



HOME SELLER GUIDE

YOUR HOME SELLING ROAD MAP



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OUR MISSION & CORE VALUES

MISSION

At Sohail Real Estate Group, our mission is simple:
**Deliver world-class service and build lasting relationships —
while helping you move forward.**

Whether you're buying your dream home or selling your current one, we're here to guide you every step of the way with purpose, precision, and care.

WHAT WE BELIEVE IN

CONFIDENTLY HUMBLE

We're experts in our field and constantly sharpening our skills — but we stay grounded. We're here to be your trusted resource, ask smart questions, and never stop learning so you can move with confidence.

RELENTLESS DRIVE

Buying or selling a home can be complex — we're built for the challenge. We show up early, work hard, and don't stop until we've created the best outcome for you. We hustle with heart and grit.

SERVICE ABOVE ALL

You are our priority. We listen intently, advocate fiercely, and always act with your best interest at heart. Every client, every conversation, every detail — it all matters. Our goal is to make you feel fully supported and fully seen.

EXCELLENCE, NO EXCEPTIONS

We don't just meet standards — we raise them. From marketing your home with precision to guiding you through negotiations, we value accuracy, care, and doing things right the first time. You deserve nothing less.

PROFESSIONAL TO THE CORE

Clear, honest communication. Respect in every interaction. Integrity in every decision. We're here to give you guidance you can trust and peace of mind throughout the process.





A DIFFERENT WAY OF DOING BUSINESS

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



ABOUT **exp**[®]
REALTY
LUXURY

- eXp is the largest real estate brokerage in the world
- In over 24+ different countries
- 87,000+ Agents collaborating globally
- Largest in units sold
- Most profitable real estate brokerage
- S&P 600 publicly traded company



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





4 CONVERT

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



TRADITIONAL AGENTS ARE **SEVERELY DISADVANTAGED**





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

CLOSING
COORDINATOR

INSIDE SALES
AGENTS

PHOTO/VIDEO
SPECIALIST

SHOWING
SPECIALISTS

LISTING
SPECIALISTS

STAGING
SPECIALIST

OPERATIONS
MANAGER

MARKETING
STAFF





OUR PLAN OF ACTION TO SELL YOUR HOME

OVER THE PAST 20 YEARS, OUR STRATEGY HAS BEEN CREATED AND SPECIFICALLY DESIGNED TO ASSIST YOU TO ACHIEVE THE RESULTS YOU WANT AND DESERVE

- Provide as much exposure as possible by mass marketing locally, nationally and globally.
- Provide you with consistent communication, market updates and weekly results.
- Negotiate the highest sale price for you (our clients' average a 6% higher net sales price than the market average. Our list to sold time ratio is 48 days).
- Consistently earn your business through out the process.

STEP-BY-STEP PROACTIVE APPROACH ENSURES YOUR PROPERTY IS SOLD

1. Facilitate the preparation of the home for your sale: Guidance on staging, declutter and organization.
2. Initial Marketing starts in the private listing network (a real estate broker database/network), and network with the top brokers in the area.
3. We activate your property in the Multiple Listing Service and bring it to the open market.
4. Guide you to prepare your home for the sale and have your home marketed.
5. Price your property to widen the market vs narrowing the market.
6. Create a property description and a flyer that list features of your property to attract buyers.

MARKETING AND EXPOSURE

7. Schedule a day for photography and cinematography with the best video crew and photographers in the industry (HDR Photography).
8. For Sale sign placed prominently in front of your home with custom domain for easy online searching.
9. Listed with our syndication technology on over 800 different websites.
10. Create a marketing brochure for your property.
11. Your home's feature film is marketed to our target audience.
12. A custom built website is created for your property to attract more buyers.
13. Promote your property to all brokers, including the eXp realty network with over 85,000 agents.



OUR PLAN OF ACTION TO SELL YOUR HOME (CONTINUED)

PROACTIVE, AGGRESSIVE HANDS ON APPROACH

14. Provide consistent market updates.
15. We call brokers that work the area with potential buyers to inform them that your home is coming soon to the market.
16. Develop and provide a property package for your home to relocation companies.
17. Our team will call prospective / potential buyers from our database and networks.
18. Consistent updates to you on the result of our activities.
19. Call brokers who have clients that have a noted interest in your property to invite them to a private viewing (MLS Reverse Prospecting).
20. Provide you with immediate feedback on all showings. We will be there in-person to sell your home.
21. Follow up, follow up, follow up.... consistent follow up with all potential buyers and brokers who have shown your property.
22. Host effective Open Houses.

EFFECTIVE COMMUNICATION PROMISE

23. Communicate with you every week with transparency.
24. Communicate with you on all activity.
25. Communicate with you on every showing.
26. Communicate with you on all lead follow up.
27. Communicate with you on the market activity and market trends.

NEGOTIATE THE TERMS AND CLOSING

28. Negotiate all offers with the goal of generating the highest sale price and best possible terms.
29. Oversea the transaction process from offer to the closing and beyond.
30. Deliver your check at closing.
31. Help you find your next home.
32. Create another relationship that has positively impacted both our lives.



GOING TO THE ENDS OF THE EARTH **TO SELL YOUR HOME**

I believe the best homes deserve the best marketing. That's why my advertising program is designed to go above and beyond anything offered by any other agent or broker in quality, sophistication and depth. I employ the latest technology to deliver perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

LUXURY & INTERNATIONAL ADVERTISING

Your home will be featured in prominent global media brands including The Wall Street Journal, Robb Report, Unique Homes and MarketWatch. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

STYLISH, SOPHISTICATED PRESENTATION

We'll create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video and stunning aerial animation. Nothing else compares—but don't take our word for it, check it out for yourself!

LOCAL, SOCIAL & MOBILE

Your home will benefit from cutting edge social media technology and robust exposure on sites like Facebook and YouTube. Our showcase listings reach potential local buyers on every type of computer, smartphone and tablet, in addition to intensive local print, mail and signage.





INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

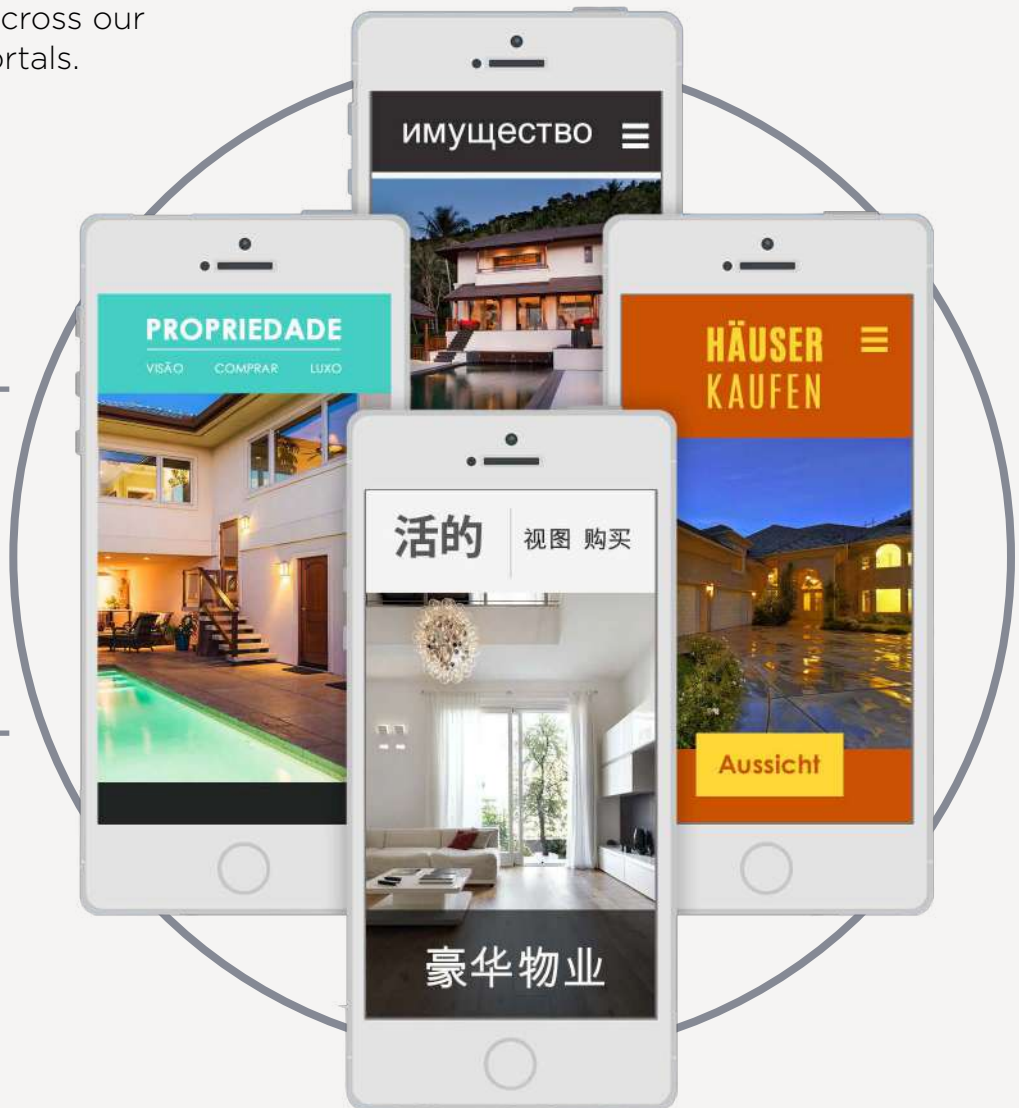
80+

International Ads

70+

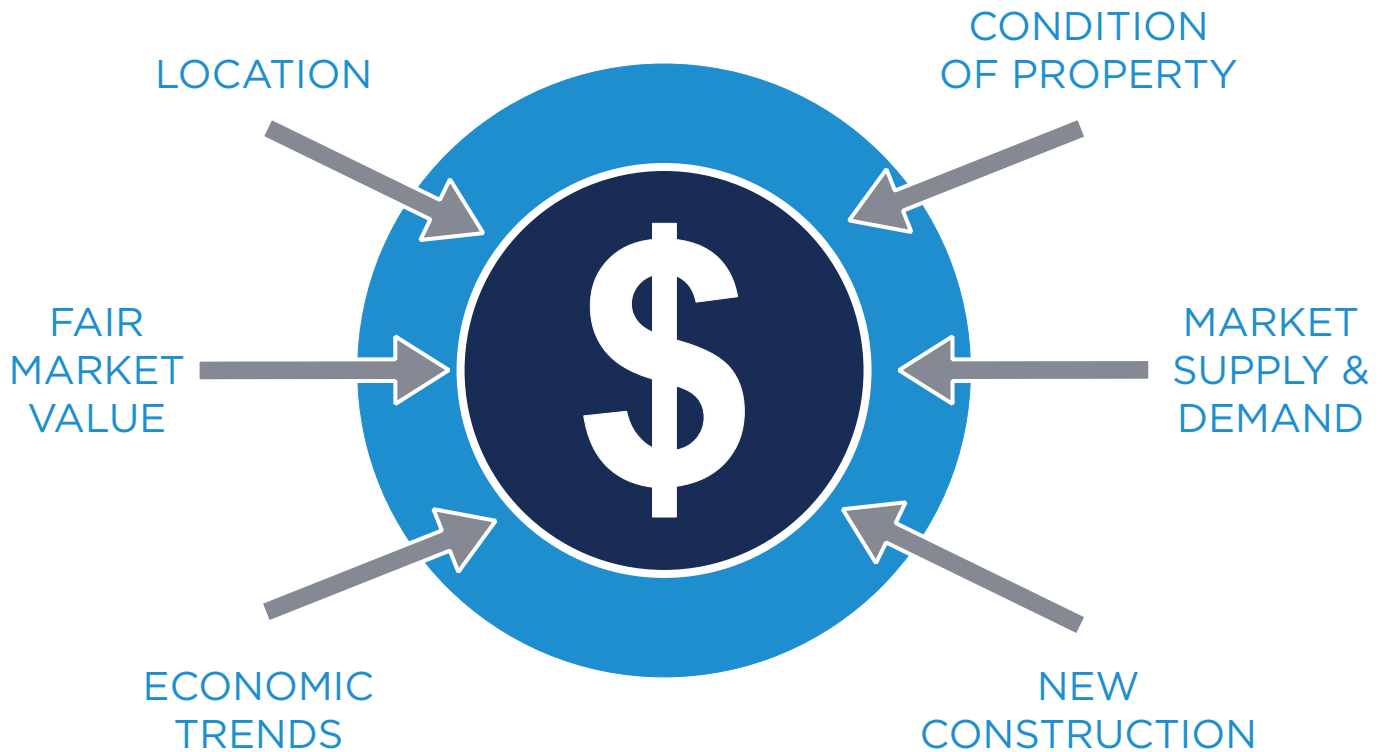
Key Markets
Around the World

exp
REALTY
LUXURY





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/aboutus





OUR TRACK RECORD

Sohail sells **MORE THAN 10 TIMES**
the homes than 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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6348 N Cicero Avenue, 2nd Floor
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Located on the border of Sauganash and Lincolnwood area

