



Home Seller's **GUIDE**

A resource to help
guide you through the
home-selling experience,
from start to finish.





Hi, I'm Quinn Yule

**REALTOR® with RE/MAX Excellence in
Edmonton, AB.**

Selling your home is a big move - literally and emotionally. Whether it's your first time or you've done this before, you deserve a process that feels clear, empowering, and maybe even a little exciting. I'll be with you every step of the way, offering expert pricing strategies, local market insights, and a no-BS approach to staging, marketing, and negotiating top dollar.



ABOUT US **RE/MAX** EXCELLENCE

Our company is a multifaceted business that operates with you, the customer, at the forefront of our day-to-day operations.

We are well known and respected in the community and our philosophies are based on both honesty and integrity. As a client centered business, you will receive personal service and be backed by a reputable company.

The real estate market is always changing and as a result, our agents regularly attend training sessions and events to further their knowledge and be sure that they are focusing on current conditions that affect today's buyers and sellers. This type of training is imperative if we are to be successful in obtaining top dollar on home sales. Our goal is to make sure that we satisfy the special needs of all of our clients and at the same time make the process and transactions go as smoothly as possible.

Team Remax Excellence

ecommerce

LEADERSHIP



DON PATTERSON

Managing Partner/
Broker Owner



D: 780.243.1767
E: don.patterson@remaxexcellence.com

Don Patterson has over 30 years of residential and commercial real estate experience with leadership roles at TD Bank and the major brokerages. He has served on many Boards & Committees, is a highly respected educator and a strong advocate for raising the level of professionalism in the industry. As a non-selling Broker, Don is always accessible to provide support and guidance.

TIM GROVER

Excellence Academy Director



D: 780.288.5144
E: tim@groverhomes.com

Tim Grover has built and grown large sales teams of diverse individuals who have achieved very aggressive goals over the past two decades. His passion is to get large groups of people motivated and focussed on achieving a common goal through exhaustive planning and well-executed implementation.

SAM NARAYAN

Associate Broker/Owner



D: 780.641.1325
E: snarayan@commercialyeg.ca

Sam Narayan has over 15 years of business and real estate experience. Awarded Broker/Owner of the Year in 2014, Sam provides unparalleled leadership to associates. He specializes in the Business Brokerage & Investment market, and prides himself on being on top of the market and in many cases ahead of market trends.

NEIL HORVATH

In-House Coach



D: 780.481.1141
E: neil@neilhorvath.com

Trained in Richard Robbins International, Brian Buffini and numerous additional courses related to real estate, investments, business, and finance, our in-house professional coach Neil Horvath teaches you how to reduce dreaded peak and valley syndrome, and to build a highly predictable equity curve.



SUPPORT TEAM

Administration & Conveyancing

201, 5607-199 Street
Edmonton, AB T6M 0M8
780-481-2950



Lorena Gonzalez, Senior Administration

D: 780.481.2950

E: admin@remaxexcellence.com

Lorena is at the front lines of agent support. She is responsible for entering listings/amendments, requesting signs up/down, posting open houses, greet guests and answering the phones, uploading listings, and requesting land titles/corporations.



Emily Ojano, Administrative Assistant & Conveyancing Support

D: 780.481.2950

E: admin@remaxexcellence.com

Emily is responsible for providing support in administration and conveyancing. She helps to assist Lorena with administrative duties as well as assisting Neeti in conveyancing.

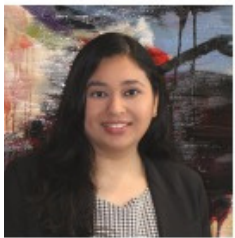


Mittal Shah, Transaction Manager

D: 780.341.2083

E: mittal@remaxexcellence.com

Mittal is responsible for the administration of agent accounts including onboarding, renewals, commission payroll, billing, transaction management, and accounts payable/receivable.



Neeti Vaghela, Senior Conveyancer

D: 780.641.1342

E: convey@remaxexcellence.com

Neeti is responsible for the transactional and legal paperwork when processing a sale or purchase. She makes sure that all legal paperwork is completed, distributed, and filed within necessary deadlines, and commission cheques processed with same-day payments.



Sharan Soodhar, Conveyancer

D: 780.641.1342

E: convey@remaxexcellence.com

Sharan supports processing the transactional and legal paperwork. She ensures all legal paperwork is completed, distributed, and filed within necessary deadlines, and commission cheques processed with same-day payments.

 **REMAX Excellence**
We Have Your Back!

Consumer Relationships Guide

Understanding Our Legal Relationship

Before we get started, there's a short document we'll go over together called the **Consumer Relationships Guide**. It's required in Alberta and explains the different ways someone can work with a real estate professional. Whether they're fully represented, getting limited help, or working with someone who's representing the other side.

It's not a contract! It's a disclosure to make sure you know who's working for who. Simple as that.

In our case, I'll be representing you, which comes with some big responsibilities on my end, called **Fiduciary Duties**.



My Fiduciary Duties to Clients

Undivided Loyalty

I'm always in your corner—your goals and best interests come first.

Full Disclosure

If I know something that could affect your decisions, I'll tell you.

Reasonable Care & Skill

I'll act with care, skill, and professionalism every step of the way.

Confidentiality

What you share with me stays with me (even after the deal's done).

Obedience

I follow your lawful instructions (I can't hide your neighbour's gnome unless it's legal)

Full Accounting

I'll track, and fully account for, any money, keys, or documents I handle for you.

Your Responsibilities as a Client or Customer

Working with a REALTOR® is a two-way street. Here's what you're responsible for:

- **Be honest and upfront** - let me know anything that could affect the sale or how I represent you.
- **Pay any agreed-upon fees and expenses** (they'll be clearly outlined in our written agreement).
- **Read everything before signing.** Ask questions if anything's unclear. I'll explain what I can, and if needed, you're always free to check with a lawyer, accountant, or inspector.

Not everyone chooses representation and can be a customer of the agent:

If someone chooses not to have their own agent and works directly with me as a customer, they get limited services. I can still help with things like paperwork or sharing general info, but I won't be representing their interests the way I represent a client's.

We'll go over all of this together when we review the Consumer Relationships Guide to make sure everyone knows who's working for who, and what that means.

Costs of Selling Your Home

WHO COVERS WHAT COST?



The following is provided for general information purposes only. This chart is designed to illustrate which party typically covers various expenses.

Item	Buyer	Seller
Loan Application	✓	
Appraisal Fee	✓	
Real Property Report, Title Insurance		✓
Legal Fees	✓	✓
Real Estate Commission		✓
Homeowner's Insurance	✓	
Pre-Paid Taxes / Insurances	✓	
Home Inspection	✓	✓
		Optional
Condo Documents	✓	✓
	Review Documents	Order Documents

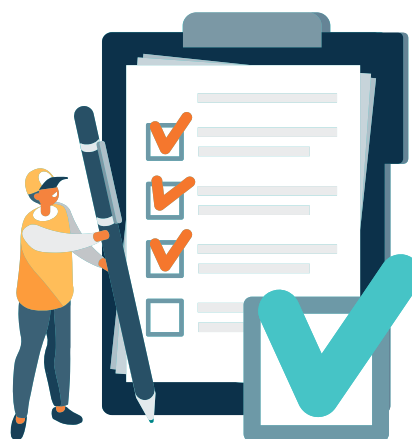
Pre-Listing Home Inspection

Why Should I, the Seller, Consider a Home Inspection?

Getting a home inspection before listing can help you avoid surprises during the buyer's inspection. It gives you a chance to fix or disclose issues upfront, making your home more appealing and reducing the chances of last-minute deal-breakers. When buyers see known issues disclosed early, they're often more comfortable. But, if their own inspector uncovers problems later, those same issues can seem much bigger and lead to price reductions, or even a collapsed deal.

Why a Seller's Inspection Puts You in Control

When you provide a home inspection report upfront, buyers factor any known issues into their initial offer, meaning there's less room for them to come back and renegotiate later. Your strongest position as a seller is before an offer is made, not after an inspection turns up surprises.



If the buyer's inspection does prompt renegotiation, you still have options:

- Sell as-is
- Make repairs using your own contractor
- Remove or downgrade the issue (e.g., take out a rotted deck or decommission an old storage tank)



Need a referral?

Say the word and I can refer you to one of my trusted inspectors!

How do I Find a Reputable Home Inspector?

- **Experience matters:** Look for inspectors with years of hands-on experience. The more homes they've seen, the better their eye for issues.
- **Professional affiliations:** Inspectors who belong to recognized industry associations tend to take their work (and your home) seriously.
- **Proper training:** Make sure they've completed certified inspection training and stay current with regulations like OH&S.
- **Shop around:** Don't be afraid to call a few inspectors, ask questions, and request testimonials before choosing the right fit.

Real Property Report Vs. Title Insurance

What is a Real Property Report?

A **Real Property Report (RPR)** is a legal document that provides a detailed survey of a property, showing its boundaries, structures, and improvements (such as fences, decks, and garages) in relation to municipal bylaws and property lines. All Alberta Purchase Contracts contain a clause by default outlining the requirement for a seller to provide a current RPR with a stamp of compliance from the municipality.

Why is an RPR Important?

- **Confirms Property Boundaries:** Ensures the buyer knows exactly what they're purchasing.
- **Identifies Compliance Issues:** Shows whether any structures are encroaching on neighboring properties or violating municipal regulations.
- **Required for Closing:** Unless agreed to otherwise in writing, sellers must provide an updated RPR with municipal compliance to satisfy legal and lender requirements.

Who Provides the RPR?

Typically, the **seller** is responsible for providing an up-to-date RPR with compliance. However, if changes have been made to the property (such as adding a deck or garage) since the last RPR, the seller may need to obtain a new one before closing or they can ask you to accept it as is and agree to it in the contract terms.

What Are Buyers Looking For?

Buyers review the RPR to:

- Ensure all structures are correctly placed within the property boundaries.
- Confirm there are no encroachments or compliance issues.
- Verify that the municipal compliance stamp is valid and current.

More info can be found at: www.alsa.ab.ca

What is Title Insurance?

Title insurance is a one-time purchase that protects homeowners and lenders against potential issues with a property's title. It helps safeguard against unforeseen legal and financial risks related to ownership rights.

Why is Title Insurance Important?

- **Protects Against Title Defects:** Covers errors in public records, undisclosed liens, and ownership disputes.
- **Provides Coverage for Fraud:** Protects against title fraud, such as forged documents or fraudulent sales.
- **Alternative to an Updated Real Property Report (RPR):** In some cases, title insurance can be used in place of an RPR with compliance, depending on lender and legal requirements.
- **One-Time Cost, Long-Term Protection:** Unlike other types of insurance, title insurance is a one-time fee that covers the homeowner for as long as they own the property.

Who Needs Title Insurance?

- **Buyers:** To protect against ownership disputes or unknown defects.
- **Lenders:** Many mortgage lenders require title insurance to secure their interest in the property.
- **Sellers:** In some cases, sellers may purchase title insurance to resolve compliance issues before closing.

What Does Title Insurance Cover?

- Fraudulent claims of ownership
- Errors in land title records
- Encroachments or zoning violations (in some cases)
- Unpaid taxes or liens on the property

More info can be found at: www.fct.ca

Preparing Your Home

Selling your home for all it's worth!

Buyers decide in seconds. Let's make those seconds work for you.

With a little prep, your home can shine brighter than the competition, and possibly sell faster (and for more). First impressions are everything, and this quick checklist will help you get your place ready to wow from the curb to the kitchen.

General Maintenance

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets

The First Impression

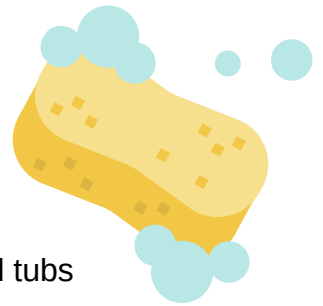
- ☐ Ensure the entrance is clean, tidy, and free of debris
- ☐ Remove shoes and clutter from the entry way
- ☐ Double check your doorbell is functional
- ☐ Polish the door hardware

The Spacious Look

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear off the counters and stove
- ☐ Ensure the closets are neat and tidy
- ☐ Keep bedrooms organized and clutter-free

Fresh as a Daisy

- ☐ Shampoo carpets
- ☐ Mop all hard flooring
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge, stove, and microwave
- ☐ Clean and freshen bathrooms



The Buying Atmosphere

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in daytime
- ☐ Play quiet background music
- ☐ Keep pets somewhere safe outdoors (or take them with you)

Curb Appeal

- ☐ Mow the lawn, and maintain the length
- ☐ Trim shrubs and trees
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walk and driveway
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint

Exclusive Seller's Representation Agreement

- What It Is** This agreement (often called a Listing Agreement) is **a contract between you and a real estate brokerage**. It gives the brokerage the authority to market and sell your home. Once signed, it legally binds both you and the brokerage, so read it carefully and ask questions before signing.
- Why You Need It** **It outlines everything:** listing price, what stays or goes with the home, timelines, and the duties of both you and your agent. You must sign this before your agent can list your property.

Key Components of a Listing Agreement:

Authority

Defines the brokerage's role, their authority, commission terms (including holdover clauses), and the length of the agreement.

Possession Date

You can choose a specific date or mark it as negotiable.

Material Latent Defects

These are major hidden defects a buyer wouldn't find in a normal inspection (e.g. structural damage, recurring water leaks, or past grow-op use without remediation). Sellers must disclose these by law.

Dower Rights

In Alberta, if you're married and your spouse isn't on title, their consent may be needed to sell. Ask your agent if this applies to you.



Inclusions & Exclusions

- **Attached Goods** (e.g. built-in appliances, mounted TVs): usually stay.
- **Unattached Goods** (e.g. furniture, décor): usually go.
- Be specific about what stays and what goes!!

Before You Sign

- Be clear on your expectations and what services your agent will provide.
- This is a legal agreement—don't make assumptions. Ask questions.
- You'll receive a signed copy of the agreement to keep for your records.

Your personalized pricing strategy, including a full CMA and tailored marketing plan, will be presented as a separate package so you can clearly see how your home stacks up in today's market and how we'll position it for maximum return.

Handling Offers

Accepting, Rejecting, or Countering Offers

Accepting an Offer - If you receive an offer you're happy with, I will help you understand each term before signing. Once signed, the contract is legally binding for both you and the buyer.

Rejecting an Offer - You're allowed to reject an offer outright. But if an offer meets or exceeds the terms of your listing agreement and you reject it without good reason, you may still be obligated to pay commission.

Counter Offers - Any changes to an offer turn it into a counter offer. These are common and can go back and forth several times. Just remember: **countering carries risk** - the other party can walk away, and you may not be able to accept the original offer once it's been rejected.

Don't jump the gun - You shouldn't accept or act on another offer until a decision has been made on the first offer.

Multiple Offers

What happens if more than one offer comes in?

When multiple buyers submit offers at the same time, as your Agent, I will:

- Present the offers in the order they were received, or present all at once at a specified date and time.
- Notify all agents involved that it's a multiple offer situation, giving everyone a fair shot to revise and submit their best and final offers.
- If your REALTOR® has submitted an offer on behalf of another client, another associate from the brokerage will present that offer to you, ensuring impartiality.



Important: *You can only go under contract with one buyer. Once you accept an offer, you're legally bound by that contract, but you can accept "backup" offers which take effect if the current one fails.*

Conflicts of Interest

What happens when the same agent represents both the buyer and seller?

Sometimes, the same real estate professional ends up working with both sides of a transaction. **We can handle this in a few different ways:**

- One party may choose to work with a different agent.
- One party can remain with the same agent but in a customer relationship (meaning the agent provides information but not advice or advocacy).
- I can act as a facilitator, helping with the transaction without representing either side's interests.

In any of these cases, the change in relationship must be clearly explained and agreed to **in writing by both parties** before any offer is presented or accepted.

Pending to

SOLD

What's Next?

Congrats! You've accepted an offer! that doesn't mean we're done, just yet. Here's your seller checklist, split into two key stages: Pending (while conditions are still in play) and Sold (once the deal is locked in).

Pending Period

Conditions haven't been removed yet. Stay chill, stay flexible.

- ☐ **Avoid major changes to the home.** Don't start renovations or take things off the walls yet.
 - ☐ **Make your home available for inspections.** Buyer may schedule a walk-through or professional inspection—keep things clean and easy to access.
 - ☐ **Expect an appraisal.** If the buyer is financing, their lender might send someone to assess value at the buyer's expense.
 - ☐ **Hold off on packing too much.** We're not moving yet—wait until conditions are officially removed.
 - ☐ **Don't accept other offers.** You're in a binding agreement, even with conditions.
 - ☐ **Ask questions!** If something feels off or confusing—call me. There are no dumb questions.
-

Conditions Removed – YOU'RE SOLD!

It's official! Now we prep for possession.

- ☐ **Book movers ASAP.** Summer and holiday dates disappear fast. Lock it in early.
- ☐ **Start packing.** Focus on non-essentials first. Label boxes, donate what you don't want.
- ☐ **Secure your next home (if you haven't already).** Time to get serious about your next move.
- ☐ **Clear personal items.** The buyer expects a clean slate—remove everything that's not part of the sale.
- ☐ **Update your address.** Post office, banks, subscriptions, Amazon—get ahead of the mail chaos.
- ☐ **Clean the home.** Whether you do it yourself or hire help, leave it in broom-clean condition.
- ☐ **Plan your handover.** Know your possession date/time, and be 100% out by then.
- ☐ **Celebrate.** Seriously—this is a big deal. Pop something bubbly (or just breathe out for once).



REMAX

Call Quinn...
Yule be glad you did!



WHY WORK WITH QUINN?

I'm here to give you the most professional, ethical, and informed real estate service you'll find in the industry. I don't just aim to meet expectations, I aim to exceed them. My clients know I'll go the extra mile (and then some) to protect their best interests and guide them confidently through every step of the process.

*Big decisions deserve big care,
and I've got you covered.*



*Scan here for my contact info,
a digital copy of this guide,
and even more resources!*