

Seller Guide



VIRGINIA CAPITAL
REAL ESTATE



REALTOR®



REASONS TO LIST WITH VIRGINIA CAPITAL REAL ESTATE

We understand that you have many decisions to make when selling your home. Our goal is to help you sell your home for the highest price possible in the shortest amount of time, with the highest level of hands-on support through the entire process... and in doing so, to become your REALTOR® for life!



That's what we have been doing since 2006 at Virginia Capital Real Estate.

We are a full-service firm that prides itself in taking care of your Real Estate needs. We are proud to have some of the best REALTORS® in the industry, and we are confident in our abilities.

Selling a home in today's market can be a challenge. While the market can fluctuate daily, you need an agent who has their finger on the pulse to properly represent you. With that being said, we would like to thank you for trusting us to lead you through the selling process. We are committed to making sure that not only are your expectations met, but exceeded.

While the entire process is outlined for you within this book, please know that your agent will stay in contact with you as you go through your home selling journey with them. Our focus is your complete satisfaction.



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WHY USE A REALTOR® ?

You might ask yourself, “Why use a real estate agent to sell my home?”

There are a number of services plus experience and expertise that a REALTOR® can provide, so it’s important for you to take a look at the list of benefits:

- Provide local housing market expertise in regards to your home.
- Provide proper paperwork and Virginia required disclosures
- Provide a list of needed repairs that will increase your profitability
- List & Market your home in the MLS systems and to the public
- Handle the negotiations of contracts, repair addendums, and any issues
- Have a successful closing and settlement



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Steps to Selling Success

CONSULTATION

1

HOME VALUATION

2

MARKETING STRATEGY

3

SHOWINGS

4

OFFERS & CONTRACTS

5

INSPECTIONS & NEGOTIATIONS

6

APPRAISAL

7

SETTLEMENT

8

PROCEEDS

9

YOUR HOME IS SOLD!

10



1 CONSULTATION

We will discuss and determine your real estate needs and goals to include timelines, relocation plans, financial goals, and answer all questions that you may have about the selling process.

2 HOME VALUATION

I will provide reports from the Multiple Listing Service of comparable properties in the area, neighborhood, or surrounding areas. Together, we will determine a pricing strategy based on those reports considering your square footage, home features, and current property condition.

3 MARKETING STRATEGY

We will go over exactly how and where your home will be advertised so that it can reach the highest number of potential buyers. We focus on online marketing, professional photography, print marketing, social media, and physical signage. All of these marketing efforts tied together with my network of in-house and local agents is guaranteed to get your home sold!

PROFESSIONAL PHOTOS

Over 95% of home buyers start their search online. This is what makes professional photography critical! I have recommendations for a professional photographer who will make sure to take photos that will highlight all of the best features of your home.

ONLINE MARKETING

Those professional photos of your home will be used to market your home to the public! On average, 87% of homes are viewed more online with professional images. I will market the home on MLS, Facebook, Instagram, Zillow, Realtor.com, and YouTube, as well as multiple other home searching websites. We also have a very well-connected group of over 150 agents at Virginia Capital Real Estate, and we network our new listings to them as well. You never know who may be in the market for a new home!



SOCIAL MEDIA

At Virginia Capital Real Estate, agents welcome the opportunity to post company listings on their personal and business Facebook pages. This maximizes the potential views on a property just from our agents' following alone. Your listing will continue to be advertised on Facebook, Instagram and other social media until it is under contract.

Kevin Kirwan
804.545.6300

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Where Home Begins®
VIRGINIACAPITALREALTY.COM · 804.545.6300

FOR SALE

“ON AVERAGE 95% OF HOME BUYERS BEGIN THEIR HOME SEARCH ONLINE BEFORE SPEAKING WITH A REAL ESTATE AGENT”

PHYSICAL SIGNAGE & PRINT MARKETING

Just Listed in Richmond

VIRGINIA CAPITAL REAL ESTATE

123 RICHMOND ST. RICHMOND, VA
3 Bedrooms | 2.5 Bathrooms | Offering Price \$289,980 | MLS

SPECIAL FEATURES

- Manicured Landscaping
- 6' Privacy Fence
- Refinished Hardwood Flooring
- Electric Fireplace
- Energy Efficient Windows
- 1st Floor Primary Suite
- Custom Kitchen w/ soft close white sh. cabinets, granite countertops & nested appliances
- Updates throughout

WELCOME TO
6103 ANGLING WAY
MECHANICSVILLE, VIRGINIA 23116

Offered by Beth Baldwin | Associate Broker | Virginia Capital Real Estate

Agent Name: REALTOR®
AgentEmail@gmail.com
Direct: 804-444-4568
VirginiaCapitalRealty.com

High-quality, reflective real estate signage ensures that buyers see your sign, day or night! We also provide just listed and open house flyers. These are printed in color and can be placed in a box outside of the home for people to get instant information about your home. It also allows them to take printed materials home to reflect.



4 SHOWINGS

Once your home has been listed and advertised, agents will contact me for showings. I will then call you to make the appointment. A lockbox, with your permission, will be installed for access. Every agent that uses the lockbox will be identified upon entry and exit. Reports will be available upon request.



Your agent will walk through your home with you and tell what improvements to make in order to make your showings successful!

5 OFFERS & CONTRACTS

Once we receive an offer, or in some cases multiple offers, I will deliver those to you and we will discuss your thoughts and my professional opinion concerning the offering price and terms of the offer. Once a decision is made based on your best interests, I will deliver an accepted offer or a counter offer to the selling agent. This process will continue until an offer is accepted and the home is pended for sale in the MLS system. At that point there will be no other showings.

6 INSPECTIONS & NEGOTIATIONS

After offer acceptance, the selling agent will request a time for the home inspection, if one is requested, for a certain date and time according to the terms of the contract. During the home inspection the home inspector, on the buyers behalf, will be looking for property defects. Once completed, the buyers agent is required to deliver a copy of the report along with a contract addendum requesting any buyer chosen repairs on the home inspection report. We will review the report and discuss their requests. This is another opportunity for negotiations that I will professionally assist you through. Once negotiations are complete, if there are any repairs needed, I can assist you in finding licensed, insured contractors to complete these repairs.



7 APPRAISAL

If the buyer is acquiring a loan to purchase your property, their will most likely be a bank-required appraisal. The appraiser will contact me to set this appointment. I will provide, if allowed, any and all data that was used to price your home along with a list of upgrades, repairs, and amenities you have added to support the value.

8 SETTLEMENT

At the end of the transaction, you will be required to have a signed deed of your property delivered to the settlement agent for the buyer. This will be generated by a title company or real estate attorney of your choice. If you need suggestions, I will provide them. Per the contract, we will deliver the keys to the settlement agent so that the buyers will receive the keys to the property at settlement and be able to immediately access the property. Your responsibility is to have vacated the property and left it in broom clean condition.

9 PROCEEDS

Once the settlement has taken place the settlement agent is responsible for hand carrying the documents to the municipal locality to have those documents recorded. Once this takes place, your proceeds will be released to you by a check or a bank wire.

10 CLOSED!

Now it is time to celebrate! Cheers to new beginnings!

