Seller's GUIDE



LYNN NORUSIS
FOCUS ON NOVA REAL ESTATE®



Hello!

I AM LYNN NORUSIS

nice to meet you!

As a seasoned real estate agent with over a decade of experience in the industry, I have a proven track record of successfully selling homes in a variety of markets. My expertise in pricing, marketing, and negotiating has helped me to consistently achieve top dollar for my clients. I understand that selling a home can be a stressful and emotional process, and I pride myself on providing exceptional customer service and clear communication throughout the transaction.

My goal is to make the selling process as smooth and stress-free as possible, while ensuring that your needs are met every step of the way. Whether you are a first-time seller or a seasoned investor, I am committed to achieving your real estate goals and exceeding your expectations.

@LynnNorusisFON

@LynnNorusis

CENTURY 21
Redwood Realty

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

REALTOR® EQUAL HOUSING OPPORTUNITY

Each office is independently owned and operated. Information shall be deemed reliable, but not guaranteed. Not intended to solicit sellers or buyers under written contract with another REALTOR.

THE *Process*



HOME SELLER'S *Roadmap*

FOCUS on NoVA REAL ESTATE

1 MEET WITH YOUR AGENT

- Discuss your needs
- Research the market
- Set a competitive list price

2 PREPARE TO LIST

- Deep clean and declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

3 IMAGERY

- Professional photo session
- Professional video session
- Professional brochures

4 MARKETING

- Online marketing
- Social media
- Signage
- Flyers

5 SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

6 RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits and risks of each offer

7 NEGOTIATE

- Most offers require negotiating before and after inspections
- You can accept, counter, or deny an offer

8 INSPECTIONS & APPRAISAL

- Coordinate inspections and appraisal if applicable
- A detailed report will be provided to the appraiser

9 REPAIRS

- Likely some small repairs will need to be made after inspections.
- Review list of recommended vendors if needed

10 CLOSING

- Final walk-through
- Sign closing documents

Lynn NORUSIS

- REAL ESTATE AGENT-

Factory



Determining FACTORS

WILL MY PROPERTY SELL OR NOT SELL?



FACTOR 1 *pricing*

When presenting a home to buyers, it's important to price the home correctly. This will set realistic expectations and attract serious buyers, ultimately leading to a successful sale for the seller. I sell homes HIGHER than the market average because I list homes at the correct price from the start.



FACTOR 2 *prepare the house*

It is important to have your home ready for market on day one.
I will help you make sure your home is ready for showings and online by working with you to:

- Complete repairs that need to be done
- Declutter and remove personal items
- Make sure the home is clean and smells fresh
- Clean carpets
- Neutralize spaces and walls



FACTOR 3 *marketing*

I offer PROVEN MARKETING STRATEGIES to help get your home sold quickly and for top dollar.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

You can expect me to actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

OUR TEAM ADVANTAGE

PROFESSIONAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more than unstaged homes

PROFESSIONAL MEDIA PROVIDED

- High-fusion photography, aerial photos (if allowed)
- Videography
- 3D virtual tours

BOOSTED ONLINE EXPOSURE

- The average consumer will spend 8 seconds on a property when scrolling online.
- Studies show that online buyers disregard homes with limited, low-quality photos, and minimal information. I will be sure to take the extra steps to get maximum exposure for your home and give the online buyer(s) a wealth of information, as well as quality photos, video and virtual tours.

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BEFORE *Listing*



Listing STRATEGY

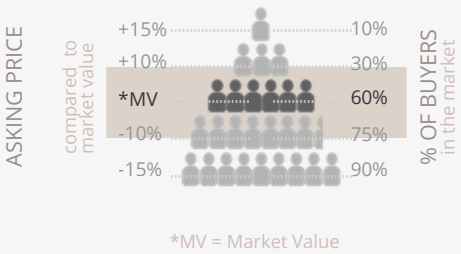


PRICING STRATEGY

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



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

Staging YOUR HOME



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

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

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

A lasting IMAGE







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*

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 TRUELY 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.

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Sold on

KEEPING YOU SAFE





We've got you COVERED

A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

REMOVE PRESCRIPTION DRUGS AND MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

PUT AWAY BILLS AND OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.

Listing YOUR HOME



Marketing PLAN

NETWORKING

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

SIGNAGE

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

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

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

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

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

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

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

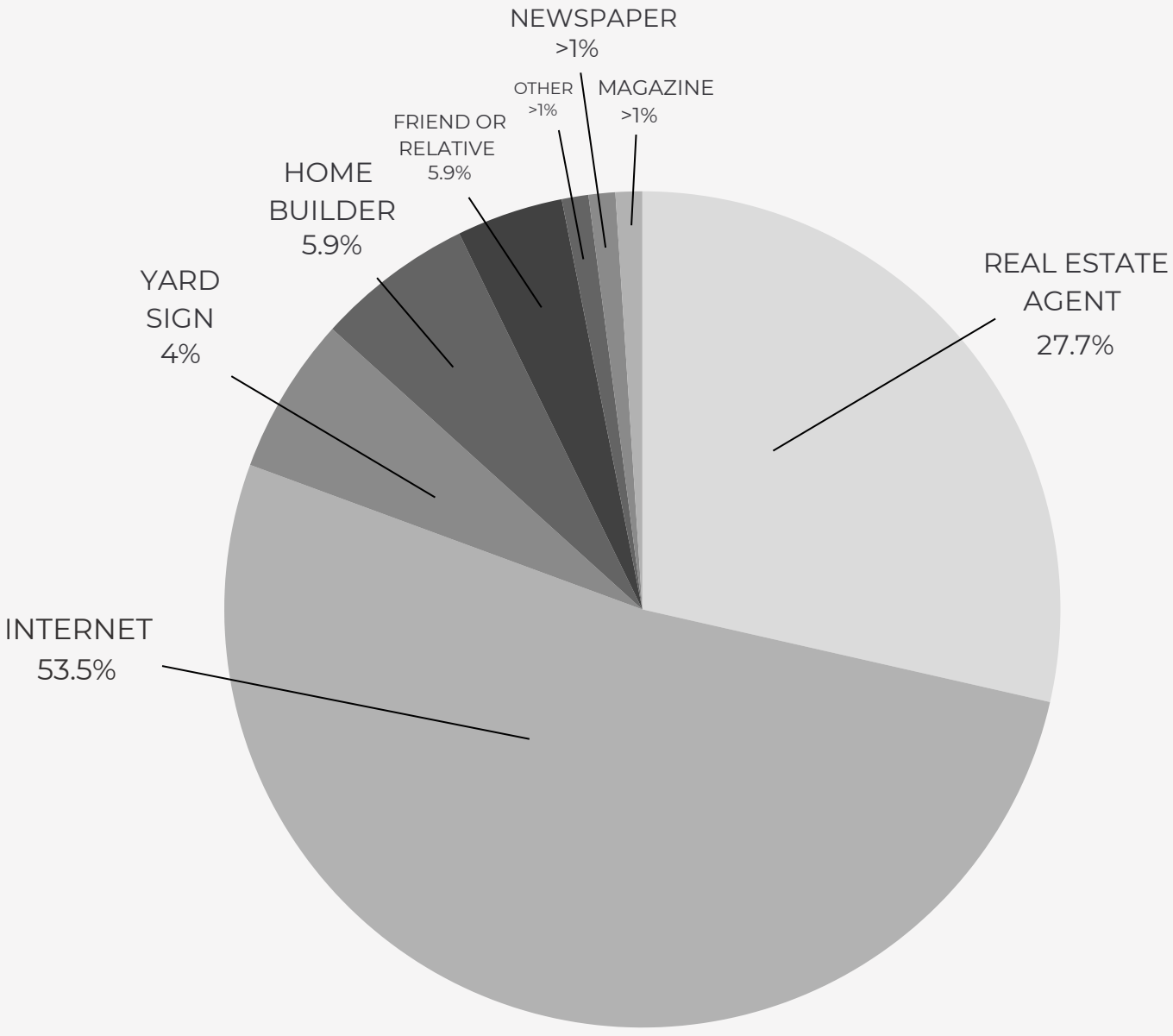
SOCIAL MEDIA MARKETING

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?



*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

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

twitter

facebook

Instagram

Pinterest

YouTube

LinkedIn

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After listing
YOUR HOME



Home SHOWINGS

FLEXIBLE

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

INFORMED

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

DAILY CLEANING

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

ODORS

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

PERSONALS

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

FURRY FRIENDS

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

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

TRASH

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

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

VACATE

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

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

ALL CASH BUYER

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

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

LOAN TYPE

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

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

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

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

REPAIR REQUESTS

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

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



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



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

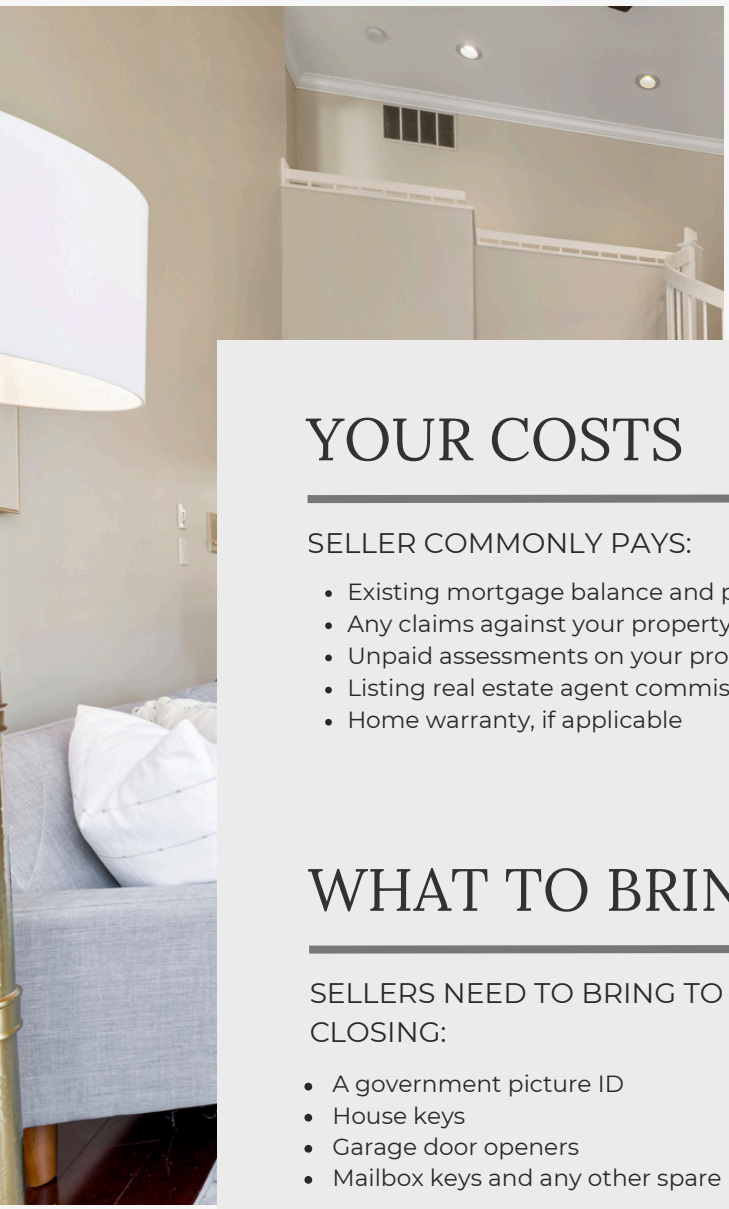
You are in the clear, and closing can be begin!



APPRAISAL COMES IN BELOW SALE PRICE

- 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



Final STEPS
FOR SELLERS



CANCEL POLICIES

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

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

CHANGE ADDRESS

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

GATHER HOME PAPERWORK

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

CLEAR OUT PERSONALS

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

CLEAN

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

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

DOCUMENTS

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

LOCK UP

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

Client

TESTIMONIALS

Client Testimonials

SELLER & BUYER

Chantilly & Brambleton



Working with Lynn was an awesome experience from start to finish. She guided us through both the sale of our previous home and the purchase of our new one, and her patience, expertise, and responsiveness on both transactions was exceptional.
She understood the market, explained every step of the process in a way that made sense for us, and helped us make confident decisions. We always felt that she had our best interest in mind and was advocating for us (even during the times when what she told us wasn't what we wanted to hear).
We wouldn't hesitate to use her again and would confidently refer any and all friends and family to her.

BUYER

Oakton



Lynn is the absolute best realtor we could have ever asked for. Having grown up in NoVA, worked as an accomplished journalist, and completed her own home search, Lynn brought the ultimate level of expertise to our own home journey. Our expectations probably did not match our budget but somehow, Lynn more than made it work! While there are many attributes that make Lynn an excellent realtor, she most shines in her attention to detail, enthusiasm, and amazingly high level of patience. Her eye for detail helped us spot major issues with houses that many seasoned inspectors would not have even caught. Her enthusiasm is contagious, in that the seller's realtor enjoyed working with Lynn so much, she only accepted our offer because of that!
Finally, Lynn encouraged us to never give up on our dream home. Lynn is not only the only realtor we'd recommend but she's now our close friend!

SELLER

Vienna



Lynn helped us find the perfect home in Northern Virginia. She knows the area very well and the market. She was able to help us narrow down the search and always was available to show homes and provide important feedback. And when it came to selecting and negotiating a home she was above and beyond. I would highly recommend Lynn, if you are in the market for a home or if you are selling.

LYNN NORUSIS
REAL ESTATE AGENT

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LynnNorusis@gmail.com

Client Testimonials

SELLER & BUYER

Oakton & Reston



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We wouldn't hesitate to use her again and would confidently refer any and all friends and family to her.

SELLER

Manassas



Over the years I have worked with at least four realtors. All of them have left me disappointed for various reasons. Then along comes Lynn. Lynn met all of my expectations and exceeded them. She went over and beyond to make sure our home selling experience was smooth and as low stress as possible. From the initial consultation, coming up with a selling strategy, home prep, through the final sell, she was ALL IN with us. She answered all of my questions and was an outstanding communicator. For the above reasons and so many more I would highly recommend Lynn for your buying and selling needs.

BUYER

Leesburg



Lynn helped us find the perfect home in Northern Virginia. She knows the area very well and the market. She was able to help us narrow down the search and always was available to show homes and provide important feedback. And when it came to selecting and negotiating a home she was above and beyond. I would highly recommend Lynn, if you are in the market for a home or if you are selling.

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What to EXPECT

- GREAT COMMUNICATION
- HONESTY & TRANSPARENCY
- INTEGRITY & RESPECT
- LOCAL MARKET KNOWLEDGE
- REACH YOUR REAL ESTATE GOALS

WWW.FOCUSONNOVA.COM



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