



DISCOVER YOUR HOME'S FULL POTENTIAL

It's not just about selling a home, it's
about uncovering your home's true value.

LET US SHOW YOURS

THE EXPERTISE YOU NEED FOR THE RESULT YOU WANT

The sale price you will get for your home is dependent on five things:

- 1) Location
- 2) Condition
- 3) How attractive it looks to buyers
- 4) How many buyers see it on sale
- 5) The agent you hire



You will need a great agent to maximize the sale of your property. As your local neighbourhood expert, I will help prepare your home to compete for top dollar in the market while making sure you do not overspend on curb appeal, repairs, and upgrades.

Together we will open your doors to professional interior staging, photography, and videography to transform your property into a vision of the model home. We will heavily market to buyers in the GTA and we will invite all agents from Canada and across the world to see the inside of your home 24 hours a day through the power of Re/Max marketing technology.

When the time comes for you to sit across from serious buyers, you will find me fighting at your side expertly negotiating the most value and the best terms into the deal. My 15 years of experience as a successful real estate dealmaker ensures that your home sale will be backed by the best strategy right from the beginning, and my track record proves that I am the professional you can trust to execute every step of the way, right to the final table.

Do not eat into your profits by overspending on curb appeal, repairs, and upgrades. So, what should you fix? You need targeted advice based on your competition in the market – which will get you the best results for your circumstances. Contact me if you need any help in preparing your home for the market.

ASIM EBRAHIMI

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TRANSFORM YOUR HOME TO MAXIMIZE ITS POTENTIAL

Buying a house is a highly emotional process and buyers want to fall in love with their new home. To get the most amount of money you need to create this wonderful feeling of light, space, and high quality living for buyers to build a strong emotional connection.

Our interior design team uses a 3-step staging process designed to:

Make your home look as **BIG** as possible,
Make your home look as **BRIGHT** as possible,
Make your home look as **UPDATED** as possible.



INCREASING THE PERCEIVED SIZE OF YOUR HOME

If your 2000 sq/ft home feels more spacious than another 2000 sq/ft home, which one is more desirable and worth more to a buyer? We understand that buyers pay for a feeling of space and our interior designer will show off the size of your rooms by using only the furniture necessary to show function and style while creating an open and natural flow of traffic in your home.

Of course, empty rooms never do a good job of selling homes either because scale and perspective cannot be easily understood from the photos. For vacant homes, we help fill the home with furniture, including beds, sofas and other large scale items. Our design team can use your current furniture and style as the canvas, or completely re-imagine your space to make it show its absolute best.



MAXIMIZING THE LIGHTING IN YOUR HOME

Home builders often install the absolute minimum amount of lights possible to save costs, and you, as the homeowner, often need to drastically improve lighting when it comes time to sell your home. This is important because lack of proper lighting makes rooms feel small as shadows & darkness hide the corners of your rooms.


If you have serious lighting issues, such as bedrooms, living and/or dining missing a central light fixture, the investment of professional staging will be even more worthwhile. Beautiful lights are very memorable to buyers and subliminally communicate quality and elegance. When you hire us, we can help source lights for you so that you don't have to fuss over all the options out there. We will steer you away from overpriced or outdated choices and find the most affordable and stylish options.



UPDATING THE LOOK AND FEEL OF YOUR HOME

Buyers want to be moving on up to a better lifestyle than what they are experiencing in their current home. It is the seller's job to make the buyer feel that they will get this better lifestyle. Using furniture, accessories, colour and art, our expert staging will draw and hold the buyers eye towards your home's most impressive assets and help camouflage any negatives.

To evoke positive and agreeable emotions from buyers we use scent marketing. Scent draws us to an environment before we are even aware of its existence and using the latest cold-air diffusion technology we are able to enhance the overall buyer experience inside your home. These are the elegant finishing layers of a room that most people leave out when decorating, yet are critical in sending these subliminal feelings of “the good life” to the buyer.



Need help choosing furnishing, lighting, art, window coverings or decor pieces for your home? Contact me for a design consultation where we take a tour of your home together and discuss the available space and address any problem areas.

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CAPTURE YOUR BUYER'S ATTENTION

Most house hunters will decide what properties to see solely based on pictures.

PHOTOGRAPHY

Impress your buyers with impactful and unforgettable photos, taken and retouched by our expert real estate photographers. All images are individually edited and corrected for colour, lighting, and distortion during our post-production phase, ensuring that the images we provide are of top quality and represent your property to the fullest.

The goal is to create the perfect composition without making your home look like something it's not. Buyers will be disappointed and irritated when they view your home and see that your seemingly huge bedrooms are actually quite small. While you want to make your house look as good as possible, don't mislead buyers. This is why when it comes to photography, cutting corners by trying to save money will have negative results on the outcome of the home sale.

VIDEOGRAPHY

The digital age and the pandemic have greatly impacted behaviours, and today buyers want as much information as possible about a property before they come to visit. We will create a full length property video that brings your digital listing to life, highlighting all the unique features and charm of your home and neighbourhood. Our videographers have a keen eye for capturing what makes a property special and ensure that your video makes a strong impression on buyers.



3D VIRTUAL TOURS

We use the latest technology to allow buyers to virtually walk through your home as if they are really there. These remarkable digital tools expand your geographical target market to include remote buyers, and those with reduced mobility. Highly interested buyers can navigate the property on their own even after an in-person tour as a memory refresher, and 3D tours are easily shareable between groups for families with more than one decision maker.

THE MOST POWERFUL TOOLS TO ATTRACT BUYERS AND GENERATE DEMAND

SELLING DURHAM REAL ESTATE FOR OVER 15 YEARS NOW, I KNOW THAT IT IS DIRECT COMPETITION BETWEEN BUYERS WHICH LEADS TO RECORD BREAKING SALE PRICES. BUT WINNING OFFERS AWAY FROM YOUR COMPETITION IS NOT EASY.

OUR GOAL:

To expose your home to as many qualified buyers as possible so that you can generate the highest offers at the negotiation table.

OUR STRATEGY:

To showcase your home across the world-wide Re/Max network by leveraging the most powerful tools in real estate marketing.

OUR NUMBER ONE PRIORITY:

Selling your home for the most money, closing the sale on your terms, and saving you time.

I fight hard to find a way to win for my clients. By exposing your home to as many people as possible through an aggressive Re/Max marketing campaign directed at buyers and their agents we will attract the most number of qualified buyers to the negotiation table.



YOUR COMING SOON CAMPAIGN

Generating excitement well before your house goes on sale is the first strategy to ensure there is a crowd waiting for your property.

MAKE SURE NO ONE MISSES YOUR PROPERTY

Our coming soon marketing campaign alerts buyers as early as possible so that they are prepared to purchase your home as soon as it hits the live market. We will be heavily advertising your property in print across your postal code, on social media to Durham and the GTA, and most importantly Re/Max agents across Ontario will receive personal invitations. All of this attention helps to generate urgency and competitiveness when your listing becomes live.

RE/MAX HALLMARK AND AGENT TO AGENT MARKETING

Marketing to real estate agents is the key to attracting serious offers.

The most motivated buyers are actively keeping their eye on the market through their real estate agent and each agent is working with multiple buyers at a time.

For more than 40 years, Re/Max Hallmark has been the GTA's leading real estate brokerage and Hallmark ensures that your property is marketed directly to the every agent in the largest network of real estate professionals across Canada.

RE/MAX WORLD-WIDE

Real estate in the Durham Region has become one of the best investments in Canada and across the world. Much like Toronto and Vancouver, wealthy buyers are actively looking for a property like yours.

Re/Max meets the needs of your global investors through the power of www.Remax.Global.com A revolutionary service engineered to help sell your property to over 135,000 Re/Max affiliated agents outside North America who represent active investors across 115 countries world wide.



Are you ready to create a customized marketing strategy for your property? Contact me for professional help.

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THE RIGHT **AGENT** EVERY STEP OF THE WAY

DIGITAL MARKETING

Our goal is to out-perform every property competing directly with yours through efficient and high quality online marketing. We leverage the power of digital storytelling by using the critical elements of online marketing success: incredible photos, professional videos, and state-of-the-art 3D tours.

We will showcase your house directly to all active & passive buyers across the Durham Region and GTA through targeted digital advertisements on all major online platforms and social media sites.

When platforms and buyer behaviours change (which they always do) we're ready - if not one step ahead. The power of Re/Max marketing technology, backed with the co-operation of every agent in the Re/Max network guarantees that your property will have unparalleled exposure.

NOBODY IN THE WORLD SELLS MORE REAL ESTATE THAN RE/MAX.

SERVICE YOU CAN TRUST

When you sell your home in the Durham Region, there is competition down your street, in your neighbourhood, and then there is the perfect choice across town. To sell your property at its highest potential value, you need a local neighbourhood expert that will speak to your buyers beyond just basic bed, bath and price. You need to up-sell your property

Even within a neighbourhood, location matters: There are a lot of differences in value from one block to the next including landmark districts, schools, entertainment, noisy areas, hospitals, busy streets, power lines, markets, and even income demographics. Having helped people make the most of their real estate investments in the Durham region for over 15 years, I am able to confidently communicate to buyers the value of your property and your neighbourhood in comparison to the competition in the marketplace.

Exterior parking spot versus a garage spot. Siding as opposed to brick. Expected room sizes for a master bedroom. Lack of inventory on your street. When it comes time to negotiate and close the deal, these nuances have a disproportionate impact on value, where the impact will be greater than simply the square footage difference. As your neighbourhood expert, I make sure to know the good and the bad about properties competing directly with yours. This local knowledge informs my strategy and the confidence I bring to negotiation is evident to buyers.

With 15 years of local real estate expertise, I continue to build a reputation on prioritizing honesty, integrity, and exceptional service above all else. What is true with each and every one of my clients is that we enter into a positive, partnership agreement to work together to build your potential to sell on your terms for the most you possibly can, no matter your budget.



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