



# Selling your Home

*the ultimate guide*

ERIN MARA, BROKER & REALTOR®  
BLOOM FINE PROPERTIES x REAL BROKER LLC



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Thank you & Next Steps!



Thank you for giving me a few moments of your time! I'm Erin, real estate broker and founder of Bloom Fine Properties. I lead a group of accomplished professionals who provide the insight, expertise and guidance our clients need to succeed in the DC area's challenging real estate market. Bloom's clientele is quite diverse and I personally advise a wide range of clients in multiple price points while offering specialization in design-led, unique and GREEN homes. My certifications, in addition to holding a broker's license, which requires a higher level of expertise and education than a salesperson license, include a GREEN designation from the National Association of Realtors and membership in the Green Resource Council. On the personal side, I'm a 5th generation Washingtonian raised in DC and Northern VA, and have a deep passion for the region's development, people and culture. A city girl at heart but now living with both feet in the country at our Maryland farmette where we slow down by growing vegetables and herbs and keeping an ever-growing assortment of adopted farm animals.

ERIN MARA, BROKER & REALTOR  
REALTOR@/GREEN RESOURCE COUNCIL

"Real estate is more than a career to me - it's my passion. I consider it a pleasure and a privilege to represent and advise each and every one of my clients."

**CELL**  
202.494.4092

**EMAIL**  
erine@bloomfpg.com

**FACEBOOK**  
@bloomfineproperties

**OFFICE**  
909.403.6143  
DC/MD/VA

**WEBSITE**  
www.bloomfpg.com

**INSTAGRAM**  
@erinofdc

**LICENSES**  
VA 0225223633 | DC 98376969 | MD 662306



“The utmost professional coupled with intelligence and quick follow-up. I couldn't have wished for a more dedicated, smart and detail-oriented broker.”

Seller - A. Vicentini, Alexandria, VA

“Erin did a tremendous job for us. We worked with Erin for about a year looking for the right property, and she became very familiar with what we wanted. We were traveling abroad when Erin contacted us about an upcoming listing that she knew we would really like. After taking us on a virtual walk-through, she presented our offer and guided us through beating out eight other offers on the first day of the listing. We would recommend her highly to anyone.”

Buyer - M. Stanga, Arlington, VA

“Erin is an excellent realtor with extensive knowledge of the DC real estate market! Thanks to her, we were able to sell my co-op unit in record time and at a record price for the building. She also helped us purchase our new home, and we couldn't be more thankful for her guidance and expertise.”

Seller & Buyer— L. Jackson III  
Washington, DC & Maryland



STEP 1

Prepare your home  
for the market

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 3

Show your home

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 2

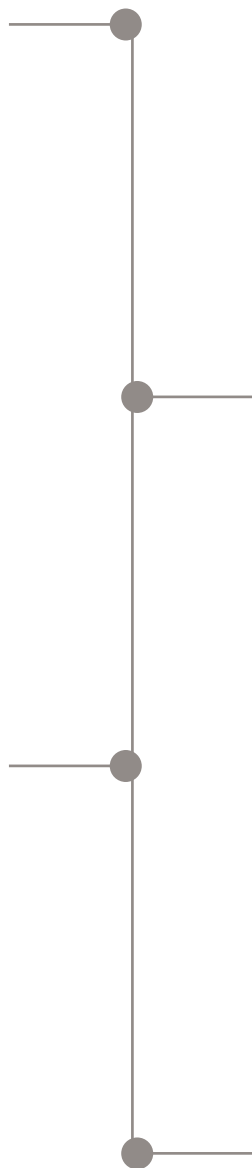
Strategically market  
your home

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 4

Sell it!

- ✓ Go under contract
- ✓ Pre-closing checklist



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN

## Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. This is a big one and not for every seller but shouldn't be left unsaid - Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space.



## Create a Game Plan

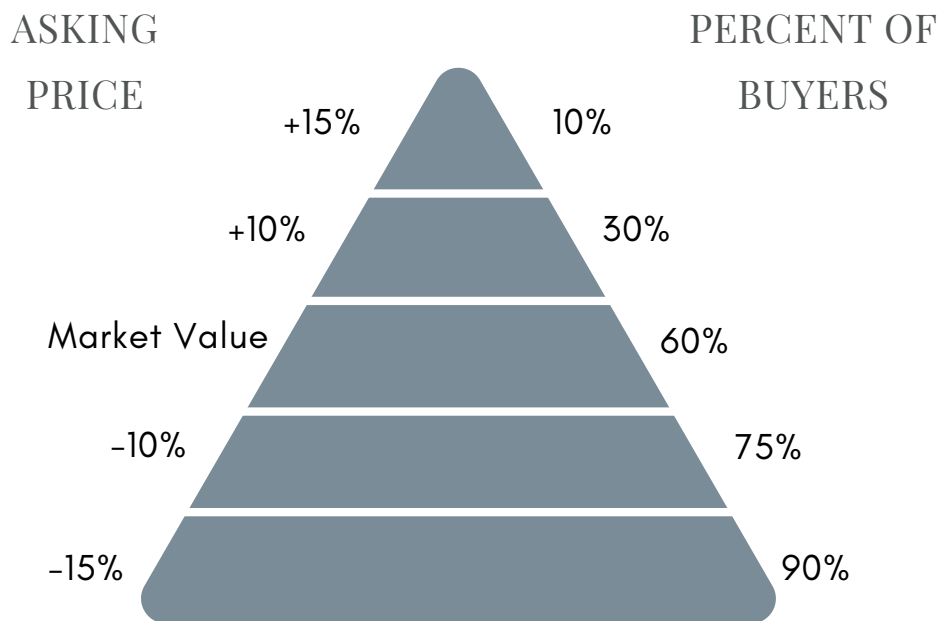
Walk through your home room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



It's important to thoroughly analyze the market to determine the market value of your home.  
Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown, the more the leverage shifts in favor of the buyer.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.





Below are the pros and cons of pricing your home above, below, or at market value.



**Below** market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



**At** market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



**Over** market value

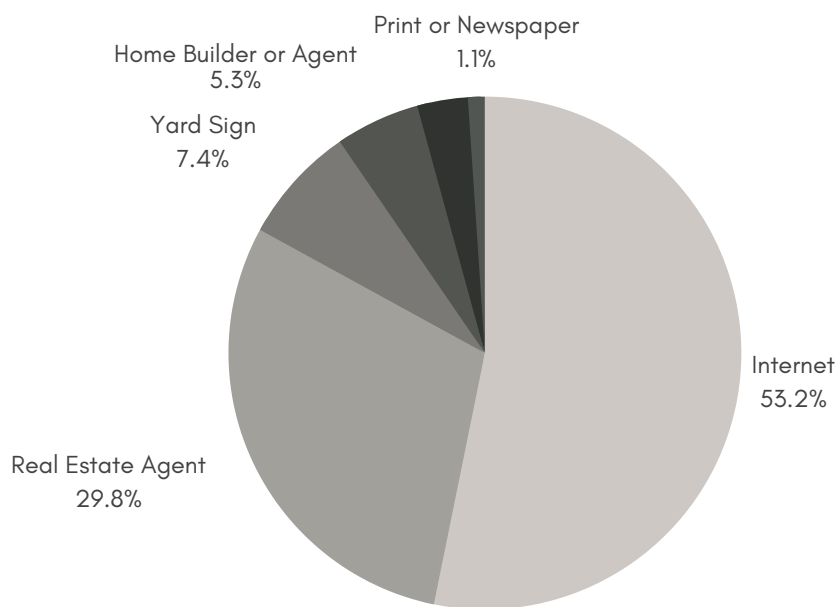
- + If you have to receive a certain amount for the home
  - It will take longer to sell
  - The more days it's on the market, the worse it looks to prospects
  - The home may not appraise by the buyer's lender, back to negotiations





With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It's my goal to provide innovative digital marketing strategies to ensure the right buyers find your property quickly and take action. From 3D Tours to lead optimized landing pages, to beautiful postcards, to custom digital lookbooks, we'll determine what professionally printed or digital marketing pieces will maximize the sale of your property.

## Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me.



*The photos to the left are examples from my recent listings.*

## What's Included in my Smart, Targeted Marketing Plan:

- Professional photography
- Virtual Tour
- Videography and 3D Tour where appropriate
- Property Brochure
- Professionally measured and rendered Floor Plan
- Property Website - a dedicated landing page for your property to support highly targeted marketing campaigns.
- Social Media Posts, Stories and Reels on Facebook & Instagram
- Paid boosted social media posts to capture larger audience
- Coming Soon & Just Listed Media Blasts and Postcards
- Virtual open houses in addition to in-person.
- Yard sign captures using QR codes

## Case Studies 1



6422 22nd St N Arlington, VA 22205

**Sold in 8 days for 8% over asking price**

We strategically priced the home at \$1 million, right at market value, with a deadline in place to give buyers the opportunity to pre-inspect the home. There was strong buyer pressure for the neighborhood and therefore good odds that we'd get multiple offers, escalations and waived contingencies. We did.



**From the homeowner:**

"Erin did a wonderful job helping us in this rapidly escalating market. She was instrumental in helping us in deciding how to best showcase our property and where there was value in improvements prior to listing. She did a lot of small things that went a big way that made a huge difference in making the sales and closing process go through without a hitch."



2109 Paul Spring Rd, Alexandria, VA 22307

**Sold in 7 days for 5% over asking price while setting a Hollin Hills record for highest priced sale**

- Very unique and architecturally significant home in midcentury neighborhood Hollin Hills. The listing launch was delayed due to
- Covid concerns.
- We included 3D tours and videography in our marketing to drive interest and allow buyers to virtually experience the home.



**From the homeowner:**

"Erin was super easy to work with. When we contacted her about selling our house, she started the research immediately. We had to delay our sell date but she kept us up on prices without pressuring us for a final date. She made the process as relaxed as it could be which we really appreciated during a stressful time. Erin definitely worked with our needs and we would hire her again."

## Case Studies 2

### Selling Homes that Previously Failed to Sell Under Another Agent



1211 Harvard St NW #2  
Washington DC 20009

#### **Sold in 10 days for \$905,000**

We brought this top-floor 3 bedroom condominium back to market after it languished for 78 days under another agent. We had to move quickly in a declining market. Our strategy was to significantly upgrade the presentation & marketing thereby allowing us to raise the price and market it to new buyers.



- The prior listing went off the market on 8/16/22 priced at \$899,900. The sellers hired us when the agent asked them for a third price drop down to \$875,000. Our listing went live on 9/08/22, went under contract in 10 days and closed in 30 days at \$905,000 with zero seller concessions.



5921 Barbados Pl #201  
North Bethesda, MD 20852

#### **Sold in 7 days for 6% over list price**

We brought this North Bethesda loft condominium back to market after it sat for 75 days under another agent. We were under a very tight timeline as the seller was facing an impending foreclosure. We had multiple offers and a contract on Day 7.



- The prior listing went off the market on 10/12/21 priced at \$412,500. An agent colleague in California and personal friend of the seller asked us to take on the listing. Our listing went live on 11/05/21 and under contract on 11/11/21. We closed in 28 days with no buyer contingencies and sold at \$422,000.

## How Showing your Home Works



We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.

Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

We use electronic lockboxes that allow 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.

If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

## What to Expect Next

### Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from our prospective buyers. We will work together to negotiate the offers we receive to achieve your preferred terms, whether that be a quick sale, maximizing profit, or perfect timing or all of the above.

### In Escrow

Once the purchase agreement is signed by all parties, the buyers will deposit their earnest money into escrow. These funds will be held by a third-party account until closing. If the buyer defaults on the contract, the seller is typically entitled to keep the escrow money.

### Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies in the contract before we close. A contingency requires something be done by the buyer or seller in order for the transaction to go forward and can involve a secondary negotiation. A typical contract includes the home inspection, appraisal and financing contingencies.

### Closing Day

Once we get the clear-to-close, we will schedule a closing time with the title company. Right before closing, the buyer will conduct the final walkthrough to make sure the home is in good condition any agreed-upon repairs are completed.



## Pre-Closing Checklist

Use this checklist to prepare for closing day.

- Ensure you've provided any additional paperwork requested prior to closing
- Gather your closing documents
- Officially change your address (see list on the next page's moving checklist)
- Cancel your home insurance
- Cancel utilities
- Clean thoroughly before the final walk through
- Gather keys and remotes to bring to closing
- Gather all of the manuals, warranties, and receipts for appliances and put in a folder for the buyer
- Bring your license, your keys/remotes, and any final utility bills to closing



# Moving Checklist

Use this checklist to prepare for closing day.

## 4-6 Weeks Before

- Declutter, discard & donate
- Collect quotes from moving companies
- Locate schools, healthcare providers in your new location
- Secure off-site storage if needed
- Choose a mover and sign contract
- Create a file of moving-related papers and receipts
- Contact homeowner's insurance agent about coverage for moving
- Contact insurance companies to arrange for coverage in new home

## 3-4 Weeks Before

- Notify everyone about your change of address
- Notify utility companies of date to discontinue/ transfer service

## 2-3 Weeks Before

- Notify DMV of new address
- Discontinue additional home services (housekeeper, gardener/lawn service)
- Start using up things you can't move, such as perishable
- Notify utility companies of date to discontinue/ transfer service
- Arrange for child and pet care on moving day
- Notify HOA about upcoming move, reserve elevator usage

## 1 Week Before

- Confirm final arrangements
- Arrange transportation for your pets and plants
- Pack an essentials box for quick access at new home
- Label moving boxes with the contents inside

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>	HVAC
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>	Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>	Window glass	<input type="checkbox"/>	<input type="checkbox"/>	Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Kitchen appliances	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>	Smoke detectors

KITCHEN

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>	Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>	Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>	Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>	Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>	Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>	Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>	Clean any moldy areas

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash any dirty concrete
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint front door
<input type="checkbox"/>	<input type="checkbox"/>	Repaint exterior and trim if needed
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows inside and out
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways and patios
<input type="checkbox"/>	<input type="checkbox"/>	Mow the lawn and trim shrubs

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Yard is clean and maintained
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Outdoor furniture staged and inviting
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash any dirty concrete
<input type="checkbox"/>	<input type="checkbox"/>	Fence is in good shape
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

*Thank you!*



Thank you for considering me for the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help. Helping my clients sell their home for top dollar, great terms and with the most ease is what I am passionate about. I'm here to answer your questions.

*- Erin Mara*

## Next Steps

- ✓ Sign listing agreement and property disclosures
- ✓ Determine list price
- ✓ Prepare home for marketing, photographer and videographer come out for shoot