



**SELLING STORIES, ONE HOME AT A TIME**

# SELLER'S GUIDE

A boring name for "awesomeness"

# THE 7-STEP PROCESS TO SELL YOUR HOME

## 1 INITIAL EVALUATION

Understand your situation - outstanding mortgage balance, comparable analysis & expected profit to know, if it even makes sense for you to sell.

## 2 HOME VISIT

We will visit your home and make suggestions on quick improvements that can be made to get you the top dollar.

## 3 STAGING

Staging is the process of making your home look great in photos and videos. Well staged homes sell, on average, for 7% higher price.

## 4 LISTING YOUR HOME

We will list your home on MLS and together, take decisions on whether to have a set offer presentation date or to take offers any time.

## 5 MARKETING: THE 4-DAY KILL

We specialize in making listings go viral on social media with our in-house marketing team, that creates 2 engaging video concepts.

Getting top dollar for your home is our priority – however, that's not all. You get an amazing video memory of your home that you can see in 20 years and say "THIS WAS OUR HOME" ❤️

# THE 4-DAY MARKETING KILL

The equation is quite simple:

More eyeballs = More showings = More offers = Higher Sale Price

1. Day 1 (Listing day): Our long-form feature video goes LIVE



**SAMPLE**  
LONG FORM

2. Day 2: Our viral music video goes LIVE



**SAMPLE**  
SHORT FROM

3. Day 3 (Open house): Our team door knocks all homes in the neighborhood to invite them to the open house – you will be surprised at the number of tenants who would want to buy in the same neighborhood.
4. Day 4 (Open house): It's a Sunday, and we can expect a lot more people to show up from social media & door-knocking activities.

## 6 NEGOTIATION

We follow-up with every buyer agent who booked a showing and ask them to put-in their best offer. We will pick the top 3 and negotiate – and we are damn good at this! You will see 🤔

## 7 SALE

The easiest part of the entire process, where you sit back and wait for the money to hit your bank account.

# THE DREAM TEAM

We are a media-first realestate group doing \$100M+ in sales volume each year, across Canada, led by Arkadip Sengupta.

Being a media-first group, we also have an in-house media team led by Nav, who has 200K+ followers on social media across platforms. Let's just say, we know "HOW TO SELL"

Call us at [647-771-8123](tel:647-771-8123) to start today.



**ARKO SENGUPTA**  
REALTOR, BRICKS N DREAMS



**NAV SINGH**  
DIRECTOR OF MEDIA