

SELLER'S GUIDE



SOHEIL SHIVARANI
REAL ESTATE

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HELLO

Let me introduce myself

My name is Soheil Shivarani and I am a full time Real estate Broker in the Greater Toronto Area. With a background of Computer Software Engineering and Master in Business administration (MBA) I began my career as a Realtor in 2016 and became a Real Estate Broker in 2020. As a top Master Sales Award Winner, my strong work ethic and determination have resulted in my success in this business. Providing accurate buying and selling advice to my clients is what sets me apart from the average Realtor and why so many past clients refer me to their friends and family.

My goal is to treat your interests with the same care as I would my own. Whether you are buying, selling or renting, the decisions involved are paramount. I recognize this and will always endeavor to make sure you are well informed and well represented. Outside of business hours I can be found spending time with my family , doing sports and playing with new technology gadgets.

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Choosing the best agent for the job

There are several compelling reasons for choosing professional representation when it comes to the sale of your most valuable asset. I know information is available everywhere for buyers and sellers today, but knowing what this information means requires an experienced, knowledgeable professional to help you achieve the best results.

I offer extensive knowledge of current and historical market activity, a comprehensive and strategic marketing plan, access to a database of buyers ready to buy right now, a proven track record of success and the ability to negotiate fearlessly on your behalf.





Home evaluation

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster. Determining the optimal list price is, in part simple math, but for the most part it is a strategic process that requires extensive market knowledge and research. An in-depth Comparative Market Analysis (CMA) will tell you what similar properties have sold for recently, but to effectively price your property it's equally important to consider every similar home on the market to understand exactly what your competition is. In addition, expertise in both the local and national market conditions is paramount to arriving at the optimal list price. Pricing your home right the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.

Prepare your home

1 Professional Photography

Show your property in the best possible light! Professional photographers can capture the essence of your property so that buyers will be enticed to view it in person.



2

Staging

This is when your Realtor® will recommend if you need professional staging assistance. Professional staging is one of the best ways to highlight a property's full potential. Studies show that staged homes sell for more money than those that are not.



3

Home Repairs

Whether it's a full scale renovation or a simple coat of paint, I can help you decide which property repairs will net you the highest return on your investment.

Don't forget...



De-clutter

Clear out any unnecessary items.

Clean!

This includes windows, frames, baseboards, light fixtures, appliances (inside and out), cupboards and drawers.

Organize

Straighten out the contents of all closets, drawers and cabinets.



Clean up your yard

Ensure your grass, gardens and the general exterior of your property is neat and tidy to create maximum curb appeal.

Snow removal

If you are selling in the winter, it is very important to keep the driveways and walkways completely clear of ice and snow.



Depersonalize

Take down any personal photos etc.

Listing preparation checklist

- A copy of your survey
- A copy of your front door key
- Your most recent annual property tax assessment
- The average cost of utilities (electricity, hydro, water)
- A list of items you would like to exclude from the sale
- Other relevant information (a list of upgrades, copy of floor plans, builder plans and/or model name)

For condo owners

- Maintenance fees and a list of maintenance/fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status certificate (if available)
- A list of bylaws and restrictions





TIP: Every time you receive an offer, you have **three options:** accept it, reject it, or make a counter offer.

Accepting an offer

Now this is where things get exciting. You've got an offer or maybe two or three at once! All offers of course, have a purchase price, but they also include such things as the closing date, other terms and in most cases, conditions.

Conditions could include such things as time allocated for the buyer to secure financing or an acceptable inspection of your home.

There can be a lot of variables, but I will walk you through every step.

Naturally, the most important part of the offer is the price. I will ensure you understand every aspect of the offer, including current market conditions, recent sales or listings in your area, and provide you with as much information as possible about the prospective buyer and their representation. You will have a thorough understanding of the terms, your options and the potential outcomes of your decision. You can accept the offer as is or make a counter offer, at which point we/I would negotiate the best possible price and terms on your behalf.

Testimonials

“

Soheil recently sold my house. He is an excellent agent with great communication skills. He really helped us with strategic planning and selling the house for the right price.

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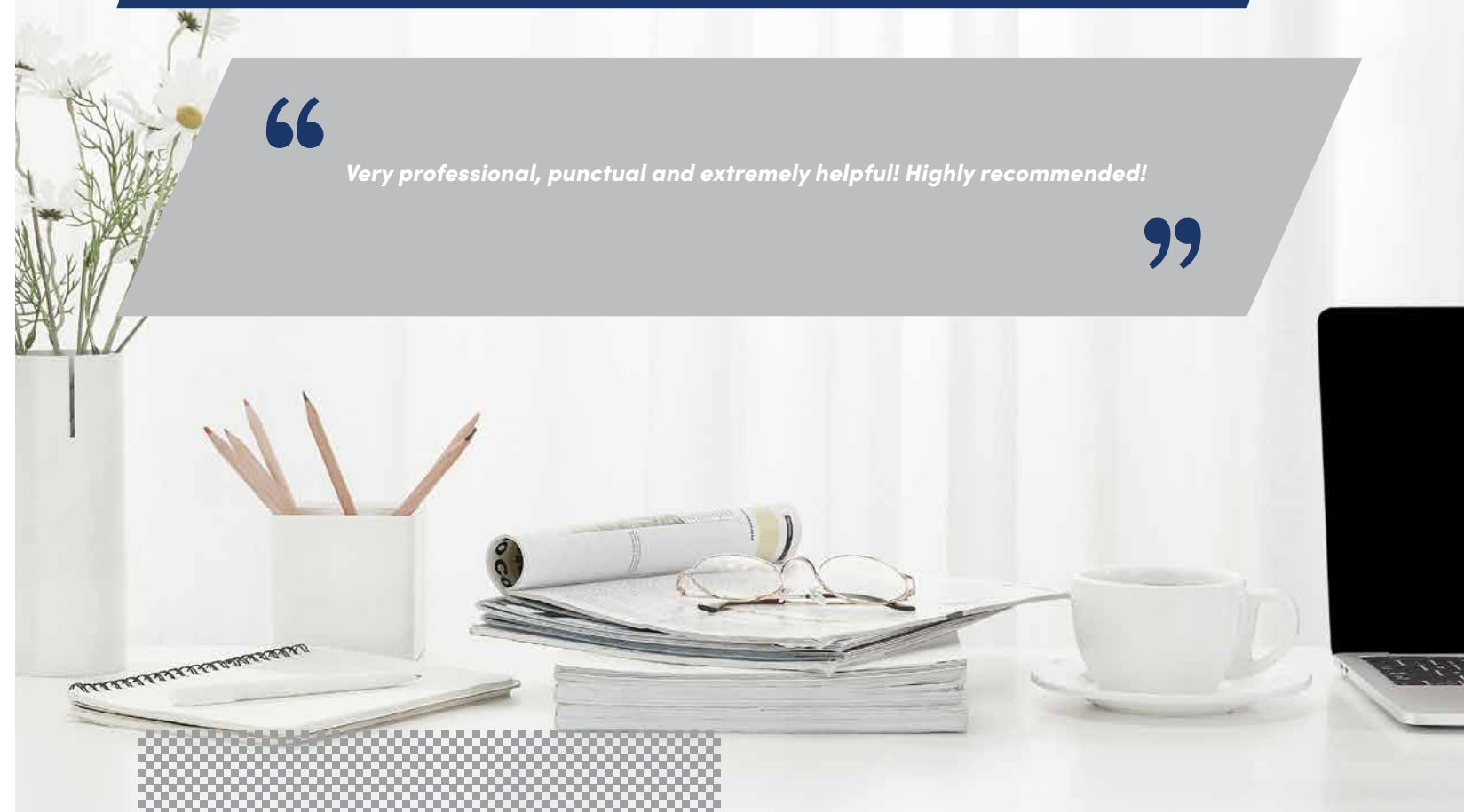
We had a journey with Soheil to buy our first house. We went from renting a house to buying a condo apartment and ended up purchasing the most beautiful and comfortable house. He was soooo kind, patient and thoughtful and always had great advice for us. He is so reliable, punctual and honest. He definitely is the one to go to if you want to be safe in any deal.

”

“

Very professional, punctual and extremely helpful! Highly recommended!

”





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