VALI MIKHO REAL ESTATE

The Seller *Playbook*

Vali Mikho
SALESPERSON

A clear plan for preparing, marketing and selling your home.

Hamilton, Burlington & the Golden Horseshoe

01 Prepare with purpose
02 Launch with a plan
03 Respond to the market
04 Negotiate and complete your move

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START HERE

Your home. Your priorities.

A good selling plan starts with what matters to you, then connects each decision to the property and the market.

A note from Vali

Selling a home involves more than choosing a price. You need to know what to prepare, how your property will be presented, what buyers are telling us, and what an offer means for your next move. This guide gives you a practical starting point for those conversations.

A PROCESS, NOT A COUNTDOWN

Preparation and launch dates are agreed with you. Once listed, we review activity and feedback and decide together what to do next. An offer and its agreed terms determine the path to closing; no fixed sale date or price is promised.

Stage	The decision we work through
1. Preparation	How should we price, prepare and present your home?
2. Launch	Which marketing plan fits the property and intended buyers?
3. Market response	What are buyers telling us, and should anything change?
4. Offers & closing	Which terms fit your priorities, and what happens next?

Bring these questions to our first conversation

Why are you moving? What timing would suit you? Are you also buying? What preparation budget feels comfortable? What would make this a successful move for you?

STAGE 01 / PREPARATION

Set the foundation

Understand the pricing approach and focus your preparation effort where it matters.

Review the property and the competition

We compare relevant recent sales with your home's condition, lot, layout and features. We also review competing listings to understand the alternatives buyers can choose today. The result is a reasoned pricing recommendation, not a guaranteed sale price.

Choose a pricing approach together

Discuss the recommended range, the reasoning behind the asking price and the trade-offs of testing a higher number. Agree how market response will be reviewed and how any later change will be decided.

Prioritize preparation

Separate essential work from optional improvements. Consider cleaning, decluttering, minor repairs and presentation before larger spending. Discuss known issues and relevant documents with Vali and your lawyer rather than assuming a repair removes the need for disclosure.

Preparation decision	Write your plan
Must do before photography	____________________
Optional work and spending limit	____________________
Trades / staging responsibility	____________________
Target readiness date	____________________

WHAT TO GATHER

Available surveys, permits, warranties, renovation receipts and utility information. Confirm mortgage payout terms with your lender and involve your real estate lawyer early.

YOUR SERVICE PLAN

Know what is included

Confirm the scope, cost and responsibility for each service before work begins.

Service to discuss	Confirm in your written plan
Pricing and preparation guidance	Deliverables, property review and recommended work.
Cleaning, repairs and staging	Who arranges the work, who pays, and any rental or removal fees.
Photography, video and floor plans	Which assets are included and when they will be ready.
Listing and advertising	Listing channels, paid promotion, budget and campaign scope.
Showings and open houses	Access arrangements and whether open houses suit the property.
Progress updates	Frequency, delivery method and the information you will receive.
Offers and closing coordination	How offers are reviewed, deadlines tracked and handover arranged.

AGREE THE DETAILS

These are services to discuss, not a promise that every item is included in every listing. Your written service agreement and approved plan should identify included services, additional costs and who authorizes spending.

My preferred update schedule: ________________________________
My preferred contact method: ________________________________

STAGE 02 / LAUNCH

Make the first impression count

Launch when the home and marketing materials are ready, on a date agreed with you.

Capture the home accurately

Arrange the photography and other agreed assets after preparation is complete. Images, floor plans and descriptions should help buyers understand the property and set accurate expectations for a showing.

Review the listing before it goes live

Check the address, room information, features, inclusions and property details. Confirm how the home will be described and which marketing channels are part of the plan.

Coordinate exposure and access

Discuss whether any pre-market outreach suits the property and applicable listing requirements. Agree showing hours, notice, lockbox arrangements and a plan for pets, children and valuables.

> **EXAMPLE: A PRACTICAL LAUNCH PLAN**
>
> A seller needs time to declutter and arrange a minor repair. Photography is scheduled after that work, and the launch date follows approval of the listing materials. Showing access is planned around the household. The sequence follows readiness, not a fixed number of days.

BEFORE LAUNCH

- [ ] Preparation and agreed marketing assets complete
- [ ] Listing details reviewed and approved
- [ ] Showing arrangements and household plan agreed
- [ ] Update schedule and main contact confirmed

STAGE 03 / MARKET RESPONSE

Listen. Review. Adjust.

Once the listing is live, activity becomes useful evidence. We assess the whole picture before recommending a change.

What we observe	What we review together
Few views or enquiries	Marketing reach, listing visibility, competing inventory, price and presentation.
Views but few showings	Buyer fit, value compared with alternatives, photography and showing access.
Showings but no offers	Repeated feedback, condition, layout, price and competing homes.
Offers below expectations	Comparable evidence, offer terms, buyer objections and your priorities.

What a useful update contains

Available activity figures, showing feedback, relevant new competition, recent comparable sales and a recommendation. An update should explain what the information means, including when holding the current approach is reasonable.

NO SINGLE SIGNAL GIVES THE ANSWER

Low activity does not automatically mean the price is wrong. We look for patterns across exposure, access, presentation, competition and feedback, then agree whether to change the price, marketing, photographs or showing arrangements.

Our next review: ____
Agreed action and reason: ____________________________________
____

STAGE 04 / OFFERS

Compare the whole offer

The best fit depends on the price, the terms and what the agreement means for your move.

Review before deciding

Compare price, deposit, conditions, inclusions, exclusions and closing date. Discuss the strengths, uncertainties and practical effect of each offer. Decide whether to accept, counter or decline with a clear understanding of the trade-offs.

Compare	Offer A	Offer B
Price	________________	________________
Deposit and due date	________________	________________
Conditions and deadlines	________________	________________
Closing date	________________	________________
Inclusions / other terms	________________	________________
Questions to resolve	________________	________________

AN EARLY OFFER IS A DECISION, NOT A VERDICT

Assess an early offer against comparable sales, the exposure the home has received, its terms and your priorities. Discuss the potential benefit and risk of accepting, negotiating or continuing to market before you decide.

Once an offer is accepted, track the agreement's actual deadlines. If a condition is not satisfied or waived as the agreement permits, consult your representative and lawyer about the available next steps.

FROM AGREEMENT TO HANDOVER

A firm sale is not closing day

Keep the milestones separate so you know what needs attention at each point.

1. Accepted offer: work through the agreement

Record condition deadlines and other obligations. Coordinate any agreed inspection, appraisal or access requests. Your representative and lawyer can explain what the agreement requires and when a decision or notice is needed.

2. Firm sale: prepare for completion

Once the agreement is firm, confirm the moving plan and stay on top of the remaining obligations. A firm sale still needs to complete on closing. Send documents to your lawyer promptly and confirm arrangements with your lender and insurer.

3. Closing: complete the handover

Follow your lawyer's instructions for completion and release of keys. Arrange any agreed final visit, leave the property in the condition required by the agreement, and organize remotes, fobs and relevant manuals.

YOUR HANDOVER CHECKLIST

- ☐ Lawyer has the agreement and requested documents
- ☐ Agreed work and included items checked against the agreement
- ☐ Movers and utility arrangements confirmed
- ☐ Insurance timing confirmed with your insurer
- ☐ Keys, remotes, fobs and manuals gathered
- ☐ Key release arrangements confirmed with your lawyer

YOUR WORKSHEET

Estimate what you take home

Use this worksheet for planning. Confirm each figure before relying on it for your next purchase.

Item	Estimated amount	Confirm with
Estimated sale price	$____________	Vali / market evidence
Less mortgage payout	$____________	Lender / lawyer
Less other secured debt payouts	$____________	Lender / lawyer
Less commission and applicable tax	$____________	Written agreement
Less legal fees and disbursements	$____________	Lawyer
Less payout / discharge charges*	$____________	Lender / lawyer
Less preparation and staging costs	$____________	Approved quotes
Less moving and other costs	$____________	Your providers
Plus / minus closing adjustments	$____________	Lawyer
Estimated net proceeds	$____________	Review before committing

*Only deduct separately if not already included in the lender's payout amount. Avoid counting an expense twice. This is a planning worksheet, not a closing statement or tax calculation.

CASH NEEDED BEFORE THE SALE CLOSES

Some expenses, and a deposit on your next home, may be due before you receive sale proceeds. Discuss the timing and any funding gap with your lender and lawyer. Any potential tax consequences need separate professional review.

QUESTIONS & NEXT STEPS

Plan your next move

Bring your questions. The first conversation is about your property, your priorities and the options available.

Should I price high and reduce later?

Starting too high may miss suitable buyers during the initial launch. A reduction can renew interest, but it does not recover every missed opportunity. Discuss the evidence, the trade-offs and when to review the price.

How long will it take?

Comparable properties can help establish a planning range. Actual timing depends on price, preparation, competition, access and buyer response. Revisit the estimate as the market provides new information.

Do I need full staging?

Not always. Cleaning, decluttering and targeted presentation changes may be enough. Compare the recommended scope, cost and expected benefit before approving the work.

LET'S BUILD YOUR SELLING PLAN

Discuss your home, preferred timing, pricing questions and preparation priorities. Ask for a property-specific plan and a clear explanation of the next steps.

EMAIL VALI TO REQUEST A SELLING CONSULTATION

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