

HOME EQUITY ALBERTA

THE SELLING PROCEDURE: 8 STEPS TO MAXIMUM VALUE

Icedas Feng | Power Properties Ltd.

Sell With a Strategy

Selling your home takes a strategic plan. Icedas Feng is your expert navigator — proven marketing and negotiation skills turning your sale into maximum equity achieved.



1

Strategy Consultation

Meet, analyze the market, and lock in your exclusive plan. Book now to maximize your equity.



2

Property Preparation

Staging, repairs, professional photography/video and deep cleaning for maximum buyer appeal.



3

Pricing Strategy

Set the optimal list price with intelligent market evaluation: maximize return, minimize days on market.



4

Launch & Global Marketing

Live on MLS, targeted Instagram/WeChat campaigns, strategic open houses — marketing that reaches international buyers.



5

Offers Negotiation

Every offer term strategically reviewed and negotiated for the highest price and best closing terms — you'll hear from me the moment an offer lands.



6

Contract Signing

Formally accept the negotiated offer and move fast on conditions: bank valuations, inspector referrals, property access — or straight to your lawyer if firm.



7

Remove Conditions

Buyer clears financing and inspection; conditions waived, the sale is legally binding (FIRM).



8

Completion & Possession

Lawyer completes the title transfer, funds released to you, buyer gets the keys. Success achieved!

GET IN TOUCH

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