

SOLD BY SILVANA

# Showing Your Home

SELLER RESOURCE GUIDE

How to present your home for maximum impact during every showing — practical tips that help Calgary sellers make buyers feel at home.

## Creating the Right Atmosphere

A showing is a performance, and your home is the stage. Buyers make emotional decisions within the first 30 seconds of walking through the door, then spend the rest of the visit looking for reasons to confirm or deny that initial feeling. Your job is to make that first impression overwhelmingly positive.

### Temperature

In Calgary, where temperatures can swing from  $-30\text{ C}$  in January to  $+30\text{ C}$  in July, the thermostat matters more than you might think. A home that is too cold feels unwelcoming; a home that is too warm feels stuffy. Set the temperature to a comfortable  $20\text{--}21\text{ C}$  year-round for showings. In winter, a warm home after a cold walk from the car is immediately inviting. In summer, ensure air conditioning (or fans and open windows in homes without AC) keeps rooms comfortable.

### Lighting

Turn on every light in the home before each showing — overhead fixtures, lamps, under-cabinet lights, even closet lights. Open all blinds and curtains to let in natural light. A bright home feels larger, cleaner, and more cheerful. For evening showings in Calgary's dark winter months, this is especially critical.

### Sound

Soft background music at low volume can create a pleasant atmosphere — instrumental or light acoustic is safest. Turn off televisions and anything that creates noise or distraction. If your home is near a busy road, closing windows and turning on soft music can help mask traffic sound.

## Scent

The home should smell clean and neutral. Avoid heavy air fresheners, candles, or baking cookies (buyers see through this). Instead, ensure the home is genuinely clean. If you want a subtle touch, a fresh eucalyptus bundle in the shower or a bowl of lemons on the kitchen counter provides a natural, light scent.

# Room-by-Room Showing Tips

## Entryway

This is the buyer's first interior impression. Clear the closet of bulky coats (especially during Calgary winters when parkas and boots pile up). Place a clean mat inside the door. Remove shoe racks and storage bins. The entry should feel open and organized.

## Living and Family Rooms

Arrange furniture to create clear conversation areas with obvious traffic flow. Remove oversized pieces that make the room feel small. Add a few fresh throw pillows and a folded blanket on the sofa. Clear coffee tables and side tables of everything except one or two decorative items.

## Kitchen

Clear all countertops. Put away dish racks, paper towel holders, and small appliances. The sink should be empty and clean. Ensure the stovetop is spotless. If you have a kitchen island, a simple bowl of fresh fruit or a small plant is the only accessory needed.

## Bedrooms

Make beds with clean, coordinated bedding. Remove personal items from nightstands. Clear dresser tops. The primary bedroom should feel like a retreat — calm, spacious, and restful. Children's rooms should be tidy with toys put away.

## Bathrooms

Close toilet lids. Display fresh white towels (buy inexpensive ones specifically for showings). Remove all personal care products from counters and shower ledges. Ensure mirrors are spotless.

## Basement

Calgary homes frequently have developed basements that serve as recreation rooms, home offices, or extra bedrooms. These spaces should be just as well-presented as the main floor. Turn on all lights, ensure the space is warm, and remove any clutter. If the basement has a walkout, open the blinds to show off the yard access.

## Garage

Buyers will look in the garage. Sweep the floor, organize tools and storage, and ensure there is enough clear space that buyers can envision parking their vehicles. In Calgary, garage space is a premium feature — do not let clutter diminish it.

## Managing Pets During Showings

Even the friendliest dog or most charming cat can be a problem during a showing. Not all buyers are comfortable around animals, some have allergies, and pets can distract from the home itself.

- **Remove pets from the home** during every showing. Take them for a walk, bring them to a friend's house, or use doggy daycare.
- **Remove evidence of pets:** Pick up food and water bowls, litter boxes, pet beds, and toys. Vacuum pet hair from furniture and floors.
- **Address odours:** Even if you cannot smell it, pet odours linger in carpets, upholstery, and around litter areas. Deep cleaning is essential.
- **Secure outdoor areas:** If you have a dog run or kennels in the yard, ensure they are clean and tidy. Better yet, temporarily remove them if possible.

**Important:** If it is not possible to remove a pet for a showing, crate them in the least-visited room and place a polite note on the door alerting the buyer's agent. Never leave a pet loose with strangers in your home.

# The Last-Minute Showing Checklist

Showings in Calgary can be requested with as little as an hour's notice. Having a quick routine makes it manageable:

- 1 **Beds:** Make all beds (keep a set of "showing sheets" ready if needed)
- 2 **Dishes:** Load the dishwasher and wipe down the sink
- 3 **Counters:** Clear kitchen and bathroom surfaces completely
- 4 **Floors:** Quick sweep or vacuum of high-traffic areas
- 5 **Lights:** Turn on every light in the house, including closets and basement
- 6 **Blinds:** Open all window coverings
- 7 **Temperature:** Adjust thermostat to 20–21 C
- 8 **Trash:** Empty visible garbage cans or hide them under the sink
- 9 **Toilet lids:** Close them all
- 10 **Pets:** Remove from the home along with their bowls and toys
- 11 **Valuables:** Secure medications, jewellery, and important documents
- 12 **Personal items:** Quick scan for anything personal left out
- 13 **Outdoor:** In winter, ensure walkway and driveway are cleared of snow

**Pro tip:** Keep a "showing kit" packed and ready — a bag with cleaning wipes, a lint roller, a few fresh hand towels, and a portable speaker for background music. When a showing is booked, grab the kit and do a 15-minute sweep.

## | Make Yourself Scarce

This is one of the hardest but most important rules: leave the home during every showing. Buyers cannot relax, open closets, or have honest conversations with their agent while the seller is present. Even hovering in the backyard or sitting in the garage makes buyers uncomfortable.

If a buyer asks a question, they should direct it to their agent, who will communicate with your REALTOR. This professional distance protects both parties and leads to better outcomes.

### What If a Buyer Asks You a Question Directly?

Be polite and brief, but redirect to the agents. Avoid volunteering information about your motivation for selling, how long the home has been listed, or what you would accept. Anything you say can weaken your negotiating position.

## Calgary Market Expectations

Calgary buyers are savvy and well-informed. They have typically viewed numerous homes online before booking a showing, and they arrive with specific expectations:

- They will check the furnace and hot water tank age
- They will open every closet and look in the basement storage
- They will test light switches and faucets
- They will assess the garage for vehicle and storage capacity
- They will look at the backyard — even in winter — for size, privacy, and sun exposure
- In attached homes and condos, they will listen for noise transfer from neighbours

Knowing what buyers are looking for allows you to address these points proactively, ensuring every showing puts your home in the best possible light.

**Every showing is an opportunity.** The buyer walking through your door today might be the one who writes the offer tonight. Treat every showing as if it is the only one you will get.