

HouseSigma

Sellers Guide



SamEhsani

Real Estate Built on Experience



Sam Ehsani, MBA

Real Estate Broker



Hard-Working should be Sam's Middle Name!

When people invariably exaggerate that they've been working their whole life, rarely do they mean since childhood.

Not for Sam Ehsani who's been working since he was a wee gaffer.

A strong independent streak is what provoked him to begin wheeling and dealing at the unbelievably young age of five. As Sam was obtaining his MBA degree with majoring in International Marketing, he began dabbling in housing developments, including several low rise condominiums and commercial properties.

Sam knows his entrepreneurial chops will serve him well in Toronto's housing market. He also believes that his 25 Year of Experience as a Custom-Home builder coupled with Strong Negotiation Skills and Honest Opinion will go a long way toward Client's Best interest and career success.



"Great Attitude. He is very responsive and gives quality service to his clients. Like a celebrity realtor agent highly recommend him."

Sam Ehsani, MBA
Real Estate Broker



Recent Sales...

113% of List

109 Gayla St. Vaughan - Represented the Seller

120% of List

68 Merton St.#612 Toronto - Represented the Seller

99% of List

658 West Park Ave. Bradford - Represented the Seller

104% of List

15 Northtown way #2425 Toronto - Represented the Seller

93% of List

23 Sheppard Ave.E#1406 Toronto - Represented the Buyer

95% of List

5787 Prairie Circ., Mississauga - Represented the Buyer

Sam Ehsani, MBA
Real Estate Broker



My Track Record...

108.4% SOLD AT
ASKING
OR MORE

8 AVERAGE
DAYS
TO SUCCESSFUL SALE

Dozens of SOLD
CONDOS & HOMES

10 YEARS
IN REAL ESTATE

82% OF MY CLIENTS
ARE REPEAT **CLIENTS**
OR REFERRED **CUSTOMERS**

Sam Ehsani, MBA
Real Estate Broker



"Hoods" I've Sold In..

Mississauga
Oakville
NewMarket
Etobicoke
Barrie
Markham
DOWNTOWN
TORONTO
Midtown
Aurora
Willowdale
Bradford
North York
Vaughan
Brampton
Richmond Hill

HouseSigma

Why Sell With Us?



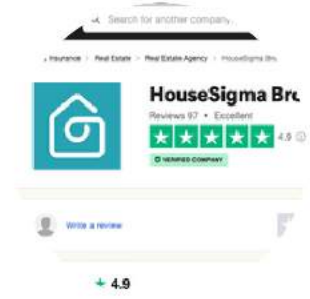
Stand Out From The Crowd

Your listing will be labeled on our Map Search features on desktop and mobile apps to help your Featured Listing stand out. No matter how our users zoom in or out, on all our platforms your Featured Listing will always be unique. Getting more exposure from keen buyers in your area is key to helping you to a successful sale with the highest offer you can get



Featured Listings Get 5X More Exposure

Want your home to stand out? On top of having your listing on your local board, HouseSigma's Featured Listings get a special treatment on our platform Reach millions of users on the HouseSigma app and website. Our powerful marketing platform will ensure that your listing always gets noticed. Every time prospective buyers open the app, your home will be on the front page, increasing your chances of a successful sale



Quality Local Agents

Not everyone gets to work at HouseSigma. We receive 100's of applicants each year, we ensure our agents have the best qualifications to service each local market and get your home SOLD

We hire local experts only with track record of success, With our team's extensive experience in your local market and our state of the art tools you will be positioned to have an advantage in your marketplace



Tailor The Move To Your Budget

Our highly vetted team will ensure that your Real Estate transactions are custom made to better suit your budget and expectations



Maximum Exposure

Take advantage of HouseSigma's unique platform as well as have your listing distributed through your local board MLS system, We have all the tools necessary to maximize the exposure of your listing on all public outlets available to our agent



Premium User Access

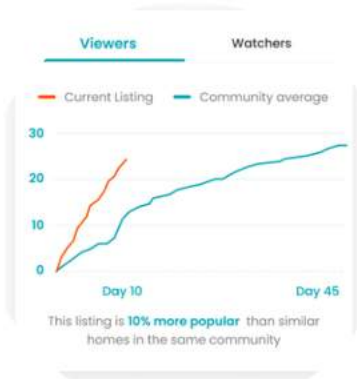
We also want to empower you with more tools exclusively offered to our HouseSigma clients, Providing you with more insights on the activity of your Featured Listing

Listing Popularity

Track day-to-day number of watchers on any listing

See the difference in popularity between listings and their community average

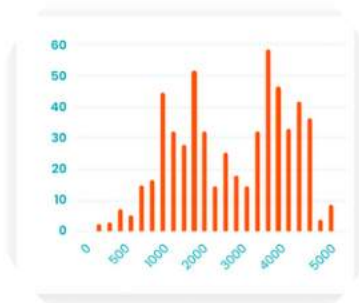
Simple visual for easy data digestion



Sqft Distribution in Neighbourhood

See where a property's square footage stands compared to others within the neighbourhood

Better understanding on the neighbourhood of your next property



Bedroom Distribution in Neighbourhood

See where a property's bedroom count stands compared to others within the neighbourhood

Better understanding on the neighbourhood of your next property



Get exclusive real estate insights Become a pro in researching, strategizing, and pricing in your home search journey





about us...

We at HouseSigma offer a state-of-the-art real estate app to empower our buyers. We strongly believe in pairing cutting-edge technology along with the personalized one-on-one service of your devoted real estate agent.

With 1,000,000's of users (no exaggeration) buyers turn to HouseSigma for education on buyer decisions. Let's put your listing in front of them.

Together,

We Answer The Three Real Estate Questions

When to buy, where to buy, and how much to buy For.

\$500M+

Yearly \$ Volume

1.9M

Active Users

100M+

Visits Per Year

1.3M

Downloads

about our team...

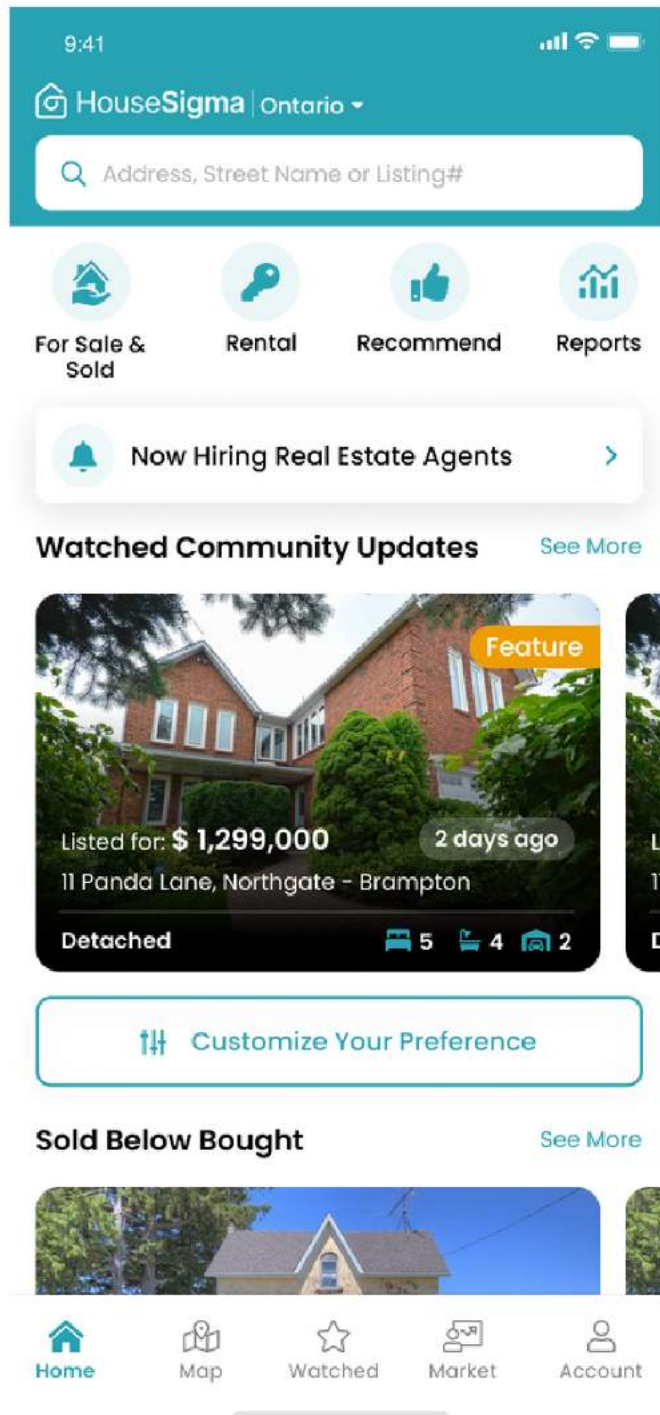
HouseSigma has a stringent hiring process where we carefully vet potential team members. When working with one of our team members you are assured they met our exacting standard.

We receive hundreds of applications each year. Your representative was chosen for their professionalism, integrity, skill and experience. If we can make researching real estate this easy... imagine what we can do for the process.



HouseSigma Inc, Brokerage

HouseSigma



With the HouseSigma sales advantage we feature your home on our website's first page where it will be viewed by millions of prospective buyers as they log in.

Do you know how many buyer calls and emails to reps go unanswered? We have a dedicated inside sales team to address all incoming inquiries on your property. No buyer inquiry will remain unanswered!

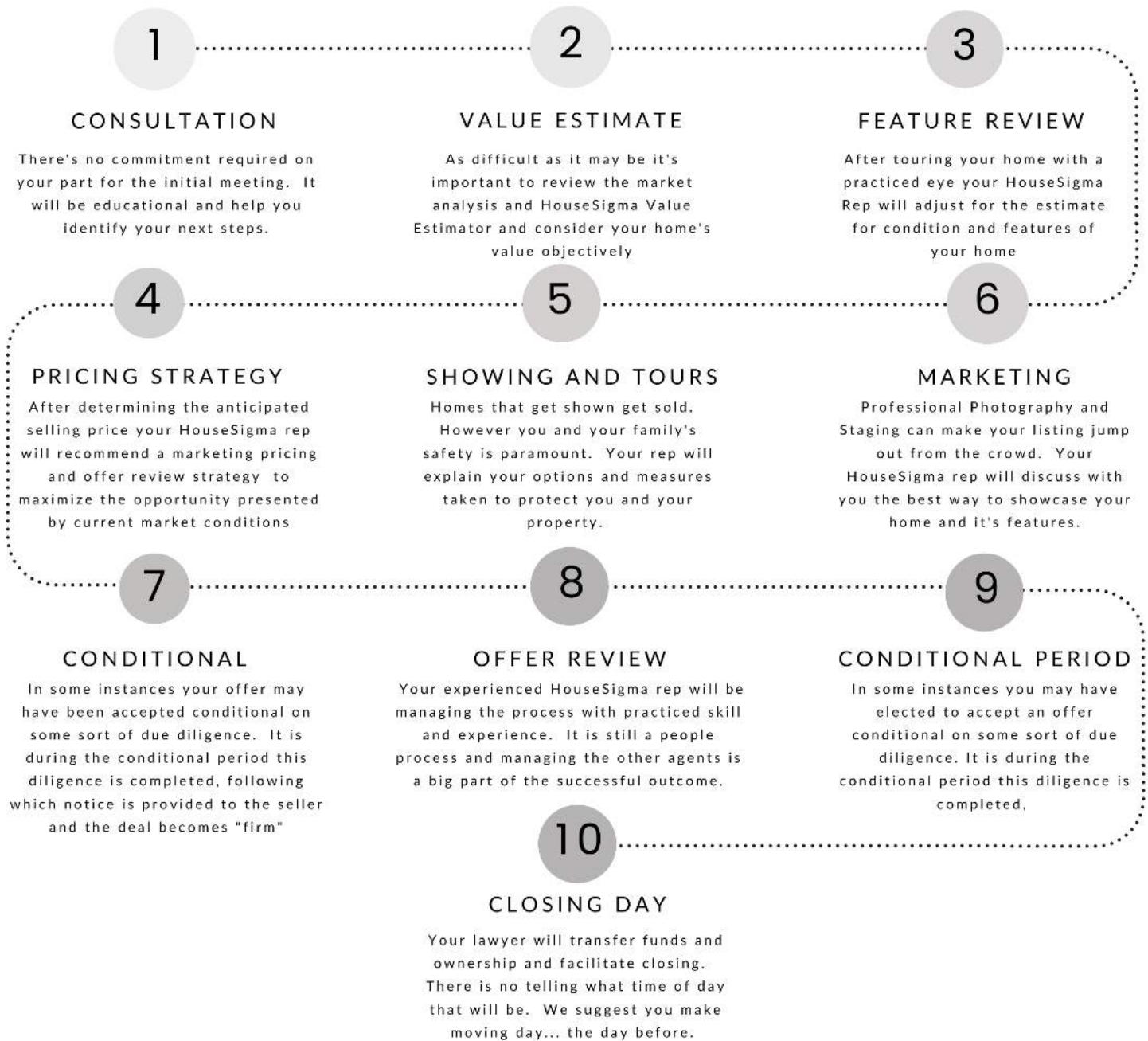
We've partnered with verified marketing specialists in your area to ensure that when we highlight your home it is shown to it's best advantage. If it needs a little help to get it sale ready we will make recommendations and connect you with local trades to assist.

Your HouseSigma rep will be employing the latest technology to manage, market and facilitate your transaction from start to finish.



Home Seller's Roadmap

Use this roadmap as a quick overview of the selling process. As a home owner your home is very likely your single largest investment. Trust it to someone who understands the market and will use data to drive the process.



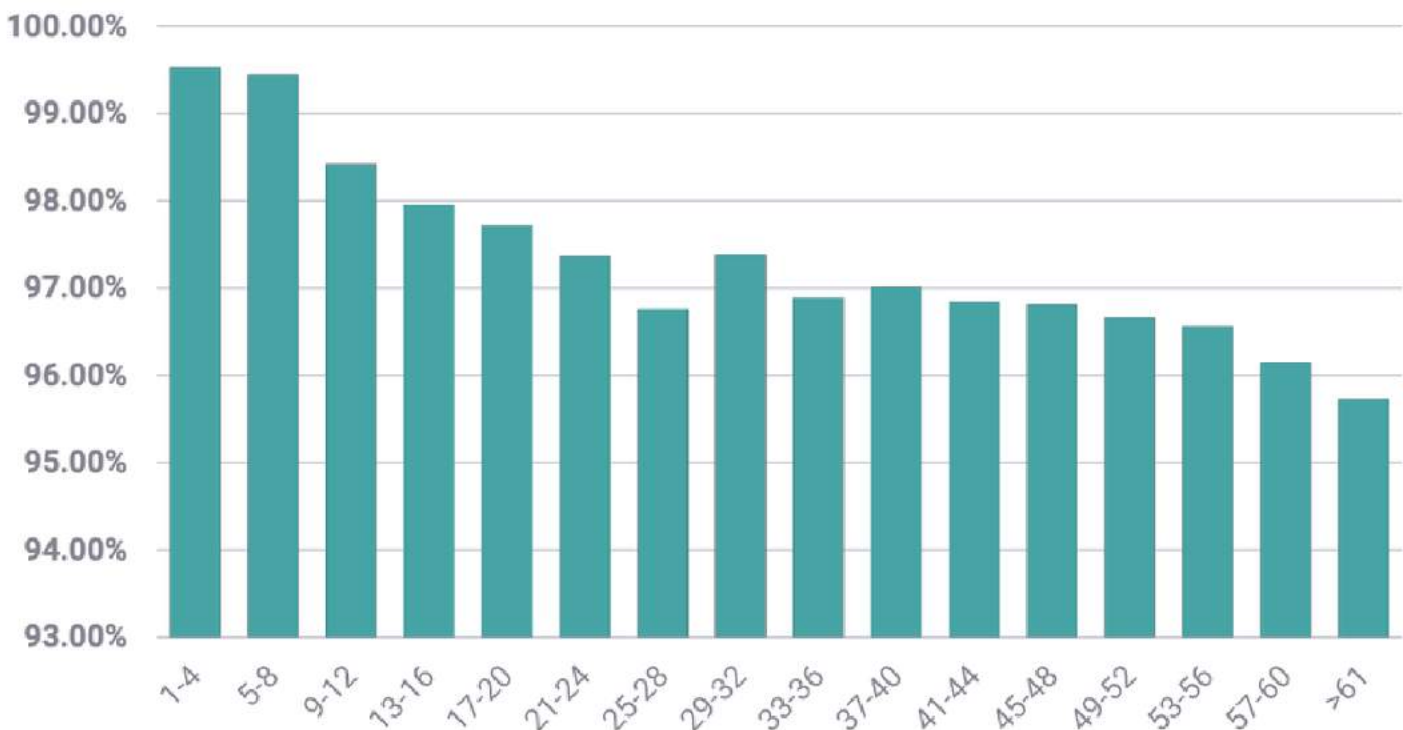
Real Estate Terms

Home Valuation

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but if your price is too high and you risk losing potential buyers who may think your property is out of their price range, and you help your competition sell faster.

Determining the OPTIMAL list price is, in part, simple math, but for the most part, it is a strategic process that requires extensive market knowledge and research. An in-depth Comparative Market Analysis (CMA) will tell you what similar properties have sold for recently, but to effectively price your property it's equally important to consider every similar home on the market to understand exactly what your competition is. Pricing your home right the first time will result in more exposure, more showings, more offers and ultimately the highest price for your home.

Pricing your home too high above market value gives agents and buyers the impression that you are not motivated to sell. The following data collected by shows that the higher the price above market value, the longer it takes to sell, in-turn, a lower amount in the sellers pocket.



Real Estate Terms

Pre-approval

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

Offer

An agreement between a buyer and a seller to purchase a piece of real estate.

Offer Date

The Seller has provided written direction to their representative that they will not entertain any offers until a certain date.

Pre-emptive Offer

In some instances while the seller has set an offer date they have indicated they are prepared to review an offer in advance. To facilitate a change in published offer date that there are several rules that must be followed.

Closing Cost

The fees that are paid at the end of the purchase by either the buyer, seller or both. These can include taxes, mortgage insurance and lender expenses.

Title Search

A title search proves that the property is, in fact, owned by the seller. Title will typically be searched 2 weeks before closing.

Appraisal

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

Home Inspection

An inspection is a professional examination of the property's condition. Many sellers opt for a pre-list home inspection to head off any surprises..

Disclosures

In some instances disclosures are required to be made such as special knowledge, if a seller or buyer holds a real estate licence.

Closing

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This can happen at any time during the day.

Reviewing The Offer

Now this is where things get exciting. You've got an offer or maybe two or three at once! All offers of course, have a purchase price, but they also include such things as the closing date, other terms and in most cases, conditions. Conditions could include such things as time allocated for the buyer to secure financing or an acceptable inspection of your home.

There can be a lot of variables, but we will walk you through every step. Naturally, the most important part of the offer is the price.

We will ensure you understand every aspect of the offer, including current market conditions, recent sales or listings in your area, and provide you with as much information as possible about the prospective buyer and their representation.

You will have a thorough understanding of the terms, your options and the potential outcomes of your decision.

You can accept the offer as is or make a counter offer, at which point we would negotiate the best possible price and terms on your behalf.

TIP

Every time you receive an offer, you have three options; Accept it, Reject it, or make a Counter Offer.

HOUSESIGMA REPRESENTATIVES ARE FULLY CONVERSANT IN
ELECTRONIC SIGNATURE AND DOCUMENT MANAGEMENT

BeSafe!

Preparing Your Home

CLEAN!



This includes windows, frames, baseboards, light fixtures, appliances (inside and out), cupboards and drawers.

DE-CLUTTER.



Clear out any unnecessary items

ORGANIZE.



Straighten out the contents of all closets and drawers

DE-

PERSONALIZE.



Take down any personal photos etc.

THE YARD.



Ensure your grass, gardens and the general exterior of your property is neat and tidy to create maximum curb appeal. If listing in the winter be sure to keep all driveways and walkways clear of ice and snow

Staging & Home Repair

We will make a candid recommendation as to whether you need professional staging assistance.

Whether its a full scale renovation or a simple coat of paint, we can help you decide which property repairs will net you the highest return on your investment.

Understanding

AGENCY RELATIONSHIPS

Multiple Representation:

What does it mean when you're selling a home?

From time to time Buyers will approach a Listing Agent and ask them to put in an offer on their behalf. They have chosen not to have their own separate representation. You will decide how you want your listing agent to represent that Buyer as a client or a customer... if at all.

When a multiple representation situation arises, registrants must explain how the services provided to the client will differ from a single representation situation, including any differences in the sharing of information. These disclosures are to be made at the earliest practical opportunity and before an offer to purchase is made.

Client: the brokerage has an important obligation called fiduciary duty, and must promote and protect your best interests in the real estate transaction.

Customer, the brokerage does not have that obligation, but is obligated to treat the customer with fairness, honesty and integrity, and to provide conscientious and competent service.

The brokerage must also obtain the written consent of all of the parties it is representing in that transaction, via their salespersons or brokers.

Written consent is required in situations where a single brokerage represents two or more clients in a trade, even if different salespersons or brokers are involved. Given that the brokerage has a fiduciary relationship with more than one client to a trade, it must be clear to all clients to the trade how information related to the transaction will be exchanged and how services will be provided.

Consent to multiple representation is required when:

- A brokerage is representing both the buyer and seller in a transaction; or
- A brokerage is representing multiple prospective buyers in a single transaction.

If written consent from a client is refused

In situations where a client refuses to consent to multiple representation, the brokerage must release one or more of its clients to seek alternate representation with another brokerage. The brokerage cannot represent more than one party to a trade without the written consent of all parties it is representing in that transaction.

CLIENT

VERIFIED REVIEWS BY HOUSESIGMA

” Testimonials

"I knew about HouseSigma for a while as I have been using their app for my own market research in preparation for our house buy and sell.

With no real estate agent when I came across a property that we wanted to see I simply booked an appointment through the app and was matched with Sam Ehsani, Real Estate Broker with House Sigma. I was unaware that House Sigma is not just an app, I was expecting to be called by the listing real estate agent so I was pleasantly surprised when I was contacted by Sam to book the showing.

Sam was very knowledgeable and respectful with many years of experience in the real estate business both as Realtor and builder. After that first showing we had another 3 showings with him until we really got to the 'contract' phase. He never pushed us and was always happy to book appointments, even without an official contract, which made us feel valued and a lot more comfortable in doing business with him. He was always on time and well-prepared for meetings and property viewings. When we put in our first offer on a house, he guided us through the process of bidding wars. Later Sam helped us with selling our current home, which was a crazy process with showings and open houses but we got through it and ended up selling 131K more than asking price in 11 days on the market.

He did a fantastic job in negotiating on our behalf. Their insights into property values and market trends were invaluable in helping us to make a well-informed decision. We are very grateful for their service and would not hesitate to work with them in the future. If you want a real estate agent who will put your interest first look no further and don't forget the added value of House Sigma's app." - Illi and Alin



Sam Ehsani, MBA

BROKER

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Client Resources

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com



Michael Schmidt
416-MASTER1 (416-627-8371)
bookings@housemastertoronto.
com
www.housemastertoronto.com

"Sam is very kind, helpful, punctual and always available to help is out. He is one such agent who will understand your taste and help you find properties accordingly. Sam is very professional and he is highly dedicated to his work. I would highly recommend working with him as he also has great market knowledge, and his experience in real estate is an asset. app."

"Sam helped me purchase my first home, and I am extremely pleased with his service. From the time I began working and having a couple of conversations with Sam, He quickly identified what I was looking for, and his extensive knowledge of my desired neighborhoods and the market was invaluable. He is always responsive to my emails/calls and available for showings even on short notice, and he never pressured me to make a decision I wasn't ready to make. Sam went above and beyond my expectations by providing me more information about future developments in my area even after my home purchase, and more importantly he helped me to understand what kind of mortgage would be suitable for my case. I am still amazed that I bought my dream home! I am very happy I chose to work with Sam, and I highly recommend him to anyone buying or selling a home."

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