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SELLER'S GUIDE

www.rahimjivraj.com

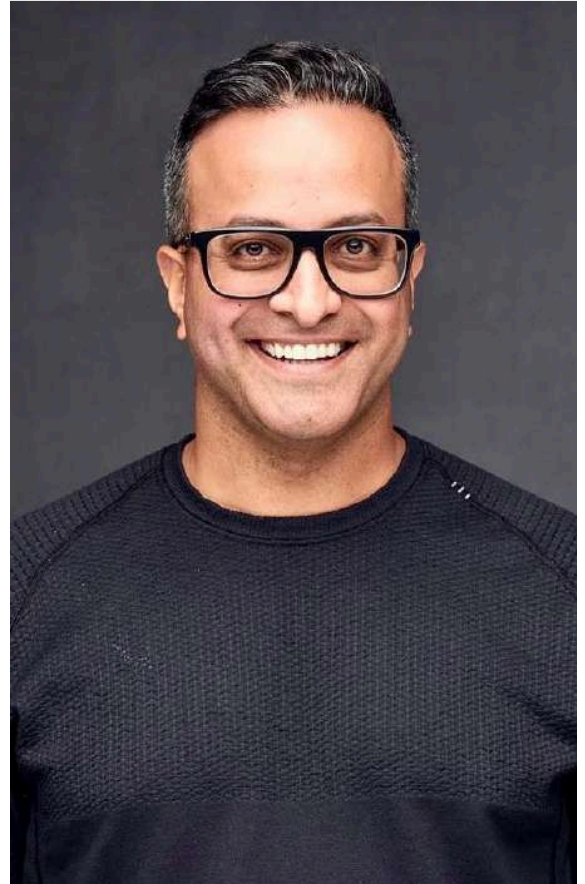
WORLD CLASS MARKETING TOP DOLLAR RESULTS

Hi, I'm Rahim.

I am driven by a deep belief in giving back and strengthening my community. I understand that people are the heart of any community, and by treating them with care and respect, I help foster a stronger, more connected North Shore and Greater Vancouver. Through my real estate work and ongoing community involvement, I am committed to making a lasting, positive impact. I assist select clients, high net worth individuals, family offices and institutions to buy and sell residential and commercial properties.

I strive to find and unlock value in all transactions while delivering an honest and genuine experience.

Whether you're buying, selling, or seeking a home or investment on the North Shore or throughout Greater Vancouver, or know someone that is, I'm here to provide exceptional service, blending my local expertise with a global perspective to help you find your perfect property.



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TABLE OF CONTENTS

What our clients are saying

Why EXP Luxury

Singular Global Reach

A Different Approach
Superior Results

Testimonial

When Image is Everything

The Technology of Luxury

How We Use
Technology

Designed to command
attention

Our Concierge Commitment

Your Property Journey

Getting Your Home Sold

Our Marketing Strategy

Going Live

Print Marketing

Digital Marketing

Negotiations

Time to Close

Next Steps

What my clients are saying

"We couldn't be happier with the service we got from Rahim. Besides his strong professional qualities (knowledge, skill, experience, reliability, etc) his interpersonal skills are exceptional. He was always respectful, checked in for feedback on activities, kept us informed and was highly communicative with everyone. Rahim is creative and imaginative and willing to step out of the box. For example, the home we sold was across from an elementary school so he had open houses from 9 am to 10 am on a couple of school days. He saw strengths in our property that 20 other realtors overlooked. These features supported a higher asking price and with Rahim marketing, we sold for significantly more than expected." - **Karen M**

"We were very impressed with Rahim. He was extremely thoughtful in his approach to closing our sale, and it was a very complicated deal. Rahim persevered and never lost sight of his goal to do the best possible job for us, and we had many hurdles. He kept a positive attitude through it all, and even helped me personally process the ups and downs we were dealing with throughout. Our sale was extremely difficult, and he had to adjust the terms many times to get the deal done, and throughout it all, his professionalism and willingness to walk us through every step was impressive. He was a pleasure to work with, and I would highly recommend him." - **Cami T.**

"Rahim and his team were fantastic. We had previously had our house on the market with another agent for multiple months and we had no luck closing a sale. We then relisted our house with Rahim and he had some great new ideas for selling the house that got it a lot of attention and in less than 2 months after re-listing, we had an offer and the sale closed at the price we had been hoping for. Throughout the process, Rahim and his team kept us in the loop on all developments. In addition, even though we had actually moved out of the house and left the city, Rahim and his team were incredibly helpful and made everything so simple for us. I would recommend Rahim to anyone." - **Peter W.**

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WHY EXP LUXURY



LUXURY

• MILAN • AUCKLAND • LISBON • TORONTO • ATHENS
• HONG KONG • MUMBAI • SANTIAGO • PARIS • LONDON
• SEOUL • SYDNEY • TOKYO • MUNICH • MADRID
• MEXICO CITY • NEW YORK

The First Cloud Brokerage Connecting Luxury Globally.

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Singular Global Reach

eXp Realty is the fastest-growing real estate tech company in the world with more than 100,000 agents in the United States, Canada, the United Kingdom, Australia, South Africa, India, Mexico, Portugal, France, Puerto Rico, Brazil, Italy, Hong Kong, Colombia, Spain, Israel, Panama and Germany, and continues to scale internationally. Our unparalleled global reach means we connect with buyers and investors all around the globe to help drive top dollar results for our clients.

- Direct access to 24 global markets / 88,000 agents
- More exposure for your listing
- More networking opportunities

A Different Approach. Superior Results.

We apply an elevated level of service, expertise and attention to every client's needs. Our comprehensive approach maximizes the exposure of your home to attract more qualified buyers and drive competition, and our team of professionals makes sure you enjoy an effortless, concierge experience throughout. We're committed to getting you the top dollar price for your home, quickly and hassle free. Our results speak for themselves.





When image Is Everything



Nothing is as important in successful Luxury Real Estate marketing as extraordinary visuals. Premium quality, professional photography is crucial to showcasing your home and creating an emotional response with buyers. Elegant, cinematic video engages and attracts an audience like no other medium. Soaring, spectacular aerial images help convey the power of location and place. And powerful new technologies like 3DVR tours give buyers an unforgettable immersive experience. We're committed to giving your home the star treatment with best-in-class photography, video and virtual technologies.

The Technology of Luxury

Gaining the right exposure for your property with highly qualified and motivated buyers around the world requires mastery of state of the art technology tools. We deploy groundbreaking solutions for AI-based buyer targeting and market analysis.

We use stunning virtual technologies for image enhancement and immersive tours. Your home is showcased perfectly throughout social media and to users on every type of mobile device. And our commitment to up-to-the-minute reporting and analysis means you'll stay informed every step of the way.



How we use Technology

INTELLIGENT

- AI Driven Buyer Targeting
- Strategic Market Analysis
- Robust Performance Tracking

VIRTUAL

- Immersive 3D Virtual Reality
- Photorealistic Renderings & Floorplans
- Remote Showings Globally

GLOBAL

- eXp Luxury Global Network 100+
- International Search Sites Key
- Investor Markets

SOCIAL

- Showcase to 10,000+ Social Media Audience
- Intensive Social Video Advertising

CONNECTED

- Fully integrated systems to deliver
- Maximum exposure across all media



MOBILE

- Custom QR Code
- Mobile-perfect Property Website
- Buyer Mobile Alerts

Designed to Command Attention

We believe that extraordinary homes deserve extraordinary marketing. That's why we employ professional design and ultrapremium materials to showcase your home with elegance and sophistication. From hardcover coffee table books to lighted signage to digital materials, your home is always the center of attention.

A large, multi-story wooden cabin with a green roof and a stone garage, surrounded by tall evergreen trees and a rocky driveway. The cabin has a rustic, mountain-style architecture with a prominent chimney and large windows. The driveway is paved and bordered by a low wall of stacked stones. A blue car is parked near the cabin. The background shows a forested mountain under a cloudy sky.

Nobody does more to make
your experience effortless.

Our Concierge Commitment

A STRATEGY TAILORED TO YOU

Every client's needs are different, and we approach each sale with a bespoke strategy to deliver the best possible outcome based on your goals. With our deep experience in complex high stakes transactions on your side, you can feel confident in the results.

- Private Sales
- Relocation
- Investment
- Estate & Probate
- Repair & Renovation
- Historical Designation

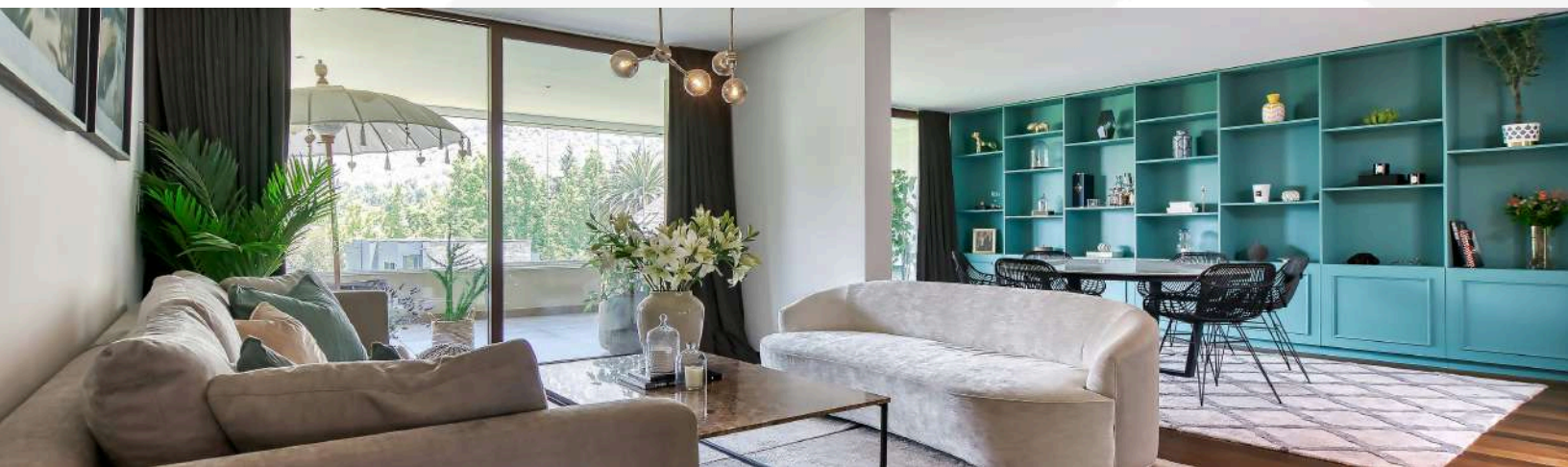
A TEAM OF EXPERTS ON YOUR SIDE

Each successful transaction is the result of precise coordination by our specialized team of professionals. From tech and creative to sales and marketing, your home is in the hands of best talent in the business

- Sales
- Marketing
- Technology
- Creative
- Legal
- Financial

YOUR PRIVACY & SECURITY COME FIRST

We take special care to ensure a discreet, private and secure experience for our clients from start to finish. We understand that selling a home can involve disruption and stress and our team works overtime to deliver a concierge experience with discretion and diligence.



THE PROCESS



LUXURY

Your Property Journey

Selling a property is more than just a transaction; it's a multi-faceted process that involves various steps to ensure that you get the best possible deal in the shortest amount of time. From understanding the market conditions to employing state-of-the-art marketing techniques, every detail counts. Below, we break down each of the crucial elements that make for a successful property sale.

MARKET ANALYSIS

Evaluate current real estate trends to price your property competitively.

STAGING

Prepare your home to appeal to buyers, enhancing its best features.

LIFESTYLE AND PROPERTY VIDEOS

Showcase both your property and the lifestyle it offers, enhancing its attractiveness to potential buyers.

MARKETING STRATEGY

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

PURPOSEFUL PHOTOGRAPHY

High-quality photographs that make your property stand out in today's crowded market.

NEGOTIATION SKILLS

Leverage expert negotiation techniques to secure you the best possible deal.



Getting your Home Sold

01

PRE-SALE AND STRATEGY PLANNING

As your realtor, I'll develop a tailored pre-sale and strategy plan to position your property for a successful and swift sale.



02

PREPARE THE PROPERTY

I'll oversee the preparation of your property to ensure it's market-ready and appealing to potential buyers.



03

PREPARE MARKETING

I'll craft a customized marketing strategy to maximize exposure and attract qualified buyers to your property.



Getting your Home Sold

04

GOING LIVE ON THE MARKET

I'll seamlessly launch your property listing, ensuring it goes live with maximum impact to attract immediate interest from potential buyers.



05

THE ESCROW PROCESS

I'll guide you through the escrow process, ensuring a smooth transaction from initial offer to closing.



06

CLOSING THE SALE

I'll manage all the details to ensure a smooth and successful closing, finalizing the sale to your satisfaction.



Our Marketing Strategy

Selling a luxury property requires a specialized approach that goes above and beyond traditional methods. As your realtor, I begin with an in-depth market analysis tailored to high-end homes, ensuring your property is priced optimally to attract the right buyers. I understand that luxury isn't just about square footage; it's about the unique characteristics and lifestyle that your property offers.

To capture the essence of your home, I commission professional, magazine-quality photography and videography. These visuals showcase the unique features and opulence of your property, serving as the cornerstone of our marketing materials. From there, we utilize a variety of high-impact channels, including premier real estate websites and targeted social media campaigns, to get your property the attention it deserves.

The aim is to reach a global audience, attracting buyers who appreciate luxury and are willing to invest in quality. I also make use of high-end print materials and may even organize private viewings for select, pre-qualified buyers. The goal is not just to meet your expectations but to exceed them, ensuring a smooth and profitable sale of your exceptional property.

Listing Launch

Your property will take center stage on eXpLuxury.com, the leading platform for luxury real estate. We begin by creating a captivating listing that includes high-quality photos, detailed descriptions, and essential property highlights.

This listing is then distributed across our extensive network of over 90 advertising partners, ensuring it reaches a wide audience of potential buyers. Additionally, we employ targeted marketing strategies, such as email campaigns, social media promotions, and featured placements on high-traffic websites.

Our comprehensive approach ensures that your property receives the attention it deserves, enhancing its visibility and attracting qualified buyers throughout the entire selling process.



Print Marketing

As your realtor, I'll utilize premium print materials like brochures and flyers to elegantly showcase your property. These high-quality assets offer a tactile experience that digital channels can't replicate, resonating with discerning buyers. Distributed strategically, our print marketing keeps your property top of mind among a curated audience of high net worth individuals, adding a touch of sophistication to our comprehensive marketing strategy.

PROPERTY BROCHURE

A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.

LUXURY MAGAZINES

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

EXCLUSIVE EVENT INVITATIONS

Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.

ADVERTISING

Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.



Digital Marketing

In today's digital age, online visibility is more crucial than ever, especially for luxury properties that require a global reach. As your realtor, I leverage cutting-edge digital marketing strategies to showcase your property to a targeted audience of high-net-worth individuals. Through a combination of premier real estate websites, targeted social media campaigns, and search engine optimization, we maximize your listing's exposure, drawing the attention of qualified buyers who are in the market for a home as exceptional as yours. This digital approach amplifies traditional marketing efforts, providing a comprehensive strategy that aims to sell your luxury property swiftly and profitably.

WEBSITE

A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience.

VIDEO

High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.

3D WALK THROUGHTS

A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.

SOCIAL MEDIA

Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

LISTING SERVICES

Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.

Negotiations



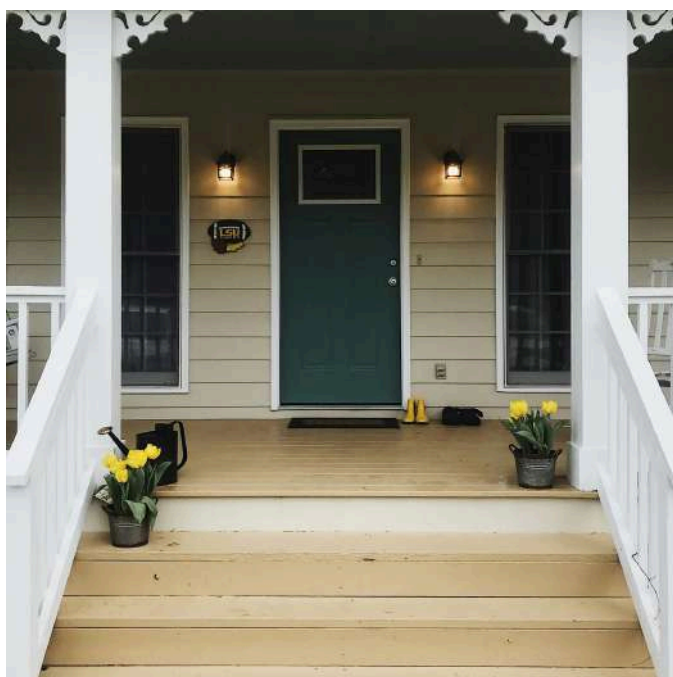
After the contract terms are agreed upon, the transaction overview is distributed to everyone involved. I'll track and log all key deadlines during this stage. The property will undergo an appraisal and inspection, with any subsequent negotiations handled efficiently. All necessary financial and additional documentation will be compiled and forwarded to the managing agent.

Time to Close



I'll handle all the necessary steps to bring your sale to a successful conclusion. Once the buyer has completed inspections, cleared all contingencies, and secured their financing, we'll coordinate the final walkthrough. The closing will conclude with you handing over the keys to the new homeowner.

An integral part of this process includes both the property appraisal and a thorough home inspection. Should any discrepancies or concerns arise from these evaluations, I will spearhead further negotiations to address and rectify them. Lastly, after gathering all financial data and any additional information, everything will be organized and presented to the managing agent for review and finalization. Our commitment remains unwavering until the very end, guaranteeing a smooth transition and peace of mind for all involved.



Next Steps

Please prepare these documents in advanced of our meeting.

GENERAL

- A copy of your survey (if you have one).
- The average costs of your utilities (electricity, water, hydro).
- Receipts, permits and/or warranties for any recent home improvements (roof, windows, furnace, kitchen appliances, etc.).
- A completed "10 best features of your home" sheet.
- Any other relevant information (copy of floor plans, builder info, permits).
- 2 copies of your front door key.
- Any alarm codes.

FOR CONDOMINIUM OWNERS

- Maintenance fees and a list of maintenance fee inclusions (gas, hot water, etc.)
- Parking and locker numbers, fob key to the building and any common areas, and unit buzzer number Strata plan.
- A list of bylaws and restrictions.
- Strata minutes from the last 2 years.
- Details of any building updates (roof, balconies, boiler etc).
- Details of any pending building.
- Improvements and/or pending levies (vote on or proposed).
- What is approximate value of the contingency reserve fund?



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