

# SELLER'S STRATEGY GUIDE

How to Price Your Home Right & Sell Faster in Calgary

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## STRATEGY #1: PRICE IT RIGHT THE FIRST TIME

The #1 reason homes don't sell? Overpricing.

Here's what happens:

- You list at \$800K
- It sits for 60+ days
- Buyers think "Something's wrong with it"
- You finally drop price to \$750K
- Still nobody buys (Market moved on)
- Result: Sell after 90 days for \$740K

A better approach:

- Price at \$775K (market value)
- Sell in 20 days for \$780K (bidding war)
- Net result: \$40K more, 70 days faster

The math: Price low → Sell fast → Get top dollar.

How to know the right price:

- ✓ Analyze recent comparable sales (homes like yours that sold)
  - ✓ Factor in condition, upgrades, location
  - ✓ Check market days (slow market = lower price)
  - ✓ Work with a realtor who's current on the market
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## STRATEGY #2: MAKE IT LOOK LIKE A MAGAZINE

Buyers decide in 5 seconds if they like your home.

Quick wins:

- Fresh paint (neutral colors: white, gray, beige)
- Clean landscaping (mulch, trim, mow)
- New mailbox + house numbers (costs \$50, looks like \$500)

- Declutter (Remove 50% of visible items)
- Clean, don't renovate (Clean closets sell better than expensive kitchens)

Cost: \$500-1,500

Payoff: \$10,000-30,000 in higher sale price

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### **STRATEGY #3: PROFESSIONAL PHOTOS MATTER**

Cheap photos: Blurry, bad lighting, awkward angles

Professional photos: Bright, warm, inviting, selling the lifestyle

Buyers see 70% of homes on their phone FIRST. If your photos are bad, they'll never schedule a showing.

What to expect:

- 20-40 high-quality photos
- Possibly a drone shot (if house has good lot/setting)
- Virtual tour (increasingly important)

Cost: \$300-800

Result: 30-50% more showings, often sell 5-10 days faster

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### **STRATEGY #4: KNOW YOUR TIMELINE**

Are you in a hurry? Price lower, list now, accept first offer.

Can you wait 30 days? Price right, wait for multiple offers, negotiate better terms.

Timeline decisions:

- Selling to buy immediately? Price aggressively.
  - Job transfer in 2 months? Price competitively, prep for quick sale.
  - No rush? Price optimally, wait for right buyer.
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### **STRATEGY #5: UNDERSTAND CLOSING COSTS**

Surprise: You pay some costs at closing, too.

Seller closing costs (typically 5-8% of sale price):

- Real estate commission (4-4.5%)
- Title insurance
- Legal fees
- Any remaining mortgage
- Property tax adjustments

Example: \$500K home

- Commission: \$20,000-30,000
- Other costs: \$3,000-5,000
- Total: \$23,000-35,000 out of your pocket

Plan for this. Don't be surprised.

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## **STRATEGY #6: PREPARE FOR INSPECTIONS**

Buyers will hire an inspector. Prepare for it:

- ✓ Fix obvious issues (leaky faucets, missing tiles)
- ✓ Get records ready (renovation permits, receipts for upgrades)
- ✓ Be honest about issues (Hiding problems creates legal liability)
- ✗ Don't overspend on repairs (You won't get 100% ROI)

Inspector finds issues? Be ready to negotiate, offer credit, or walk away.

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## **STRATEGY #7: NEGOTIATE, DON'T ARGUE**

Buyer's offer is \$10K below asking. Your reaction?

Don't: Get emotional. Reject it outright.

Do: Analyze it. Counter at \$5K below asking. Negotiate terms too.

- Closing date (affects your timeline)
- What's included (fridge, light fixtures)
- Appraisal contingency (limits your risk)

Good negotiation ends with both sides satisfied.