RealEstateYEG.ca
EDMONTON, BLOCK BY BLOCK

2026 EDITION

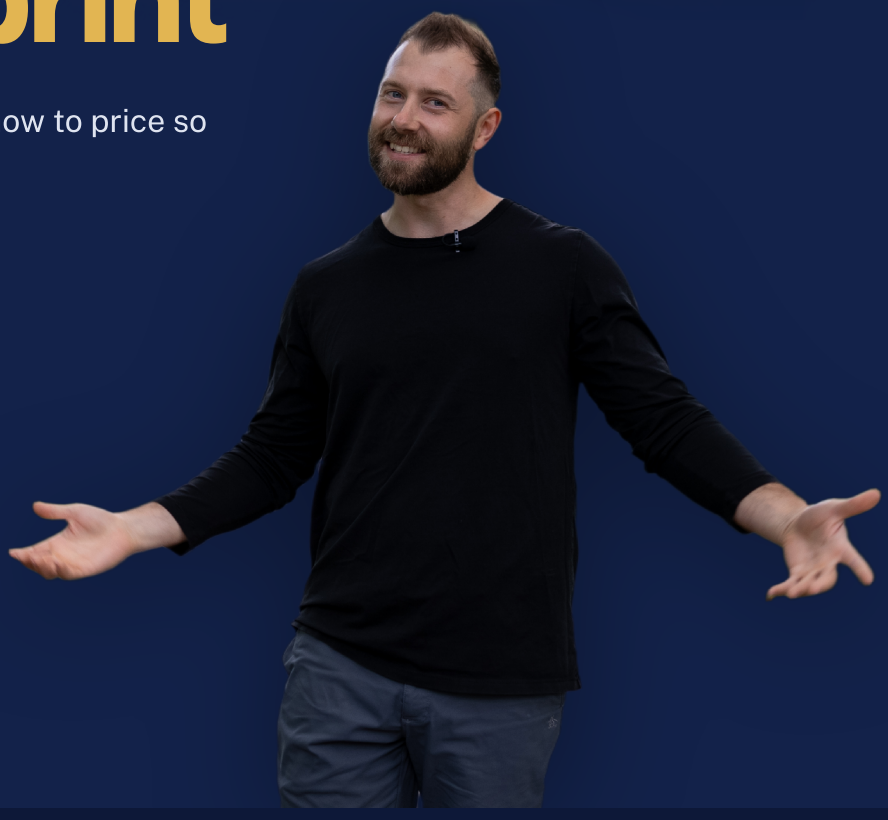


THE FREE GUIDE FOR EDMONTON HOMEOWNERS

The Smart Seller Blueprint

What to fix, what to skip, when to list, and how to price so your home sells for top dollar.

- Fresh Edmonton market numbers
- Upgrades that pay you back
- Room-by-room checklists
- Your 7-day quick start plan



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WELCOME

Sell smarter, not harder

Most sellers start by spending money. New paint, new counters, new carpet. Then the appraisal comes in close to where it would have been anyway, and that money is gone.

This guide helps you avoid that. It shows you what Edmonton buyers really notice, which jobs pay you back, and which ones you can skip. Everything is in plain language, with checklists you can use this weekend.

I've helped 100+ Edmonton families buy and sell since 2017. This Blueprint is what I walk my own sellers through. **You don't need to hire me to use any of it.**



Brent Deptuck

REALTOR® with Real Broker

How to use this guide

1. **Short on time?** Start with the 7-Day Quick Start on page 4.
2. **Planning upgrades?** Check the Payback Matrix on page 9 before you spend.
3. **Listing soon?** Use the checklists in Part 3 and Part 4.
4. Blue Free guide → buttons open a bonus guide. Just tap them.

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PART 1 · QUICK START

Your 7-Day Quick Start

One week, about an hour or two a day. This gets most homes 80% of the way to show-ready.

Day 1

Look with fresh eyes

- Walk in the front door like a buyer
- Photograph every room
- List what catches your eye, good or bad

Day 2

Declutter, part 1

- Entry and living areas
- Three piles: toss, donate, sell
- Clear every counter and shelf

Day 3

Declutter, part 2

- Kitchen, bedrooms, bathrooms
- Closets to half full
- Box up personal photos

Day 4

Deep clean, part 1

- Kitchen and bathrooms
- Inside cabinets and the fridge
- Grout, caulking and mirrors

Day 5

Deep clean, part 2

- Windows, baseboards, light fixtures
- Living areas and bedrooms
- Garage floor sweep

Day 6

Quick repairs

- Fix drips, squeaks and loose handles
- Replace burnt-out bulbs
- Touch up scuffed paint

Day 7

Curb appeal and plan

- Clean the entry, sweep the walk
- Tidy the yard, add one planter
- Book your free home value review

Tip

Do it in order

Declutter before you clean, and clean before you fix. You will find the real problems faster, and you won't clean things you are about to give away.

PART 1 · THE MARKET

Edmonton's market right now

September 2026, Greater Edmonton Area. Here is what every seller should know before setting a price.

$435,000
Median sale price
Half of homes sold for more, half for less

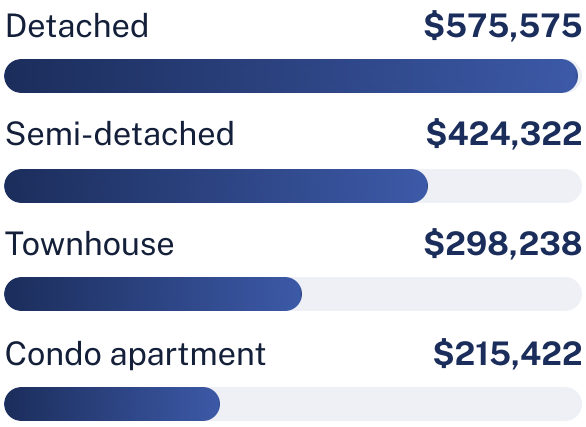
1,959
Homes sold
Down 10.3% from Sept 2025

44 days
Average days on market
Up from 35 days in April

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

Average price by home type

August 2026



What this means for you

Buyers have more homes to choose from than they did a year ago, and prices are steady, not climbing. In this kind of market, **the homes that sell fast are the ones that are priced right and show well from day one.** That is exactly what the rest of this guide helps you do.

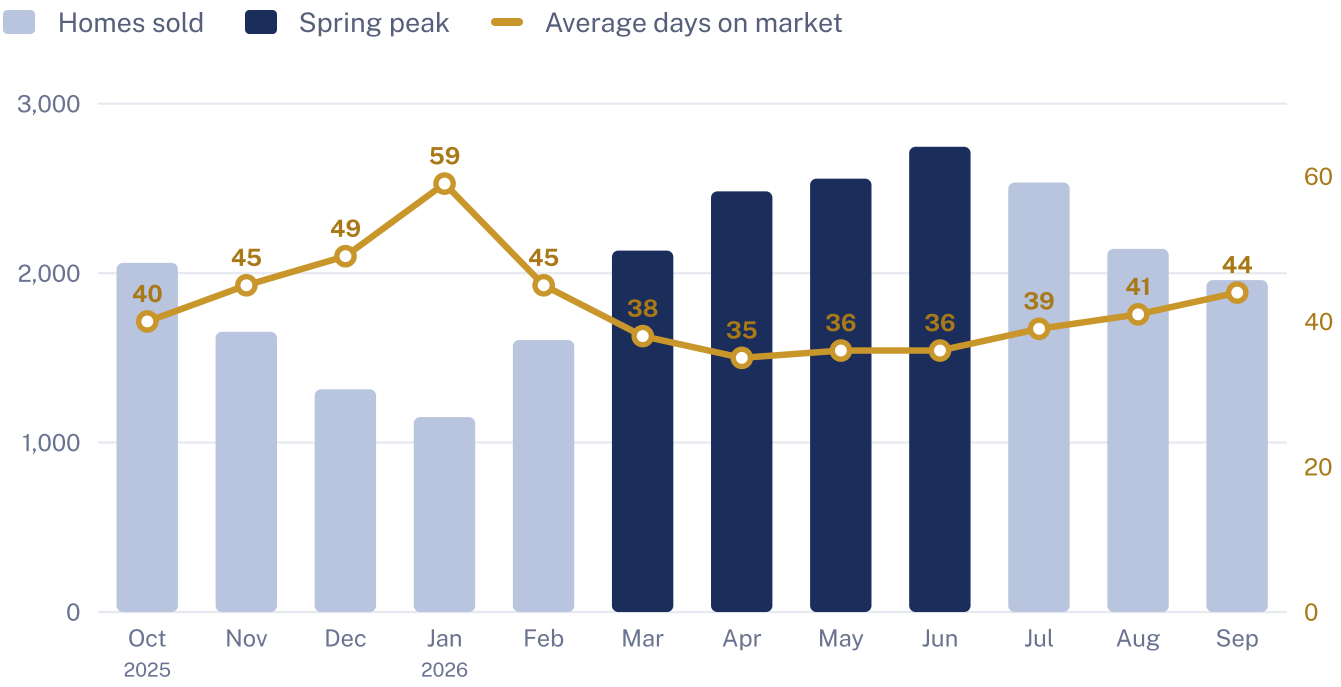
Source: REALTORS® Association of Edmonton, September 2026 and August 2026 monthly market statistics. Greater Edmonton Area, all residential unless noted.

FREE GUIDE Understanding the Edmonton Real Estate Market →

PART 1 · TIMING

The best time to list in Edmonton

Twelve months of real Edmonton sales. The bars show homes sold each month. The gold line shows how many days the average home took to sell.



March to May

Homes sold fastest: 35 to 38 days on average. Buyers are back and competition is still building.

June

The most sales of the year (2,746). Lots of buyers, but also the most homes competing for them.

January

Slowest month: 59 days on average. Fewer buyers, but the ones out looking are serious.

My take: if you can choose, aim to be on the market in late March to May, and start preparing in January or February. If you need to sell in winter, turn to page 22. It can work in your favour.

Source: REALTORS® Association of Edmonton, monthly market statistics, Oct 2025 to Sep 2026. Greater Edmonton Area, all residential. Past results do not guarantee future prices.

PART 1 · YOUR NUMBER

What is your home worth?

Know your number before you spend a dollar. Then you can measure what each upgrade is really worth.

1

Online estimates

Quick and free, but they can't see your new furnace, your layout or your view. They often miss by tens of thousands of dollars.

Accuracy: rough

2

Do-it-yourself comparison

Look at homes like yours that **sold** nearby in the last 3 to 6 months. Same type, similar size, age and lot. Sold prices matter, not asking prices.

Accuracy: fair

3

A REALTOR® market analysis

A local agent pulls every recent sale on MLS®, adjusts for upgrades and condition, and shows you a realistic price range. It's free and there's no obligation.

Accuracy: best

Want your real number?

I'll pull the recent sales on your street and send you a custom home value review within 24 hours. No pressure, just honest numbers.

Get my home value →

Edmonton's median sale price, month by month

Prices rise in spring and ease off in fall and winter. Your timing can be worth thousands.



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

Good to know: your City of Edmonton property assessment is for taxes. It is based on values from the year before, so it is not the same as today's market value.

PART 1 · PRICING

Pricing that sells

Your price decides who sees your home. Most buyers search in price bands, so a few thousand dollars can put you in front of a whole new group.

A buyer's search
Max price: $450,000

✓ **$449,900**
Shows up

× **$452,000**
Never seen

The first two weeks matter most

Your listing gets the most attention right after it goes live. Buyers who have been waiting see it first. If it's priced too high, they move on, and later price drops make people ask what is wrong with it.

Week 1 to 2	Week 3 to 6	After 6 weeks
Most showings and offers	Interest slows	"What's wrong with it?"

Three pricing rules

1. **Price off sold homes, not wishful listings.** Active listings are only asking prices.
2. **Watch the search bands.** $449,900 shows up in more searches than $452,000.
3. **Have a plan for day 21.** Decide ahead of time what you'll change if showings are slow.

Over the past year the average Edmonton home took between 35 and 59 days to sell, depending on the month (REALTORS® Association of Edmonton). A well-priced home in good shape usually beats the average.

PART 2 · SPEND SMART

The Upgrade Payback Matrix

Not every dollar comes back. Start at the top of this list and work down. Stop when your budget runs out.

PROJECT	COST	PAYBACK AT SALE	WHY
Deep clean and declutter	$	●●●●● Very high	Costs almost nothing. The biggest difference buyers notice.
Fresh neutral paint	$$	●●●●○ High	Brightens rooms and photos. Do the main areas first.
Small repairs (drips, squeaks, bulbs)	$	●●●●○ High	Fewer items on the buyer's inspection list.
Lighting, switches and hardware	$	●●●●○ High	Cheap swaps that make a home feel updated.
Curb appeal (yard, door, entry)	$	●●●●○ High	Your first photo and first impression.
Furnace, roof or windows (if failing)	$$$	●●●○○ Medium	Removes a big buyer worry. Keep receipts.
Flooring in main areas	$$	●●●○○ Medium	Worth it if what you have is worn or damaged.
Full kitchen renovation	$$$$	●●○○○ Low	Rarely pays back in full before a sale.
Luxury finishes, pools, water features	$$$$	●○○○○ Low	Buyers won't pay you back for your taste.

The rule of thumb: fix what is broken, clean what is dirty, and update what is cheap to update. Leave big renovations to the next owner unless your agent shows you the numbers.

Payback ratings are a general guide from Brent's experience selling Edmonton homes. They are not a guarantee. Every home and street is different, so ask for a custom review before big projects.

PART 2 · TIP 1

Curb appeal

Buyers decide a lot before they open the door, and your front photo is the first thing they see online.

Front door 01

Paint or stain it a welcoming colour. Add new house numbers and a clean mat.

FREE GUIDE How to Stain Your Front Door →

Pressure wash 02

Driveway, walkway, garage door and siding. It makes everything look newer.

FREE GUIDE Refreshing Your Driveway and Home Exterior →

VIDEO Video: how to pressure wash a house (Lowe's) →

Yard and garden 03

Trim bushes back from windows, pull weeds, edge and mow. Add one or two planters by the door. Kijiji and Facebook Marketplace are great for cheap pots.

FREE GUIDE Budget-Friendly Landscaping Tips →

FREE GUIDE Landscaping Maintenance Checklist →

Pets and lawn spots 04

Pick up after pets every day and treat yellow patches early.

FREE GUIDE Dog Spot Removal Guide →

Outdoor clutter 05

The yard is not storage. A tidy yard looks bigger. A small shed keeps tools out of sight.

FREE GUIDE Declutter Your Backyard →

Outdoor storage shed on Amazon ↗

Windows 06

Clean them inside and out. Clean windows make rooms brighter and photos sharper.

FREE GUIDE Crystal-Clear Windows →

PART 2 · TIP 2

Paint and lighting

The two cheapest ways to make a home feel bright, clean and updated.

Fresh, neutral paint

Soft whites, warm greys and light beiges let buyers picture their own furniture. Focus on the main living areas, the entry and any bold or scuffed walls.



Sample palette only. See the guide for 18 real paint colours with names.

FREE GUIDE 18 Modern and Neutral Paint Colours →

Modern lighting

- ✓ Swap dated or dim fixtures in the entry, kitchen and dining room.
- ✓ Use the same bulb colour in every room (warm white, about 3000K).
- ✓ Replace flickering lights and yellowed switches with flat white ones.
- ✓ Use rectangular white outlets. USB outlets are a nice touch in the kitchen.
- ✓ Swap old bathroom GFCI outlets for clean white ones.

Modern light fixtures on Amazon ↗

Flat white light switches on Amazon ↗

White outlets / GFCI on Amazon ↗

Pick one bulb colour for the whole home



2700K	3000K	4000K	5000K
Warm, cozy	**Best for selling**	Neutral	Cool, bluish

Photo tip: before your listing photos, turn on every light and open every blind. Bright rooms look bigger online.

PART 2 · TIP 3

Outdoor spaces that sell

In Edmonton, buyers love a yard they can use for more than three months a year.

Stretch the season 01

A patio heater helps buyers picture fall evenings outside.

Outdoor patio heater on Amazon ↗

Outdoor lighting 02

Lights at the door, garage and deck look good and feel safe, especially in winter showings.

Outdoor wall lights on Amazon ↗

Set the scene 03

A clean table and chairs on the deck shows buyers how to use the space.

FREE GUIDE How to Protect Your Outdoor Furniture →

Patchy grass 04

Overseed or lay sod in spring if the lawn is patchy. Green grass makes a big difference in photos.

Edmonton yard calendar for sellers

Apr
Rake, clear winter debris, check downspouts

May
Overseed or sod, plant pots after the last frost

Jun to Aug
Mow weekly, water, edge beds

Sep
Aerate, trim bushes, clean eavestroughs

Oct
Leaves out, hoses away, outdoor lights on timers

Nov to Mar
Snow cleared within 48 hours, salt the steps

Skip it unless you're staying: pergolas, heated decks and big landscaping projects are nice, but they rarely pay you back in full when you sell.

PART 2 · TIPS 4 AND 5

Small repairs, kitchen and bath

Small problems make buyers wonder about big ones. Kitchens and bathrooms sell homes.

Quick repairs

- ✓ Fix leaky taps and running toilets
- ✓ Quiet squeaky doors (a little WD-40)
- ✓ Replace cracked tiles and loose handles
- ✓ Fresh caulking around tubs and sinks
- ✓ Replace burnt-out bulbs everywhere

Buyers and inspectors notice these first.

Kitchen

- ✓ Paint dated cabinets instead of replacing them
- ✓ Swap round knobs for modern pulls
- ✓ Clear the counters, leave one or two items
- ✓ Organize the pantry and fridge. Buyers do look.

FREE GUIDE Stylish Kitchen Cabinet Hardware Guide →

Cabinet handles on Amazon ↗

Bathrooms

- ✓ New taps, shower head and light
- ✓ A simple, low-cost backsplash
- ✓ Fresh white towels and a new shower curtain
- ✓ A modern mirror and towel bar

FREE GUIDE Low-Cost Bathroom Updates →

Towel bar set on Amazon ↗

Frameless mirror on Amazon ↗

PART 2 · TIP 6

Declutter and depersonalize

Buyers need to picture their life in your home, not yours. Less stuff also makes every room look bigger.



Toss

Anything broken, expired or unused. Book a junk pickup for big items.



Donate

Good items you don't need. Many charities offer free pickup.



Sell or store

Valuable items, extra furniture and seasonal gear. Sell them online or move them to storage.

Depersonalize

- ✓ Pack most family photos
- ✓ Clear the fridge door
- ✓ Store collections and hobby items
- ✓ Keep religious and political items out of view

The half-full rule

Closets, cupboards and shelves should look about half full. It tells buyers there's plenty of storage.

PART 3 · ROOM BY ROOM

Entry, living and kitchen

Entry and living areas

MUST DO

- ✓ Clear shoes, coats and bags from the entry
- ✓ Remove pet beds, toys and bowls
- ✓ Dust ceiling corners and fans
- ✓ Hide cords and charging stations
- ✓ Make sure every light works

👀 WHERE BUYERS REALLY LOOK

- → Inside the coat closet
- → Under and behind the sofa
- → Behind furniture, for outlets
- → Your bookshelves
- → Around the TV

Kitchen and dining

MUST DO

- ✓ Clear and wipe every counter
- ✓ Empty, clean sink
- ✓ Wipe appliance fronts
- ✓ No signs of recent meals or smells
- ✓ Set the table simply, or clear it

👀 WHERE BUYERS REALLY LOOK

- → Inside the fridge and pantry
- → Under the sink
- → Inside cabinets and drawers
- → The oven and range hood
- → Behind the fridge, for water lines

PART 3 · ROOM BY ROOM

Bedrooms and bathrooms

Bedrooms and closets

MUST DO

- ✓ Make beds with clean, plain linens
- ✓ Nothing stored under beds
- ✓ Closets about half full
- ✓ Clear nightstands
- ✓ Remove extra furniture if the room feels tight

👀 WHERE BUYERS REALLY LOOK

- → Under the bed
- → Inside dresser drawers
- → Walk-in closets
- → Behind the headboard
- → Window coverings

Bathrooms

MUST DO

- ✓ Put away all personal products
- ✓ Fresh, matching towels
- ✓ Clean grout, caulking and mirrors
- ✓ Empty the garbage
- ✓ Toilet lid down

👀 WHERE BUYERS REALLY LOOK

- → The medicine cabinet
- → Inside the shower or tub
- → Under the sink
- → Behind the toilet
- → The ceiling, for moisture marks

🔒 Security first

Lock up or remove jewellery, cash, medication, mail, bills and important papers before any showing. Take spare keys and garage remotes with you.

Garage and yard

Garage and storage

MUST DO

- ✓ Clear a path to walk through
- ✓ Stack boxes neatly
- ✓ Sweep and clean big stains
- ✓ Make sure the door opener works
- ✓ Good lighting

👀 WHERE BUYERS REALLY LOOK

- → Inside storage cabinets
- → The ceiling, for water stains
- → Behind stored items
- → The rafters
- → The garage door mechanism

Front and back yard

MUST DO

- ✓ Put away kids' toys and hoses
- ✓ Hide garbage and recycling bins
- ✓ Sweep the deck and walkways
- ✓ Trim bushes back from windows
- ✓ Test the outdoor lights

👀 WHERE BUYERS REALLY LOOK

- → Side yards (often forgotten)
- → Under the deck
- → Behind the shed
- → Around the A/C unit
- → Along the foundation

PART 3 · RELAX

What not to worry about

Buyers know no home is perfect. Save your money and energy for what matters.

- ✅ Small scuffs and nail holes
- ✅ Slightly worn carpet in low-traffic rooms
- ✅ Older countertops that are clean and in good shape
- ✅ Dated but clean tile
- ✅ Old but working fixtures and fans
- ✅ Minor grout stains, if clean
- ✅ Small, non-structural concrete cracks
- ✅ A lawn that is not perfect but cared for
- ✅ Older but working garage door and lights
- ✅ Window coverings that work but aren't stylish

Focus on three things

Clean

Spotless beats new.

Working

Everything turns on, opens and closes.

Inviting

Bright, fresh and easy to picture living in.

PART 4 · DAILY LIFE

Living show-ready

Showings can come with one to four hours' notice. A few habits make it easy.

Daily habits

- ✓ Make beds every morning
- ✓ Keep counters clear
- ✓ Run the dishwasher every night
- ✓ Keep a "showing bin" for quick clean-ups
- ✓ Pick one spot for mail and packages
- ✓ Give everyone in the family a showing job

Kids, pets and hobbies

- ✓ **Kids:** a few toys in baskets is fine. It's OK that a family lives there.
- ✓ **Pets:** plan where they go during showings. Hide bowls and litter boxes.
- ✓ **Home office:** tidy, with papers put away.
- ✓ **Gym or hobby gear:** neat and organized, or stored.

💻 Digital safety

- ✓ Log off or lock computers
- ✓ Mute smart speakers
- ✓ Hide Wi-Fi passwords
- ✓ Turn off indoor cameras with audio (recording conversations can be illegal)
- ✓ Lock smart-home apps

PART 4 · SHOWING DAY

Your 15-minute showing plan

Min 1 to 3
Lights on, blinds open, temperature comfortable

Min 4 to 7
Counters clear, dishes away, garbage out

Min 8 to 10
Beds made, towels straightened, toilet lids down

Min 11 to 13
Quick vacuum of high-traffic spots, shoes away

Min 14 to 15
Valuables and meds locked, pets and family out the door

⚡ Last-minute fixes

- ✓ **Smells:** a little vanilla in a warm oven
- ✓ **Dust:** a dryer sheet works in a pinch
- ✓ **Water spots:** vinegar and water
- ✓ **Pet hair:** a damp rubber glove
- ✓ **Sinks:** a drop of baby oil for shine

🏡 Open house extras

- ✓ Remove small electronics and valuables
- ✓ Put away all family photos
- ✓ Lock office drawers
- ✓ Take keys off the key hooks
- ✓ Book pet daycare for the day

PART 4 · FINAL CHECK

Final walkthrough checklist

Print this page and tick it off before every showing.

Entry and living

- [ ] Entry clear of shoes and coats
- [ ] Pillows straightened
- [ ] Remotes put away

Kitchen

- [ ] Counters clear and wiped
- [ ] Sink empty
- [ ] No food smells

Bedrooms

- [ ] Beds made
- [ ] Closet doors closed
- [ ] Nothing under beds

Bathrooms

- [ ] Personal items away
- [ ] Fresh towels out
- [ ] Toilet lids down

Outside

- [ ] Walk swept, snow cleared
- [ ] Bins out of sight
- [ ] Porch light on

Whole home

- [ ] Every light on
- [ ] Blinds open
- [ ] Temperature comfortable
- [ ] Garbage emptied
- [ ] Mail and papers hidden
- [ ] Pets and pet things away

PART 4 · EDMONTON WINTERS

Selling in an Edmonton winter

Winter is slower, but it isn't dead. The buyers who look in January are usually serious, and you face less competition.

1,389
New listings, Dec 2025
vs 4,855 in May 2026

1,151
Homes sold, Jan 2026
Still a big pool of serious buyers

59 days
Average days on market, Jan
Plan for a longer sale

❄️ Winter must-dos

- ✓ Clear snow from the walk, steps and driveway, and salt for ice. Edmonton bylaw gives you 48 hours after a snowfall.
- ✓ Put down a boot tray and mat at the door
- ✓ Keep the home warm, about 21°C
- ✓ Turn on outdoor lights. It gets dark by 4:30 p.m.
- ✓ Service the furnace and keep the receipt

FREE GUIDE Edmonton Winter-Ready Home Checklist →

📸 Use summer photos

If you have nice photos of your yard in summer, ask your agent to add one or two to the listing. Buyers want to see the yard they can't see under the snow.

🔥 Make it cozy

Warm lighting, a throw on the sofa and a lit fireplace help buyers picture winter in your home.

Source: REALTORS® Association of Edmonton monthly market statistics, Dec 2025 to May 2026. Snow-clearing rule: City of Edmonton.

PART 4 · KNOW YOUR COSTS

What it costs to sell in Edmonton

No surprises. Here's every cost to plan for, so you know what you'll really walk away with.

COST	WHAT IT IS	YOUR NEXT STEP
REALTOR® commission	Usually your biggest cost. It's a percentage or set fee you agree on in your listing contract. Plus 5% GST.	**Ask for it in writing**
Real Property Report (RPR)	Alberta sellers usually provide a current RPR with City compliance. If yours is old or you've added a deck, fence or garage, you may need a new one.	**Check yours now**
Real estate lawyer	Handles the paperwork, pays out your mortgage and transfers the title.	**Get 2 quotes**
Mortgage payout	If you break your mortgage early, your lender may charge a penalty. There can also be a discharge fee.	**Call your lender**
Prep and repairs	Cleaning, paint, small repairs and storage. This guide helps you keep it small.	**Set a budget**
Moving	Movers, truck, packing supplies, and overlap if you buy first.	**Book early**
Adjustments	Property tax and utilities are split with the buyer at closing, based on the date.	**Your lawyer handles it**

See your real walk-away number

I'll put together a simple "net sheet" for your home: the likely sale price minus every cost on this page.

Get my net sheet →

Every sale is different. Get exact quotes from your lawyer, lender and surveyor. This page is general information, not legal or mortgage advice.

PART 4 · WHAT'S NEXT

From listing to keys

Here's what usually happens, step by step.

WEEK 0

Value review and plan

We go over your number, timing and what to fix.

WEEK 1 TO 2

Prep

Declutter, clean, repairs, then professional photos.

LISTING DAY

Go live

Your home hits MLS®, realtor.ca and social media.

FIRST 2 WEEKS

Showings and offers

Feedback after every showing.

OFFER ACCEPTED

Conditions

Usually 5 to 10 days for the buyer's financing and inspection.

FIRM SALE

SOLD

Conditions are removed. Time to plan your move.

CLOSING DAY

Keys handed over

Usually 30 to 90 days after the sale is firm. The lawyers transfer the money and title.

FREE GUIDE Your Complete Sellers Guide: Listing to Close →

FREE GUIDE The Complete Home Staging Checklist →

PART 5 · OPTIONAL

Bigger renovations: when they make sense

These cost more. They can help, but only in the right home on the right street.

Refinish hardwood floors

Makes old floors look new. Worth it if the wood is scratched but solid.

Luxury vinyl plank (LVP)

Tough, water-resistant and popular with buyers. Good for worn carpet or laminate on the main floor.

White trim and baseboards

A clean, modern look for a fairly low cost.

Exterior paint

A big curb appeal boost if paint is peeling or faded.

Composite deck boards

Lasts longer than wood, but is costly. Usually only if the deck is falling apart.

Stainless steel appliances

Matching appliances look better in photos. Check Marketplace for deals.

Full kitchen renovation

A big job that rarely pays back in full before a sale. Ask for numbers first.

Before you start any big project

Ask your agent one question: **"Will buyers on my street pay more for this than it costs?"** If nobody can show you sold homes that prove it, don't do it. Get quotes from trusted local trades.

FREE GUIDE Trusted Contractor Directory →

PART 5 · BONUS

Your free guide library

Sixteen free step-by-step guides. Tap any title to open it.

01 How to Stain Your Front Door

02 Refreshing Your Driveway and Home Exterior

03 Budget-Friendly Landscaping Tips

04 Landscaping Maintenance Checklist

05 Dog Spot Removal Guide

06 Declutter Your Backyard

07 Crystal-Clear Windows

08 18 Modern and Neutral Paint Colours

09 How to Protect Your Outdoor Furniture

10 Stylish Kitchen Cabinet Hardware Guide

11 Low-Cost Bathroom Updates

12 The Complete Home Staging Checklist

13 Edmonton Winter-Ready Home Checklist

14 Understanding the Edmonton Real Estate Market

15 Your Complete Sellers Guide: Listing to Close

16 Trusted Contractor Directory

You can also find every guide at RealEstateYEG.ca/free-guides.

YOUR NEXT STEP

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Book a free, no-pressure home value review. I'll look at the recent sales on your street, go over what's worth fixing, and give you an honest price range.

Scan to book

Book my home value review →

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