



CALGARY, ALBERTA

IMPRESSION REAL ESTATE LTD.

HOME SELLER GUIDE

Prepare with purpose. Sell with confidence.

Samneet Oberoi

REAL ESTATE AGENT - CIR REALTY

REAL ESTATE DEVELOPER - IMPRESSION HOMES

+1 (403) 404-0020 | samneet.oberoi@gmail.com



START HERE

Five clear steps.

Each step prepares the next - from the first walkthrough to a successful closing.

HOME SELLER GUIDE

The selling journey.

01 Prepare

Clarify your goals, gather property information and prepare the home for market.

02 Price

Review comparable sales, current competition and the estimated net proceeds.

03 Market

Launch the property with strong presentation, broad exposure and a showing plan.

04 Negotiate

Compare price, conditions, deposit, possession and certainty across each offer.

05 Close

Complete legal documents, moving arrangements, adjustments and key release.

STEP 01 / PREPARE

Begin with the plan behind the sale.

A clear timeline, accurate property information and realistic preparation priorities make every later decision easier.

- | | | |
|-------|----------------------------|--|
| 01 | Define the objective | Identify your ideal timing, next move, financial priorities and any dates that cannot change. |
| <hr/> | | |
| 02 | Confirm property details | Review ownership, occupancy, improvements, permits, warranties, inclusions and known material facts. |
| <hr/> | | |
| 03 | Gather key documents | Collect the current tax notice, utility details, mortgage information, plans, warranties and condominium documents, if applicable. |
| <hr/> | | |
| 04 | Set preparation priorities | Separate essential repairs from optional improvements and focus on work that supports presentation and buyer confidence. |
| <hr/> | | |
| 05 | Plan the transition | Coordinate financing, temporary housing, movers, storage and the preferred possession date for your next step. |
| <hr/> | | |

IMPRESSION SUPPORT

Impression will help organize the preparation plan, identify the information buyers are likely to request and keep the listing timeline moving.

STEP 01 / PREPARE

Make the first impression count.

The goal is not perfection. It is a clean, cared-for and easy-to-understand home that photographs well and helps buyers picture the next chapter.

01 / REPAIR

Address visible maintenance concerns, incomplete work, burnt-out lights and items that may distract buyers.

02 / DECLUTTER

Reduce excess furniture and personal items so rooms feel open, functional and easy to navigate.

03 / CLEAN

Give special attention to kitchens, bathrooms, flooring, windows, lighting and high-touch surfaces.

04 / STAGE

Use furniture, art and accessories to clarify each room and create a calm, consistent presentation.

05 / PHOTOGRAPH

Complete cleaning, landscaping and final styling before photography, video or floor-plan appointments.

06 / MAINTAIN

Create a simple routine for showings, pets, valuables, temperature, lighting and seasonal exterior care.

STEP 02 / PRICE

Position the property for the market.

A pricing decision should reflect recent comparable sales, current competition, buyer demand, property condition and the seller's priorities.

COMPARATIVE MARKET ANALYSIS

Market value is a range - not a single promise.

Impression will compare relevant sold properties, active listings, expired listings and meaningful differences in location, size, condition, upgrades and timing.

THREE QUESTIONS TO ANSWER

01

Where will buyers compare this home?

Define the realistic search set, competing neighbourhoods and likely buyer profile.

02

What does the price communicate?

The list price affects attention, showing activity, negotiation room and time on market.

03

What matters most to you?

Balance timing, convenience, certainty and net proceeds before the listing goes live.

The best pricing strategy is the one supported by current evidence and aligned with your goals. Market feedback after launch should be reviewed objectively.

STEP 02 / PRICE

Estimate the proceeds before listing.

The sale price is not the amount you receive at closing. Review the likely deductions and adjustments early so the plan is based on net proceeds.

SELLER NET SHEET

Expected sale price	Add
Mortgage payout and lender charges	Deduct
Real estate commission and applicable GST	Deduct
Legal fees and disbursements	Deduct
Property-tax, utility or condo adjustments	Add / deduct
Repairs, staging, moving or storage	Deduct
Other agreed credits or closing items	Add / deduct

Ask for exact figures where they matter most.

Your lender confirms the mortgage payout and any penalty. Your lawyer confirms legal costs, adjustments and the final statement of proceeds.

Tax treatment depends on the property and your circumstances. Ask a qualified tax professional when the sale may have tax implications.

STEP 03 / MARKET

Launch with a complete marketing plan.

Impression will coordinate the story, presentation, exposure and follow-up so the listing reaches the right buyers with a consistent message.

01 / POSITIONING

Define the strongest buyer-facing features, neighbourhood advantages and the clearest reason to choose the property.

02 / VISUAL PRESENTATION

Coordinate polished photography and, where appropriate, video, floor plans, virtual content or aerial imagery.

03 / LISTING COPY

Prepare accurate, persuasive copy that highlights the home without overstating features or creating confusion.

04 / MARKET EXPOSURE

Distribute the listing through the MLS®, consumer real-estate websites, social media and direct professional networks.

05 / TARGETED OUTREACH

Share relevant opportunities with active buyers, agents, investors, builders and relocation contacts when appropriate.

06 / REPORTING

Track inquiries, showing activity, feedback and competing listings so the strategy can be reviewed with real evidence.

STEP 03 / MARKET

Turn attention into qualified showings.

A smooth showing process protects your time, presents the property consistently and gives buyers enough space to make a confident decision.

- 01

Set the access plan

Choose notice requirements, showing windows, lockbox access and any dates the property is unavailable.

- 02

Prepare before each visit

Use a short checklist for lighting, temperature, surfaces, pets, odours, music and exterior presentation.

- 03

Protect privacy and valuables

Remove medications, documents, keys, jewelry and personal information before the listing begins.

- 04

Collect useful feedback

Impression will follow up on buyer interest, objections, timing and price response, then summarize meaningful patterns.

- 05

Review the launch window

Early activity is valuable market evidence. Compare showings, inquiries and competing listings before changing strategy.

You do not need to be present for showings. Buyers usually speak more freely and spend more time when the seller is away.

STEP 04 / NEGOTIATE

Compare the complete offer - not only the price.

An offer combines money, timing, conditions and certainty. The strongest decision is the one that best supports your overall selling plan.

Purchase price

The amount offered and how it compares with the market and your expected proceeds.

Deposit

The amount, delivery deadline and strength of commitment represented by the deposit.

Financing

The buyer's financing condition, timing and any appraisal-related considerations.

Conditions

Inspection, financing, condo-document review, sale of property or other requirements.

Possession

The requested date and how well it fits your next purchase, move or tenant obligations.

Inclusions

Appliances, fixtures, furnishings, services, repairs or credits requested in the agreement.

YOUR OPTIONS

You may accept, reject or counter an offer. Impression will explain the differences, prepare a clear comparison and communicate your lawful instructions to the buyer's representative.

Read the entire agreement before signing. Once accepted, the contract creates binding obligations and important deadlines.

STEP 04 / NEGOTIATE

Manage the conditional period carefully.

After accepting a conditional offer, continue meeting every seller obligation while the buyer completes the reviews written into the agreement.

01 Financing and appraisal

Provide reasonable access and requested property information when required under the agreement.

02 Home inspection

Allow the agreed inspection access and review any amendment or repair request before responding.

03 Condominium documents

For a condominium, provide the documents required by the agreement and track delivery dates carefully.

04 Other due diligence

Complete any additional property-specific steps required by the agreement, including title, survey, legal or specialist reviews.

Keep the property insured and in the agreed condition. Do not assume the sale is firm until the written conditions are waived or satisfied according to the contract.

STEP 05 / CLOSE

Prepare for a smooth handover.

Your lawyer manages the transfer documents, mortgage payout, adjustments and sale proceeds. You manage the move, property condition and agreed possession.

TWO/THREE WEEKS BEFORE

- Set the lawyer or solicitor appointment and provide the accepted agreement and requested identification.
- Ask whether an updated Real Property Report, municipal compliance or other property documents are required.
- Confirm mortgage payout instructions, moving arrangements and the final utility or condominium details.
- Keep property insurance active until the legal transfer and possession are complete.

BEFORE POSSESSION

- Complete agreed repairs, remove all belongings and leave the property in the condition required by the agreement.
- Provide keys, remotes, access codes, manuals and other agreed items through the arranged handover process.

CLOSING DAY

- 01 The buyer's funds are delivered through the legal closing process.
- 02 Your lawyer pays required amounts, handles the mortgage discharge and completes the transfer.
- 03 Net sale proceeds are released according to your lawyer's instructions when closing is complete.

Possession and key release follow the signed agreement and your lawyer's confirmation - not simply the time shown on a calendar.



PREPARATION. POSITIONING. CONFIDENT NEGOTIATION.

Ready to position your property?

Start with a clear conversation about your goals, the current market, preparation priorities and the strategy that will support your next move.

ABOUT ME



Samneet Oberoi

Real estate, built around people and potential.

I chose real estate because I've always enjoyed helping people recognize the potential in a property - whether it's a place to call home, a renovation opportunity, or the foundation for a future development.

As a real estate agent with CIR Realty, I help buyers, sellers, investors, and builders throughout Calgary, Airdrie, and Chestermere. From first-time buyers and growing families to pre-construction properties, spec homes, renovation opportunities, inner-city multiplex projects, and lots for custom builds, I provide knowledgeable guidance across many areas of the market.

In just over two years, I've helped my clients complete more than \$25 million in real estate transactions, helped over 40 families find their home or dream project, and earned membership in CIR Realty's Executive Platinum Club. These achievements reflect the trust my clients place in me and my commitment to delivering attentive, dependable service.

My approach is built around listening carefully, communicating honestly, and understanding what matters most to each client. My goal is to make every real estate experience clear, comfortable, and well-informed while helping my clients make the right decision for their future.

REAL ESTATE AGENT - CIR REALTY

REAL ESTATE DEVELOPER - IMPRESSION HOMES

+1 (403) 404-0020

samneet.oberoi@gmail.com

impressionhomes.ca