



THE HOME SELLING PROCESS:
Your Guide from Listing to SOLD



CONGRATULATIONS!

You have made an important decision to sell your home and we are here to ensure that the home selling process is as smooth as possible for you and your loved ones. Here at RVA Home Team we believe in one simple detail: **YOU**. *Your Wants. Your Needs. Your Goals.*

The next few pages will outline how we determine value, explain how buyers discover properties, and we will share some tips and tricks for a successful outcome. We will also share our detailed marketing plan with you as well as some frequently asked questions.

At the end of your journey we want you singing our praises, as referrals are the backbone to our business. If at any time there is something we can improve, please let us know! We are in this together as partners and communication is key to any winning relationship.

THANK YOU for your trust, we are thrilled to have you as part of our team!



PARTNERING WITH **RVA HOME TEAM**

Selling one of your largest financial investments can be stressful. At RVA Home Team, we work with sellers, just like you, each and every day to guide our clients throughout the process, anticipating and knocking down potential obstacles along the way. Below is just a sample of what we will do for YOU!

- *Provide, analyze, and explain market data (comps) on similar homes sold in your area to help you set the **fair market value** price*
- ***Coordinate pre-listing vendors**, such as: handyman, professional photographer, videographer, home stager, etc.*
- *Input your listing into the **MLS** with professional photos and expert marketing copy*
- ***Market** your property online (Zillow, Trulia, Realtor.com, Craigslist, Backpage, Active Rain, and syndication to 100's of websites!)*
- *Manage requests for **showings**, screen buyers, and pursue feedback from all tours*
- *Present and **negotiate offers**, providing you strategic advice*
- *Coordinate **closing** attorney, home warranties, etc.*
- ***Follow up with lenders**, ensuring mortgage application has been made by the buyer*
- ***Negotiate home inspection** repair requests*
- *Help you **coordinate contractors** for any repairs negotiated*
- *Coordinate required **contingencies**: termite, well/septic inspections, etc.*
- *Schedule **final walk through** with the buyer's agent*
- *Recommend professional **movers***
- ***Ongoing follow-up**, and value, beyond the sale*

As you can see, having a knowledgeable and diligent Realtor by your side will save you time and money, so you can focus on what's important to you.

DETERMINING THE VALUE OF YOUR HOME

There are several market factors that affect the value of your home: *Location, price, condition, competition, and timing.* Together, we will determine how your property fits into each category and determine an effective pricing strategy for your home.

Location

Location is the single most important factor in determining the value of your property. Is your home located within a popular school district, on a cul-de-sac street with a great lot, OR is it located in an average school district, on a busy road, and a tiny lot? Buyers will certainly find more value in the first example.

Price

Pricing your home properly from the start is the deciding factor on how long it will take your home to sell. If you price too high, you may actually net LESS than if you would have priced it properly to begin with. This is what we call, "*Chasing Down the Market*", as buyers start to question what is wrong with the house, subconsciously lowering the value in their minds.

DETERMINING THE VALUE OF YOUR HOME

Condition

The condition of the property not only affects the price of the property, but also the speed in which it sells. Prospective buyers often make purchases based on emotion, meaning great first impressions are crucial for getting what you want and how quickly. We will help you optimize the physical appearance of your home to maximize the buyer's perceived value.

Competition

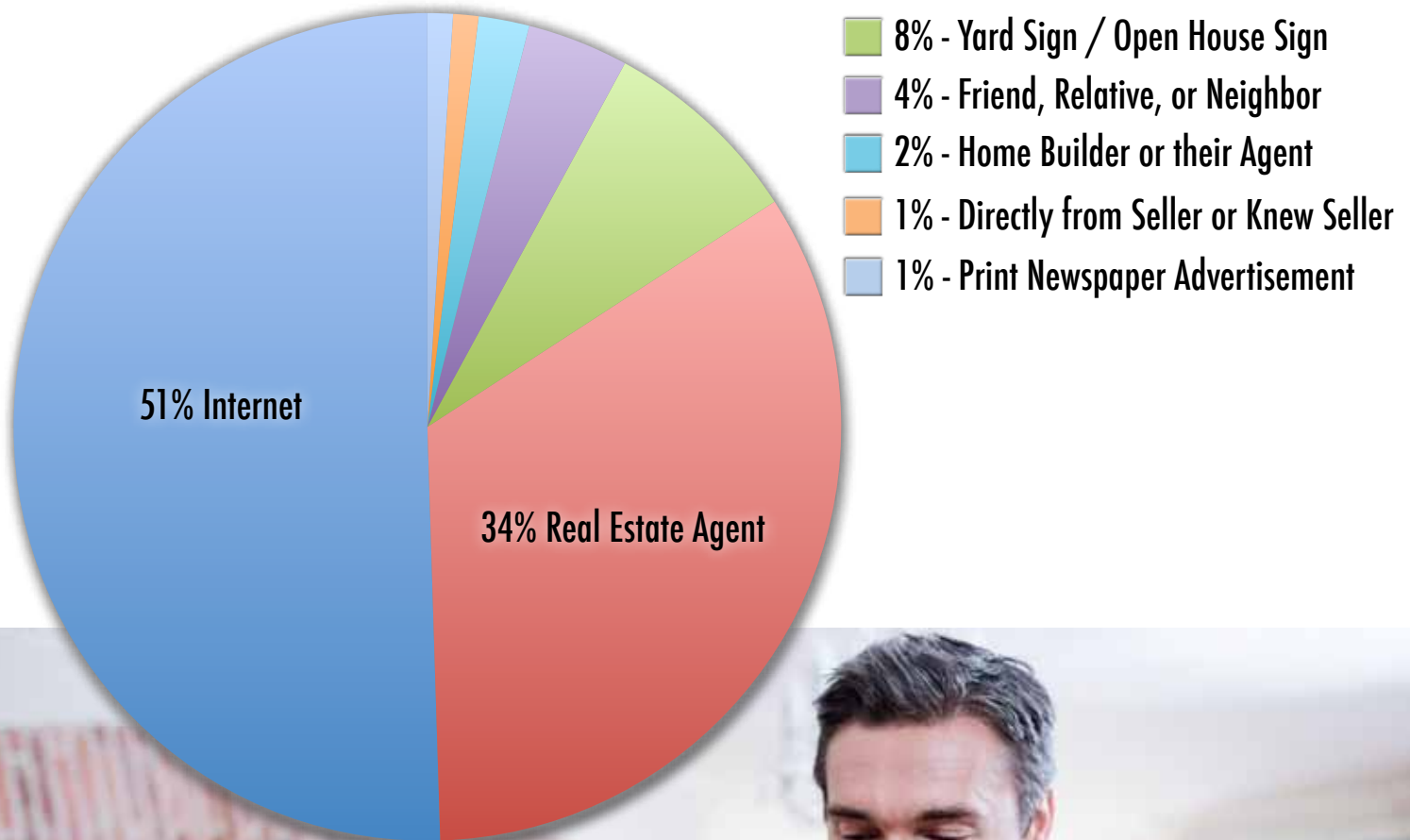
Prospective buyers are going to compare your property – both in condition and price – to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

Timing

Property values are affected by what is currently happening in the real estate market. Because we can't manipulate the market, we will collaborate on pricing and market strategy that will take advantage of the first 30 days your property is listed. It is this window of opportunity when buyers and their agents discover your property and are most likely to tour and submit offers.

HOW BUYERS FIND A HOME TO PURCHASE

Buyers find the home they purchase primarily by searching the Internet and by asking real estate agents. We offer a comprehensive Internet marketing program and network with thousands of Realtors across the country to provide maximum exposure of your home.



OUR 12 STEP MARKETING PLAN

Designed to capture the maximum exposure for your home in the shortest period of time, we will implement our proven 12-step marketing plan*. In addition, we will keep you informed with weekly updates detailing our marketing efforts, including comments from the prospective buyers and agents who have visited your home. **Some listing packages have fewer steps.*

1. Price your home strategically so you're competitive with the current market and current price trends.
2. Make staging recommendations to cast a positive light on the features most important to buyers.
3. Coordinate professional photographer to highlight the attributes of your home while minimizing flaws.
4. Schedule professional videographer to produce a fun and informative story that people will want to share with their friends, family, and co-workers.
5. Place a 24 x 30 "for sale" sign, when permitted, to facilitate interest.
6. Distribute "Just Listed" notices through targeted online ads on social platforms such as Facebook and LinkedIn.
7. Optimize your home's Internet presence by posting information on ListHub as well as local and global MLS systems, including plenty of photographs and a description of your property (Ex: Zillow, Trulia, Realtor.com, etc.).
8. Create professional, attractive fliers to place inside your property.
9. Target marketing to active real estate agents who have buyers shopping in your neighborhood.
10. Advertise your home on the RVA Home Team website and blog, as well as email/social media campaigns and our newsletter.
11. Create an open house event to promote your property to prospective buyers.
12. Target active buyers and investors in our database who are looking for homes in your price range and area.



PREPARING YOUR HOME FOR SALE

It's true, you only get one shot to make a great first impression and we want your home to shine! Recall your last first date. Did you show up in baggy sweatpants and with a stain on your shirt? Of course not! You put on your Sunday best, hoping to make a lasting impression that leads to a second date. Well, selling your home is JUST LIKE THAT! Here are a few tips to get your home show ready and leave buyers wanting more!

DEEP CLEAN

Take a step back and really evaluate your home, putting on the glasses of a buyer. Here is a list of items buyers notice that you may no longer see:

- *Dirty siding (power wash it)*
- *Spotty windows (clean them)*
- *Dingy carpets (scrub them)*
- *Messy refrigerator (purge it)*
- *Dirty grout (scrub or replace)*

It is amazing what a little elbow grease will do in preparing your home for sale!

DE-CLUTTER AND DEPERSONALIZE

Buyers need to envision THEIR items in your house to make it THEIR home, so it is important to remove personal items that could detract from that goal. Here are a few examples:

- *Family photos (replace with a theme, such as: flowers, sailboats, etc.)*
- *Sports memorabilia (pack it up, you don't want someone to tarnish it)*
- *Knick-knacks (put them in storage for safe keeping, you don't want someone to break them!)*

In addition, buyers today desire open & airy spaces so minimizing clutter will make a home feel more spacious and comfortable.

TURN THAT "HONEY-DO" LIST INTO "HONEY-DONE"

It's easy to let the little things slide when you've been living in your home for years, however those little things add up in the minds of buyers, giving them reason to pause and ask, "*what else is wrong with the house?*" In addition, it is less expensive for you to repair a defect NOW than being required by the buyer to have a licensed contractor fix it. Below is a list of some known items that routinely reveal themselves upon inspection:

- *Broken window seals (Repair them)*
- *Broken wax seal around toilets (Fix them)*
- *Leaky faucets (Repair them)*
- *Wood rot on window seals (Fix them)*
- *Stains on ceilings (Repair source of leak and paint)*

If you hate surprises, consider a pre-inspection performed by a licensed home inspector and use that as your guide to repair.

TIPS FOR SCHEDULED SHOWINGS

You've done your homework and it is now time to show off your pristine listing to prospective buyers. The first thing that will happen is we will start to receive requests for showings. Remember to be responsive AND flexible with showing requests in order to set yourself up for success. Here are a few tips of what to do once you receive a showing request:

- *Make it shine - **clean/clear** surfaces and remove trash.*
- *Make all the **beds** and put away any left over **clutter**.*
- *Turn on ALL of the **lights** (even the microwave light).*
- *Open all of the **blinds** (light & bright is the name of the game).*
- *Remove any **valuables** and prescription **medications**.*
- *Relocate your **pets** (ask a neighbor to help, a pet sitter, or take them for a ride).*
- *Take a step back and **make adjustments** to your home through the eyes of a buyer.*
- ***Vacate** the property.*
- ***Relax**. You've done everything needed for a great showing and you've hired the best real estate team to see it through!*



Frequently Asked Questions

1. WILL YOU HELP US DECIDE WHAT WE NEED TO DO BEFORE LISTING?

Of course! As a matter of fact, we would prefer you seek our opinion so we can ensure you are making the most cost effective choices that will net you the most amount of return!

2. HOW LONG WILL IT TAKE FOR MY HOME TO SELL?

DAYS ON THE MARKET (DOM) will vary from neighborhood to neighborhood and we will supply you with your neighborhood's average so you have realistic expectations on how long it may take.

3. IS STAGING REALLY THAT IMPORTANT?

YES! According to IAHSF and stagedhomes.com, 95% of staged homes sell, on average, in 11 days or less compared to 90 days or less for unstaged homes. In addition, Zillow reports that a home incurs a 1% price reduction for every month it remains on the market. Staging is effective in reducing the days on market for listings.

4. SHOULD I BE PRESENT WHEN BUYERS VIEW MY HOME?

NO! Our goal is to have the buyer envision their belongings in your home and that is impossible to do when the seller is present. In addition, a seller may inadvertently give away negotiation power by answering what they think may be an innocent question.

5. DOESN'T IT MAKE SENSE TO LIST AT A HIGHER PRICE AND WE CAN ALWAYS NEGOTIATE DOWN?

We understand this is tempting, however we strongly discourage it. Sellers who intentionally price their home too high often times end up "Chasing Down the Market", effectively netting LESS than they would have had they priced their home properly to begin with. Remember, the longer a home is on the market, the more a buyer will start to question what may be wrong with the home, thus devaluing the property.

Frequently Asked Questions

6. WHAT ARE SELLER CONCESSIONS?

This is when buyers ask for the seller to contribute funds towards the purchaser's closing costs, points, and/or pre-paid items. This is a negotiable item and one that is important to take into account for your bottom line.

7. WHAT HAPPENS IF THE PROPERTY DOESN'T APPRAISE?

A bank will hire a third party appraiser to determine the fair market value of your property. If it is determined that the sales price is MORE than the fair market value, you will have three options. First, the buyer may make up the difference, in cash, between the appraisal price and the agreed upon sales price. However, keep in mind many buyers do not have extra funds to "over pay" for a home. Second, the seller may drop the sales price to the fair market value that was determined by the appraiser. Finally, if there is no meeting of the minds then all parties MAY walk away. (Note: there are other factors to consider when it comes to appraisals and we will discuss these with you in person.)

8. HOW DOES THE HOME INSPECTION CONTINGENCY WORK?

The contract will outline the timeline agreed upon for the buyer to perform their inspections and supply you with a request for repairs. You will then have a certain amount of time to negotiate with the buyers on what you will and will not fix. We will guide you throughout this contingency and work to have it removed to the satisfaction of both parties.

9. WHAT ITEMS CONVEY (STAY) WITH THE HOME?

Typically, anything attached to the wall is to convey with the home unless it is a form of personal property. For example: cabinets screwed into the wall are to convey, as is an attached sink. Items that are plugged in, such as a refrigerator or free standing range, are considered personal property and are to vacate the property unless otherwise negotiated in the contract. Attachment is a "tricky" issue and we are happy to discuss specific questions.

10. WHEN IS THE BEST TIME TO SELL MY HOME?

This will be largely dependent on your goals/needs and we will discuss what is best for your individual situation. Typically, the Spring brings out the most amount of buyers, however it will also have the most competition.

ABOUT RVA HOME TEAM

It all began in Syracuse, N.Y., after I graduated from college with a degree in Communications & Public Relations. I obtained a position as the Marketing Associate for six Coldwell Banker offices, where I honed and crafted my real estate marketing skills. I loved marketing and couldn't imagine doing anything else, that is, until I stepped into sales.

After relocating to Virginia and a "less-than-stellar" experience with an agent selling my personal home, I knew it could be done better. I quickly obtained my real estate license and purposefully went to work for a large real estate team in Northern VA. I mastered contracts, so I could explain complex language to clients. I became a proficient Blogger, harnessing my influence on the internet to bring thousands of home buyers to the sites of our listings. I acquired negotiation techniques, empowering me to give clients the best market position possible. Then after two years and a permanent move to Richmond, I knew I was ready to start the company I envisioned.

I founded RVA Home Team as an innovative real estate company that would go to bat for our clients. Word quickly spread that I was a great communicator with a unique marketing plan featuring creative video, a comprehensive social media plan, and clever spins on traditional tactics, such as open house events with food trucks. From the very beginning, our focus has been to help countless people, just like you, successfully sell their homes fast and at top dollar.

Today, RVA Home Team consists of myself as the Lead Listing Specialist, two Buyer Specialists, an Administrative Assistant, two Videographers, a professional Photographer, and a fabulous Home Staging Consultant. We are a group of successful real estate and marketing professionals working as one, to get the job done for you.



Shannon Milligan, RVA Home Team Lead/Listing Specialist

A few of our proud professional accomplishments:

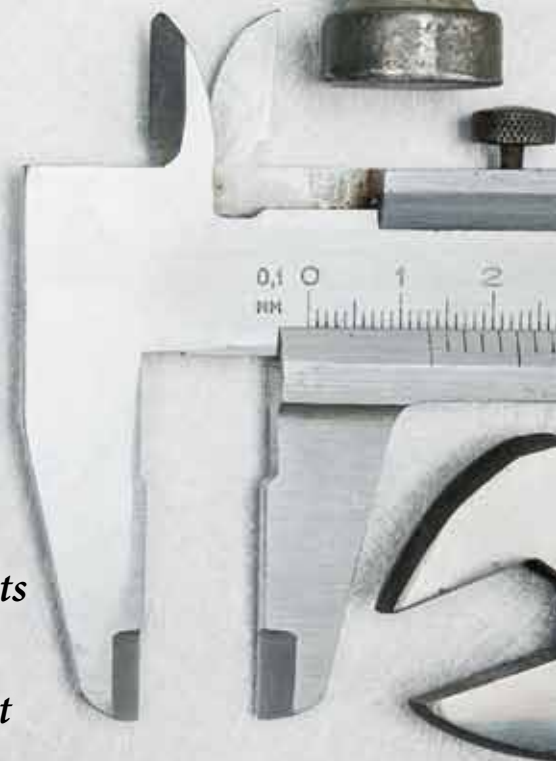
- *The Richmond Association of Realtor Emerald, Platinum and Gold awards for Outstanding Production, 2013-Present*
- *eXp Icon Award Winner 2017-Present*
- *Published author at Inman News and Zurple*
- *BOLD graduate from Keller Williams Realty*
- *Virginia broker's license, 2015*
- *Real estate teacher's license, 2014*
- *Founding member of Snappack Live, a social media training ground for real estate agents*
- *Co-founder of REMM, a marketing mastermind for real estate agents across the country*
- *National speaker on Live Video in Real Estate*
- *Featured guest on Onion Juice Podcast, Under Contract Live, Game Changer SalesCast, and Get Social Smart Academy*



When you become a client of the RVA Home Team, you are automatically enrolled in an exclusive club with free rentals of the following tools, and other fun perks:

- *5x8 Utility Trailer*
- *Power Washer*
- *Rug Scrubber*
- *Chainsaw*
- *Leaf Blower*
- *Sawzall*
- *Power Drill*
- *Wheelbarrow*
- *Seed/Fertilizer Spreader*
- *Discount codes to preferred vendors*
- *Invitation to private client appreciation events*
- *Free market analysis*
- *Referrals to pre-screened Realtors throughout the country.*
- *Private Facebook group filled with giveaways and contests.*

To reserve one of these items, simply give us a call. If there is something missing from the list that would be helpful to you, please let us know. Thank you again for working with us and welcome to the club!



Notes

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WELCOME TO THE TEAM!



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