



AGARWAL ESTATES[®]
TRUST Redefined

Listing Property



Happy Homes... Happy Families

One Stop, All Solutions - Real Estate Services

Founded by NRI/Techie (Ex-Cisco/TCS/HP/Dell/Atos Origin)

A Venture to Redefine TRUST with a unique concept of

All we need is Your Autograph![®]

LinkedIn
100+ Recommendations



f **Highest Rated**
★★★★★
by 275+ customers

ConsultantsReview 25 MOST PROMISING
REAL ESTATE
CONSULTANTS - 2016



#9 CRM Sowbhagya, Near Spice Garden, #35/1B Varthur Main Road, Marathahalli, Bangalore-37
Phone: India: +91 81233 01122, USA: +1 (404) 923 4567, Email: service@agarwalestates.com

Listing your property through Agarwal Estates

You might be tempted to avoid a real estate agent, save the commission, and just sell your home yourself, aka offer a “for sale by owner” (FSBO). While tempting, the risks of going it alone likely outweigh the benefits, in most cases.

Typical real estate companies focus on **pre-launch projects** from builders. Most of the hard work is done by the builder’s marketing team. Resale of property is cumbersome and takes a lot of effort and expertise. Our focus on **resale** from day one (Since 2012) has helped us gain market expertise and a streamlined process. There is no major player in this space, persuading us to lead. With **over 8+ years** of experience with negotiations, bungling paperwork, and navigating complicated legal documentation, our rapidly evolving expertise ensures your contentment and satisfaction.

We will be working together as a team to help you sell your property. Cooperation and communication will prove beneficial in the successful completion of the common objective of selling your property at the market price.

We are an **ISO 9001:2015** certified business; the world’s most recognized quality management standard, ISO 9001 is based on several quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement. This accreditation helps improve the service for customers, as continual improvement ensures that our business becomes more efficient and maintains a high standard of service delivery.

The right approach makes all the difference. Here is how we move forward:

- We will understand your objectives.
- Helping you understand the ‘Home Selling and Marketing Process’ – “your responsibility instantly becomes our responsibility.”
- An important aspect of selling a property is to **price it right**, right from the start. We will help you price your property at the right price.
- We will thoroughly inspect your property.
- Finding and understanding your problems and concerns will be our key role instead of looking at a deal with the perspective of how much we can make on it. We are genuinely interested in knowing what the seller is looking for.
- **Property staging** is crucial to show the best assets of the property, impress the buyer and sell it at the best possible price. We share our knowledge gained from extensive research and experience to educate you about the same.
- Review what happens from time of contract through to closure
- We need your commitment to begin marketing your property.

Ours and our employee **credentials** are showcased for you to understand who you are entrusting this responsibility to. These include:

- Resume:
 - LinkedIn Profile of our *Managing Director*, **Mr. Manoj Agarwal**:
<https://www.linkedin.com/in/trustredefined/>
 - LinkedIn Profile of *Senior Sales Consultant*, **Ms. Esha Karda**:
<https://www.linkedin.com/in/eshakarda/>
 - LinkedIn Profile of *General Manager*, **Mr. Manish Kumar**:
<https://www.linkedin.com/in/manish-kumar-aa99a065/>
 - LinkedIn Profile of *Chief Belief Officer*, **Ms. Pragya Agarwal**:
<https://www.linkedin.com/in/pragya-agarwal-0905/>
 - LinkedIn Profile of *Chief Happiness Officer*, **Ms. Khyati Mehta**:
<https://www.linkedin.com/in/khyatimehta0/>
- Client Testimonials (with a 4.9/5 Facebook rating by 275+ Customers and 100+ LinkedIn reviews)
- References will be given if asked

Challenges faced when you sell on your own:-

Take some time out to introspect:

- *Am I knowledgeable about the legal, contractual, and procedural elements involved?*
- *Am I pricing my home correctly? Do I even know what it's currently worth?*
- *Is it the right time to sell? What will be it's worth in the next five years?*
- *Can I distinguish serious buyers from those who are just looking?*
- *Do I have the time to schedule appointments and host tours?*
- *What if I get the desired price and the buyer backs off?*
- *What if the prospective buyer is too finicky to handle?*
- *If my property stays on the market for too long, will it create a good impression among interested buyers?*
- *Can I showcase my home online with the latest marketing tools?*
- *Do I have a reach of numerous qualified buyers?*
- *Do I have the time for unexpected issues?*
- *Will I really be accomplishing my goal in minimal time?*

There is clearly a lot to consider.

Key takeaways from Choosing US:

We share the knowledge of transactions in the area and identification of similar properties that have been sold recently or which are currently on the market, in order to determine a realistic price for the subject property.

We will inform you how to maximize the marketing efforts by improving the condition of the home, or “**setting the stage**” before showings, and knowing what to do when the property is being shown.

We understand that there is a constant need to stay in touch with our customers and working a new deal from start to finish takes time. During this process we try to make our customers as comfortable as possible and walk them through every step of the deal. Even if we do not have a legal answer, we will point you in

the direction of people/professionals who may help. We have always tried to put your needs over ours which is the reason we have ended up getting referrals we may have never imagined.

A complete portfolio of information about the area in which the property is located is necessary. This includes various local housing market, as well as schools, shopping centers/malls, transportation, entertainment, and many other points of interest around the vicinity. These factors influence buyer's purchase decisions majorly.

Services provided by Agarwal Estates:

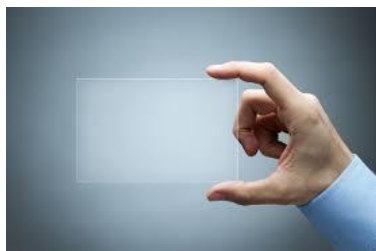
- We ask you all the questions that come into a buyer's mind in **one meeting**. So, when a potential buyer enquires, we do not have to constantly contact you for further details. We try and get all the relevant information at one go so that we do not have to bother you once we identify a genuine buyer. Be it with respect to the furnishing, number of car parking with the unit or property documents, we make sure we apprise you about the end to end process during our initial conversation/meetings only.
- We tell you what to do to get your home in sale condition, to make an impression and a positive impact with a potential buyer to gain a faster closure. The idea behind this is when we show a flat which is not in a good condition, requires lot of repair work or has seepage issues, the buyer gets a very big window to negotiate on the price whereas when the flat is in a livable and orderly state, the buyer hardly gets any reason to quote a price below the market rate.
- We advertise your home on portals like **Commonfloor, MAGICBRICKS etc.** to tap into a larger database of interested buyers.
- We also advertise through our personal network to further expand the database. (Telegram groups/WhatsApp groups, BRAI to name a few).
- We work differently. Unlike other traditional brokers who think that suggesting a higher price that is above the market value will help them qualify that property. We only focus on the market price and always set the right expectations and let the seller decide since it is not a matter of winning just one deal. Recognizing the fact that our expertise in this field is one way out of many which can offer value to us. Building a rapport with our existing clients and potential buyers, understanding and helping them through the challenges they are facing in their rental accommodations or helping them in their indecisiveness where to buy/invest or when to sell goes a long way. By cultivating relationships overtime with everyone we encounter, the law of reciprocity has actually worked in our favor; we continue to attract better.
- Referral based business models attract **serious buyers**.
- We promptly advise you of changes in the market climate so that you price your property right according to seasonal market changes.
- We perform a comprehensive **Comparative Market Analysis** to gain a suitable estimate, keeping other similar properties as benchmarks for your property.
- We prepare **Information Flyers which include facts and photographs** to provide a realistic overview of the property to the buyer. This helps to build trust and provide all the necessary information to the buyer at get go, avoiding any delays.
- We **run marketing campaigns** to our existing database of recent leads, revealing your property to the most interested buyers.
- We are employed in **Property Management** services and have an established **Rental business** of 1000+ customers. Our tenants become future buyers that can benefit our sellers.
- We keep **Legal documents ready and get the legal approval done** of your property handy for faster closure.

- We take up **Staging** of the house to maximize marketing of the property, stir the interest of a potential buyer as emotion is what really drives the purchasing behavior and also the overall decision making. Hence, the “feel-good” factor generally helps. Simple painting and deep cleaning of the property goes a long way and significantly improves the aesthetics of the house,
- We gather **property requirements** in detail from a potential buyer to find the best match for your property.
- We incorporate a **software** tool to find Matching properties for buyers automatically.
- We have invested in processes for a **quick closure** once the property price is finalised: usually within 1 month instead of the market practice of 3 months.
- We carry out **Buyer’s pre-loan approval** to ensure a speedy process.
- We present all offers to you promptly and assist in evaluating them so that you are equipped with the necessary information to choose the best offer for your property.
- We employ the **KEY series** that helps you understand the overall sales process. It helps the buyer to move smoothly and empowers you to make informed decisions.
- We develop a certain level of inherent trust with all our customers, including qualified buyers because of **our brand value and goodwill** which instill confidence in the buyer regarding our proposals.
- During the **registration process**, we provide tri-proof monitoring (by you, the lawyer and us) of the documents to leave no chance for error. Further, despite submitting correct information, when government officials feed information into government records, there is scope for mistakes in data entry which a buyer will realize only later and fall into deep trouble. The responsibility and workload of coordinating and making sure everything is done exactly right is taken off you, leaving you with peace of mind. Again, our KEY series about the Registration process helps a lot.
- We provide a **knowledgebase** document of common mistakes during registration and solutions so that we together, can avoid making them.
- We are present at the time of registration to assure a **successful conclusion**.
- To say the least, selling your home can be stressful. It takes an inordinate amount of time and energy to market your home, clean and stage it, fix any repairs, manage buyer offers, ensure you fill out the right documentation and send it in on time, handle negotiations, and juggle scheduling open houses around your free time. In reality, you have no time. Working with us yields **non-tangible benefits** by alleviating the majority of your stress and taking care of all the unexpected problems that arise during the process.
- We are upfront about our selling strategy. **Transparency and honesty** lie in the core values of Agarwal Estates, redefining trust of our clients, ultimately changing your perception of real estate services in India
- We ensure that **professional photographs** are taken so that a feeling is captured in the photographs that resonates with a buyer and attracts several such buyers to your property instantly.
- Customer requirements, concerns, benefits and setting realistic expectations are the four constant reminders we give ourselves to match their conformance for your trustworthy experience.

In conclusion, we are your matchmakers. There are 100 things to do while selling your home. #1 Contact us and we will handle the remaining 99.

Agarwal Estates Unique Differentiator

Agarwal Estates, One Stop, All Solutions - Real Estate services venture, utilizes the promoter's extensive experience in process implementation, service delivery and standard methodologies to suit the requirements of the real estate market in India. This has helped us in delivering high quality services - on time - and also enabled us to successfully launch the concept of: **All we need is your autograph!**[®]



TRANSPARENCY is the CORE VALUE of Agarwal Estates

Being a **transparent** organization, we empower our customers through our revolutionary concept and key initiative called as KEY (**Knowledge Empowers You**). We share all the information with customers to enable them to make informed decisions. We have been constantly getting acknowledged by our existing customers about the **Knowledge** we share with them.

Agarwal Estates provides end-to-end solutions:

- **Real estate advisory:** Overseas investments, buy-back options, Flexible investment amount, etc.
- **Buy/sell/rent property:** Understanding your needs and providing the right solutions
- **Property and tenant management:** Peace of mind, guaranteed rent
- **Home loans:** Free consultancy, awareness about hidden charges, maximum savings
- **Home décor & interiors:** Six weeks completion for a standard 3 BHK starting at Rs 3+ lakhs
- **Allied services:** Property tax, Electric meter transfer, Vastu, etc.

ONE STOP, ALL SOLUTIONS - REAL ESTATE SERVICES



Agarwal Estates aspires to empower customers with the **right knowledge** to enable them to make the **right decisions** at the **right time**.



AGARWAL ESTATES[®]
TRUST Redefined



India: +91 81233 01122, USA: +1 (404) 923 4567, Email: service@agarwalestates.com

www.agarwalestates.com