

HOME SELLER'S *Guide*



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WELCOME

Over the years, I have learned that great outcomes are not accidental.

They come from preparation, positioning, strong marketing, and disciplined negotiation.

Inside this guide, you will see exactly how we prepare your home, price it strategically, attract serious buyers, and navigate offers with clarity and control.

When you hire me, you are not just hiring someone to list your home. You are hiring someone to represent your interests with intention, intelligence, and accountability.

Your home deserves that level of care. And so do you.

Let's make this a successful sale.

Thank You!

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#1 INDIVIDUAL AGENT - 2025 | SEARCH REALTY (MERGED WITH LPT REALTY)



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MEET *the team*



KAUSHIK SATISH

REALTOR & MORTGAGE AGENT

Award-winning real estate professional known for strategic pricing, sharp negotiation, and data-driven execution. As both Realtor and Mortgage Agent, Kaushik aligns marketing, financing, and timing to maximize your sale price and protect your equity.



JODY LAVOIE

BROKER OF RECORD, LPT REALTY CANADA

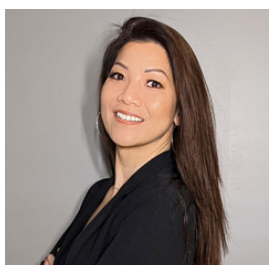
Jody provides leadership, oversight, and regulatory guidance to ensure every transaction is handled with professionalism and compliance at the highest standard. With decades of industry experience, Jody ensures our clients benefit from both boutique service and national brokerage strength.



PAUL GILL

TEAM LEAD AND SPONSOR, LPT REALTY

Seasoned real estate leader and investor with 18+ years of experience and a \$25M+ portfolio. Brings high-level strategy, market insight, and negotiation expertise to every listing.



MARILYN WONG

DIRECTOR OF MORTGAGE SALES

Marilyn brings extensive experience in mortgage financing and client advisory, maintaining strong relationships with over 50 banks, lenders, and financial institutions. Her expertise ensures that every client has access to competitive financing solutions.



We are what we repeatedly do. Excellence, then, is not really an act, but a habit.

- Aristotle

OUR DIFFERENCE



Navigating today's real estate market can pose challenges, but we're committed to ensuring a seamless, stress-free, and successful journey from start to finish. With your best interests at heart, we leverage our expertise and network to deliver unmatched service.

As seasoned Real Estate Investors ourselves, we prioritize educating you on every aspect of the process, ensuring you feel supported every step of the way. With our experience, proven track record, and diverse skill set, we ensure your home sells for the highest price possible in the shortest amount of time.

This guide is designed to empower you, instilling confidence, knowledge, and assurance as you begin on your home-selling journey.



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HOME SELLER *steps*

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SERVICES

With over 25 years of combined experience, our team is here to provide you with everything you need to sell your home. We offer an effective, stress-free and straightforward approach, proven to deliver results. Our custom tailored services ensure you feel confident and taken care of, every step of the way. During the process we will:

- Engage in in-depth consultations to understand your objectives, property particulars, and prevailing market conditions.
- Devise a distinctive approach to ready your property for sale, taking into account its unique attributes and competitor properties.
- Execute a tailored marketing strategy to connect with a diverse pool of potential buyers.
- Deliver weekly marketing updates to monitor client input, market fluctuations, and fresh listings.
- Skillfully negotiate to achieve optimal selling price and terms for your sale.
- Facilitate a seamless closing procedure and effortless transition of property ownership to the new occupants.

We pride ourselves in offering excellent 1-on-1 service throughout the entire home selling process.

PREPARING *your home*

Before finalizing the listing price for your property, it's crucial to address any necessary repairs and cosmetic enhancements. By investing in these improvements, you not only enhance your financial gains but also expedite the selling process.

Here are some essential areas to prioritize for maximizing the impact of your improvements:



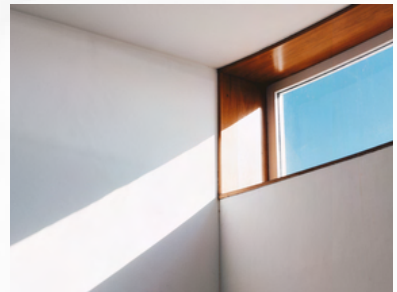
Kitchen

The condition of your kitchen will dictate the extent of necessary upgrades, which could include flooring, countertops, appliances, and lighting. Fresh paint, flooring, and cabinet door replacements can lead to a swift sale at an elevated price.



Bathroom

Revamping bathrooms can yield significant returns in terms of both property value and market appeal. Consider enhancements such as fresh paint, modernized lighting fixtures, and the addition of storage solutions.



Energy-Efficient Upgrades

Improvements and repairs that lower utility expenses can serve as a selling advantage. Think about upgrades like installing triple-pane windows, transitioning to energy-efficient appliances, and modernizing the furnace or hot water system.



On the following pages there is a handy pre-listing checklist to help you feel confident that everything is in order before listing your home.

PRE-LISTING *checklist*

EXTERIOR

- ☐ Trim trees away from roof and home
- ☐ Trim shrubs and weed lawn
- ☐ Clear yard debris
- ☐ Power wash sidewalks, driveways, patios and exterior walls
- ☐ Clean front door and frame
- ☐ Paint as needed to improve curb appeal
- ☐ Remove screens and clean windows
- ☐ Clean out gutters
- ☐ Check irrigation and lighting systems to ensure they are working smoothly
- ☐ Hide garbage and recycling containers
- ☐ Keep toys and bikes out of sight
- ☐ Add in a few potted plants

INTERIOR

- ☐ Declutter the home
- ☐ Donate or throw away unused items
- ☐ Put extra possessions in storage
- ☐ Ensure counters are clear of appliances
- ☐ Clean out and organize the garage
- ☐ Clean out and organize closets
- ☐ Place valuables and breakables in a safe space
- ☐ Have the home professionally cleaned
- ☐ Replace batteries in smoke detectors
- ☐ Freshen up the scent of the house by running an air filter before viewings
- ☐ De-personalize the home
- ☐ Remove medications

PRE-LISTING *checklist* CONT.

REPAIRS

- ☐ Fix or replace damaged flooring
- ☐ Fix any drains, faucets, or plumbing fixtures
- ☐ Paint the interior if needed
- ☐ Replace burned-out bulbs and broken electrical sockets
- ☐ Replace or fix broken stairs
- ☐ Replace old locks and doorknobs
- ☐ Fix any doors that do not open easily, including the garage door
- ☐ Replace cracked windows and torn screens
- ☐ Fix cracks in driveway and entry walkway, clean up stains
- ☐ Paint the exterior if needed
- ☐ Reseal the deck and repair broken boards
- ☐ Check that fan ducts are properly venting out of the attic
- ☐ Repair faulty cabinets

NOTES:

STRATEGIC PRICING

Setting the optimal asking price for your home poses one of the greatest challenges in the selling process. It's crucial to price it reasonably to stimulate viewings and genuine offers. While pricing too low may garner considerable attention, it risks undervaluing your property during negotiations.

The initial listing period generates the most buzz around your property. As time passes on the market, buyer interest tends to diminish. Hence, the significance of initially pricing your home accurately cannot be overstated.



Comparative Market Analysis

This report is generated from the local Multiple Listings Service (MLS) database, offering a concise overview of properties in your vicinity sharing similar square footage, construction, age, and condition. It includes both recently sold properties and those currently available on the market.

You'll receive a Comparative Market Analysis (CMA) along with a recommended price range for your listing. Recent comparable sales and current listings are pivotal factors influencing fair market value.



The suggested listing price considers your home's fair market value, distinctive property features, and prevailing trends in the neighborhood real estate market.



MARKETING

Your personalized advertising plan guarantees that your home stands the greatest chance of a swift sale at a price that satisfies you. Our objective is to connect with the most qualified real estate buyers utilizing a comprehensive array of marketing avenues including online, social media, mobile, print, and traditional channels.

Here is a selection of some of the services we offer:

- Price your home strategically, to ensure as many showings as possible
- Professional Home Staging & Decluttering (*Conditions apply)
- Professional Home Cleaning
- Professional Photography, Videography & 3D Virtual Tours
- Exposure to over 40,000 real estate websites
- Advanced digital marketing through social media, mobile and custom microsites
- For sale sign and post if your property allows for it
- Organize and execute property open houses

Expanding the range of marketing channels maximizes the exposure of your property to a wide array of potential qualified buyers.

MARKETING

CONT.

ONLINE

Online real estate marketing is one of the most effective ways to reach potential buyers. There are many different channels that can help get the word out about your property. Email blasts, listing websites, search engine optimization and social media are just some of the channels we utilize.



90% of buyers start their home search online.



When searching online buyers want to see:

- Property photos
- Property information
- Property Videos
- 3D Virtual tour
- Neighbourhood information
- Contact information

Having high-quality photography and videography can be the extra edge you need to elevate your property above other listings.

SHOWINGS & OPEN HOUSES

Once your home is listed, we will ensure it is prepared for potential buyer viewings. Remember, first impressions matter greatly! Prior to welcoming buyers, we meticulously attend to every aspect of your home. The initial few weeks typically attract the most interest, underscoring the importance of readiness for impromptu showings during this critical period.



45% of buyers visit open houses during the home buying process.

Tips For Showing Your Home

- Leave the premises during showings to foster a comfortable environment for potential buyers.
- Open all blinds and curtains to maximize natural light within the home.
- Illuminate all rooms by switching on lights throughout the property.
- Kindle (or activate) the fireplace to enhance ambiance.
- Add fresh flowers or lemons to the kitchen for a refreshing touch.
- Manage trash and recycling disposal beforehand.
- Ensure pets and any traces of their presence are hidden during viewings

NEGOTIATIONS

Once we begin property showings, we can anticipate the commencement of offer submissions. Generally, an offer includes the proposed sale price along with clauses outlining different purchase terms, including closing and possession dates, deposit details, and various conditions. Given the potential for one or multiple offers, it is essential to collaborate with me to assess and select the most suitable offer to proceed with.

Negotiations are very common after a buyer submits their offer. Typically when an offer is received, your options include the following:



Accept the Offer

Accept the offer as is. Pending meeting any conditions, you've sold your home.

Counter Offer

Make changes to the offer, such as adjustments to the price, closing date or conditions. Afterwards, the prospective buyer may accept, reject or make another counter offer in response.

Reject the Offer

Reject the offer and the sale will not go through.

In each situation, we will discuss your options with you, and provide guidance on the best way to proceed.



CLOSING *Day*

The closing stage marks the final step in the home buying process, typically occurring within four to eight weeks following acceptance of an offer on your home. This timeframe accommodates essential procedures such as home inspections, appraisals, funding, and title searches. On the designated day, both you and the buyer sign all required documents, officially transferring ownership of the property. Upon completion of payments, the lawyer proceeds to register the buyer's name on the title, formalizing the purchase.

What to Bring

Ensure you have all essential paperwork prepared for the closing, verifying that no documents are absent or disregarded. Key items to bring include a valid photo ID, your home insurance certificate, and a cashier's or certified check for any applicable closing costs.

Congratulations!

Your journey of selling your home is concluded, and your property has been successfully sold.



SELLER *Testimonials*



MIKE
WANG

NEW MARKET, ON



Kaushik sold my house in September 2023 and did an exceptionally good job. I was amazed by how he works and what he did to make my deal such a success. I have yet to see other agents do the type of marketing he does, to be honest.



KUNAL R.

MILTON, ON



As a first time seller, he made the experience very pleasant and was patient with my questions / requests. His knowledge and experience are incredible and provided me with the data I needed to make the informed decisions. 10/10, Kaushik has found himself a lifelong client.



FRANCIS
& REEMA

MISSISSAUGA, ON



Kaushik is amazing always helpful and giving good honest advice! I would highly recommend him for your real estate needs!

SELLER *Testimonials*

ADITYA
MAHADEVAN

MISSISSAUGA, ON



I cannot express enough appreciation for Kaushik, who surpassed all expectations during the sale of my investment property in Mississauga. Kaushik's extensive knowledge of the real estate market, coupled with his adept problem-solving skills, proved invaluable in overcoming obstacles. The end result was nothing short of extraordinary, with the property selling at a price that exceeded my initial expectations.

SHYAM
& PADMA

TORONTO, ON



Kaushik helped us in selling a property in July 2023. He's dedicated, thorough and an excellent negotiator. He looks after his client's interest and provides insights to increase the chance of selling. Very much recommend him as a professional!

PRATHIMA
C.

MARKHAM, ON



Kaushik did a fantastic job selling our home in Thornhill in under 5 days for \$100K over asking. From the time we agreed to list with him, he ensured it was a stress free experience. He managed his team of handymen, stagers, photographers & videographers to create the best online & print marketing content of my home. We received over 6 offers and sold for well over what we were expecting.

SUMETHAN
& CINDY

HAMILTON, ON



Kaushik came through for us in a time of need and sold our rental property for a price much above our expectations in an unpredictably volatile real estate market! We feel that the exposure our home received, as well as Kaushik's attention to detail and ability to smoothly negotiate agreements for us, contributed to our successful sale.



REAL ESTATE *Terms*

— ADJUSTMENT DATE

The date that the calculations of the property taxes and interest are made to either the buyer or seller. This is typically the same date as the possession date.

— AMORTIZATION PERIOD

The number of years it takes to repay the entire amount of a mortgage.

— APPRAISAL

The process of developing an opinion of value for real estate property, typically the market value.

— CLOSING

The property's deed is transferred from the seller to the buyer and the real estate transaction is complete.

— CONVEYANCE

Typically undertaken by a conveyancing lawyer, this is the process of transferring the seller's title to the buyer.

— DUE DILLIGENCE

investigating details about the physical and financial condition of the property and the area the property is located in.

— DEPOSIT

A sum of money you put down to demonstrate your seriousness about buying a home.

— EQUITY

The owners stake in the property.



REAL ESTATE *terms*

— LIEN

A legal right of a creditor to sell or liquidate a property of a debtor who failed to meet the terms of a contract.

— MORTGAGE

A legal contract between a borrower and a lender where the borrower uses the property as collateral for repayment of the debt.

— CLOSING DATE

The date the buyer is entitled to take physical possession of the home/property.

— PRINCIPAL

The mortgage amount initially borrowed or the portion still owing on the mortgage.

— SELLER DISCLOSURE STATEMENT

A form where the seller discloses all relevant facts about the property.

— CONDITIONAL CLAUSES

Clauses written into the contract that are there to protect the buyer and ensure that due diligence is done on the property. It must include a specific deadline for it to be waived or fulfilled.

— TITLE

The legal evidence of ownership of a property.

— SOLD CONDITIONALLY (UNDER CONTRACT)

A seller has accepted an offer on the property, but the sale has not been finalized.

— FIRM SALE

A seller has accepted an offer on the property, deposit has been received and all conditional clauses have been either been waived or fulfilled.



Thank-you

Whether you're embarking on this journey for the first time or are a seasoned seller, always remember to trust your instincts, lean on the expertise of professionals, and stay focused on finding the home that best suits your needs and aspirations.

From listing your home to finalizing the sale, each stride forward propels you closer to the fulfillment of your selling goals.

Onwards,

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CHAIRMAN'S CLUB AWARD 2025

CEO'S CLUB AWARD 2023

PRESIDENT'S CLUB AWARD 2021, 2022, 2024