

# *Seller's* GUIDE



FOCUS ON NOVA  
REAL ESTATE®



*Hello!*  
*nice to meet you!*

We are trusted advisors and resources for our clients, with over 90% of our business coming from repeat clients or referrals. This speaks to the care and dedication we provide, earning the confidence of our clients who trust us with their friends, family, and colleagues' real estate needs. The FOCUS on NoVA team specializes in first-time home buyers, downsizing, estate sales, out-of-town buyers and sellers, luxury homes, military relocation and divorce.

Our team operates collaboratively on every transaction, ensuring that our clients receive seamless support at every stage of the process. While you'll work directly with a primary agent, they are backed by a skilled team of marketing and administrative professionals who ensure every deadline is met, every appointment is scheduled, and every detail is monitored to keep your transaction moving forward smoothly. Think of it as Wonder Woman leading her own Justice League!



**CENTURY 21**  
Redwood Realty

10300 Eaton Pl., Suite 150,  
Fairfax VA 22030  
703-359-7800

MEET THE

# Team



## TRACEY BARRETT

REAL ESTATE AGENT

Tracey is an Associate Broker at Century 21 Redwood and team leader of the FOCUS on NoVA Real Estate® Team. Her goal for each client is to customize their home selling or buying experience through objective communication, empathy, and a bit of fun.

## LYNN NORUSIS

REAL ESTATE AGENT

With a genuine love for the Northern Virginia community and a deep commitment to helping clients achieve their real estate goals, Lynn guides clients through the buying and selling process with a passion for making their real estate journey a seamless and enjoyable experience. She is a trusted partner navigating the dynamic and diverse NoVA market.



## MAURA STEVENS

REAL ESTATE AGENT

Maura loves real estate and has a passion for helping people. She guides her clients through the home buying and selling process seamlessly all while working in the utmost professional manner. Maura advocates on behalf of her clients to achieve the most favorable terms possible.

## DOREEN GAGNE

REAL ESTATE AGENT

As a proud military spouse and mom, Doreen understands firsthand the challenges of relocating. Whether you're buying or selling, her approach is rooted in a deep commitment to helping others navigate these transitions. Paired with her local expertise and proven negotiating strategies, Doreen is dedicated to assisting clients achieve their goals.





MEET THE

# Team

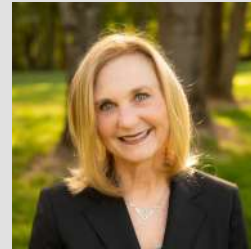


**LATORIA LOGAN**  
REAL ESTATE AGENT

Whether you're in the market to sell, buy, or rent Latoria brings to the table a deep knowledge about the local market and provide comprehensive support from contract to closing. Moreover, her client-centered approach allows her to tailor individual interests and needs to best meet their real estate goals.

**SHARON AYERS**  
REAL ESTATE AGENT

Coming from a teaching background, Sharon believes her clients should be well educated with all the basics of buying or selling before making one of the biggest decisions of their lives. She takes pride in helping first-time home buyers live the American dream of home ownership and understand that important decisions shouldn't be taken lightly.



**INGRID BARRETT**  
REAL ESTATE AGENT

With more than 40-years of real estate practice, Ingrid lived and experienced the growth and development of Fairfax, Loudoun and Prince William Counties. The depth of her knowledge and experience is incomparable and an amazing asset for both her buyer and seller clients.

## TEAM APPROACH SUPPORT FOR YOU

An individual's success is greatly influenced by the team and support surrounding them. Each member of the FOCUS on NoVA Real Estate® team contributes her unique expertise and knowledge, always ready to step in and assist with any transaction as needed.



# THE *Process*

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# HOME SELLER'S *Roadmap*



# Listing STRATEGY

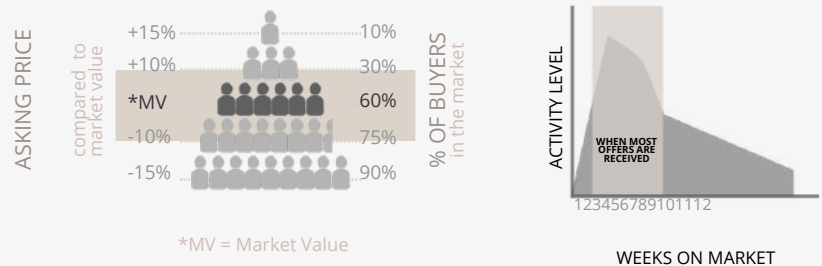


## PRICING STRATEGY

Taking a close look at the market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.



## HOME STAGING

To make sure your home is shown in the best light to buyers, I will provide a staging consultation to ensure your home is ready to hit the market. Staging neutralizes your home to appeal to the maximum number of potential buyers.

## PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

## AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. I focus most of my attention on this. My expertise is increasing brand awareness and attracting hundreds of buyers per month.





# Preparing TO LIST

## MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them to do that.

### 01 EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

### 02 INTERIOR

- Remove personal items, excessive decorations and furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures. Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

### 03 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





# THE ART OF *Staging*

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which increases online interest and showings. Ultimately, staging helps a home stand out and potentially command a higher sale price.



STAGED HOMES  
SPENT **90%** LESS  
TIME ON THE  
MARKET

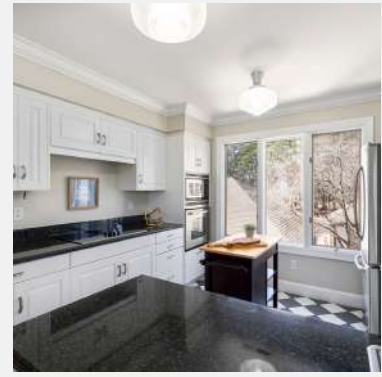
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STAGED HOMES  
INCREASED SALE  
PRICE UP TO  
**50%**

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## BENEFITS OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ INCREASED SALE PRICE
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ DISGUISES FLAWS OF THE HOME
- ✓ DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL
- ✓ CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT



# Real estate photography

## A PICTURE SAYS A THOUSAND WORDS

Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. As your agent, I will ensure that your home is shown in its best light.



QUALITY PHOTOS  
ENJOY **118% MORE**  
ONLINE VIEWS

PROFESSIONALLY SHOT  
LISTINGS CAN SELL FOR  
UP TO **19K MORE**

POTENTIAL BUYERS LOOK  
AT PROFESSIONALLY  
SHOT PHOTOS **10 TIMES**  
LONGER THAN NON  
PROFESSIONAL PHOTOS

## INTERESTING FACTS



# PROFESSIONAL *videography*

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VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT

REAL ESTATE LISTINGS  
WITH VIDEO RECEIVE  
**403%** MORE INQUIRIES

VIDEOS ATTRACT  
**300%** MORE TRAFFIC  
FOR NURTURING  
LEADS.

INTERESTING  
FACTS

**70%** OF HOMEBUYERS  
WATCH VIDEO HOUSE  
TOURS



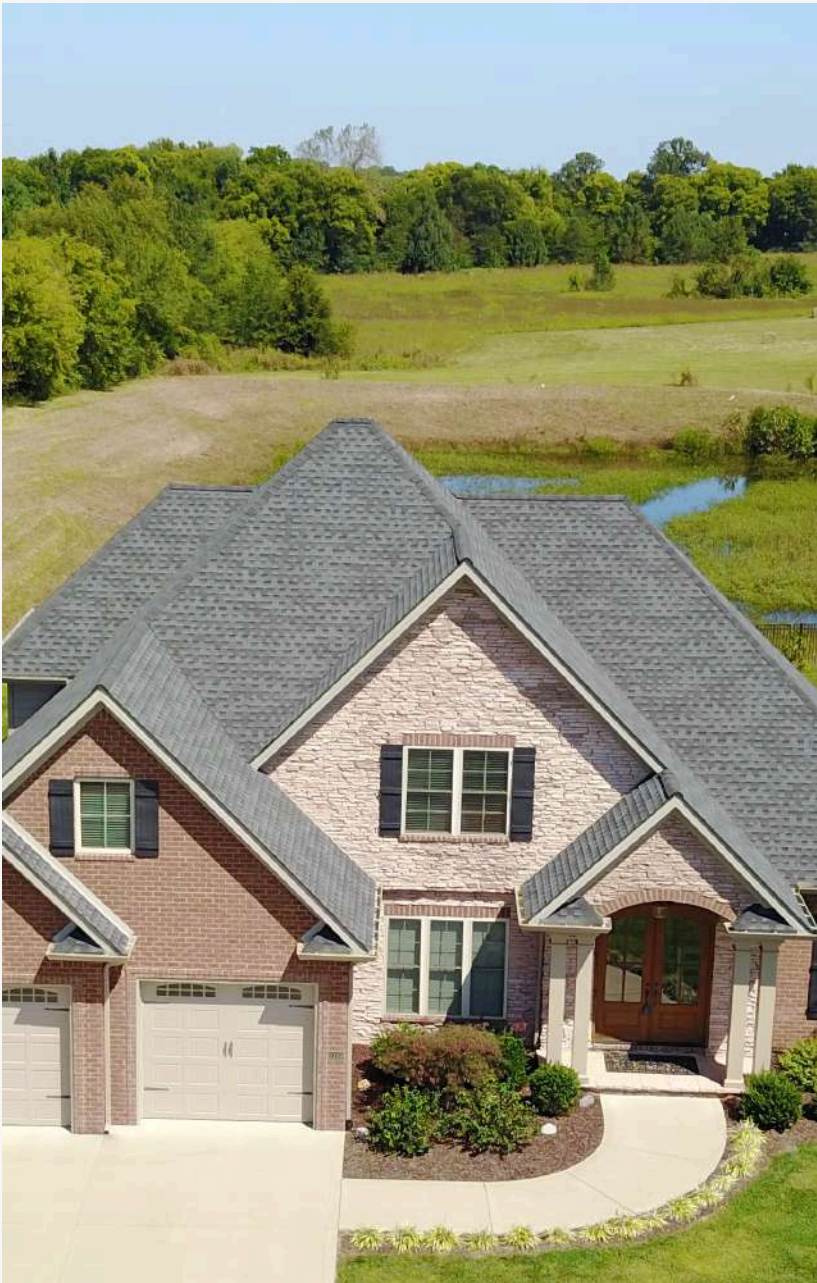
# AERIAL *photography*

USING AERIAL PHOTOGRAPHY IN REAL ESTATE CAN SHOW BUYERS A MUCH MORE ACCURATE DEPICTION OF WHAT THE PROPERTY IS TRULY LIKE.



## BENEFITS OF HAVING AERIAL PHOTOS

- ✓ PROVIDES VIEWS OF THE ENTIRE PROPERTY AND LAND
- ✓ THE CONDITION OF THE ROOF AND OTHER PROPERTY FEATURES
- ✓ THE NEIGHBORHOOD AND SURROUNDING AREA, INCLUDING THE HOME'S PROXIMITY TO SCHOOLS AND AMENITIES
- ✓ DEVELOPMENTS OR LOCAL DISTRICTS THAT ARE SUPPORTED BY THE BUYER'S PROPERTY TAXES





# Virtual TOURS

A VIRTUAL TOUR IS A SEQUENCE OF PANORAMIC IMAGES THAT ARE 'STITCHED' TOGETHER TO CREATE A 'VIRTUAL' EXPERIENCE OF A LOCATION. ONCE CREATED, THE VIEWER IS ABLE TO EXPERIENCE WHAT IT IS LIKE TO BE SOMEWHERE THEY ARE ACTUALLY NOT



## THE BENEFITS

- ✓ Virtual house tours allow potential buyers to check out every room and corner with a few mouse clicks. Compared to photos and videos, this technology offers a more accurate and immersive experience.
- ✓ Utilizing virtual tours, we can narrow in on the most serious buyers and give them a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.
- ✓ Potential homebuyers don't like to wait. They want all the information now. A virtual tour allows every part of your home to be on display around the clock without disturbing you.
- ✓ Your home will definitely stand out. A virtual tour exposes your home to a wider audience. Your home can be toured from anywhere at any time.
- ✓ In some cases buyers will make sight-unseen offers based on a combination of all of the marketing strategies and a confirmation of a virtual tour.

# Property BROCHURES



Property brochures have numerous benefits when selling a home. They provide buyers with a tangible and detailed representation of the property, including high-quality photos, detailed descriptions, and relevant information. Brochures can also showcase any unique features or upgrades of the home that may be overlooked in online listings. They serve as a leave-behind for buyers to reference after touring the property and can be shared with others who may be interested.

# *Listing* YOUR HOME

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# Marketing PLAN

## NETWORKING

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A large percentage of real estate transactions happen by word-of-mouth to co-operating agents. I will expose your listing to this market.

## SIGNAGE

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A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

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Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## LOCKBOXES

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Lockboxes are essential for the safety of all. Owners are expected to vacate the property for showings. Lockboxes allow an agent to show your home at a scheduled time rather than relying on the owner for a key. Having a lockbox makes this process much easier for all involved and allows us to track who has access to your home.

## SHOWINGS

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When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

## EMAIL MARKETING

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An email will be sent to our current buyer database of hundreds of buyers searching for properties. A new listing email alert will go out to my network of agents in the area.

## PROPERTY BROCHURES

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High quality property brochures will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## OPEN HOUSES

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We have a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

## SOCIAL MEDIA MARKETING

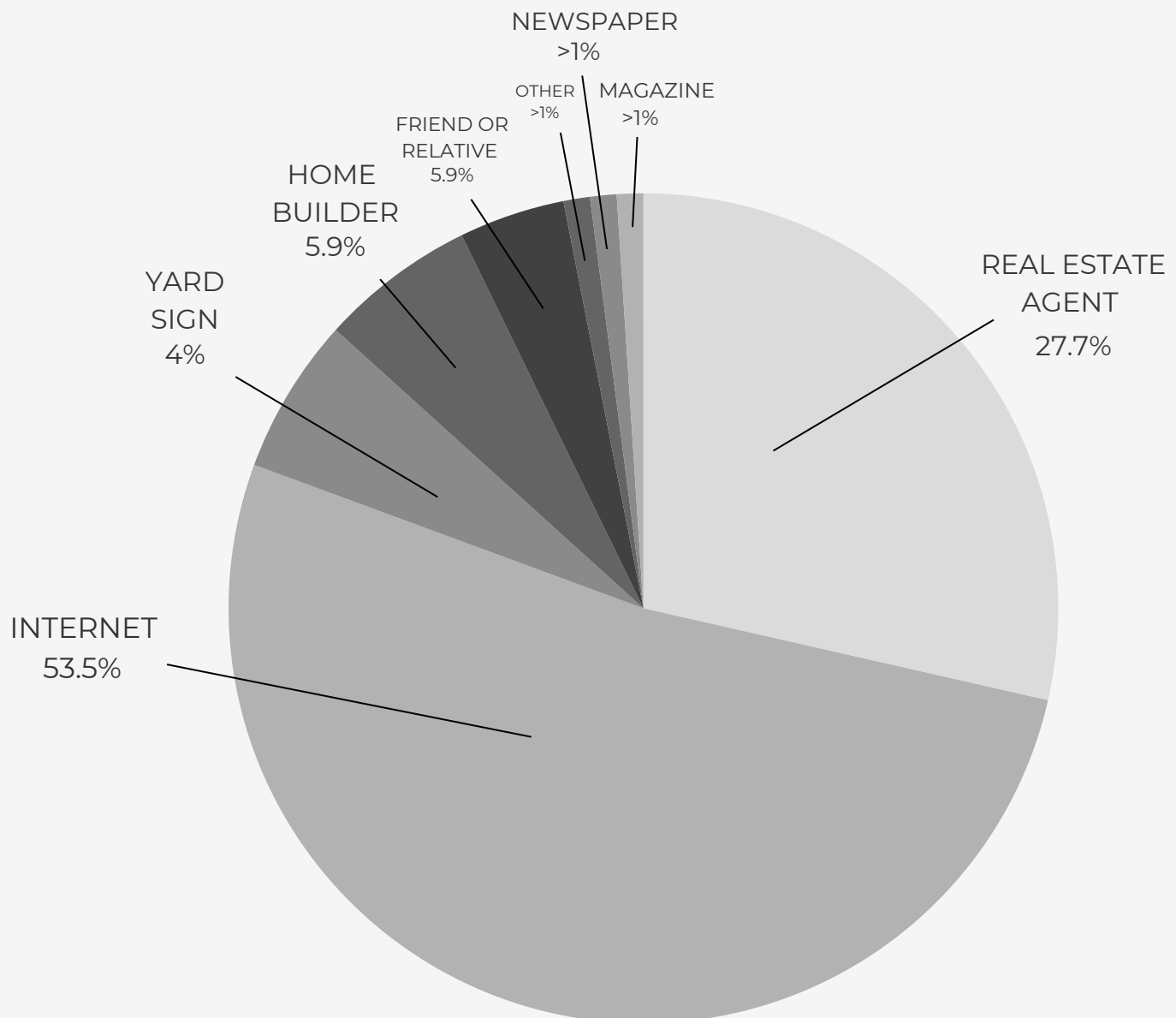
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We practice regular social media marketing on today's top social sites which include: Facebook, Instagram, LinkedIn, YouTube, and Google.





# Where do buyers FIND THEIR HOME?



# Maximum EXPOSURE

I will feature your home on the top home search sites, and on social media and syndicate it to over 800+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



 Zillow®

 trulia®

realtor.com®

LinkedIn®

facebook

Instagram

Google

 YouTube

bright<sup>®</sup>  
MLS

# Home SHOWINGS

## FLEXIBLE

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Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having any missed opportunities.

## INFORMED

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Make sure everyone is informed when showings are scheduled to ensure the home is clean and vacant.

## DAILY CLEANING

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Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

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Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## PERSONALS

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Make sure you place all valuables and prescriptions out of sight and in a safe place.

## FURRY FRIENDS

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Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

## NATURAL LIGHT

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Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## TRASH

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Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

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Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

## VACATE

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Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors to consider.

## CONTINGENCIES

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The fewer contingencies on an offer the better. Shorter time periods are also valuable.

## ALL CASH BUYER

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A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

## PRE-APPROVAL

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Assures a home seller that the buyer can get the loan they need.

## LOAN TYPE

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Every loan program has criteria that must be met in order for the loan to be approved. Careful evaluation of these criteria will be weighed when reviewing offers.

## CLOSING TIMELINE

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You might need to close quickly to move on to the next adventure, or you might need to extend the closing date to allow time for your next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

## CLOSING COSTS

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The buyer may ask the seller to pay a percentage of the buyer's closing costs or buyer-agent compensation. It is important to keep the net proceeds in mind when considering an offer.



## BUYER LETTER

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No buyer letters will be presented with an offer as the content can lead to fair housing violations.

## REPAIR REQUESTS

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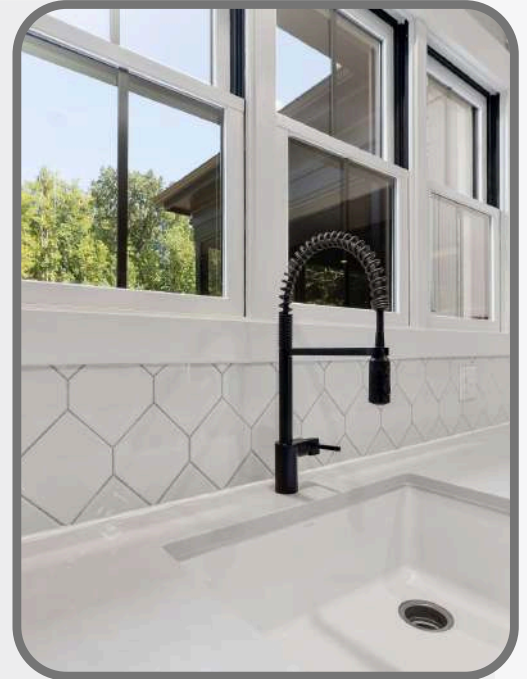
If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repair requests can be expensive. It's important to know what is best for you.

## OFFER PRICE

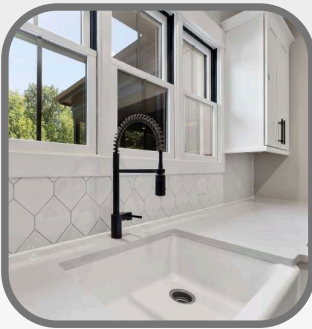
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Of course, price matters too! Be sure to consider all factors in an offer before accepting the highest offer price.





# Negotiations



## WE CAN:

- **ACCEPT THE OFFER**
- **DECLINE THE OFFER**  
If the offer isn't close enough to expectation and there is no need to negotiate.
- **COUNTER-OFFER**  
A counter-offer is when you offer to accept the buyers offer subject to different terms.

## THE BUYER CAN THEN:

- **ACCEPT THE COUNTER-OFFER**
- **DECLINE THE COUNTER-OFFER**
- **COUNTER THE COUNTER-OFFER**  
You can negotiate back and forth as many times as needed until you can reach an agreement or someone cops out.

## OFFER IS ACCEPTED:

Sign the purchase agreement and you are now officially ratified, under contract, and in escrow! There are usually several contingency periods while in escrow.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

# *Contract* TO CLOSING

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# Inspections

## WHAT IS INCLUDED:

- ✓ HEATING & COOLING
- ✓ PLUMBING
- ✓ BASEMENT
- ✓ FOUNDATION
- ✓ CRAWLSPACE
- ✓ STRUCTURE
- ✓ ROOF & COMPONENTS
- ✓ EXTERIOR & SIDING
- ✓ ELECTRICAL
- ✓ ATTACHED GARAGES
- ✓ WALLS
- ✓ ATTIC & INSULATION
- ✓ DOORS
- ✓ DRAINAGE
- ✓ WINDOWS & LIGHTING
- ✓ APPLIANCES (LIMITED)
- ✓ GRADING
- ✓ ALL STAIRS
- ✓ GARAGE DOORS

## FAQ

### INSPECTION TIME FRAME

Typically, inspections will need to be scheduled ASAP to stay within the usual 7-day inspection period. There may be some lag time in obtaining the actual report.

### POSSIBLE OUTCOMES

A home inspection may reveal potential and necessary repairs. Depending on the type of contingency, negotiations may need to take place.

### UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN CANCEL CONTRACT

BUYER CAN OFFER TO RENEGOTIATE

### COSTS

There is usually no cost to the seller with a general home inspection. The buyer will hire a home inspection company of their choice.

### COMMON PROBLEMS COULD BE

Outdated electrical, leaky plumbing, mold, structural cracks, foundation issues, heating/cooling system defects, roof problems, and more.





# Home APPRAISAL

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If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is in fact worth the contract sales price. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest an appraisal. When the appraiser schedules the appointment to perform the appraisal, I will provide a report on the home and the market analysis to substantiate the sales price.

## APPRAISAL COMES IN AT OR ABOVE SALE PRICE

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You are in the clear, and closing can be begin!

## APPRAISAL COMES IN BELOW SALE PRICE

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- Renegotiate the sale price with the buyer
- Request buyer to cover the difference, or partial difference, and renegotiate terms
- Cancel, and re-list
- Review any back-up offers, and possible cash offers





# Closing THE SALE

## WHAT TO EXPECT

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The escrow officer will look over the contract to determine what payments are owed by who, prepare documents for closing, perform the closing, & make sure all payoffs are completed. Now the buyer's title is recorded and you receive all payoffs that are due to you.

## YOUR COSTS

### SELLER COMMONLY PAYS:

- Existing mortgage balance and penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Listing real estate agent commission
- Home warranty, if applicable

## WHAT TO BRING

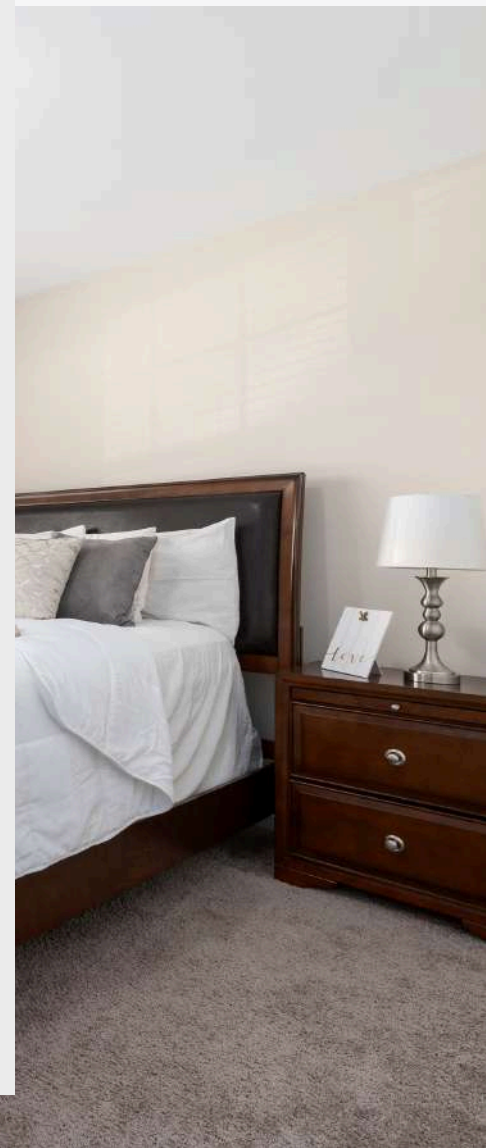
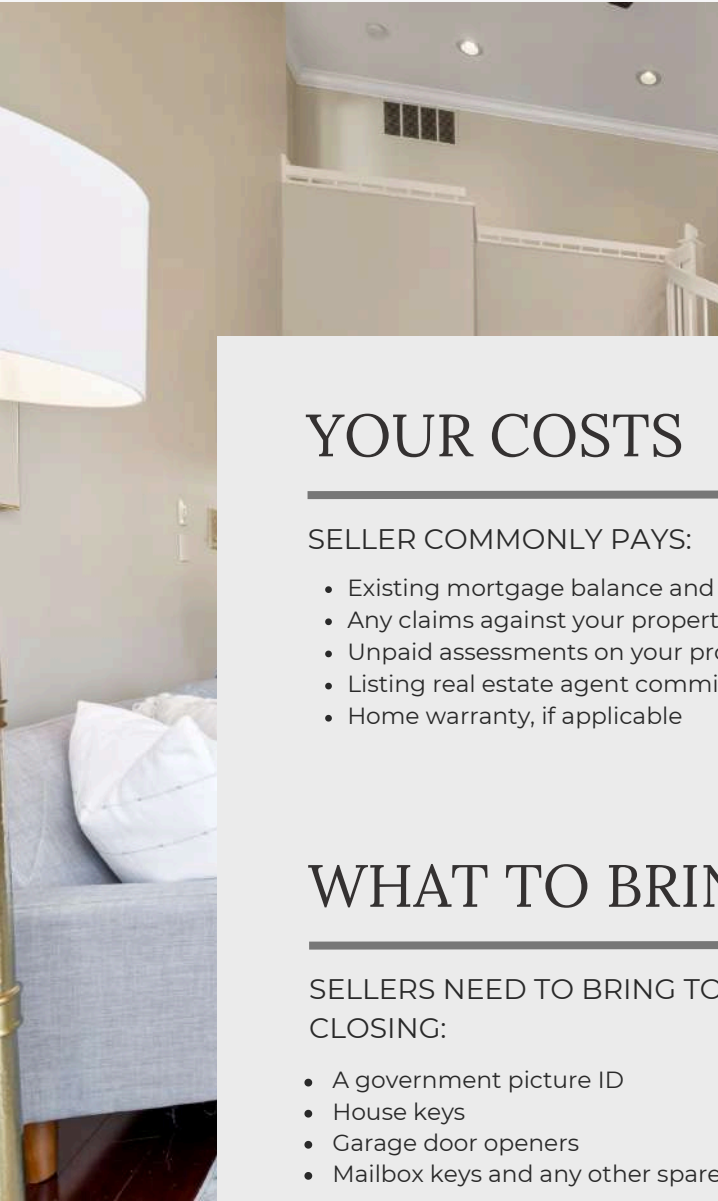
### SELLERS NEED TO BRING TO CLOSING:

- A government picture ID
- House keys
- Garage door openers
- Mailbox keys and any other spare keys

## AFTER CLOSING

### KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts



# Final STEPS

## FOR SELLERS



### ✓ CANCEL POLICIES

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Once transfer of title has occurred, contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

### ✓ CLOSE ACCOUNTS

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Schedule the cancellation of utilities and close those accounts, or transfer if necessary, for the first business day after closing.

### ✓ CHANGE ADDRESS

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Submit a change-of-address form to the post office.

### ✓ GATHER HOME PAPERWORK

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Make a packet of manuals, receipts, warranties, and copies of any upgrades or work that was done to the home.

### ✓ CLEAR OUT PERSONALS

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Move your personal belongings out completely. Check all drawers, cabinets, and closets.

### ✓ CLEAN

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Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing.

### ✓ ACCESS

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Leave all house keys, remotes, gate keys, shed/storage keys, and mailbox keys in a drawer in the kitchen.

### ✓ DOCUMENTS

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Secure the Purchase Agreement and all closing documents concerning the home. Keep them in a safe place.

### ✓ LOCK UP

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Ensure all blinds are closed, and lock the windows and doors.

# *What to* EXPECT

GREAT COMMUNICATION

HONESTY & TRANSPARENCY

INTEGRITY & RESPECT

LOCAL MARKET KNOWLEDGE

REACH YOUR REAL ESTATE GOALS





# FOCUS on NoVA

REAL ESTATE® TEAM

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[www.FOCUSonNoVA.com](http://www.FOCUSonNoVA.com)