BASIL KHAN
& ASSOCIATES



SELL YOUR HOME WITH *CONFIDENCE*

PROFESSIONAL SELLER'S GUIDANCE BUILT ON PREPARATION, STRATEGY, AND TRUST

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"We had the best experience with Basil. He came prepared for our first meeting, did his extensive research, and provided us with a full scope of comparable homes that sold previously. He was also very honest and gave us valuable advice during our first meeting. We were just blown away by our initial meeting that we had to go with him! We chose Basil because he is very knowledgeable, professional, has excellent communication skills, and wanted him to represent us. We later understood that he is a great negotiator and can move quickly with the buyer's agent to get us the best outcomes. Basil's talents are truly unmatched! Basil has such a deep understanding of the market and at the same time always has our best interests at heart. Every detail, from marketing to media, he delivered beyond our expectations. The booklets he made of our house, we still get so many compliments from family and friends. Basil sold our house within 20 days of being on the market. It was his patience, dedication, strategic marketing and his exceptional skills that got us these results. We would recommend him to anyone and would love to work with him in the future. Basil is the best of the best!"

SAJITHA RAMANATHAN
LUXURY HOME SELLER | MILTON



"Basil went above and beyond what was expected to help us find a buyer. He took the time to thoroughly explain in details before we decided to list our house with him. His expertise in negotiation was invaluable during the sale of our home. His knowledge of local market trends allowed him to get us a great deal while ensuring that felt like we had a great outcome from this transaction. He is friendly, flexible, and professional with excellent communication skills."

TALHA BAIG
HOME SELLER | MILTON



Selling your home takes more than putting a sign in the yard. At Basil Khan & Associates, we help sellers navigate the process with clarity, confidence, and expert support—from preparing and pricing your home to marketing, negotiating, and closing the sale.

With local market knowledge, strategic guidance, and a commitment to service, we help you make informed decisions at every stage, position your home effectively, and achieve the best possible outcome from your sale.

MEET BASIL KHAN
SALES REPRESENTATIVE | RE/MAX EXPERTS

With a proven track record of successful transactions across Milton, Halton, and the Greater Toronto Area, Basil Khan brings deep market expertise and strategic focus to every listing. Recognized as a top-producing agent, his approach is built on meticulous preparation, data-driven market intelligence, and disciplined negotiation to maximize net proceeds for sellers. Basil leverages high-impact digital exposure and an extensive buyer network to position listings for maximum reach and competitive offer tension. Fluent in English, Urdu, Arabic, and Pashto, he connects seamlessly with diverse, pre-qualified buyer pools across the GTA, delivering trusted advice and clear communication from initial consultation to completion day.



ROAD MAP TO A SUCCESSFUL SALE

01 | SELLER CONSULTATION

Selling a home requires thoughtful preparation, pricing, marketing, and communication. We guide you through each stage, explain your options, and build a strategy around your goals.

02 | PROPERTY REVIEW

We review your home's condition, features, upgrades, location, and strongest selling points, while identifying anything that may need attention before listing. This helps us understand how your property compares to other homes and how to position it effectively in the market.

03 | MARKET ANALYSIS

We analyze recent sales, active listings, buyer demand, competition, and local market trends to establish a realistic value range for your home. We also account for differences in condition, size, upgrades, location, and presentation to understand what the market may support.

04 | PRICING STRATEGY

The right price helps attract qualified buyers and position your home competitively. We evaluate market conditions, recent sales, competing inventory, buyer activity, and your timeline to recommend a pricing strategy aligned with your goals.

05 | PREPARATION PLAN

We create a preparation plan based on your home, target buyer, timeline, and budget. From cleaning and decluttering to repairs, landscaping, and staging, we focus on the improvements most likely to strengthen buyer perception and prepare your home for market.

06 | LISTING LAUNCH

Once your home is ready, we coordinate listing details, professional photography and media, messaging, and marketing. Your property is promoted across the MLS, real estate websites, social media, agent networks, direct buyer outreach, and other relevant channels to create a strong first impression and reach qualified buyers.

07 | SHOWINGS AND FEEDBACK

Once your listing is live, we coordinate showings and monitor buyer interest, questions, repeat visits, and feedback. We keep you informed of meaningful trends and recommend adjustments if the market response suggests a change in strategy.

08 | OFFER NEGOTIATION

When an offer arrives, we evaluate the complete proposal—including price, deposit, conditions, closing date, inclusions, and buyer requests. We explain your options and negotiate strategically to protect your interests and achieve the strongest overall outcome.

09 | CONDITIONAL PERIOD

If an accepted offer includes conditions, we monitor deadlines, coordinate access, and keep you informed as the buyer completes financing, inspections, or other due diligence. Once all conditions are satisfied or waived, the sale becomes firm.

10 | CLOSING

Once the sale is firm, we help keep the final steps organized as you work with your lawyer, prepare for your move, and complete any outstanding requirements. We remain available through closing day and beyond to support a smooth transition and your next move.

PREPARING FOR THE SPOTLIGHT

A little preparation can make a big difference in how your home shows to potential buyers. Focus on these key areas before your home hits the market:

PRE-LISTING PREPARATION

Declutter

Remove excess furniture, personal items, family photos, and countertop items to maximize perceived square footage and open up natural sightlines. Clear out closets, pantries, and storage rooms by 30% to 50% so buyers can clearly see available storage capacity.

Repair

Address minor deferred maintenance items that raise red flags during showings and home inspections. Fix leaky faucets, squeaky doors, running toilets, cracked caulking, loose hardware, and drywall dings or nail holes to present a well-cared-for home.

Upgrade

Focus strictly on high-ROI, cosmetic enhancements that offer modern appeal without extensive renovation costs. Apply a fresh coat of neutral paint, swap dated lighting fixtures for modern builder-grade options, update cabinet hardware, and install warm LED/pot lights to brighten darker spaces.

Deep Clean

Clean the entire home to professional standards so it shows immaculate from top to bottom. Detail baseboards, wash windows and window tracks inside and out, sanitize grout lines, descale bathroom fixtures, and ensure appliances, carpets, and hard floors are spotless and odor-free.

Landscaping

Boost curb appeal to create a strong first impression the moment a buyer pulls up. Mow and edge the lawn, trim overgrown bushes and tree branches, lay down fresh dark mulch in garden beds, power-wash walkways/driveways, and place a clean welcome mat and seasonal urns at the entryway.

Staging

Strategically furnish and accessorize the property to showcase scale, function, and purpose for every room. Staging highlights the home's best architectural features, optimizes traffic flow, and creates warm, inviting spaces that photograph exceptionally well for MLS and digital marketing.



MARKETING STRATEGY WHICH DEMANDS ATTENTION

In today's real estate market, exceptional properties don't sell through passive listing alone—they sell through structured, omnichannel exposure designed to capture qualified buyers wherever they look. With over 97% of home buyers searching online, a property's critical first showing takes place on a screen long before a prospective buyer ever crosses the threshold. Our multi-tiered marketing engine is engineered to capitalize on this initial digital impression, maximizing online reach, showcasing your home's premium assets, and generating competitive buying tension from the moment we launch.

CINEMATIC VISUAL MEDIA & DIGITAL FLOOR PLANS

High-resolution architectural photography, 4K cinematic walk-through videos, aerial drone footage, and interactive 3D virtual floor plans ensure your property stands out against competing inventory.

HYPER-TARGETED DIGITAL & SOCIAL AD CAMPAIGNS

Precision-targeted advertising deployed across Instagram, Facebook, and Google to place your listing directly in front of active buyers and high-intent demographics looking in your micro-market.

FULL MLS & GLOBAL PORTAL SYNDICATION

Comprehensive MLS optimization paired with broad digital syndication across major real estate search portals to ensure immediate search engine and buyer-app visibility.

DIRECT BUYER DATABASE & BROKER NETWORK OUTREACH

Targeted e-blast distributions sent directly to our private database of active pre-qualified buyers and top-producing agent networks across the GTA.

CUSTOM EDITORIAL FEATURE COLLATERAL

Premium, full-color property feature brochures and targeted direct-mail campaigns delivered to surrounding neighborhoods to capture local move-up and referral interest.

STRATEGIC SHOWING & OPEN HOUSE EXECUTION

High-visibility yard signage and carefully scheduled private showings and open house events designed to concentrate buyer traffic and drive multiple-offer momentum.

SETTING THE STAGE FOR BUYERS

Small details can make a big difference in how buyers experience your home and help create a welcoming, memorable first impression.

LIVING ROOM & BEDROOMS

Maximize the Lighting

Turn on all ambient lamps and overhead pot lights, and ensure every fixture has matching, warm-toned LED bulbs to make spaces feel inviting and bright.

Let the Sunshine In

Open all window coverings, blinds, and drapes fully to flood the rooms with natural sunlight and draw attention to exterior views and architectural scale.

Clean + Declutter Surfaces

Clear coffee tables, media consoles, side tables, and dressers of remote controls, charging cables, magazines, and personal clutter to create clean, uninterrupted sightlines.

Perfect the Bedrooms

Dress beds in crisp, neutral linens with neatly layered decorative pillows, smooth out duvets, and keep floor spaces and side tables completely clear of everyday items.







THE KITCHEN

Hide the Daily Mess

Stow away dish drying racks, sponges, dish soap, paper towel rolls, and dirty laundry or towels out of sight.

Clear the Counters

Remove bulky small appliances like toasters, blenders, and air fryers to showcase valuable uninterrupted countertop real estate and backsplash detail.

Neutralize Odours

Avoid cooking with strong spices, garlic, or fish prior to showings, empty trash bins, and ensure the sink and disposal are clean and fresh.

THE BATHROOMS

Create a Spa-Like Experience

Hang fresh, plush white or neutral hand towels, place a clean bath mat, and add subtle staging touches like an unopened luxury soap bar or a small accent plant.

Stow Daily Toiletries

Clear countertops and shower ledges of all toothbrushes, razors, shampoo bottles, and cosmetics so surfaces look spotless.

Detail & Polish Fixtures

Ensure mirrors are streak-free, wipe down glass shower enclosures, polish faucets, and keep toilet lids closed for every showing.

★★★★★

"We had an outstanding experience working with Basil Khan as our real estate agent! From start to finish, Basil was professional, attentive, and incredibly detail-oriented. He guided us through both the sale of our home and the purchase of a new one with confidence and care.

What truly set Basil apart was his sharp eye, he caught several errors in the paperwork that the other agent missed, which saved us from potential issues down the line. His advice throughout the process was honest, strategic, and always in our best interest.

Thanks to Basil's hard work and dedication, we sold our house and found the perfect new home. We couldn't be happier with the outcome. Highly recommend working with Basil—10/10!"

MICHELLE NGUYEN
MOVE-UP SELLER | MILTON

★★★★★

"Basil is the most brightest realtor in the market. He made the selling process of our home very easy from start to finish. Always available for any questions we had, and knowledgeable in all aspects. It was the biggest financial decisions in our lives and to have Basil be part of it was a blessing. He made a promise, and fulfilled if not went beyond that promise. Basil has an amazing team behind him, stages to videographers. We would 100% recommend Basil in a heartbeat to anyone who needs help in the real estate market!

Trustworthy, positive, caring, I can go on....."

MICHELLE NGUYEN
MOVE-UP SELLER | MILTON

SOLD! YOUR CLOSING COUNTDOWN

Once your home is sold, a few final steps will help ensure a smooth transition to closing day.

HIRE A MOVING COMPANY



Book early: Secure a licensed and insured moving company 4 to 6 weeks ahead, especially for month-end, summer, or weekend completion dates.

Confirm arrival & logistics: Confirm pickup schedules, elevator reservations (if in a condominium), and ensure packing is 100% complete prior to moving day.

Pack an essentials kit: Prepare a "First Night Box" containing change of clothes, essential toiletries, chargers, pet supplies, and critical medication so it doesn't get packed away.

NOTIFY UTILITY COMPANIES

Schedule final meter readings: Contact hydro/electricity, natural gas, and municipal water departments to arrange final meter readings on the exact day of closing.

Provide forwarding address: Give utility providers your new billing address for final account reconciliation.

Transfer internet & cable: Schedule the cancellation or transfer of internet, television, and landline services effective your completion date.

Reconcile rental equipment: Notify rental providers for equipment like hot water tanks or propane/oil fuel supplies, providing receipts to your lawyer as required.

UPDATE YOUR INSURANCE

Maintain active home coverage: Keep your homeowner's property and liability insurance policy active until the transaction is officially closed and keys are transferred.

Notify of early vacancy: If moving out more than 30 days prior to the closing date, notify your insurer immediately to ensure full coverage remains in effect.

Bind your new policy: Coordinate seamless transition to your new home insurance policy effective on your purchase closing date.

SET UP MAIL FORWARDING

Canada Post mail redirection: Register for official mail forwarding online or at a local post office branch at least 2 weeks before moving day.

Update critical institutions: Update your address across banks, credit card providers, employer payroll, CRA, investment accounts, and government-issued IDs (Driver's License and Health Card).

Subscription & delivery services: Update delivery addresses across subscription services, automated deliveries, and digital accounts.

GATHER IMPORTANT DOCUMENTS + ITEMS

Keys, fobs & remotes: Assemble all front door keys, mailbox keys, garage door openers, and security access fobs to leave on the kitchen counter on completion day.

Warranties & manuals: Place appliance instruction manuals, renovation receipts, and transferable warranty paperwork in a dedicated folder for the buyer.

Verify inclusions: Double-check your Agreement of Purchase and Sale to ensure all contractually agreed fixtures and chattel inclusions (appliances, light fixtures, window coverings) remain in place.

PERFORM A FINAL CLEAN

Broom-swept & spotless standard: Clean the home to professional standards once all personal belongings and furniture are removed.

Appliance & fixture detail: Wipe out oven, microwave, and refrigerator interiors; disinfect kitchen counters; descale sinks; and polish bathroom mirrors and fixtures.

Floors & trash: Vacuum carpets, mop hard surface floors, and ensure all interior/exterior trash and discarded moving materials are completely removed from the property.



MEET WITH YOUR REAL ESTATE LAWYER

Appointment timing: Attend your pre-closing legal appointment (typically scheduled 2 to 5 business days prior to closing) to review and sign transfer documents.

Review financial adjustments: Review the Statement of Adjustments covering prepaid property taxes, fuel adjustments, and mortgage discharge amounts.

Required documents: Bring two valid pieces of government-issued photo identification, existing property surveys (if available), current tax bills, and a void cheque for direct deposit of net sale proceeds.

Non-resident tax verification: If applicable, ensure all CRA Certificate of Compliance documentation is filed to resolve standard holdbacks.

SELLING YOUR HOME?

Selling your home can feel overwhelming, but you don't have to navigate it alone.

We help sellers understand each step, prepare their home for the market, and make confident decisions throughout the process.

From preparing and pricing to negotiating offers and closing the sale, you'll have professional guidance designed around your goals.

CONTACT US

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