Ashley Hebert

「EA」

Real Broker

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NEW HOME BUYER'S GUIDE

THE STORY BEHIND THE WORK



Real estate didn't choose me by accident. It chose me because I was built for it. I've built a world around it, and after 20+ years in the industry with deep roots in new home sales, I'm still obsessed. From the first blueprint sketch to the final throw pillow placement, I live and breathe every square foot of the process, including new builds, smart investments, and everything beautifully in between. I bring experience, relaxed confidence, and intention to every sale, whether you're buying your first home or growing a portfolio. I believe real estate is about the bottom line and the life behind it. Because both matter, and together they become the very thing your life is built on. For me, this work has always felt like home. And I'm here to guide you from the ground up, literally.

403.829.4756 ASHLEY@ASHKEYGROUP.COM WWW.ASHKEYGROUP.COM

BUILT FOR THIS

being a mom is my purpose, and it's what drives everything I do.
in real estate, that same intention shows up for you.
whether you're buying, finding your next home, or selling the one you're in.
That's exactly why we're both here.



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A GREAT HOME ISN'T JUST BUILT — IT'S PLANNED



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LET'S BUILD

BUILDING A NEW HOME IS ONE OF THE MOST EXCITING DECISIONS YOU'LL EVER MAKE AND ONE OF THE BIGGEST. THIS GUIDE IS HERE TO MAKE THE JOURNEY FEEL CLEAR INSTEAD OF OVERWHELMING. INSIDE, YOU'LL FIND PRACTICAL TIPS FOR CHOOSING A BUILDER, PLANNING YOUR ROOMS, PICKING COLORS THAT STAND THE TEST OF TIME, AND SELECTING THE RIGHT HOME SITE FOR HOW YOU LIVE. WHETHER THIS IS YOUR FIRST HOME OR YOUR FOREVER HOME, MY GOAL IS SIMPLE. IT'S TO HELP YOU MAKE CONFIDENT, INFORMED CHOICES SO THE HOME YOU MOVE INTO IS THE HOME YOU IMAGINED.

WHAT'S INDISE:

THIS GUIDE WALKS YOU THROUGH THE FOUR AREAS THAT MATTER MOST WHEN BUILDING.

BUILDER TIPS — THE RIGHT QUESTIONS TO ASK, WHAT'S INCLUDED VS. AN UPGRADE, AND HOW ALBERTA'S WARRANTY PROTECTS YOU.

CHOOSING YOUR LOT — HOW SUN AND WIND IN OUR CLIMATE SHOULD SHAPE WHICH LOT YOU PICK.

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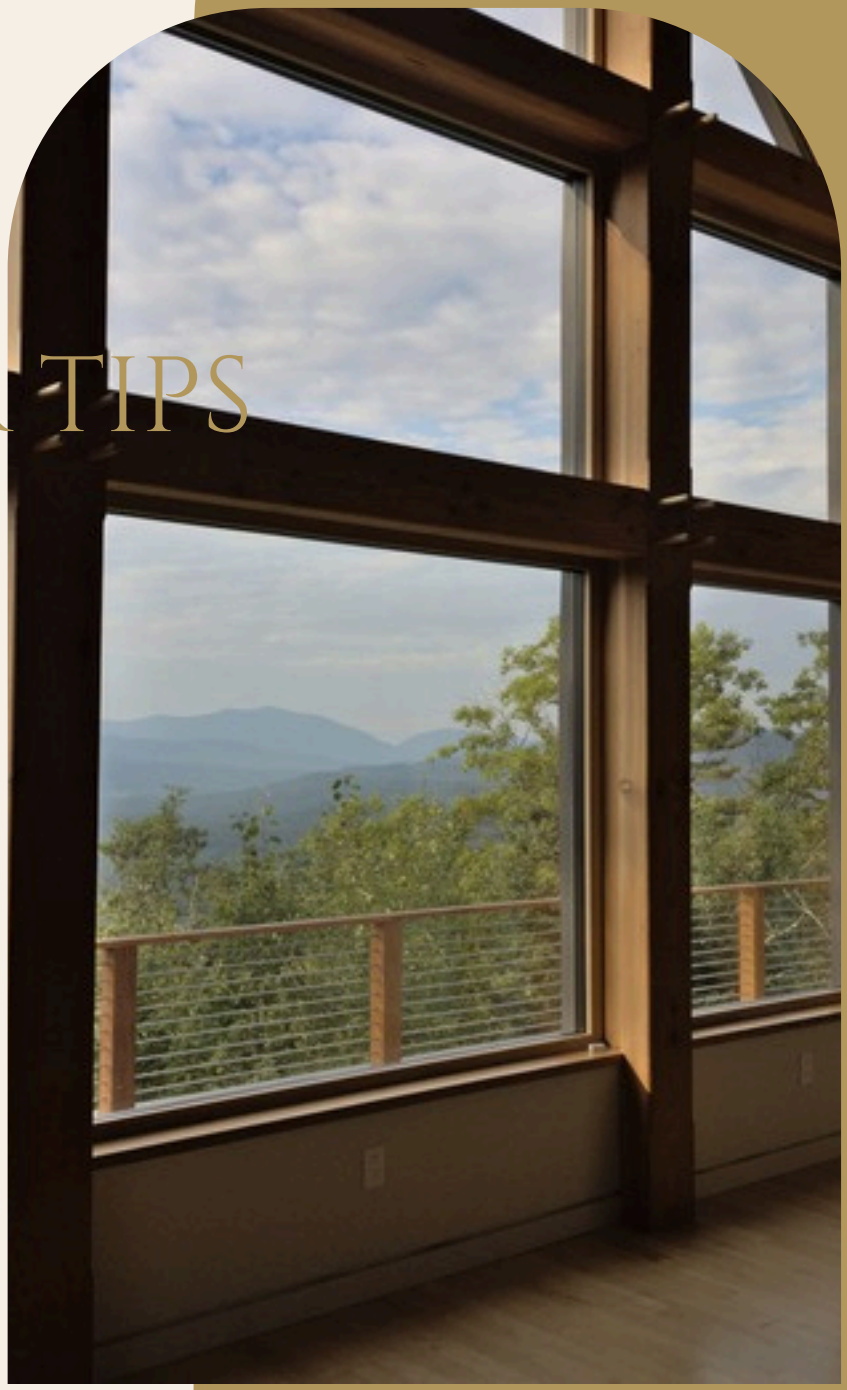
ROOM PLANNING — DESIGNING SPACES THAT MATCH HOW YOU ACTUALLY LIVE.

COLOR INSPIRATION — THE 2026 PALETTES THAT FEEL WARM YEAR-ROUND AND TIMELESS ON RESALE.

TAKE YOUR TIME, MAKE NOTES, AND BRING YOUR QUESTIONS TO OUR FIRST MEETING.

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BUILDER TIPS

Choosing the Right Builder

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CHOOSING A BUILDER YOU CAN TRUST

THE BUILDER YOU CHOOSE SHAPES EVERYTHING. BEFORE YOU SIGN ANYTHING, MAKE SURE THE FUNDAMENTALS CHECK OUT. WE WILL GO THROUGH ALL OF THIS TOGETHER. HERE ARE SOME TIPS AND TRICKS TO GET YOU FAMILIARIZED WITH THE PROCESS OF NEW BUILDS.





CHECK THEIR WORK AND THEIR REPUTATION.
TOUR THEIR SHOW HOMES AND RECENT BUILDS TO JUDGE THE QUALITY FIRSTHAND, THEN ASK THE NEIGHBOURS ABOUT THEIR EXPERIENCE.

GET CLARITY ON INCLUSIONS, PRICING, AND PROCESS.
A TRUSTWORTHY BUILDER GIVES YOU THE FULL STANDARD SPECIFICATIONS IN WRITING, EXPLAINS WHAT COUNTS AS AN UPGRADE, AND WALKS YOU THROUGH THE BUILD PROCESS — INCLUDING YOUR POINT OF CONTACT, SITE VISITS, THE FINAL WALK-THROUGH, AND HOW WARRANTY ISSUES ARE HANDLED.

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New Home Checklist

1. Budget
What is your comfortable and attainable purchase price? Setting this first keeps every decision that follows realistic from the start.

2. Choosing Your Lot
Your lot shapes your light, your outdoor living, and your home's resale appeal. Here's how each exposure works in our Calgary and surrounding climate.

Lot Exposure Guide:

🧭 South-facing backyard (north-facing home) — the Alberta favourite. Sun all day in the yard, bright main living areas, and natural passive heating in winter. Best for gardeners, entertainers, and anyone who loves a sunny deck. Tends to hold strong resale value. Watch for: more heat (and cooling cost) in peak summer.

🧭 West-facing backyard— Prized for golden evening sun and, on the right lot, mountain-view sunsets. Lovely for after-work relaxing and evening BBQs. Watch for: strong late-day sun and full exposure to Chinook winds from the west.

🧭 East-facing backyard— Gentle morning sun in the yard, perfect for early risers and morning coffee. Cooler, shaded afternoons and evenings keep the space comfortable in summer. Watch for: the yard falls into shade later in the day.

🧭 North-facing backyard (south-facing home) — Bright, sun-filled front of the home all day, and a cooler, shaded backyard. Great if you prefer shade, have kids or pets who overheat, or want sunlight pouring into front-facing rooms. Watch for: less direct yard sun, and more snow and ice lingering in north-shaded areas.

3. Choosing Your Home Plan
What home plans work for your family and your budget? Let's make sure we find the best fit, both in the home plan itself and in what will work on your preferred home site.

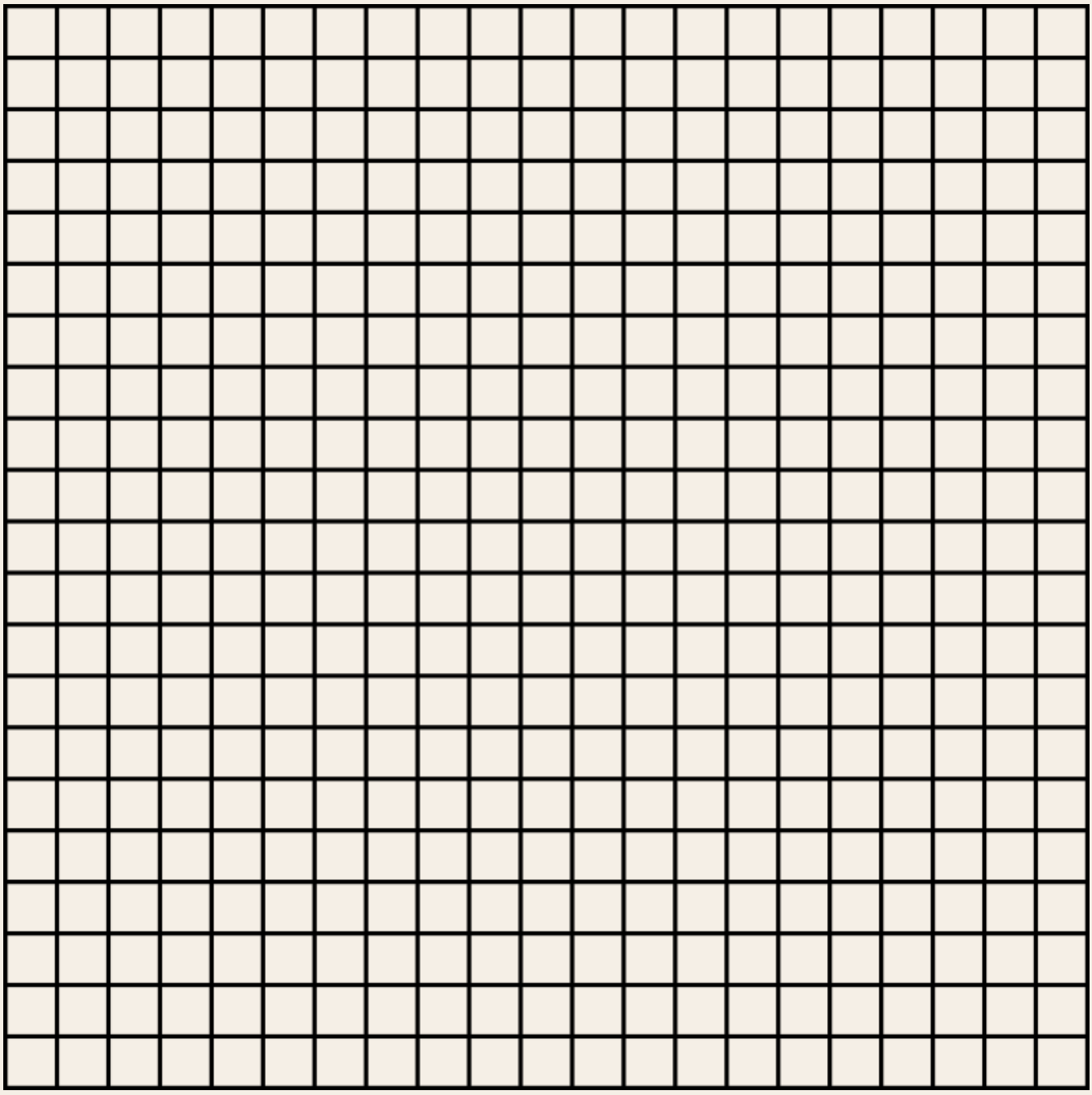
4. Specifications / What's Included
Builders include a set of standard finishes, with premium options available for an added cost. Ask for the full list upfront so there are no surprises.

5. Upgrades
What's on your must-have or wish list? Let's get costing for these upfront so we have a realistic price from the start.

6. Process & Timeline
- Design & selections— finalize your floor plan, finishes, and upgrades.
- Deposits & down payments— required to move forward.
- Final walk-through— we review everything together and note any items.
- Possession & warranty— keys in hand, with your coverage in place.

7. Warranty
Your Alberta New Home Warranty, or builder equivalent:
- 1 year — labour and materials (flooring, cabinets, trim, fixtures)
- 2 years — delivery & distribution systems (plumbing, electrical, heating, HVAC)
- 5 years— building envelope (roof and walls — the shell of your home)
- 10 years — major structural components (foundation & structure)

Room Planner-dining room



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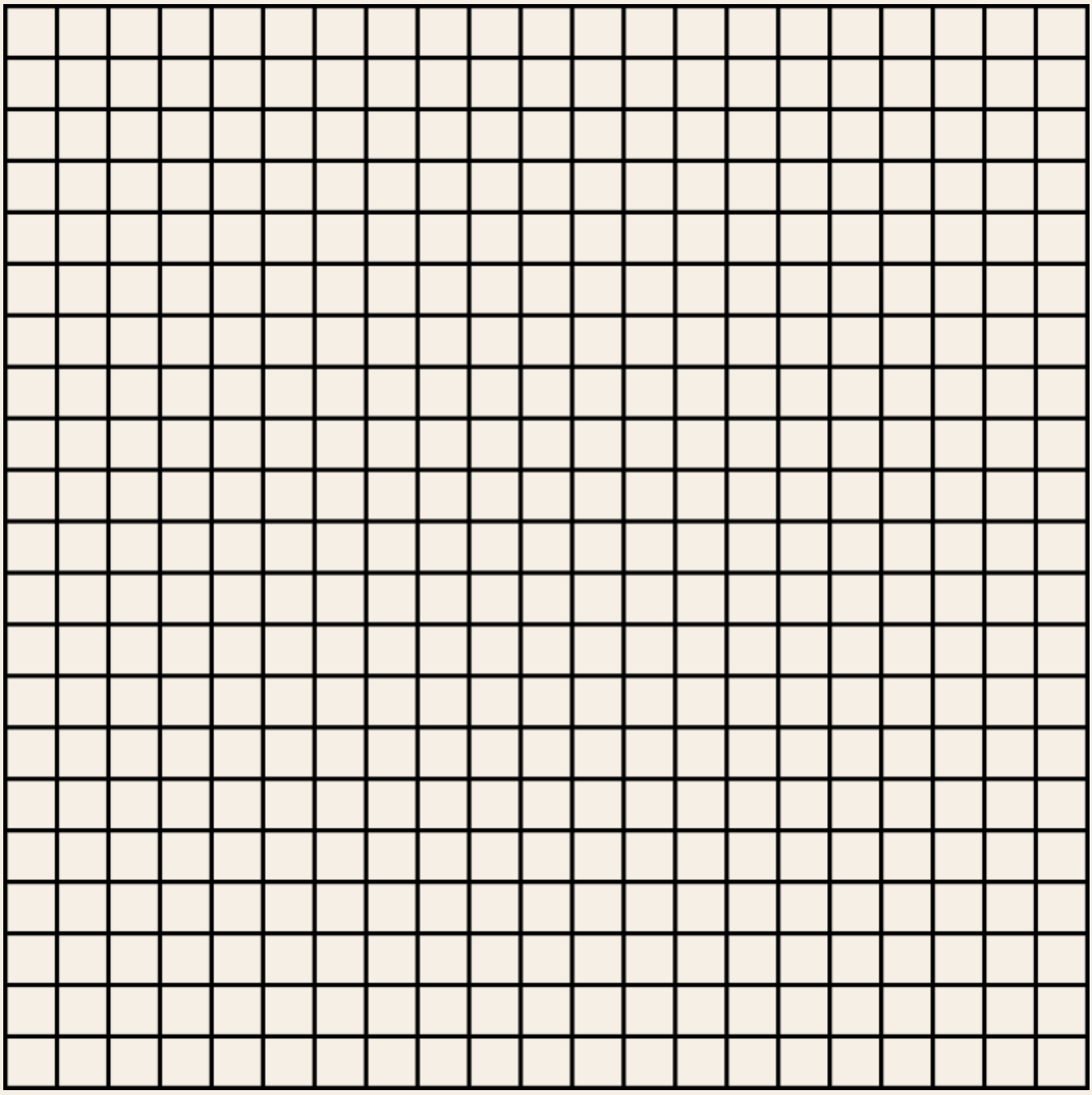
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Room Planner-great room



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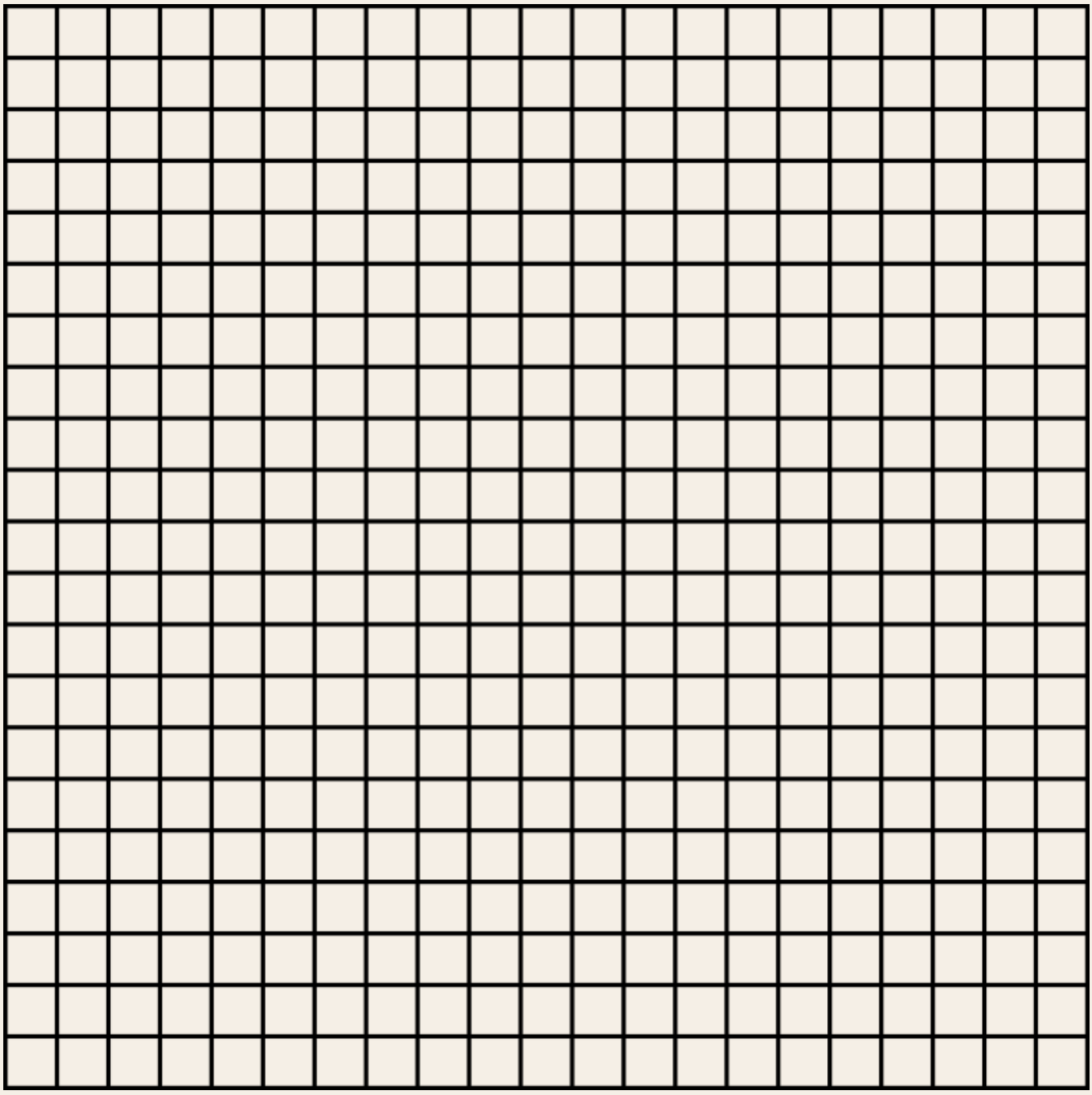
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Room Planner-primary



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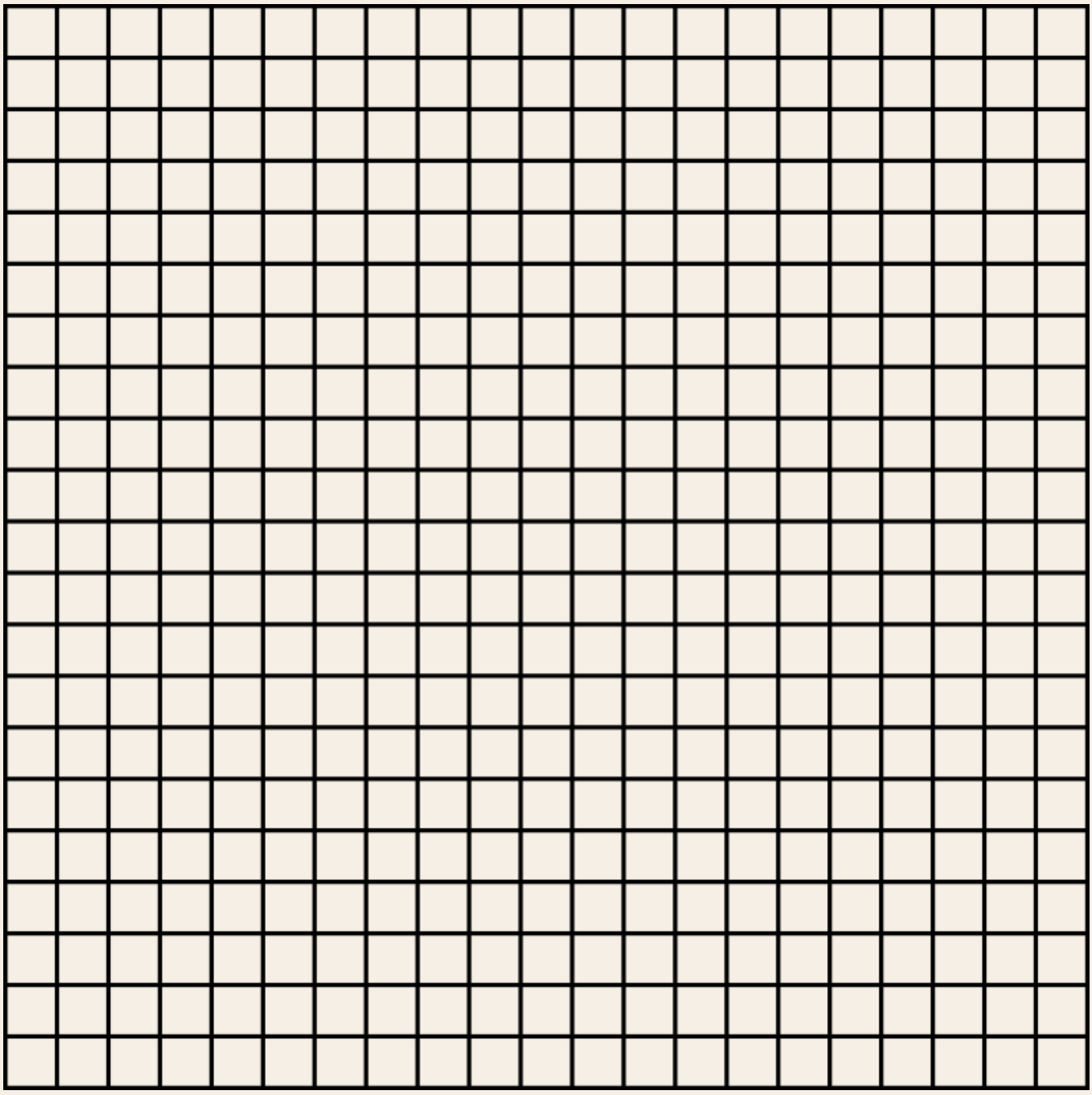
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Room Planner-bonus room



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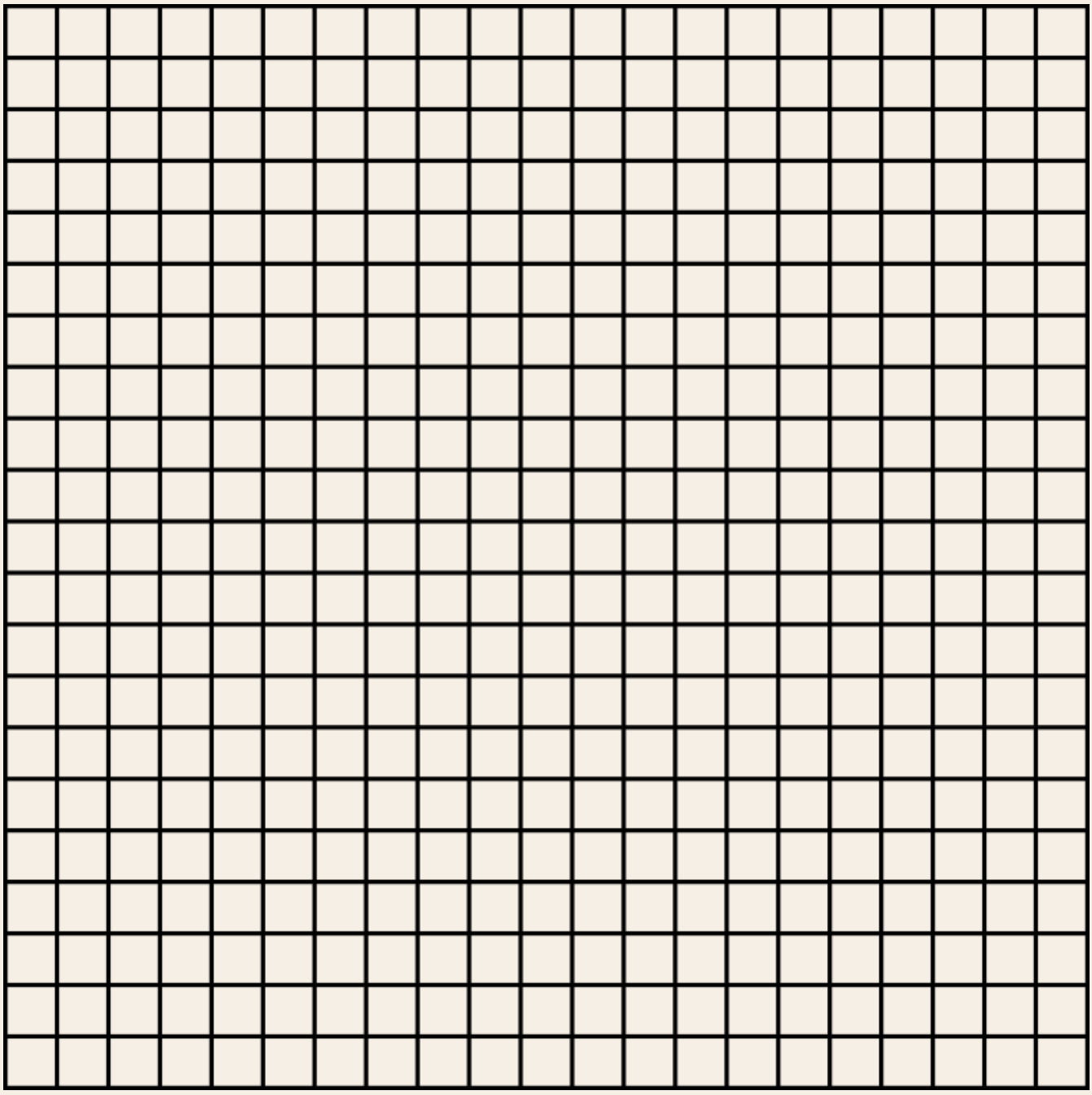
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Room Planner-kids room 1



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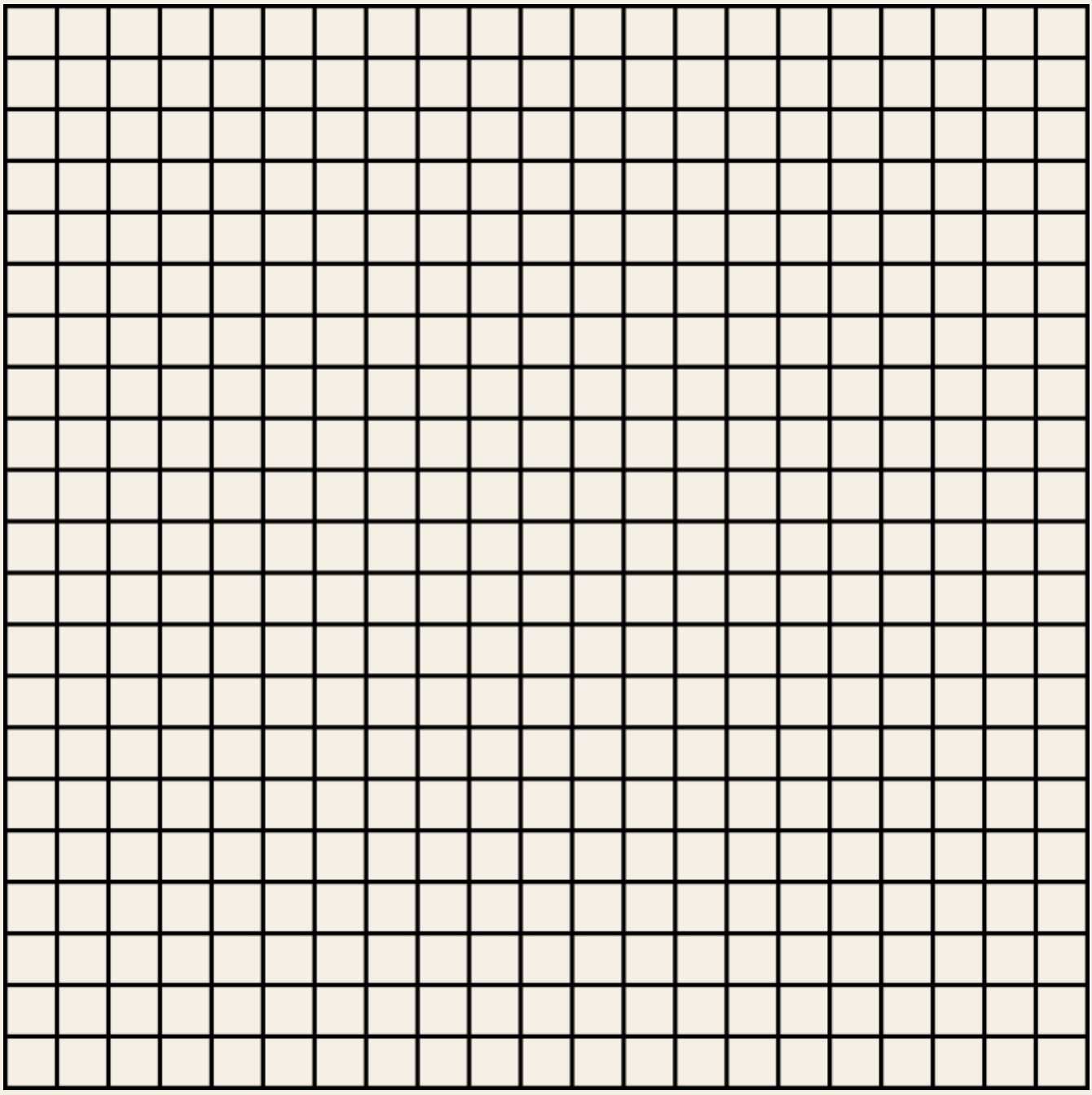
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Room Planner-kids room2



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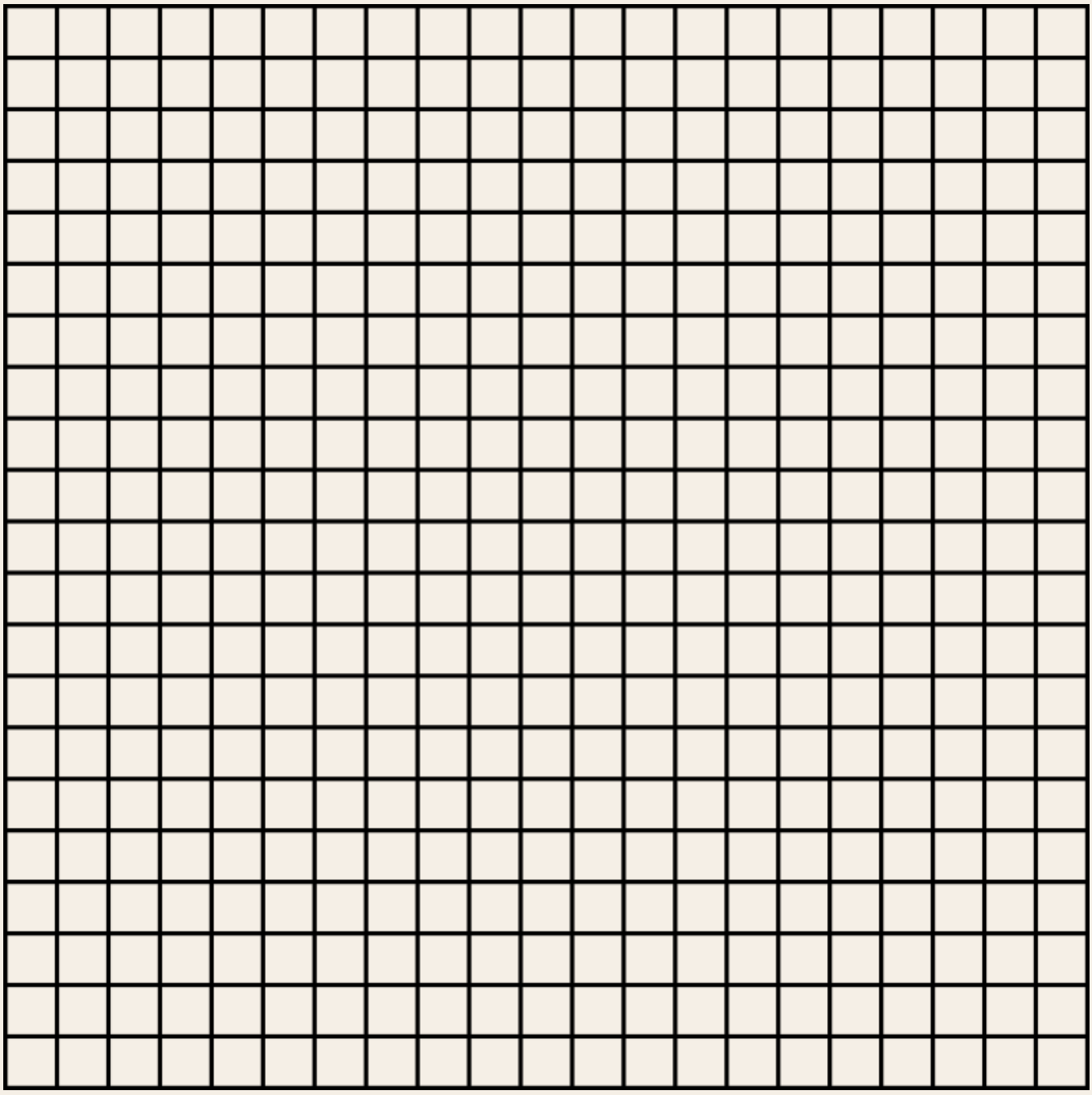
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Room Planner-basement



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ADDITIONAL NOTES: _____

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INTERIOR SELECTIONS

HOW TO CHOOSE



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Color Inspiration & Tips

Interior Color Tips

1. Test in your own light first.
Calgary's bright, clear daylight and warm evening sun change a color completely. Paint large sample boards (not just chips) and view them morning, noon, and night before you commit.

2. Match the color to the room's exposure.
North-facing rooms read cooler, so lean warm to balance them. South- and west-facing rooms get strong light, so richer, deeper tones hold up beautifully without looking washed out.

3. Choose one whole-home base.
Pick a single neutral as your backbone, then layer two or three complementary tones throughout. This keeps the home feeling connected and calm, not chopped up room to room.

4. Coordinate with your fixed finishes.
always view paint next to your actual flooring, cabinets, countertops, and tile — never in isolation. These are the elements you won't be repainting, so they lead the palette.

5. Save bold color for easy-to-change spots.
Feature walls, powder rooms, islands, and accents let you be brave without long-term commitment. Keep the main, hard-to-change surfaces timeless

6. Get your sheens right.
Use flat or matte for ceilings and low-traffic walls, eggshell or satin for living areas, and semi-gloss for trim, doors, kitchens, bathrooms, and mudrooms where you'll wipe them down.

7. Think resale.
Keep permanent surfaces in timeless warm neutrals and bring personality through décor and furniture instead of finishes.

Exterior Color Tips

1. Check your community's architectural guidelines first.
Many Calgary-area communities have architectural controls that must approve your exterior colors and require variety from your neighbours. Confirm what's allowed before you fall in love with a palette.

2. Build around your fixed exterior materials.
Stone, brick, roof shingles, and any manufactured accents set your undertones. Choose siding and trim that complement these permanent elements, not fight them.

3. Use the classic three-color formula.
A main body color, a complementary trim color, and one accent (front door, shutters, or detailing). This keeps the exterior balanced and intentional.

4. Mind undertones in natural light.
Exterior colors look noticeably lighter and brighter outdoors than on a chip. Test large samples on the actual house, on different sides, and check them in both sunshine and overcast prairie light.

5. Choose finishes that handle our climate.
Calgary sees intense UV, big freeze-thaw swings, hail, and Chinooks. Mid-tone and slightly muted colors hide weathering, dust, and fading better than very dark or very bright shades.

6. Coordinate, don't match, with neighbours.
Your home should complement the streetscape while still standing out. Avoid being a near-copy of the houses on either side.

7. Lead with timeless, accent with trend.
Keep body and trim in lasting neutrals — warm whites, greiges, soft greens, charcoals, and earthy tones — and express current trends through an easily repainted front door or accent.

2026 Palette to Pull From

- Soft warm whites & creamy beiges — bright and forgiving
- Mushroom taupes & "greige"— the dependable neutral backbone
- Muted sages & warm eucalyptus greens— calm and nature-inspired
- Clay & terracotta undertones— subtle warmth
- Moody accents— burnt umber, charcoal, and smoky greens for doors and feature walls

Designer reference colors: Sherwin-Williams *Universal Khaki* (2026 Color of the Year), Benjamin Moore *Silhouette AF-655*, Behr *Hidden Gem* (smoky green).

Quick Pre-Selection Checklist

- ☐ Gathered samples of all fixed finishes (flooring, counters, cabinets, stone, roof)
- ☐ Confirmed community architectural guidelines for exteriors
- ☐ Tested large paint boards in morning, midday, and evening light
- ☐ Chosen one whole-home base + 2–3 supporting tones
- ☐ Confirmed sheens for each area
- ☐ Pick timeless main colors; saved bold choices for accents

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