



THE COMPLETE GUIDE TO

Selling Your Home in Edmonton

A clear, honest, step-by-step playbook for getting the
best price with the least stress — 2026 edition



A NOTE FROM YOUR REALTOR

Selling, without the noise.

Selling a home is one of the largest financial decisions most people ever make — and yet it is usually wrapped in pressure, jargon, and sales tactics designed to rush you. That is exactly what we built Realty & Radiance to remove.

This guide gives you the same honest framework we walk our own clients through: how to price correctly, prepare your home, market it properly, and negotiate with confidence here in the Edmonton market. No gimmicks. No fear tactics. Just the truth about what actually moves a home from *listed* to *sold* — on your terms.

Read it cover to cover, or jump to the chapter you need. When you are ready for a personalized plan and a no-obligation valuation of your home, we are one phone call away.

— *Deep Budhiraja, Realty & Radiance* / *MaxWell Polaris*

Why this matters

Homes that are priced and prepared correctly in the first two weeks consistently sell faster and closer to (or above) asking. The early decisions in this guide are the ones that pay you back the most.

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CHAPTER 01

Is now the right time to sell?

The honest answer: the best time to sell is when it serves *your* life and finances — not when a headline tells you to panic. That said, understanding the market helps you set realistic expectations.

Read the Edmonton market, not the national news

Edmonton has historically been one of Canada's more affordable major markets, which keeps steady demand from first-time buyers, families upsizing, and out-of-province movers. National "average price" stories rarely reflect what is happening on your street. What matters locally is **months of inventory**, **days on market**, and recent **sold** prices for homes like yours — not list prices.

Three questions that matter more than timing

- **Where are you going next?** Selling high means little if you are buying back into the same hot market. Have a plan for your next move.
- **How much equity will you walk away with?** Estimate your sale price minus mortgage payout and selling costs (Chapter 8).
- **What is your timeline?** A firm possession date changes pricing and negotiation strategy.

The truth about "waiting for the perfect market"

Trying to time the absolute peak usually costs more in carrying costs, stress, and missed opportunities than it gains. A well-priced, well-presented home sells in almost any market.

CHAPTER 02

Pricing your home right

Pricing is the single most important decision you will make. Get it right and you create competition. Get it wrong and your home sits, grows stale, and eventually sells for less than it should have.

Why overpricing actually loses you money

It feels safe to "start high and come down," but buyers shop by price bracket and compare you against every other home in that band. An overpriced listing makes the correctly-priced competition look like a bargain. After two to three weeks with few showings, you are forced to cut — and price cuts signal weakness, inviting low offers.

How a proper valuation is built

- **Comparable sales ("comps"):** recently sold homes similar in size, age, condition, and neighbourhood — the foundation of real value.
- **Active competition:** what buyers can choose instead of your home, right now.
- **Condition & upgrades:** honest adjustments for what adds value (and what doesn't).
- **Market velocity:** are homes selling in days or months? This sets your strategy.

Free, no-obligation home valuation

We will prepare a clear, data-backed valuation of your home — the real number, explained — with zero pressure to list. Request yours at www.realtyandradiance.com or call 780-394-9674.

CHAPTER 03

Preparing your home to sell

Buyers decide how they feel about a home in seconds. Preparation is not about expensive renovations — it is about presenting a clean, bright, well-maintained home that lets buyers imagine their life in it.

The high-return basics

- **Declutter ruthlessly.** Clear counters, closets, and surfaces. Space sells.
- **Deep clean everything.** A spotless home signals a cared-for home.
- **Depersonalize.** Pack away family photos so buyers see themselves there.
- **Fix the small stuff.** Leaky taps, sticky doors, burnt-out bulbs, chipped paint.
- **Maximize light.** Clean windows, open blinds, warm-white bulbs throughout.

Edmonton-specific touches

- Keep walks and driveway clear and safe in winter; show the furnace/heating is well maintained.
- Highlight a finished basement, heated garage, or new windows — features Edmonton buyers value.
- In summer, tidy the yard and deck; first impressions start at the curb.

Should you stage?

Even light staging — decluttering, neutral decor, and smart furniture placement — routinely returns more than it costs. Ask us for our room-by-room staging checklist (it's free).

CHAPTER 04

Marketing that actually sells

"Putting a sign on the lawn and a home on MLS" is the bare minimum. Today's buyers shop online first, and your home gets one chance to make a strong first scroll-stopping impression.

What a complete marketing plan includes

- **Professional photography** (and where it fits, video and twilight shots). This is non-negotiable — photos are your listing.
- **Accurate, compelling MLS® listing** with a description that sells benefits, not just features.
- **Maximum syndication:** REALTOR.ca, the MaxWell network, and major search portals.
- **Social & digital exposure** to put your home in front of active local buyers.
- **The MaxWell Polaris advantage:** the backing, brand, and buyer reach of an established Edmonton brokerage.

Honest marketing, zero hype

We promise truthful listings — we sell your home on its real strengths. That builds buyer trust, and trust is what produces strong, firm offers.

CHAPTER 05

Showings & open houses

Once your home is live, the goal is simple: make it easy to see and impossible to forget.

Make showings effortless

- Be as flexible as possible — the easier your home is to view, the more offers you invite.
- Leave for showings so buyers can speak freely and picture themselves at home.
- Reset to "show-ready" each morning: tidy, bright, fresh-smelling, comfortable temperature.

Do open houses still work?

They can — as one tool among many. Their real value is concentrating attention in the first week and capturing buyers early in their search. We will advise whether an open house fits your home and timeline, rather than treating it as a default.

Safety & feedback

Every showing is an opportunity to learn. We gather buyer feedback and watch showing-to-offer ratios closely — if the market is telling us something, we adjust quickly and honestly.

CHAPTER 06

Offers, conditions & negotiation

An offer is the start of a conversation, not the end. Strong negotiation is calm, informed, and focused on your goals — price, possession date, and certainty of closing.

Look beyond the headline price

- **Conditions (subject-tos):** financing, home inspection, sale of buyer's home. Fewer conditions = more certainty.
- **Deposit size:** a larger deposit signals a serious, committed buyer.
- **Possession date:** the right date can be worth real money and convenience to you.
- **Inclusions/exclusions:** appliances and fixtures should be crystal clear in writing.

Multiple offers

In a competitive situation, the highest number is not always the best offer. We help you weigh price against conditions and reliability so you accept the offer most likely to actually close — on the terms that matter to you.

Your advocate at the table

We negotiate on your behalf with a clear head and your interests first — never pressuring you toward a quick deal that serves anyone but you.

CHAPTER 07

From accepted offer to possession day

Accepting an offer is a milestone, not the finish line. Here is what typically happens next in an Alberta sale.

The condition (subject removal) period

If the offer has conditions, the buyer works through them — arranging financing, completing a home inspection, reviewing documents. Once satisfied, they remove conditions in writing and the sale becomes **firm**. Until then, stay show-ready in case the deal does not proceed.

The road to closing

- **Lawyers handle the paperwork:** title transfer, payout of your mortgage, and adjustments.
- **Prepare for moving day:** book movers early, redirect mail, and arrange utility transfers.
- **Final walkthrough:** the buyer may verify the home is in agreed condition.
- **Possession day:** keys are exchanged once funds and title are in order.

We stay with you to the keys

Many issues surface between firm sale and possession. We coordinate with lawyers, lenders, and the buyer's agent so nothing falls through the cracks.

CHAPTER 08

What it costs to sell in Alberta

Knowing your costs up front protects your equity and prevents surprises. Budget for the following (figures vary by home and situation):

Typical seller costs

- **Real estate commission** — agreed up front and paid on completion; covers full marketing, negotiation, and representation.
- **Legal fees** — your lawyer manages title transfer and mortgage payout.
- **Mortgage payout / discharge** — remaining balance, plus any penalty for breaking a fixed term early.
- **Pre-sale preparation** — cleaning, minor repairs, optional staging.
- **Moving costs** — movers, supplies, utility transfers.

Good news for Alberta sellers

Alberta has **no land transfer tax** (only modest title and mortgage registration fees), which keeps overall transaction costs lower than in many provinces. We will give you a clear net-proceeds estimate before you list.

Ask us for a personalized **net sheet** — a simple breakdown of your estimated sale price minus every cost, so you know exactly what you will walk away with.

CHAPTER 09

Your week-by-week selling timeline

Every sale is unique, but here is a realistic rhythm for a well-run listing.

Weeks 1–2	Plan & prepare	Free valuation & pricing strategy, decluttering, repairs, staging, professional photography.
Week 3	Go live	Listing launches across MLS® and the MaxWell network; showings and (if right) an open house.
Weeks 3–5	Active marketing	Showings, buyer feedback, and weekly check-ins. Adjust strategy based on real market response.
On offer	Negotiate	Review offers, negotiate price, conditions, and possession date; accept the strongest deal.
After firm	To closing	Condition removal, lawyers, moving prep, final walkthrough.
Possession	Keys & done	Funds and title settle; keys exchanged. Welcome to your next chapter.

Most homes, most timelines

A prepared, well-priced Edmonton home commonly moves through this cycle in a matter of weeks, not months. Preparation up front is what keeps it on schedule.

CHAPTER 10

Why Realty & Radiance

We started Realty & Radiance because home sellers deserve better than pressure and noise. Our entire approach is built on a single promise: **Zero noise. Pure truth.**

Honest pricing

We tell you what your home is really worth and why — even when it isn't what you hoped to hear.

Truthful marketing

We sell your home on its genuine strengths. No hype, no bait. That earns buyer trust and stronger offers.

Your interests first

We advise, we never pressure. The right decision is always the one that serves your life and finances.

Backed by MaxWell Polaris

You get a personal, boutique experience with the reach, reputation, and resources of an established Edmonton brokerage behind you.

Ready for your free, no-obligation home valuation?

Get the real number for your home — clearly explained, with zero pressure to list.

Call/Text: 780-394-9674 | **Email:** Info@realtyandradiance.com

Online: www.realtyandradiance.com



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Questions about this guide or your home sale? Contact Deep Budhiraja — 780-394-9674 | Info@realtyandradiance.com | www.realtyandradiance.com