CALGARY & ALBERTA REAL ESTATE

The Calgary Home Seller's *Guide*

How to sell for the most the market will pay, in the least time, with the fewest surprises — priced to today's Calgary numbers and marketed to reach real buyers.

Jasjeet Singh
REALTOR® · EXP REALTY
368-863-5050
jasjeetsinghrealty@gmail.com
jasjeetsingh.ca

WELCOME

Selling well is about strategy, not luck

Calgary's market has shifted. Detached homes are still moving briskly, while condo and row sellers need to price precisely to today's conditions. The sellers who win right now do three things well: they price to the current benchmark, they present the home properly, and they market it where buyers are actually looking. This guide covers all three.

What's inside

A current read on the seller's market, how I price with CREB benchmarks and a comparative market analysis, a room-by-room prep plan, my marketing approach, and a clear breakdown of your selling costs.

My promise

Honest pricing advice — even when it's not what you hoped to hear — a marketing plan you can see, and steady communication from list to close. You'll always know where things stand.

> *"Detached supply growth has been limited and some districts are reporting record-high prices."*
>
> — ANN-MARIE LURIE, CHIEF ECONOMIST, CREB® · JULY 2, 2026

If you own a detached home in City Centre or the West, June set new benchmark records in your district. Let's talk about what that means for your timing.

JASJEET SINGH REAL ESTATE | eXp REALTY

SELLER'S GUIDE

THE SELLER'S MARKET · JUNE 2026

What today's numbers mean for your sale

$572,500
CITY BENCHMARK
▼ 2.1% Y/Y

56%
SALES-TO-NEW-LISTINGS

3.09 mo
MONTHS OF SUPPLY

6,799
INVENTORY
▼ 2.1% Y/Y

How each home type is selling

TYPE	BENCHMARK	YEAR / YEAR	SALES
Detached	$750,500	**−1.42%**	1,202
Semi-detached	$694,600	**+0.17%**	234
Row / Townhouse	$424,100	**−5.55%**	338
Apartment / Condo	$299,000	**−8.95%**	423

If you're selling detached

You're in the strongest position. Detached homes are still moving near a 60% sales-to-new-listings ratio, and City Centre and West posted record-high benchmarks in June. Price it right and it will sell.

If you're selling condo or row

These categories have adjusted down 6–9% year over year. Realistic, to-the-benchmark pricing — not last year's number — is what gets these homes sold without chasing the market down.

Source: CREB® Monthly Stats Package & news release, published July 2, 2026 — creb.com. Benchmark price is CREB's typical-home price for an area and type. Figures are for general awareness; I'll prepare precise, property-specific numbers for your home.

PRICING STRATEGY

Price is the single biggest lever you control

In a balanced-to-soft market, the right list price creates competition; the wrong one costs you both time and money. Here's how I set it.

1. **Start with the CREB benchmark**
   Your district and property type have a typical-home benchmark that filters out unusually high or low sales. It's the honest anchor for value.
2. **Build a comparative market analysis (CMA)**
   I analyze recent sales, active competition, and expired listings near you, then adjust for your home's condition, upgrades, and location.
3. **Read the absorption rate**
   At 3.09 months of supply city-wide, pricing has to reflect real demand for your specific type — detached and condo behave very differently right now.
4. **Position, don't chase**
   Homes priced correctly from day one sell faster and closer to asking. Overpricing and cutting later signals weakness and nets less.

The cost of overpricing

The most-viewed window for any listing is its first two weeks. Launch too high and you spend that attention on the wrong buyers — then reduce, and the market wonders what's wrong with the home. Right-pricing on day one is how sellers net more, not less.

PREPARING YOUR HOME

Small moves, real returns

You don't need a renovation. You need the home to photograph well and feel move-in ready. Focus here first.

Before photos & showings

- **Declutter and depersonalize** — buyers need to picture their life, not yours.
- **Deep clean** everything, including windows, grout, and appliances.
- **Neutralize** bold paint and heavy odors; let in light.
- **Fix the small stuff** — leaky taps, sticky doors, burnt-out bulbs.

Curb appeal & first impression

- **Tidy the exterior** — lawn, walkways, and entry in Calgary's short prime season.
- **Stage key rooms** — living, primary bedroom, and kitchen carry the most weight.
- **Define every space** so buyers see the purpose of each room.
- **Light it up** — open blinds and add lamps for warm, bright photos.

What's worth spending on — and what isn't

Paint, cleaning, minor repairs, and light staging return the most. Skip major renovations right before listing; buyers rarely pay back a big pre-sale reno, and you're better keeping that capital. When in doubt, ask me before you spend — I'll tell you what this market actually rewards.

THE PROCESS & YOUR MARKETING PLAN

From list to sold

1. **Prep, price & list**
   We finalize the CMA and list price, complete prep, and sign the AREA listing paperwork. Professional photos and copy are ready before we go live.

2. **Launch across every channel**
   Your home hits the MLS® system, realtor.ca, and my full marketing push — professional photography, social campaigns, and the eXp Realty agent network reaching buyers and their agents.

3. **Showings & feedback**
   We manage showings around your schedule and I bring you honest feedback each week, adjusting strategy if the market tells us to.

4. **Offers & negotiation**
   I present every offer with the numbers behind it and negotiate hard on price, conditions, deposit, and possession date — for your bottom line.

5. **Conditions & closing**
   We work through the buyer's financing and inspection conditions, then your lawyer handles title transfer and adjustments through to possession day.

Marketing that reaches real buyers

Professional photography, MLS® and realtor.ca syndication, targeted social media, and the reach of the eXp Realty network — so your home is seen by the buyers most likely to pay for it, not just whoever drives by.

YOUR NET PROCEEDS

What it costs to sell

Knowing your costs up front means no surprises at the closing table. Here's the typical breakdown in Alberta.

COST	WHAT TO EXPECT
Real estate commission	Agreed up front and paid on closing; it covers full marketing, negotiation, and the co-operating buyer's brokerage. We'll set this clearly before listing.
Legal fees	Roughly $900–$1,500 for your lawyer to handle discharge, title transfer, and closing.
Mortgage discharge / payout	Any remaining balance is paid from proceeds; a fixed-rate mortgage broken early may carry a prepayment penalty — check with your lender.
Property tax & condo adjustments	Settled to your possession date so each side pays only their share.
Prep & staging	Optional — cleaning, minor repairs, and light staging; usually modest and high-return.
Moving costs	Movers and any overlap in carrying two homes.

No Alberta land transfer tax

Unlike Ontario or B.C., Alberta charges no provincial land transfer tax — one reason Calgary stays attractive to buyers, which works in your favour as a seller.

A realistic timeline

Well-prepared, well-priced homes often go from list to firm offer within a few weeks in this market, with a typical 30–60 day close after that — though your type and district matter.

LET'S WORK TOGETHER

Why clients choose to work with me

- **Pricing you can trust.** Built on CREB benchmarks and a real CMA — not a number to win your listing.
- **Marketing you can see.** Professional photos, MLS®, social, and the eXp network working for you.
- **A hard negotiator.** I protect your price, conditions, and possession date at the table.
- **Honest updates.** Regular feedback and a willingness to adjust when the market speaks.
- **Local expertise.** District-level knowledge of what's selling — and for how much — right now.

Curious what your home would sell for today?

I'll prepare a free, no-obligation opinion of value built on the current benchmark for your exact neighbourhood and a full CMA — so you can plan with real numbers, whenever you're ready to move.

GET MY HOME'S VALUE

Jasjeet Singh, REALTOR® · eXp Realty · 368-863-5050 · jasjeetsinghrealty@gmail.com · jasjeetsingh.ca