

Selling *home*



PREPARING YOUR HOME

FOR A SUCCESSFUL SALE

ONE HOUSE GROUP

BECAUSE EVERY HOME IS

UNIQUE

WE BELIEVE THE MARKETING PLAN SHOULD BE TOO.

We approach every property with a fresh perspective, ensuring our marketing efforts are both strategic and impactful. As Marketing Specialists, we make sure to allocate resources where they'll have the greatest effect. By thinking like potential buyers, we craft a tailored approach that influences everything from content creation, photography, and videography to staging, online strategy, and targeted marketing. We utilize top-tier tools and resources, but our true differentiator is customization. Each marketing plan is uniquely designed for the home, with our in-house team determining which services will maximize its appeal and value.

AND THAT IS

MODERN MARKETING DONE RIGHT

ONEHOUSE
REAL ESTATE GROUP



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Thank you for choosing the One House Group to help sell your home. We're truly honoured to be a part of this important step in your journey.

Our goal is to make the process as smooth and stress-free as possible by offering clear guidance and support every step of the way. If you have any questions or need anything at all, feel free to reach out—whether it's a quick text or a call, we're here for you. Your confidence and peace of mind are of the utmost importance to us!

The One House Group

Danny James Chad Kon

REALTOR®

"Real estate isn't just what we do—it's what we're passionate about. For nearly two decades, our team has been dedicated to helping people navigate the sale of their homes. It's an honour to be trusted with such an important milestone, and we take pride in making the process as smooth and rewarding as possible."

INSTAGRAM
@OneHouseGroup

YOUTUBE
@OneHouseGroup

FACEBOOK
@TheRealOneHouseGroup

(403) 452-7227 www.onehouse.ca hello@onehouse.ca



ONE HOUSE GROUP

$55,341,226

VOLUME SOLD 2025

$826,132,902

TOTAL VOLUME SOLD

96.9%

LIST TO SOLD PRICE RATIO IN 2025

29

COMBINED YEARS IN BUSINESS

1900+

HAPPY FAMILIES HELPED

60+

FIVE-STAR REVIEWS

With over 29 years of combined experience in Calgary and the surrounding real estate markets, our team brings unmatched local expertise. We understand the unique dynamics of the city and are committed to guiding you through every step of your real estate journey. From strategic negotiations to innovative solutions, we provide the insights and strategies needed to enhance your experience and help you achieve your goals with confidence.



What Clients Are Saying



Danny & Chad were fantastic to deal with! The entire process from Market reports, photos, videos, etc..went seamlessly. They were great with questions and advice when we asked. The attention to detail and follow up was top notch. Would highly recommend!

D FODE

Danny & Chad clearly explained the process of selling our home and were professional, personable and so helpful. House was sold on first day on the market over the expected price. They made a great video for buyers and helped us with our staging decisions. Would definitely recommend them! Couldn't have done it without them!



B & M TIMMINS



WHAT A TEAM! I simply can't say enough great things about Danny and Chad. The process of selling our home with them was so smooth and the communication was second to none. We felt they gave us quality feedback and constructive advice along the way. Don't hesitate! Use this team for your real estate needs. You won't regret it.

B. HOLLAND

There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents - I've provided my answers so you can see why I believe I'm the best for the job.

1. How long have you been in real estate?

I've been in the real estate business for over 20 years. In that time I've sold over 1900 homes in Calgary & area. But it's the 1900+ relationships I've gained over that time that I cherish most.

2. Are you a part-time or full-time agent?

Full time, and have been all 20 years. This is my career. But for me, real estate is more than a profession; it's a genuine passion. It's about striving for excellence in every deal and dedicating myself to making your dreams a reality.

3. What is your average days on market?

In 2025, our average days on the market stood at 35 days, taking into consideration that this duration encompasses the time when a property is conditionally sold. Typically, homes remain in a conditional state for around 10-14 days.

4. What is your Sales-to-listings ratio?

In 2025, the One House Group achieved an impressive 94.7% success rate in selling the homes they listed. In contrast, only 56% of all homes listed on the MLS last year proudly displayed a Sold sign on the property.

5. Have you sold homes in this neighborhood?

With a track record of over 1900 sales throughout our careers, it's safe to affirm that we've successfully sold homes in virtually every community of Calgary. Our extensive knowledge of the local market, coupled with our wealth of experience, provides us with a distinct competitive edge

6. Have you sold homes in this price range?

Similarly, leveraging our extensive sales history, we've successfully sold homes across all price ranges. We take pride in ensuring our clients receive top-notch marketing efforts, whether it's a cozy 1-bedroom condo or a luxurious lakeside home.

7. What will you do to market my home?

While there isn't sufficient space here to detail our entire marketing plan, be assured that we employ cutting-edge technology to maximize the visibility of your home, reaching as many potential buyers as possible. We can discuss this further at your convenience.

8. Will I be working directly with you or a team?

Our goal is, and always has been, to maintain a team size that allows us to deliver a boutique-style experience without sacrificing on service. I will be your main contact throughout this entire process.

STEP 1

Prepare your home for the market

✓ Meet with your agent
✓ Consider repairs
✓ Create a game plan
✓ Home prep checklist

STEP 2

Strategically market your home

✓ Determine the price
✓ Professional photo/video
✓ Execute marketing plan

STEP 3

Show your home

✓ Pre-showing checklist
✓ Negotiating offers

STEP 4

Sell it!

✓ Go under contract
✓ Pre-closing checklist

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Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Curb Appeal Enhancements:
   - Repair or replace any damaged exterior elements, such as siding or roofing.
   - Freshen up the paint on the front door and trim.
   - Ensure the landscaping is well-maintained, with trimmed bushes and a neatly manicured lawn.

2. Kitchen Updates:
   - Consider minor kitchen renovations like updating cabinet hardware or repainting cabinets.
   - Replace worn-out countertops or consider adding a stylish backsplash.
   - Ensure all appliances are in good working order, and fix any leaks or plumbing issues.

3. Bathroom Improvements:
   - Upgrade bathroom fixtures, such as faucets, showerheads, and lighting.
   - Fix any leaks or water damage promptly.
   - Consider a fresh coat of paint and new, modern accessories to enhance the overall look.

4. Address Structural and Mechanical Issues:
   - Address any structural issues like cracks in walls, foundation problems, or sagging floors.
   - Ensure all major systems, such as HVAC and plumbing, are in good working condition.
   - Replace or repair any faulty electrical components.

5. Paint in a neutral palette.
   - This allows buyers to picture their things in your space. But make sure the paint job looks professional! A poorly painted home could cause the opposite result intended.

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Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

****IMPORTANT**** → ☐ ☐ **Order the RPR**

GENERAL

TO DO	DONE	
☐	☐	Light fixtures
☐	☐	Light bulbs
☐	☐	Carpets
☐	☐	Windows
☐	☐	Cabinets
☐	☐	Sinks and faucets
☐	☐	Paint

TO DO	DONE	
☐	☐	HVAC
☐	☐	Flooring
☐	☐	Doors and trim
☐	☐	Wallpaper
☐	☐	Hardware
☐	☐	Carbon monoxide detector
☐	☐	Smoke detector

KITCHEN

TO DO	DONE	
☐	☐	Clean counters and declutter
☐	☐	Clean backsplash
☐	☐	Clean appliances (Inside & out)
☐	☐	Organize drawers, cabinets and pantries
☐	☐	Clean floors
☐	☐	Clean sink and disposal

BATHROOMS

TO DO	DONE	
☐	☐	Dust and clean all surfaces
☐	☐	Declutter countertops and drawers
☐	☐	Fold towels
☐	☐	Tidy cabinets and remove unnecessary toiletries
☐	☐	Clean or replace shower curtains
☐	☐	Clean moldy areas

LIVING & DINING

TO DO	DONE	
☐	☐	Remove clutter & personal items
☐	☐	Stage with pillows and throws
☐	☐	Dust and clean all surfaces and fixtures
☐	☐	Keep all tables clear and decluttered

BEDROOMS

TO DO	DONE	
☐	☐	Remove clutter & personal items
☐	☐	Clean out and organize closets
☐	☐	Repair any damage in walls
☐	☐	Keep closets closed during showings
☐	☐	Make beds before any showings

EXTERIOR

TO DO	DONE	
☐	☐	Pressure wash concrete or driveway
☐	☐	Clean or repaint doors
☐	☐	Repaint trim
☐	☐	Wash windows
☐	☐	Sweep walkways & patios
☐	☐	Trim hedges
☐	☐	Mow lawn
☐	☐	Weed & mulch
☐	☐	Arrange outdoor furniture
☐	☐	Repair fence
☐	☐	Replace any rotten wood
☐	☐	Pool/spa is clean and in working condition

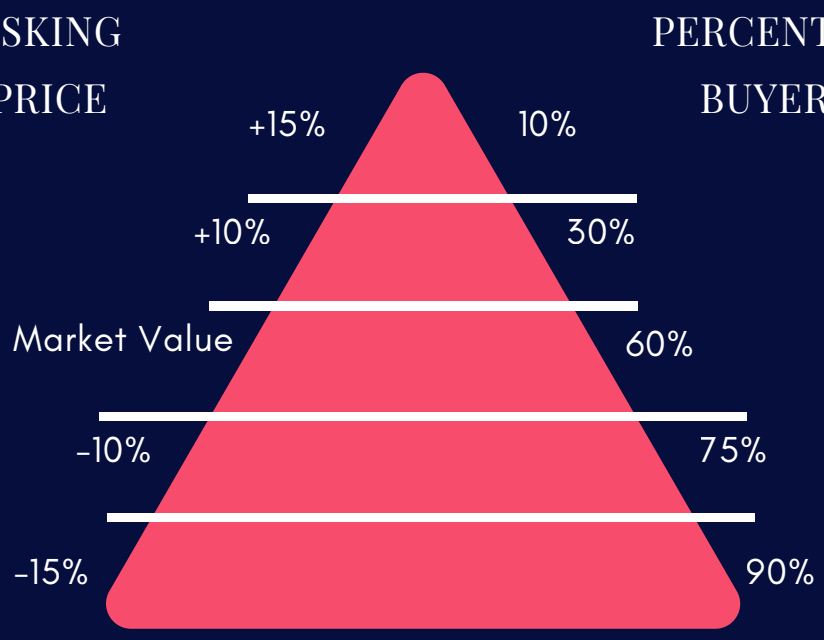
"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.

Below market value

+ The home will receive high interest and a quick sale
+ You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price

At market value

+ No appraisal issues
+ Buyers and agents will recognize a fair price
+ Will appear on more relevant buyer searches

Over market value

+ If you have to receive a certain amount for the home
- It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



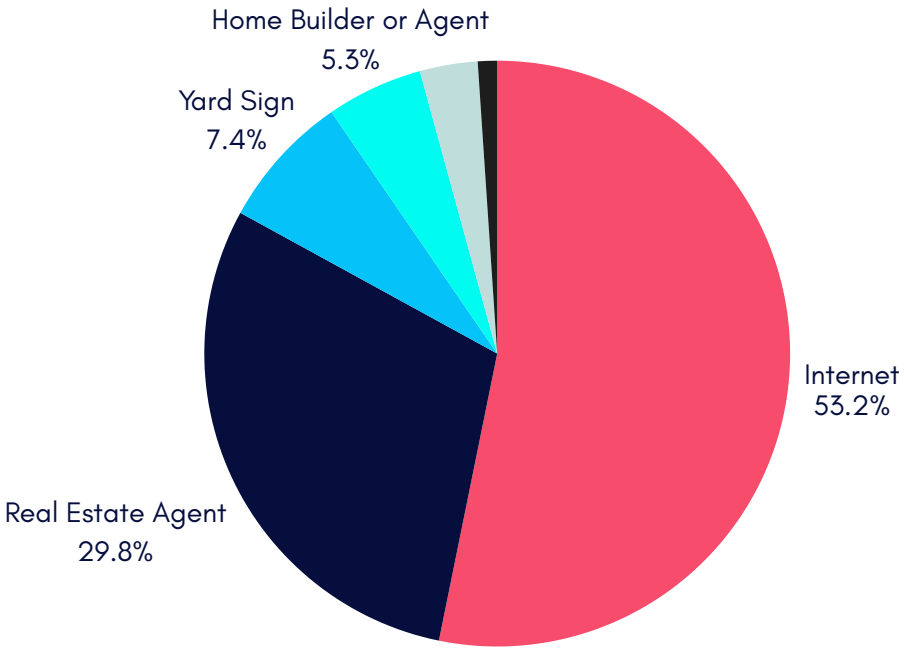


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends







What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from previous listings.

What's Included in my Marketing Plan

- Video for Youtube Marketing
- Dedicated Property Website
- Targeted Ads on Social Media
- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns*
- Virtual tours
- Broadcasted to Thousands of followers across several social media platforms
- Facebook marketplace
- Community Spotlight in Listing
- Virtual Staging (If Necessary)
- Professional photography
- Drone Photography
- Videography
- Open houses
- Yard sign captures

*CREA has recently changed the ways homes can be marketed prior to hitting MLS. We still work diligently to market your home as a coming soon listing but within the new guidelines set by the Canadian Real Estate Association

Examples of Video Marketing from Previous Listings



814 Cranbrook Walk SE SOLD!

- Total of 9604 Views for a total of 249 hours of view time
- Total of 93503 Impressions
- Liked or shared 22 times
- Average View Time for the video was 61.8%



"Stop thinking of 'video marketing' as this separate entity that is optional for your business. Video is an effective form of communication that needs to be integrated into each and every aspect of your existing marketing efforts." –James Wedmore



506 Oakhill Place SW SOLD!

- Total of 21100 Views for a total of 623.5 hours of view time
- Total of 1700 Impressions
- Average View Time for the video was 79.9%



"Marketing is no longer about the stuff that you make but about the stories you tell." –Seth Godin



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones, but they also often fetch higher prices.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results. We have the best stagers available to you in the biz!

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.

- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

- Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.

- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

What to Expect Next

NEGOTIATING OFFERS

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

INITIAL DEPOSIT

Once the purchase agreement is signed by all parties, the buyers will deliver the deposit to our brokerage. These funds will be held in the brokerages trust account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the initial deposit.



CONDITIONS OF THE CONTRACT

Once we're under contract, keep in mind that the buyer or seller still needs to waive all conditions on the contract before we go firm. A condition is when there's something that the buyer or seller needs to satisfy prior to the transaction moving forward.

CLOSING DAY

Once conditions are met we have a firm sale! But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.

Pre-Closing Checklist

Use this checklist to prepare for closing day.

- [ ] Double check the purchase agreement to ensure you have left all items agreed upon in the contract and all terms have been met.
- [ ] Meet with your lawyer to sign all paperwork ahead of closing day.
- [ ] Officially change your address (see list on the next page's moving checklist)
- [ ] Cancel your home insurance
- [ ] Schedule utility disconnections to align with the possession date.
- [ ] Clean thoroughly before the final walk through
- [ ] Gather keys and remotes and place them on the counter easily accessible to the new owner
- [ ] Gather all of the manuals, warranties, and receipts for appliances
- [ ] Write a note for the new owners and include alarm codes, garbage pickup information, mailbox location & number and any other items that may be helpful to the new owner.

Moving Checklist

Use this checklist to prepare for closing day.

4-6 Weeks Before

- [ ] Declutter, discard & donate
- [ ] Collect quotes from moving companies
- [ ] Locate schools, healthcare providers in your new location
- [ ] Secure off-site storage if needed
- [ ] Choose a mover and sign contract
- [ ] Create a file of moving-related papers and receipts
- [ ] Contact homeowner's insurance agent about coverage for moving
- [ ] Contact insurance companies to arrange for coverage in new home

3-4 Weeks Before

- [ ] Notify everyone about your change of address
- [ ] Notify utility companies of date to discontinue/ transfer service

2-3 Weeks Before

- [ ] Notify Registry of new address
- [ ] Discontinue additional home services (Cleaners/Snow Removal/lawn service)
- [ ] Start using up things you can't move, such as perishable
- [ ] Notify utility companies of date to discontinue/ transfer service
- [ ] Arrange for child and pet care on moving day
- [ ] Notify HOA about upcoming move, reserve elevator usage (If applicable)

1 Week Before

- [ ] Confirm final arrangements
- [ ] Arrange transportation for your pets and plants
- [ ] Pack an essentials box for quick access at new home
- [ ] Label moving boxes with the contents inside

Ready to Sell Your Home?



Thank you for trusting us with the sale of your property. We are honoured to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what we are passionate about - We're always here to answer your questions.

Danny James Chad Kon

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THANK YOU!



One Last Thing