Feedback patterns

Are the same concerns appearing across several visits?

Competition

What has listed, changed price or sold around your home?

Keep

The evidence supports the current approach.

Improve

Presentation or information needs attention.

Reposition

Price or strategy needs a larger review.

Review the evidence with your broker. Then decide what the evidence actually supports.

BEFORE YOU GO

Before putting your home on the market, remember these five things.

1 **A listing is more than a post.**
Property information, documents, price, photos and presentation all come together before the home goes live.

2 **Your asking price changes your competition.**
Buyers compare your home with the other choices available to them.

3 **The listing has to earn the visit.**
Most buyers meet your home through information and photos before they ever walk through the door.

4 **Market response is information.**
Inquiries, visits, feedback, competition and time can help you understand how buyers are reacting.

5 **A live listing still needs management.**
Keep the information current, prepare for showings and review the evidence with your broker.

If you understand those five things, Centris becomes more than somewhere your home appears.

You understand how the listing fits into the sale. →

CHAPTER EIGHT

8 Your Go.Prop.Immo Centris Listing

Everything you have just read is how we believe a Centris listing should work.

So that is how we built ours.

Your broker prepares and maintains the Centris listing, reviews the property information and documents, provides pricing advice and coordinates the inquiries and visits that come through the listing.

You stay active in the sale by preparing the home, providing the required information and photos, making the decisions and choosing whether to do additional promotion.

The work is divided clearly.

Your broker manages the Centris listing and coordinates inquiries and visits. If someone contacts you directly about the home, refer them to your broker before arranging a visit or discussing terms.

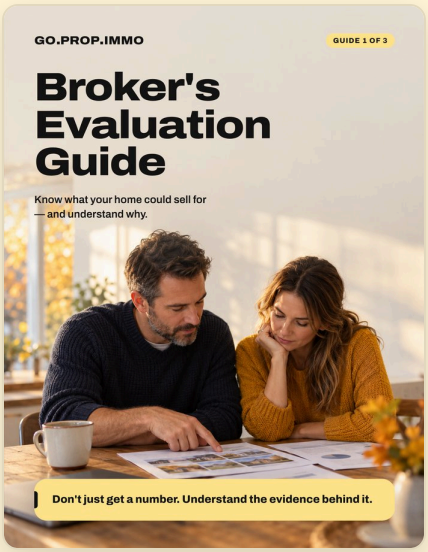
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Learn about our Centris Listing →

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THE THREE GUIDES



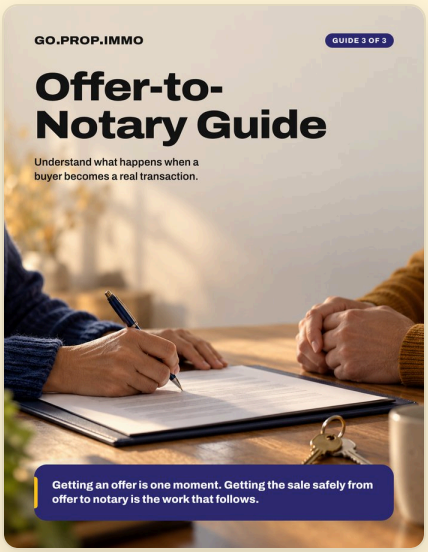
GUIDE 1

Your home and its value



GUIDE 2

Going to market



GUIDE 3

From offer to notary

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