

get your home
SOLD



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Steps To Sell

STEP 1

Pre Listing

- Meet with your agent
- Repairs If Needed
- Prep To Sell Checklist
- Determine a price
- Sign Listing Paperwork

STEP 2

Market Prep

- Schedule Professional photography & video
- Sign & Lockbox Up
- Pre-Showing Checklist

STEP 3

Its SHOW TIME

- Showing Checklist
- Negotiating offers
- Go Under Contract
- Pre-Closing Checklist

RECOMMENDED VENDORS

Need some things done around your home before we list?
Here are a few of my trusted vendors.

GENERAL CONTRACTOR

American
Contracting
757-285-4174

ELECTRICIAN

Chris Donahue
757-335-0064
Master Electrician

PLUMBER

Timony Fernandez
757-348-7883

PAINTER

Ronnie Schule
Blueline Painting
757-575-5915

APPLIANCE REPAIR

Chris Buck
757-619-8991
Surfside Appliance Repair

FLOORING

Beach Hardwood
Floors & More
757-233-9757

LAWN CARE

Kevin Pulley
Great Bridge Lawn
757-793-0652

CARPET CLEANING

Calvoca
877-332-1995

PEST CONTROL

Back Bay Pest
757-574-8200

HVAC

Kellam Mechanical
757-430-0358

CLEANING SERVICES

Karina
757-920-4778

ROOF

Kevin Childs
757-777-5536
Genco Roofing

Prep To Sell

CHECKLIST

- ☐ Replace All Batteries in Smoke Detectors
- ☐ Hire A Professional Cleaning Company
- ☐ Box Up And Store Away Personal Clutter (Store In Storage Unit or Garage If Possible)
- ☐ Replace Light Bulbs That Need Replacing
- ☐ Remove Personal Photos
- ☐ Fill & Repair Holes In Walls
- ☐ Touch-Up Paint Where Needed
- ☐ Remove Bulky Furniture
- ☐ Dishes Are Always Put Away
- ☐ Trash Taken Out, & Make Sure Trash Can Doesn't Stink
- ☐ All Beds Made and Room Picked Up
- ☐ Closets Organized & Unnecessary Items Stored Away
- ☐ Repair Dents, Holes, Scratches, etc.
- ☐ Replace Missing Hardware (Cabinets/Drawers)
- ☐ Yard Is Cleaned Up (Mowed & Edged)
- ☐ Store Away Outside Equipment & Toys
- ☐ Add Some Plants Throughout Home To Freshen It Up
- ☐ Make Sure There is Curb Appeal (Fresh Mulch, Plants/Flowers)
- ☐ Hide Pet Supplies During Showings (Litter box, Food, Toys)
- ☐ Remove Any Pet Odors, Or Any Other Odors, In All Rooms

To ensure you get top dollar for your home, you want to make sure it's in the best condition for buyers who preview the property. By removing personal content and keeping the home as immaculate as possible, you give buyer's the ability to view your home as their own.

PRICING

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Comparable Sales
2. Location
3. Bedroom & Bathroom Count
4. Square Feet
5. Property Condition
6. Property Features
7. Market Condition

It is important we do a thorough evaluation on the market to determine the market value of your home. Properties that are priced just right from the beginning can sell for more in the end. If you price your home too high, the home can stay on the market for a longer period. The longer a home stays on the market, the less it might be shown. Your home attracts the most interest when it is first listed on the MLS. so it is beneficial to price it correctly initially.

We will pull a list of comparable homes and send you a Comparable Market Analysis (CMA Report) to show where we came up with an ideal list price.

Marketing Plan

Showcasing your home is more important than ever now with this change in the current market.

THINGS I OFFER TO MY SELLERS:

- LISTED ON THE MLS BUT ITS ALSO LISTED ON A VARIETY OF WEBSITES, INCLUDING THE BROKERAGE WEBSITE, MY AGENT WEBSITE, ZILLOW, REDFIN, REALTOR.COM, AND MANY OTHERS.
- SOCIAL MEDIA YOUR LISTING WILL BE BROADCASTED ACROSS THE MOST POPULAR SOCIAL MEDIA PLATFORMS
- FLYERS
- JUST LISTED NEIGHBORHOOD POSTCARDS
- PROFESSIONAL PHOTOGRAPHY (PLUS DRONE SHOTS)
- PROFESSIONAL VIDEOGRAPHY
- OPEN HOUSES
- YARD SIGN CAPTURES
- SELLERS HOME WARRANTY WHILE THE PROPERTY IS LISTED
- ELECTRONIC LOCKBOXES THAT ALLOWS BUYERS' AGENTS TO ACCESS YOUR HOUSE KEY. THESE BOXES ALSO NOTIFY ME ANY TIME THEY ARE OPENED, SO NO ONE IS ACCESSING YOUR HOME WITHOUT MY KNOWLEDGE.
- HOME STAGING, IF NEEDING OR DESIRING HOME STAGING WE CAN DISCUSS ALL PRICING OPTIONS
- COMMUNICATION IS KEY TO A SUCCESSFUL SALE AND SATISFIED SELLERS

Showing Checklist

Living Areas

- ☐ Straighten furniture, rugs, pillows
- ☐ Put away all personal belongings
- ☐ Turn off TVs & Computers
- ☐ Straighten linen closets, coat closets, etc.
- ☐ Close all closet doors
- ☐ Wipe down any side tables/surfaces
- ☐ Sweep/vacuum (if necessary)

Bathrooms

- ☐ Wipe down counters, sinks, mirrors
- ☐ Wipe down & close toilets
- ☐ Wipe down showers/bathtubs
- ☐ Replace towels, hang new
- ☐ Put away cosmetics, bath products, toys
- ☐ Empty/hide trash cans
- ☐ Sweep/vacuum (if necessary)

Kitchen & Dining

- ☐ Clean off countertops/tables/chairs
- ☐ Wash + put away all dishes
- ☐ Wipe down countertops + tables
- ☐ Wipe down appliances (as necessary)
- ☐ Tidy up pantry (if necessary)
- ☐ Empty trash cans
- ☐ Sweep/vacuum
- ☐

Bedrooms

- ☐ Make beds/change bedding
- ☐ Turn on bedside lamps
- ☐ Put away personal belongings
- ☐ Close all drawers and other storage
- ☐ Pick up closets/close closet doors
- ☐ Hide/put away laundry
- ☐ Vacuum (if necessary)

Office/Bonus

- ☐ Put away all personal belongings
- ☐ Wipe down desk
- ☐ Straighten/hide excess cords
- ☐ Empty trash cans
- ☐ Turn off computer screens
- ☐ Sweep/vacuum (if necessary)

Other Rooms

- ☐ Turn on all lights
- ☐ Open doors to rooms (other than closets)
- ☐ Open blinds
- ☐ Remove personal belongings outdoors

UNDER CONTRACT

Checklist

Congratulations! Now that you are Under Contract use this checklist to keep track of important due dates and ensure a smooth closing.

PURCHASE PRICE:

CLOSING COST ASSISTANCE:

TITLE COMPANY:

ESTIMATED CLOSING DATE:

- | | |
|---|--|
| <input checked="" type="checkbox"/> RATIFIED CONTRACT | <input type="checkbox"/> CANCEL INSURANCE |
| <input type="checkbox"/> INSPECTIONS COMPLETED | <input type="checkbox"/> CANCEL UTILITIES |
| <input type="checkbox"/> GATHER CLOSING DOCUMENTS | <input type="checkbox"/> HOME EMPTY & CLEAN BEFORE WALKTHROUGH |
| <input type="checkbox"/> APPRAISAL COMPLETED | <input type="checkbox"/> KEYS & REMOTES ON COUNTER |
| <input type="checkbox"/> CHANGE YOUR ADDRESS | <input type="checkbox"/> BRING YOUR LICENSE TO THE CLOSING TABLE |

NOTES:

ABOUT YOUR REALTOR®

Hi! I am a licensed Broker & Realtor. I have been an agent since 2019. I started my Real Estate Team in 2021, then opened a Brokerage in 2022. In 2020 I earned the Circle of Excellence Bronze Award and in 2021 the Circle of Excellence Gold Award. I can understand the need for strong negotiating skills and local market knowledge. I am dedicated to providing world-class service and market-leading expertise to my clients. The most important tool I can provide you in your home sale or purchase is my passion for Real Estate!.



ABOUT HARRELL HOMES REAL ESTATE



- Harrell Homes Real Estate was established in 2022
- Full Service Real Estate Brokerage
- We service the entire Coastal Virginia area.
- Military Relocation Specialist

Client Testimonials



"Highly recommend Raquel. If you're looking to buy or sell your house! She helped us sell our house and buy our new place. She was very informative helpful and is wonderful to work with. Plus she's a sweet person! We will be definitely be using her again in the future!"

"Raquel and her team was amazing. Selling your house with them was easy and communication was very quick and efficient. They did everything from start to finish."



"If you're looking to buy or sell your home, Raquel is the realtor you want. She has done an amazing job helping me buy my first home and later selling it. She takes her job very seriously and works with her clients 24/7. Raquel made the entire process seamless. I can't thank her enough for the awesome job she's done for me."



THANK YOU!

I would be honored to represent you and guide you through the process of selling your home. My goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.



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