

The Calgary Seller's Blueprint:

How to Sell Fast & for Top Dollar

**24 PROVEN STEPS TO HELP YOUR
HOME STAND OUT**



hey there!

I'm Jordan Fahr
REALTOR | B.COMM

I combine market knowledge, strategic marketing, and strong relationships to help homeowners sell successfully. My goal is to guide you with ease and confidence, ensuring your home sells fast and for the price it's truly worth. This guide shares proven strategies to help you reach your selling goals



The Insider's Guide to Selling Your Home

Selling your home can feel overwhelming, but it doesn't have to be. I've spent a lot of time researching what actually works to sell homes fast and for top dollar here in Calgary. This guide is full of simple, practical tips to help you price, stage, and present your home in a way that makes buyers take notice, without adding stress.

**FOLLOW ALONG, USE THE TIPS, AND
LET'S GET YOUR HOME SOLD!**

Price & Present Your Home Strategically

1

Price with Precision, Not Emotion

Work with your agent to review comparable homes and market trends. The right price sparks multiple offers and keeps momentum strong.

Perfect the First Impression

Trim the lawn, tidy the entryway, and make your home smell inviting. Buyers decide in seconds if they love it.

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Stage for Emotion, Not Perfection

Use furniture, lighting, and décor to create a warm, welcoming vibe. Buyers need to feel at home to make an offer.

Prep Your Home for Maximum Appeal

4

Declutter and Depersonalize Early

Pack personal items and excess décor. Buyers must picture their life in the space, not yours.

Deep Clean Every Detail

Windows, grout, vents, and baseboards matter. A spotless home signals care and value.

5

Small Fixes, Big Rewards

Paint touch-ups, new hardware, and squeaky door repairs can make a huge difference.

6

Highlight Your Home's Best Features

7

Refresh High-Impact Spaces

Kitchens, bathrooms, and entryways sell. Fresh towels, neutral décor, and bright lighting make them irresistible.

Maximize Natural Light

Open blinds, trim blocking bushes, and add daylight bulbs. Bright, airy spaces feel larger and inviting.

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Create Curb Appeal That Pops

Sweep paths, edge the lawn, add seasonal plants, and refresh the front door. First impressions stick.

Make Every Space Memorable

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Neutral Always Wins

Soft, timeless colours let buyers imagine their style in the space.

Bring Out Your Home's Best Qualities

Showcase south-facing yards, vaulted ceilings, or fireplaces to make your home stand out.

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Know Your Competition

Visit nearby listings to see what buyers are comparing. Position your home to shine.

Smart Upgrades & Flexibility

13

Be Strategic with Repairs

Focus on updates buyers notice most; not everything needs fixing.

Be Flexible with Showings

Easier access equals faster offers.
Accommodate schedules when possible.

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Keep It Showing-Ready Daily

Make beds, wipe counters, and tidy up.
Consistency keeps momentum high.

Sell With Feelings in Mind

16

Control the Atmosphere

Set the temperature, play soft music, and use subtle scents. Comfort sells.

Prepare Emotionally to Sell

Detach early to make rational decisions when offers arrive.

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Use Psychology to Your Advantage

Cozy throws, fresh flowers, and natural light create an emotional connection.

Stay Calm & Adjust Quickly

19

Respond to Feedback, Don't Resist It

Adjust if multiple showings note the same concern. Early responsiveness keeps momentum.

Stay Level During Negotiations

Focus on the goal: sold at top dollar. Calm, strategic decisions get results.

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Handle the Inspection Strategically

Minor repairs can be credits or quick fixes. Stay solutions-focused to keep buyers committed.

Be Prepared & Trust the Experts

22

Plan Your Next Move Early

Organize movers, timelines, and your next home. Being prepared reduces stress.

Trust Your Team of Professionals

our agent, stager, and photographer know what moves the needle. Lean on them for guidance.

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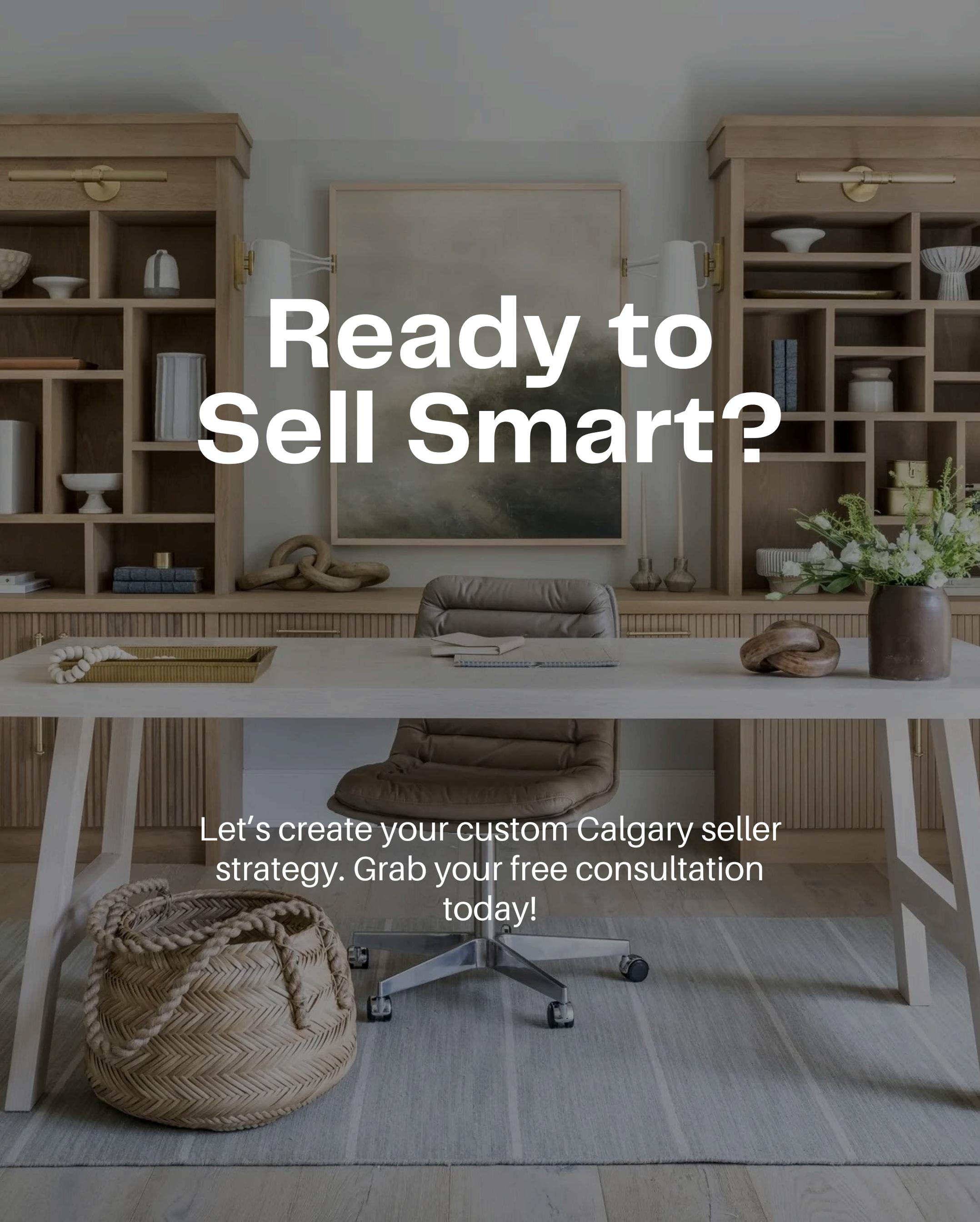
Finish Strong & Celebrate

Leave your home spotless, include helpful info for buyers, and celebrate your success.

Bonus Tips

Small Changes, Big Impact: Budget Decor Tips

- A new coat of neutral paint instantly brightens rooms and makes spaces feel clean and updated.
- Swap out dated cabinet handles, drawer pulls, or door knobs.
- Add table lamps or brighter bulbs to create a warm, inviting atmosphere.
- Use inexpensive throws, cushions, or area rugs to add color and texture.
- Small touches like a new doormat, potted plants, or trimmed bushes create a welcoming first impression.
- Adding a mirror can make rooms look larger and brighter without spending much.



Ready to Sell Smart?

Let's create your custom Calgary seller
strategy. Grab your free consultation
today!