

BY CHARISSA REALTY

How to Sell Your Home Yourself in Ontario



A practical guide for
homeowners considering FSBO

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A quick note from Sade

If you are reading this, you are likely thoughtful, capable, and trying to make a smart financial decision.

At Charissa Realty, we work with homeowners at every stage. Some sell with full representation. Some want advice only. Some want to try selling on their own first.

In Ontario, selling your home yourself is legal and possible. It can work in certain situations. It can also expose you to financial and legal risk if you are not properly prepared.

This guide exists to give you clarity, not pressure. Good decisions are the goal, whether or not you ever work with us.



Sade Sanni

Broker of Record, Charissa Realty

PART 1

Is selling your home yourself right for you in Ontario

Selling privately in Ontario means you take on the responsibilities normally handled by a licensed agent.

You may be a good fit for FSBO if;

You have time to manage calls, emails, and showings

You are comfortable negotiating price and terms

You can stay objective about your home's value

You are willing to learn Ontario real estate contracts

Selling yourself may be challenging if;

You work long hours or are frequently unavailable

You feel emotionally attached to the home

You are uncomfortable negotiating under pressure

You want maximum exposure without managing logistics

At Charissa Realty, we often meet sellers after they have tried FSBO. Preparation is what separates confidence from stress.



PART 2

Pricing your home correctly in the Ontario market

Pricing is the single most important factor in your outcome.

Ontario buyers are informed and decisive.

They compare quickly and move on just as fast.

Overpricing often leads to

- More days on market
- Price reductions
- Lower final sale prices

Underpricing can work in competitive markets, but only with strong demand and timing.

To price properly, you must

- Review recent sold properties, not active listings
- Focus on sales from the last 30 to 90 days
- Compare similar layouts, lot sizes, and finishes
- Understand neighborhood level trends

When sellers ask Sade for a pricing opinion, the goal is never pressure. It is clarity.



PART 3

Preparing your home for Ontario buyers



Ontario buyers notice details.

Focus on

- Decluttering every room, including storage areas
- Professional level cleaning
- Minor repairs that signal care
- Neutral presentation that allows buyers to imagine themselves living there

You do not need perfection.
You need trust.

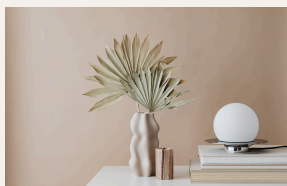
PART 4

Photography and marketing exposure

Most Ontario buyers see your home online first.
Poor photos reduce interest immediately.

Best practices;

- Use professional photography if possible
- Shoot during daylight hours
- Show room flow, not tight angles
- Highlight outdoor space, parking, and storage



One challenge FSBO sellers face is limited exposure.

Without MLS access, many buyer agents and serious buyers never see the home.

This is one of the most common reasons sellers later reach out to Charissa Realty for advice.

PART 5

Writing a listing that attracts the right buyers

Strong listings focus on lifestyle and location.

Include;

- School districts and catchments
- Transit and commute options
- Walkability and amenities
- Recent upgrades and systems

Avoid exaggeration.

Ontario buyers verify details quickly.



PART 6

Managing showings and inquiries

Once listed, responsiveness matters.

Be prepared to

- Answer inquiries promptly
- Schedule and confirm showings
- Keep the home consistently presentable
- Remain professional during feedback



Missed calls often mean missed opportunities.

PART 7

Understanding offers in Ontario

In Ontario, offers are submitted using the Agreement of Purchase and Sale, commonly OREA Form 100 or 101.

Price is only one piece.

You must understand

- Deposit amounts and timelines
- Conditions such as financing and inspection
- Irrevocable periods
- Closing dates
- Inclusions and exclusions



This is the stage where many FSBO sellers call Sade for a quick sanity check. Not because they failed, but because the stakes are real.

PART 8

Legal obligations and disclosures



Ontario real estate contracts are legally binding.

You may be required to provide;

- Accurate representations
- Disclosures of known defects
- Condominium status certificates if applicable

Errors can lead to;

- Delayed closings
- Financial penalties
- Legal exposure after closing

PART 9

When sellers usually decide to get help



Many homeowners start strong and later reach a tipping point.

Common moments include

- Low or confusing offers
- Aggressive buyer negotiations
- Unclear contract language
- Concern about liability
- Time and stress becoming overwhelming

At Charissa Realty, we often step in at this stage.

- Sometimes for full representation.
- Sometimes just to guide next steps.

Both are valid.

PART 10

A Final Word From Charissa Realty

Selling your home is one of the largest financial decisions you will make.

Whether you sell privately or with support, the goal remains the same.

Protect your value.

Reduce your risk.

Feel confident long after closing.

If you ever want a second opinion on pricing, offer terms, or strategy, Sade is always happy to help.

No pressure.

Just clarity.

Charissa Realty

Helping you make the right move.

