



SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

Yousaf Rehman
Real Estate Agent

WO

We count ourselves as lucky that Yousaf landed in our lives...we would have been lost without his guidance and savvy know-how...and we definitely wouldn't have sold our house for way over asking!

-Patsy Lemole

RD

Listing Agent



Our master negotiator and listing agent extraordinaire. You want this guy on your side!

Neighborhood Specialist



The guy we turn to whenever we've got questions...our fearless leader and knower of all things real estate!

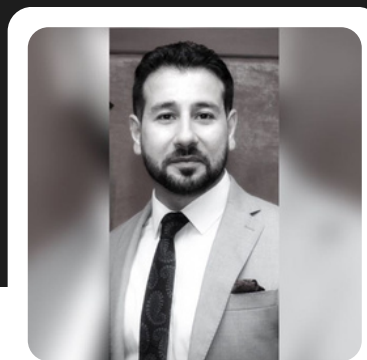
THE TEAM

Client Care



Our resident client care expert. I got you every single step of the way!

Marketer



Our in-house graphic designer and all things social! She loves making your home look stellar!

TEAM STATS

In 2021, we sold 25% more homes than any other team in our city!

We sell 12 homes every month.

Our team worked with 100s of buyers in 2021

In 2021, our listings sold for an average of 20% above asking!

Yousaf Rehman
Real Estate Agent

THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

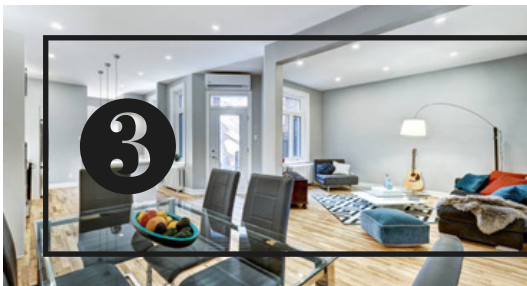


GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

TAKE PHOTOS

Our photographer will make your home look its best!



CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



6

SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!



THE MARKETING

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

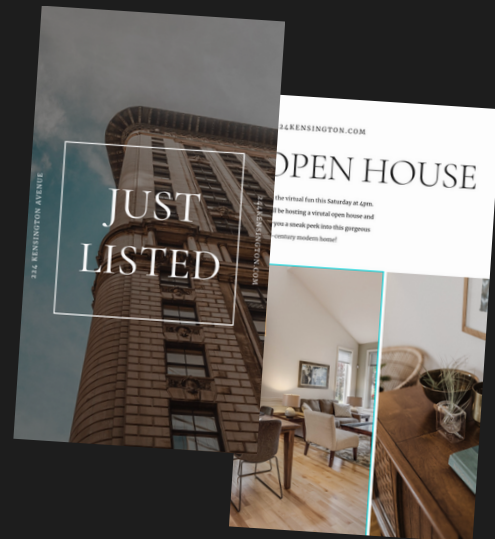


VISUALS

Photos, neighbourhood flyers, and property brochures get your home noticed!

ADS

Your home is distributed across all of our online platforms!



OPEN HOUSE



EVENTS

From neighbourhood wine & cheese to weekend open houses your home will be given the royal treatment!

A woman with blonde, wavy hair, wearing a black blazer over a white collared shirt, is looking down at a large blueprint or document she is holding. She is standing in a well-organized closet or linen closet. The closet features wooden shelves with various items, including bags and boxes, and hanging racks with clothes. The lighting is warm and focused on the woman. The overall scene suggests a professional setting, possibly a real estate agent or a designer, in a home environment.

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that's \$10,000-50,000 more money.



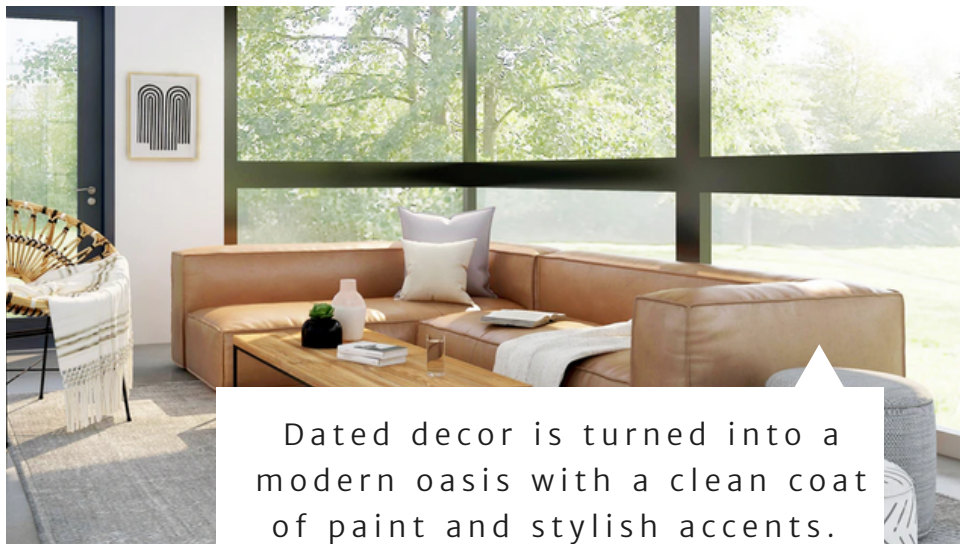
Dark and bare before is transformed into an open and inviting space after!



BEFORE



BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand.

Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

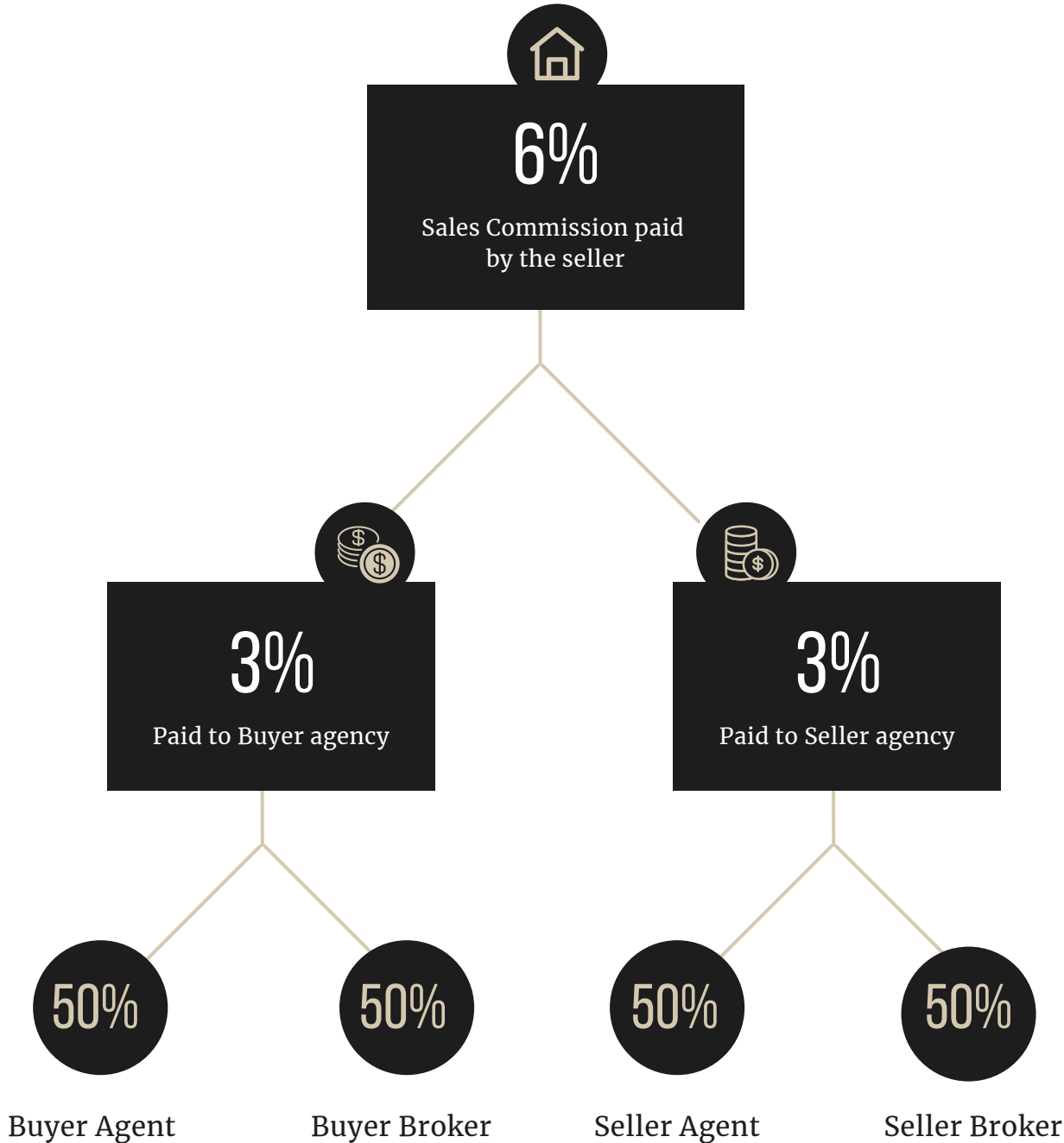
Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

COMMISSION EXPLAINED

We count ourselves as lucky that Yousaf landed in our lives...we would have been lost without his guidance and savvy know-how.



WHERE OUR PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

From feature sheets, to open house expenses, flyers and online ads marketing your home to the most amount of qualified buyers is our speciality.

REALTOR FEES & ADMIN

As a realtor we need to pay dues and fees to various organizations to remain licenced and legal as well as pay our admin staff.

AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms



TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors



ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

TESTIMONIALS

“
Yousaf was amazing to work with! We looked for an apartment during covid, and were worried about renting without seeing it in person. Not only did he facetime us in, show us all the specs, and send photos and videos afterwards, he went out of his way to show us other units in the nearby area until we found our perfect match! We are so excited about the unit he found for us, and it checked every box!

-Mullaney

“
The team's real estate expertise was invaluable to us novices. They explained market conditions and walked us through the whole selling process.

-Mary Richardson

“
Yousaf was extremely helpful working with us to find our apartment! He took all of our requirements into consideration, and stayed on top of everything when we found a building we were interested in. He is always very quick to respond and kept us updated throughout the entire process. Could not recommend -Mary Richardson him more!

-Kelsey



SALES - RENTALS - GUIDANCE

YOUSAF REHMAN

REAL ESTATE AGENT

Yousaf Rehman
Real Estate Agent



10 WEST 37TH ST
NEW YORK NY 10018
YOUSAF@HLRESIDENTIAL.COM

