



SELLER'S GUIDE

A COMPREHENSIVE, STEP-BY-STEP PROCESS DESIGNED TO MAXIMIZE
YOUR HOME'S VALUE AND ENSURE A SMOOTH, SUCCESSFUL SALE.

About Lanny Schmidt

My dedication as a realtor in Calgary and the surrounding areas stems from a genuine desire to help people. I'm deeply passionate about guiding you through the exciting process of finding that perfect dream home or making the transition of selling your current property effortless. Your smooth and successful real estate journey is my top priority.

My goal is to provide a top notch experience for my clients. Selling your home doesn't have to be complicated. My comprehensive Seller's Guide breaks down the entire process, providing you with clear steps and valuable information for a smooth transaction. Learn how I can guide you through every stage, ensuring a successful sale from listing to closing.





Step 1 **Initial Meeting &** **Property View**

We'll meet at your property to conduct a thorough walkthrough, discuss your goals, timeline, and gather essential information about your home's unique features and history.



Step 2 **Comparative Market** **Analysis (CMA)**

I'll prepare a detailed CMA to determine your home's optimal listing price based on recent sales, current market conditions, and your property's distinctive attributes.



Step 3 **Property Compliance** **& Repairs**

Guidance on acquiring a compliant Real Property Report (RPR), addressing necessary repairs and maintenance, and ensuring all compliance requirements are met for a smooth transaction.

The Selling Process

A proven six-step approach to selling your home with confidence



Step 4 **Curb Appeal &** **Staging**

Professional recommendations to enhance your home's exterior appeal and interior presentation, including staging strategies that help buyers envision themselves living there.



Step 5 **Professional** **Photography**

High-quality photography, drone footage, cinematic video tour, and immersive 3D virtual walkthrough to showcase your home's best features across all marketing channels.



Step 6 **Strategic Marketing** **Launch**

Your property goes live on MLS®, Realtor.ca, my website, social media platforms, along with a For Sale sign, premium feature sheets, and strategically scheduled open houses.



1. Declutter & Depersonalize

Remove excess furniture, clean out closets (buyers look inside!), and pack away personal photos, unique art, and family memorabilia.



2. Deep Clean & Freshen Up

This is beyond standard cleaning. Focus on grout, baseboards, windows, and appliances. Address any pet or smoke odors.



3. Repairs & Maintenance

Fix small issues now (leaky faucets, sticky doors, chipped paint). This prevents inspectors from highlighting minor problems that can derail a negotiation later.

The 3-Step Home Prep Plan

Buyers decide if they love a home within minutes.
We need to appeal to the widest audience possible.

Comprehensive Marketing Strategy

Every tool and platform at our disposal to showcase your home to the right buyers



Premium Visual Media

Professional photography, aerial drone footage, cinematic video tour, and immersive 3D virtual walkthrough

Maximum Digital Exposure

Featured listings on MLS®, Realtor.ca, my professional website, and targeted advertising campaigns



Social Media Marketing

Strategic paid campaigns on Instagram and Facebook reaching qualified buyers in your area

Premium Marketing Materials

High-quality feature sheets highlighting your home's best attributes and unique selling points



Professional Signage

Eye-catching For Sale sign with premium branding to capture neighborhood attention

Strategic Open Houses

Well-promoted open house events to generate buzz and attract serious, qualified buyers

Offer & Negotiation



Reviewing an Offer

When a buyer submits an offer (often called an Offer to Purchase or Purchase Contract), it is a legally binding contract proposal. You need to review more than just the price.

- **Purchase Price**

This is just one factor; better terms can sometimes outweigh a slightly lower price.

- **Deposit**

A higher deposit demonstrates a buyer's commitment and financial stability.

- **Closing Date**

Does this align with your moving timeline and the purchase of your next home?

- **Conditions**

Fewer conditions or shorter condition periods are generally more favorable to the seller.

- **Inclusions/ Exclusions**

Ensure this aligns with what you planned to leave/take. Clarify custom items.

- **Offer Acceptance Time**

Your agent will advise you to respond promptly before the offer expires.



Negotiation

A back-and-forth process where we will create a Counteroffer if the initial terms aren't ideal.

- **Focus on the Big Picture**

Don't just counter on price. Consider adjusting the closing date, removing a contingency (condition), or negotiating inclusions/exclusions.

- **Keep it Professional**

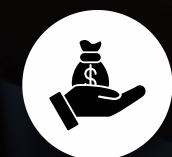
Your agent handles all negotiations, keeping emotions out and representing your financial best interests.

Acceptance & Conditional Period



The clock starts ticking

The acceptance formally starts the due diligence period. The buyer must now work diligently and in good faith to satisfy each condition before its expiry date.



Deposit is Held

The buyer's deposit (earnest money) is typically submitted and held in a trust account by the seller's Real Estate Brokerage until the conditions are either waived or the deal collapses.



Waiver or Non-Waiver

If the conditions are satisfactory, the buyer will formally waive or fulfill them. If they are unsatisfactory, the buyer can walk away, and the contract becomes void. The deposit will be returned to the buyer.

Note

Financing and Property Inspection are the most common protections in residential purchase contracts, but depending on the specific situation or the type of property, there may be additional conditions involved.



Financing Condition

The buyer will finalize their mortgage approval with the lender of their choice to ensure their financing is secured before the condition deadline.



Home Inspection

The buyer will hire a qualified home inspector to thoroughly examine the property. They'll check structural integrity, electrical, plumbing, HVAC, roof, and more. Expect further negotiations after review of the inspection report from the buyer.

Closing

Finalizing The Sale



Final Walkthrough

Typically performed 24-48 hours before closing. The buyer confirms the property is in the same condition it was when the offer was accepted and that any agreed-upon repairs have been completed.



Working with a Lawyer

Your lawyer handles the legal transfer of title, prepares and reviews all legal documents, and ensures all financial transactions are completed correctly.

Closing costs can be substantial. Budget for them!

Real Estate Commission

The fee paid to the seller's and buyer's agents, usually the largest seller closing cost.

Legal Fees & Disbursements

Fees paid to the closing attorney, title company, or notary for preparing and handling the closing documents.

Prorated Property Taxes

Taxes for the current year are often divided (prorated) between the buyer and seller based on the closing date. You pay for the days you owned the home.

Mortgage Payoff/ Penalties

The remaining balance of your existing mortgage, plus any associated prepayment penalties or discharge fees.



Closing typically occurs Monday- Friday at Noon

Client Success Stories

Real experiences from homeowners who trusted me with their Real Estate journey



"I had a great experience working with Lanny on the sale of my condo. He was professional, knowledgeable, and always kept me updated throughout the process. His advice on pricing and strategy was clear and honest, and his hard work made the entire experience smooth and stress free. I really appreciated Lanny's responsiveness and attention to detail, and I felt confident knowing he was guiding me every step of the way. I would gladly recommend him to anyone looking to sell their home"

- Evan Lindgren



"It was great working with Lanny finding the right property for us. Lanny Assisted all phases of selecting and purchasing as per our preferences. i would really recommend him to my friends and any future transactions"

- Amardeep Singh



"Thank you very much for all the hard work you did for us with the sale of our home, you were absolutely awesome to deal with during this process and made every step along the way very clear and easy to understand. You went above and beyond to make this all work for us and Susan and I will forever be grateful for all you did to make it happen. And most important thanks for your understanding and patience and especially your great friendship with us along the way. I wish you all the success in the world with this path you are on and will do anything to help in any way we can"

- Sheldon Markin



"Met Lanny at an open house, he has been very helpful and on spot sharing knowledges and experiences with first time buyers like us since day one. Contracted as our realtor, he has been quite patient and fast responding, fast acting with our asks and concerns. Also has been providing us good guidance for path forward for every step all the way to the possession date with very detailed and transparent information. Been really thanking him and 100% recommending him"

- Tianyi Chen

Contact



NO. PHONE
403-993-4552



WEBSITE
www.lannyschmidtrealstate.com



EMAIL
lannyschmidttyyc@gmail.com



LOCATION
Calgary & Surrounding Area



real

THANK YOU

WE ARE PARTNERS IN THIS PROCESS. REVIEWING THIS GUIDE IS THE FIRST STEP!
LET'S SCHEDULE A TIME FOR ME TO WALK THROUGH YOUR PROPERTY SO I CAN
PROVIDE A PRECISE CMA AND GIVE YOU SPECIFIC, ROOM-BY-ROOM
RECOMMENDATIONS ON HOW TO PREPARE YOUR HOME FOR ITS DEBUT.
I LOOK FORWARD TO GETTING YOUR HOME SOLD!