

MANINDER GREWAL  
REAL ESTATE AGENT

# Your Ultimate Seller's Guide

A guide for home sellers in  
Edmonton and surroundings

Presented by  
Maninder Grewal

Not intended to solicit sellers under contract with another  
brokerage or buyers under contract with another agent.



**exp<sup>®</sup>**  
REALTY

[www.investwithgrewal.com](http://www.investwithgrewal.com)

# Purpose

## Why You Need This Guide

Selling your home isn't just about putting up a "For Sale" sign —it's about strategy, marketing, and negotiation.

This guide will show you:

- 01** How to price your home right to attract serious buyers.
- 02** The marketing techniques that get your home maximum exposure.
- 03** How to avoid common selling mistakes that cost homeowners thousands.
- 04** A step-by-step roadmap so you feel confident throughout the process.





## About the Realtor

Hi! My name is  
**Maninder Grewal.**  
I am a licensed real  
estate agent at  
eXp Realty.

My clients remember me for my knowledge  
of the local market and my commitment to  
making the buying or selling process as  
seamless as possible.

# Career Timeline

**2014**

Graduated  
from  
Medicine  
Hat College

Diploma in Built  
Environment  
Engineering  
Technology, gaining  
a strong foundation  
in construction and  
design principles.

**2014**

Commercial  
Building  
Design

Designed commercial  
buildings, honing skills  
in planning, spatial  
design, and  
construction, which  
provides me with a  
unique perspective in  
real estate transactions.

**2017**

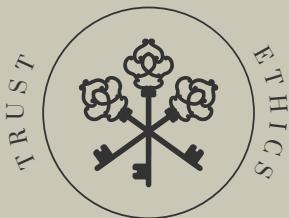
Residential  
Flooring &  
Truss  
Systems  
Design

Focused on designing  
residential flooring and  
truss systems,  
deepening my  
understanding of home  
structure and quality.

**2021**

Joined eXp  
Realty

Leveraging my  
background in built  
engineering and  
design to offer clients  
a highly analytical and  
informed approach to  
real estate, ensuring  
they make the best  
investment decisions.



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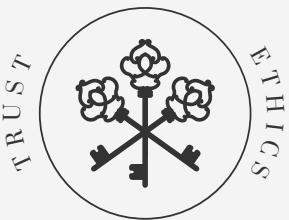
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# Why Work with Me?

Selling your home is a big decision, and choosing the right real estate professional can make all the difference. Here's what sets me apart:

- **Pricing Expertise** – I'll help you price your home strategically so it sells quickly and for the highest possible price.
- **Custom Marketing Plan** – I don't just list your home; I market it aggressively through professional photos, social media ads, open houses, and my buyer network.
- **Negotiation Power** – I protect your bottom line and ensure you don't leave money on the table.
- **Full-Service Support** – From paperwork to staging advice, I make the process seamless so you can focus on your next move.



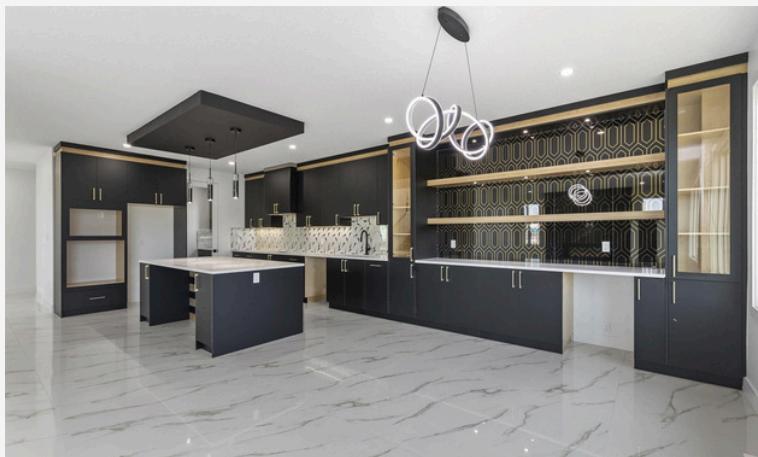
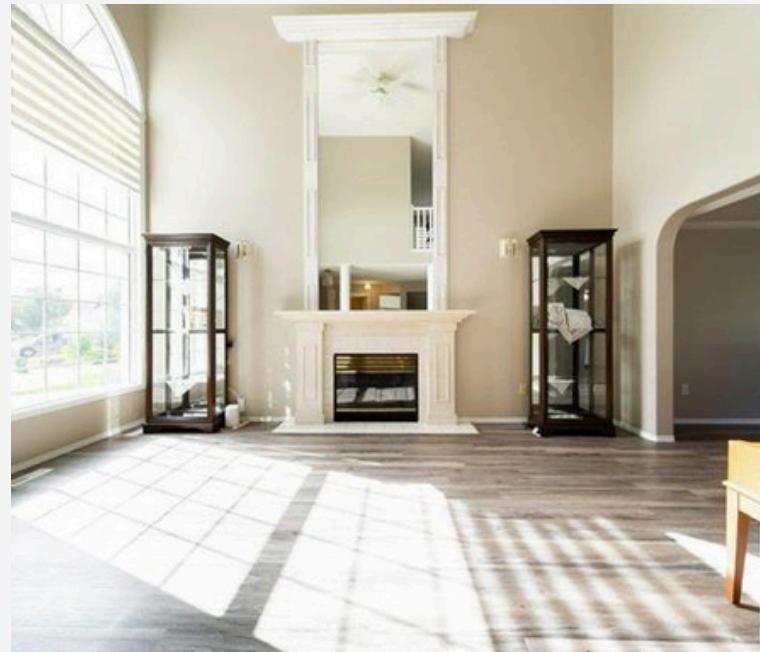
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Here are some of the homes I helped my clients close.

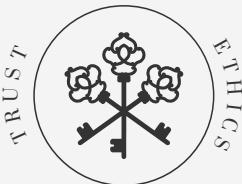
These are just a few examples of the successful transactions I've completed. Whether you're buying or selling, I am here to guide you every step of the way.



# Understanding The Home Selling Process

Selling a home involves multiple steps. Here's what to expect.





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## Step 1: Home Evaluation & Pricing Strategy

- I'll conduct a market analysis to compare your home with similar properties that have sold recently.
- We'll set a competitive price that attracts buyers while maximizing your return.
- Pricing too high can lead to your home sitting on the market too long. Pricing too low leaves money on the table. I ensure we find the perfect balance.



# Step 2: Prepping Your Home for Sale

**First impressions matter! A well-presented home sells faster and for more money. Here's how to prepare your home for buyers:**

- **Decluttering & Depersonalizing** – Buyers need to imagine themselves living in your home.
- **Repairs & Small Upgrades** – Fixing minor issues can make a big difference in perceived value.
- **Staging & Curb Appeal** – A clean, well-staged home attracts more offers.
- **Professional Photography & Video** – High-quality visuals make your listing stand out.





## Pro Tip

Homes that are staged and professionally photographed sell 30% faster than unstaged homes.



# Step 3: Listing & Marketing Your Home

Once your home is ready, I put it in front of thousands of buyers using a strategic marketing plan:

- 👉 **MLS Listing** – Your home will be listed on the top real estate websites.
- 👉 **Social Media Ads** – I run paid campaigns to target serious buyers.
- 👉 **Open Houses & Showings** – We create an inviting experience for potential buyers.
- 👉 **Email & Buyer Network** – I market your home to my database of pre-qualified buyers and other realtors.





## Pro Tip

**The first 2 weeks of listing are the most important.  
This is when your home gets the most attention,  
so it's crucial to have the right pricing and marketing in place.**



# Step 4: Showings & Offers

Once buyers start viewing your home, we track feedback and adjust as needed.

- Scheduling showings at convenient times.
- Pre-screening buyers to ensure only serious offers.
- Handling multiple offers to maximize your selling price.
- Negotiating terms that protect your best interests.





## Pro Tip

**Many homes receive multiple offers. With the right strategy, we can create a bidding war that increases your final selling price.**





# Step 5: Closing the Sale

Once we accept an offer, we move to the final steps:

- **Buyer's home inspection & appraisal** – Ensuring the sale moves forward.
- **Legal paperwork & contracts** – I'll guide you through all documents.
- **Final walkthrough & possession date** – Ensuring a smooth transition.

**Congratulations!**  
**You just sold your home!**



# Common Seller Mistakes to Avoid



## **Overpricing Your Home**

Leads to a stale listing and price reductions.

## **Ignoring Repairs & Staging**

Can turn buyers away or lead to lowball offers.

## **Not Being Flexible with Showings**

The more buyers see your home, the better your chances of selling.

## **Accepting the First Offer Too Quickly**

We may be able to negotiate a better deal.

# Market Trends & What to Expect

**The real estate market is always changing. Here's what you need to know:**

**Pricing is key** - Homes priced correctly from the start sell faster and for more money.

**Demand fluctuates** - Seasonality, interest rates, and market conditions can impact your sale.

**Buyers are well-informed** - Most buyers research extensively before making an offer, so presentation and marketing matter.





## What Are The Closing Costs as a Seller?

When selling your property, here are the typical costs you should be prepared for:

### 1. Real Estate Commission

- My commission structure is 7% on the first \$100,000 and 3% on the remaining balance of the sale price (split between the buyer's and seller's agents).
- This covers full service from pricing strategy and marketing to negotiation and closing coordination.
- My goal is to make sure you get the best possible outcome with the least stress, and I'm here to protect your interests at every step.
- The commission is paid from the sale proceeds, so there are no upfront costs to you.



## What Are The Closing Costs as a Seller?

When selling your property, here are the typical costs you should be prepared for:

### 2. Legal Fees

- Your lawyer handles the paperwork, title transfer, and mortgage payout.
- Expect to pay around \$1,200 – \$1,800, depending on the complexity.

### 3. Condo Document Package (if applicable)

- If you're selling a condo, you'll need to provide a full set of condo documents for the buyer to review.
- These are usually ordered from your condo management company.
- Cost: Around \$200 – \$400.



## What Are The Closing Costs as a Seller?

When selling your property, here are the typical costs you should be prepared for:

### 4. Mortgage Discharge Fee

- If you have a mortgage, there may be a fee to discharge it, plus any penalty for breaking the term early.
- Discharge fees are around \$200 – \$300.
- Penalties vary by lender — check with your mortgage provider.

### 5. Adjustments

- You may need to credit the buyer for prepaid property taxes, condo fees, or utilities.
- This will be calculated by your lawyer at closing.

# Success Stories

See what our highly satisfied clients have to say



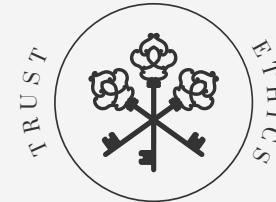
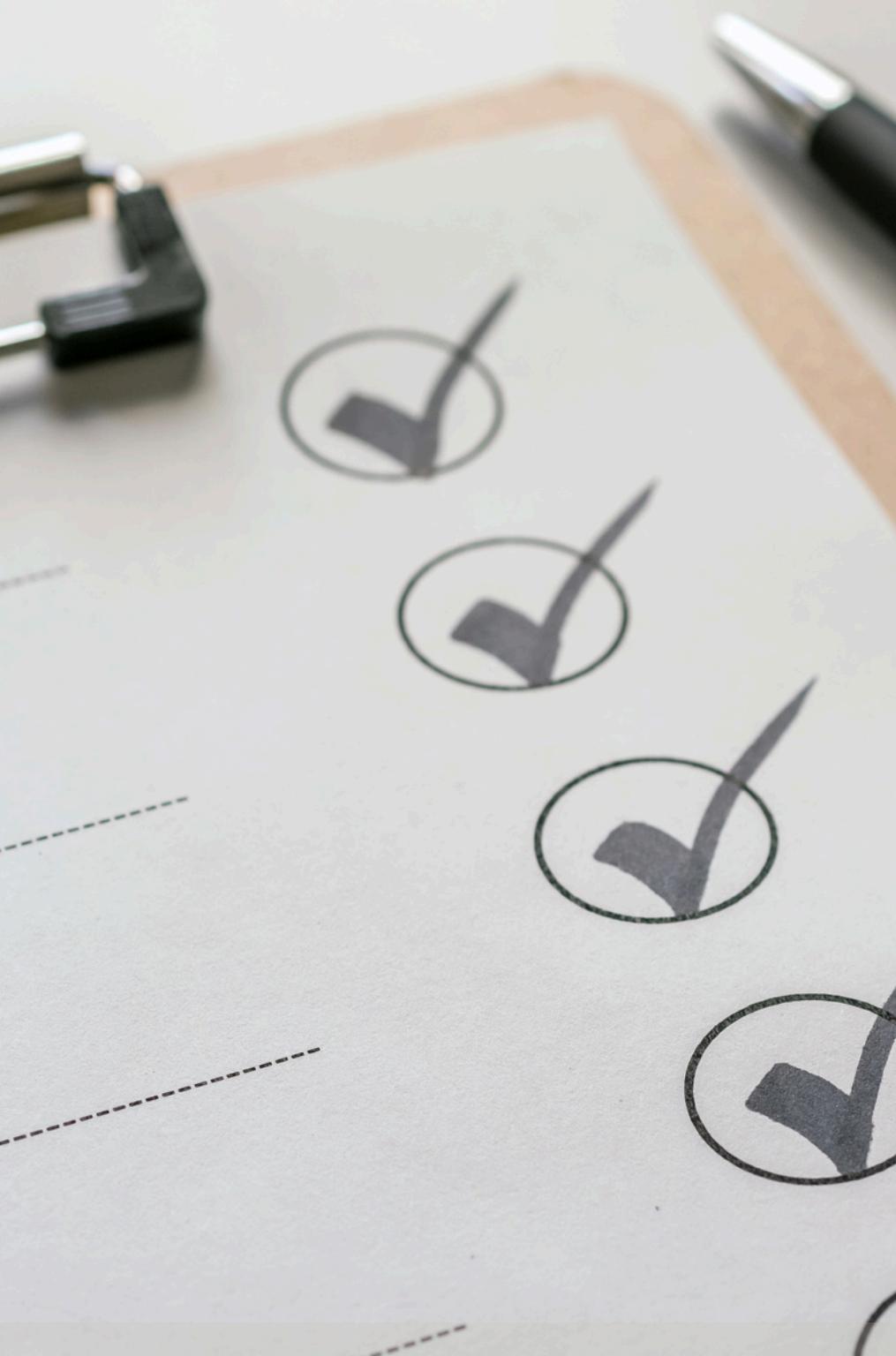
"Maninder helped us selling our house. He works hard to bring clients and work in a professional manner. He sold our house in only one week. I would definitely recommend him as your realtor."

**Sangam**



"Selling our home was a big decision, but working with Maninder made the entire process smooth and stress-free. He was professional, always available to answer our questions, and got us a great result. Highly recommend him to anyone looking to sell!"

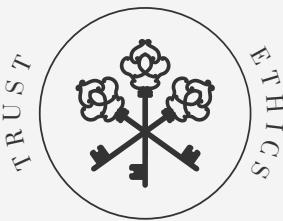
**Sukhprit**



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## BONUS: Home Selling Checklist

- Declutter & deep clean
- Fix minor repairs (paint, fixtures, etc.)
- Stage & improve curb appeal
- Set the right price based on market trends
- Market aggressively (MLS, social media, ads)
- Be flexible with showings
- Negotiate offers strategically
- Prepare for closing (legal paperwork, final walkthrough)



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# What's Next? Let's Get Your Home SOLD!

Thinking of selling? Let's chat!  
I offer a FREE home evaluation and personalized  
strategy session to get you started.



**Phone Number**  
780-205-0532

**Email Address**  
[info@investwithgrewal.com](mailto:info@investwithgrewal.com)

**Website**  
[www.investwithgrewal.com](http://www.investwithgrewal.com)