



kw DULLES
KELLERWILLIAMS.

46169 Westlake Dr., Suite 200 | Sterling, VA 20165
Each Office is Independently Owned and Operated.

TRISH SANTOS

REALTOR®

Direct: (571) 386-4861

Office: (571) 313-5831

Fax: (571) 313-5832

email: trishsantos@kwrealty.com

w: <http://trishsantos.kwrealty.com>

fb: www.facebook.com/trishsantoshomes

1 WE ARE
KW®



A Guide to **Selling** Your Home

Seller's Consultation Packet



PRESENTED BY

Trish Santos, REALTOR®

trishsantos@kwrealty.com



©Trish Santos

PRESENTED BY

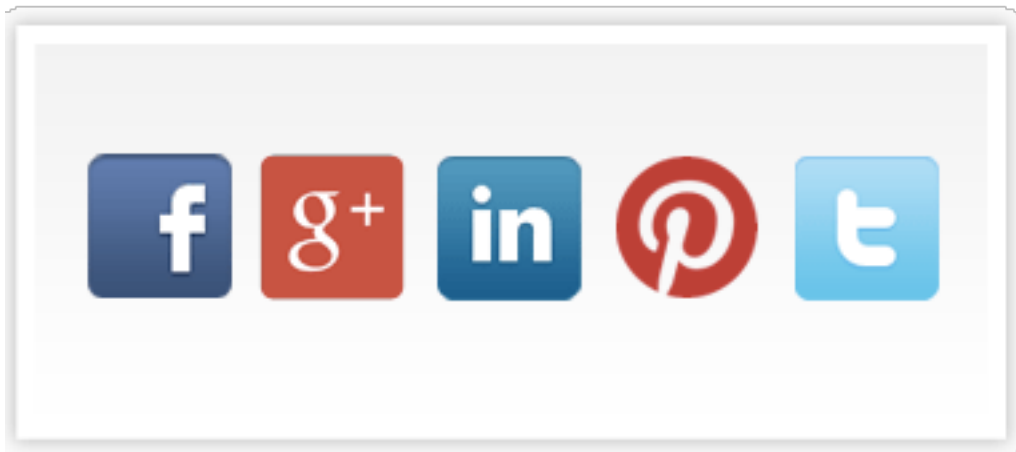
Trish Santos, REALTOR®

Keller Williams Realty Dulles

trishsantos@kwrealty.com

<http://trishsantos.kwrealty.com>

Let's Get Social!



facebook: <http://www.facebook.com/trishsantoshomes>

google+: <http://www.google.com/+trishsantosinc>

linkedin: <http://www.linkedin.com/in/trishsantos>

pinterest: <http://www.pinterest.com/trishsantosinc>

twitter: <http://twitter.com/trishsantosinc>

©Trish Santos

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced, stored, transmitted, or used in any form or by any means, except as permitted under Section 107 or 108 of the United States Copyright Act, without the written permission of Trish Santos.

Any business documents, suggestions, or other ideas or information that participants may provide to Trish Santos at or in connection with any Keller Williams documents will be deemed non-confidential and non-proprietary and may be used or disclosed by Trish Santos without liability or compensation (unless otherwise agreed to in a writing signed by Trish Santos).

Introduction

Welcome to the world of home selling!

The decision to sell your home is an important one, and before you do anything else, you need to determine why you are selling. You may need to sell, or you may want to sell. It may even be a combination of both. With my help & guidance, we can determine your motivation and work together to strategically achieve realistic goals and expectations through the home selling process with minimal work involved from you.



Many people who decide to sell their homes are shooting in the dark. They may hit something, but without a target, they might just make a lot of noise. I'm here to turn on the light for you. To protect your interests and arm you with the best information, tools and resources to enable you to see more clearly, hit the mark, and get the best possible price for your home, in the shortest amount of time.



Fact:

It's sad but true. Not all houses sell for the asking price. The good news is that all houses will sell at the right price.



A Guide to **Selling** Your Home

Trish Santos, REALTOR®
Keller Williams Realty Dulles
trishsantos@kwrealty.com
<http://trishsantos.kwrealty.com>

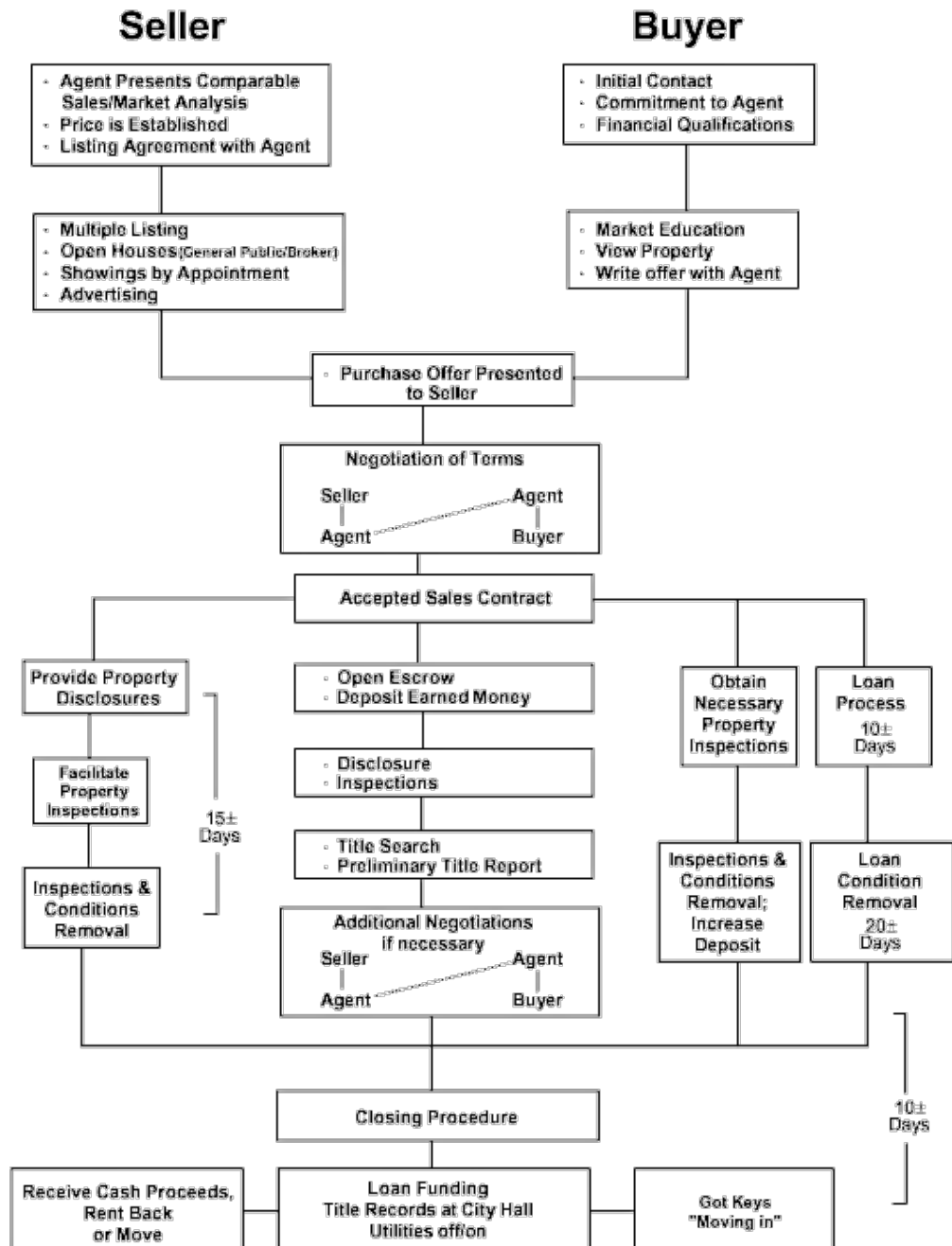
Table of Contents

- The Seller's Guide Flow Chart
- The Realtor® Difference
- Quick Real Estate Statistics
- Keller Williams Market Share Year to Date Statistics Area Specific
- What's in it for you? It's All About You
- What I Deliver
- Why Keller Williams Realty is #1
- Marketing Resources & Advantages
- FAQs
- Up to Date Local Market Insight Zip Code Specific
- Notes

**88% of home sales are
the result of agent connections**

Source: National Association of REALTORS® 2012

Seller's Guide Flowchart



REALTOR® VS AGENT

Not All Agents Are REALTORS®, and the Difference Is Meaningful.

As a prerequisite to selling real estate, a person must be licensed by the state in which they work, either as an agent/salesperson or as a broker. Before a license is issued, minimum standards for education, examinations and experience, which are determined on a state by state basis, must be met. After receiving a real estate license, *most* agents go on to join their local board or association of REALTORS® and the NATIONAL ASSOCIATION OF REALTORS®, the world's largest professional trade association. They can then call themselves REALTORS®.

The term "REALTOR®" is a registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics (which in many cases goes beyond state law). In most areas, it is the REALTOR® who shares information on the homes they are marketing, through a Multiple Listing Service (MLS). Working with a REALTOR® who belongs to a MLS will give you access to the greatest number of homes.



Using an Agent and the Obligations that Are Owed to You

An agent is bound by certain legal obligations. Traditionally, these common-law obligations are to:

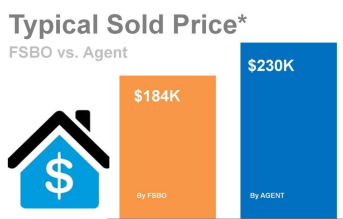
- Put the client's interests above anyone else's
- Keep the client's information confidential
- Obey the client's lawful instructions
- Report to the client anything that would be useful
- Account to the client for any money involved

Note: A REALTOR® is held to an even higher standard of conduct under the NAR's Code of Ethics.

Quick Real Estate Statistics

Buyers find the home they purchase primarily by looking on the internet and by asking real estate agents. In this case, as your Realtor®, your property will be exposed to Top Producing Agents with Buyers ready to purchase. This is true for primary residence or investment properties that have a dominant Internet presence with a terrific marketing program exclusive to Keller Williams Realty Dulles clients.

For Sale By Owner (FSBO) Statistics



*The "typical" price is actually the average price in the survey. However, studies have shown that people are more likely to FSBO in markets with lower price points.

- The typical FSBO home sold for \$184,000 compared to \$230,000 for agent-assisted home sales.
- **FSBO methods used to market home:**
 - Yard sign: 36%
 - Friends, relatives, or neighbors: 28%
 - Online classified advertisements: 16%
 - Open house: 14%
 - For-sale-by-owner websites: 13%
 - Social networking websites (e.g. Facebook, Twitter, etc.): 7%
 - Multiple Listing Service (MLS: Zillow, Craigslist, etc.) website: 7%
 - Print newspaper advertisement: 7%
 - Direct mail (flyers, postcards, etc.): 1%
 - Video: 1%
 - Other: 2%
 - None: Did not actively market home: 32%
- **Most difficult tasks for FSBO sellers:**
 - Understanding and performing paperwork: 18%
 - Getting the right price: 13%
 - Preparing/fixing up home for sale: 12%
 - Helping buyer obtain financing: 3%
 - Attracting potential buyers: 3%
 - Selling within the planned length of time: 7%
 - Having enough time to devote to all aspects of the sale: 6%

Source: 2014 National Association of REALTORS® Profile of Home Buyers and Sellers

Why to Sell With a Realtor

Choosing to sell with a professional rather than on your own makes sense for a variety of reasons:

- A Realtor has access to market data about recent sales and other homes on the market that can be used to price your home appropriately. Studies show that homes priced right when they're first listed sell more quickly and for a higher price than those that linger on the market.
- A Realtor can show your home when you aren't available, can respond to inquiries from potential buyers and their agents, and can get valuable feedback from visitors – all things that save you time.
- A Realtor can look at your home objectively and suggest ways to improve its appearance – by staging and minor repairs – so it appeals to more buyers.
- Buyers typically prefer to look at a home without the seller present so they can feel more comfortable exploring the rooms and visualizing themselves in the property. At an FSBO sale, the seller must be present.
- A Realtor can screen visitors to your home, which provides a measure of safety that FSBO sellers don't have. In addition, by checking to see if the buyers are legitimate and can afford to purchase your home, a Realtor can help you avoid wasting time showing your home to unrealistic buyers.
- Realtors have professional marketing expertise, contacts with other Realtors who work with buyers, and the support of a brokerage that can market your home more widely than you can as an individual.
- A Realtor can help you negotiate a contract that not only garners you an appropriate price for your home, but that meets your needs for a settlement date and perhaps includes a period when you rent back your home from your buyer. In addition, a Realtor can make sure your contract is in compliance with all local regulations.

FSBO Dangers

Most buyers today work with a buyers' agent to represent their interests. If you choose to sell your home on your own, you'll be negotiating with a professional and relying on your own skill to finalize a contract. Not only could you end up selling your home for less money, you could leave yourself open to potential legal problems unless you have the contract vetted by an experienced real estate attorney.

FSBO transactions can be successful, of course, but 90 percent of homeowners prefer to work with a professional rather than risk an unsatisfactory home selling experience.

Source: 2014 National Association of REALTORS® Profile of Home Buyers and Sellers

What's in it for you? It's All About You

My real estate business has been built around one guiding principle:

It's all about you, our client.

Your Needs

Your Dreams

Your Concerns

Your Questions

Your Finances

Your Time

Your Life

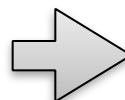
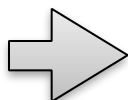


To get the best possible price for your home, in the shortest amount of time. My entire focus is on your complete satisfaction.

Top 5 Benefits of Working with Trish Santos to Help You Sell

Any Realtor® you hire should act honestly and fairly, put a sign in the yard, and post it on a website. These are the basics. I go above and beyond by doing the following:

1. Better pricing strategy brings you more money ✓
2. A smoother home selling experience ✓
3. More connections to the right people ✓
4. Better marketing through hundreds of syndicated marketing resources ✓
5. More FUN! ✓



What I Deliver

- Communication
- Experience and Expertise
- Mandatory Legal Seller's Documents Checklist
- Marketing Strategies
- Pricing Right
- Staging
- Satisfaction



**Keller Williams Realty Now
#1 Real Estate Company
in the United States by Agent Count**

About Me

How am I different from other real estate agents?

My value proposition is rooted in customer care and service, which means I place the interest of my clients first. I am versatile and a self-directed real estate professional who will work tirelessly to make sure your real estate needs, goals and dreams are met. I accomplish this by utilizing my expert market knowledge, negotiating skills and experience, extensive marketing materials, and superior pricing strategies.

All real estate agents will claim they can sell your house...

I promise to sell your house at the maximum price, with minimum hassle.

Training, Experience & Recognition

- Member of the Dulles Area Association of REALTORS® (DAAR)
- Member of the National Association of REALTORS® (NAR)
- Member of the Metropolitan Regional Information Systems (MRIS)

Technology

In today's booming age of technology, where consumers spend time each day shopping and browsing online, I utilize the latest technologies to market your home. Keller Williams is the most innovative real estate company in the world, affording their agents maximum internet marketing exposure. I utilize cutting edge, web-based lead generating tools to find the buyer that will pay top dollar for your home.

Expertise

I spend time every day keeping up to date with the market trends in Loudoun County and the Northern Virginia area to give you the best possible advice and options available. You will have an Area Expert at your service.

Time

Selling a home involves hours of open houses, phone calls and mandatory legal paperwork that you shouldn't have to worry about. I will take care of it for you.

Resources

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

Communication

Every call, email or text message answered promptly - guaranteed.

My Commitment to You

100% satisfaction with your real estate transaction.

Selling your home can be a daunting task. I work hard so my clients can enjoy having their homes sold worry-free and maximize profitably in the shortest amount of time.

Why Keller Williams Realty

There is a reason more and more agents are making the change to Keller Williams Realty. Here's why it matters to you:

Knowledge

Powerful curriculum through Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

Speed

Leading-edge technology solutions accelerate our efficiency and productivity.

Teamwork

Contrary to other real estate companies, Keller Williams Realty was designed to reward agents for working together – to serve clients better.

Reliability

Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customers needs first.

Success

Keller Williams Realty is the fastest growing real estate company in North America.

When you offer a superior level of service, the word spreads fast.

As part of the Keller Williams Realty team, I look forward to providing you with a phenomenal real estate experience!



Integrated Marketing Resources at a Glance



Zillow



Frequently Asked Questions

Are there things we should do to our home to help ensure the maximum price?

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. I can advise you about specific improvements that will increase your home's marketability and value.

How often will you advertise our property?

I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. I will customize a marketing plan to reach the types of buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

Will you be present at all showings?

At open houses I, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

What if another agent tells us they can get us more for the house?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

Do we have any responsibilities during the marketing of our home?

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

What happens once we get an offer?

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.



A Guide to **Selling** Your Home

Trish Santos, REALTOR®
Keller Williams Realty Dulles
trishsantos@kwrealty.com
<http://trishsantos.kwrealty.com>

Notes

Conclusion: My Approach to Exceptional Quality Service




It's All About You.

We Hope You Stay Connected!



- Contact me for all your real estate needs

 **(571) 386-4861**

 **trishsantos@kwrealty.com**

- Detailed information and market updates monthly
- Social Media:
 - “Like” and engage with me on Facebook; online appointment scheduling now available on my Facebook page

 <http://www.facebook.com/trishsantoshomes>

- Follow me on Twitter
- Connect with me through LinkedIn
- DIY fun and easy home projects on Pinterest
- Join me on Google+

www.trishsantos.com
trishsantos@kwrealty.com
©Trish Santos

