



THE SELLER'S GUIDE

A tailored approach to selling a home in Vancouver.

A short, honest field guide to the process - written for the sellers we most like to work with.

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GROUP

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Nine chapters, one disciplined process.

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CHAPTER ONE

A note to begin.

Selling a home in Vancouver is a serious act. The point of this guide is to make the process feel less like a negotiation and more like a well-architected and researched decision.

Hello - I'm Matt. I advise sellers, buyers, developers, and investors on some of Vancouver's most thoughtfully designed properties, alongside a small, disciplined team at Macdonald Realty.

I wrote this guide for a simple reason: most of the stress in a real estate sale comes from not knowing what happens next. Pricing, preparation, exposure, offers, subjects, adjustments - the vocabulary alone can make a good decision feel rushed. It shouldn't.

What follows is the process I walk every seller through, in the order we'll walk it together. We'll begin with a conversation about what you actually want, set a price that reflects the property and the moment, prepare the home so it photographs and shows the way it deserves, take it to market with a clear story, and close it cleanly.

Read it once. Keep it close. When something looks different in real life, we'll talk it through.

Matt

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CHAPTER TWO

The first meeting.

Before we talk price, before we talk photography, we sit down. In your home, over coffee, or on a call - wherever works. The goal is to align on what you want, and to set expectations for how the rest of this will run.

Real estate transactions have many moving parts. Communication is how we keep them coordinated. In our first meeting I'll walk you through the forms you'll see, what each one means, and how it affects you - so nothing that follows feels like a surprise.

By the end, you'll know how I work, what I need from you, and what the coming weeks will look like.



WHAT WE COVER

- **Your goals**
Move, right-size, relocate, divest
- **Timeline + readiness**
Ideal list date, ideal close date
- **Net proceeds**
Price minus costs, in writing
- **Property positioning**
Architecture, story, audience
- **The paperwork**
Listing agreement, disclosures, FINTRAC

CHAPTER THREE

Pricing, first.

In this market, the first two weeks decide the outcome. An accurate list price attracts attention; an ambitious one attracts silence.

01

Read the comparables.

I pull every recent sale that sits in your property's frame of reference - same neighbourhood, same typology, same condition band. We read them together. Sold prices, days on market, and the gap between list and sale.

02

Name the number.

Based on the comps, current inventory, and the property's specific advantages, I'll recommend a list price and explain exactly how I arrived at it. You'll know what I think it will transact at, and why.

03

Hold the line.

We agree on a price and a window. If the market responds on schedule, we proceed. If it doesn't, we have a pre-agreed conversation about what to adjust - and we make it early, not late.

A NOTE ON THE FIRST TWO WEEKS

Every listing gets a launch window - the period when the largest pool of qualified buyers is paying attention. That window is real, and it's narrow. Pricing ahead of it tightens the result; pricing behind it forgives the mistake at a discount. I'll tell you which we're doing before we list, not after.

CHAPTER FOUR

Preparing the property.

Once pricing is clear, we prepare - deliberately. A well-presented home is not just a staged home; it's a home photographed and shown at its best hour, with the right surfaces visible and the noise removed. My job is to help make your property speak for itself.

Expect me to be honest about what to change and what to leave. I'd rather move a single piece of furniture and shoot the room in morning light than have you spend ten thousand dollars painting over a room's actual problem.



WHAT WE PREPARE

Edit + declutter

Surfaces clear, personal items stored, furniture arranged for flow.

Targeted repairs

Only what returns more than it costs. I'll tell you what to skip.

Photography + film

Architectural photographer, natural light, considered angles.

Floor plans

Drafted, accurate, and legible at a glance.

CHAPTER FIVE

Going to market.

A listing is a document. But it's also a posture. How we present the property matters almost as much as the price we put on it.

THE FOUR LEVERS

01 Story

What the property actually is - architect, era, materials, provenance. Written in plain English, not listing shorthand.

02 Channels

MLS, print, email to my client base, editorial placement where it fits. Not every property belongs on every channel.

03 Exposure

A considered pre-market window for qualified buyers, followed by a clean public launch. Open houses only when they help.

04 Feedback

Weekly reporting - showings, second views, written feedback, and what the market is actually telling us.

HOW WE LAUNCH TOGETHER

Before we go live, I'll walk you through the final marketing package - photos, film, floor plans, copy, and schedule. You approve everything you're comfortable approving. If I'm recommending a pre-market window, I'll tell you who we're showing it to and why.

Once we launch, I'll brief you weekly on activity and what it means. If the market moves, we move with it - together, deliberately, never in a panic.

"The best listing is the one launched at a pace that matches the objective."



TYPICAL OFFER WINDOW

7-21

business days from list to accepted offer,
when priced correctly

RESCISSION PERIOD

Even a subject-free offer carries a 3-business-day buyer rescission right under BC law. It's brief, and walking costs the buyer 0.25% of price, but it means 'firm' is firm only after the window closes. I'll factor it into how we weigh competing offers.

CHAPTER SIX

Reviewing offers.

When an offer arrives, we read it line by line. Price is the headline, but the terms often decide the deal. My job is to translate what every clause means for you - and to brief you on the buyer behind the paper.

01 **Price + deposit**

What they're offering, and how much they're willing to put up. Deposit size is a signal - read it that way.

02 **Subjects + timeline**

Financing, inspection, title, strata docs. Fewer and shorter subjects strengthen an offer. Clean is a currency.

03 **Completion + possession**

Do the dates match your life? If not, we negotiate them - or trade price for flexibility.

04 **The counter**

Rarely is an offer accepted as written. I draft the counter, walk you through every change, and send only after you've read it.

05 **Multiple offers**

When more than one comes in, I brief you on each in detail - terms, financing strength, agent reputation - and you choose with confidence.

CHAPTER SEVEN

Closing costs.

Beyond the sale price, budget for a second, smaller set of costs. They're predictable - just rarely discussed.

WHAT YOU'LL PAY

Real estate commission

Agreed in the listing agreement, plus 5% GST, paid out of sale proceeds. Covers both the listing brokerage and the cooperating buyer's brokerage.

Legal fees + disbursements

Your lawyer or notary handles the closing paperwork, mortgage payout, and title transfer.

Mortgage discharge

Any remaining balance paid out, plus a discharge fee. If you're breaking a fixed term early, a prepayment penalty may apply.

Adjustments

Property taxes, strata fees, and utilities pro-rated to the possession date - in the buyer's favour or yours, depending on timing.

Moving + preparation

Movers, staging rental, photography, and the handful of repairs we agree to on day one.

A GOOD WORKING RULE

1.5—2%

of the sale price in legal, discharge, and adjustment costs - on top of commission.

The actual figure depends on your mortgage terms, the timing of completion, and any penalty clauses. I'll produce a line-item net-proceeds estimate for your specific deal before we list - never after.

NET PROCEEDS, IN WRITING

You should never learn the final number at the lawyer's office. Before we sign the listing agreement, you'll see an estimate of what lands in your account on completion - and we'll update it as offers come in.

A NOTE FOR RECENT BUYERS

If you've owned the property less than two years, BC's Home Flipping Tax may apply to your profit (up to 20%, declining to zero at the two-year mark), separate from any federal tax. Exemptions exist for certain life events and primary residences. I'll flag this early and point you to your accountant - never let it surface at the closing table.

CHAPTER EIGHT

From firm deal to keys handed over.

Between subject removal and possession, the lawyers take over. Your job is to stay reachable, keep the home in the condition the buyer saw it in, and pack. Mine is to keep you informed as the final dates arrive.

BEFORE COMPLETION

Sign at the lawyer's office, arrange movers, cancel or transfer utilities, gather manuals and keys.

ON POSSESSION DAY

Leave the home broom-clean, with all keys, fobs, and remotes. I'll do a final walk-through before handoff.

THE WEEK AFTER

Funds land in your account. Update your address, cancel home insurance on the property, exhale.

THE THREE DATES THAT MATTER

01 Completion

Title transfers from you to the buyer. Funds move. You are, on paper, no longer the owner.

02 Adjustment

The date property taxes, strata fees, and any utilities are calculated from. Typically the same as possession.

03 Possession

The day the buyer gets the keys. Usually the day after completion. This is your moving-out day.

CHAPTER NINE

How I work.

“Architecture begins before the walls go up. So does good real estate advice.”

I work at the intersection of architecture, interiors, and design culture. My clients are people who built or renovated their home with intention, and who care about how it is presented as much as what it sells for.

What that means, practically: I spend time understanding why a property is the way it is. Who built it, when, with what. How it sits on the lot, how the light moves through it, where it will and won't hold its value.

Then I translate all of that into a listing that speaks to the right buyer - with comparable sales, candid trade-offs, and the paperwork handled.



RECOGNITION

2023-2025 MEDALLION CLUB

TOP 10% GREATER VANCOUVER REALTORS

2025 DIAMOND SALES AWARD, MACDONALD REALTY



LET'S BEGIN.

Every confident decision starts with a conversation.

If you've read this far, you already work the way I do. When you're ready to talk about your property - whether you're six months or six years out - I'd like to hear from you.

[BOOK AN INTRO CALL →](#)

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Seller's Guide - 2026 Edition