



MILAD ROSTAMKHANI
— PERSONAL REAL ESTATE CORPORATION —

THE SELLER'S GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME



WELCOME

WE ARE AN INNOVATIVE AND ENERGETIC FULL-SERVICE REAL ESTATE COMPANY, DEDICATED TO OFFERING THE VERY BEST EXPERIENCE FOR OUR CLIENTS. WE PRIDE OURSELVES ON THE RELATIONSHIPS WE'VE BUILT AND MAINTAINED OVER THE YEARS AND LOOK FORWARD TO CREATING NEW ONES WITH YOU.

Milad Rostamkhani
Personal Real Estate Corporation

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OAKWYN REALTY
DOWNTOWN

MILAD ROSTAMKHANI

Personal Real Estate Corporation

Milad's dedication to real estate and his marketing and sales experience make him a **strong negotiator** and a **skilled agent** ready to help with your real estate needs.

Whether you are ready to move on from your current house or shop around for your dream home, Milad loves to devote his time to helping clients fulfill their needs efficiently and professionally.

As a Realtor® licensed in Greater Vancouver, Milad provides Strategic Marketing and Transaction Management services to his clients across many Vancouver markets.

His business is built on **dedication, communication, determination, and trust** while embodying the ability to cater and adapt to all of his client's Real Estate needs.



OAKWYN REALTY

Our Culture Is Our Commitment

Our Mission Statement

Helping our community buy and sell real estate.

Our Vision

Achieve exceptional results, raising the standards and positively impacting our neighbourhoods by helping our clients make informed decisions.

Our Values

Committed to improving industry from the inside out. Our core values hold strong in our culture and in our day-to-day businesses. Oakwyn Realtors come together over these 7 core values.

- PUT PEOPLE FIRST
- INNOVATIVE SERVICE
- CREATE A COMMUNITY
- REAL ESTATE NERDS
- LEAD BY EXAMPLE
- PURSUE GROWTH & LEARNING
- EMBRACE & DRIVE CHANGE





OAKWYNREALTY

STATISTICS 2020

#1

Office in Greater Vancouver
Gross Dollar Volume in Sales 2019
& 2020* Oakwyn Realty Ltd

#1

Listing Office in Greater Vancouver
2020* Oakwyn Realty Ltd

#1

Listing and Gross Dollar Volume
Downtown Vancouver Office 2020*
Oakwyn Realty Downtown Ltd
(6th overall)

1 in 4.5

**Oakwyn Agents are Members of
the Medallion Club****

100 Oakwyn Agents
are Medallion Club
Members**

7% of the Medallion
President's Club
are from Oakwyn***

"1 in 10 deals are done collaboratively between Oakwyn agents."

INSTAGRAM: @oakwyn

WEBSITE: oakwyn.com

YOUTUBE: Oakwyn Realty

*Ranked against all single offices across the Real Estate Board of Greater Vancouver according to the December 2020 Month End Office Package released by the Real Estate Board of Greater Vancouver.

**Medallion Club Agents are the TOP 10% of all REALTORS® in the Real Estate Board of Greater Vancouver.

***Medallion President's Club Agents are the TOP 1% of all REALTORS® in Real Estate Board of Greater Vancouver.

AWARDED



FEATURED

Forbes



OAKWYNREALTY
DOWNTOWN

SERVICES DURING THE SALE OF YOUR HOME

Manage The Listing

- Market your home with professional photos, video, virtual tour and staging advice
- Order documents for strata properties
- Properly advise the competitive listing price of your home in the current real estate market
- Handle inquires about your home
- Screen and verify qualified buyers
- Present all offers and counteroffers
- Provide net proceeds for each offer
- Communicate effectively and efficiently, respond quickly and professionally

Manage Transaction

- Direct and ensure that the timing and scheduling of all processes and deadlines are met
- Ensure that all negotiations are done with your best interest in mind (there are at least two rounds of negotiations in the transaction)
- Work with the appraiser to "fight for your price"
- Oversee the closing and possession process
- Standby to assist with any questions that may arise during the transaction process

Manage Risks

- Supervise your risk liability before, during, and after the transaction
- Coordinate all disclosures and forms

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Manage Expectations

- Listen to your wants and needs through effective communication to ensure you are getting the quality of service you seek
- Fulfill your expectations to the best of our ability throughout the listing and transaction



MARKETING PLAN

To reach a large volume of potential buyers when presenting your home, we use a variety of platforms to inform and encourage home buyers to schedule a showing. An active marketing plan makes the difference and you can count on us 7 days a week to be promoting your home to potential buyers.

Submit your home to the MLS (Multiple Listing Service). The MLS promotes your home to all the agents in the area and a large network of out-of-province agents from referral partners in the area. Before submitting your home to the MLS, we provide you with a copy for your approval beforehand.

Price your home competitively and expertly.

Develop a comprehensive list of features & benefits of your home to display on feature sheets for agents to use with their potential buyers while touring your home that they may not be aware of simply by seeing the home. Often, these highlight benefits of living in that community and aspects of the home that are small yet notable.

Suggest, advise and provide you with a list as to any changes necessary that may make your home more salable or marketable, ultimately resulting in a higher net proceed for you.

Advertise your home on over 350 websites, including www.oakwyn.com, www.miladr.ca, www.realtor.ca, and www.rew.ca

Syndicate and promote your listing through Oakwyn's dedicated channels, our social media platforms, and rew.ca

Promote your listing through our database of prospective buyers.

Have our professional artists prepare high-resolution photos, videos, floor plan and virtual tour of your home to market through online platforms, mail outs and printed materials.

Provide exposure through a professionally installed sign, and designed high-quality flyer.

Request showing feedback from all agents and apply their feedback to the most effective way to market your home.

Host agent and public Open Houses and market to our entire sphere of contacts.

Promote your property to agents nationwide through various networking groups and masterminds.

Provide regular status reports to include actions taken, actions needed, feedback on showings, and changes in the market conditions that may affect the sale of your home.



HOW WE SHOWCASE YOUR HOME

There are fundamental marketing tools that we use that provide the buyers and buyers' agents with all details about your property. Not only are they able to view the professional photos that we have, but they can also review the building information, utility sources, types of rooms, tax information and much more. Buyers' agents can send these property profiles to their clients if the criteria fits what they are looking for.

Another way in which we market your home, is by appealing to our exclusivatory database. We post your listing on our business Facebook page, Instagram, and our monthly newsletter that goes to our entire sphere of contacts. Our goal is to make your listing viewed by as many people as possible, making your home selling process productive and beneficial.

The collage displays various marketing assets:

- Business Cards:** Two versions of Milad Rostamkhani's business card, one for Oakwyn Realty Downtown and one for Milad Rostamkhani Personal Real Estate Corporation. Both include the phone number 778 994 6002 and email info@miladr.ca.
- Social Media Post:** A Facebook-style post for an "OPEN HOUSE" with a gold arrow pointing right.
- Property Listing:** A detailed listing for 2601 - 1166 MELVILLE ST. featuring a photo of a modern living room, a QR code, and a list of amenities and notes.
- Just Sold Post:** A post titled "JUST SOLD IN DOWNTOWN VANCOUVER" listing two properties: 2601 - 1166 MELVILLE ST and 3406 - 1281 HOWE ST.
- Mobile App Screenshots:** Two screenshots of a real estate app showing property details and listings.

COMMUNICATION PROMISE & RISK FREE LISTING

Selling your home is an extensive and complicated process. Much of the work is not actively done on your end, so it is easy to feel like you are in the dark during the process. We make it our responsibility to keep you informed every step of the way.

Aside from critical information and action required messages that you will receive at any point in time as necessary, every Monday we will email you an update on progress that has been made and what to expect next. These dependable emails are important when items are being processed to move to the next stage.

You are concerned about being locked in to a lengthy listing agreement with a less-than-competent real estate agent. This can cause frustration and take the time away from selling your home.

Our Guarantee

When you list your home with Milad Rostamkhani Personal Real Estate Corporation, you can cancel your listing at anytime, given a five-day notice. We carry a strong opinion about real estate services: if you are unhappy with the service you are receiving, you should have the right to terminate your contract for working with that agent.

We are truly confident you will be satisfied with the service and results we will provide for you, so we want you to feel the same way when hiring us!

PRICING YOUR HOME IN TODAY'S MARKET

Your home is made up of more than a floor plan and a list of features. It holds memories of time spent with loved ones.

Putting a price on these intangible things can be hard.

We are truly dedicated to getting your home sale as profitable as possible. Chances are, you paid market value when you first bought your home. However, markets change and today we have to consider the current market conditions.

The role of a real estate agent in pricing:

- There is no “exact price” for real estate.
- We won't tell you what we think your home is “worth”.
- **The market determines value; however, we will decide how we want the home to appear on the market and select a corresponding price together.**

The most revealing fact is the price buyers have been willing to pay for homes similar to yours. These are called comparable sales and are available to every real estate agent in our area.

The best practice in getting the most money and the quickest sale with the fewest problems is to price your home properly. The data is available and gives clear direction towards reaching the ideal price. The best way to select a REALTOR® is to find the person with the best strategy for marketing your home.

Rule of thumb:

- If you are **getting showings but no one is writing an offer**, it generally means that you are in the range of **4-6% above market value**.
- If you notice that there are a **lot of drive-bys but there are fewer showings**, it could imply that these potential buyers do not want to view the home. Often, this means that your home is **6-12% over market value**.
- If there are **no showings**, then your house is likely priced **12% or more above what the market will produce** for your property.



THE 4 P'S OF REAL ESTATE

As your REALTOR®, my role is to provide to you an objective assessment of your home's value and deliver an effective marketing strategy that promotes the important features of your property.

My goal is to sell your home at the right price, in a timely fashion. It takes more than simply presenting pretty pictures and tacky sales pitch.

I will employ a comprehensive marketing strategy that incorporates four marketing principles that are fundamental to every Real Estate transactions: Product, Pricing, Promotion and Place.

PRODUCT

Your home is a product - it's something that a potential Buyer covets and wants. Whether it's an open kitchen, a beautiful view, or a convenient location close to transit, your property represents a collection of features that a Buyer is searching for. Our role is to identify the desirable qualities of your home and highlight them in a way that is attractive to the Buyer.

PRICE

In an ever-changing and competitive Real Estate Market, determining the listing price of your home will be one of the most critical decisions we make together. A variety of factors will affect how we determine the listing price of your home, including recent sales of comparable properties.

PLACE

In the context of marketing, place refers to making your product available to your consumer in the right place. In Real Estate, we can't physically bring your home to potential buyers, but we can certainly bring Buyers to your home. We will deploy a variety of proven tactics to gain exposure and bring potential buyers to your property.

PROMOTION

Your home is unique! There is no generic marketing strategy that fully captures every detail, component, and feature. The Real Estate Market is regularly changing and technology is constantly evolving, Your unique home requires a customized marketing plan that promotes your home in a dynamic selling environment.



RISK OF OVERPRICING

You will lose the buzz that a new listing generates.

Agents are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Because of this, most activity on your home will take place in the first 30 days.

You will lose most qualified buyers.

Some potential buyers will not make an offer because they probably will not choose to see your home if it is not in their budget. They will be viewing the homes that are priced within their price range, knowing they cannot afford more than they are pre-approved for.

Overpricing helps sell other competitively priced homes.

Your home may be used as an example to demonstrate the good value of other homes. Your objective should be to enter the market in a position that will attract prospects, not drive them towards making an offer on another home.

Your home may become stale on the market.

Prospective buyers may wonder why it has been on the market for so long, questioning if there is something wrong with the home, even after you lower the price.

You lose strong negotiation power.

When buyers see that a property has been on the market for a long period of time, they assume they can get a bargain. Extremely low offers are likely at this point.

Justifying the Appraisal

Even if you do get an offer, the buyer's lender will send out an appraiser and they must be able to justify the price to the market.

As you can see, pricing your home correctly from day one will make a tremendous difference in how fast it sells and for how much. We make it our goal to study the market and price our clients' homes so we can make an efficient and productive sale.



SELLER FAQ

When is the best time to sell my home?

When the timing is right for you. Often the misconception is that Spring/Summer is the best time to sell based on higher prices. The truth is, the market is driven by supply and demand. Many people with this perception may wait until Spring/ Summer to sell their home only to be competing with more homes at the same time. Winter can allow for you to sell your home with less competition that buyers will choose from. Every real estate market is different, based on area, timing, and demand. We will sit down and discuss the right timing based on your individual situation and needs for selling the home.

What steps should I take to prepare my home for sale?

Before starting on projects that you think will add value to your home, set up time with our team to complete a walkthrough. We will advise you on what can be done for the least amount of money with the best return to your bottom line. We will also discuss outside curb appeal, positive first impression to buyers, the little things that will count and provide you with our "Preparing Your Home Checklist" to assist you in the process.

What should I disclose to potential buyers?

It is important and strongly advised that when preparing your seller disclosure form, that you disclose anything you are aware of in regards to the home. If you are aware of defects or needed repairs, it is always better to be upfront and honest. This can help to avoid any legal issues that may arise.

What is the MLS and how does it work?

The MLS stands for Multiple Listing Service. The MLS is a database that provides access to real estate professionals to all homes on the market, regardless of the real estate firm.

How much is my home worth?

The value of your home is based on a combination of factors. Those factors typically include, comparable sales within your area over the last 90-180 days, supply & demand of homes and any special features or upgrades completed.

Why is the assessed value different than what you say my home is worth?

Assessed value and market or appraised value are not one in the same. Assessed value from the county is based on an automated valuation the local municipality completes. They use this automation to determine your yearly taxes based on the rate in your area. The assessed value holds no impact to how much your home is worth other than what the potential buyer will need to pay in yearly taxes.

Should I price my home higher to leave room for negotiations?

A well priced home based on market value, will always stand better than one overpriced. If a home is priced too high, buyers will begin to ask questions, "What is wrong with the home?", "Why has it not sold yet?" In turn, will weaken your position for negotiating rather than helping to leave room.



SELLER FAQ

What happens if the appraised value comes in too low?

The appraisal is completed to protect the buyer's lender from ensuring the price agreed upon in the contract is appropriate for market value. In the case the appraiser is not able to justify the sales price, there are four options:

1. Seller agrees to adjust price to appraisal value. This typically is the most common option as once an appraisal is completed on a home, in some financing cases it can stay with that home for up to six months.
2. Buyer agrees to pay the difference between the appraised value and contract price. This is very uncommon as the appraisal is there to protect bank and buyer from paying more for the property than what can be supported.
3. The transaction is cancelled. If buyer and seller cannot find a solution with the above two options, this in most cases in the next step at a standstill.
4. We can challenge the appraisal. In any case of a low appraisal, it is our standard to fight for your value. However, it is not always a success as the appraiser is having to change their original evaluation of the home that they have certified.

Should I be present during showings at my home?

No. Buyers want to imagine themselves in your home, they want to look around without feeling the pressure of someone watching or uncomfortable they are in someone's home. When you stay in the house during a showing, it no longer allows them to see themselves there, they view it as your home. Give them the time to be excited about making it their home.

Can I back out of my contract with one buyer and accept a new, higher offer from a second buyer?

No. Once you have agreed to terms with a buyer, it is now a binding contract. There may be legal ramifications, if as the seller, you do not uphold to the agreed upon terms. If we do receive another offer after reaching agreement with a buyer, we can ask that offer to go into back up position. This will allow them to hold the first right to buying the home should the original agreed upon offer fall through.

When do I need to move out of my home?

When the contract is being negotiated, the move out/close date will be clarified. In most cases, the seller is asked to vacate the home on the date of closing by noon.



SELLER FAQ

How often will our property be advertised?

Our primary focus is to market your home to potential buyers around the clock, 24 hours a day, 7 days a week. We know how to maximize the power of the internet for our clients. We utilize different online paid platforms such as rew.ca, sponsored ads on facebook and instagram. We also use traditional methods such as brochures, yard signs, and direct mail.

What responsibilities do we have while you are marketing our home?

Your part in marketing your home is keeping the house clean and neat. A large part of the home's appeal involves staging. Staging includes everything from the placement of your furniture to the fragrance of the home. We will help you through this process by offering advice on how to stage your home well.

Will you be present at all showings of our home?

A member of our team will always be present.

What if another agent estimates we can sell our home for a higher price?

Some agents will evaluate your home at a higher listing price in order to generate business. However, an overpriced home will not sell. When you choose to work with us, we will conduct a market analysis before recommending an asking price for your home. Once we have come up with a price, we will explain why we think that price is a good fit for your home. We will offer you our professional opinion, but ultimately the decision is yours.

What will happen after an offer is submitted on our home?

We will review each offer with you and negotiate the best deal for you. Once you accept an offer, our team will guide you through the closing process to ensure that everything proceeds smoothly.



STAGING TIPS TO SELL YOUR HOME

- Clean every nook and corner of the house
- Remove or hide family photos, clothes, religious items, and all things personal to help the buyers connect with the property
- Declutter to make the property look spacious
- Patch and repair any holes, scratches, chipped paint, or minor nicks
- Use neutral colors to paint your walls
- Brighten up the rooms by turning on all the lights and opening the blinds on the windows
- Rearrange your furniture to make ample space for roaming around
- Make your porch welcoming by throwing a nice rug or flower pots



SIMPLE TIPS TO BOOST YOUR CURB APPEAL

- Put out planters, flowers, and outdoor art
- Trim the shrubs and mow the lawn
- Use a pressure washer to get rid of grime, mold, and algae
- Add some color to the front door
- Make sure the walkway is repaired and clean
- If you have the budget, paint the house
- Install a modern light fixture in the front porch
- Replace the old, rusty fence with a new one
- Add porch seating
- Clean the roof and gutters
- Repair the driveway by filling cracks, pulling weeds, and power washing
- Upgrade the garage doors
- Remove all unsightly items
- Place a new doormat



HOME CLEANING TIPS

- Get rid of all paint stains and scuff marks on the walls
- Clean the stovetop, oven, and all other appliances
- Dust the light fittings
- Give the sinks a nice wash
- Clean the windows inside and out
- Make sure the cupboards are clean
- Scrub the tiles and steam clean the carpets
- Focus the most on the kitchen and bathroom
- Empty the trash cans

What to Renovate & Repair

- Your kitchen countertops
- A leaky faucet or running toilet
- The lighting and paint in your home
- Hardwood floors



NEXT STEPS

Here's what will happen next

- Choose your price and review CMA
- Complete the agreement
- Choose start date
- Marketing takes over

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HAPPY SELLING!

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