SELLER'S GUIDE

Judge & Associates — The House of Real Estate

JUDGE-REALESTATE INC. · Brokered by eXp Realty · Edmonton, Alberta

Meet the Team

Judge & Associates is an Edmonton real estate team led by Karan Judge, CEO and Team Leader. Now in our fifth year as JUDGE-REALESTATE INC., we help sellers across Edmonton and Alberta — residential, investment, and commercial — price right, market hard, and negotiate from strength.

Our track record:

- **200+ properties sold**
- Ranked in **eXp Realty's Alberta Top 10 Teams by volume, multiple times** — as high as **#6 (December 2025)**, and **#9 in August 2026**
- Service in **English, Hindi, and Punjabi**
- Backed by the Global Real Estate Mastermind network of 300+ agents worldwide

Who We Are

We are deeply rooted in the **Edmonton market** — its neighbourhoods, pricing trends, and buyer demand — and we stay current on the market activity and regulations that affect your sale. Local expertise, global reach: through our mastermind network and eXp Realty's platform, your listing is exposed well beyond the local MLS®.

Pricing strategists. We evaluate your home against live market conditions and comparable sales, then position it to attract the widest qualified buyer pool — and the strongest offers.

Strategic marketing and networking. Every listing is launched across our network of buyers, agents, and industry contacts, and promoted through social media, video, and professional exposure — the same black-and-gold marketing system behind our Just Listed / Sold campaigns.

How We Sell Your Home — Our Marketing Plan

1. **Listing & pricing strategy** — Your home is submitted to the local MLS® and priced competitively using current comparable data.
2. **Preparation & presentation** — Guidance on repairs, staging, and presentation so the home shows at its best.
3. **Professional media** — High-quality photography and videography, feature sheets, and signage.
4. **Promotional outreach** — Feature sheets shared with top local agents; your home presented to our in-house buyer leads, past clients, and centre of influence.
5. **Digital marketing integration** — Online push marketing across our website, listing platforms, and social channels (Instagram, Facebook, TikTok, YouTube, LinkedIn), including video and, where suitable, virtual staging.
6. **High-profile exposure** — Syndication across major real estate portals and our international network links.
7. **Neighbourhood & direct marketing** — Targeted outreach in your neighbourhood

and to registered buyers waiting for a home like yours.

8. **Showings & pre-qualification** — Showings scheduled and managed for you; prospective buyers pre-qualified wherever possible.
9. **Client updates & market feedback** — Constant updates on market changes and showing feedback, with advice on adjustments when needed.
10. **Negotiation & closing support** — We represent you in every offer presentation, negotiate price and terms, and guide closing and possession through to a smooth handover.

Digital & Print Media

Your listing gets a mobile-first online showcase built for sharing, plus high-quality glossy feature sheets for showings and open houses, and custom signage designed to stand out.

Ready When You Are

Selling starts with one conversation — and a pricing opinion you can trust. Ask us for a complimentary home evaluation.

KARAN JUDGE

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