



SUNNY GAWRI

Team Leader

HOME SELLER'S
GUIDE

kw EDGE
KELLER WILLIAMS, EDGE REALTY
BROKERAGE INDEPENDENTLY OWNED AND OPERATED

TODAY'S GOAL

1. Ask questions to assess your objectives.
2. Preview your home.
3. Customize a powerful marketing plan.
4. Determine the best price to get it sold.
5. Answer your questions.
6. Make a mutual decision.

YOUR PRIORITIES

PRICE – Get the best price and terms.

TIME – Sell as quickly as possible.

CONVENIENCE – Least inconvenience.

COMMUNICATION – Frequent updates.





Preview Your Home

I'd like you to take me through the house. I want you to show me all of the features you love about your home because I don't want to miss anything that could affect the price.



My Signature Approach – Honesty & Integrity

- I believe in an upfront, no nonsense approach to selling real estate.
- I will tell you if either I or my company are not the best fit for your situation.
- I will be honest about the pricing of your property.





■ A Little About Me

- Married with 3 children
- Supporting Make A Wish & Royal LePage Shelter Foundation
- I never over promise and under deliver
- I sincerely love to help my clients beyond the transaction

■ Experience in Real Estate

- Licensed in 2013
- Joined Royal LePage in 2015
- Expert Negotiator
- President's Gold Award 2017
- Graduate of Sheridan College
- Graduate Ontario Real Estate Association
- Member, Toronto Real Estate Board
- Member, C.R.E.A.
- Member, O.R.E.A.



■ Managing the Details for a Stress-Free Move

I will take care of everything from:

- Preparing all of the necessary documentation.
- Liaising with lawyers, title, other agents, appraisers, inspectors, etc.
- Handling all negotiations and conditions/waivers.
- Ensuring transactions comply with legal requirements.



■ Analyzing the Local Market

Local market conditions affect your sale price.

- # active listings
- Average list price \$ _____
- Average sale price \$ _____
- Average list-to-sell ratio _____%
- Average days on the market _____ days



■ Reducing Your Risk

I will protect you by:

- Identifying title issues or defects which may affect the sale.
- Managing access to your property.
- Protecting your private information.

■ Negotiating the Highest Price

I will negotiate on your behalf by:

- Qualifying potential buyers.
- Working closely with other agents.
- Managing offers and counter offers.
- Optimizing multiple offer situations.
- Negotiating the best price and terms.



■ Exceptional Follow-Up

Follow up after every showing.

- Same-day open house feedback.
- Weekly update on marketing.
- Always here to answer questions.

■ Service Pledge Guarantee

I will do everything possible to make selling your house an exceptional experience.

- My Service Pledge Guarantee gives you peace
- of mind that you are making the right choice.



CLIENT REVIEWS

I have a long list of clients who would be happy to give you a recommendation for my services.

My goal is to add you to my satisfied client list.

“It’s an honour knowing such a distinguished gentleman such as Sunny. Always look forward to doing business with him.” —Reena Deon

“Fantastic agent who really cares about every single piece of advice that he provides to his clients. Sunny pays attention to every little detail, and that is what a client wants in an agent...someone they can trust.” —Pinder Singh

“We wanted to thank you for all your help and time you spent to sell our home. You took us through this emotional experience with ease and professionalism. We look forward to working with you in the near future.” —Gaurav and Puja

A white desk with a brass planter, a white planter, and a map on top.

Devoted Salesforce

An entire team selling your home.

- We have a team of 1,100 salespeople in my office to get your house sold.
- Our office is the largest brokerage in the area. A large sales team means more people selling your home.

Extensive Training

Staying current to help you.

- Our office offers state-of-the-art training, allowing me to stay current on market trends and industry updates.
- I continually take courses to stay up to date with technology and marketing, allowing me to offer my clients exceptional service.

Knowledgeable Managers

We're in this together!

- My office has a strong, experienced management team. They are available anytime to assist with challenges.
- If there is ever a situation when I need advice, they are only a phone call away.

National Advertising

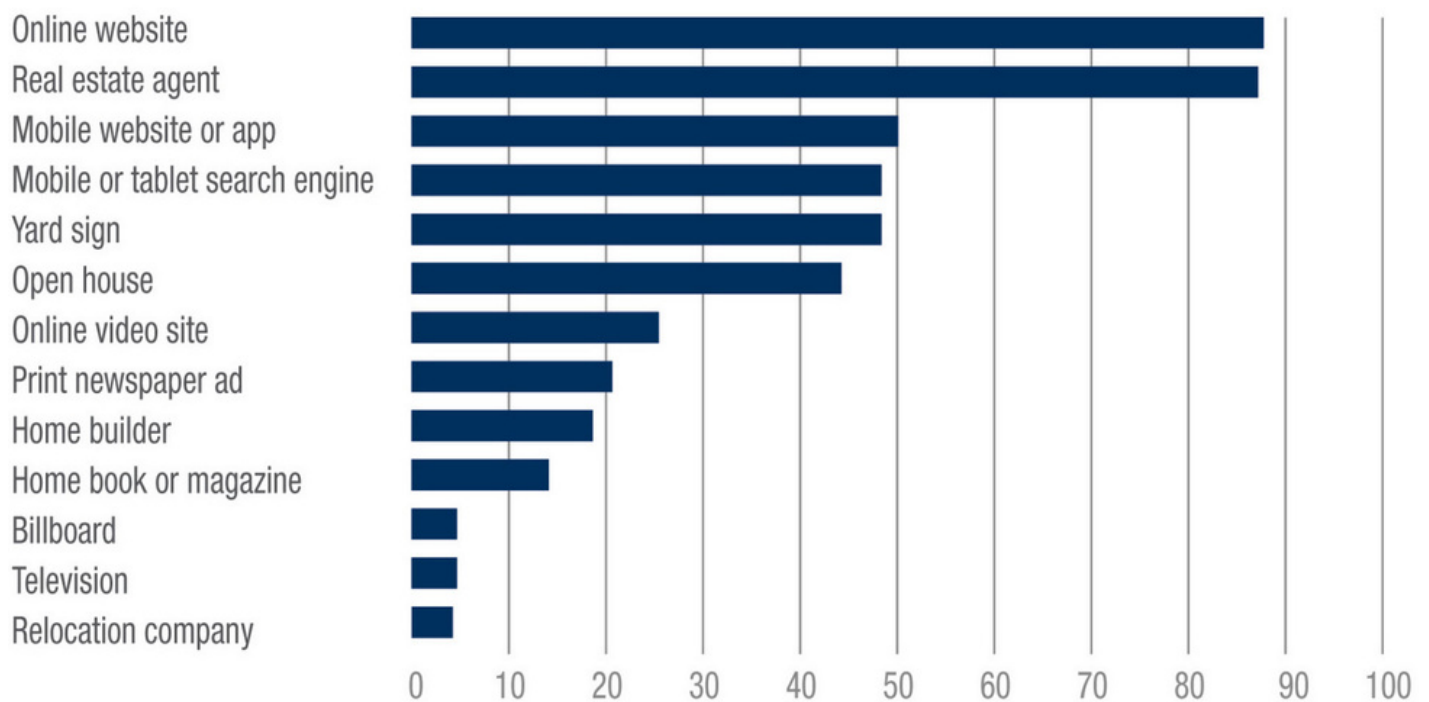
A strong brand attracts more buyers!

- We have a well recognized brand in the market, attracting more buyers to your doorstep.
- We have a strong market share in the area. You can have confidence that we are the company to get your house sold.



How Today's Homebuyers Search for Homes

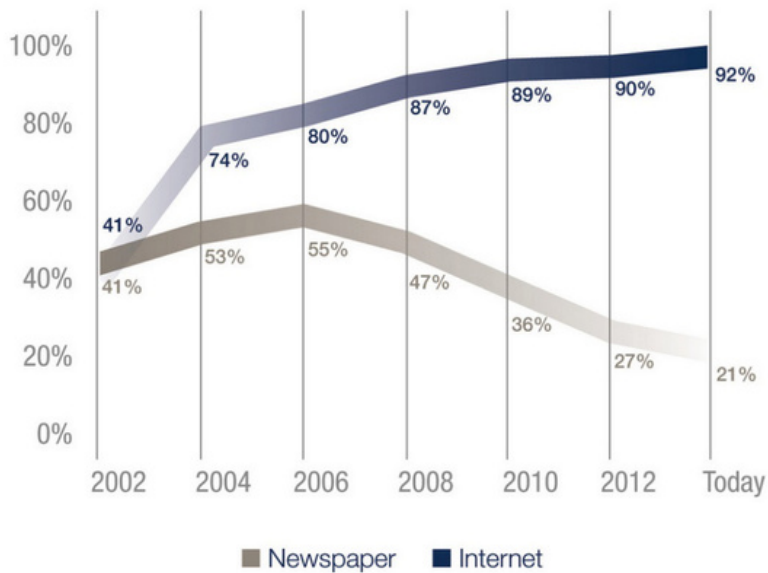
While buyers use a variety of sources to research homes for sale, the vast majority will find your home with the assistance of a real estate professional and the Internet.



Internet Versus Newspaper

- 21% of buyers read newspaper ads when searching for a home.
- 92% of buyers search for properties online using websites and mobile apps.
- 1% of buyers find the home they purchase in the newspaper. We focus on the other 99%.

Use of Media During Home Search Process*

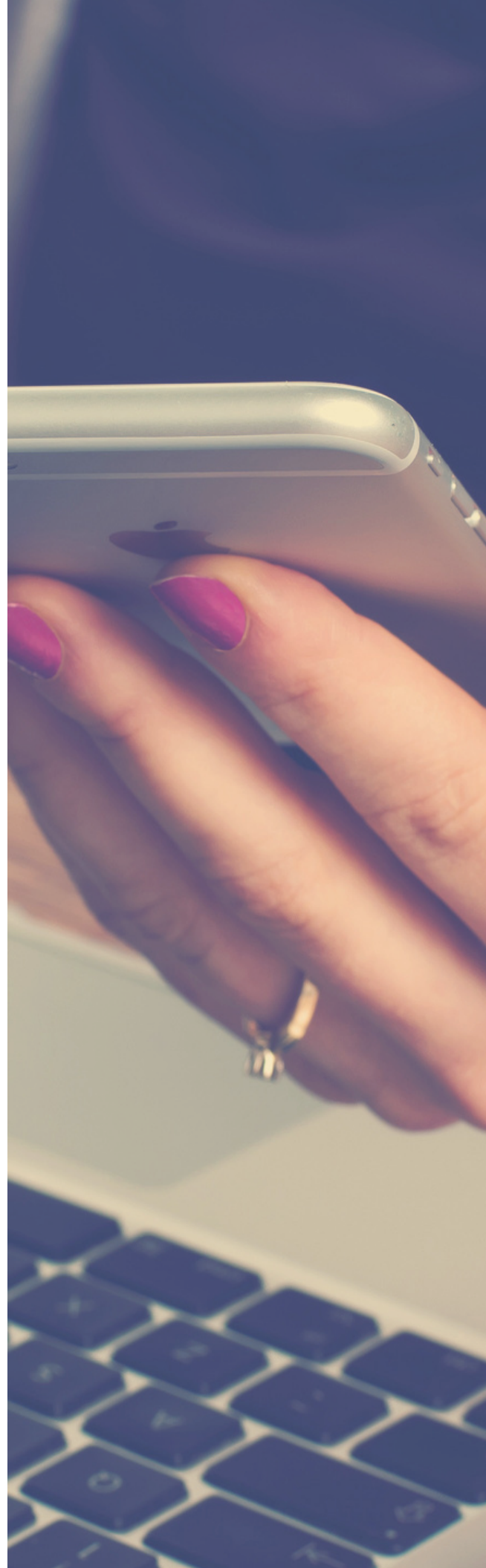


■ My Personal Website & Social Media

- My company website (www.royalpage.ca) specifically targets the local community. It focuses on local events and attractions, attracting buyers from a grass-roots approach.
- I have a great presence on social media. I will let my network know about your new listing and ask them to tell their friends about it. My goal is to make your home go viral.

■ Your Dedicated Website

- I will create a unique website for your property (www.123JonesStreet.com). All of my marketing will drive people to your website to see several high-resolution photos and a video of your house, along with information about living in the community.



■ Staging Your House

It's time for a mini makeover.

I work with a professional stager who will come to your house and suggest minor repairs and/or decorating ideas.

Little things can do a lot to attract bigger offers!



■ Professional Photographer

- In real estate, a picture is worth a thousand ... dollars! You only get one chance to make a lasting impression.
- After staging, I hire a professional photographer who will take highresolution photos of the interior and exterior of your house, showcasing its best features.



■ Professional Videographer

- Video is your best selling tool. 73% of sellers today say they want to work with an agent who offers video... I'm that agent!
- My professional videographer will make a stunning video walkthrough to showcase your house, attracting more buyers.



Install a Yard Sign

It's like having me on your front lawn 24/7!

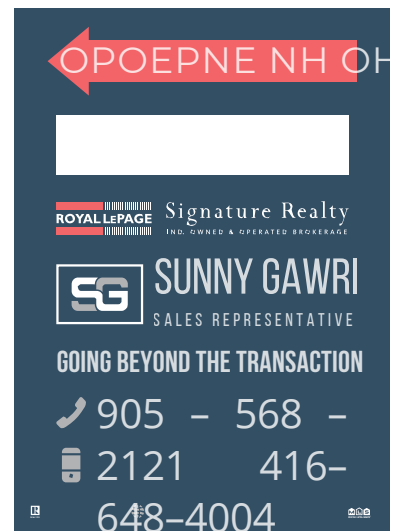
- Buyers often drive through neighborhoods before they decide where to buy. Anyone responding to your yard sign is a hot lead because they've seen your house with their own eyes.



Open House

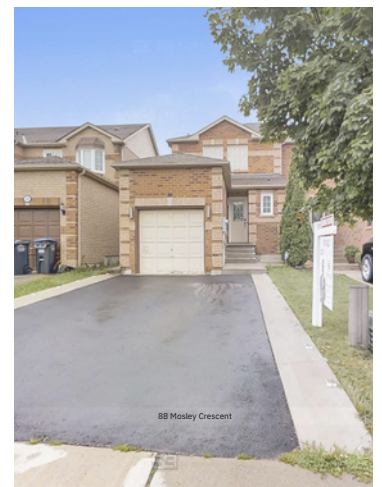
Attracting everyone to your listing!

- REALTOR OPEN HOUSE: If your house is perfect for one of their buyers, they will rush out to let them know.
- PUBLIC OPEN HOUSE: It will attract several buyers who are interested in living in the neighbourhood.
- VIP SHOWING: Exclusively for the neighbors. They can bring their friends and family.



Property Brochure

- We will design and professionally print a gorgeous full-color property brochure that is sure to surpass your expectations.
- It will establish your home as a musthave property.



Just Listed Postcards

Your neighbors may have family or friends who would like to move to the area. I will send Just Listed postcards to everyone in the area letting them know about your new listing.



Contacting the Neighbours

After the postcards go out, I will contact everyone to see if they know of anyone who would be interested in buying your house, and to invite them to your open house.



The Home Selling Process

Step 1: Develop a Pricing Strategy

Step 2: Successfully Market Your

Home Step 3: Manage the Transaction

Step 4: Coordinate the Closing



Signature Realty

Custom Promo Video

Explain the features and details on why to buy your home.





■ Choosing the Right Price

If we can agree on the price, are you ready to list with me today?

I'm going to ask you to imagine this is no longer your house. Jump forward in time and pretend you are now living in your next home.

You are emotionally attached to this house and I need you to see it as an asset that needs to be sold.

■ Highest Price Analysis

Sold Listings: recent sales in the area.

Expired Listings: usually overpriced.

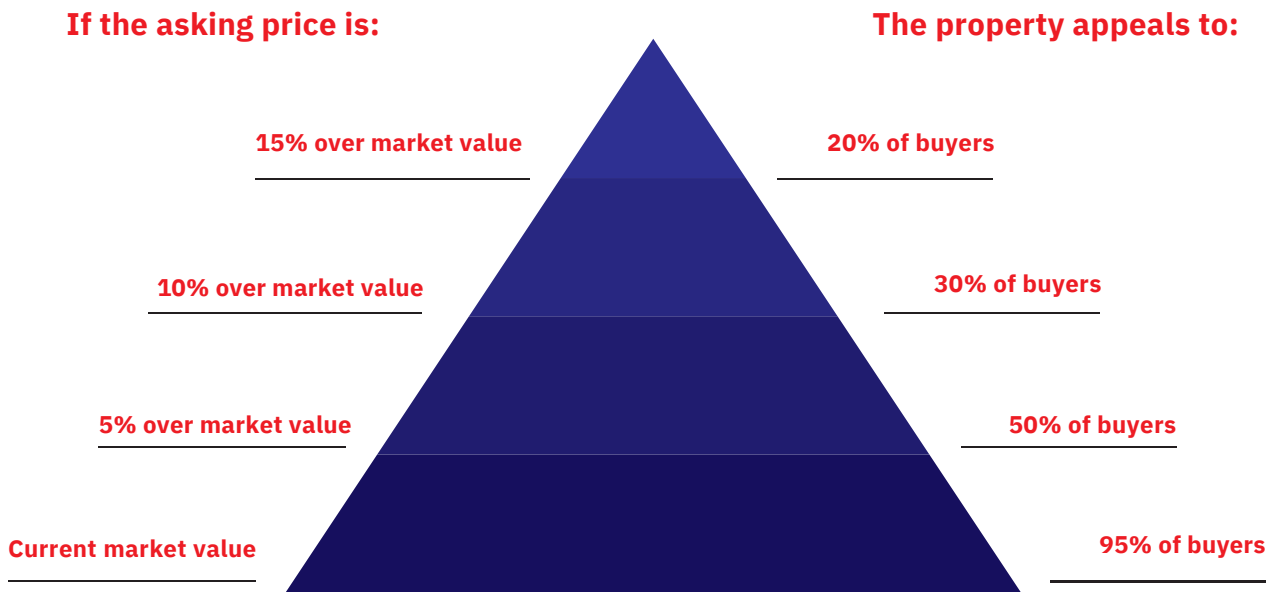
Active Listings: your current competition.

GOAL: Choose a price that gets you as much money as possible, but lets your house stand out from competing listings.

Positioning Your Home to Sell

Pricing your property at fair market value, from the start, will generate the most activity. The price must attract enough attention to result in showings and offers. Studies have shown there is a:

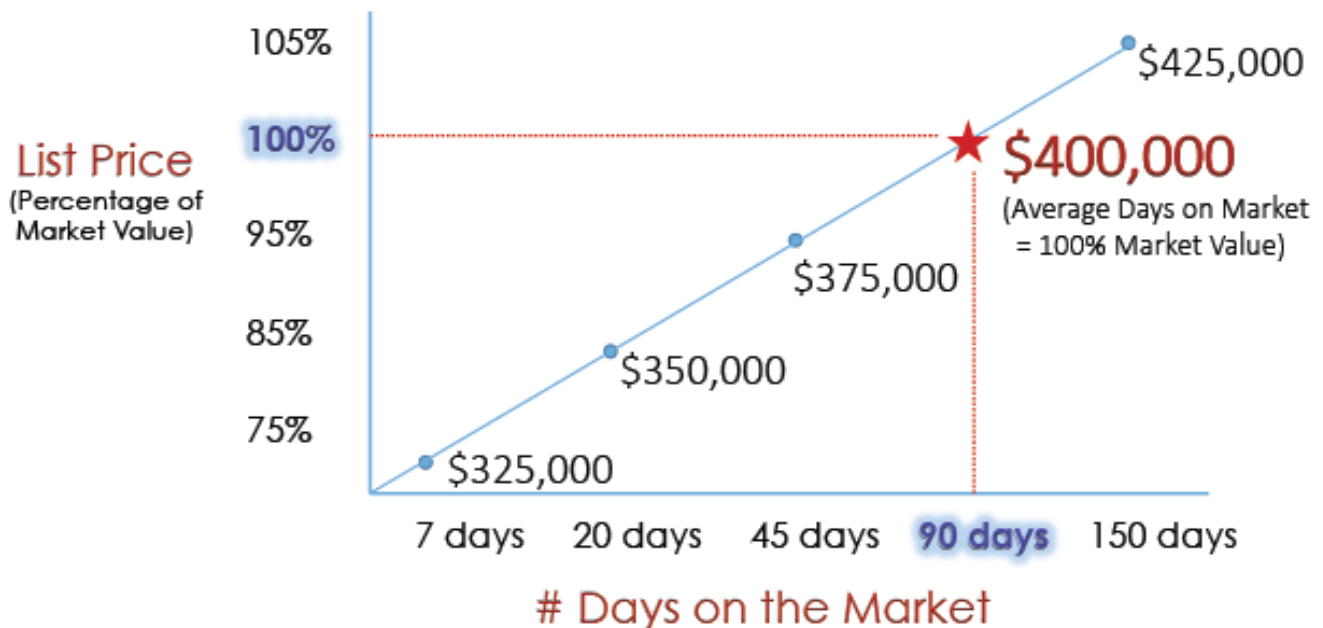
- 95% chance of sale if a home is priced at market value.
- 50% chance of sale if priced at 5% over market value.
- 30% chance of sale if priced at 10% over market value.
- 20% chance of sale if priced at 15% over market value.



How Quickly Do You Want to Sell?

By pricing your home at fair market value, it will likely sell in the average days on the market.

If you need to sell faster than the average, you need to reduce the price to attract more buyers.





Incentives to Attract Buyers

There are incentives that will make your home more attractive to buyers. The more you include, the more your home will stand out.

What will you include?

- Appliances/Furniture
- Flexible Closing Date
- Mortgage Rate Buy Down
- Pay Buyer's Closing Costs
- Easy Access for Showings
- Suggested Repairs
- Home Warranty
- Advance Home Inspection
- Window Coverings
- Price Below Market Value
- Seller to Hold Mortgage
- Consider Trade
- Professional Staging
- Redecorating Allowance
- Landscaping Contract
- Home Security System

■ The Importance of Initial Market Positioning

The largest number of buyers will view your home within the first 14 days.

- These buyers include NEW buyers just entering the market, and EXISTING buyers who have seen existing inventory and have not found a home yet, making them eager to make an offer.
- Aggressive pricing will attract MORE buyers and increase the odds of selling your home faster.
- Setting the price too high will result in fewer showings and may require a price repositioning.

■ Recommended List Price

Based on all of the research, current market conditions, and your objectives:

ANTICIPATED SALE PRICE: \$000,000

RECOMMENDED LIST PRICE: \$000-000 - \$000,000

Getting Started is Easy

Once I have answered all of your questions, we have some documents to sign. I can have your house on the market in as little as 48 hours.



Keeping You Informed

I will provide you with regular updates about changes in the market that can affect the sale of your home:

- Feedback from showings and open houses
- New listings competing with your home
- Recent sales of competing properties
- Competing properties that fail to sell
- Changes in economic conditions, like interest rates

Notes



SUNNY GAWRI

SALES REPRESENTATIVE

📞 416 648 4004

☎ 905 335 8808

✉ sunny@sunnygawriteam.com

*Not intended to solicit those under contract with another Brokerage.



sunnygawriteam.com

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GOING BEYOND
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