

YOUR STRATEGIC

Smart Home Seller's Guide

A practical guide to understanding the selling process, avoiding common mistakes, and making informed decisions before you put your home on the market.

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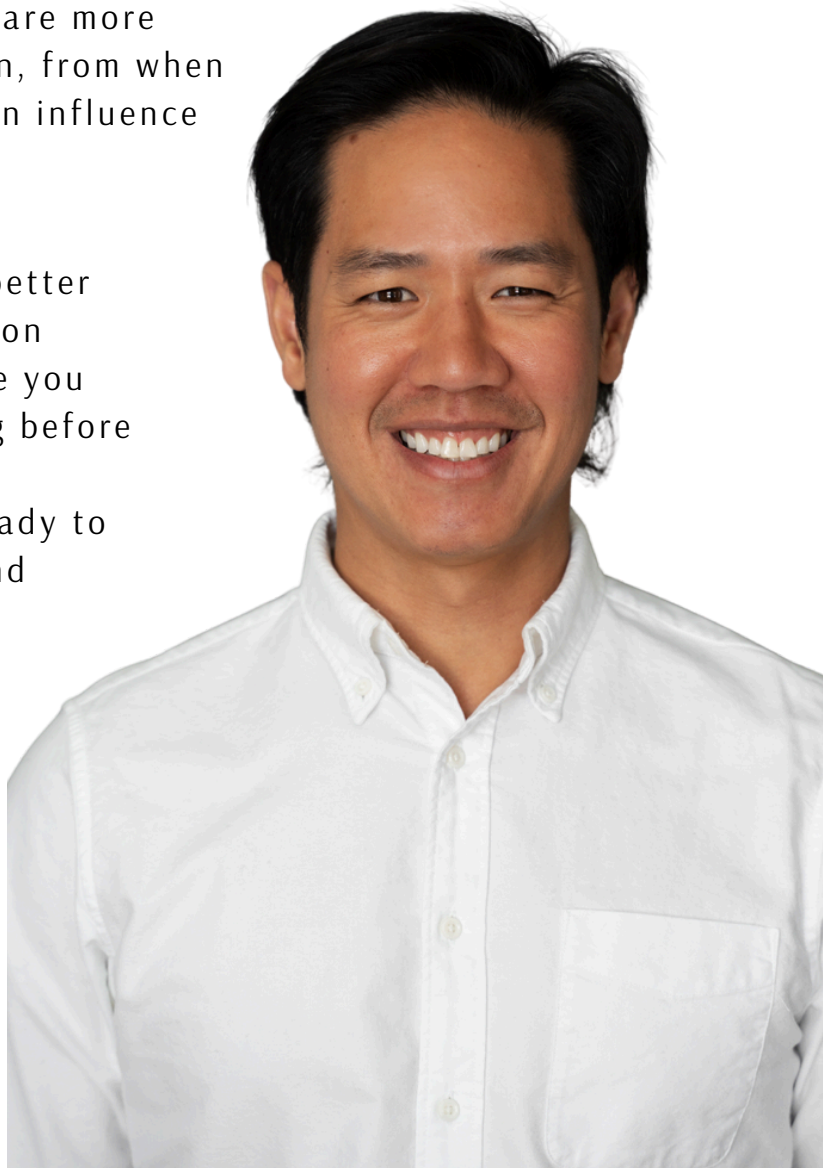
WHAT'S THIS GUIDE FOR?

Hi, I'm Trung Bien,

Selling your home is one of the largest financial decisions you'll ever make. It's also one of the most emotional.

Whether you're moving across the city, relocating for work, upsizing for a growing family, or downsizing into your next chapter, selling a home involves far more than simply putting a sign on the lawn.
Today's market moves quickly, buyers are more informed than ever, and every decision, from when to list to how you price your home, can influence your final outcome.

We've created this guide to help you better understand the process, answer common questions, and give you the knowledge you need to make confident decisions long before your home hits the market.
Our hope is that by the time you're ready to sell, you'll feel informed, prepared, and confident about the road ahead.



The TB Real Estate Team

TIMING YOUR MOVE

Is now the right time to sell?

Contrary to what you may have heard, there is rarely a "perfect" time to sell a home. While market conditions are important, the best time to move is often when it aligns with your personal goals and lifestyle.



You may be considering selling because:

- Your family has outgrown your current home.
- You're looking to simplify and downsize.
- A new job or life change requires a move.
- You're ready for a different neighbourhood.
- You're purchasing your next home.

While it's natural to wonder whether you should wait for the market to improve, perfectly timing it is difficult. Markets rise and fall, interest rates change, and buyer demand shifts over time.

Instead of asking **"Is this the perfect market?"**

consider asking:

Is this the right time for me

BUY OR SELL?

What should you do first?

One of the most common questions homeowners ask is whether they should purchase their next home before selling their current one.
The answer depends on your finances, comfort with risk, and current market conditions, and both options have their pros and cons.

BUYING FIRST

Pros

- Take your time finding the right home without feeling rushed.
- Move only once to make the transition simpler and more convenient.
- Avoid the need for temporary accommodation.
- Greater flexibility when searching for your next home.

Cons

- May require bridge financing or the ability to carry two mortgages for a period.
- Increased financial pressure if your current home takes longer to sell
- Coordinating two transactions can be more complex.
- You may have less negotiating leverage if your purchase is conditional on selling your current home.



SELLING FIRST

Pros

- Know exactly how much equity you have available before making a purchase.
- Eliminate the financial risk of owning two properties simultaneously.
- Shop for your next home with a clear, confirmed budget.
- Stronger negotiating position when making an offer on your next home.

Cons

- You may need temporary accommodation if you don't find your next home before possession.
- You may feel pressure to purchase quickly once your home has sold.
- You may miss out on a home you love while waiting for your current home to sell.
- Depending on market conditions, you may have fewer homes to choose from after your sale closes.

Curious to learn more?

Read our article on Buying or Selling First?

YOUR HOME'S VALUE

What determines your home's value?

Many homeowners assume their home's value is determined by what they paid, how much they've invested in renovations, or what the city's assessment indicates.

In reality, market value is determined by what informed buyers are willing to pay in today's market.

INFLUENCING FACTORS

- **Location**
- **Size Layout**
- **Features and upgrades**
- **Current competition**
- **Supply and demand**
- **Overall condition**
- **Lot characteristics**
- **Buyer perception**

Understanding these factors helps create realistic expectations and provides the foundation for an effective pricing strategy, all of which is covered in a specialized Comparative Market Analysis we provide for free in our Seller Consultation.

Curious to Learn More? Book your Seller Discovery Consultation now.

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INFLUENCING FACTORS



Location



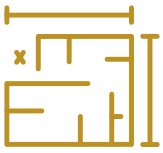
Buyer perception



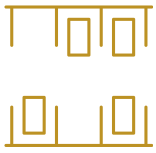
Features and upgrades



Current competition



Size Layout



Lot characteristics



Supply and demand



Overall condition

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Every real estate market is different.

Some markets favour sellers. Others favour buyers.
Many fall somewhere in between.

THE ABSORPTION RATE

One of the most useful ways to understand market conditions is through **months of inventory**, often referred to as the **absorption rate**.

This measures how quickly homes are selling compared to the number of homes currently for sale.

Rather than relying only on comparable sales, understanding inventory levels helps explain how competitive the market is today and how your home should be positioned to attract buyers.

Market conditions influence pricing, marketing, negotiation strategy, and expectations throughout the selling process.

Months of Inventory	Typical Strategy
0–2 Months	Price at market value or slightly above
2–4 Months	Price competitively with the market
4–6 Months	Strategic pricing becomes increasingly important
6–12 Months	Competitive pricing required to stand out
12+ Months	Aggressive pricing may be necessary

PRICING STRATEGY

The Biggest Pricing Mistakes Sellers Make

Pricing a home is both an art and a science. Some of the most common mistakes include:

- **Pricing based on emotion rather than market data.**
- **Focusing only on recent sales without considering current competition.**
- **Testing the market" with an inflated price.**
- **Chasing the market with repeated price reductions.**
- **Ignoring buyer perception and market timing.**

A strategic pricing approach creates urgency, attracts qualified buyers, and often leads to stronger offers.



WHY REPRESENTATION MATTERS

Selling a home is much more than listing it online and waiting for offers.
A great REALTOR® helps you make informed decisions before your home reaches the market, positions your property strategically, protects your interests during negotiations, and guides you through every stage of the transaction.

What to Look for in a REALTOR®

- Deep knowledge of the local market.
- A thoughtful pricing strategy based on current market conditions.
- Professional marketing that showcases your home's strengths.
- Guidance on preparing your property to increase the sale price.
- Skilled negotiation to protect your interests.
- Clear communication throughout the process.
- A proven system for managing the many details involved in a successful sale.



The right REALTOR® should give you confidence not only in the final result, but in every decision along the way.

THE SELLER'S JOURNEY

What Happens After You List?

We'll review the selling journey in greater detail during our consultation call. For now, here's a quick snapshot of what to expect once your home is on the market; several key stages typically follow:



Professional marketing launches.



Buyer showings begin.



Feedback is reviewed.



Offers are received and negotiated.



Buyer conditions are completed.



Closing preparations begin.



Possession day arrives.

While every transaction is unique, having a clear process helps reduce uncertainty and keeps everyone moving toward the same goal.

Understanding the Costs of Selling

Selling a home involves more than real estate commission. Depending on your circumstances, costs may include:

Legal fees	$2K-$3K
Mortgage discharge penalties.	Varies greatly. Consult with your lender.
Moving expenses	$1K-$5K
Cleaning & Preparation Costs	$1K (preparation costs vary greatly)
Minor repairs	$1K - $2K
Staging (optional)	$3K - $5K

Understanding these expenses in advance helps you plan with confidence and avoid surprises.

FAQS

Should I renovate before selling?

Not always. We'll help identify improvements most likely to influence buyer perception and deliver a meaningful return on investment. A thorough decluttering and deep surface clean are a must.

How long will it take to sell my home?

Every market is different. Pricing, presentation, location, and buyer demand all influence how quickly a property sells.

Can I reject an offer?

Yes. You can accept, reject, or counter any offer presented to you.

Should I stage my home?

Not every home requires professional staging, but every home benefits from thoughtful preparation and presentation.

COSTS OF SELLING

Ready to Take the Next Step?

Whether you're planning to sell next month or simply exploring your options, we'd be happy to help.

Book a no-obligation consultation to discuss your goals, understand your home's market position, and develop a strategy tailored to your situation.

Book Your Complimentary Seller Consultation



Also available:

- Seller Resource Toolkit
- Moving to Calgary Guide
- Home Buyer's Guide
- Calgary Community Guides