

We recognize that there is no “one-size-fits-all” strategy for selling homes. Every property is unique and must be marketed accordingly. That’s why we’ve devised a project-based approach to real estate marketing that ensures no unique selling feature is overlooked, no sales opportunity is missed, and no detail is forgotten. By offering a multi-faceted approach Sotheby’s has positioned itself as a leader and innovator in the real estate space.

STEPS INVOLVED WHEN SELLING A HOME

INITIAL MEETING

This is how we begin the process and realize we’re the right fit. You’ll provide a tour of your home and point out key features and details that initially sold you on the property.

MARKET DATA

Upon conducting a thorough market analysis, which includes the review of recent comparable homes, we’ll see trends that will allow us to properly price your home. We will then complete the necessary paperwork to get your listing on the MLS system.

MARKETING

We understand how to captivate a targeted demographic through multiple marketing channels and this fully integrated approach allocates investment across various platforms to give you a competitive advantage. Professional photography and floorplans are taken of each property. Visit our website for details on our complete marketing program.

SHOWINGS

Once your listing goes live on MLS, we’ll begin to show your home to prospective buyers. Our job is to maximize value for you the homeowner and may require several showings to find the right buyer who is willing to purchase your home at maximum price the market will allow for.

OFFERS

Once we have an offer in hand we’ll work diligently to close the deal at an appropriate price and agreeable terms. Negotiations are an integral part of the process in which we have complete control over. We will guide you through this process and provide recommendations allowing you to make a decision with confidence.

DILIGENCE PERIOD

Upon offer acceptance, the buyer(s) will have time to review documentation, confirm their financing, and undergo home inspection.

SUBJECT REMOVAL

After being satisfied of these conditions, the buyer(s) will remove subjects, provide a deposit cheque, and the deal will go firm.

LAWYER

You'll hire a lawyer to represent your interests, provide the legal documentation required, and coordinate mortgage disbursement instructions with your bank, if applicable.

COMPLETION

This is the day when title changes hands. Shortly after, funds transferred, and any outstanding debts including mortgages will be adjusted for.

POSSESSION

On the possession day, I will meet with the buyer's Realtor and hand over the keys.

Client Vision Statement

"To continue being a leading real estate services provider, developing strategic partnerships while providing a high level of commitment to all stakeholders. We achieve our vision by working with clients to realize their goals through comprehensive market knowledge, key industry relationships and a systematic approach within an evolving real estate market. We offer solutions that respond to the needs of every client. All business decisions are guided on the principal of achieving maximum return on investment for our clients."

- Shaz Karim