

PRE-LISTING



SELLER BOOK

going, going, gone!

Selling

YOUR
HOME FOR
TOP DOLLAR

PRE-LISTING



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introduction

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I N T R O D U C T I O N
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Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations throughout your interactions - from listing to closing -I will work hard to achieve that goal.

When you choose me as your partner, you are getting a trusted, respected agent and a local expert passionate about serving our community and those who call it home.

Let's get started.

AYESHA SHAIKH

Sales Representative

Century 21 Millennium Inc.

647-886-0595



GET TO KNOW YOUR BROKERAGE

GLOBAL REACH
LOCAL EXPERTISE

DEDICATED
SALESFORCE

#19 BY PRODUCTION
IN CENTURY 21
ACROSS CANADA

what sets us apart

We are very different and set ourselves apart from most agents by being accountable to you. In other words, we don't just promise to sell your home. We guarantee it.

As you can see, we put our money where our mouth is. Instead of making empty promises, we give you a written performance guarantee. We are taking all the risk, so you don't have to, and this will provide you with much greater peace of mind in the home selling process.

WHO AMI?

A full service Realtor who brings a strategic yet personable approach to the home buying and selling process

HOW WE ARE DIFFERENT

Our team approach makes a huge difference. We work with every client whether they are buyers or sellers, from the beginning of the process, through closing for many years to come. But, in order to provide the best service, we have hired specialists to enhance all aspects of the process for our clients.

HOW MAY THIS HELP YOU?

When you choose me as your partner, you are getting a trusted, respected agent and a local expert passionate about serving our community and those who call it home.

WANT MORE?

We are grateful for your business and appreciate your trust with such an important decision. Start your home search today. Any information you need, can be found at our website:

<https://ayesha-shaikh.c2i.ca/>



AYESHA

Every agent will promise to sell your home, but the reality of the real estate market today is that this doesn't always happen. My track record speaks for itself.

OUR MARKETING

our three step process

Print

Mailers
Photography
Custom Brochures
Open House Flyers
Door Hangers

1

Social

Facebook Ads
Instagram Reels
Google SEO
TikTok Video

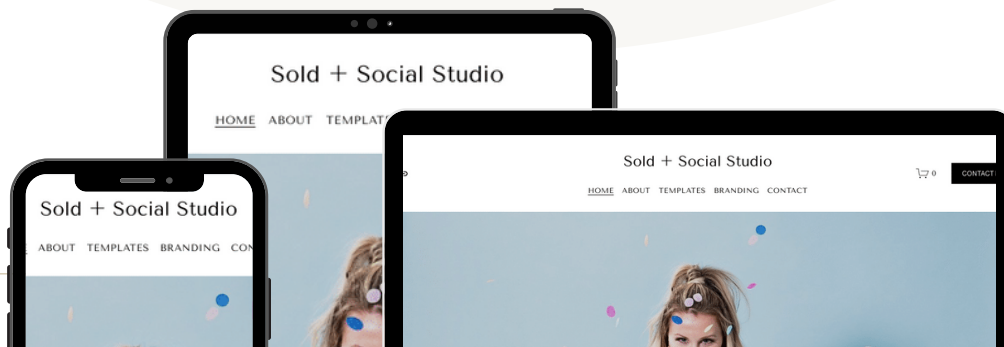
2

Exposure

Open Houses
Email Blasts
Videography
Door Knocking
Personalised website

3

WWW.YOURPROPERTY.COM



THE SELLERS ROADMAP

Most sellers dream of a stress-free sale. For this to happen, you'll want to be prepared and control the factors that could significantly impact you. Here are 12 steps to help you prepare.



INTERVIEW

Meet with you to discuss my responsibilities to help sell your home.



PRICING

Establish comparable homes and establish a price for your home.



STAGING

Stage your home to make its debut on the market.



SHOWINGS

We will arrange open house events to show your home to potential buyers.



MLS

Your home will go live on MLS and be viewable to buyers



MARKETING

We will devise a strategic marketing plan to reach maximum exposure



PHOTOGRAPHY

Arrange to have your home professionally photographed.



OFFERS

Review all offers & accept, deny or counter any offers.



UNDER CONTRACT

After choosing an offer your home will be under contract after terms are agreed upon.



NEGOTIATIONS

Negotiate any repairs requests from the buyer
Inspections



Hand over your keys and celebrate the selling of your home.



SIGN TITLE CLOSING

HOME STAGING TIPS

Staging your home to sell can be a great way to make it more attractive to potential buyers. This will help buyers to envision themselves living in your home.

being mindful

To get started, declutter and depersonalize your home. How you style your home can be a make-it-or-break point for a potential buyer. They must be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.

hire a pro

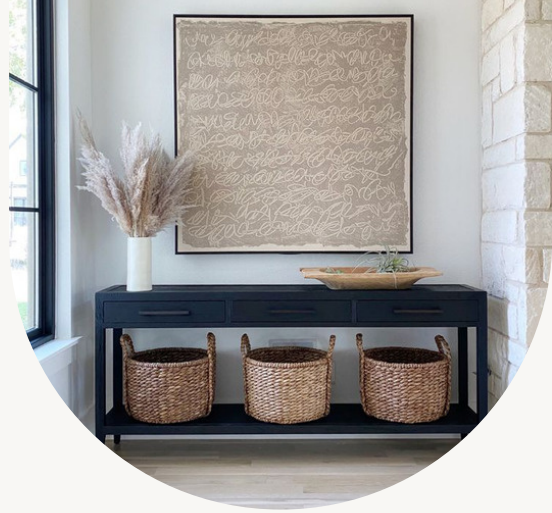
You can hire or rent professional props and decorators to help stage your home. Be sure to put away any personal photographs, memorabilia, and artifacts, as they will look cluttered to a potential buyer.

picture perfect

Consider getting professional photos taken, as these determine the first impression the potential buyer will have of your house.

DON'T FORGET

Focus on your home's curb appeal by sprucing up the landscaping and adding fresh touches like a new welcome mat and potted plants. Also, make sure to organize closets and drawers, cover unappealing features, and add accent pieces that will help to create a cozy atmosphere.



going live

LISTING YOUR HOME

Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.

Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible and reaches the appropriate audience.

We can supply a sign for your front yard to let passersby know of your intentions to sell.



showings

For the first few weeks/ weekends, make sure your calendar is flexible for showings. This will help provide potential buyers with a greater number of viewing options.

Private showings and open house tours will be set up during the first few weeks of listing your home.

remain flexible

You should make arrangements for pets and children during viewing times to help make the viewing experience as pleasant and distraction-free as possible.

Be flexible: Be willing to accommodate potential buyers' schedules and make your home available at various times.



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*"You never get a second chance to make a first impression."
-Will Rogers.*

FINAL STEPS



Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

You can start packing and moving into your new place at this time!

congrats!

closing

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents, including financing, insurance, and legal documents, are exchanged.
- The negotiated purchase price is paid, and any other fees (i.e., commissions) are paid.

THANK YOU

Thank you for taking the time to review this package. I have sent you these materials in advance of our meeting so that you will know a little more about me, my services, and how they will benefit you.

At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely stressful or extremely exciting depending on the agent you choose to represent you. My job is to provide you with enough information to make an honest and informed decision based on facts.

As you look through this package, write down any questions you have. I will cover everything at our appointment and address any issues together.

I am preparing a full market analysis and presentation for our meeting, which will cover all of the services I provide to ensure you get top dollar when you sell. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. It starts by hiring the right agent.

Thank you again for your time, and I look forward to meeting with you.

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