RealEstateYEG.ca
EDMONTON, BLOCK BY BLOCK

2026 EDITION



A FREE GUIDE FOR EDMONTON HOMEOWNERS

Your Complete Sellers Guide

From the first conversation to the day you hand over the keys. Every step of selling a home in Edmonton, in plain language.

- The 4 phases of a sale, week by week
- What you do and what I do
- Real Edmonton timelines
- Checklists for moving day



Brent Deptuck, REALTOR® Real Broker RealEstateYEG.ca 587-400-4668

START HERE

Selling, step by step

Selling a home is one of the biggest money decisions you'll make. The good news: it follows the same path almost every time. Here's the whole trip on one page.

PHASE 1
Get ready
2 to 4 weeks
Value, plan, prep, photos

PHASE 2
On the market
About 5 to 7 weeks*
Showings, feedback, offers

PHASE 3
Conditional
Usually 5 to 10 days
Inspection and financing

PHASE 4
Firm to keys
Usually 30 to 90 days
Lawyers, moving, possession

*The average Edmonton home took between 35 and 59 days to sell over the past year, depending on the month. Well-priced, well-prepared homes often sell faster.

44 days
Average days on market
September 2026

1,959
Homes sold
September 2026

$466,080
Average sale price
All home types, Sept 2026

8,062
Homes for sale
16.7% more than a year ago

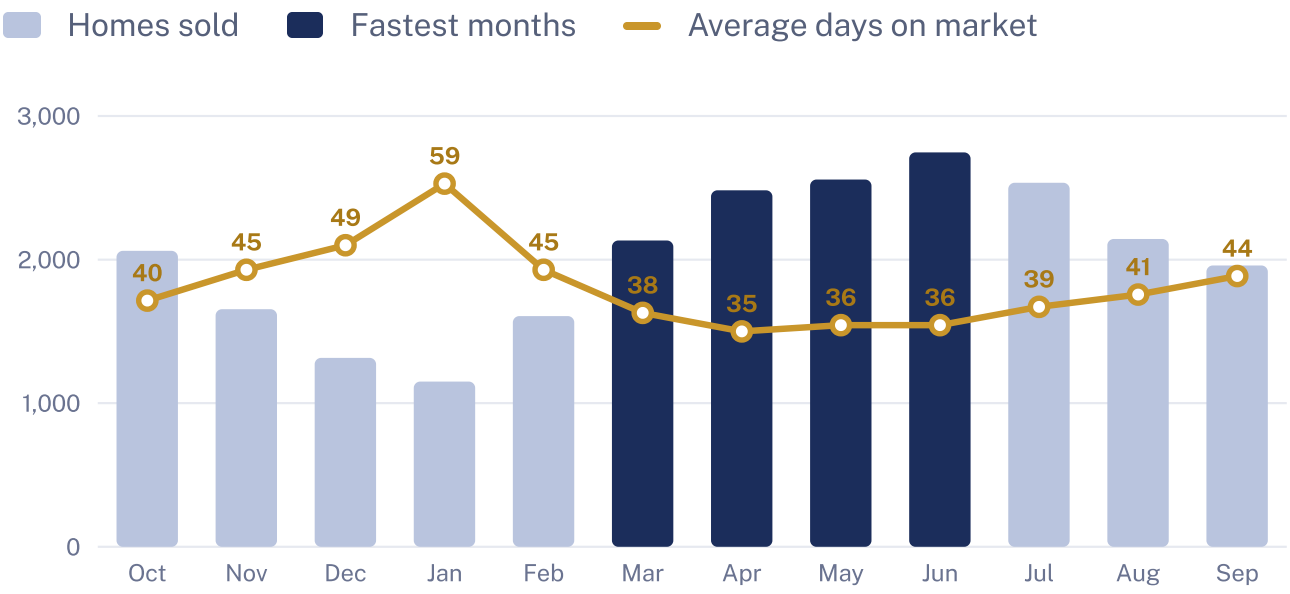
What this means: buyers have more choice than a year ago. The homes that sell fastest are priced right from day one and look great online. This guide shows you how.

Source: REALTORS® Association of Edmonton, monthly market statistics, Oct 2025 to Sep 2026. Greater Edmonton Area, all residential.

TIMING

How long will it take?

Days on market change a lot with the seasons. Here's the last 12 months in Edmonton.



Fastest

Apr to Jun

35 to 36 days on average.

Busiest

June

2,746 homes sold, the most of the year.

Slowest

January

59 days on average. Fewer, but serious, buyers.

Source: REALTORS® Association of Edmonton, Oct 2025 to Sep 2026, Greater Edmonton Area, all residential.

PHASE 1 · WEEKS 1 TO 2

Get ready: the plan

This is where great sales are made. We set your price range, your plan and your launch date.

What we do together

- ✓ Walk through your home
- ✓ Go over recent sales nearby (a market analysis, or CMA)
- ✓ Talk about price range and timing
- ✓ Go over the RECA Consumer Relationships Guide, so you know how I work for you
- ✓ Sign the Exclusive Seller Representation Agreement
- ✓ Map out your marketing plan

What you get

- ✓ A written home value range
- ✓ A short list of fixes worth doing, and ones to skip
- ✓ My Trusted Contractor Directory
- ✓ The Smart Seller Blueprint and staging checklist
- ✓ A simple plan with dates

Papers to find now (saves days later)

- ✓ Real Property Report (RPR) with City compliance
- ✓ Mortgage statement
- ✓ Recent utility bills
- ✓ Property tax notice
- ✓ Receipts for big upgrades (roof, furnace, windows)
- ✓ Condo documents, if a condo

FREE GUIDE The Smart Seller Blueprint →

FREE GUIDE Trusted Contractor Directory →

PHASE 1 · WEEKS 2 TO 4

Get ready: prep and photos

Clean, bright, neutral and move-in ready. That's the goal, because that's what photographs well and sells.

Your to-do list

- ✓ Do the agreed repairs
- ✓ Deep clean, or book a cleaner
- ✓ Declutter and pack personal items
- ✓ Stage rooms (I'll help you decide what's needed)
- ✓ Tidy the yard and entry

What I handle

- ✓ Professional photos
- ✓ Floor plan or virtual tour, if it fits your home
- ✓ A listing description that sells
- ✓ Your MLS® listing and launch date
- ✓ Signs, lockbox and showing system

Why photos matter so much

Almost every buyer sees your home online before they see it in person. Your photos decide whether they book a showing. Bright rooms, every light on, blinds open, counters clear.

FREE GUIDE The Complete Home Staging Checklist →

PHASE 2 · LAUNCH

On the market: the first two weeks

Your listing gets the most attention right after it goes live. Buyers who've been waiting see it first. We make those days count.

DAY 1

Go live

Your home appears on MLS® and REALTOR.ca, and goes out to agents with active buyers.

DAYS 1 TO 3

First showings

Often booked within a day or two. Keep the home show-ready.

WEEK 1 TO 2

Peak interest

Most showings and most offers happen now. I send you feedback after showings.

DAY 14

Check-in

We look at showings, online views and feedback together. If interest is slow, we adjust early.

Your job

- ✓ Keep the home ready to show
- ✓ Say yes to as many showing times as you can
- ✓ Leave during showings so buyers can relax

My job

- ✓ Book and confirm every showing
- ✓ Collect and share feedback
- ✓ Watch new listings and sales nearby
- ✓ Give you an honest update every week

PHASE 2 · OFFERS

When an offer comes in

The highest price isn't always the best offer. Here's what we look at together.

WHAT WE CHECK	WHY IT MATTERS
Price	The number on the page, and what you'll walk away with after costs.
Conditions	Inspection, financing, sale of their home. Fewer conditions usually means less risk.
Deposit	A bigger deposit shows a serious buyer.
Possession date	Does it fit your move?
Financing	Is the buyer pre-approved? With which lender?
What's included	Appliances, window coverings, sheds, hot tubs.

Your choices

- ✓ Accept it
- ✓ Counter it (change price, dates or terms)
- ✓ Let it expire

If there are no offers yet

- × We look at buyer feedback honestly
- × Refresh photos or marketing
- × Talk through a price change, using the numbers

You always make the final decision. My job is to explain every offer clearly and negotiate the best result for you.

PHASE 3 · CONDITIONAL

Accepted offer, not sold yet

Congratulations! Now the buyer checks everything out. Until conditions are removed, either side may still be able to walk away.

DAYS 1 TO 2

Deposit paid

The buyer pays the deposit, which is held in trust. Your listing shows as pending.

DAYS 2 TO 7

Home inspection

Usually 2 to 3 hours. You don't need to be home. I arrange access.

DAYS 3 TO 10

Financing

The buyer's lender confirms the mortgage, sometimes with an appraisal.

BY THE DEADLINE

Conditions removed

The buyer removes conditions in writing. Now the sale is firm.

If the inspection finds something

It happens a lot, and it's normal. The buyer may ask for a repair, a price change or a credit. **You don't have to agree to anything.** We look at what's reasonable and negotiate together.

PHASE 4 · FIRM TO KEYS

Sold! Now the move

The sale is firm. Your lawyer handles the legal side, and you get ready to move.

Right away

- ✓ Pick a real estate lawyer and send them the contract (I'll send it too)
- ✓ Book movers or a truck
- ✓ Tell your lender you're selling

2 to 4 weeks before

- ✓ Sign papers at your lawyer's office
- ✓ Set up utility changes for possession day
- ✓ Forward your mail through Canada Post
- ✓ Start packing

The last few days

- ✓ Clean the home (a must, it's in the contract)
- ✓ Leave all included items, manuals and remotes
- ✓ Gather every key, fob and garage opener

Possession day

- ✓ Money and title change hands through the lawyers
- ✓ Usually by noon on possession day, unless your contract says otherwise
- ✓ Keys go to the buyer's agent once the money is in
- ✓ Your lawyer pays out your mortgage and sends you the rest

MOVING CHECKLIST

Don't forget

Tick these off in the weeks before possession day.

Utilities

- [ ] Power and gas (transfer or cancel)
- [ ] Water (EPCOR)
- [ ] Internet and TV
- [ ] Home insurance (keep it until possession)

Address change

- [ ] Canada Post mail forwarding
- [ ] Alberta driver's licence and registry
- [ ] Bank, CRA, employer
- [ ] Doctors, schools, subscriptions

Home

- [ ] Garage remotes, keys, fobs
- [ ] Appliance manuals and warranties
- [ ] Paint codes and spare tiles
- [ ] Final meter readings and photos

Tip: leave a short note for the new owners with garbage day, how the furnace and sprinklers work, and your favourite local spots. It's a nice touch.

WHAT MAKES THE DIFFERENCE

A good sale vs a great sale

Homes that sell fast, for top dollar

- ✓ Priced from real sold homes, not hopes
- ✓ Clean, decluttered and bright
- ✓ Great photos
- ✓ Easy to book showings
- ✓ Sellers open to feedback

Homes that sit

- × Priced to "test the market"
- × Cluttered, or with obvious repairs
- × Dark or blurry photos
- × Hard to book showings
- × No plan if showings are slow

How I work with you

Honest

I tell you what you need to hear about price, repairs and timing.

In touch

Updates every week and fast replies by call, text or email.

In your corner

Every offer explained, every step negotiated for you.

NEXT STEP

Thinking about selling?

Let's start with your number. I'll pull the recent sales near you and give you an honest price range and a simple plan. Free, and no pressure.

Scan to book

Book a free home value review →

CALL OR TEXT

587-400-4668

EMAIL

brent@realestateyeg.ca

MORE FREE GUIDES

RealEstateYEG.ca/free-guides



Brent Deptuck, REALTOR®
Real Broker
3400, 10180 101 St NW, Edmonton, AB T5J 3S4

MLS® and REALTOR® are trademarks of The Canadian Real Estate Association. This guide is general information, not legal, tax, financial or mortgage advice. Prices and costs are estimates; get your own quotes. Not intended to solicit buyers or sellers already under contract with a brokerage. © 2026 Brent Deptuck.