



LEADING YOU HOME

SELLER'S GUIDE



WELCOME AND CONGRATULATIONS!

You have made an important decision to enter the Real Estate market and you are about to begin an exciting and emotional journey of selling your home. This is the place where you have made many cherished memories of loved ones. You have seen your family members grow up and flourish – only to spread their wings and flourish in their own lives. This is the place you are most comfortable—it is a part of you.

We understand what an emotional journey selling your home can be. It is, by far, a decision of great importance and quite a grand undertaking. In fact, most people only move a few times in their lifetime. With the Leila Khan Team, it is our priority to ensure you are prepared and armed with up-to-date information to make the right decision for you and your family. We are committed to providing you the most current information to assist you in making an informed decision.



WHY CHOOSE THE LEILA KHAN TEAM

Finding a Real Estate Team is a critical component of selling your home. When you choose to work with our team, you will have a different experience. Our goal is to under promise and over deliver. We have the mindset that we have to earn your business and your trust.

FULL CONCIERGE SERVICE:

Our team offers the opportunity to work with all INDUSTRY PARTNERS to complete the sale of your home, under one roof. That's right—List with us and we take care of everything- from beginning to end depending on the level of service you require.

OUR AWARD WINNING SERVICE CONSISTS OF THE FOLLOWING:



MORTGAGE SPECIALISTS: BANKERS AND BROKERS



REAL ESTATE LAWYERS



CERTIFIED HOME INSPECTION SERVICES



LICENSED HOME RENOVATION SERVICES



IN-HOUSE HOME STAGING



PROFESSIONAL HOME CLEANERS



PROFESSIONAL HIGH DEFINITION (HD) PHOTOGRAPHY



STATE OF THE ART HD AND 4K VIDEO TOURS



MOVING/DECLUTTERING SERVICE



SUPERIOR AROUND-THE-CLOCK MARKETING



PRIORITY ACCESS TO EXCLUSIVE & OFF MARKET LISTINGS

ABOUT LEILA



REAL ESTATE BROKER



My passion is people. It's as simple as that. What drives me is a keen desire to find the perfect home for you and your family in which to create and share memories. After all, life is all about sharing your most comfortable and safest place in the world with those you love – your home.

Armed with a Business degree from the University of Toronto, I specialized in Marketing which is one of the main reasons you would want to hire a Realtor. The ability to market and sell your home successfully – is what I do. I offer you my wealth of knowledge spanning over a 25-year period in the Banking, Marketing and the Advertising Industry. Whether you are a first time homebuyer, or an experienced investor, my team and I are here to assist and guide you through the entire home buying or home selling process.

The cornerstone of everything I believe in, is central around honesty, integrity and respect. It is these guiding principles that are integral in both my personal and professional life. My aim is to build life-long relationships with you – our valued customer, and to be YOUR Realtor for life.

MY BACKGROUND/QUALIFICATIONS

- Bachelor's Degree in Commerce and Economics, University of Toronto
Specialization in Marketing which is an essential criteria to successfully selling your home
- Full Time, Full Service Real Estate Broker-- Only 5% of the agents in Real Estate are Brokers; the rest are Sales Representatives
- Associate of the Institute of Canadian Bankers (AICB) degree in Economics, Human Resource Management and Management
- Accredited Buyer's Representative (ABR)
- Senior Real Estate Specialist (SRES)
- Seller Representative Specialist (SRS)
- Certified Negotiation Expert (CNE)

AWARDS/RECOGNITION

- Recipient of the coveted Centurion Award, 2016, 2021, 2022 Awarded to the top 2% of achievers in each calendar year for Century 21 agents
- Recipient of the Diamond Award, Emerald and Silver Award, Century 21, 2017, 2018, 2019
- Top Rated Markham Real Estate Agent, 2021 Rate-My-Agent.com



ABOUT DINO



CERTIFIED HOME INSPECTOR/LICENSED HOME RENOVATOR

People that know me often say that I was born with 'concrete in my veins.' I have a passion for construction and all things related to this field. I finished my first basement at the young age of 12 and have since developed a passion for all things real estate. I successfully completed the Home Inspection course from Seneca College and

am a member of the Association of Home Inspectors. I am also licensed with the City of Toronto as a General Contractor/Renovator. I have completed over 400 home inspections in just the past few years.

When selling your home, I will prepare a pre-listing home inspection on the property and provide you with valuable information about the state of the property which will include a detailed report complete with photographs, diagrams and factual information. This added service is another part of our concierge package designed exclusively for you – our most valued customers.

OUR MISSION STATEMENT

"BUILDING LIFE-LONG RELATIONSHIPS, ONE CLIENT AT A TIME BY PROVIDING SUPERIOR CUSTOMER SERVICE AND DOING WHAT IT TAKES TO GET THE JOB DONE."



OUR CORE VALUES

HONESTY
INTEGRITY
TRUSTWORTHINESS

WHAT WE OFFER THAT OTHER TEAMS DO NOT

1

PRE-LISTING HOME INSPECTION

Before listing, our team offers you the opportunity to have a full pre-listing home inspection complete with report, pictures and diagrams, done on your home. This can help eliminate the potential pitfall of a buyer negotiating the price lower for what may be a quick and easy fix.

Retail Value* \$600-\$800 included in our exclusive service.

2

RENOVATION/HANDY-MAN SERVICE

Repair anything that needs attention before listing your home. From a minor 'face-lift' of the house to a major renovation, We can do all of this for you without you having to lift a finger.

3

FULL RENOVATION FINANCE OPTION

You wish to do a full/partial renovation on your home but you don't have the funds. No money? No problem. We will partner with you to complete the renovation project. You simply pay for the renovation when the house is sold.**

4

EXCLUSIVE GUARANTEES**

We will give you in writing our exclusive guarantees so that you can sell your home risk-free with peace of mind.

- Buyers in Waiting Guarantee
- Communication Guarantee
- Honest Promises Guarantee
- Reality Based Timetable Guarantee
- Your Home Sold Guaranteed



5

CP COACHING/TRAINING PROGRAM

The Leila Khan Team is part of Craig Proctor Coaching and Training which is considered to be one of the elite Real Estate training programs in all of North America.

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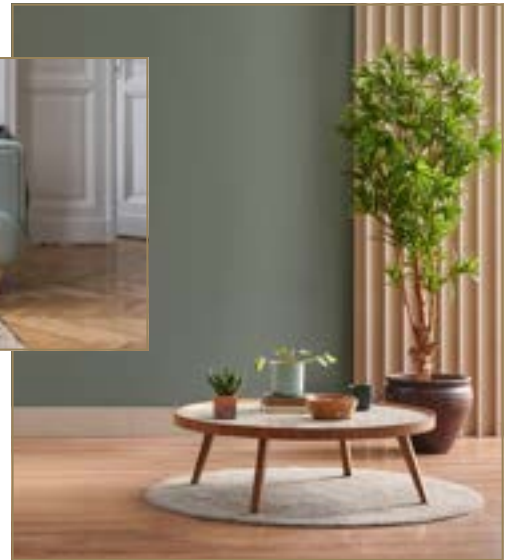
MARKETING, MARKETING, MARKETING

We offer around the clock 24-hrs a day, 7-days a week, 365 days a year - marketing to get your home local, national and international exposure. We utilize incredible web and social media presence with paid advertising targeting the specific market for your property. We utilize State-of-the-art Videography and Photography to deliver images that expertly showcase your home.

7

DATABASE OF BUYERS

We have a large number of home Buyers in our data base to whom we can market directly to, to get your home sold fast within the least amount of hassle.



GIVING BACK — YOUR REFERRALS HELP MOMS AND KIDS AT THE YELLOW BRICK HOUSE

We are on a mission to raise funds for the YELLOW BRICK HOUSE. Yellow Brick leads the way in helping women and children suffering from physical and sexual abuse put their life back together. When we sell a home, we proudly donate a portion of our income to this very worthy cause.

**YOUR REFERRALS REALLY DO HELP ABUSED WOMEN AND
CHILDREN IN OUR COMMUNITY.**













For more information, visit: WWW.YOUREFERRALSHelp.COM



MARKETING AND MORE MARKETING

Your property is not something you sell every day. A marketing plan is a requirement for the successful sale of your home. Marketing a home is a complex process and needs to be well thought out with global reach. Our team prepares a tailored customized plan to market and successfully sell your home with specific targeted ads to your perfect buyer. Our entire Marketing plan is mobile compatible as we realize that more searches are being done from personal mobile phones and tablets.

SOCIAL MEDIA / MARKETING:

- | | | |
|--|--|---|
|  TARGETED LOCAL REACH |  LINKEDIN |  CENTURY 21 GLOBAL |
|  PROPERTY WEBSITE |  YOUTUBE |  BACK AT YOU MEDIA |
|  FACEBOOK |  KIJJI |  ZILLOW GROUP |
|  INSTAGRAM |  REALTOR.CA |  HIGH DEF. PHOTOGRAPHY |

STAGING

They say that first impressions are everything and that you never get a second chance to make a good first impression. It is therefore imperative to have your home looking its best when you decide to put it on the market. When you are planning to sell your home, we specialize in transforming your home to give it that 'wow' factor for anyone taking a step inside.

DID YOU KNOW...

When a buyer is looking for a new home, It is of paramount importance that your home be properly represented and staged to look its very best. Buyers will pass over empty, unappealing properties that don't show well in pictures or video.

- 90% of buyers will start their search on-line and check out the video tour or the photographs.
- Statistics show that a staged home sells for 8-10% more money than non-staged homes.
- When entering your home, it only takes 8 seconds for potential buyers to decide if they like your home or not.
- Staged homes sell quicker than non-staged homes—In fact, on average, they spend 70% less time on the market than non-staged homes
- Staged homes SELL FASTER & for MORE MONEY

BEFORE



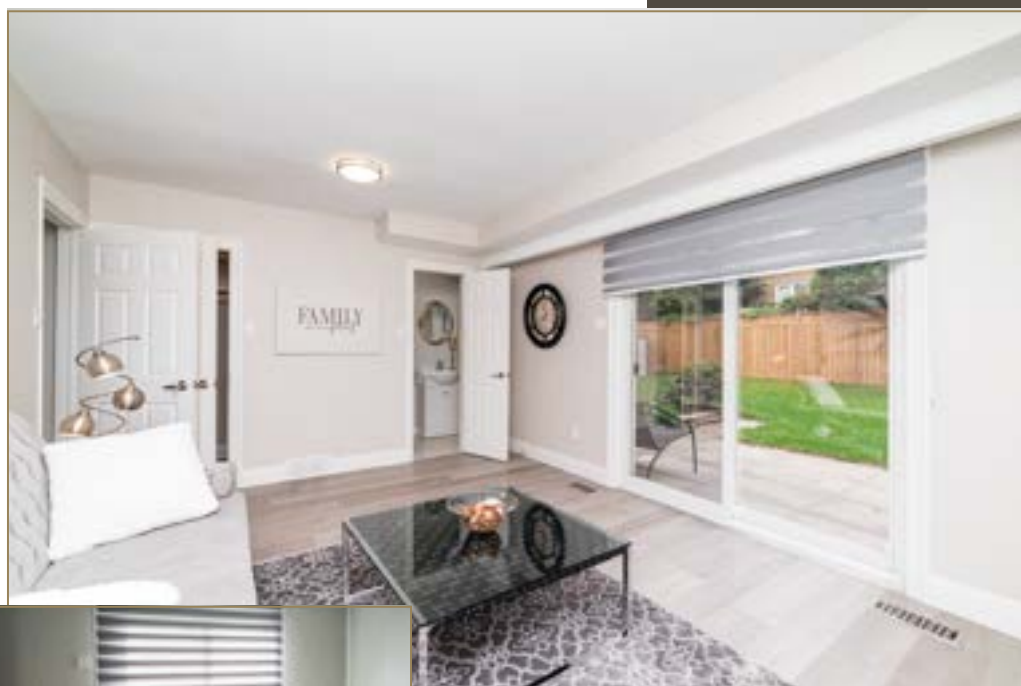
AFTER



BEFORE



AFTER



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.

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

EXTRA TOUCHES

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

PRICING

The single most important decision you will make with my team is determining the right asking price for your property. The following 4 factors are taken into account when pricing your home:

1 PAST SALES

We will study and present the past sales for homes in your area and areas similar to yours. Past sales help to set expectations for what a selling price can be.

2 ACTIVE LISTINGS

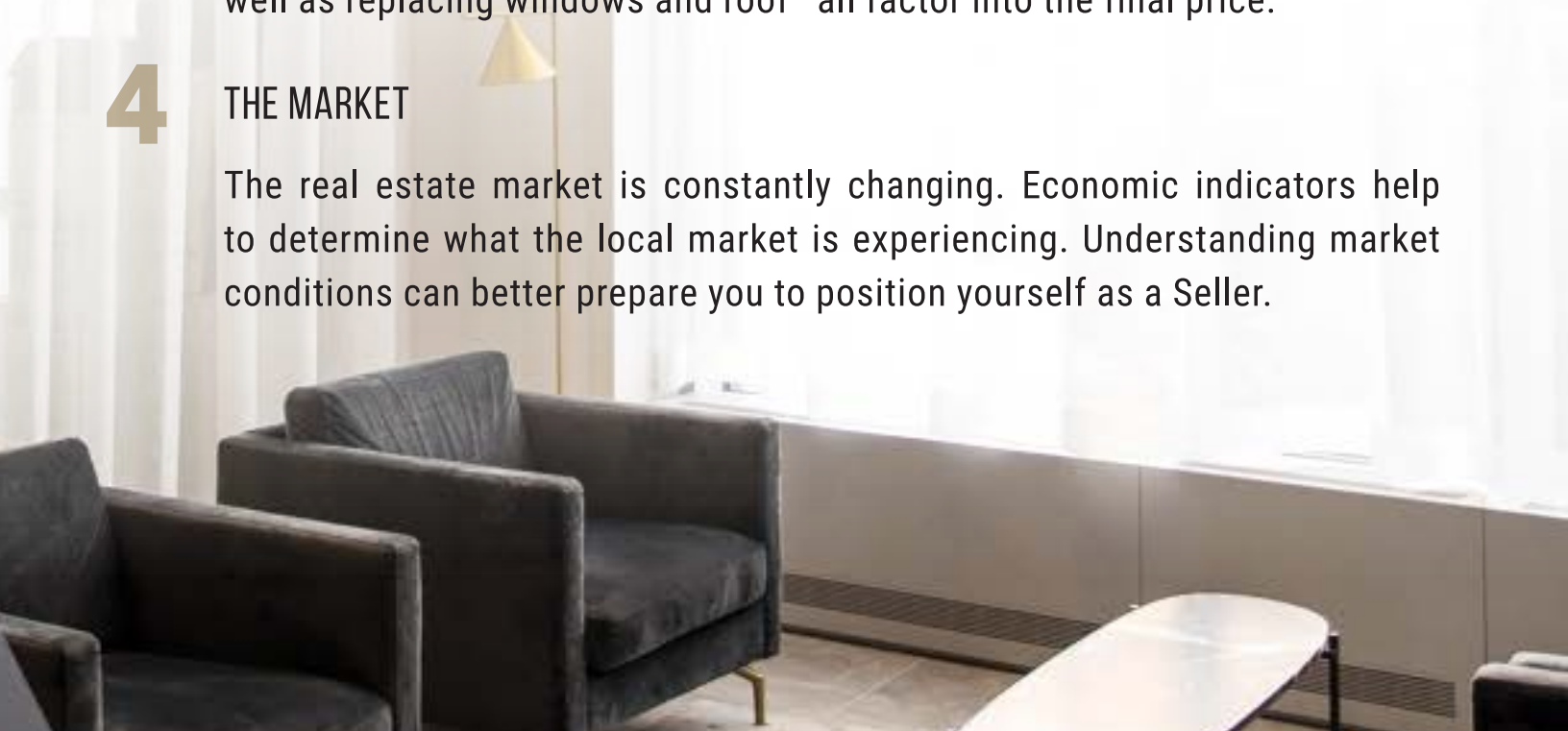
We will look at all the active listings that are currently on the market that are comparable to your home. Buyers tend to compare your home to these homes.

3 CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in a home like yours. Upgrades like renovated kitchens and baths as well as replacing windows and roof—all factor into the final price.

4 THE MARKET

The real estate market is constantly changing. Economic indicators help to determine what the local market is experiencing. Understanding market conditions can better prepare you to position yourself as a Seller.



BALANCED MARKET:

- Number of homes is equal to demand or number of buyers
- Demand is equal to Supply
- Homes sell in reasonable number of days
- Buyers have reasonable number of homes to view and choose from

SELLER'S MARKET:

- Number of buyers wanting to purchase homes exceed the supply of available homes
- Smaller inventory of homes and many buyers
- Homes sell quickly, prices increase, may be bidding wars
- Sellers have more negotiating leverage and obtain higher selling price for their property

BUYER'S MARKET:

- Supply of homes on the market is exceeds demand
- High inventory of homes, few buyers compared to availability
- Homes stay on the market longer and prices tend to drop over time
- It takes longer to sell your home and less negotiating power for selling price

BENEFITS OF PRICING RIGHT

1. Quicker sale because your home is exposed to more qualified buyers.
2. Your home doesn't lose its marketability.
3. The closer to market value, the higher the offers.
4. Fellow agents will present your property eagerly when priced right.

ACCEPTING AN OFFER

ELEMENTS OF THE OFFER

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

NEGOTIATING AN OFFER

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

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.



ELEMENTS OF THE OFFER

Unless a purchase agreement is free of any conditions when an offer is accepted, the conditions included 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 walkthrough 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.



**LET'S
CONNECT**



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