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HOME SELLERS GUIDE



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7 STEPS TO A SUCCESSFUL HOME SALE

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Disclaimer: This document is not intended to solicit buyers or sellers currently under contract with a brokerage. All opinions expressed and data provided herein are subject to change without notice. The information is provided solely for informational and educational purposes and is not intended to provide, and should not be construed as providing individual financial, investment, tax, legal or accounting advice. Professional advisors should be consulted prior to acting on the basis of the information contained in this document. I/We assume no responsibility for errors or omissions in the content contained herein.

BECOMING AN INFORMED HOME SELLER

If you're like most homeowners thinking about selling, no doubt you have a myriad of questions.

Questions like, What's my home worth? What can I do to make my home as attractive as possible? And of course, the big one, "How do I get the most for my home?"

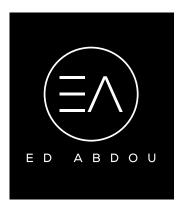
This resource guide is designed to answer many of your questions about the home selling process and bring you confidence about what you need to do to get your home sold for the best price and terms.

If, at any time, you have more questions or need more information, I'm here to help every step of the way so please think of me as your expert guide to selling your home.

Let the journey begin.

Ed Abdou

Ed Abdou Team Leader | Sales Representative







/EdSellsThe6ix







4 QUESTIONS TO ASK ANY REALTOR[®] YOU ARE CONSIDERING TO SELL YOUR HOME.

- 1. What percentage of list price are you negotiating for your sellers?
- 2. How long as compared to the board average are your listings taking to sell?
- 3. What percentage of your listings are actually selling?
- 4. How many homes have you sold?



CHOOSING THE BEST AGENT FOR YOU

Most sellers use a real estate agent. And for good reason! A skilled agent can ensure your home sells quickly and for the best price while making the entire process easier and stress free. Consider this:

1. Pricing is a real art.

The biggest factor in determining how quickly and for how much your home sells is the original list price. Deciding the optimal list price is harder than it seems. It takes experience and expertise and can mean the difference of thousands of dollars to your bottom line.

2. Negotiating requires skill.

Negotiating is more than just signing back an offer, it's an intricate process designed to net you the most amount of money in the least amount of time. This requires a professional who is skilled in bringing two sides of a real estate story together. 3. Marketing today is more than MLS°.

In simple terms, the more people or potential buyers who can see your home online and offline, the more interest it will generate, which will ultimately lead to the best possible price achieved.

Be sure to check out Our Exclusive Marketing Plan that follows for a sneak peak in what we do for our sellers that has resulted in hundreds of successful home sales.

4. Showings and paperwork are complicated.

There's more to the legal side of a home sale than you might think, and showing your own home is not only awkward, it can really complicate your schedule.

A great agent takes away the stress and burden of the minutia and works toward getting your home sold for the best price in the fastest time all while creating an exceptional home selling experience.

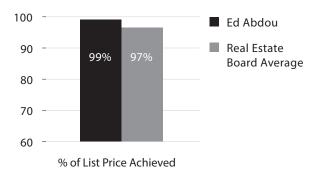
HOW TO QUALIFY ANY REAL ESTATE PROFESSIONAL

Here are 4 questions to ask any REALTOR[®] you are considering to sell your home.

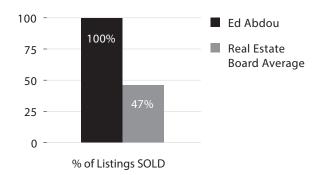
- 1. What percentage of list price are you negotiating for your sellers?
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ED ABDOU SUCCESS RATES

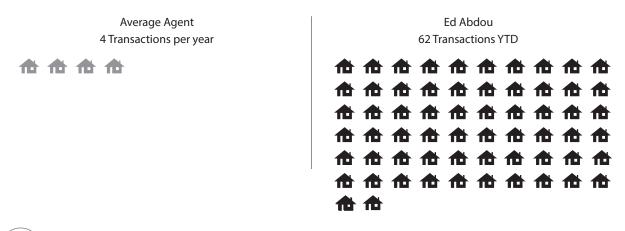
1. Our sellers are currently achieving 99% of list price which is 2% higher than the board average.



2. We are selling 100% of the listings we take on which is 53% more than the board average.



3. We sell on average 45+ homes per year in the GTA, that's 12 times more than the average agent.

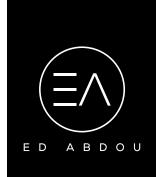




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MEET ED ABDOU

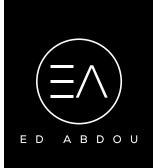
TEAM LEADER | ED ABDOU REAL ESTATE TEAM

Ed Abdou is not your average REALTOR^{*} and his proven success rates speak for themselves. Ed Abdou's sellers achieve on average at least 2% more for their home *(translating to thousands of dollars to their bottom line)*, sell faster than the board average, plus 100% of the listings he takes on are selling, as compared to just 47% of listings actually selling on the Toronto board.

Make no mistake. Ed works hard and has throughout since 1999. His award-winning career ensures these types of results for his clients. Consistently surpassing client expectations with a laser sharp focus on every detail, no matter how small, clients continue to refer and come back to Ed time and time again for all their real estate needs. Ed takes the time to ensure his clients are well informed about the entire process and providing this superior knowledge has established his outstanding reputation as a trusted and well-respected expert in the industry.

From his honesty and excellent insight to his top-notch negotiating skills and services that extend beyond the sale, Ed provides a strong support system through the entire journey. If you're looking for someone to invest in you and your unique needs as a seller today, someone who will exceed your expectations, and who will never consider average an option, then Ed Abdou is your go-to agent of choice.





MEET THE ED ABDOU REAL ESTATE TEAM



MADISON BUCHANAN Salesperson

With four years of experience in real estate, I work closely with both buyers and sellers to ensure every transaction is seamless. From preparing listings and coordinating showings to managing deadlines and handling paperwork, I'm dedicated to keeping the process organized, efficient, and stress-free for all parties involved.





With 17 years of experience in the real estate industry, Joseph has established himself as a trusted advisor in both commercial and residential transactions. His direct and honest approach, coupled with a strong commitment to integrity, ensures that clients receive transparent and reliable guidance throughout their real estate journey.

Joseph's expertise is underscored by a proven track record in successful negotiations, achieving favorable outcomes for his clients. As a member of The Black Swan Group, he leverages advanced negotiation strategies to navigate complex transactions and secure optimal deals.



ROSE SCHIAVONE Client Care | Marketing



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PRICING SMART

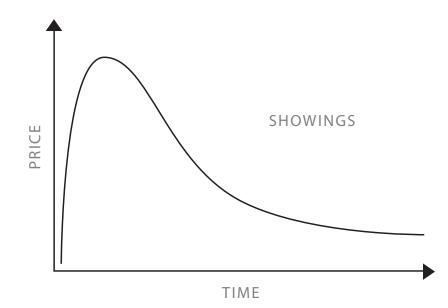
First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your bottom line.

Setting a list price for your home is no easy task but it's a critical one.

Price too low, you leave money on the table. Price too high and you risk losing potential buyers who may think your property is out of their price range and you then help your competition sell faster. Strategic list pricing is an art and skill that great agents spend their careers refining and mastering. They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price.

Pricing your home right the first time results in:

- More exposure
- More showings
- More offers
- Best price





REAL RESULTS FOR 83 REDPATH

Previous Agent:

Listed at \$514,900, 37 days on market. DID NOT SELL.

Ed Abdou:

Staged, then listed at \$515,000, SOLD for \$518,000 in 7 days! More money, successful sale.

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PREPARING YOUR HOME TO WOW BUYERS

After price, the condition of your home is the single biggest factor determining how fast—and for how much—your home sells.

REALTORS[®] repeatedly find that people cannot visualize the potential of a home. They have to see it. That means that how your home shows now is how people see themselves in it. They can't see past the chips, leaks, clutter and stains—in fact, they tend to focus even more on those things.

You can, however, dramatically improve how your home shows with few quick steps:

Clean – Inside and out. It matters. A lot.

Declutter – Give it away, throw it away or store it away, but dramatically reduce the amount of stuff in your home.

Make minor repairs – Chipped paint, cracked tiles, squeaky hinges, leaky faucets – fix everything you can. Consider staging – According to the National Association of REALTORS[°], staged homes sell 49% faster, and for 7-11% more money.

Clean again - Really. It's that important.

Sound overwhelming? Remember you don't need to do it overnight and we are here to help.

With our complimentary staging consult, we will walk through your home with you and identify the most important things to fix, change or remove to appeal to the most buyers.

Think of it this way, everything you remove from the house, clean or repair puts money in your pocket. You're getting paid to do it!

MARKETING THAT MATTERS

Marketing your home to the largest audience possible takes more than an MLS[®] listing. In fact, the most effective marketing plan, that cause a home to sell fast and for more money, involves a strategic combination of offline and online techniques designed to captivate buyers from all corners of the globe. We do just this and take it one step further by creating a customized marketing plan for each listing that would typically include these tactics:

- Staging Consultation
- Professional Photography, Floor Plans
- Pre-list Home Inspection
- Agent, Public and VIP Open Houses
- Community and Client Events
- Video and Virtual Tours
- MLS and Personal Website URL
- Expansive Online Reach with EdAbdou.com and HarveyKalles.com
- Extensive Agent and Buyer Network Through Ed Abdou Database and Harvey Kalles
- Print Marketing Including Postcard Drops to Area
- Social Media Advertising
- Hood IQ Listing
- Global Marketing Through Luxury Portfolio International and Juwaii.com (Leading Portal for Chinese Buyers)





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SHOWINGS AND FEEDBACK

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to potential buyers.

We take care of most of the details to get your home showroom ready, but here are a few tips to maximize a buyer's showing experience.

It's best to leave during showings.

Buyers want to be able to look around for as long as they need and be able to discuss your home candidly. They may rush their showing if they are not comfortable so it's best if you leave during showings.

Create ambiance.

In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar so they feel comfortable opening. Any information is good information. Set out additional information that's helpful to buyers —feature sheets, floor plans, mortgage information and contact information.

Flexibility is key.

Be as flexible as you can—try to accommodate the buyer's schedule whenever possible.

24/7 feedback direct to your inbox.

As our seller, you will receive real-time showing feedback directly to your e-mail. Based on key feedback, we adjust the listing content to ensure maximum appeal.

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REAL RESULTS FOR 16 HUMBERTSONE. SAME BUILDING, SIMILAR UNITS.

Previous Agent:

Unit 104, Listed \$769,900 - Sold for \$779,888, 13 days on market.

Ed Abdou:

Unit 110, Listed \$799,000 - Sold for \$880,000 in 6 days (7 days faster) and for \$100,000 more than a comparable unit!

NEGOTIATING YOUR BEST PRICE AND TERMS

Now this is where things get exciting. You've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price. When it comes to settling on that final number, you're going be in negotiations.

Here are a few key strategies to help you in any negotiating process:

- Remember, it's a conversation. Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.
- Price isn't the only thing. You can negotiate on price, offer conditions, assets in the home. Don't get stuck on one thing.
- Remember, even 1% more for your home can mean thousands to your bottom line.

Once all terms are agreed, the buyer provides a deposit cheque to be held in trust by your agent until the transaction closes.

If there are conditions to be met, usually within a specific time frame, your agent will handle all of these details and ensure a waiver is signed and your sale is firm. Congratulations!

Momentum counts. Just the act of moving the conversation forward helps make the best deal happen.



Other Agent:

51 Gardenia Cres., quiet cul-de-sac, listed \$1,200,000, - sold for \$1,320,000, 5 days on market.

Ed Abdou:

14 Nichols Blvd., busy, through traffic, listed \$1,488,000 - sold \$1,588,000, 12 days on market.

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CALCULATING YOUR BOTTOM LINE

Offer is firm, you know the price, now let's figure out what you get to keep. Here are a few things to consider when it comes to closing costs.

Legal Fees.

Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. You could pay in the area of \$1000.00 for a lawyer to look after the legal details.

Mortgage Discharge Fees.

Be sure to check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. Some lenders charge a discharge fee to remove the mortgage from title that can range from \$150 to \$250. There could also be an interest penalty if your mortgage is a closed term. Be sure to check this in advance.

Disbursements.

In addition to your legal fees, your lawyer may have other expenses such as copies, couriers, registration fees and preparing document transfers. Disbursements as these are called can range upwards of \$500 to \$800, but can often be built into your legal fees.

Adjustments.

It's hard to calculate exactly how much money will be owing to utilities on closing, however, your lawyer will ensure that the meters are read on that day and a final bill will be forwarded to you after closing.

On closing however, your lawyer will ensure that any adjustments for property tax, rents, commission, mortgage interest, mortgage fees, legal fees and any other agreed upon fees will be adjusted for from the sale proceeds. You will receive what is called a STATEMENT OF ADJUSTMENTS from your lawyer prior to closing that will summarize these amounts for you.

Moving Costs.

Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

To estimate your bottom line, see the Calculating Your Net Proceeds worksheet at the end of this guide.

WHAT OUR CLIENTS ARE SAYING*

"He invests and goes beyond for each of his clients..."

Ed provides high quality professionalism that is visible in his communication, listings, photographs, and overall delivery. He invests and goes beyond for each of his clients, and takes the time to provide strong support throughout your buying/selling journey. He helped sell our home within a week and find our dream home.

Ronjiny Basu



"...an absolute gentleman in helping us sell our condo (within 4 days!)..."

Ed was an absolute gentleman in helping us sell our condo (within 4 days!) and find our dream home. He is very professional, patient, knowledgeable and experienced in the real estate market. I'm very satisfied with the whole procedure Ed has in place. He made everything beyond easy. Without a doubt, I wouldn't hesitate to recommend his services!

Patrick Magar



"Ed sold two homes for me and I will never use another agent."

Ed is the most knowledgeable, trustworthy agent I have ever worked with. He prioritizes his client's benefits over his own and advises his clients of their best interest, not his own. This is a rare quality in any person but a most valuable one when buying/ selling a home. Ed sold two homes for me and I will never use another agent.

Sherri Tawfik



*Client reviews from Google Reviews.



SOME OF OUR 5 STAR GOOGLE REVIEWS $\bigstar \bigstar \bigstar \bigstar$

If I could describe the perfect real estate agent, it would be Ed Abdou. We were very specific with what we were looking for and Ed patiently worked with us to find the perfect house for our family. Throughout the whole experience, I can say with 100% confidence that Ed always had our best interests at heart. He was always honest with us even if the truth was not what we wanted to hear. If you are looking for an agent to buy or sell your home, Ed is simply the best. Ed - thank you for everything... we will be forever grateful.

Jesse Moses



Ed and his team were phenomenal throughout the home buying experience. Ed took the time to understand our situation and was very knowledgeable about the different areas we were looking at. He was our advocate throughout the entire process and never once did we feel rushed or pressured into making a decision. Ed was such a pleasure to work with and we are so grateful he helped us find our family home.

Jessica Villemaire



We have relied on Ed as our agent over the past few years, and value his professionalism and courtesy. In addition to his trustworthy advice during the purchasing process, his honesty and responsiveness were an asset in finding suitable tenants. Ed shows us his appreciation by hosting fun and elaborate events for his clients, and by his overall thoughtfulness during our calls, texts and emails. Thanks Ed for your one of a kind service!

Sandra Paspalofski



We could not be happier with Ed (& his team) as our Real Estate Agent! Ed makes house shopping fun and enjoyable and his response times are always immediate! He is extremely knowledgeable and provides honest and reliable feedback! He has also been very patient and flexible with us, and he truly cares about his clients! Ed is like no other Agent, he candidly advises us about the pros and cons of a property from his professional experience, to ensure we make the best decision for our future! He always provides his clients with the best perks and conducts fun events to show his appreciation, seriously so thoughtful! We will continue to do business with him as we grow our family! Thanks Ed!

Sherry Armanious

 \star

From the very first minute I started working with Ed I knew he had my best interest in mind - he is patient, detail oriented, honest and was the absolute best person to have by my side when making the purchase of my condo. He is also very responsive and entirely dedicated to the process. I also had the pleasure of attending one of his client appreciation events, an amazing night at the Weber Grill Academy, and he genuinely shows his gratitude and makes you feel like family. Thank you Ed for your expertise, professionalism and kindness!!

Badri M. Lang ★★★★

Ed is not only an expert in his field, but a person who operates on integrity, always putting others ahead of his own interests. He treats his clients as friends, engaging us in family activities that are fun for all ages! I will continue to confidently recommend him to friends, family and colleagues! Thank you Ed for everything!

Miranda Tawfik



WORKSHEET

10 BEST FEATURES OF MY HOME & NEIGHBOURHOOD

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CALCULATING THE BOTTOM LINE

(A) Sale Price	\$
Mortgage Balance as of final payment (B1):	\$
Mortgage Discharge Fee and/or Interest Penalty (B2): (If Applicable)	\$
Interest Per Diem (B3): (Interest from last payment to date of closing)	\$
Property Tax / Utilities Adjustments:(B4)	\$
Real Estate Commission with HST:(B5)	\$
Moving Costs and Legal Fees: (B6)	\$
Other (B7):	\$
(B) Total Deductions (B1 to B7)	(\$)
Estimated Net Proceeds of Sale (A-B)	\$



CHECKLIST PREPARING TO LIST YOUR HOME

In preparation for listing your home, you will need to gather up a few things:

- A copy of your survey
- Vour most recent annual property tax assessment
- The average cost of utilities (electricity, hydro, water)
- The age of your home
- Details of recent improvements or renovations
- A list of items you would like to exclude from the sale
- Pictures of seasonal features (i.e. gardens in bloom)
- A list of any easements or right-of-ways
- Receipts and warranties for recent home improvements
- "10 Best Features of My Home & Neighbourhood" worksheet
- Other relevant information (any upgrades, copy of floor plans, builder plans and/or model name)

For condominium owners:

- Maintenance fees and a list of maintenance fee inclusions
- Parking and locker numbers
- Pass key to the building
- Status Certificate (if available)
- A list of by-laws and restrictions

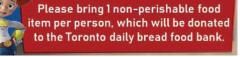
SOME OF OUR EVENTS





































(416) 918-9144 ed@edabdou.com edabdou.com

HARVEY KALLES REAL ESTATE LTD., BROKERAGE

2145 Avenue Road Toronto, Ontario M5M 4B2

(F) /EdAbdouRealEstateServices(D) /EdSellsThe6ix

🕑 @EdSellsThe6ix

100% SATISFACTION GUARANTEE



Ed Abdou Real Estate Services guarantee that you will be satisfied with the service you receive. If at any time during our relationship, I am not representing your best interests, you may notify my office in writing and your contract will be cancelled with 7 days notice.

LET'S GET STARTED

Feeling more informed? I hope so!

There's a lot to buying a home I know. If, after reading this, you have more questions, let's get together.

With gratitude,

Ed Abdou

Ed Abdou Team Leader | Sales Representative





NOTES



Disclaimer: This document is not intended to solicit buyers or sellers currently under contract with a brokerage. All opinions expressed and data provided herein are subject to change without notice. The information is provided solely for informational and educational purposes and is not intended to provide, and should not be construed as providing individual financial, investment, tax, legal or accounting advice. Professional advisors should be consulted prior to acting on the basis of the information contained in this document. I/We assume no responsibility for errors or omissions in the content contained herein.



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