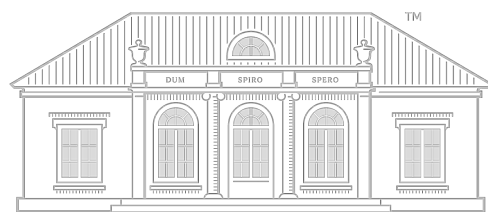




Sellers Guide



Working with a marketplace leader

Meet Reza Badakhshan

Reza Badakhshan is a citizen of the world. He currently lives in Los Angeles but has called Melbourne, Tehran, and Washington D.C. home. With over 15 years of experience in luxury sales and hospitality, he has an expansive knowledge of elevated design and architectural styles and a deep appreciation for the comforts of home. He is vibrant, warm, and attentive and he loves getting the small details right and connecting people to places where they will live well. His focus includes the beautiful neighborhoods of Silver Lake, Los Feliz, Highland Park, and Pasadena, as well as Greater Los Angeles. He can't wait to find your dream home.



Reza Badakhshan, Real Estate Advisor

DRE# 02131259

(301) 256-4407 | reza.badakhshan@evrealestate.com

reza.realestate



Here's to New Beginnings

Whether it's your first time selling a house, or this is another move within your property journey, the key to an optimal experience is partnering with the best.

With Engel & Völkers, you'll engage a trusted real estate advisor whose expertise is backed by a reputable local brokerage and a leading global real estate brand. Our advisors are truly passionate about helping you navigate the real estate market and find the right buyer for your property. Engel & Völkers maintains consistent high levels of service throughout the world to ensure the satisfaction of our valued customers.



Imagine what your property
would look like as part of
this global brand.

WHO WE ARE

With approximately 1,000 locations across five continents, Engel & Völkers has access to a powerful global network of potential buyers. We not only reach millions of consumers through our sophisticated multi-channel marketing efforts, but have the added benefit of collaborating with fellow Engel & Völkers professionals across the globe to strategically handpick, and refer buyers for the properties they seek... like yours.

WHY WORK WITH US

An Engel & Völkers real estate advisor invests their time to monitor and understand the local real estate landscape as well as your unique needs and goals. Through our local market expertise, sophisticated and data driven marketing solutions and collaborative global network, the power of Engel & Völkers is at work on your behalf. Our goal is to deliver you desired results, to not only meet, but exceed your expectations, and to provide you with peace of mind as a trusted partner standing beside you through every step of the selling process.

Preparing to Sell

Preparing your property to list is one of the most important parts of this process, considering that these efforts can impact the time it may take for your property to sell and its sales price. Together, we will determine the steps and adjustments to help make the most of your sale, including:

- ◆ Scale Back & Organize
- ◆ Deep Clean
- ◆ Paint Walls & Details
- ◆ Remove Personal Items
- ◆ Upgrade Lighting
- ◆ Update Appliances
- ◆ Refinish Wood Floors & Update Carpets
- ◆ Conduct Maintenance Checks

The Power of Staging

When visiting your property, the goal is to strengthen a potential buyer’s ability to envision your house as their own. In fact, 81% of buyers say property staging makes it easier to visualize the property as their future home.¹ This can be as simple as rearranging furniture and making a few decor adjustments to highlight your property’s best features and prompt potential purchasers to make an offer.



Property staging will help present your property at its best, as well as to capture the emotion of the buyer, who will be making one of the biggest purchases of their lifetime.

Establishing a Listing Strategy

Your property is our focus. At Engel & Völkers, we draw on our extensive experience and up-to-date market statistics balanced with your goals and timeline to determine the optimal asking price to list your property. By conducting a market analysis with a local expert as well as understanding potential buyer objections and the key advantages of your property, we will recommend the ideal pricing strategy to sell your property.

Develop a Marketing Strategy

Working with an Engel & Völkers advisor provides you with access to an extensive suite of marketing capabilities, inclusive of local expertise and global reach.



Our iconic shops are recognized around the globe by travelers. The sight of an Engel & Völkers shop wherever it may be, brings to mind the same expectation of high-end service and exceptional real estate.



YOUR PROPERTY BY DESIGN

Capturing the most desirable and distinctive aspects of your property is an important foundation of any marketing strategy. With professional photography, virtual tours and listing film capabilities, paired with the iconic Engel & Völkers branding, your property, from its broader attributes to its finest details, will captivate potential buyers.



GIVING YOU THE EDGE

Online exposure provides your property the greatest reach. Your listing's journey begins on [evrealstate.com](https://www.evrealstate.com) and continues through our exclusive Extensive Domestic & Global Exposure (EDGE) platform. EDGE provides unprecedented reach, placing your property in front of qualified consumers whether they're next door, in the Americas or abroad.



DATA DRIVEN INSIGHTS

MaX, Engel & Völkers' proprietary marketing intelligence platform determines the marketing channels that most effectively reach and influence consumers most likely to purchase your property.



MARKETING MEASURES

From niche mailings and digital campaigns, to print advertising and inclusion in exclusive Engel & Völkers publications and platforms, there is nothing ordinary about the way your property is positioned and presented to the market, locally, regionally and globally.



SHOW TIME

Scheduling time for potential buyers to visit your house may seem overwhelming. We'll help you determine the right approach based on your goals, situation and schedule, whether that includes open houses, private showings or a combination of both. Through clear and open communication, we ensure that you, and your property, are prepared throughout the process.



OFFERS & NEGOTIATIONS

Engel & Völkers is dedicated to acting in the best interest of each client. When it comes to negotiating the ideal terms and prices, Engel & Völkers advisors represent their clients with skill, dedication and transparency.



CONTRACT TO CLOSE

Once an offer is accepted, your advisor will guide you through the final stages of the selling journey, including managing your transaction with utmost care, closing preparations and after sale services to support you.

| Packing Tips

- 1. Separate your valuables and important documents, and keep them with you during the move.
- 2. Prepare a 'Start-up Kit' of items and box those up to take with you as well. This way if your belongings arrive late, or you are delayed in unpacking, you will have what you need immediately on hand.
- 3. Label boxes by items and room to make unpacking an easier process.

Moving Checklist



DECLUTTER AND DONATE

Before you begin packing up boxes, take inventory of your furniture and other belongings to decide what to keep and what to purge. If items are not worth the effort of packing, moving and unpacking, consider donating, selling or discarding them.

CHANGE YOUR ADDRESS

Make sure to not only update your address with friends, family and service providers, but also any mailing clubs, subscriptions and utility companies for both ending services and activating them at your new address.

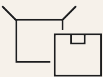
MOVING DAY

This is the day when your moving strategy pays off and your focus can be on saying goodbyes and looking forward to what's next. If possible, leave your appliance manuals and warranty information for the new owner and bring all sets of keys, garage door openers and any similar loose items with your advisor or at the property.



STRATEGIZE

A smooth and successful move is only possible with a plan. Select a moving day to work toward. Identify and engage a moving company as soon as possible – Engel & Völkers is happy to make a local recommendation.



PACK

Purchase your moving supplies including boxes, moving labels, bubble wrap etc. and begin packing items that won't be needed between now and your move date. These include things like decorations, photos and off season clothing. Then, schedule how and when to pack remaining items based on room or another category that will make the unpacking process easier.



FINAL PREPARATIONS

If you've followed the steps above, you should have just a few remaining tasks like minor patch and paint jobs, emptying the pantry and cleaning, alongside packing up final items.



Experience Engel & Völkers

At Engel & Völkers, we strive to maintain clients for life. The sale of one property may present the opportunity to find your next home locally, or in one of our many locations across the country or even around the world. Through our network of trusted real estate advisors we can guide and support you every step of the way now and into the future.



Live Your Luxury

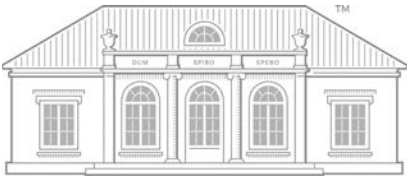
We look forward to the opportunity to demonstrate our process, precision and passion for service, so that you can focus on living your luxury.

ENGEL&VÖLKERS®

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REZA BADAKHSHAN
REAL ESTATE ADVISOR



Engel & Völkers Beverly Hills

reza.badakhshan@evrealestate.com | reza.realestate
(301) 256-4407 | DRE# 02131259



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