

FROM LISTING TO CLOSING DAY

THE ROAD TO SOLD

PREPARED BY
BREE PINKSON | REALTOR® |
LPT REALTY

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Welcome

Selling your home is more than a real estate transaction. It's closing one chapter and making room for everything that's next.

Whether you're upsizing, downsizing, relocating, or simply ready for a change, I understand that selling a home comes with important decisions, big emotions, and plenty of questions.

My approach to real estate is simple: **personalized guidance, honest communication, and a strategy built around you.**

From understanding your home's value and preparing it for the market to negotiating offers and navigating possession day, I'm here to make the process feel clear, organized, and as seamless as possible.

Proudly serving Calgary, Chestermere, Strathmore, and surrounding communities, I believe you deserve more than someone who simply puts a sign on your lawn. You deserve someone who listens, advocates for your best interests, and treats your goals like they matter.

Your next chapter deserves a great beginning. Let's make your next move your best move.

BREE PINKSON
Real Estate Agent

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“Every home has a story,
and every move marks a
new chapter. My role is
to help you navigate the
transition with
confidence, clarity, and a
strategy that puts your
goals first”



why work with Bree?

YOUR HOME. YOUR GOALS. MY PRIORITY

Choosing the right REALTOR® is about more than finding someone to list your property. It's about working with someone who understands your goals, communicates openly, and genuinely cares about your experience.

As a REALTOR® with LPT Realty, I bring a personalized, detail-oriented approach to every transaction. With a background in real estate law as a paralegal, I understand the importance of contracts, timelines, and the little details that can make a big difference.

I believe every home deserves a thoughtful strategy, not a one-size-fits-all approach. From pricing and presentation to marketing and negotiations, my focus is on helping you make informed decisions while keeping the process organized and straightforward.

WHAT YOU CAN EXPECT WHEN WORKING WITH ME

PERSONALIZED SERVICE

Your goals, timeline, and priorities shape our selling strategy.

LOCAL MARKET INSIGHT

Guidance informed by market trends, comparable sales, and buyer activity across Calgary and surrounding communities.

STRATEGIC MARKETING

Thoughtful property presentation and targeted exposure designed to attract qualified buyers.

CLEAR COMMUNICATION

Honest advice, consistent updates, and someone you can turn to with questions throughout the process.

DEDICATED REPRESENTATION

Professional guidance and negotiation focused on protecting your interests from listing to possession day.



Bree Pinkson

Real Estate Agent

THE HOME selling process

Selling your home doesn't have to feel overwhelming. With the right preparation, a clear strategy, and professional guidance, each step can feel more manageable. Here's what to expect from our first conversation to possession day.



CONSULTATION & PLANNING

O1

We'll discuss your goals, timeline, and property details, review current market conditions, and develop a personalized selling strategy.



O2

PRICING & PREPARATION

Using a Comparative Market Analysis (CMA), we'll determine a competitive listing price and identify ways to prepare your home to make a strong first impression.



LISTING & MARKETING

O3

Your home is introduced to the market through professional presentation, MLS® exposure, digital marketing, and a strategy designed to reach potential buyers.



O4

SHOWINGS & OFFERS

We'll coordinate showings, monitor buyer feedback, review offers, and negotiate price, conditions, and possession dates with your best interests in mind.



CONDITIONS & FINALIZING THE SALE

O5

Once an offer is accepted, the buyer works toward satisfying any conditions, such as financing or a home inspection. We'll monitor deadlines and coordinate the next steps.



O6

CLOSING & POSSESSION DAY

Your real estate lawyer handles the legal transfer, mortgage payout, and closing funds. Once the transaction is completed and possession is authorized, the keys are released to the new owners.

Every home has a story, and every sale is different. Understanding what happens behind the scenes can help you feel prepared, confident, and in control throughout the process.

BEFORE WE LIST

Our journey begins with understanding your goals, reviewing comparable properties, and determining how to position your home in the current market. We'll discuss pricing, preparation, marketing, and the timing that works best for you.

ONCE YOUR HOME HITS THE MARKET

Your property will be introduced to potential buyers through MLS® and our marketing strategy. I'll coordinate showings, communicate feedback, and keep you informed about market activity so we can make adjustments when needed.

WHEN AN OFFER COMES IN

We'll review more than just the purchase price. Conditions, deposits, included items, and possession dates all play an important role. I'll help you understand your options and negotiate terms that align with your goals.

FROM ACCEPTED OFFER TO POSSESSION

Once an offer is accepted, we'll work through any conditions and important deadlines. After the sale becomes unconditional, your lawyer will handle the legal closing process, including the transfer of ownership and distribution of sale proceeds.

MY COMMITMENT TO YOU

My role is to simplify the process, answer your questions, and ensure you feel supported from our first conversation until the keys are handed over.

Your home. Your goals. Your next chapter.

Why work with a seller's agent

Selling your home involves much more than putting a sign on the lawn and waiting for an offer. From determining the right asking price to navigating contracts, negotiations, and possession day, every decision can impact your overall experience and financial outcome.

Having a dedicated REALTOR® means having someone in your corner who understands the local market, advocates for your interests, and helps you navigate the process with confidence.

As your listing agent, my role is to provide honest advice, strategic guidance, and clear communication throughout the sale. I'll help you understand your options, anticipate potential challenges, and make informed decisions that align with your goals.

How a seller's agent support you

- Provides market knowledge and local insight
- Helps you understand pricing and property value
- Manages contracts, timelines, and key details
- Negotiates on your behalf to protect your interests
- Coordinates inspections, appraisal, and closing steps
- Acts as your advocate throughout the entire process



Is now the right time to sell?

KEY FACTORS TO CONSIDER BEFORE PUTTING YOUR HOME ON THE MARKET

There's no one-size-fits-all answer to when you should sell your home. While market conditions play an important role, the right timing ultimately depends on your goals, financial situation, and what comes next.

Whether you're looking for more space, downsizing, relocating, or exploring new opportunities, understanding your options is the first step toward making a confident decision.

Together, we'll look at the bigger picture and develop a strategy that makes sense for you.

LOCAL MARKET CONDITIONS

Calgary and surrounding communities can experience different market trends. We'll review recent comparable sales, active listings, inventory levels, and buyer demand to understand how your home may perform in today's market.

YOUR GOALS & TIMELINE

Are you moving for more space, a lifestyle change, or a new opportunity? Your reason for selling, ideal possession date, and flexibility will help determine the right approach.

EQUITY & FINANCIAL CONSIDERATIONS

Understanding your estimated home equity, outstanding mortgage balance, potential mortgage penalties, REALTOR® commissions, and legal fees can help you determine what you may walk away with after selling.

PRICING & MARKET EXPECTATIONS

The right pricing strategy can make a significant difference. We'll evaluate your home's condition, location, competition, and current buyer activity to establish realistic expectations and position your property effectively.

preparing your home for the market

First impressions matter, especially when buyers are comparing multiple properties online and in person.

Preparing your home for sale doesn't necessarily mean investing in expensive renovations. Often, small improvements, thoughtful presentation, and attention to detail can make a meaningful difference in how buyers perceive your property.

Before listing, we'll walk through your home together, identify areas worth addressing, and prioritize improvements that make sense for your budget, timeline, and current market conditions..

REPAIRS & MAINTENANCE

Address visible wear and tear, minor repairs, and maintenance concerns. Fixing leaky faucets, touching up paint, and ensuring major systems are functioning properly can help buyers feel more confident about the home's condition.

DECLUTTERING & PRESENTATION

A clean, organized space allows buyers to focus on your home's features. Removing excess furniture, personal items, and clutter can help rooms feel more spacious, welcoming, and move-in ready.

CURB APPEAL & FIRST IMPRESSIONS

Buyers begin forming opinions before stepping inside. Maintain your landscaping, tidy the entrance, clean windows, and ensure walkways are safe and accessible, especially during Alberta's winter months.

STAGING & PHOTOGRAPHY READINESS

Thoughtful furniture placement, balanced lighting, and simple décor can highlight your home's best features. Preparing each space for professional photography helps create a strong first impression online.

Clear
steps
create
confident
decisions.

pricing your home strategically

The right price can make all the difference. Price too high, and your home may sit on the market longer than expected. Price too low without a clear strategy, and you could risk leaving money on the table.

My approach to pricing is rooted in research, local market knowledge, and a clear understanding of what buyers are willing to pay.

Together, we'll review the numbers, evaluate your home's unique features, and establish a pricing strategy that aligns with your goals and current market conditions.

market data & comparable sales

A Comparative Market Analysis (CMA) reviews recently sold properties similar to yours in location, size, condition, and features. These sales help us understand what buyers have actually paid in your area.

ACTIVE LISTINGS & COMPETITION

Your home doesn't enter the market alone. We'll review competing properties, their asking prices, and how your home compares to ensure it's positioned to attract attention.

timing & market conditions

Inventory levels, days on market, seasonal trends, and buyer activity all influence pricing. What works in one Calgary neighbourhood may not work in Chestermere or Strathmore.

flexibility & adjustments

Once your home is listed, we'll monitor showings, feedback, and market activity. If needed, we'll revisit our strategy to keep your property competitive and aligned with your selling goals.

marketing your property

YOUR HOME DESERVES MORE THAN JUST A LISTING.

Today's buyers often begin their home search online, which means your property's first impression happens long before someone walks through the front door.

My approach to marketing is about more than exposure. It's about showcasing your home's best features, reaching the right audience, and creating a strategy that makes your property stand out in a competitive market.

Every home is unique, and your marketing strategy should reflect that.

01 professional presentation

First impressions matter. From preparing your home for photography to creating compelling property descriptions, we'll highlight the features that make your home special and help buyers envision themselves living there.

02 online exposure

Your listing will be marketed through the MLS® System and eligible real estate platforms, including REALTOR.ca, helping buyers and their agents discover your property. Accurate details, quality visuals, and strategic positioning help your home stand out.

03 open houses & showing

Marketing doesn't end when your listing goes live. I'll coordinate showing requests, communicate with interested agents, monitor buyer feedback, and help evaluate how your home is performing in the market.

04 marketing transparency

Social media offers another opportunity to showcase your property. Depending on your home's marketing plan, we can use property tours, engaging reels, and digital content to introduce your listing to potential buyers across Calgary and surrounding communities.



showings & *open houses*

MAKING EVERY FIRST IMPRESSION COUNT

Once your home is listed, it's time to welcome potential buyers through the door.

Showings give buyers the opportunity to experience your home beyond the photographs, explore the layout, and imagine what living there could look like.

I'll help coordinate appointments, communicate with agents, and keep you informed throughout the process so you know what to expect every step of the way.

01 | SCHEDULING & ACCESS

We'll discuss your availability and establish showing instructions that work for your household. While flexibility can create more opportunities, we'll also consider your schedule, privacy, and comfort.

02 | PREPARING FOR SHOWINGS

Before each appointment, aim for a clean, bright, and welcoming space. Make the beds, clear countertops, open blinds, turn on lights, and secure valuables. Whenever possible, allow buyers to tour the home without the seller present.

03 | OPEN HOUSE OPPORTUNITIES

Depending on your property and current market conditions, an open house may be part of our marketing strategy. It's an opportunity for multiple potential buyers to explore your home during a designated time.

04 | FEEDBACK & COMMUNICATION

Following showings, I'll seek feedback from buyers' agents when available. We'll review buyer interest, common observations, and showing activity to help determine whether adjustments to our strategy are needed.

WHAT YOU CAN EXPECT FROM ME

Clear communication, organized showing coordination, and honest feedback. My goal is to make the selling experience as seamless as possible while keeping your best interests at the forefront.

home preparation checklist

SMALL DETAILS. STRONG FIRST IMPRESSIONS.

PREPARING YOUR HOME FOR SALE DOESN'T HAVE TO BE OVERWHELMING. USE THIS CHECKLIST TO FOCUS ON THE DETAILS THAT HELP YOUR PROPERTY LOOK ITS BEST, BOTH ONLINE AND IN PERSON.

LIVING ROOM

- ☐ Keep furniture minimal and well-arranged
- ☐ Clean upholstery and cushions
- ☐ Remove ashtrays and pet items
- ☐ Dust fireplace mantel and décor
- ☐ Store remote controls neatly
- ☐ Add neutral, inviting accents (pillows, throws)

KITCHEN

- ☐ Deep clean refrigerator, oven, and stove
- ☐ Wipe cabinets and polish hardware
- ☐ Organize inside drawers and cupboards
- ☐ Remove magnets and clutter from fridge door
- ☐ Take out trash and clean bins
- ☐ Ensure all appliances are functioning
- ☐ Keep counters as clear as possible

BEDROOMS

- ☐ Declutter closets and organize clothing
- ☐ Store personal items out of sight
- ☐ Refresh bedding and pillows
- ☐ Dust nightstands and lamps
- ☐ Ensure window treatments are clean
- ☐ Keep décor neutral and relaxing
- ☐ Make beds hotel-style for photos

BATHROOM

- ☐ Clean all countertops and sinks
- ☐ Remove rust, soap residue, and water stains
- ☐ Refresh caulking around tubs, showers, and sinks
- ☐ Replace worn towels and bath mats
- ☐ Clean or update shower curtain / glass
- ☐ Organize toiletries and hide personal items
- ☐ Ensure toilet functions properly
- ☐ Check ventilation fan and water pressure
- ☐ Wipe cabinets and tidy inside
- ☐ Empty trash and add fresh liners

DINING ROOM

- ☐ Clear table surface
- ☐ Use one simple centerpiece
- ☐ Clean any glass or mirrored surfaces
- ☐ Ensure chairs are evenly spaced

LAUNDRY ROOM

- ☐ Wipe countertops and appliances
- ☐ Organize laundry supplies on shelves
- ☐ Clean washer and dryer surfaces
- ☐ Put away all clothing and baskets

receiving & negotiation offers

UNDERSTANDING YOUR OPTIONS & MAKING CONFIDENT DECISIONS

Receiving an offer is an exciting milestone, but there's more to consider than the purchase price.

Every offer comes with its own terms, conditions, and timelines. My role is to help you understand the details, evaluate your options, and negotiate with your best interests in mind.

Together, we'll review each offer carefully so you can make an informed decision about your next move.



OFFER PRICE:

We'll look beyond the proposed purchase price to review the deposit, financing terms, conditions, included items, possession date, and any additional requests.



UNDERSTANDING CONDITIONS

In Alberta, offers may include conditions such as financing approval, a satisfactory home inspection, or condominium document review. We'll discuss how these conditions affect the transaction and the timeline for moving forward.



NEGOTIATING THE TERMS

You may choose to accept an offer, reject it, or negotiate through a counteroffer. I'll help you evaluate the strengths and risks of each option while working toward terms that align with your priorities.



ACCEPTING AN OFFER

Once all parties have signed and agreed to the terms, you have a binding purchase contract, subject to any conditions included. We'll then track important deadlines and work toward satisfying or waiving conditions in accordance with the contract.



REMEMBER

The best offer isn't always the one with the highest price. Strong financing, reasonable conditions, a suitable possession date, and the buyer's ability to complete the purchase can all influence the overall strength of an offer.

MY COMMITMENT

You'll never be left guessing what an offer means. I'll explain your options, answer your questions, and provide the guidance you need to move forward with confidence.



Negotiations are a normal part of selling a home. Buyers may request changes to the price, possession date, conditions, or other terms before both parties reach an agreement. My role is to help you understand each request, evaluate your options, and make decisions that support your goals.

Every negotiation is different, but having a clear strategy can help us navigate the process with confidence.

01 | PRICE & COUNTEROFFERS

An initial offer may not reflect a buyer's final position. We'll review the proposed price alongside recent comparable sales, market activity, and your priorities to determine whether accepting, countering, or declining makes sense.

02 | TERMS & POSSESSION DATES

Price is only one part of an offer. Deposit amounts, included appliances, possession dates, and other contractual terms can influence how well an offer works for you.

03 | CONDITIONS & BUYER REQUESTS

Buyers may request financing, inspection, or condominium document review conditions. We'll discuss the implications of each condition, including deadlines and any requests that arise before the transaction becomes unconditional.

04 | MULTIPLE-OFFER SITUATIONS

If more than one buyer expresses interest, we'll review the available offers and develop a strategy that follows Alberta's real estate rules and your instructions. The strongest offer may not necessarily be the highest-priced one.

YOUR DECISION, MY GUIDANCE

You remain in control of whether to accept, reject, or counter an offer. My responsibility is to provide clear information, professional advice, and skilled representation throughout the negotiation process.

THE GOAL

To reach an agreement that balances price, terms, timing, and certainty, while keeping your best interests at the centre of every decision.

STRATEGY.
CLARITY.
CONFIDENCE.

INSPECTIONS, CONDITIONS & APPRAISALS

WHAT HAPPENS AFTER ACCEPTING AN OFFER?

ACCEPTING AN OFFER IS AN EXCITING MILESTONE, BUT THERE MAY STILL BE A FEW IMPORTANT STEPS BEFORE YOUR SALE BECOMES UNCONDITIONAL.

DEPENDING ON THE PURCHASE CONTRACT, BUYERS MAY NEED TIME TO ARRANGE FINANCING, COMPLETE A HOME INSPECTION, REVIEW CONDOMINIUM DOCUMENTS, OR SATISFY OTHER AGREED-UPON CONDITIONS.

HOME INSPECTIONS & BUYER REQUESTS

Buyers may arrange a professional home inspection to evaluate the property's condition. If concerns arise, they may request repairs, a price adjustment, or another resolution. We'll review any requests together before deciding how to respond.

FINANCING & PROPERTY APPRAISALS

Buyers may need final mortgage approval, and their lender may require a property appraisal. If financing or appraisal concerns arise, we'll discuss how they could affect the transaction and what options may be available.

CONDITIONS & MOVING FORWARD

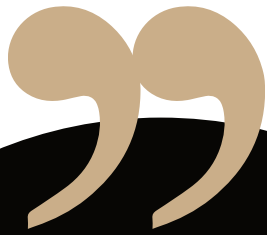
Once the buyer has satisfied or waived all conditions according to the purchase contract, the sale becomes unconditional. I'll help track deadlines, confirm the necessary documentation, and guide you through the next steps toward closing.

WHAT HAPPENS NEXT?

Once conditions are removed, we'll shift our focus to the legal closing process, preparing for possession day, and ensuring you're ready for your next chapter.

Closing the sale & final steps

WHAT TO EXPECT AS
YOUR HOME SALE
REACHES THE FINISH LINE



*I'm here to guide you
through closing and make
sure every detail is handled
with care.*



Congratulations! Once all conditions have been satisfied or waived, you're one step closer to completing your home sale.

The closing process involves finalizing legal documents, addressing outstanding financial obligations, and preparing to transfer ownership to the buyer.

While your real estate lawyer handles the legal transfer, I'll continue to guide you through the final details and help ensure you're prepared for possession day.

01 | WORKING WITH YOUR REAL ESTATE LAWYER

Your Alberta real estate lawyer will prepare and review the necessary closing documents, coordinate with the buyer's lawyer, and arrange for any existing mortgage or registered financial obligations to be addressed. You'll also meet with your lawyer to sign the required paperwork.

02 | FINALIZING FINANCES & SALE PROCEEDS

Your lawyer will prepare a statement showing the sale price, mortgage payout, legal fees, applicable adjustments, and other closing costs. Once the transaction is completed and funds are available, your lawyer will arrange for your remaining sale proceeds to be paid to you.

03 | PREPARING FOR POSSESSION DAY

Before possession, you'll need to remove your belongings, complete the agreed-upon cleaning, and ensure the property is left in the condition required by the purchase contract. We'll coordinate the final details so the buyer can receive possession as agreed.

ONE CHAPTER CLOSES, ANOTHER BEGINS.

From the first consultation to handing over the keys, my goal is to make your selling experience feel organized, informed, and supported every step of the way.

moving support

HELPING YOU PREPARE FOR YOUR NEXT
CHAPTER



Selling your home is an exciting milestone, but preparing for what comes next can feel like a lot to manage. Between packing, organizing, coordinating services, and preparing for possession day, there are plenty of details to consider.

The key to a smooth transition is planning ahead. Once your sale becomes unconditional, it's a good time to arrange movers, begin packing belongings you don't use every day, and start preparing for your next home. Taking care of the smaller tasks early can make moving week much more manageable.

As possession day approaches, you'll also want to coordinate utility transfers, update your mailing address, and ensure your home is ready for its new owners. This includes removing personal belongings, completing any cleaning required by your purchase contract, and gathering keys, garage remotes, and access fobs.

HERE FOR MORE THAN THE SALE

My commitment to you doesn't end when an offer is accepted or the paperwork is signed. Whether you're moving across Calgary, settling into Chestermere, or beginning a completely new chapter, I'm here to answer questions and help make your transition as seamless as possible.

Because selling a home isn't just about closing one door. It's about feeling confident and excited to open the next.

moving checklist

Scheduling your move is an important step as closing approaches. While timelines may vary, planning ahead can help reduce stress and support a smooth transition.

Coordinating logistics such as hiring movers, packing belongings, and updating your address ensures everything is in place when the sale is finalized. Creating a simple moving plan allows you to stay organized and focus on the final steps before handing over the property.

BEFORE YOU LIST

- ☐ Declutter and donate unused items
- ☐ Start collecting boxes and packing supplies
- ☐ Deep clean the home
- ☐ Schedule any repairs or touch-ups

AFTER ACCEPTING AN OFFER

- ☐ Begin packing non-essential items
- ☐ Research and book a moving company
- ☐ Notify utility companies of move-out date
- ☐ Gather warranties, manuals, and keys for the buyer

ONE WEEK BEFORE CLOSING

- ☐ Confirm moving day logistics
- ☐ Change your address (postal service, bank, subscriptions)
- ☐ Prepare a box of essentials for your first night in the new home
- ☐ Clean the house or schedule a cleaning service

ON CLOSING DAY

- ☐ Do a final walkthrough (if needed)
- ☐ Turn off lights, lock doors, and leave any agreed-upon items
- ☐ Bring ID and keys to closing
- ☐ Celebrate — you did it!

*“From preparation to closing, my goal is
to guide and support you every step of
the way”*

BREE PINKSON | LPT REALTY

THANK YOU



I APPRECIATE THE OPPORTUNITY TO WORK WITH YOU

Thank you for taking the time to review this Home Seller Guide.

Selling a home is an important milestone, and being well-informed is key to navigating the process with confidence. This guide was created to provide clarity, set realistic expectations, and help you understand each step involved in selling your home.

Thank you for trusting me as a resource. I look forward to guiding and supporting you throughout your real estate journey.

BREE
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Q

&

A

How do I know what my home is worth?

Your home's value depends on several factors, including its location, condition, size, recent comparable sales, and current buyer demand. I'll prepare a Comparative Market Analysis (CMA) to help us determine a competitive listing price based on what's happening in your local market.

Do I need to renovate before selling?

Not necessarily! Sometimes a fresh coat of paint, a thorough cleaning, and thoughtful staging can make a meaningful difference. Before you spend money on renovations, we'll discuss which improvements are worth considering and which may not provide a worthwhile return.

How long will it take to sell my home?

Every property and market is different. Pricing, location, property condition, competition, and buyer activity can all influence how quickly a home sells. I'll review local market trends with you and help establish realistic expectations.

What costs should I expect when selling?

Common selling expenses may include REALTOR® commissions and applicable GST, legal fees, mortgage payout penalties, moving costs, and adjustments for property taxes or other expenses. We'll review your estimated costs so you have a clearer understanding of your potential proceeds.

Can I buy my next home before selling my current one?

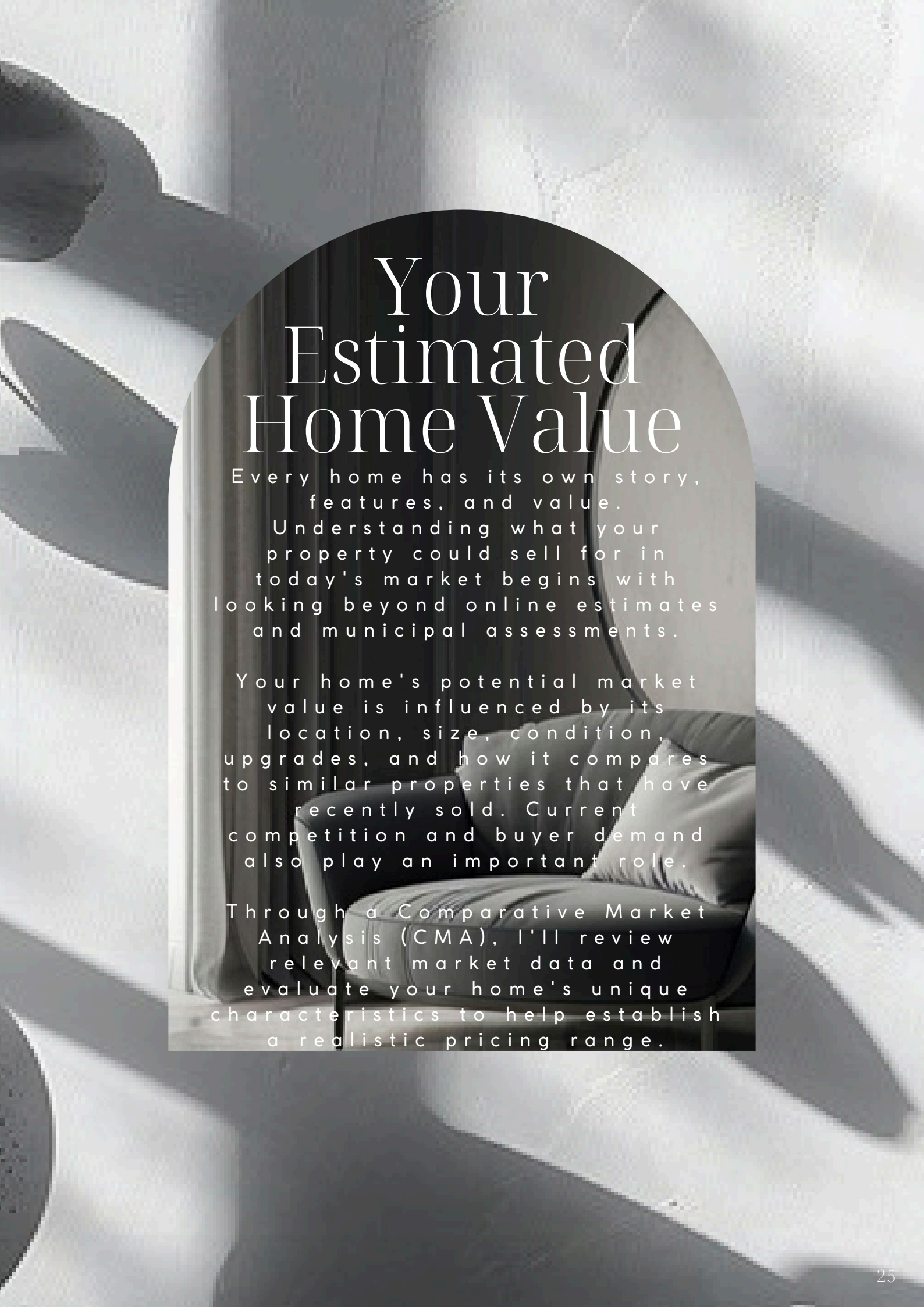
Yes, depending on your financial situation and mortgage qualification. Some homeowners buy first, while others prefer to sell before purchasing. We'll discuss your timeline and options, and I can help coordinate with your mortgage professional to develop a plan that works for you.

What happens if my home doesn't sell right away?

We'll review showing activity, buyer feedback, competing listings, and changes in the market. If necessary, we can adjust our marketing or pricing strategy to help improve your home's position.

STILL HAVE QUESTIONS?

Every home and every selling situation is unique. I'm always happy to talk through your options and help you make informed decisions without pressure.



Your Estimated Home Value

Every home has its own story,
features, and value.

Understanding what your
property could sell for in
today's market begins with
looking beyond online estimates
and municipal assessments.

Your home's potential market
value is influenced by its
location, size, condition,
upgrades, and how it compares
to similar properties that have
recently sold. Current
competition and buyer demand
also play an important role.

Through a Comparative Market
Analysis (CMA), I'll review
relevant market data and
evaluate your home's unique
characteristics to help establish
a realistic pricing range.

similar active homes

A SAMPLE COMPARATIVE MARKET ANALYSIS

One of the first steps in determining a home's market value is reviewing similar properties currently listed for sale.

These homes represent the competition buyers may consider when deciding which properties to view and what they're willing to offer.

Below is a fictional example of how active listings can help inform a pricing strategy.

OUR EXAMPLE PROPERTY

A detached, two-storey home in Calgary featuring 3 bedrooms, 2.5 bathrooms, approximately 1,750 square feet, and an attached double garage.

COMPARABLE ACTIVE LISTINGS

Property	Size	Beds / Baths	Asking Price
Home A	1,680 sq. ft.	3 / 2.5	\$579,900
Home B	1,820 sq. ft.	3 / 2.5	\$599,900
Home C	1,740 sq. ft.	4 / 2.5	\$609,900

All properties and prices shown are fictional and provided for educational purposes only.

WHAT DOES THIS TELL US?

These properties give us a starting point for understanding how similar homes are positioned in the market. However, asking prices don't necessarily represent what buyers are willing to pay.

To develop a more accurate pricing strategy, we'll also examine recently sold homes, property condition, upgrades, location, and current buyer demand.

THE TAKEAWAY

A successful pricing strategy considers both the competition currently available and the prices buyers have actually paid for comparable properties.

recently sold homes

A CLOSER LOOK AT MARKET VALUE

While active listings show us the competition, recently sold properties provide valuable insight into what buyers have been willing to pay.

When preparing a Comparative Market Analysis (CMA), I review comparable sales and consider differences in size, condition, location, upgrades, and property features. Let's continue with our fictional Calgary home to see how this works.

OUR EXAMPLE PROPERTY

A detached, two-storey home in Calgary featuring 3 bedrooms, 2.5 bathrooms, approximately 1,750 square feet, and an attached double garage.

COMPARABLE ACTIVE LISTINGS

Property	Size	Beds / Baths	Asking Price
Home D	1,690 sq. ft.	3 / 2.5	\$575,000
Home E	1,810 sq. ft.	3 / 2.5	\$592,000
Home F	1,760 sq. ft.	4 / 2.5	\$605,000

All properties and prices shown are fictional and provided for educational purposes only.

WHAT DOES THIS TELL US?

In this example, comparable homes sold between \$575,000 and \$605,000. However, that doesn't automatically mean our example property is worth the average of those prices.

A home with a renovated kitchen, finished basement, or premium lot may command a different price than one with original finishes or deferred maintenance.

That's why a CMA looks beyond square footage and sale prices to understand what makes each property different.

THE TAKEAWAY

Recently sold homes help establish a realistic foundation for pricing. When combined with active listings and your home's unique features, they help us develop a strategy supported by market evidence rather than guesswork.

Bringing It All Together

FROM MARKET DATA TO A PRICING STRATEGY

Determining your home's market value involves more than comparing a few prices. It's about understanding what buyers are willing to pay, how your property compares to the competition, and what makes your home unique.

Using our fictional Calgary property, let's see how the information from our sample CMA comes together.

OUR EXAMPLE PROPERTY

A detached, two-storey home in Calgary featuring 3 bedrooms, 2.5 bathrooms, approximately 1,750 square feet, and an attached double garage.

WHAT THE MARKET TELLS US

Comparable active listings: \$579,900–\$609,900

Recently sold comparable homes: \$575,000–\$605,000

The active listings show how similar properties are currently positioned, while recent sales provide evidence of what buyers have paid.

After considering the example property's size, features, and assumed average condition, we can develop an illustrative market value range.

ESTIMATED MARKET VALUE

\$585,000–\$600,000

ILLUSTRATIVE LISTING PRICE: \$594,900

This suggested asking price positions our fictional property within the range of comparable sales while considering competing listings.

A real pricing recommendation would also account for neighbourhood-specific trends, property condition, upgrades, lot characteristics, and current buyer activity.

WHY THE RIGHT PRICE MATTERS

Pricing your home strategically can help attract qualified buyers, generate meaningful interest, and support a successful negotiation.

The goal isn't simply to choose the highest possible asking price. It's to find the right balance between your property's value, current market conditions, and your selling goals.

YOUR HOME. YOUR GOALS. YOUR STRATEGY.

Every property deserves an individualized approach. When it's time to sell, I'll prepare a market analysis tailored to your home and help you make an informed decision about pricing.

This CMA example uses fictional properties and prices for educational purposes only. It does not represent current Calgary market data, a formal appraisal, or a guaranteed selling price.



understanding real estate commissions

WHAT SELLERS SHOULD KNOW ABOUT REALTOR® FEES

Understanding the costs involved in selling your home is an important part of planning your next move. My goal is to make those costs clear and transparent from the beginning.

HOW COMMISSIONS WORK

My commission structure is 3.5% on the first \$100,000 of the sale price and 1.5% on the remaining balance, plus applicable GST. This is the fee structure I offer, not a mandatory Alberta industry rate. All commissions are negotiable and confirmed in your listing agreement.

WHAT YOUR COMMISSION COVERS

Your commission supports the professional services involved in selling your home, including market analysis, pricing guidance, property marketing, showing coordination, negotiations, and transaction management.

WHEN COMMISSIONS ARE PAID

Commissions are typically paid from the sale proceeds through the closing process, according to the terms of your listing agreement.

UNDERSTANDING YOUR FINAL PROCEEDS

Your final proceeds will also depend on your mortgage payout, legal fees, potential mortgage penalties, and applicable closing adjustments. I'll help you understand these costs before listing.

what my commission covers

I believe you deserve total clarity about commissions not vague explanations. My goal is to be fully transparent so you understand exactly what you are investing in, how commissions work, and what you receive in return.

For your home, priced at \$660,990, the real estate commission is calculated at 3.5% on the first \$100,000 and 1.5% on the remaining balance, for each REALTOR®, plus applicable GST.

This represents a combined commission of \$23,829.70 before GST, or \$25,021.19 including 5% GST, shared between the listing and buyer's brokerages.

The final commission is calculated based on the actual selling price and the terms of your listing agreement.

This amount is not kept entirely by me. It is shared between the listing agent and the buyer's agent, and each portion covers the marketing, professional services, brokerage fees, insurance, transaction management, and operational costs required to sell your home safely, strategically, and successfully.

But beyond the structure of the commission, here is exactly what my portion covers, and why it matters for the results you want.



PERSONALIZED SERVICE FROM BEGINNING TO END

Selling your home should feel organized, informed, and supported. I coordinate showings, communicate with interested agents, gather buyer feedback, and keep you updated throughout the process.

You'll have a dedicated REALTOR® who understands your goals, answers your questions, and provides honest guidance when important decisions arise.



STRATEGIC NEGOTIATION THAT PROTECTS YOUR INTERESTS

The strongest offer isn't always the highest offer. I carefully evaluate purchase prices, deposits, financing and inspection conditions, possession dates, and other contractual terms.

My goal is to negotiate an agreement that protects your interests, supports your financial goals, and puts you in the strongest possible position for a successful sale.



SEAMLESS COORDINATION FROM CONTRACT TO POSSESSION

Once an offer is accepted, there's still work to be done. I help manage contractual deadlines, communicate with the buyer's REALTOR®, and coordinate with Alberta real estate lawyers, mortgage professionals, inspectors, and other parties as needed.

From condition removal to possession day, I'll help keep the transaction organized and ensure you understand what comes next.



MORE THAN A COMMISSION. A COMMITMENT TO YOU.

My commission reflects the time, preparation, marketing, professional representation, and personal attention involved in selling your home.

With a commission structure of 3.5% on the first \$100,000 and 1.5% on the remaining sale price for each brokerage, plus GST, my focus is on delivering meaningful value throughout the entire experience.

You're not simply paying to have your home listed. You're investing in a personalized strategy, knowledgeable representation, and a REALTOR® who is committed to helping you achieve the best possible outcome.

Your Selling Experience, Personalized

ONE APPROACH. BUILT AROUND YOU.

Every home is different, and every seller has their own reasons for making a move. That's why I believe your real estate experience should be tailored to your property, your timeline, and your goals.

Whether you're selling your first home, downsizing, relocating, or preparing for your next investment, my approach combines professional representation with the personal attention you deserve.

A STRATEGY DESIGNED FOR YOUR HOME.

We'll begin by discussing your goals, reviewing current market conditions, and developing a pricing and marketing strategy that makes sense for your property.

From preparing your home for listing to showcasing its best features, every recommendation is made with your circumstances in mind.

GUIDANCE YOU CAN COUNT ON

Selling a home comes with important decisions. I'll help you understand offers, negotiate terms, navigate conditions, and prepare for closing.

You can expect honest advice, clear communication, and professional support throughout the process.

PERSONAL SERVICE, EVERY STEP OF THE WAY

I believe real estate should feel personal, not transactional. You'll have someone who takes the time to listen, answer questions, and keep your priorities at the centre of every decision.

YOUR HOME. YOUR GOALS. YOUR NEXT CHAPTER.

My commitment is to provide a thoughtful, well-organized selling experience that helps you move forward with confidence.

Bree Pinkson | REALTOR®
LPT Realty | 587-998-4770
www.breepinkson.com

notes



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