

Relocations (Sellers) • Calgary)

Quick Start

- Prepare a "Property Dossier" (permits, plans, service records, manuals, warranties).
- Invest in premium marketing with privacy controls.
- Tune the home to "hotel standard" (quiet operation, flawless details).

A. Documentation that supports premium pricing

- Permits, drawings, upgrade history, warranty/maintenance records compiled.
- Service logs for HVAC, automation, security, irrigation, roof, specialty amenities.
- Key specs summarized: ceiling heights, window package, mechanical zones, energy features.

B. Presentation and staging (luxury expectations)

- Declutter to emphasize architecture; reduce personal collections.
- Perfect details: caulk/paint lines, grout renewal, polished fixtures, door alignment.
- Landscaping polish: tidy beds, clean hardscape, functioning exterior lighting.
- Quiet operation: fix rattles, fan noise, HVAC imbalance, sticky doors.

C. Marketing and access protocol

- Pro photos + video + accurate floorplans; highlight premium features with proof.
- Appointment-only showings; secure valuables; define security protocol.
- Clear inclusions list for built-ins, smart systems, outdoor features.

D. Offer handling

- Expect detailed inspections; respond with records and practical solutions.
- Clarify exclusions that could affect perceived value (fixtures, chandeliers, built-ins).

E. Closing readiness

- Organize codes/remotes/manuals; consider a handover session for systems.
- Provide spare materials and vendor contacts where appropriate.



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