

SELLER PRESENTATION

YOUR HOME. YOUR MOVE. A SMARTER SALE.

A clear, modern plan to prepare, position and market your home for the strongest possible result.

SELL IN 30 DAYS

A focused launch strategy

Conditions apply - ask for details

ASIF SHAHZAD

REALTOR®

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WhatsMyHomeWorth.Online | SeLLin30Days.ca

CENTURY 21 GREEN REALTY INC. BROKERAGE



WHY WORK WITH ME?

A SELLER-FIRST APPROACH

The original booklet focused on experience, philosophy, administration and commitment. This redesign keeps those pillars but makes them easier to understand at a glance.

EXPERIENCE

Real estate is both a people business and a pricing business. I bring years of sales experience, ongoing market study and a practical understanding of how buyers respond to price, presentation and competition.

PHILOSOPHY

My job is not to make unrealistic promises. It is to give you clear information, honest advice and a strategy designed around your goals.

COMMUNICATION

You should never wonder what is happening with your listing. I keep you informed on showing activity, buyer feedback, market changes and the next recommended action.

COMMITMENT

I treat your sale as a major financial decision. Your interests, timing and objectives stay at the centre of the plan.

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THE SKILLS BEHIND THE SALE

The older presentation listed 21 separate tactics. I grouped them into the six areas that matter most to a seller.

1

PRICE & POSITIONING

Comparable sales, active competition, buyer behaviour and a launch price designed to create the right attention.

2

PRESENTATION

Preparation advice, professional photography, video, floor plans and a polished first impression.

3

DIGITAL EXPOSURE

MLS®/REALTOR.ca exposure, property marketing, social content and digital campaigns designed to reach buyers where they search.

4

AGENT & BUYER OUTREACH

Direct promotion to cooperating Realtors, database contacts, prospects and buyers showing intent in your market.

5

FEEDBACK & ADJUSTMENT

Showing feedback, traffic, market changes and regular strategy reviews - so the plan can adapt when the evidence changes.

6

NEGOTIATION & FOLLOW-THROUGH

Offer strategy, objection handling, conditions, communication and transaction coordination through closing.

YOUR LISTING, SEEN EVERYWHERE

A strong launch is coordinated. Every channel should reinforce the same price, story, photography and call to action.

MLS® + REALTOR.ca

Core market exposure to buyers and cooperating Realtors.

Professional Media

Photography, vertical video, feature graphics and floor plans where appropriate.

Social Media

Seller-focused and property-focused content for Facebook, Instagram and short-form video.

Digital Advertising

Targeted campaigns when appropriate to expand reach beyond organic traffic.

Realtor Outreach

Direct communication to agents working with active buyers in the area.

Open House + Follow-Up

A structured event, visitor capture and prompt follow-up - not just an open door.

THE GOAL: CREATE ATTENTION EARLY

Fresh listings get attention. The launch is designed so your best marketing is ready before the property goes live.

YOUR LISTING GETS FOUND ONLINE

The old booklet emphasized web syndication and search. Today, the principle is the same: make the property easy to discover, compelling to click and simple to inquire about.

BETTER LISTING

Clear positioning, strong lead photo, useful property information and a buyer-friendly description.

MORE VISUALS

Professional photography and short-form video help buyers understand the home before they book a showing.

MORE INFORMATION

Features, improvements, neighbourhood context and relevant property details reduce uncertainty and create stronger inquiries.

MORE DISTRIBUTION

Your listing is supported by brokerage, MLS®/REALTOR.ca, social and direct outreach rather than relying on one website.

MORE FOLLOW-UP

Online attention only matters when inquiries are answered quickly and prospects are moved toward a showing or conversation.

THE DIGITAL TEST

Can a buyer find it, understand it, remember it and take the next step?

YOUR HOME. A FOCUSED 30 DAYS. A CLEAR STRATEGY.

DAYS 1-3

Launch

Final preparation, professional media, MLS® launch, social rollout and Realtor outreach.

DAYS 4-10

Measure

Track showings, online response, feedback and competing listings.

DAYS 11-20

Optimize

Review market evidence and adjust presentation, promotion or pricing when justified.

DAYS 21-30

Convert

Intensify follow-up, buyer/agent outreach and negotiation opportunities.

30-DAY PROGRAM

The specific guarantee, eligibility requirements, pricing strategy and any commission terms must be confirmed in writing for the individual listing. Conditions apply.

THE CANCELLATION CONVERSATION

The original booklet promised sellers a way out if they were unhappy. This page keeps the client-first idea while making the commitment clear and professional.

NO ONE WANTS TO FEEL TRAPPED.

Before you sign, we will review the listing agreement, service expectations and any cancellation terms that apply to your listing.

CLEAR EXPECTATIONS

We agree on communication, marketing actions, pricing review and how feedback will be handled.

ACCOUNTABILITY

You receive updates on what is happening, what buyers are saying and what I recommend next.

IN WRITING

Any cancellation right or guarantee that applies will be documented clearly in the listing paperwork - not left as a verbal promise.

THE STANDARD I WANT TO EARN

Your confidence should come from communication, preparation, market knowledge and follow-through - not pressure.

MY COMMITMENT TO YOU

A PROFESSIONAL PLAN. PERSONAL ACCOUNTABILITY.

As your Realtor, I will provide service and support, communicate with you throughout the process, represent your interests professionally, and make every reasonable effort to position and market your home for the strongest result the market will support.



- Prepare and position your property for market.
- Keep you informed and explain the evidence.
- Market consistently across the right channels.
- Negotiate with your goals and net result in mind.

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Not intended to solicit buyers or sellers currently under contract. Terms and conditions apply to any guarantee.