



HOME SELLER GUIDE

YOUR HOME SELLING ROAD MAP



JUST LIST



OUR MISSION & CORE VALUES

MISSION

Our mission is to provide world class service and build great relationships while moving people forward.

CORE VALUES

HUMBLY CONFIDENT

We know and continue to study our craft, we are a resource to others, and we seek help in areas of development.

FORTITUDE

We possess strength of mind to push through challenging situations, we engage in healthy competition, and we hustle and work hard.

SERVICE 1ST

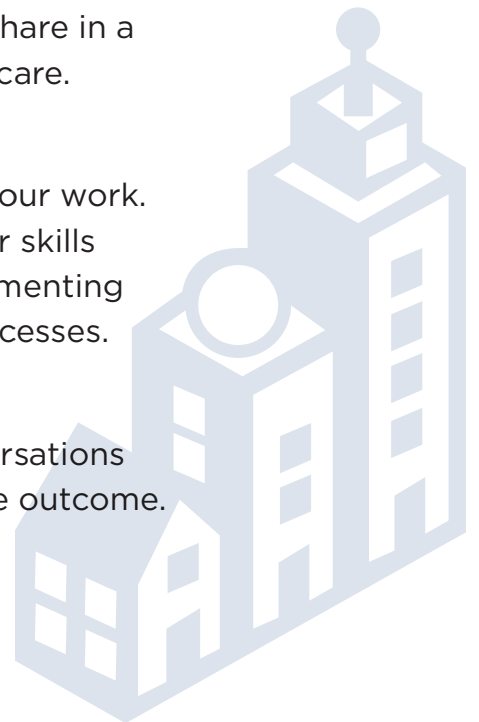
We serve our client's needs first... above all else.
We seek to serve everyone, including the general public.
We provide clients, team members, and 3rd party customers with a world-class experience. We share in a collaborative environment and model self-care.

UNEQUIVOCAL EXCELLENCE

We value competency, quality, and accuracy in our work.
As learners, we continue development of our skills and we are committed to following and implementing SREG (Sohail Real Estate Group) internal processes.

PROFESSIONAL

We are transparent and have respectful conversations expressing composed emotions regardless of the outcome.
We seek to do the right thing.





A DIFFERENT WAY OF DOING BUSINESS

- Relax With Our [No Pressure Presentation](#)
- Proven, Repeatable “Hassle Free” Process!
- Our “Easy Exit” [Listing Agreement](#)



Our Strategic Roadmap for Selling Properties



1 EVALUATE

Market conditions, market trends, time of year



2 PREPARE

Organize, declutter, improvements and repairs, staging (before and after photos)



3 ATTRACT



1. **Pricing** - Market data, time of year, economy, interest rates, etc.



2. **Positioning** Your home with maximum exposure to target the buying public



3. **Marketing** - Professional photography and videography, database, network, social media advertising, over 1000 websites, strategic digital advertising campaigns, hands-on daily hunting for your buyer



Our Strategic Roadmap for Selling Properties



4 COLLABORATE

1. Service

- Hands on, white glove service
- Communication with transparency throughout the week on our plan of action and execution
- Our team will be networking and hunting for your buyer 7 days a week
- Open 7 days a week, 365 days a year

2. Accompany All

Showings with instant communication recapping the showings

3. Follow-Up on every lead and interested party

4. Mega-Strategic Open Houses



5 EXECUTE

- Present offers
- Discuss your options
- Negotiate your terms
- Finalize



6 DELIVER

- Attorney Review
- Inspection
- Appraisal
- Final Mortgage Approval (Clear to close)
- Close



OUR SERVICES ARE BACKED BY THE SOHAIL PERFORMANCE PROMISE

An experience and service
that you deserve.



SOHAIL PERFORMANCE PROMISE

Our goal to create an experience that you honestly cannot imagine being any better.

Our entire team is focused on creating a Ritz-Carlton experience.

Our systems and everything we do are designed around delivering on this promise.

Everyone on our team is focused on what it is that you want and need.

We make every effort to be out in front of everything, to prevent the surprises and make the process as hassle-free as it can be.

And that's our Performance Promise!!

In return, our team needs your help.

Sometime, between now and the day we close on your house... **you will send us the name of somebody that needs help in real estate.**

If you don't, we will assume we didn't deliver on our Performance Promise we made and we will want to see what we could have done to earn that referral.

Agent Signature

Client Signature

Client Signature



THE BOTTOM LINE IS THE RESULTS WE GET FOR OUR CLIENTS

WE SELL FOR
MORE MONEY!
THAN AVERAGE

Market
Average

<89%



>97.3%

WE SELL
MORE HOMES!
THAN THE
AVERAGE AGENT

Market
Average

6-8



100+

WE SELL
MUCH FASTER!
THAN AVERAGE

Market
Average

196 Days



<42

SOHAIL



TRADITIONAL AGENTS ARE **SEVERELY DISADVANTAGED**



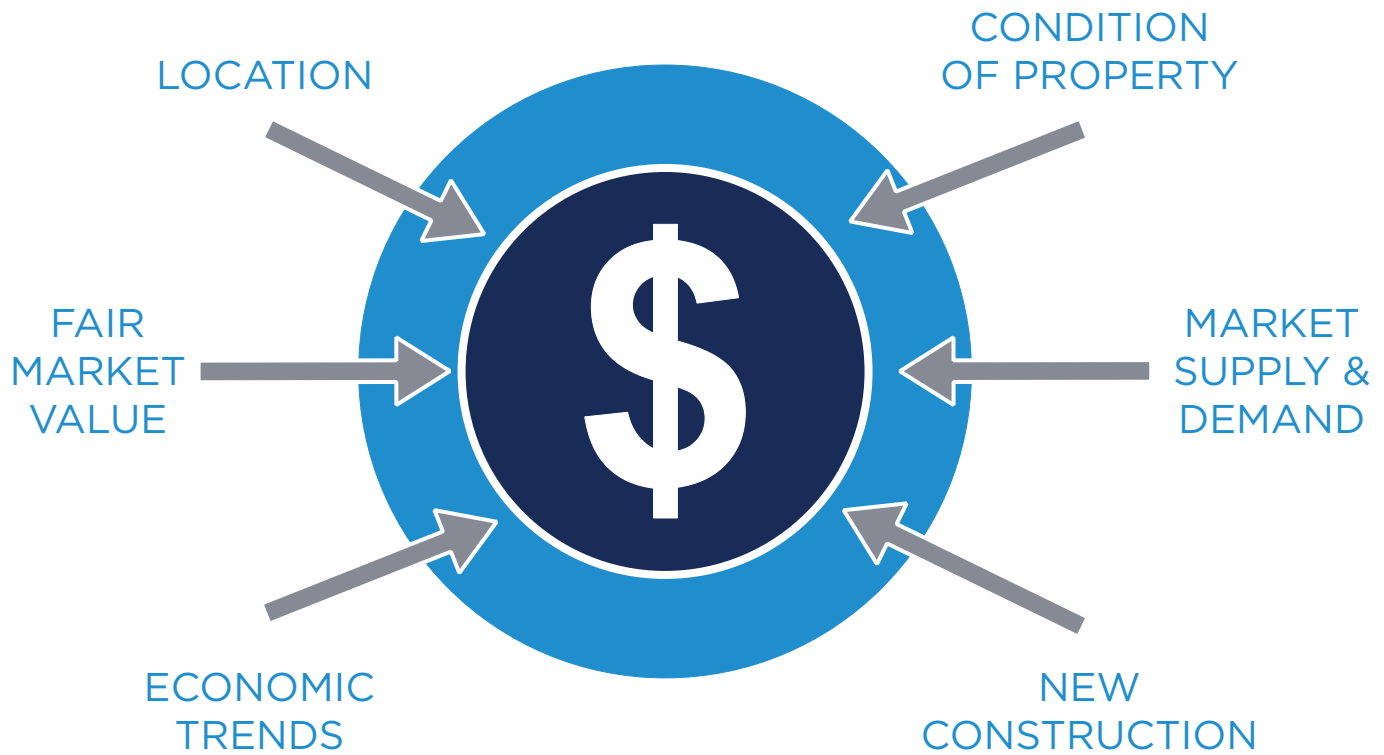


OUR TEAM HAS **TRAINED SPECIALISTS** FOR EACH SPECIFIC TASK AND RESPONSIBILITY





WHAT DETERMINES THE PRICE OF YOUR PROPERTY?





CLIENT REVIEWS

“Very professional, **did exactly what he said his team would do**, with excellent communication. We had the house under contract within a month. A great experience, Thank You.” — Tony on Birdeye

“Sohail and his team were fantastic and **exceeded all our expectations!** The team started to work immediately on selling our house and had a contract in less than a month. The communication was constant and greatly appreciated. We knew what was going on at all times. I can’t recommend the enough and will use them in the future!” — Mike on Birdeye

“Sohail **came through like a champ!... Twice!!!** First time we worked with him, he sold our house in under 30 days. A few years later he helped us sell my late mom’s house... and once again, in less than 30 days. Fantastic! Both times, got very fair price \$\$\$\$\$. Professional service & attention. Great team! Great listing and advertising. So glad we worked with Sohail & his team!!!”
— Howard C on Birdeye

See all our reviews at
www.sohailrealestate.com/reviews





OUR TRACK RECORD

Sohail sells **MORE THAN 10 TIMES**
the homes as the average agent per year.

The average Chicagoland local agent sells 10 homes per year.

Sohail sells over 100 homes per year.



See all recent sold listings at
www.sohailrealestate.com/sold-listing



SELLER'S CHECKLIST

- ☐ Meet with The Sohail Group
- ☐ Sales and marketing agreement - The Sohail Group is hired to get the job done
- ☐ We activate your property in the Private Listing Network (PLN) a broker database and network with agents
- ☐ Sign installed
- ☐ Prepare your home for selling
- ☐ Professional photography completed
- ☐ Professional film crew creates the property feature film
- ☐ Property profile submitted to the Multiple Listing Service (MLS)
- ☐ E-mail campaign launched
- ☐ Paid advertising campaigns are launched
- ☐ Our team is actively on the hunt for your buyer
- ☐ Offers received
- ☐ Open house/brokers tour scheduled
- ☐ Showings begin
- ☐ Offers negotiated
- ☐ Offer accepted
- ☐ Team continues to hunt for back-up offers
- ☐ Inspection and attorney review are completed
- ☐ Contingencies removed
- ☐ Closing is scheduled
- ☐ Property closes
- ☐ Referral and testimonial given about the team by the client
- ☐ Gift sent to our client
- ☐ Create a long-term relationship that has positively impacted both our lives and that of our team





SOHAIL

TOP 1%
IN CHICAGOLAND

.....

Selling Homes An
AVERAGE OF 97.3% OF LIST PRICE ***

.....

Over 1,700+
REAL ESTATE TRANSACTIONS
PERSONALLY COMPLETED ****



TO RECAP—WHAT MAKES THE SOHAIL GROUP DIFFERENT?

Do you see how our...

- Proactive Prospecting (We actually hunt for your buyer)
- Results Driven Marketing
- Expert Advice & Negotiations
- Proven Repeatable Process
- Team Structure

...will create more demand for your property, help it sell faster and for more money?



SEE YOU AT CLOSING



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Located on the border of Sauganash and Lincolnwood area

