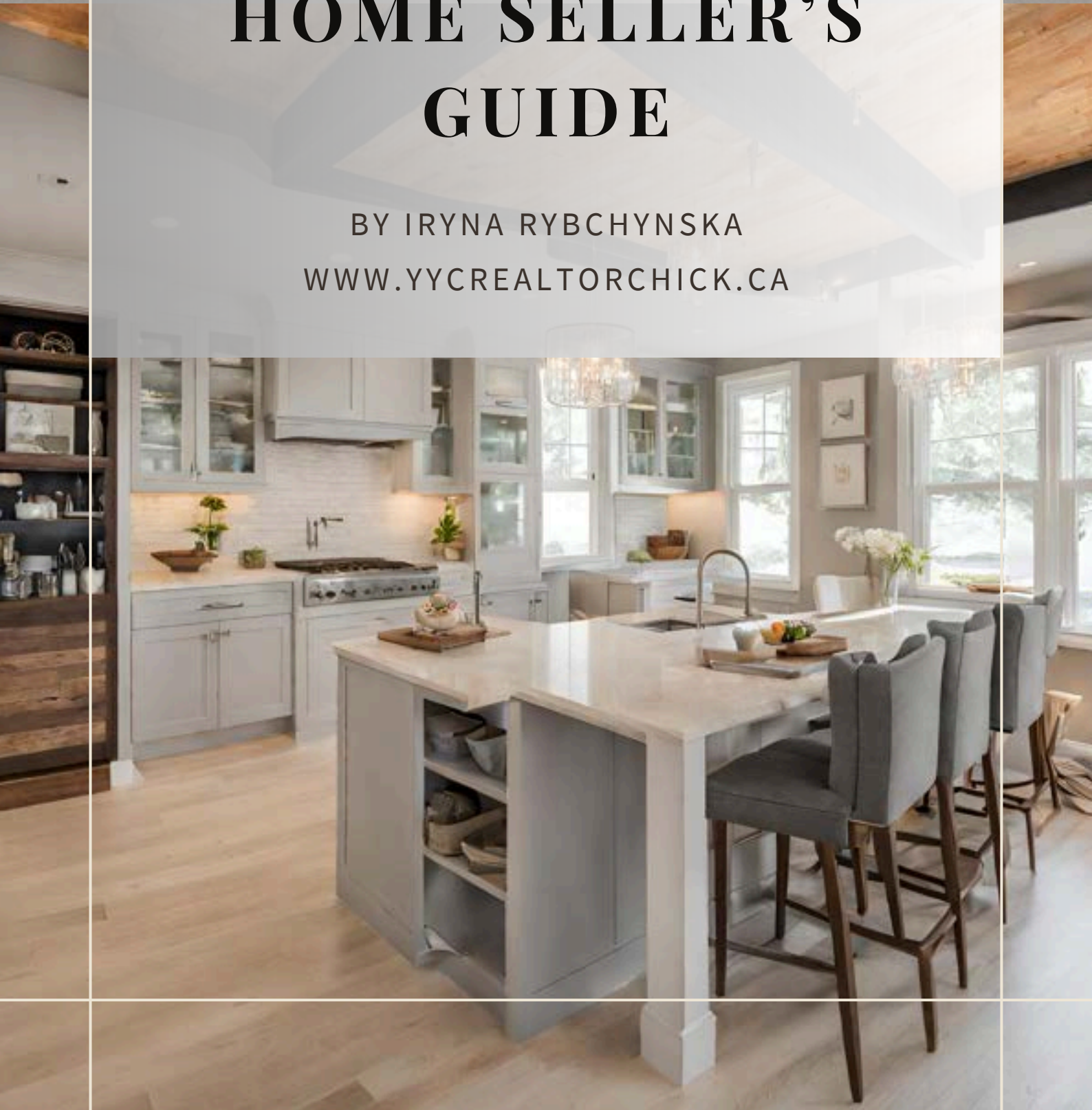


*CONFIDENT MOVES  
EXCEPTIONAL RESULTS*

# THE ULTIMATE HOME SELLER'S GUIDE

BY IRYNA RYBCHYNSKA  
[WWW.YYCREALTORCHICK.CA](http://WWW.YYCREALTORCHICK.CA)



Hi there,

*Selling your home is a big move, and I'm here to make it feel easy, exciting, and completely under control. Whether you're upsizing, relocating, or just exploring your options, this guide is packed with everything you need to know to prepare, price, and present your home like a pro.*

*You deserve more than just a sign on the lawn. You deserve a strategy.*

*My goal is to guide you through each step with transparency, market insight, and energy. I treat your goals like my own, and together, we'll create a listing plan that gets the results you want—without the stress.*

*Let's make this move a smart one.*

Warmly,

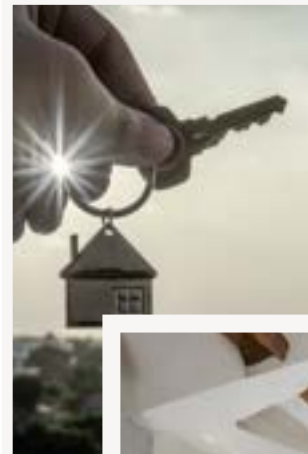
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# ABOUT

*Iryna Rybchynska*

rea



***Energetic. Driven. Confident.***

I'm Iryna Rybchynska—Calgary-based REALTOR® with a mission to make selling your home a smooth, empowering experience. Originally from Ukraine, I came to Canada determined to build a life with purpose and connection. I discovered real estate after years in the oil and gas industry, and from the moment I helped my first client, I knew I'd found what I was meant to do.

*"For me, this isn't just a job, it's personal. I take pride in helping people move forward with confidence and peace of mind."*

Today, I work full-time as a licensed REALTOR®, with specialized designations including Real Estate Negotiation Expert (RENE), Seller Representative Specialist (SRS), and Certified Condominium Specialist (CCS). I've helped many families and individuals navigate big transitions—whether selling a long-time home or making a fresh start—and I treat every transaction with the care and clarity I would give my own.

What clients appreciate most about me is my honest, proactive communication, my deep understanding of the market, and the level of commitment I bring to every listing. I don't believe in cookie-cutter strategies. I believe in tailored plans, smart pricing, and standing out in the crowd—with everything from staging guidance to powerful marketing and negotiation.

Outside of real estate, you'll find me snowboarding, paddleboarding, hiking, lifting at CrossFit, or recharging with music and nature. I believe that how we show up in our personal lives reflects how we serve others professionally—and I bring my full energy and drive to both.

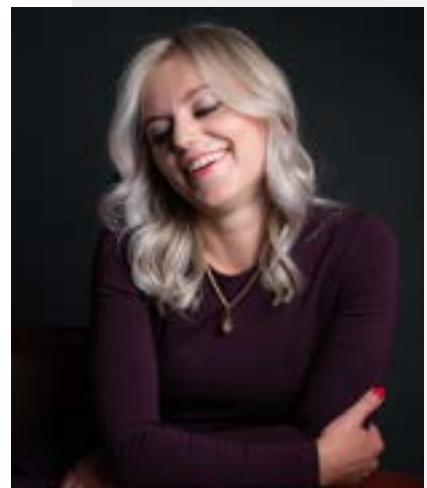


# WHAT TO EXPECT WORKING WITH ME

- ✓ Expert home pricing using market data, timing strategy, and local Calgary insights
- ✓ Certified negotiation skills to protect your bottom line and maximize your results
- ✓ Powerful marketing-photos, video, and social reach tailored for today's buyers
- ✓ Guidance on staging, timing, and buyer psychology for faster, higher offers
- ✓ **Complimentary pre-listing home inspection** so you know your home's true condition and can address issues before buyers see them
- ✓ Transparent, proactive communication-so you're always informed and confident
- ✓ Step-by-step support with paperwork, legal details, and closing

“

*“I don't believe in cookie-cutter listings. I create strategies that sell — and I don't stop until we reach your goal.”*



# THE SELLING TIMELINE

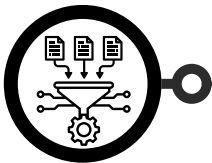
HERE'S HOW WE'LL SELL YOUR HOME, STEP BY STEP:



1

## INITIAL CONSULTATION

We meet to talk goals, timing, and strategy.



2

## PRICING & PREP

I'll run a full market analysis and help prepare the home.



3

## MEDIA & MARKETING LAUNCH

Photos, video, measurements, staging—then we go live.



4

## SHOWINGS & FEEDBACK

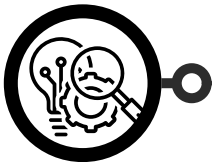
Buyers start visiting. I manage all communications and updates.



5

## OFFERS & NEGOTIATION

When offers come in, I negotiate with your best interest at heart.



6

## CONDITIONS & CLOSING

I help manage inspections, financing, and the lawyer process.



7


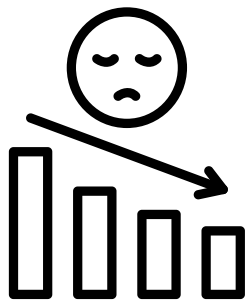
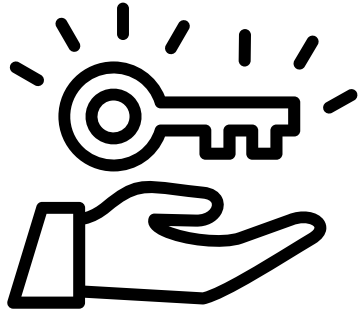
## POSSESSION DAY

The final key handoff — celebration time!

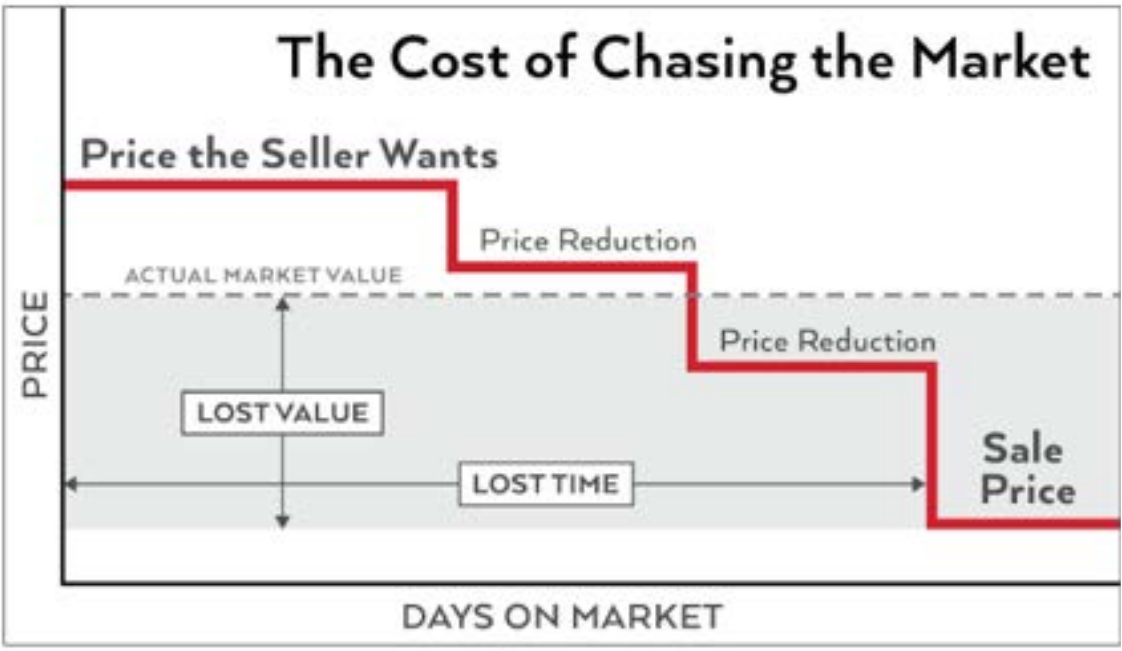


# STRATEGIC PRICING

*Let's talk numbers. Pricing isn't just a number – it's a strategy.  
And it's the single most important factor in a successful sale.*

H I G H	L O W	R I G H T
Price too high? You miss out on early buyer excitement.	Price too low? You leave money on the table.	Price it right, and you create competition that drives results.
		

I use current comparables, buyer psychology, and deep market knowledge to find the sweet spot – because **homes priced right from day one sell faster, and often for more.**



*"The first 7-14 days are your biggest opportunity. Let's make them count."*

GETTING YOUR HOME SOLD TAKES MORE  
THAN JUST A LISTING ON MLS

# MY MARKETING APPROACH

Here's how I make your property stand out:



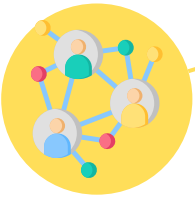
## Professional media:

Beautiful photography, video, and drone to showcase how special your home is.



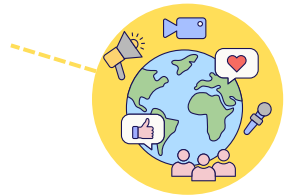
## Smart marketing strategy:

Customized plan based on current market data, buyer trends, and neighbourhood demand.



## Agent + Buyer Outreach:

Hosting open houses, direct email, DMs, and strong promotion within Calgary's REALTOR® networks and agent community; plus international REALTOR® networks.



## Massive exposure:

Your home will be showcased on Realtor.ca, Instagram, Facebook, YouTube, and LinkedIn, promoted through my Calgary realtor network and team members, featured with virtual tours, single-property websites, targeted online ads, and supported by local business partnerships, community events, and open houses.



## Showcasing the lifestyle:

I sell more than walls — I sell the feeling of “home”

# PREPARING YOUR HOME

## CLEAN

- Windows, appliances, bathrooms, and floors
- Light fixtures and vents



## DECLUTTER

- Clear countertops, remove extra furniture
- Neutralize decor
- Depersonalize

## TOUCH UP

- Paint, caulking, loose handles, lightbulbs



**DON'T WORRY,  
I'LL WALK YOU  
THROUGH  
EXACTLY  
WHAT'S  
NEEDED (AND  
WHAT'S NOT).**

## STYLE

- Add greenery, fresh linens, strategic staging (if needed)







# WHAT IT COSTS TO SELL

*Before your sale closes, there are a few standard costs to be aware of. These help ensure everything is legally compliant and professionally handled, from paperwork to payout.*

## **BANK PAYOUT PENALTY:**

If you have a mortgage, there may be a payout or prepayment penalty if selling before term ends

## **REAL ESTATE COMMISSION:**

7% on the first \$100,000, 3% on the balance (plus 5% GST on the commission)

## **LEGAL FEES AT CLOSING:**

\$1,200–\$2,500 for closing, including land transfer and disbursements

## **REAL PROPERTY REPORT (RPR):**

\$600–\$800 for single-family homes; required for most sales

## **CONDO DOCUMENT FEES:**

\$10–\$500 (if selling a condo, these documents are mandatory)

## **MOVING COSTS:**

Plan for moving or storage expenses, which can range from \$1,000 and up

*Have questions about any of these? I'll walk you through exactly what applies in your case — no surprises.*

# LET'S CONNECT

*Ready to sell smart and confidently?  
Whether you're just curious or ready to go,  
I'd love to meet and build your custom strategy.  
Let's talk.*



**IRYNA RYBCHYNSKA** REALTOR®  
REAL BROKER | REDLINE REAL ESTATE GROUP

*Real Estate Negotiation Expert  
Seller Representative Specialist  
Certified Condominium Specialist*

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# real



"From the very beginning, it was evident that Iryna was highly knowledgeable and experienced in the real estate market. She always acted in our best interest. Her strategic approach and attention to detail resulted in a quick sale at a price that we were satisfied with."



"Iryna Rybchynska changed my poor perspective on Realtors. I have already recommended her to friends and family, you will be well served by Iryna as your Realtor."



"Iryna is always going to be in your corner. She helped me to get what I needed to start a new chapter. I cannot recommend her enough"



"Very knowledgeable, focused, direct, great personality, and always available to communicate with. This young lady is well suited to negotiate a fair price whether you are buying or selling. Highly recommended and will certainly suggest using her."