

SELLER GUIDE

2026 EDITION

The Edmonton Seller Guide

Pricing, presentation, marketing, and the costs of selling: the plan behind a confident sale.



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Selling well is a matter of strategy, presentation, and timing, carried out with care. This guide covers the decisions that shape a successful sale, so your home is brought to market with intention and shown at its very best.

Deciding whether to sell now

The right time to sell is less about the calendar and more about your goals. A move prompted by a growing family, a new chapter, a change of work, or a desire for something simpler each carries its own timeline, and the market you are selling into is only one part of the picture.

The considered approach is to weigh your personal reasons alongside current conditions, then plan accordingly. A candid conversation about where the market sits today, and how that intersects with your plans, will tell you far more than any general rule of thumb.

Pricing strategy

Price is set by evidence, not hope. The most reliable guide is recent comparable sales (homes similar to yours, in similar areas, that have actually sold), interpreted alongside current conditions and what makes your property distinct. This is the foundation of a pricing strategy that attracts genuine interest.

Overpricing is one of the most costly mistakes a seller can make. A home priced above the market tends to sit, and a listing that lingers invites the question “what’s wrong with it?” and often leads to reductions and a final result below where a well-judged price would have landed. Accurate pricing from day one protects both your time and your outcome.



Preparing & staging your home

Buyers form an impression within moments, and preparation is where much of your return is quietly earned. Decluttering, deep cleaning, minor repairs, and a neutral, well-lit presentation help buyers picture their own lives in the space, the essence of what staging achieves.

Staging need not mean a full redesign. Often it is a matter of editing what is already there, refreshing tired details, and letting each room's best qualities come forward. These modest efforts consistently pay for themselves in buyer response.

Declutter and depersonalize so buyers can imagine themselves at home.

Deep clean throughout, including windows, floors, and fixtures.

Address small repairs that would otherwise raise doubts.

Maximize natural light and keep the palette calm and neutral.

Upgrades that add value before selling

Not every improvement earns its keep at sale. The upgrades that tend to reward you are cosmetic and universally appealing: fresh paint in current neutrals, refreshed lighting, updated hardware, and tidy, welcoming curb appeal. They are visible, relatively modest, and speak to nearly every buyer.

Large, highly personalized, or last-minute renovations rarely return their full cost, and can even narrow your audience. Before undertaking major work solely to sell, it's worth a conversation: sometimes the wiser choice is to present the home honestly and price it well rather than invest in changes buyers may not value.

Often worth it: paint, lighting, hardware, curb appeal, minor repairs.

Often not: major renovations done purely to sell, or highly personal finishes.

When in doubt, ask before you spend. Every home and market is different.



Marketing & launch

Presentation and reach decide how your home is received. Professional photography (and, where suited, video and floor plans) ensures your property looks its best the moment it appears online, which is where nearly every buyer's journey now begins.

Listing through the REALTORS® Association of Edmonton MLS® System places your home in front of the full network of cooperating REALTORS® and the buyers they represent. A considered launch (everything prepared, photographed, and coordinated before the listing goes live) creates momentum in those crucial first days on market.

Professional photography, with video and floor plans where appropriate.

MLS® System exposure to the full network of REALTORS® and their buyers.

A coordinated launch so the home debuts fully prepared, not piecemeal.

Offers, negotiation & conditions

The highest number is not always the strongest offer. Alongside price, weigh the conditions attached, the deposit, the possession date, and the overall reliability of the buyer. An offer with few conditions and a firm timeline can be worth more to you than a higher figure encumbered with uncertainty.

Skilled negotiation is about protecting your priorities while keeping the deal moving. With clear guidance, you can respond to each offer knowing exactly how its terms serve your goals, and where there is room to improve them.

Price is one factor; conditions, deposit, and possession date all carry weight.

Fewer conditions and a firm timeline reduce risk to you.

Evaluate each offer as a complete package, not a single number.



Costs of selling

Selling carries its own set of costs, and knowing them in advance lets you plan your net proceeds with confidence. Professional commission is negotiable and is agreed and disclosed in writing before your home goes to market, so you'll always understand the arrangement up front. It is set out in your listing agreement, never assumed.

Beyond commission, budget for the other line items that accompany a sale. Jody can help you map these against your expected proceeds so there are no surprises at the closing table.

- Professional commission: negotiable and disclosed in writing before listing.

- Legal and conveyancing fees for your real estate lawyer.

- Mortgage payout or discharge costs, and any prepayment considerations.

- Adjustments for prepaid property taxes or utilities.

- Preparation costs such as staging, cleaning, or minor repairs.

- Moving expenses.

- An updated Real Property Report with a current Compliance Stamp, or title insurance if agreed instead.

Private sale vs. a full-service listing

Selling privately can appeal to those hoping to avoid professional commission, and for the right seller in the right circumstance it is a legitimate choice. It does, however, place the pricing, marketing, showings, negotiation, paperwork, and legal coordination squarely on your shoulders, and it limits your home's exposure to the wide network of buyers working with REALTORS®.

Listing through the MLS® System opens your home to that full network and pairs you with professional guidance through every stage. The trade-off is one of reach and support versus doing it yourself, worth weighing honestly against your time, comfort, and goals.

Private sale: potential commission savings, but full responsibility and narrower exposure.

MLS® System listing: broad buyer reach and professional guidance throughout.

The right choice depends on your time, experience, and appetite for the work involved.

Thinking of selling?

When the details are handled early, your sale can feel organized from the first walk-through to the final signature.

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CENTURY 21.
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“Jody was amazing to work with! She had great intuition, with our home selling strategy, coupled with great research and preparation. The professional staging with Rise Staging made a real difference, as we received so many positive comments from our showings. We really appreciate the guidance she gave us throughout the process and would highly recommend her to others!”

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