





GUIDE TO SELL YOUR HOME

Presented by Arjun Johal



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ABOUT ME

Selling your home is one of the biggest decisions you'll ever make, and who you choose to represent you matters. I'm Arjun Johal, a Richmond born and raised REALTOR® with deep roots across the Lower Mainland and Metro Vancouver, and I'm here to make sure your home gets the attention, exposure, and result it deserves.

When it comes to marketing your property, I don't cut corners. Every listing I take on is presented with professional photography and videography, giving your home the visual edge it needs to stand out in today's competitive market. With my active presence on TikTok and Instagram, your property gets in front of thousands of eyes, and the truth is, there are only a handful of agents in this market who can say that. I'm one of them.

What truly sets me apart is my network. Over the years I've built strong relationships with a wide range of trusted vendors, from plumbers and electricians to painters and contractors. I'm a one stop shop for everything you need to prepare, present, and sell your home at the highest possible level. You won't need to chase down a dozen different people, I've got you covered.

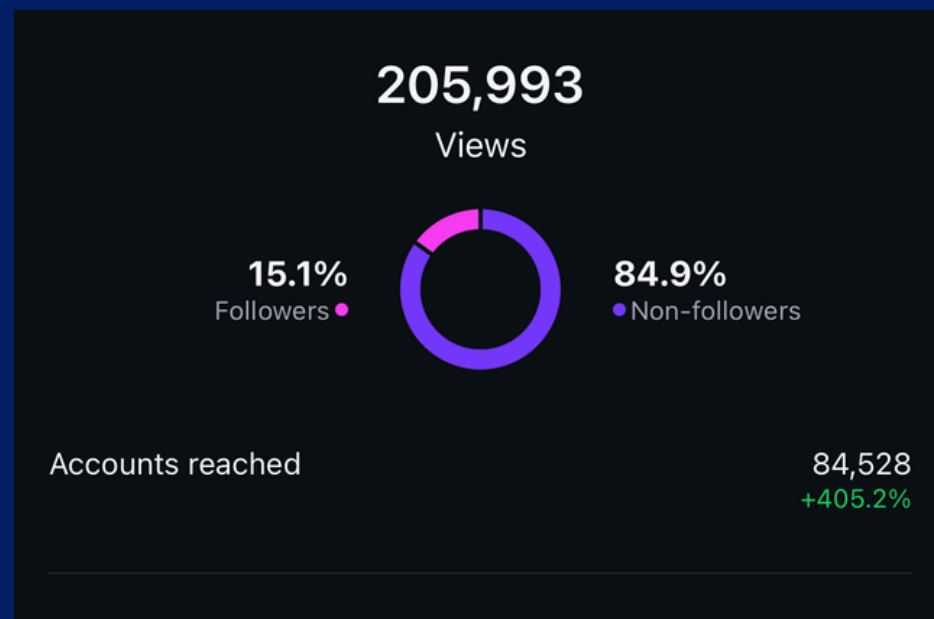
I bring a relentless hunger and drive to every listing I take on. My clients' success is personal to me, and I won't stop pushing until we get you the best possible outcome. When you work with me, you have someone in your corner who is fully committed, from the first showing to the final signature, and beyond. I'm always just a call or text away. Let's get your home sold, and let's do it right.



HOME SALE TIMELINE



Social Media Marketing & Digital Reach



Why This Matters For Your Sale

Most agents rely solely on MLS and word of mouth. Here's what sets my marketing strategy apart:

- Your property is presented as a professional video reel, not just a static photo, which generates dramatically more engagement and shares
- 84.9% of Instagram views come from non-followers, meaning your home is reaching brand-new potential buyers every single day it's listed
- Over 84,500 unique accounts were reached in a single 90-day period, a number most agents cannot come close to matching
- TikTok's algorithm actively pushes content to users based on interest, not follower count, giving your listing viral potential with zero ad spend required
- Content is geo-targeted to the Lower Mainland but regularly reaches buyers relocating from other provinces and internationally

Instagram @soldbyarjun	Reels driving 94.6% of all views – your listing promoted as a short-form video to both	958 Followers 32.3K profile views/mo
TikTok @soldbyarjun	Short-form property tours with viral potential – one video alone has surpassed 245,000 views, putting listings in front of	719 Followers 15.7K Likes

Marketing

First impressions sell homes. Every listing I take receives a full-service marketing treatment, professional photography, cinematic video, expertly coordinated open houses, and staging solutions tailored to your property. Here's exactly what you can expect.



Professional Photography

HDR interior & exterior shots
Golden-hour / twilight options
Edited & delivered within 48 hrs
Optimized for MLS, print & social



Cinematic Property Video

Short-form reels for Instagram & TikTok
Walkthrough tour video
Professional editing & music
Reach proven buyers beyond MLS



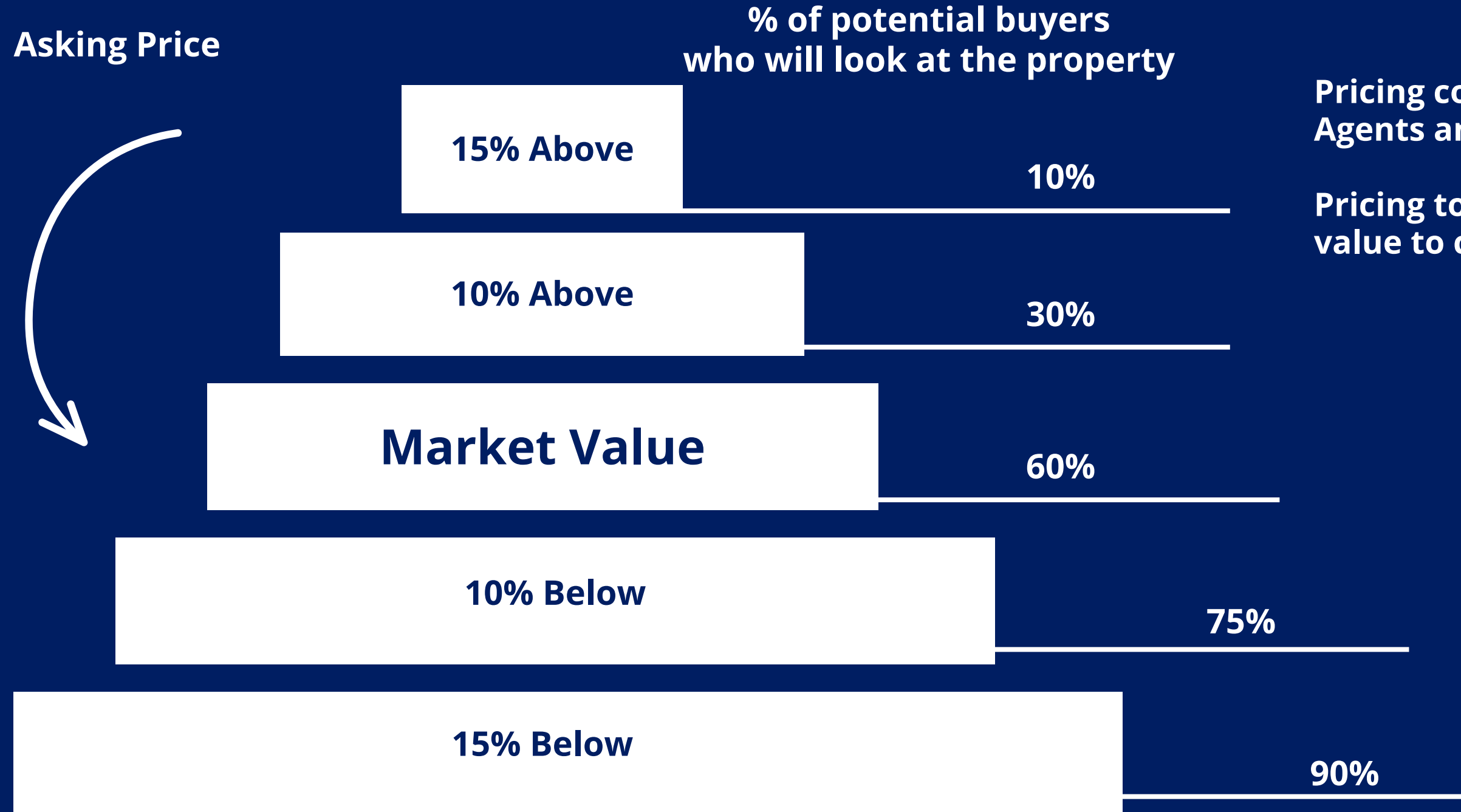
Open House Management

Scheduled & promoted across social media
Professional signage & setup
Buyer feedback collected & reported
Follow-up with all attendees

Your Home Deserves to Look Its Best, And I Make Sure It Does.

Professional photography, high-impact video, fully managed open houses, and smart staging, all coordinated so you don't have to lift a finger.

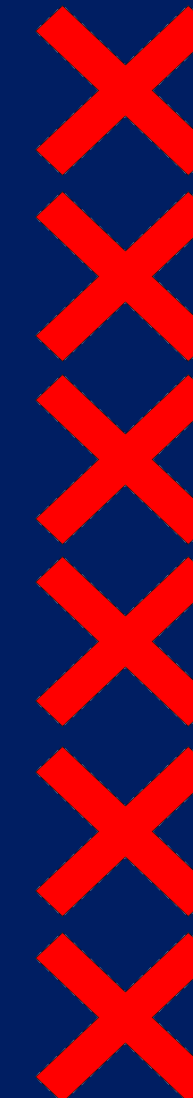
Pricing Your Home Right



Price Misconceptions

Pricing competitively generates the most activity from Agents and Buyers.

Pricing too high may require dropping below market value to compete with newer listings.



What You Paid

What You Need

What You Want

Neighbour's Opinion

Another Agent's Price

Cost To Rebuild

Pricing Your Home Right

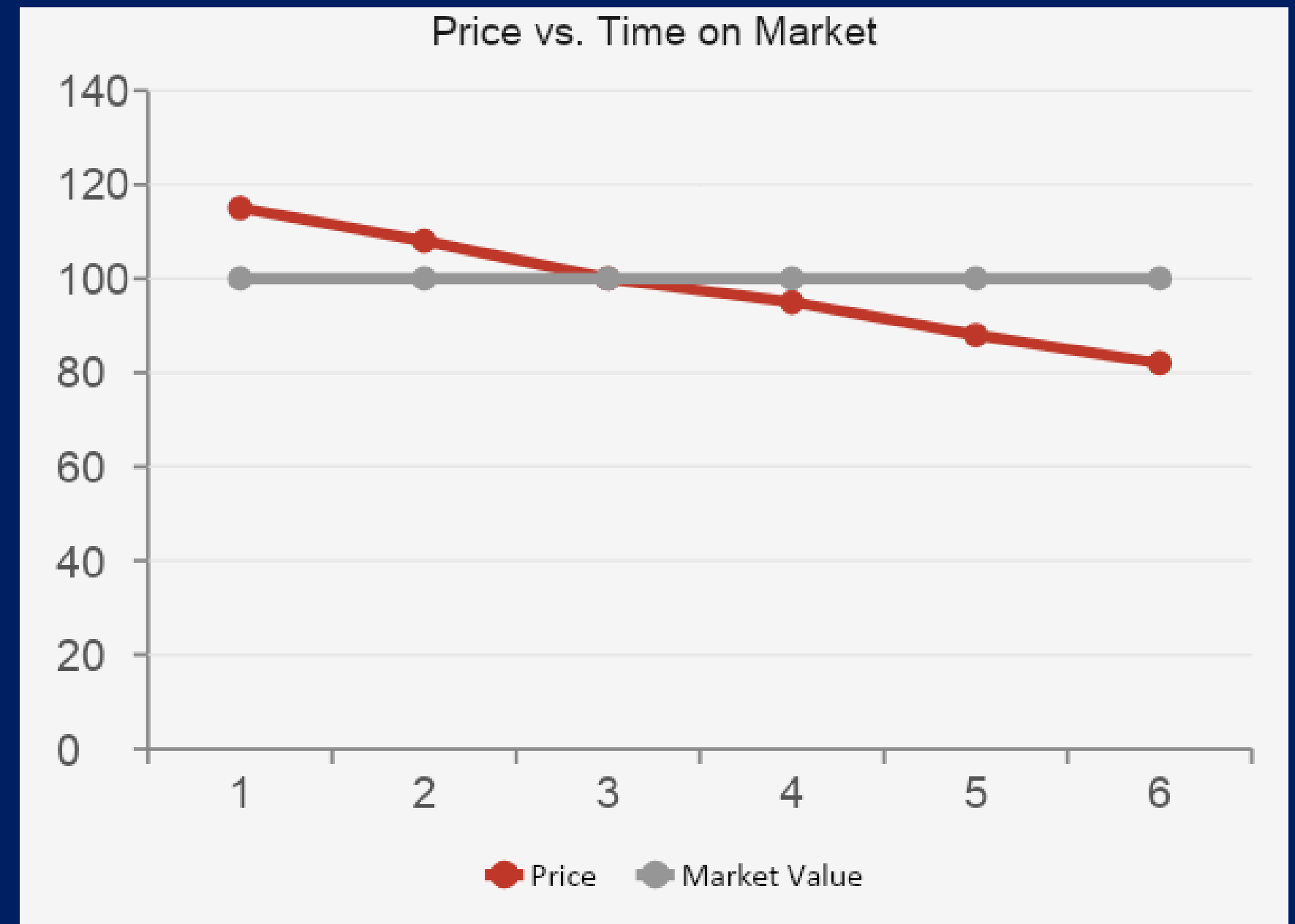
Buyers And Sellers Determine The Value

The value of your property is determined by what a Buyer is willing to pay and what a Seller is willing to accept in today's market. Buyers compare your property to other properties SOLD in your area. Historically, your first offer is usually your best.

Time On The Market Works Against You

If you want to compete, be competitive.

- The buying market has a short attention span
- Pricing your home right the first time is key
- Proper pricing attracts Buyers
- An overpriced house will not sell
- We want to generate offers before the market moves onto newer listings



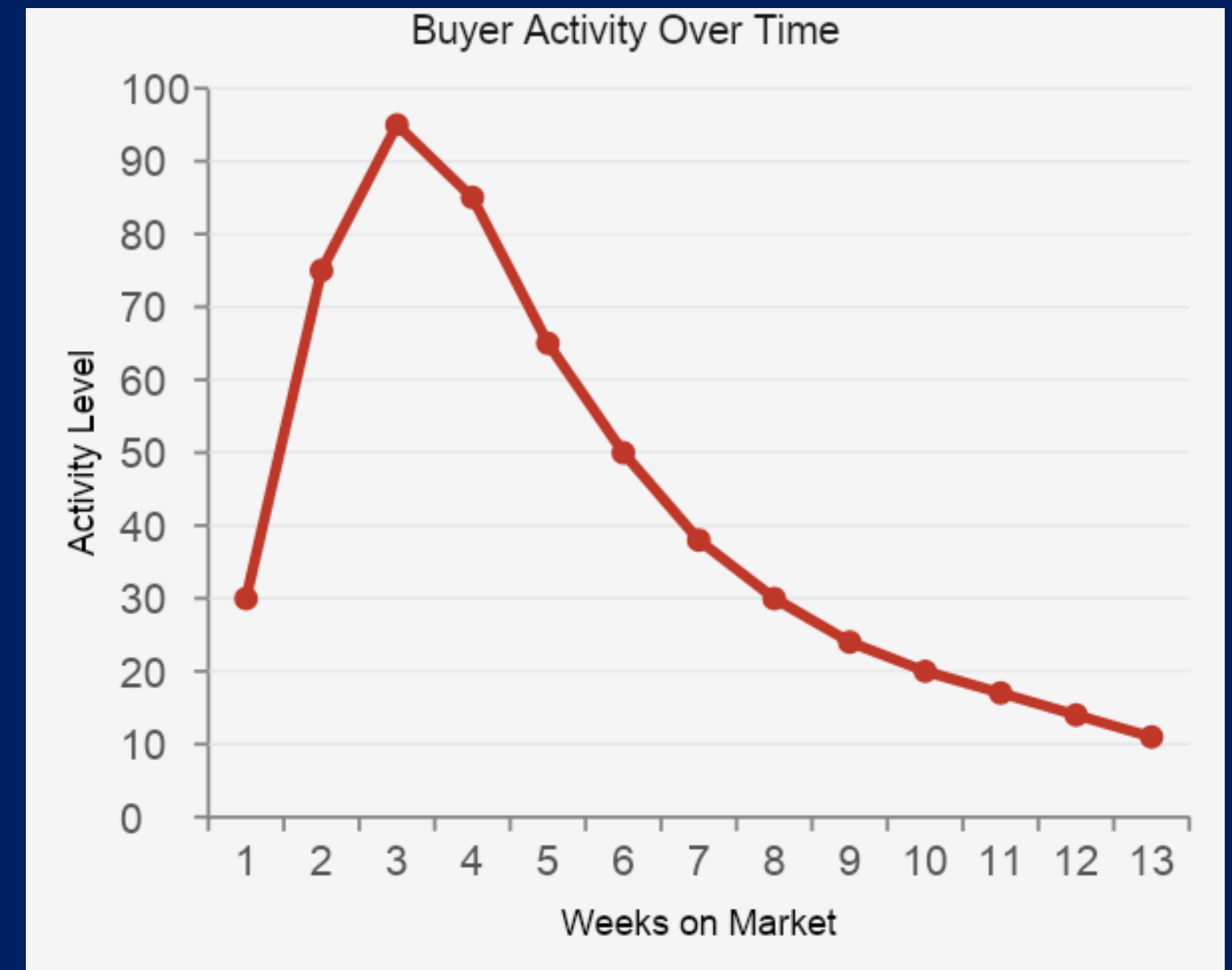
Pricing Your Home Right

Price Competitively.

The right price is important.

- A property generates the most interest when it first hits the market
- The number of showings is greatest during this time if priced at a realistic market value
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity
- Many homes that start high end up selling below market value

**Price it right from Day 1.
The market rewards smart sellers.**



Commission Fees Explained



Total Commission charged to the seller:
7% on the 1st \$100,000 + 3% on the balance



Sellers Realtor Commission:
3.78% on the 1st \$100,000 + 1.85% on the
balance



Buyers Realtor Commission:
3.22% on the 1st \$100,000 + 1.15% on the
balance



Seller Price: \$500,000
Total Commission Charged: \$19,000
Seller's Broker: \$11,180
Buyer's Broker: \$7820
Net Price for seller: \$481,000

Selling your home is one of the biggest decisions you'll ever make.

I don't take that lightly.

When you choose me as your realtor, you're not just getting someone to put a sign on your lawn. You're getting a partner who is genuinely invested in your outcome, someone who will work tirelessly to market your home, protect your interests, and make sure you walk away feeling confident about every decision along the way.

I grew up in the Lower Mainland. I know these communities, I understand the market, and I care about the people I work with. My goal isn't just to sell your home, it's to make sure you feel heard, respected, and well-represented from the first conversation to the final signature.

**When you're ready, I'm ready.
Let's get your home sold!**

— Arjun Johal