

SELLER INFORMATION PACKAGE

Dave Zamani, Real Estate Agent

100% Customer Satisfaction



Loving every moment!

www.property911.ca
info@property911.ca
Direct: (416) 704-9944
Office: (416) 747-9777

Buy Low
Sell High

Hire Dave

DAVE ZAMANI
Sales Representative
Dir: (416) 704-9944
info@property911.ca

I Am Not #1, YOU Are #1
property911.ca
Tel: (905) 454-4000
HomeLife Miracle Realty Ltd., Brokerage
(Independently Owned & Operated)

YOLO
You Only Live Once
Buy Low
Sell High

2016 Platinum Award
2015 Gold Award
2014 Silver Award

This Seller Information Packages provides guidance to our clients, so they understand the process of listing their house for sell, from choosing a realtor, house improvements for big returns, when to list your property, to the sellers` 9 most comments about their house. This package provides tips, and outlines the selling process in order to help the sellers have a better understanding of the whole scope, so they could make an informed decision. This is a very important decision for the whole family, so it is important to find an honest, trustworthy, and professional realtor. This package furthermore gives answers to many of the questions, and if in doubt, clarifies some of the concerns.

Please take some time to review this package, and if you have any questions, concerns, or doubts, don't hesitate to contact us directly, or refer to our website for more information and help.

We're here to serve you, and provide a thorough direction on each step of your listing, and make sure that the process of listing your house happens very smoothly for you and anyone else involved.

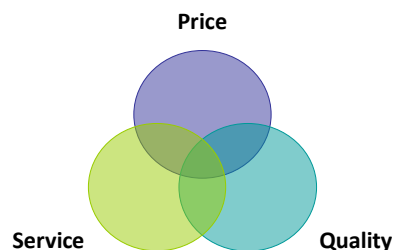


Table of Contents

Choosing a Realtor	3
What to Expect	3
Getting to Know You	3
Setting the Price	3
Holding a Successful Open House	3
Maintenance of Your Home	4
Little Improvements = Big Returns	5
Real Estate Relationships	6
Types of Agency	7
My Services	8
The Selling Process & The Story on Real Estate Companies	10
When to list your Property?	11
More Important Elements of the Sale	13
The Straight Scoop On Pricing!	14
Sellers' 9 Most Comments	15

Choosing a Realtor

As a seller, your relationship with a REALTOR is very crucial. Therefore it is better to select the one with whom you feel comfortable with, who is honest, trustworthy, & works for your interest before making any final decision. A good place to start is by asking them questions, discuss your needs, and see how the responses are. You can usually spot a good and dedicated realtor from the ones who are not really in the business to sell your property. You can always ask them about their track record, their knowledge of neighbourhood selling prices and other reasons why you should list with them. Choose a REALTOR you feel comfortable with; one who will handle the sale of your home as if it were his or her own.

What to Expect

Your REALTOR will help you understand the selling process. He or she will provide you with a full explanation of what to expect so you are not faced with any surprises along the way

Getting to Know You

One of the first things your REALTOR will ask is, why are you selling your house? Your REALTOR will also explore any time constraints you may have, your financial situation and any future plans. It's all part of getting to know you so the sale will be handled to your complete satisfaction.

Setting the Price

Arriving at an accurate estimate of value for your home is one of your REALTORs prime tasks. It involves analyzing your home and comparing it to other, similar houses for sale or recently sold in the neighbourhood. It may also include a broader market survey, using sales statistics available only to qualified REALTORS. In the end, you will be sure the price you set reflects the true value of your home under current market conditions.

Holding a Successful Open House

Most sales representatives will suggest a number of ways to market your home; however, if your agent has decided an open house would be advantageous, here are some suggestions to help make your open house successful.

There are four steps to follow for a successful Open House. The first three are planning, promotion and presentation. Once you've done all that, the only step remaining is to cross your fingers and hope for good weather!

As with most things in real estate, planning is critical to your success. Check your calendar and pick a date that won't conflict with other events that could divert your potential visitors. You won't get many home browsers on Super Bowl Sunday or Mother's Day! Ask your real estate professional for advice on how to showcase your home to its best advantage. Remember, when it comes to showing appeal less is more. You want to create an atmosphere of spaciousness. Get rid of the clutter to maximize your space. Have a garage sale, empty the closets and take the time to give those things away to charity. Besides making your home look great for showing, it'll give you less to do on moving day.

Maintenance of Your Home

Remember that a home that looks well kept will create favourable impression. Make sure you cut the grass or shovel the sidewalk as the season requires. Plan on doing a little spot painting to perk up problem areas, oil squeaking hinges, tighten loose screws, and all the other little things that show a home is cared for.

Then it's time to start promoting. Your real estate professional is the expert here, and can advise you what marketing techniques will be used to promote your event. Whether it's direct mail, advertising in Home Guides or the newspaper, or website promotion, your representative will effectively promote your event. However, you can add to the process by partnering in the promotion too. Post notices on bulletin boards in supermarkets, libraries or community centers. Anyway that you can spread the word will add to the process. For your Open House day, your representative will also counsel you on how to present your home to its best advantage. Leaving on all the lights, having a fire burning in the fireplace, soft background music playing, and coffee brewing all add to the ambience and make a welcoming impression. But as any real estate professional will tell you, the best thing that you can do to make your open house a success is to get out and stay out! All joking aside, you'll get better results when your visitors feel free to poke about, linger, and ask very direct questions of your real estate agent. If you're present, they'll feel more constrained, and your sales representative may not even get an opportunity to identify any concerns they may have, and attempt to offer them options and solutions. So pack up the dog and the kids, and enjoy your day away trust your real estate professional to do the job right. After all, they're the experts!

Little Improvements = Big Returns

It's always a good idea to spruce up the exterior and interior of your home before listing it for sale. But that doesn't mean you have to undertake major and/or expensive project.

Just a little effort will greatly increase the perceived value of your home. After all, if you wanted to undertake a large-scale project, you probably wouldn't be selling!

Here are some simple steps you can take to increase the perceived value of your home and make a great first impression.

EXTERIOR APPEARANCE

- ✓ Keep lawns cut
- ✓ Trim hedges and shrubs
- ✓ Weed and edge gardens
- ✓ Clear driveway and clean up oil spills
- ✓ Clean out garage
- ✓ Power wash
- ✓ Touch up paint
- ✓ Plant colorful, inexpensive flowers in pots if necessary

AT THE FRONT DOOR

- ✓ Clean porch and foyer
- ✓ Ensure door bell works
- ✓ Repair any broken screens
- ✓ Fresh paint or varnish front door
- ✓ Repair door locks and key access

CREATE A BUYING MOOD

- ✓ Make sure your home smells fresh and clean
- ✓ Turn on lights
- ✓ Turn on air conditioner/heater
- ✓ Open the drapes
- ✓ Light the fireplace

CREATE SPACE

- ✓ Clear halls and stairs of clutter
- ✓ Store surplus furniture
- ✓ Clear kitchen counter and stove top
- ✓ Clear closets of unnecessary clothing and stuff
- ✓ Remove empty boxes and containers
- ✓ Put away personal photos so buyers can envision the house as theirs

MAINTENANCE

- ✓ Repair leaking taps and toilets
- ✓ Clean furnace and filters
- ✓ Tighten door knobs and latches
- ✓ Repair cracked plaster
- ✓ Apply fresh coat of paint or touch up where necessary
- ✓ Clean and repair windows
- ✓ Repair seals around tubs and basins
- ✓ Replace defective light bulbs
- ✓ Oil squeaking doors
- ✓ Repair squeaking floor boards

SQUEAKY CLEAN

- ✓ Clean and freshen bathrooms
- ✓ Clean fridge and stove (in and out)
- ✓ Clean around heating vents
- ✓ Clean washer and dryer
- ✓ Clean carpets, drapes and window blinds
- ✓ Eliminate pet odours and stains

Real Estate Relationships

All realtors have to discuss the nature of their relationship with all parties with whom they deal in regards of Real Estate transaction. This is often called as "Agency Disclosure". There is a big difference between services provided and duties owed to a client and customer, and it needs to be clarified.

DEFINITIONS:

Agent: Real Estate Salespeople, Brokers, and Realtors act as Agents when conducting business. An agent has been commonly defined as any person who represents another person in a business transaction.

Fiduciary: A person of trust and confidence who must put the interest of another person (the client), above all others.

Client: Often referred to as the principal, a Client is a person who ask an agent to act on his/her behalf during the purchase, sale, exchange or rental of a property or business. An agent owes their client full fiduciary loyalties such as loyalty, confidentiality, accountability, duty of care, obedience and lawful instructions, and full disclosure of all pertinent facts.

Customer: Any relationship before a signed agreement is customer relationship. A customer is a person who has not contracted an agent to act on his/her behalf. While a customer does not enjoy the fiduciary duties and benefits of Clint-Agent relationships, they are nevertheless entitle to be treated fairly, honestly and with due care at all times.

Types of Agency

An agency relationship is created when a person, known as the client, asks another person, known as the Agent, to act on their behalf in a business transaction. In a typical Real Estate transaction, an Agency Relationship is created when a Seller or Buyer asks a Realtor to be their agent. There are two types of Agency Relationships:

SINGLE AGENCY

When an agent exclusively represents a Client's interests in a transaction, it is known as Single Agency. Agents who represent clients under single agency owe a fiduciary responsibility to the client. They cannot share confidential information with the other party or the other party's agent.

DUAL AGENCY

In some cases, an Agent may represent both Buyer and Seller in a real Estate transaction. Because the Dual Agent owes the same fiduciary responsibility to both clients, it is often difficult to ensure that everyone's best interests are being protected. Because of this, the written informed consent of all parties is usually required before an Agent can represent both.

My Services

I offer variety of services for my clients and always leave lots of choices open for them in order to decide on what they really need. It will be wise to understand each service and most importantly how it can be useful to you.

FULL MARKET ANALYSIS

A thorough analysis of the local market provides you answers to the following questions: What are houses selling for? How long are houses on the market? What terms are being asked? What's in it for me? While you, as the seller, sets the listing price, the market will determine the selling price of your home. Placing the proper terms and price for your house, from the beginning, will attract the maximum amount of qualified buyers, ready to purchase your home now and will ultimately get you the best price for your house.

FREE HOME EVALUATION

When you list your house with Dave Zamani, you get your house listed to millions on our websites. Your home gets advertised 24 hours a day and 7 days a week until it's sold.

JUST LISTING INFORMATION

I convey your property information to my broad database of qualified buyers. It takes only minutes to forward this information to literally thousands of potential buyers of your house. I compile detailed information that gives the buyers the ability to prequalify your home also. This program is designed to avoid bring unqualified and uninterested purchasers to your house.

INTERNET PRESENCE

My very popular website, www.property911.ca have received recognition amongst Real Estate Sites and is registered with every major search engine. A property search service which emails new listings automatically, expose it to all interested buyers, wherever they live, 24 hours a day, until sold. What's in it for me? With our Web Presence, your house will be available for viewing and showcased 24 hours a day, worldwide!

YARD SIGNS AND VIRTUAL TOURS

One of the best things about my Seller Services is the variety of informational options available to potential buyers without disturbing you! An information display stand can provide answers to questions as well as if your home is on our website, I will place sign riders on your front lawn on my distinctive HomeLife sign. With the visual Virtual Tour I will post along with the listing to all the major Real Estate Websites to give your

home the added advantage of an inside viewing of the property. This Virtual Tour slide show can be send over the internet via email to ensure that no buyer misses the opportunity to view your house.

INSPECTIONS AND TRANSACTION PROCESSING

Between the signed offer and closing there are main dates and details that need to be kept track of. Even the home inspection process is usually paid for by the buyer. My team provides all paperwork, phone calls, and faxes to keep the buyers and sellers informed and bring your transaction to a successful close!

MULTIPLE LISTING SERVICE

Having your home on the Multiple Listing Service (MLS) is by far the most effective marketing that you can do. While 2% of all properties are purchased through an ad, and 15% through the yard sign, a 64% of all houses are sold through a REALTOR and the Multiple Listing Service.

NEGOTIATION OF OFFERS

Your most valuable asset is YOUR HOME.....Therefore negotiating assistance is very important. Statistically, homeowners will net at least 3% more for their property when they have professional representation while negotiating the offer.

The Selling Process & The Story on Real Estate Companies

IN A TRADITIONAL OFFICE	IN A HomeLife OFFICE
The office gives its agents a built-in, but rather passive method for getting buyer leads. Called “floor time” or “duty time”, the least productive agents take turns answering the phone. Any ad or sign calls that come in are theirs. Of course, since 90% of the calls coming into the office are not ad or sign calls, the company gets plenty of free receptionist help.	Agents from 100% firms are responsible for generating their own business. These agents tend to be the most productive in the industry since they must “pay their own way”. Or, put another way, if a 100% agent doesn’t have a strong business, they won’t be in business very long. Professionalism and accountability are paramount.
The company pays for signs, advertising, lock boxes and other expenses of listing your home. In return, the individual agent gives up to half their earnings to the company when commissions are paid.	The agents share in paying all offices costs. They also cover their own advertising expenses. However, once share office expenses are paid, the agents keep 100% of their commissions.
The traditional office works best for the inexperienced, part time, or unproductive agents.	The 100% office works best for experienced, full time, top producers who are pro-active rather than re-active in style.
Ads are run on a rotation, because the offices pays for the marketing expense of the listing, they, not the agent, determine how the money is spent. The agent has less authority to determine the timetable and the amount.	Since the agent pays for the expenses of the listing, the agent and seller as a team determine what marketing is done and when, based on the seller’s needs and market conditions.

Get An Inside Look at HOW REAL ESTATE WORKS!!!
And Distinguish Between a Traditional Real Estate Offices and 100% Companies!!!

When to list your Property?

KEEP FIVE FACTORS IN MIND

There are 5 Factors in selling a house:

1. LOCATION
2. FINANCIAL ENVIRONMENT
3. PRICE
4. CONDITION
5. MARKETING

A great marketing plan is one that utilizes today's technology and gives you CHOICES to fit your needs.

Finally, Why NOT to choose an Agent. The Road to Choosing an Agent can Be Full of Bumps!

Watch Out For These Potholes! Don't Select Based on the Highest Bidder!

The MARKET determines the price your house will sell for –not the agent or the company. The agents` job is to advise you based on what the market is showing. Beware of agents who try to “buy” your listing by telling you whatever you want to hear. They will inevitably have to talk you down to market price later.

Don't Select Based On Commission!

SO HOW I PLAN TO SUCCESSFULLY MARKET YOUR HOUSE?

- Make your house more marketable by giving your recommendations on preparing your house to show.
- The way you live in your house and the way you sell your house are Not the same.
- Help you determine the right price by preparing a detailed market analysis of comparable properties sold.
- Submit your property to the Multiple Listing Service immediately for exposure to over 50,000 members of the Toronto Real Estate Board.
- Display a HOMELIFE FOR SALE sign on your front lawn. I personally return all calls regarding your house.
- I will develop a personalized brochure emphasizing the best selling feature of your house. These will be left at your house for Buyers and distributed to other Realtors. We will prepare alternative ways for Buyers to finance your home and discuss the best options for you (the Seller).
- Schedule tours of your home for agents from our office and other offices to view your house first hand.
- Develop a personalized "JUST LISTED" to be electronically distributed to my extensive qualified buyers list.
- Advertise in publications that will attract Buyers to your area and price range.
- Through HomeLife you have access to a Nationwide Service with over 1,000s TOP PRODUCING Realtors in offices all around.
- Email blast to agents of the new listing.
- By advertising on the World Wide Web featuring your house 24 hours a day on www.property911.ca
- Keep you informed as often as possible of current market conditions by providing: feedback on showings, sold properties in your area and other competition on the market.
- Review your property's market placement after two weeks if it hasn't sold and make recommendations on what to do to get it SOLD.
- Sort our prospects by: Pre-qualifying buyers, Screening lookers and answering questions about your home specifically.
- Sell Buyers on taking action by knowing the neighbourhood, competing properties in the area and the many special feature your house has to offer.
- Negotiate the purchase agreement and, in doing so, represent your best interests.
- Assist the Buyers or Buyers Realtor in finding the best financing alternatives, if needed, to get your house SOLD.
- Coordinate all of the closing details: Transaction Management (as important as finding a buyer, it's keeping the property under-contract and getting it CLOSED!
- Follow up to remove all conditions in the Offer, financing, inspections, etc.
- Follow up with Buyers mortgage application.
- Order and schedule appraisal.
- Provide appraiser with comparable sales. Coordinate all inspections (if necessary).
- Forward all pertinent documents to necessary parties including lawyers, financial institutions, etc.

More Important Elements of the Sale

- An office that is open 7 days a week
- Full time secretarial staff to set showings
- A Brokerage that works to represent your Best interest in the Sale
- The HOMELIFE Nationwide Referral Network
- A straight forward honest relationships
- Getting the truth, not just what you want to hear
- Knowledge of the business and market trends
- Seasoned experience and skilled negotiators
- Established, respected to producing professionals
- FULL TIME ATTENTIONS: This is my ONLY Career!

The Straight Scoop On Pricing!

THE SELLER SETS THE PRICE.... ULTIMATELY THE BUYERS DETERMINES THE VALUE.

It is the 'Invisible hand' of the market that determines the sale price you will achieve.

Market Value is determined at the Magic Moment when a Purchaser says,

"I will pay X\$" and the Seller says, "I Accept"

THINGS THAT DON'T AFFECT VALUE

- Your original cost
- The cost to rebuild today
- Your investment in your house
- Personal attachment

THINGS THAT DO AFFECT VALUE

- **MARKET VALUE:** The amount that will bring a sale between a willing buyer and a willing seller.
- It is based on the history of similar properties recently Sold in the area
- **REGRESSION & PROGRESSION:** The effect that surrounding house sizes have on the value of a subject property. Regression is the decrease in value when surrounded by smaller homes; Progression is the increase in value when surrounded by larger homes.

REGRESSION & PROGRESSION

- Regression PICTURE NEED TO BE ADDED
- Progression SAME HERE...
- **Substitution:** this refers to the actual value of an amenity. Value is determined not by the cost invested in a property, but by the value derived from it. For example, let's say you have two identical houses and both need a well. 'House A' puts in a well for \$9,000. 'House B' hits rock and the cost is \$17,000. But the market value of both houses would still be the same! The house with the more expensive well is worth no more because value is in the water, not the cost of obtaining it.
- **YOUR INVESTMENT IN GOOD RESALE IMPROVEMENTS:** The best return on investment continues to be Kitchens and Bath re-modeling followed by windows and landscaping.

Sellers' 9 Most Comments

(WHICH HAVE NO RELATIONSHIP TO VALUE)

- "Our home is nicer than those other houses"
- "Another Agent said it was worth more".
- "People always offer less than asking price".
- "We can always come down on our price".
- "We have to get that much for our home".
- "My neighbour was able to get his price".
- "Let's try it at our price for a month or so".
- "The buyers can always make an offer".
- "We paid more than that for our home".

Keep one thing in mind that a WELL PRICED LISTING is the Most Important Factor in marketing your property for top price. It is a natural thing that by listing a property too low will preclude the opportunity for getting top dollar. On the other hand, setting the price too high discourages showings and tends to eliminate the most likely buyers from viewing your property.

The majority of prospect activity on a new listing occurs in the early period of marketing. This happens because agents maintain an inventory of active prospects that have been cultivated over time. When a house is newly listed, the agents arrange for them to see it. Once this active group has seen the property, showing activity decreases to only those buyers new to the market. For this reason it is important that sellers have their house in the best condition and at the best price at first exposure to the market

IT'S IN THE HUMAN NATURE TO OVERPRICE ITS PROPERTY!!

It is very natural to try to get as much as possible for your property. It's natural to think your house will be the exception to the rule. That you'll find the one buyer who will fall in love and pay your price. That you can always drop your price later. These thoughts are natural, but they simply ignore the realities of the market.

EFFECTS OF OVERPRICING

- REDUCES AGENT ACTIVITY
- LOSES INTERESTED BUYERS
- ATTRACTS THE WRONG PROSPECTS
- ELIMINATES OFFERS
- HELPS SELL THE COMPETITION
- EXTENDS MARKET TIME
- CAUSES APPRAISAL PROBLEMS

Dave Zamani

Real Estate Solution

SELLER INFORMATION PACKAGE

100% Customer Satisfaction

Thank You