CALL YEG HOME



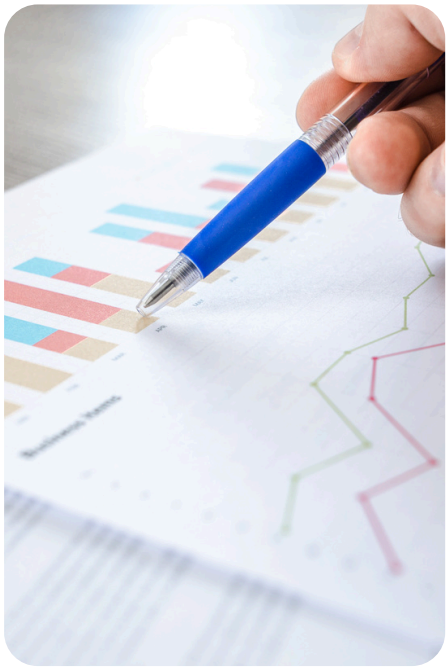
Want Top Dollar? *Don't Skip These 4 Selling Essentials.*

Christian Kyriazis - REALTOR® | +1 (780)773-8127 | Christian.Kyriazis@callyeghome.ca

1. Price With a Plan

Define Your Best Result.

A high sale price matters. So do selling expenses, possession timing, and the risk of a deal falling through. Decide where you have flexibility before listing. A rushed move or overlapping housing costs can affect what you ultimately keep.



Know Your Competition

Ask for recent comparable sales, competing listings, and properties that failed to sell. Sold properties show what buyers actually paid; active listings show their current alternatives. Compare location, property type, size, condition, and features. Edmonton's regional average provides context, but a detached home in Summerside needs different comparisons from a downtown condominium.



Choose a Price Buyers Can Understand

Your renovation spending and desired profit do not automatically establish market value. Ask how your price positions the home against competing options and within buyers' search filters.

Starting high "to leave negotiating room" can limit interest if buyers see better value elsewhere.

Before You List

Ask: "What supports this asking price, and why would buyers choose my home over the competition?"

Christian Kyriazis - REALTOR® | +1 (780)773-8127 | Christian.Kyriazis@callyeghome.ca

2. Spend Where It Matters

Give Every Improvement a Purpose.

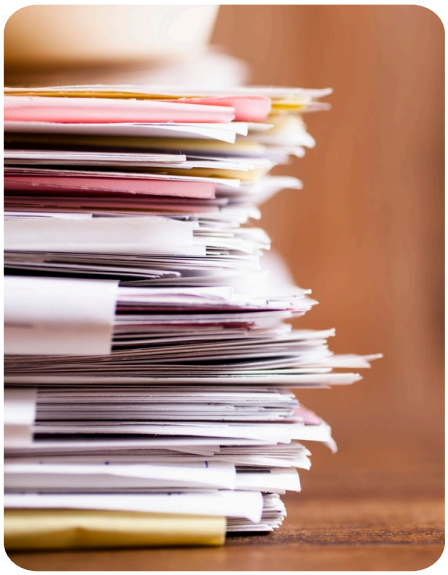
Prioritise cleaning, decluttering, depersonalising, and visible maintenance. Before renovating, ask whether the work addresses a buyer concern or simply reflects your taste.

Get quotes and weigh the likely benefit against the expense. Include the time required and any delay to listing. A larger renovation budget does not automatically produce a better return.

Make Your Advantages Clear.

Prepare a factual list of improvements, dates, warranties, and useful features. An Edmonton home's heated garage, functional mudroom, or updated heating equipment may deserve attention in the listing.

Describe upgrades accurately. "Furnace replaced in 2023, invoice available" gives buyers more useful information than "extensively upgraded."



Get Documents Ready.

Review permit records and applicable Real Property Report and municipal compliance requirements with your REALTOR® and lawyer. Flag additions such as decks, garages, or basement development early.

For a condominium, arrange current documents, including financial information, bylaws, and available reserve fund information. Discuss known defects before cosmetic work.

Before You Spend.

Ask: "Will this address a buyer concern, improve presentation, or help support our price?"

CALL YEG HOME

Christian Kyriazis - REALTOR® | +1 (780)773-8127 | Christian.Kyriazis@callyeghome.ca

3. Make Buyers Want to Visit

Prepare Before Photography.

Finish the important preparation before the camera arrives. Professional photography and a clear floor plan should explain the layout, condition, and usable space.

Show the strongest features accurately. Buyers should recognise the home they saw online when they arrive.

Expect a Specific Marketing Plan

Ask where your listing will appear, which features will lead the presentation, and how enquiries will be handled.

Connect features to practical benefits: garage storage, a usable office, or convenient access to trails and transit. Verify Edmonton neighbourhood amenities and any community membership benefits before advertising them.



Make Showings Practical

Agree on reasonable notice, showing availability, secure access, and pet arrangements. Leave during appointments where possible so buyers can explore comfortably. Limited viewing windows can make it harder for interested buyers to visit.

Review the Response

Set a review date. Assess enquiries, showings, feedback, and new competition together. Few visits may point to price, presentation, exposure, or access. Repeated showings without offers warrant a closer look at buyers' concerns.

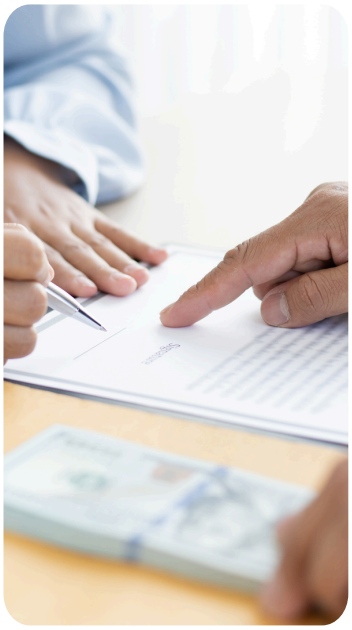
Christian Kyriazis - REALTOR® | +1 (780)773-8127 | Christian.Kyriazis@callyeghome.ca

4. Protect What You Take Away

Compare the Whole Offer.

Review price, conditions, deposit terms, inclusions, possession date, and concessions.

Understand financing, inspection, and sale-of-home conditions and deadlines. A higher offer may carry more uncertainty; a lower one may better fit your timeline. A larger deposit does not guarantee completion.



Negotiate With Evidence

Use comparable sales, competing options, and property records to support your response. For inspection requests, clarify the issue and realistic repair costs before agreeing to a reduction.

Factor possession changes and included belongings into the total package.



Calculate Your Net Proceeds

Deduct mortgage payout, selling fees, legal costs, applicable penalties, preparation expenses, and adjustments.

Confirm payout figures with your lender and closing costs with your lawyer. Waiting for more money also has costs: mortgage interest, taxes, insurance, utilities, and overlapping housing expenses can erode the gain.

Before You Accept

Ask: “What will I keep, what uncertainty remains, and does this offer support my next move?”

CALL YEG HOME

Christian Kyriazis - REALTOR® | +1 (780)773-8127 | Christian.Kyriazis@callyeghome.ca

CALL YEG HOME



ROYAL LEPAGE NORALTA REAL ESTATE

Questions about Selling?

Help is one phone call or text away.

+1 (780) 773-8127

Keep exploring.

More practical resources for selling a home in Edmonton.

Browse Resources

Christian Kyriazis - REALTOR® | +1 (780)773-8127 | Christian.Kyriazis@callyeghome.ca