Winter Seller Guide

Expert tips & insights for a successful sale this season, plus holiday inspiration, recipes & more.



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— Real Estate —
LOVE WHERE YOU LIVE
ROYAL LEPAGE®
Benchmark

Hi Friends!

Winter is here, bringing cozy evenings, festive traditions, and the joy of spending time with the people we love.

Whether you're thinking about selling your home this season or simply enjoying everything winter has to offer, I've put together a little something for you.

Inside, you'll find helpful home-selling tips, winter decorating inspiration, local market insights, and a few of my favourite holiday treats and traditions.

So grab your favourite cozy drink, get comfortable, and enjoy!

Wishing you a wonderful winter season and a home where you truly **LOVE WHERE YOU LIVE!**

Jana

The Winter Selling Advantage

Thinking about selling? Winter can be a surprisingly great time to list your home.

Less Competition

Fewer homes on the market can help your property stand out.

Motivated Buyers

Buyers who are active in winter are often serious and ready to make a move.

A Smooth Transition

Selling now can give you more flexibility to align with your next plans, whether that's a spring move or a fresh start in the new year.





Selling With Pets & Kids During the Holidays

A busy holiday season at home can still go smoothly with a little planning. Here are a few simple ways to keep showings stress-free for everyone – two-legged and four-legged alike.

Keep It Comfortable

Have a plan for your pets during showings, such as a walk, a car ride or time at a friend's home.

Make It Easy for Kids

Keep a few quiet activities or a cozy spot ready, so showings feel less disruptive for little ones.

Keep It Tidy

Quick, daily clean-ups (toys, pet items and high-traffic areas) help your home show at its best.

Be Flexible

Holiday schedules can be busy for buyers too. A bit of flexibility with showing times can create more opportunities.

Winter Market Snapshot



October 2026 | CREB® Market Statistics

CALGARY

Benchmark Price	$564,200
Sales	1,592
Inventory	6,173
Months of Supply	3.88

COCHRANE

Benchmark Price	$571,100
Sales	62
New Listings	142
Months of Supply	*Nearly 6*

SELLER INSIGHT

Detached and semi-detached homes in Calgary remain relatively balanced. Cochrane's higher inventory means pricing and presentation matter more than ever.

Source: *CREB® October 2026 monthly housing statistics, published November 2, 2026. Benchmark prices are market indicators, not individual home valuations.*

From My Kitchen to Yours

Walnut Snowballs | Walnuss-Schneebälle

A little taste of German Christmas baking! These delicate walnut cookies are easy to make, wonderfully buttery, and finished with a snowy dusting of icing sugar.



Yields:
about 50 cookies

Ingredients

- 120 g all-purpose flour
- 220 g finely ground walnuts
- 115 g softened butter
- 30 g sugar
- 2 packets vanilla sugar
- pinch of salt
- 3–4 tbsp icing sugar, for coating

Directions

1. Preheat oven to 150°C fan (300°F convection).
2. Mix dry ingredients, work in softened butter to form dough.
3. Roll into small walnut-sized balls and arrange on a lined baking sheet.
4. Bake about 35 minutes.
5. Cool slightly, then gently roll in icing sugar.

A Classic Winter Favourite

Glühwein

A traditional German mulled wine, filled with warm spices and a hint of citrus – perfect for chilly winter days.



Ingredients

- 1 bottle (750 ml) dry red wine (e.g. Merlot or Pinot Noir)
- 250 ml water
- 100 g sugar (or to taste)
- 1 orange (sliced)
- 1 lemon (sliced)
- 2 cinnamon sticks
- 3–4 whole cloves
- 2 star anise
- 1–2 cardamom pods (optional)

Preparation

1. Add the wine, water, and sugar to a saucepan.
2. Add the orange and lemon slices and all spices.
3. Heat gently (do not boil) and let it simmer for about 15–20 minutes.
4. Strain if desired, pour into heatproof mugs, and enjoy!

Tip | For a non-alcoholic version, simply replace the wine with red grape juice.



What I Love About *Christmas*

For me, Christmas is a season of simple joys, meaningful traditions, and time with the people (and pets) I love. It's a chance to slow down, soak in the season, and enjoy the little things that make it so special.

The Snow

A fresh blanket of snow turns everything into a winter wonderland. L love the quiet, the fresh air, and how it brings a little extra magic to the season.

The Tree

Picking the perfect Christmas tree is one of my favourite traditions. It fills the home with cozy warmth, a festive scent, and the true spirit of the season.

Festive Favourites

From homemade cookies to our traditional Christmas dinner, I love the comforting flavours and the time spent around the table with family and friends.

A Cozy Home

I love the glow of Christmas lights, a few festive touches, and the warm, cozy feeling at home. It's the perfect time to relax, recharge, and make new memories.

Christmas Confessions!

- I start listening to Christmas music a little early.
- I'm all about cozy blankets and a good holiday movie.
- My dog gets a few extra treats during the holidays!



Winter Adventures *with My 4-Legged Sidekick*

Winter is my favourite season to get outside with my dog. From finding the perfect Christmas tree to exploring quiet snowy trails or racing down a hill on a toboggan, these simple moments are what make this time of year so special.

CUTTING OUR CHRISTMAS TREE

There's nothing better than heading into the forest, breathing in the fresh winter air and finding the perfect Christmas tree. It's become a tradition for us, and my pup loves exploring the snowy trails just as much as I do.



SNOWSHOEING NEW TRAILS

Snowshoeing is the perfect way to slow down, enjoy the peaceful beauty of winter and discover new places. Whether it's in Waiparous or a local trail closer to home, it's incredible how different everything looks under a blanket of snow.



TOBOGGANING FOR THE FUN OF IT

Sometimes the best adventures are the simplest ones. A fresh snowfall, a good hill and a toboggan are all we need for an afternoon of laughs, wagging tails and unforgettable winter memories.



My Favourite Winter Companion

- No matter the adventure, my dog is always by my side.
- He keeps me active and reminds me to enjoy the little things.
- Winter just feels a little more special with him around!

Christmas Traditions Near & Far

The holiday season is a wonderful time to celebrate traditions – whether it's familiar Alberta favourites or a touch of my German roots, it's all about good food, cozy moments, and time with the people (and pets) we love.

Here at Home – Alberta Favourites

From twinkling neighbourhood lights to cozy evenings by the fire, the holidays in Alberta are all about winter fun, community events, and spending time outdoors – think festive markets, sleigh rides, and snowy adventures.

A Piece of Germany

In Germany, Christmas is known for its cozy traditions – baking cookies (like Stollen and Schneebälle), enjoying a warm Glühwein, and celebrating on Christmas Eve (Heiligabend) with family, good food, and of course, gifts under the tree.

Different Roots, Same Feeling

No matter where we come from, the heart of the season is the same – connection, gratitude, and creating special memories with the people (and pets) who matter most.



Winter Decor *That Sells*

A few simple, stylish touches can make your home feel warm, inviting, and move-in ready for winter buyers.

Create a Cozy Welcome

Layer soft textures like a plush throw and neutral pillows to add warmth and comfort.

Keep It Bright & Fresh

Use a clean, neutral palette with natural accents for a modern, winter-ready look.

Add Seasonal Charm

A few simple pieces – like greenery, pinecones, or soft candlelight – bring the season in without feeling overdone.







Your Next Chapter

When you're ready to sell, I'm here to help you make a confident move and get the best possible result for your home.



Prepare Your Home

Simple, strategic steps to make your home look its best and stand out.

Price It Right

A data-driven strategy based on current market conditions.

Plan Your Move

A clear timeline and guidance from listing to sold, so you can move forward with confidence.

Let's Talk About Your Plans!





First Impressions Matter *Even in Winter*

Buyers often decide how they feel about a home within the first few moments. A little winter curb appeal goes a long way in creating a warm, welcoming first impression – even on the coldest days.

KEEP IT CLEAN & SAFE

Keep walkways and the driveway cleared of snow and ice, a tidy path goes a long way toward making the home more enjoyable and accessible for buyers.

ADD WELCOMING LIGHT

Good exterior lighting creates warmth and curb appeal, especially with shorter winter days. A well-lit entry helps your home feel inviting and safe.

KEEP IT INVITING

Simple touches like winter planters, a clean doormat and a welcoming front door add a welcoming feel and a sense of ownership year-round.

More Winter Curb Appeal Ideas

- **Keep it tidy.** Remove clutter, store summer items, and keep the entry clear.
- **Make it bright.** Use warm, exterior lighting to create a welcoming look.
- **Keep it safe.** Clear snow and ice regularly for easy and safe access.
- **Add seasonal touches.** Think hardy greenery, planters or a simple winter wreath.
- **Keep it maintained.** Check for repairs, clean windows and touch up as needed.
- **Show you care.** A well-kept exterior tells buyers the home has been well looked after.

Easy Winter Curb Appeal Tips

- Keep walkways, steps and the driveway clear.
- Use exterior lighting to create a warm, inviting look.
- Add simple, seasonal accents like winter planters or a fresh doormat.



Should You Sell Now or *Wait Until Spring?*

It's a common question for many homeowners: Is winter a good time to sell, or is it better to wait for the spring market? The answer depends on your goals, your timeline, and what's happening in today's market.

The Benefits of Selling in Winter

Less competition. Fewer homes on the market can help yours stand out.

Serious buyers. Winter buyers are often more motivated, with a clear plan and timeline.

Year-round demand. People relocate, change jobs, and need to move no matter the season.

A chance to build momentum. Selling now can put you in a strong position for your next move.

The Advantages of Waiting for Spring

More buyer activity. Spring typically brings a larger pool of buyers.

Seasonal curb appeal. Your yard, landscaping and outdoor features can shine.

Greater choice for your next home. More listings often become available in the spring.

A fresh start. Many people like the idea of making a move as the season changes.

So, What's Right for You?

Both timing options can work well. It's not about a perfect season, but about what fits your situation, your goals, and your next chapter.

Let's Talk About Your Plans!

- Curious what your home could sell for today?
- Wondering if now is the right time for you?
- Let's look at your options and create a plan that fits.



Five Things to Do *Before You List*

A little preparation can make a big difference when it's time to sell. Here are five key steps to help you get your home market-ready, attract more buyers, and set yoursefl up for a successful sale.

1 **DECLUTTER & REFRESH**

Create a clean, open, and inviting space. Keep surfaces clear, remove items you no longer need, and give your home a fresh, tidy feel.

2 **TACKLE MINOR REPAIRS**

Take care of small fixes now, such as leaky faucets, squeaky doors, or chipped paint. A well-maintained home gives buyers confidence.

3 **GATHER KEY DOCUMENTS**

Have important information ready, such as your property tax details, utility averages, warranty documents, and any recent upgrades.

4 **PLAN YOUR NEXT MOVE**

Start thinking ahead about your timeline, where you're headed next, and what you'll need for a smooth transition.

5 **GET A MARKET EVALUATION**

Know what your home is worth in today's market. A professional evaluation gives you a clear picture and helps you make confident decisions.

Ready to Take the Next Step?

- Let's discuss your goals.
- Review your home's current market value.
- Create a personalized plan that works for you.



The Little Details *Buyers Notice*

Sometimes it's the smallest things that make the biggest difference.

A seller-focused checklist covering lighting, temperature, scents, cleanliness, minor repairs, and how to create a welcoming atmosphere during winter showings.

Seller's Checklist
FOR WINTER SHOWINGS

- ☐ **Lighting**
  Brighten your home! Use a mix of natural light and warm, layered lighting.
- ☐ **Temperature**
  Keep your home comfortably warm (around 20–22°C).
- ☐ **Scents**
  Opt for a fresh, neutral scent. Avoid strong perfumes, candles or cooking smells.
- ☐ **Cleanliness**
  A tidy, clutter-free home feels larger, brighter and more inviting.

Maintenance Checklist
SMALL FIXES, BIG IMPACT

- ☐ **Snow & Ice**
  Keep walkways, driveway and steps clear for safe access.
- ☐ **Exterior**
  Check for burnt-out bulbs, clean windows and remove snow from shrubs.
- ☐ **Interior**
  Fix minor issues like squeaky doors, leaky faucets or chipped paint.
- ☐ **HVAC**
  Make sure your furnace is working properly and vents are clear.
- ☐ **Attic Rain**
  Check for signs of attic rain or moisture (look for water stains, damp insulation, or musty smells).

Create a Welcoming Atmosphere

- ✓ Keep curtains or blinds open during showings.
- ✓ Ensure pathways are clear and well-lit.
- ✓ Consider a cozy, neutral décor for a warm feel.
- ✓ Remove personal items and excess clutter.

Home Spotlight



16 Fireside Way

COCHRANE – FIRESIDE

A bright and inviting duplex in Fireside, offering great space, thoughtful features, and a fantastic location close to school, parks, and everyday amenities.

- 3 Bedrooms
- 2 Full + 2 Half Bathrooms
- Finished Basement with Wet Bar
- South-Facing Front
- Walking Distance to Schools & Amenities
- Single Attached Garage







A Home That Checks the Boxes

Style, function, and location – all in one. A move-in ready home in Fireside with the space, features, and convenience you're looking for.



Thank You!

Thank you for taking the time to read my Winter Seller's Newsletter!

I hope you found the tips and insights helpful as you plan your next real estate move. Whether you're thinking about selling soon, later this spring, or simply exploring your options — I'm always here to answer your questions and support you along the way.

Let's make your next move a success!