

# HOME SELLER'S *guide*



*Samrina Qureshy & Shah Ali Syed*

REAL ESTATE BROKERS

A STEP BY STEP PROCESS TO SELLING  
YOUR LOVELY HOME

REAL ESTATE  
**RE/MAX CENTRE**  
INC. BROKERAGE  
INDEPENDENTLY OWNED AND OPERATED

  
**TEAM SHAH**  
OF REAL ESTATE

# Hello!

## I'M SAMRINA

Allow me to share my dynamic career journey—a path fueled by passion, dedication, and a relentless pursuit of excellence.

With over two decades of experience in sales, I've mastered the art of selling, from crafting compelling pitches to closing deals with finesse. My twenty years of exceptional customer service have been the cornerstone of my success, as I consistently surpass client expectations and provide timely, effective solutions.

My extensive background in marketing, branding, management, PR, and HR has equipped me with diverse skills that set me apart in the real estate industry. Leading teams with confidence and fostering client relationships, I've consistently driven business growth and brand awareness.

For the past 10 years, I've immersed myself fully in real estate, a career path I've chosen with intention and passion. My deep knowledge of sales and customer service has been instrumental in my success as a Realtor, earning me over 10 prestigious awards. I understand the intricacies of the market and excel in anticipating and exceeding client needs. I'm excited to leverage this wealth of experience to help you achieve your real estate dreams.

*Samrina Qureshy*

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BROKER

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TEAM SHAH  
OF REAL ESTATE

# Hello!

## I'M ALI

I'm thrilled to introduce myself as a seasoned Real Estate Broker with nine years of dedicated experience. I've mastered property financing and securing favorable terms for various properties.

My commitment to staying updated on the financial landscape allows me to secure the best bank rates for my clients. By leveraging my network of lending institutions, I can negotiate terms that align with my clients' goals.

I excel in guiding sellers through transitions, whether upgrading, downsizing, or diversifying investments. From market research to identifying buyers and coordinating financing, I ensure seamless transactions.

My goal is to empower sellers to build wealth through strategic real estate investments. Combining my financing expertise with personalized service, I strive to exceed expectations and deliver exceptional results. You can trust me to be your advisor every step of the way.

One of my key strengths is negotiation. I advocate for my clients' best interests, ensuring they achieve the most favorable terms possible. From pricing homes strategically to navigating negotiations, I am dedicated to delivering outstanding results.




*Shah Ali Syed*

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**TEAM SHAH**  
OF REAL ESTATE



# HOUSE SELLING

# Tips

## MAKE SURE TO SET THE PRICE BEFORE LISTING

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Every homeowner treasures their home—it's your castle, after all. A common selling mistake is pricing too high or low. Finding the right balance is key, so keep emotions in check. Market knowledge is crucial, accessible from free online estimates to certified appraisers and realtors.

## REPAIR MAJOR ISSUES IN YOUR HOME

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Ignoring a major issue in your home isn't strategic. A buyer's inspector can easily spot problems. You can disclose it and adjust pricing or fix it to attract ready-to-move-in buyers. Hiring an inspector beforehand helps you understand any issues before listing your house.

## BE REALISTIC WITH YOUR EXPECTATIONS AND DO NOT UNDER ESTIMATE YOUR EXPENSES

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Homeowners often focus on profits when selling their house but may overlook expenses. Key costs to consider. Typically 1-5% of the home price, covering title transfer, sales tax, attorney fees, and final transaction fees. Sellers pay commissions to both agents, around 5% of the sale price. Plan for this by adjusting the selling price or exploring direct selling.

## FIND A GOOD REALTOR

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Although the highest offer may seem appealing, it may not be the most suitable. Consider offer conditions like the closing date, financing, inspection, and others to determine the best offer for YOU! Finding a good realtor can make all the difference in your real estate journey.



# CHOOSING US AS YOUR *agents*

Selecting the appropriate agent is a crucial choice. Investing time to discover someone with experience, excellent communication skills, and a compatible personality can significantly impact your home selling journey.

Here are some key factors to remember when choosing *us* as your real estate brokers.

01

## WE KNOW YOUR HOME!

Seasoned agents like us bring insights into market conditions, pricing, and effective negotiation tactics. We also have a huge team to put your house together immaculately. We have a track record in your local market and the specific property type you're selling.

02

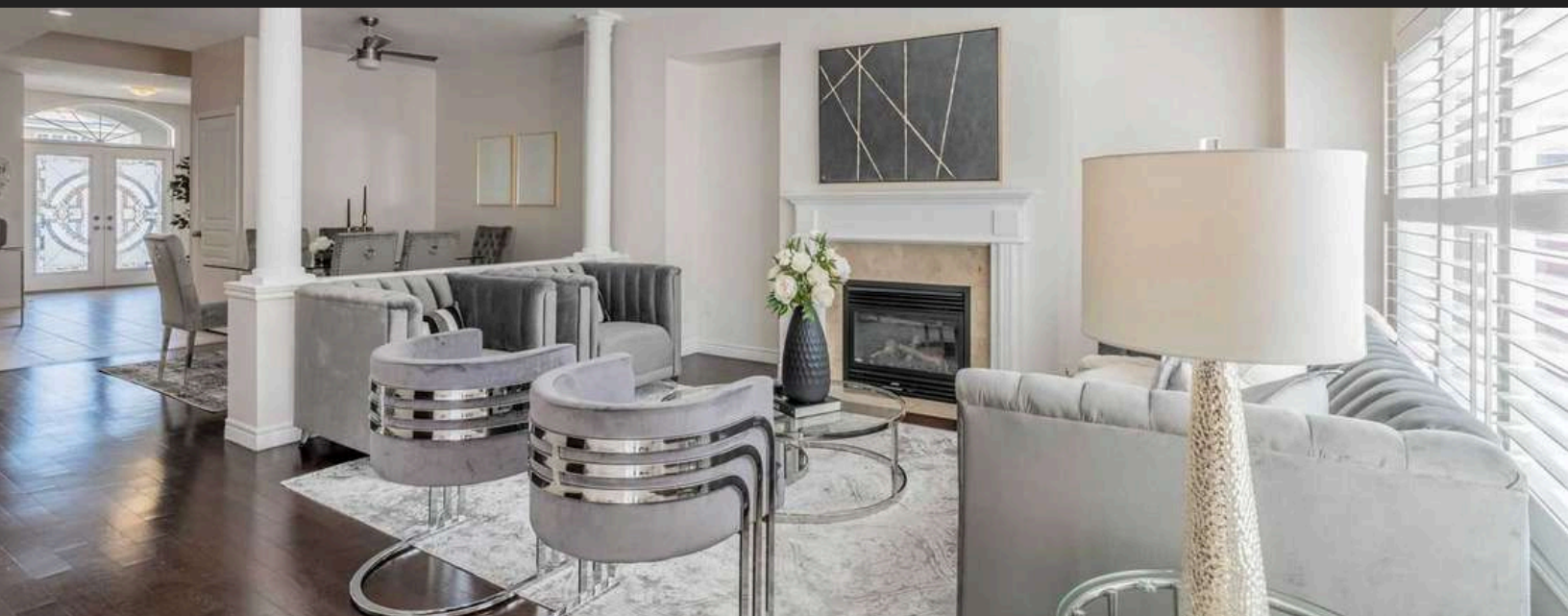
## WE HAVE THE EXPERIENCE

Examine the agent's credentials and affiliations, such as membership in the Toronto Real Estate Board and other boards around the GTA! Our team also possess enhanced training and expertise to serve you effectively along with 15+ years of experience collectively of the team!

03

## WE STAND BY OUR SERVICE!

Feel free to request references and testimonials from our previous clients. We take pride in the positive reviews and referrals we've garnered, as they showcase our unwavering commitment to providing exceptional service and exceeding expectations.





# WHAT TO DO

## DURING THE HOME SELLING

## *process*

Selling your home can evoke a mix of excitement and apprehension. It's crucial to handle it thoughtfully to ensure the best outcomes for your financial status and lifestyle. Although navigating the home selling process can be daunting, with proper guidance and strategy, you can achieve success. Our real estate agency offers expert advice and assistance to help you make informed decisions and steer clear of common challenges. Allow us to utilize our expertise to facilitate a smooth and stress-free selling experience, ultimately helping you find the right buyer for your property.

Here are a few things to practice during the home selling process:



Clean and organize visible and hidden areas for potential buyers, ensuring a spacious feel. Consider decluttering to ease worries about storage space, enhancing your home's appeal and simplifying your move when the time comes.



To enhance the appeal of your home for potential buyers, remove personal items, family photos, bold artwork, and unique furniture. Creating a neutral and inviting space allows buyers to envision themselves living in the property more easily.



Sellers should opt for neutral colors when painting walls to appeal to a wider range of potential buyers. This allows buyers to envision their own preferences and feel more at home, increasing the likelihood of a successful sale.



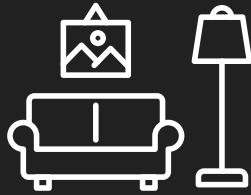
After cleaning your home thoroughly, continue maintaining its cleanliness, even focusing on the scent. Professional photos capture your home at its best, and you'll want it to always look pristine. Keeping everything tidy is crucial for potential buyers, especially for last-minute tours. Pay extra attention to the bathroom to ensure it shines, including the tile, counters, shower, and floors.





## W O R T H   T H E   S P E N D !

Preparing your house is vital when selling a property, as it significantly affects the sale's speed and resale value. Key steps include enhancing curb appeal through landscaping and exterior maintenance, decluttering to create a neutral space, addressing repairs and updates, thoroughly cleaning the home, and considering staging for showcasing its best features. Setting a competitive price with the help of a real estate agent, utilizing effective marketing strategies, accommodating potential buyers, and working with experienced professionals are essential for a successful sale and maximizing resale value.



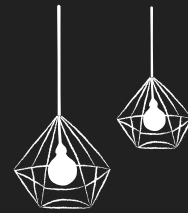
*Staging*



*Fix small issues*



*Outdoor Space*



*Upgrade Lighting*

# RECEIVING AN

# Offer

01

MAKE SURE YOU  
READ ALL VITAL  
DETAILS

02

ASK YOUR AGENT TO  
EXPLAIN ALL CONDITIONS  
THE BUYER SET

03

ALL LEGAL DETAILS  
OF THE PROPERTY  
ARE CORRECT

04

CHECK ALL INCLUDED,  
EXCLUDED & RENTAL  
ITEMS ON OFFER

05

LEAN ON A REAL ESTATE  
PROFESSIONAL &  
ASK QUESTIONS



Accept the highest and most favorable offer on your home  
that meets or exceeds your desired price and terms.





# NEGOTIATION

In a real estate transaction, sellers can strategically navigate the negotiation process to achieve the best possible outcomes. Initially, sellers should conduct thorough market research to set a competitive yet advantageous listing price. This involves understanding current market conditions, comparable sales, and local pricing trends. When offers start coming in, sellers should meticulously review each one, considering not just the offered price but also contingencies, closing timelines, and additional terms. Counteroffers are a crucial tool; by responding with a slightly higher price or fewer contingencies, sellers can steer negotiations closer to their desired outcomes. Leveraging multiple offers can also create a competitive environment, encouraging buyers to present their best offers.

Throughout the negotiation, sellers should highlight their property's unique features and recent upgrades to justify their asking price. The goal is to minimize contingencies that could delay or complicate the sale, such as extended inspection periods or financing uncertainties. Negotiating for a favorable closing timeline that aligns with the seller's plans is also essential. Staying calm and professional is critical, as emotional reactions can weaken the seller's position. Throughout this process, close collaboration with a skilled real estate agent and possibly an attorney ensures that all terms are in the seller's favor and legally sound. This strategic approach enables sellers to maximize their sale price and secure favorable terms, ensuring a successful and satisfactory transaction.





# PRE Closing

Pre-closing is the period of time between when you have an accepted offer on a home and when you actually close on the property. There are several important tasks that need to be completed before you can officially give away the ownership of the home.

## LEGAL, LENDING & TAX REQUIREMENTS

01

Make sure you have given your lawyer a copy of any deed, mortgage, survey and current property tax bills. You should have received these from your lawyer when you bought the house.

## DO NOT CANCEL HOME INSURANCE YET!

02

Do not cancel your household insurance policy until you have heard that the deal has closed. Also, if you are moving out more than 50 days before closing, you need to notify your insurer that the home will be vacant.

## TRANSFER ALL YOUR HOME SERVICES

03

Leaving your current home and moving into a new home can be an exciting but also a daunting experience. One of the most important tasks to tackle is transferring all of your home services to your new address.

## BOOK THE MOVERS

04

Regardless of whether you are moving to a new home or office, the process can be overwhelming and confusing. Hiring professional movers can take a considerable burden off your shoulders and make your move less challenging.

# POST *Sale*



Closing on one house and moving to the next is an exciting yet hectic time. After finalizing the sale, it's time to pack up, coordinate movers, and transfer utilities. A thorough walkthrough ensures nothing is left behind and the house is ready for the new owners. Clear communication with the buyer addresses any last-minute details.

Simultaneously, prepare the new house by finalizing repairs, setting up utilities, and possibly doing a deep clean. Unpacking and arranging furniture helps make the new space feel like home. This transition marks a fresh start, and staying organized and communicative ensures a smooth move.

- ✔ KEEP PROOF OF IMPROVEMENTS AND PRIOR PURCHASES
- ✔ ENSURE ALL LAYWER DUTIES ARE COMPLETE
- ✔ CLEAN, PACK & MOVE
- ✔ REEVALUATE YOUR PERSONAL FINANCES
- ✔ CHOOSE YOUR NEXT HOME CAREFULLY

Refer to our  
*Home Buyer's Guide*  
for more information.



















# UPGRADING?

## *Home Features Checklist*

WHAT'S IMPORTANT TO YOU?

### *Kitchen*

- Updated appliances
- Modern countertops
- Spacious pantry for storage
- Island or breakfast bar

### *Living Area*

- Open floor plan
- Hardwood flooring
- Built-in shelves or storage
- Large windows

### *Bedrooms*

- Split floor plan
- Master on ground floor
- Walk-in closets
- En suite bathrooms

### *Bathrooms*

- Double vanities
- Updated countertops
- Modern fixtures and lighting
- Large soaking tub

### *Outdoor Spaces*

- Well-maintained landscaping
- Functional patio or deck area
- Outdoor kitchen or barbecue
- Swimming pool or hot tub

### *Additional Features*

- Home office or study
- Dedicated laundry room
- Two-car (or larger) garage
- Smart home technology

Have any questions? Reach out at 647.267.7960 or 416.318.7475

# CLOSING PROCESS CHECKLIST

Closing on your home is the final and most important step. This checklist will help you ensure that everything is in order for a smooth closing experience.

## REVIEW CLOSING DISCLOSURE:

- Confirm all financial details are accurate a few days before closing.

## FINAL WALKTHROUGH:

- Inspect the property one last time, ideally 24 hours before closing.

## CLOSING COSTS:

- Prepare to pay closing costs after confirming with the lawyer.

## REQUIRED DOCUMENTATION:

- Complete necessary documents, including photo ID and proof of insurance.

## PAYMENT METHOD:

- Arrange for a cashier's check or wire transfer to cover closing costs.

## UNDERSTAND THE PAPERWORK:

- Familiarize yourself with the documents you'll be signing, with your hired lawyer.

## ASK QUESTIONS:

- Don't hesitate to ask your agent or attorney any last-minute questions.

## KEYS AND ACCESS:

- Ensure you have all keys, codes, and access devices for the property.

## RECORD KEEPING:

- Keep copies of all closing documents for your records.


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