

RE/MAX® HALLMARK
FIRST GROUP
INDEPENDENTLY OWNED & OPERATED

AE ASIM EBRAHIMI
REALTOR®



**Seller
Insights**

ASIM EBRAHIMI

REALTOR®

DIRECT 416.856.0714

 ASIMEBRAHIMIREALTY

OFFICE 905.683.5000

ASIM@ASIMEBRAHIMI.COM

ASIMEBRAHIMI.COM

TORONTO. DURHAM. YORK.



RE/MAX HALLMARK FIRST GROUP REALTY LTD., BROKERAGE
INDEPENDENTLY OWNED AND OPERATED



DISCOVER YOUR HOME'S FULL POTENTIAL

It's not just about selling a home, it's
about uncovering your home's true value.

LET US SHOW YOURS

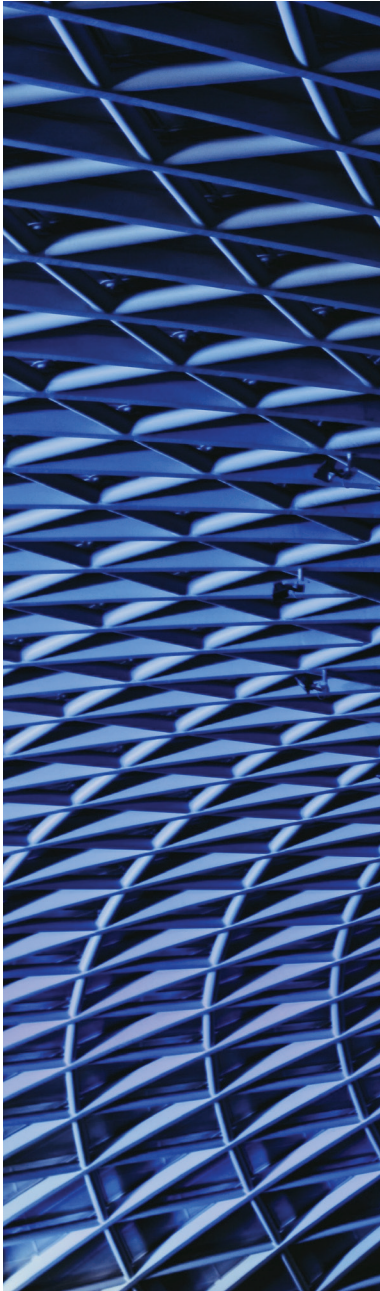


Table of Content

01	TABLE OF CONTENTS	1
02	CURB APPEAL	3
03	DECLUTTERING	6
04	HOME REPAIR	8
05	MORTGAGE FINANCING	10
06	NEGOTIATION	12



Curb Appeal

UNDERSTANDING THE IMPORTANCE OF APPEARANCE

When a buyer comes up the street and the agent points out your house, what is the critical judgment instantaneously made in the buyer's mind?

Home sellers who spend this time and effort making their homes more appealing will attract buyers away from their competition.

BUSHES & TREES

Cut, remove, and trim any large trees or run-away bushes that may be hiding your building's architecture, such as around windows or the roof.

SIDEWALKS & DRIVEWAYS

Improve the driveway surface: seal asphalt driveways, patch concrete ones, or order a load of stone to spread. Remove oil stains from driveway and garage floors. Lastly, high pressure wash the concrete to a shine.

WALKWAY

Ensure a clear walkway to your door. Repair any damage needed to ensure all steps are firm.

PORCH

- Clean, repair and refinish decks, porches, fences, and gates.
- Sand, paint or replace any railing in bad condition.
- Declutter, and add simple seating, to maximize your porch square footage.





You may not think your lawn or your driveway is nearly as important as that beautiful renovated kitchen you have inside. But the potential buyer doesn't see the kitchen first. It's the lawn and driveway that make the big impact. Remember, you never get a second chance to make a good first impression.

LAWN

Repair brown spots and bare patches through reseeding, frequent watering, and new sod. Give it a dose of rich fertilizer to keep it at maximum green for 6-8 weeks.

FLOWER BEDS

Plant flowers to add a welcoming feel and colourful curb appeal. Remove unsightly weeds from flower beds and add fresh mulch.

WINDOWS

Wash windows inside and out. Check for cracks in glass. Replace front windows if very old and outdated. Paint the trim and shutters.

FRONT DOOR

Stun home buyers with a newly updated or freshly painted front door. Update the house numbers, the entry door lockset, the wall-mounted mailbox, and light fixtures to complement the door. Put out a new welcome mat.

EXTERIOR

Remove discarded items from against the side of the home. Clean the exterior of the home with a power washer or hose. Paint your garage door.

There are plenty of homes on the market, and buyers make snap decisions about homes.

If a potential buyer doesn't get a good feeling from the outside of the home it is then unlikely they will even walk through the inside.

Curb appeal draws potential buyers in with that first glance, allowing you to convert them into the proud new owners.

Decluttering

Buyers see only what is in front of them. A critical step in attracting a greater number of offers is to declutter. You want to show potential buyers that there is plenty of space for everything they imagine bringing with them.

Spacious Rooms

Clutter detracts from the architecture of your home. Rooms need to look as spacious as possible, where less is more appealing. Leave out only the minimum amount of furniture to demonstrate each room's functionality.

Large Closets Sell Homes

Full closets always look smaller, and buyers think their stuff won't fit. Pack away your clothes and shoes; save only the 25-35% that you have actually worn recently.

Maximize the Visible Space

Declutter your windows to let in as much daylight as possible. Use light window treatments to cover the least amount of glass. Move excess storage held in your garage, basement, or attic, into a temporary storage facility. Put up shelving to hold anything that remains.

Kitchens

Clear, sparkling kitchen counters let the buyer know that there is plenty of room to prepare even the biggest meals. Remove all counter appliances not regularly used. Remove furniture items crowding the kitchen. Expand the cabinet storage by storing away the majority of your kitchen cookware, dishes, and utensils.

416.856.0714

ASIM@ASIMEBRAHIMI.COM

**DECLUTTERING AN ENTIRE HOME IS A BIG JOB,
CONTACT US FOR HELP WITH :**

**Professional downsizing services, temporary storage, auctioning,
movers and more.**

TOO MUCH CLUTTER WILL LOSE BUYERS

If your home is packed full of your possessions it can make your home look messy, smaller and overly-personalised.

Decluttering an entire home is a big job. The best way to tackle it is in stages focus on one room, one space, or even one zone within a room, completing the job fully before moving on to the next space.

Most buyers are not very imaginative. They cannot look past the decor of the home. If they hate the red velvet wallpaper, they may ignore the home without realizing they can easily redo the wallpaper.

Remove your family portraits from walls and stairwells to help buyers imagine their own photos. Remove obvious clues to your political, religious and social sentiments.

Avoid unique or trendy colour schemes and neutralize your decor to have your home appeal to the greatest number of potential buyers.

Paint and carpet in neutral shades of white or beige that have a higher chance of going well with a different array of potential furniture. Add colour through accessories such as pillows, vases and rugs.



Home Repair

Repairs should be done to anything that you know is an issue in your home. Better to fix the problem now, on your own terms, than later when you may have to act under a buyer's demands.

Tip: Save repair receipts for tax purposes and for inclusion in your marketing.

If kitchen cabinets are in good condition, don't replace them. Instead, sand and paint with a high-gloss white paint, or stain and refinish the wood. Do not replace your kitchen counters unless they are in bad condition. Upgrade only to what is competitive in your price range.

Watch out for Drainage/Water issues, where water has penetrated through a wall or ceiling. Water leads to erosion and to mold inside the house.



Remove stains on hardwood, patch scratches and small holes, replace damaged floorboards.
Replace tiles if loose, chipped, or broken.
Restretch loose carpet, glue loose seams, patch major damage, and steam-clean to remove spots.
Replace badly worn carpet with inexpensive, neutral-colored carpeting.
Ensure baseboards and trim moldings are clean and in good shape.

Keep in mind that with any unresolved repairs, the buyer will overestimate the cost to repair and then take off more than the overestimation for the trouble of having to do the repairs!

Ensure a water-tight, problem-free roof, but only replace it if it is sagging or extremely damaged.
Replace any shingles that curl, are brittle, and break easily. If the roof is ten years or older, get ready a roof inspection report stating how many years the roof is good for.



416.856.0714



ASIM@ASIMEBRAHIMI.COM

Do not eat into your profits by overspending. You only have so much money and time to make repairs. So, what should you fix? You need targeted advice based on your competition in the market – which will get you the best results for your circumstances. Contact us for a free consultation.

Repair dents, cracks, and holes in the walls. Remove outdated wallpaper
Wash the walls with a good household cleaner. Renew walls and doors with high-quality paint in a neutral tone.

Inspect bathroom faucets, toilets, and under the sink plumbing for leaks.
Re-caulk sinks, tubs and showers. Replace damaged tiles. Upgrade your toilet seats. Renew the shower curtain with a clean, bright and fresh one.

Check all doors and windows to open smoothly and shut completely.
Tighten loose hinges, replace missing doorknobs, clean and paint doors.
Replace any broken or cracked window panes, and re-seal.

Make sure heating and cooling systems work. Replace furnace and air-conditioning filters.
Have fireplaces professionally cleaned and inspected.

Replace old gutters with newer, snap-fit vinyl gutter systems that go together with few tools. Fix damaged exterior sheathing.

Mortgage Financing





When selling & buying, the timing of your closings is very important. There are 3 different scenarios that can play out:

Sale closes before your purchase – when your sale closes first, you free up the capital to use for your down payment. However, you will need to make arrangements to store furniture, belongings, and possibly find a short-term rental as you do not yet own your new home. This can be a minor inconvenience, but leaves you with funds readily available for your new purchase.

Sale closes on the same day as your purchase – this is most ideal, as the net proceeds from your sale can flow directly into the purchase through your real estate lawyer in one seamless transition. You receive the funds from your sale AND the keys to your new home.

Sale closes after your purchase – in this situation, you will require bridge financing because you won't yet have the funds from your sale to cover the down payment on your purchase. You need to 'bridge' the shortfall, hence the name. There are several important rules when it comes to bridge financing, including but not limited to:

- Lenders do not offer standalone bridge loans. You must be obtaining a mortgage on the new purchase with a particular lender in order for them to extend bridge financing.
- Maximum amount of funding available for a bridge loan = Sale Price – Closing Costs – Existing Secured Loans

Prior to listing your home, be sure to have a thorough mortgage pre-approval in place for your new purchase, and know your net take-home from your sale. Contact us for a detailed Comparative Market Analysis (CMA) before listing so that you know what your property should sell for on the open market.

Negotiation

Most agents will do whatever it takes to close the deal and sell your house, while a great dealmaker will do whatever it takes to negotiate maximum value into the deal. Remember, the contract you end up with will be very different if negotiated successfully.

Here are common items that home buyers will always be negotiating with you:

1. Flexibility on closing or possession dates.
2. Cosmetic updates, furnishings and household items.
3. Financing including leaseback and vendor take backs etc.
4. Home repairs related to inspections.
5. Purchase price.
6. Deposit to be held in trust.
7. Contractual clauses and provisions.

Getting a good deal in negotiation is not simply about claiming as much value as you can. A much more important task is to create value.

INVESTIGATIVE NEGOTIATION:

What you must do to create and capture value will depend on your ability to obtain information from the other side. Build trust and share information with the other party in order to identify and leverage the other party's interests, priorities, needs, and constraints.

NEGOTIATE MULTIPLE ISSUES:

Negotiating multiple issues simultaneously is also a great way to get information regarding the other party's relative preferences and priorities. To get a clear read on their true priorities, open up the discussion to include multiple issues and put them in a position where they must make an implicit choice about which issue or demand to emphasize. This strategy allows for more broad and creative agreements.

CREATING CONFLICT:

Finding differences that lead to conflict, also provides a means of resolving that same conflict. When negotiating, rather than trying to ignore, reconcile, or overcome your differences with the other party, you should try to seek out differences, and then find ways to leverage them to create value. There often will be issues that you do not care about—but that the other side cares about very much!





Unfortunately, It is possible to have a weak negotiation strategy and still feel good about yourself and your prospects for success. In doing so, you leave money on the table and walk away satisfied but poor.

It is also likely you will never allow yourself to discover how and when a change in strategy is critical. For example, you have likely had the experience of wanting to bargain in good faith, only to find that the other party is playing hardball, behaving unethically, or negotiating entirely in their own self-interest. Or you may even find yourself negotiating from a position of weakness.

In contrast, a professional negotiator, with a track record of successful outcomes, has much more tangible proven strategies on which you can rely.

Making a real estate move may be complicated, but if you're looking for a local and skilled advisor, the choice is easy.

Give Asim a call at [416-856-0714](tel:416-856-0714)