

Calgary Home Sale – Top Dollar Prep Checklist

Your Step-by-Step Guide to Selling Your Home Fast and For Maximum Value

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1. Know Your Market

- ☐ Research recent comparable sales in your neighborhood (within the last 90 days).
- ☐ Review Calgary Real Estate Board (CREB) market stats for your area.
- ☐ Identify your competition – what similar homes are currently listed for.
- ☐ Note key features buyers in your area are prioritizing (garage, finished basement, updated kitchen, etc.).

2. Prep Your Home for Listing

- ☐ Schedule a pre-listing home inspection.
- ☐ Fix any visible issues (leaky faucets, cracked tiles, broken lights).
- ☐ Deep clean from top to bottom – windows, walls, and carpets included.
- ☐ Declutter every space – donate, store, or sell unused items.
- ☐ Neutralize smells (pets, cooking, smoke).
- ☐ Fresh paint in light, neutral tones.
- ☐ Boost curb appeal: trim bushes, paint the front door, add fresh flowers.

3. Stage the Lifestyle

- ☐ Rearrange furniture to open up space and improve flow.
- ☐ Remove personal photos and bold décor.
- ☐ Add lighting to brighten dark areas.
- ☐ Set the dining table and add fresh towels or linens.
- ☐ Showcase outdoor spaces – patios, decks, or balconies.

 *Tip: Buyers fall in love with homes that “feel” move-in ready.*

4. Smart Pricing Strategy

- ☐ Compare your home to at least 3 active listings and 3 recent sales.
- ☐ Price slightly below your top competitors to generate interest early.
- ☐ Review pricing weekly — adjust quickly if showings are low.
- ☐ If selling FSBO, get a comparative market analysis (CMA) from a local Realtor.

5. Marketing Essentials

- ☐ Hire a professional photographer (or your agent should).
- ☐ Include drone or video walkthroughs for online listings.
- ☐ Write an attention-grabbing property description focused on benefits, not just features.
- ☐ Share your listing on social media, community groups, and Facebook Marketplace.
- ☐ Ensure your home is listed on MLS®, Zillow, and Realtor.ca.

6. During Showings

- ☐ Keep your home spotless daily — you'll get short-notice showing requests.
- ☐ Open blinds and curtains before every showing.
- ☐ Turn on lights and set a comfortable temperature.
- ☐ Leave during showings to let buyers explore freely.
- ☐ Provide a one-page feature sheet with highlights and upgrades.

7. Negotiation & Offers

- ☐ Review every offer carefully — look at terms, not just price.
- ☐ Be flexible on possession dates if it helps attract more buyers.
- ☐ Ask for proof of financing or deposit confirmation.
- ☐ If working with an agent, request a detailed net sheet to understand your true proceeds.

8. Bonus Tips for a Faster Sale

- ☒ Stage before photos — not after.
- ☒ Use soft music or pleasant scents during open houses.
- ☒ Post your listing at peak viewing times (Thurs/Fri afternoons).
- ☒ Offer a pre-inspection report to boost buyer confidence.



Want Help?

If you'd like a personalized strategy for your Calgary area property, contact:

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