JORDAN+NAZ

REALTORS

SELLERS GUIDE

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Welcome to our seller's guide

Whether it is your family home or an investment property, selling a house can have its challenges.

Within this Seller's Guide you will find a number of resources to guide you in making an educated real estate decision, as well as, information on important topics including, pricing your home, marketing your home, ways to attract buyers, and more.

The Jordan + Naz Realtors team is dedicated to putting you and the sale of your home first.

We look forward to working with you to sell your home for top dollar!

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Our team

Jordan Chong

Jordan Chong comes with over 20 years of experience in client service and real estate and is a proud member of the RE/MAX 100% club. He has a passion for the real estate industry as well as providing his clients with solutions that best fit their goals. Graduating from the University of Ottawa with a degree in health sciences, he also possesses vast knowledge in the areas of marketing, event planning, real estate investing and business planning. This curated range of experience give him the tools to satisfy the diverse array of client needs and wants allowing him to go the distance for each and every one of them. Beyond the work, Jordan is a proud father to three young boys and has a passion for giving back to his community. He is on the board of directors at the Yonge Hearts Day Care Centre, volunteers with Habitat for Humanity and lends his time as volunteer football coach at Lawrence Park CI.

Naz Taheri

Naz Taheri comes with over 15 years of experience in client service and real estate and became a member of the RE/MAX 100% club in just her second year in real estate. Naz has a keen eye for the art of building and has strong knowledge of the process from foundation, structure to finishing and materials. She comes from a long line of builders and renovators and this background has shaped the way she approaches the home-buying process and makes her a valued asset to her clients. Naz's unique eye for design was harnessed during her studies at the Academy for Design and Technology where she received her Fashion Design diploma. Her top priority is making her clients happy and she prides herself on being focused and detail oriented on all matters relating to your new home.

Why Choose Us?

We spark passion! We keep you involved in the entire process and with the ability to be to contacted via phone, email and social media, our transparency is a value we hope you appreciate. Real Estate is a demanding profession. Of all the houses sold, 85% are sold by less than 15% of Sales Representatives. It demands long, challenging hours and while any agent can simply list a house for sale our specialty is in marketing, negotiating and providing you with unparalleled customer service. It takes a unique form of dedication to commit to satisfying your needs in selling your home, for the right price, at the right time.

Jordan + Naz have a commitment to your undivided loyalty. As agents we will protect your negotiating position at all times, and disclose all known facts of the transaction, which may affect or influence your decision. We have the desire to build a relationship that will allow all parties to feel comfortable making a decision.

Guidance, motivation, even emotion management can only come from experience and has proven to be an extraordinary recipe for success. Having this form of commitment from an established team will only ensure that you will be part of a one-of-a-kind experience. Ready to start the journey?

The First Step

Where to Begin?

The first step in selling your home is to understand what is and what is not under your control. We will explain each point further below.

SELLER DOES CONTROL

- Property Condition
- Price
- Availability for showings
- Terms of Offer

SELLER DOES NOT CONTROL

- Competition
- Buyer or Seller's Market
- Interest Rates
- When the perfect Buyer walks through the door

We cannot stress enough how important first impressions are in selling your home. The challenge is to find the perfect balance between the seller's time-investment, the seller's financial budget to get the work done and how it will impact the sale price. We will advise you on the most effective areas to invest your time and money.

Preparing Your House for Sale

Paint & Flooring

One of the greatest investments you can make on your home improvement is painting. It will give you one of the best returns for the cost. If your house has chipped paint, has exposed wood, or has an unusual colour, you may seriously need to consider repainting. Paint can eliminate unwanted odors, making the whole house smell clean, and it will increase the appearance of neatness in the house. Many houses that stay on the market unnecessarily would sell more quickly and at higher prices if the owners get a fresh and uniform coat of neutral paint on the walls. Many buyers are wary of undertaking the task after purchasing, seeing it as an added expense to an already daunting financial commitment, and will likely look for a home that doesn't require much work.

Cleanliness

Most people are turned off by even the smallest amount of un-cleanliness or odor when looking for their new home. Sellers can lose thousands of dollars simply because their homes are not adequately cleaned. If your house has that extra touch of TLC, you will be able to sell your home faster, and even at a higher price. If you're planning on moving, it's a good time to clear unwanted clutter so the house will appear larger and more spacious. Eliminating orders is an essential part of the selling process. This is especially true of households where people smoke, have pets and/or babies in diapers, or cook with spices and herbs. You may not notice the smell, to which you have become accustomed, but potential buyers will notice and it will affect the sale of your home.

Curb Appeal

To a potential buyer, your front yard immediately reflects the condition expected inside your house. If a buyer does not like the outside, it will be much harder to get them to stop and take a look at the inside. Since people generally enjoy their yards, we recommend that you take certain steps to improve the first impression your home makes to viewers. These steps include trimming the trees and hedges, leaves raked, and walkways swept or shoveled. Clean away any debris and remove parked vehicles. This will add to the curb appeal of your property and attract more potential buyers.

Professional Touch

Most sellers say they don't have time to prepare the house for sale. We can relate! To that end, we have a list of strategic partners that we can recommend for quality professional work. You might be surprised what a little money can accomplish in your home. Repairing even minor deficiencies can make a big difference. Inspections and potentials repairs are the number one reason sales don't close.

What is Your House Worth?

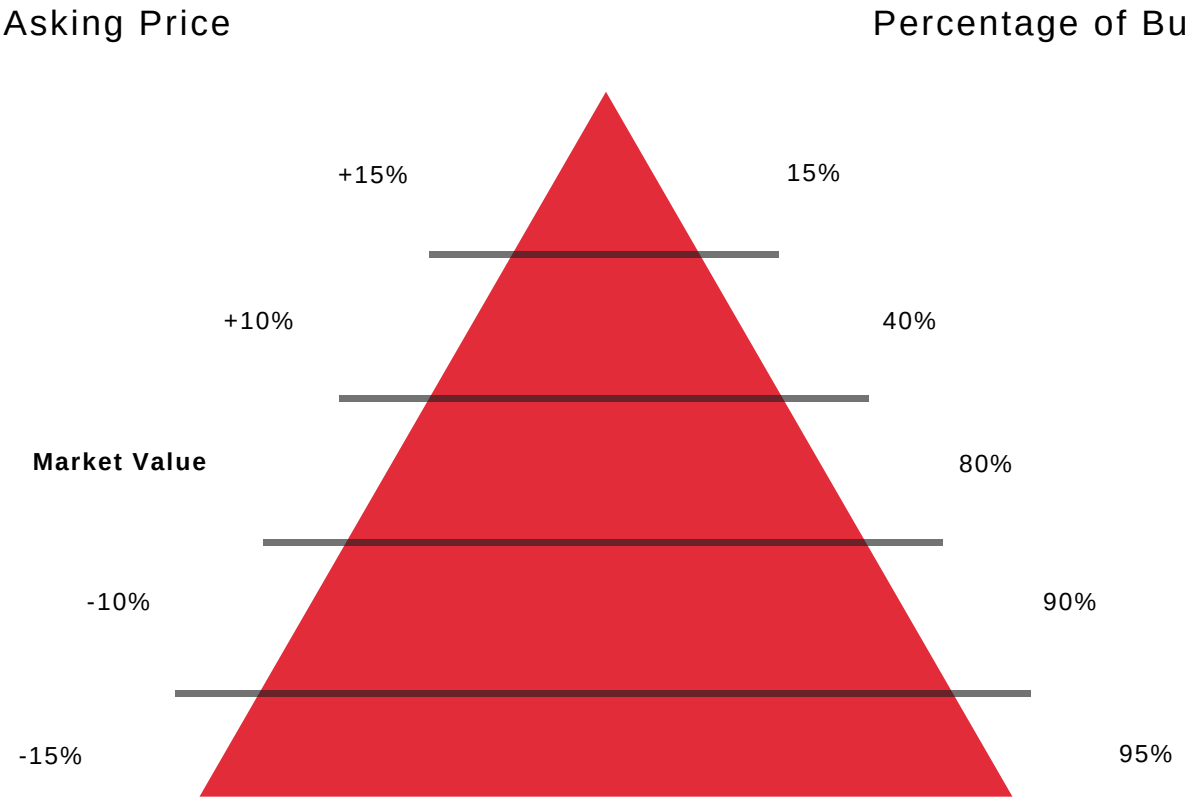
The million-dollar question! In our experience, the question sellers are asking is whether we, as agents, agree with the price they want for the sale of their homes. Since most sellers already have an idea of the price with which they would be comfortable selling their home, we simply provide a consult of how realistic that price may be in light of the facts listed below.

- Location
- Condition of Home
- Marketing
- Seller's Needs
- Timing
- Amenities
- Market Conditions
- Competing Homes
- Homes Sold

Princing it Right

The single most important decision you will make with us, as your realtors, is determining the right asking price for your property. Once you have achieved a realistic sale price, you can count on your property being professionally marketed and promoted to bring more buyers to your door. You can also expect to sell your home for the best possible price in the least amount of time!

Intelligent Pricing



As the chart above illustrates, considerably more buyers are interested in properties at market value rather than above market value. Therefore the benefits of "Intelligent Pricing" are:

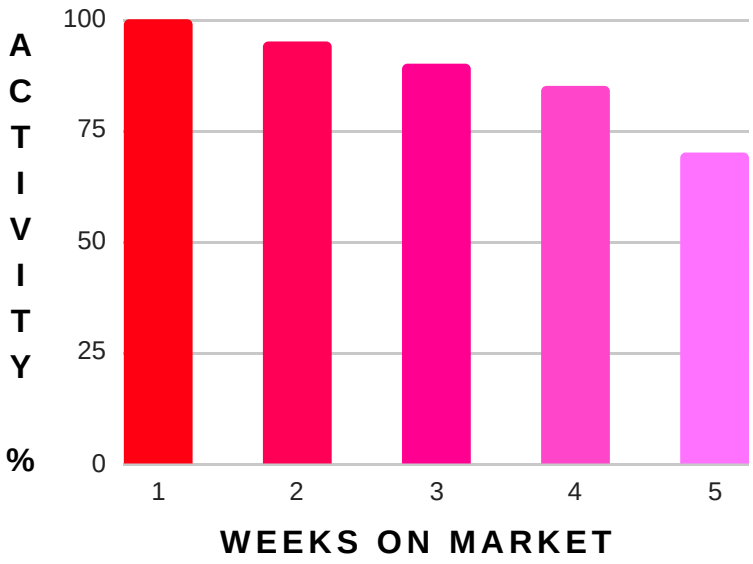
- Your property sells faster because it is exposed to more qualified buyers
- Your home does not lose its "marketability"
- The closer to market value, the higher the offers
- A well-priced property can generate competing offers
- Other Real Estate Professionals will be enthusiastic about presenting your property to buyers

Pricing, Offers and Upgrades

Price Adjustments

You may be thinking, "What if we price it high initially and then lower it later?". This tactic does work on rare occasions, mostly relating to unique multi-million dollar homes and usually under a strict price reduction schedule. For most sellers, timing can make or break the sale of their home.

As soon as a home comes on the market, there is a flurry of activity surrounding it. This is a crucial time when Real Estate professionals and potential buyers sit up and take notice. If the home is overpriced, it doesn't take long for interested parties to lose interest. By the time the price drops, a majority of buyers have lost interest.



Offers & Upgrades

While it is true that it only takes one buyer to make an offer, if the home is overpriced, potential buyers looking in a lower price range will never see it. Those who can afford a home at your asking price will soon recognize that they can get a better value elsewhere.

When it comes to the upgrades and renovations you have already put into your home, there is no doubt that some buyers will appreciate your work, especially if you have kept the renovations neutral. However, there are some factors that do not affect the value of your home. It is very important to understand that buyers simply disregard these factors:

- WHAT YOU PAID
- WHAT YOU NEED
- WHAT YOU WANT
- WHAT YOUR NEIGHBOURS SAY
- WHAT OTHER AGENTS SAY
- COST TO REBUILD TODAY

You've Got Questions

THE BOTTOM LINE

The value of your property is determined by what a buyer is willing to pay and what a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.

COMMISSIONS DISBURSEMENT

It is common practice for commissions to be shared between the buying and the selling agents.
From what remains, the Realtors pay for their own operating and marketing costs. Though costs differ from each individual, here are some of the common expenses.

- Cost of Marketing a Seller's Property: professional photography, featured sheets, floor plans, virtual tour, marketing exposure etc.
- Company Royalties: desk fees, administrative and corporate support
- Operating Costs: Real Estate Licensing fees, business travel expenses, marketing, web maintenance, etc.

COMMISSIONS

We like to review and answer a few of the most common questions we have received regarding real estate commissions. There is no "standard rate of commission" as it is against good business practice and the Competition Act to set a standard rate of commission. Individual Realtors set their pricing based on their marketing and services.

Whatever the agreed upon commission, it will be divided between the Listing (seller's) agent and the buyer's agent. It is such a wide range because different realtors provide different services and results. It would be more important to ask and find out what is being done to sell your property and at what cost to you. It is a good idea to request a list of their marketing plans. Remember the old saying, "you get what you pay for". We would be very happy to meet with you and discuss our services and fee structure.

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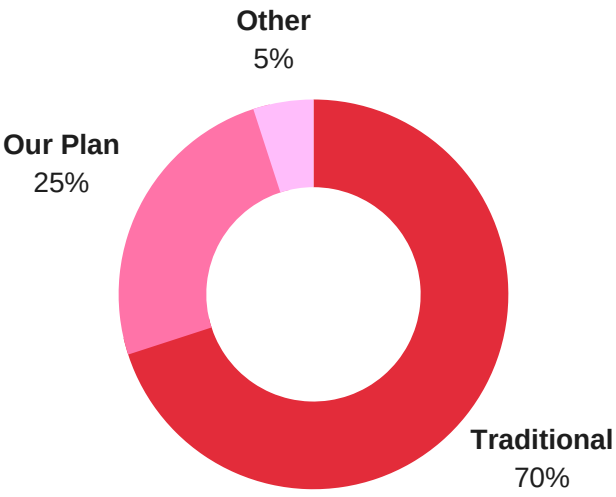
REALTORS

Marketing

MARKETING 101 - With Great Exposure Comes Great Opportunity

Our marketing program is a combination of traditional and modern methods of selling real estate. We use the latest technologies to enhance tried and true methods to effectively expose your home to the greatest number of buyers possible. The pie below represents the number of buyers for your home. Most Realtors use methods that will attract 70% of buyers. Our unique program will attract a further 25%, which will increase the chances of higher offers, resulting in higher sales prices.



MARKETING 102
Goals and Target Market

Our goal is to be your partner in achieving all your real estate objectives. To accomplish that, we have identified the three target markets, and have developed a complete understanding of the way in which each one operates.

JORDAN + NAZ REALTORS

Our client's listings are often featured in the press and are automatically shared with dozens of the most popular real estate and Realtor websites on the internet.

TORONTO LIFE

TORONTO HOMES FOR SALE

blogTO

BROKER BAY

Zillow

1. REALTORS - Realtors are an ideal primary target, because almost every buyer is represented by a realtor. Our plan is geared to attract as many realtors as possible to view your property. The more realtors we attract to your property, the likelier we are to sell your home quickly.

2. BUYERS – Today, the internet has replaced newspapers as the primary source of advertising for home buyers. Our plan uses exclusive and unique methods to attract more buyers from everywhere in the world. The methods we use make sure it is easier to get noticed by a potential buyer locally, nationally, or even internationally.

3. YOU, THE CLIENT - As a full service realty team, we provide extra services to ensure your satisfaction. Every individual has different needs and lifestyles. From getting your property ready for marketing to making sure your deal closes, our services will adapt to your needs and provide a stress-free experience, and that's just the beginning...

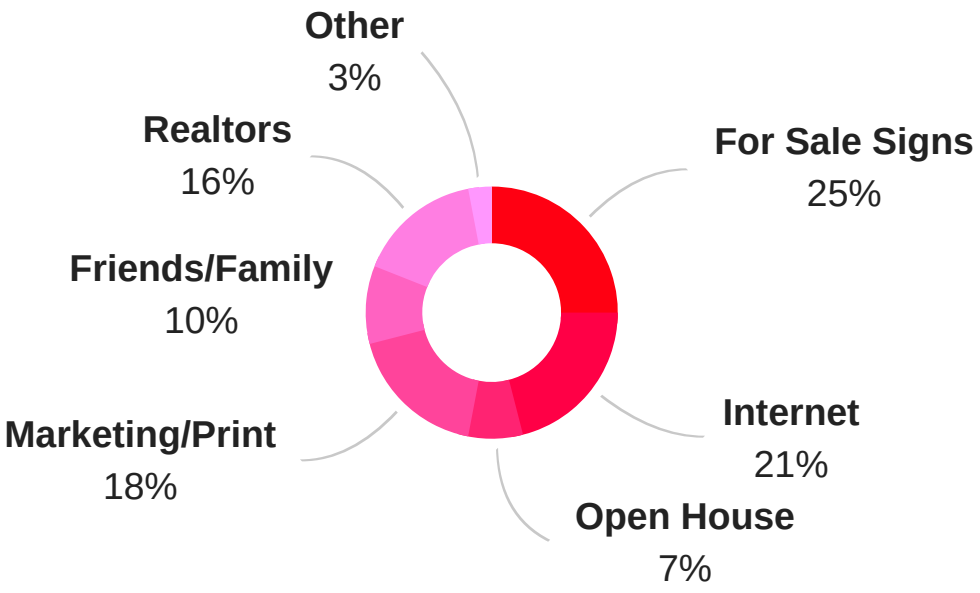
Targeting Realtors

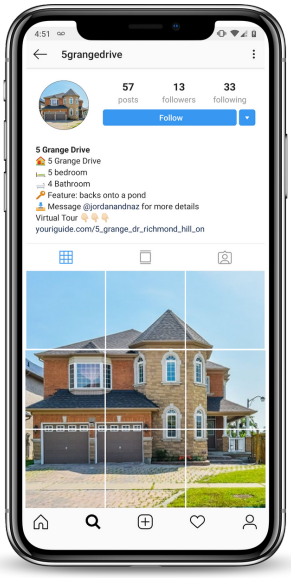
Today's realtor has a lot to contend with, as today's market is more fast paced than it's ever been. With constant changes in technologies, pressure to make sure you are getting the latest information, ongoing market research, heavy work schedules, new laws, and familial demands, realtors can be difficult to reach. Our program is geared to make it easier to break through the noise and attract busy realtors to view your home.

- A custom feature sheet with professional high –definition photos will be e-mailed and/or distributed and posted in local real estate offices. Your property will stand out against other properties added each day.
- We provide a custom virtual tour with professional pictures on Realtor's MLS system , which increases the portability of your home and gives realtors the nudge they need to bring their buyers to your home. It provides an excellent opportunity for a quick appointment and potential offer.
- Your property will be emailed to over 200 top agents who specialize in your area. These agents will in turn e-mail it to their clients who would be interested in your property. Realtors appreciated this time saving tool because it is more personal than looking it up on our system.
- The email will include a date when the Agent Open House will be held. The more agents that visit your home, the greater the possibility of getting higher offers in a shorter timeframe.
- When agents make appointments to show your home, we personally let them know about your home's special features to pass on to their clients.
- We create feature packages and special invitations to be emailed and/or delivered.
- We make an effort to attend open houses at least three times per week to view your competition and to network with other agents and let them know about your home.
- As part of the movement in technologies and platforms, we have increased our social media platform to reach even further, attracting greater numbers of potential clients and display your home to hundreds of people via Facebook and Instagram.

Targeting Buyers

In order to target buyers, one must first understand buyers and where they come from. We have spent the entirety of our career working with buyers and we fully understand them. Buyers tend to buy with emotion. They can be fickle if you do not act quickly. They are more informed than ever and now have equal standing to sellers when it comes to being represented by realtors. They now have fiduciary rights and demand more information more quickly from their realtor. Even under representation buyers continue to search for homes themselves. Below is a chart of where buyers come from. This assists us in pinpointing where to concentrate our efforts in selling your home.





- It is not enough for buyers to count on their agent to send them information. Seven out of ten Canadians (72.4%) say that they will use the Internet in their next real estate transaction. We use the internet extensively to maximize exposure to your home 24 hours a day, 7 days a week until it is SOLD!
- We make it easy for buyers to search for your property, view virtual tours and pictures, locate your home on a map, download all relevant information such as dimensions, room information or when an open house will be held.
- You, as the seller, can utilize these sites to easily send your friends, family and associates and create more opportunity as 6% of buyers come from someone you know.

Targeting the Client

From the time we prepare your home for showing to the moment you place that last book on the shelf of your new home , we will continue to provide you with the highest degree of service GUARANTEED!

We will get to know your needs and objectives. We have always sought out the best possible price, in the least amount of time, with minimum amount of inconvenience. In understanding your needs, we will be able to provide optimal advice with optimal results.

- We will provide you an accurate Comparative Market Analysis (CMA) that will assist you in making an educated decision on the price of your home.
- To minimize the stress during the selling process, we will get all the paperwork out of the way prior to listing your property.
    - Finance and Mortgage verification will be required
    - Seller's Property Information Sheet (SPIS) must be filled out
    - Tax and Survey verification will be requested Measurement verification will be needed
    - Property Management marketing coordination (for condos)
- We will provide you with a Home Selling Log Book that will include:
    - A way to help you keep track of showing appointments
    - A list of quick steps to get your home ready for showing each day
    - A complete list of how to get you home ready for sale
    - A calendar or itinerary of marketing plan implementation
    - A contact list of strategic Real Estate Partners

Role of Real Estate Lawyers

On a Sale

- Arrange to have your hydro meter read on day of closing and to receive the final bill and pay it for you
- Answer the Buyer's solicitor's title requisitions
- Prepare a Statement of Adjustments
- Deliver the house keys to the Buyer
- Pay the final bill if requested by the seller
- Confirm the change of name on the deed with the Land Registry Office
- Receive the funds of the sale
- Obtain a mortgage discharge statement for the seller's bank and pay out balance of mortgage, prepare and register discharge of mortgage forms

What's Next?

One of the reasons we are able to offer such an incredible experience to our clients is the support we receive from our brokerage. If you take one thing from this guide, it is that the reputation and results of RE/MAX Ultimate are unquestioned. From multi-million dollar homes, to selling entire new construction projects, the people that know this business better than anyone choose us as their real estate team of choice. Our entire business was built on our strength as marketing and advertising experts, and that has allowed us to have a great deal of success in a relatively short period of time. When you choose us as your Realtors you are making the decision to go with a company that understands how to connect with today's online buyers in a way that few of our peers do. Unlike most Realtors who are left to advertise for themselves, we have an incredible marketing and advertising team that does nothing but eat, breathe and sleep real estate marketing. It's hard to compete with that! We are incredibly proud of our accomplishments and have a genuine belief that no one is more capable and qualified to sell your property than us.

We look forward to making your real estate dreams come true.

JORDAN + NAZ
REALTORS

RE/MAX ULTIMATE
Realty Inc., Brokerage
ULTIMATE AGENTS, ULTIMATE RESULTS
Independently Owned and Operated

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