CALL YEG HOME



Think You Know What to List Your Home For? *Read This First.*

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What Could Your Edmonton Home Actually Sell For?

Separate the three numbers

Your likely selling range reflects what comparable sales support. Your asking price positions your home against the competition. Your **net proceeds** are what remains after your mortgage payout and selling expenses.

Understand all three before deciding whether selling supports your next move.



Ask for the evidence

Ask your REALTOR® for recent comparable sales and an explanation of the differences: location, size, condition, lot, and garage. The recommendation should establish a **supported range, not guarantee a result.**

Current listings show your competition. Recent sales show prices buyers and sellers agreed to.

Before you list

Which sales support the recommendation, and what makes your home worth more or less?

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Would Buyers Choose Your Home at This Price?

Compare their alternatives

Look at homes competing for the same buyers in your Edmonton neighbourhood and price range. Compare layout, condition, outdoor space, parking, and **ongoing costs.**

For condos, include fees, what they cover, and the corporation's financial information.

Test your assumptions

Renovation spending does not automatically translate into **equal resale value**. Your neighbour's asking price is also untested.

Edmonton property assessments reflect market conditions as of July 1 of the previous year, rather than today's selling range.



Understand the trade-off

A higher price may leave negotiating room but place you beside stronger alternatives. A low price intended to attract competition **does not guarantee multiple offers.**

Before you list

Would you choose your home over the alternatives at this price?

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Would the Sale Fund Your Next Move?

Estimate what you would keep

Estimated sale price

– Mortgage payout
– Selling and legal expenses
– Any applicable mortgage penalty
= Estimated net proceeds

Ask your lender to confirm the payout and any penalty. Obtain estimates for selling expenses, including applicable taxes.

Test a conservative outcome

Calculate proceeds at the **lower, middle, and upper ends** of the supported selling range.

Would the lower end still support your plans? If selling only works at the highest figure, consider adjusting your next purchase, preparation budget, or timing before listing.



Keep your needs in perspective

The amount you need matters to your planning. It does not establish what buyers will pay.

Before you list

What sale outcome would make moving financially workable for you?

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What If Buyers Don't Respond?

Agree on a review plan

Set a review date **before launch.** Assess showings, feedback, offers, competing listings, and new sales together.

Limited interest warrants a review of price, exposure, presentation, and showing access. Showings without offers call for a closer comparison with buyers' alternatives.



Give each decision a reason

Adjust the price **when the evidence supports it**. If you wait, understand why, along with the carrying costs and effect on your timeline.

Put your plan in writing

Supported selling range: _____
Asking price and rationale: _____
Conservative net proceeds: _____
Review date: _____

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Questions about Selling?

Help is one phone call or text away.

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Keep exploring.

More practical resources for selling a home in Edmonton.

Browse Resources

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