

Selling Your Home in Central Alberta

A Step-by-Step Guide from Cassie Orlando, REALTOR® – SellingCentralAB

Welcome

Hi, I'm Cassie Orlando with SellingCentralAB. Selling your home is one of the biggest financial and personal decisions you'll ever make. My role as your REALTOR® is not only to guide you through the process but also to protect your interests every step of the way.

Whether you're selling or buying, my job is to help you avoid unnecessary risks and make confident, informed decisions. This guide will walk you through what to expect when selling a home in Central Alberta.

Step 1: Understanding Your Home's Value

The first step in selling is knowing what your property is worth. A proper home evaluation looks beyond what you see online.

When I prepare a market evaluation, I consider: - Comparable sales in your neighborhood - Current market conditions across Central Alberta - Unique features and upgrades in your home - Timing of the sale, including seasonal demand

Correct pricing is one of the most important ways to reduce risk. Overpricing can leave your home sitting on the market, while underpricing could mean leaving money behind. My role is to help you set a price that attracts buyers while protecting your investment.

Step 2: Preparing Your Home for Sale

Presentation matters. Small improvements often lead to a big difference in how buyers see your home.

Simple steps that make an impact: - Declutter and deep clean - Touch up paint and minor repairs - Enhance curb appeal with landscaping - Stage key rooms so buyers can picture themselves living there

In Central Alberta, the season also plays a role. In winter, creating a warm and inviting atmosphere is key. In summer, fresh landscaping and outdoor spaces should shine.

Taking the time to prepare your home reduces the risk of buyers asking for price reductions or walking away during negotiations.

Step 3: Marketing Your Home

Getting your home in front of the right buyers is crucial. My marketing strategy combines traditional and modern methods to maximize exposure.

What I provide: - Professional photography and video tours - Strong online presence through MLS®, social media, and SellingCentralAB.com - Targeted promotion across Red Deer, Sylvan Lake, Lacombe, Blackfalds, and surrounding communities - Open houses and private showings tailored to your needs

By strategically marketing your home, I help reduce the risk of your property being overlooked and ensure it stands out in a competitive market.

Step 4: Navigating Offers and Negotiation

When offers start coming in, it's important to have someone in your corner who understands the process and advocates for your best interests.

I review all offers with you and explain the terms clearly. This includes: - Purchase price and deposit - Conditions such as financing, home inspection, or sale of the buyer's home - Timelines and possession dates

My responsibility is to protect you from unnecessary risks by ensuring the offer terms are in your favour and nothing is overlooked. Negotiation is where my experience works for you—I negotiate firmly but fairly, giving you confidence in every decision.

Step 5: Closing the Sale

Once you accept an offer, we move into the final steps. This includes working with your lawyer, ensuring conditions are met, and preparing for possession day.

On possession day, the buyer's lawyer will transfer funds, and you'll hand over the keys. I'll stay connected through every step to ensure the process is smooth and that risks are handled before they become problems.

Final Thoughts

Selling a home in Central Alberta doesn't have to be stressful. With the right guidance and a clear plan, you can move forward with confidence.

As your REALTOR®, my commitment is to help you make informed decisions, protect your interests, and minimize risk—whether you're selling or buying.

If you're thinking about selling, let's start with a free home evaluation to see what today's market means for your property.

Cassie Orlando REALTOR® | SellingCentralAB Helping Central Albertans move with confidence

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