



*selling your home with*

# NEST REALTY CHARLOTTESVILLE





COMING SOON



NEST  
REALTY

 NestRealty.com 

*our approach is effective*

# OUR GOAL IS SIMPLE



Through our experience in the local marketplace, we'll work with you to determine a pricing strategy and develop a targeted marketing approach to sell your home as quickly as possible and for the highest possible price.

Thank you in advance for considering Nest Realty Charlottesville as your listing partner and brokerage.







*what are your goals?*

# SUCCESS STARTS WITH YOU



Selling your home is just one step of a larger journey. Are you relocating? Upsizing? Downsizing? Facing another transition? We're here to listen.

We'll help you understand your priorities and will work tirelessly to move you down your path.



FOR SALE



NEST  
REALTY



NestRealty.com



OPEN SUNDAY





*the*

# BIRD’S EYE VIEW



At Nest, we aim to add value from start to finish during your home sale. Being experienced and well-versed advocates helps us guide you through the home sale process. Rest assured that you have experience and focus on your side. As we start this journey together, we’ll use this handbook to get acquainted with these items:

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*the value of a Nest agent*

# UNCOMPROMISED REPRESENTATION



Stats don't matter unless they bring you value. Nest has been the #1 real estate brokerage—in terms of sales and volume—in Central Virginia every year since 2013. We're proud of our brokerage's numbers and track record of success. But, at the end of the day, what really matters is our experience and our focus on you.

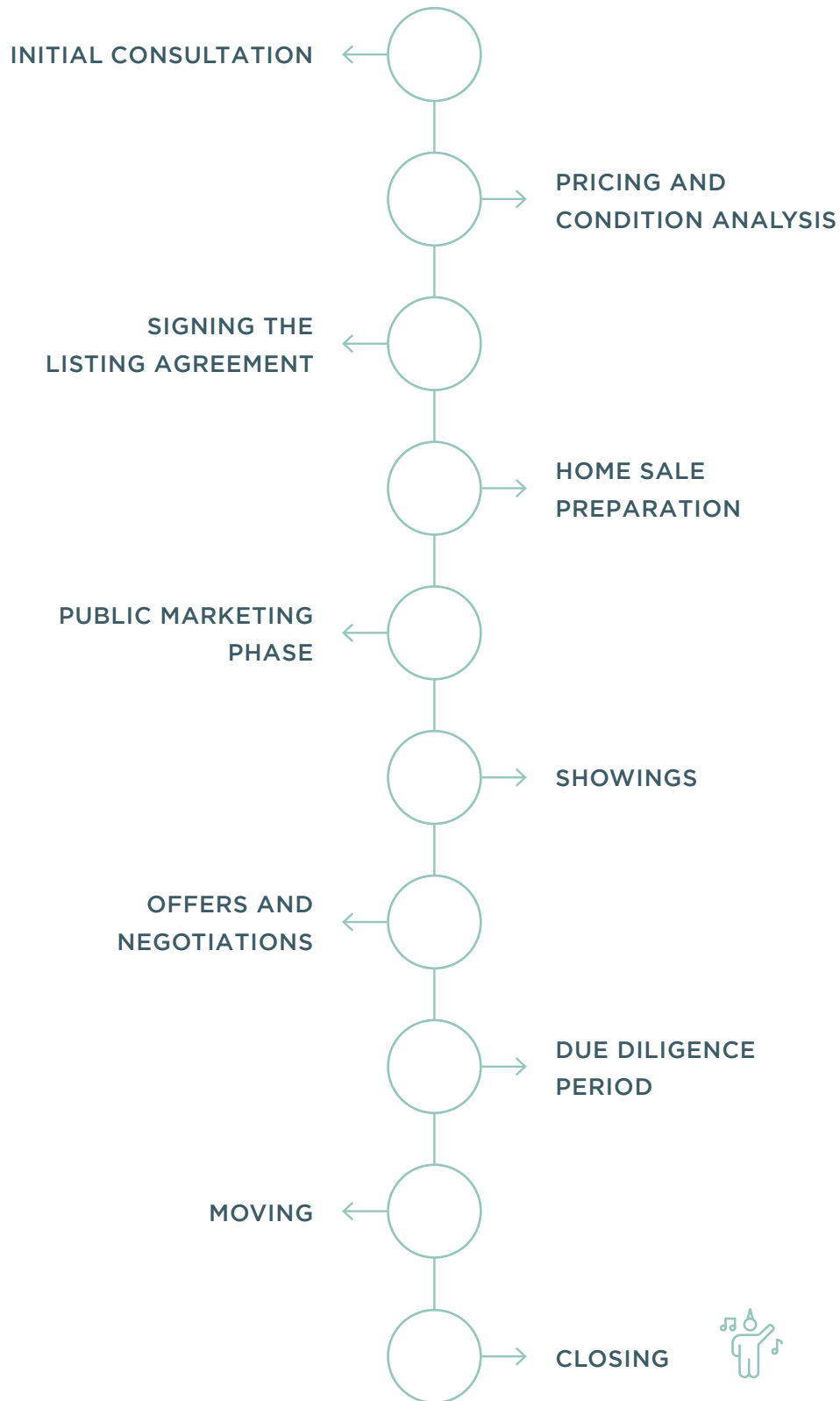
## HERE'S WHAT WE DO ON YOUR BEHALF DURING THE LISTING AND SALES PROCESS TO ENSURE YOUR SUCCESS:

- Research, analyze, and stay abreast of market conditions.
- Interpret the real estate climate pertinent to your home sale.
- Educate you in all the details surrounding the home sale process.
- Promote your home with the necessary tools to target buyers.
- Coordinate appraisals, inspections, and repairs.
- Negotiate professionally with all parties.
- Champion your objectives, serving solely as your advocate.
- Facilitate paperwork and disclosures, helping you with unfamiliar regulations and terminology.





# THE HOME SALE TIMELINE



USE THESE CIRCLES TO WRITE IN THE DATES  
SO WE CAN TRACK YOUR SALE TOGETHER!





*ready to sell*

# THE PROCESS



In the time leading up to putting your home on the market, we concentrate on the details we can control to ensure your home is positioned favorably against the competition. We'll then implement a strategic plan to achieve your goals. We'll break these activities into three key points where we will focus a large amount of our time and energy during the listing process.

CONDITION

MARKETING

PRICING



# CONDITION MATTERS









*preparing your house*

# SHOWING A BUYER THEIR FUTURE HOME



Buyer expectations are at an all time high. Prospective buyers in today's market are more educated on the marketplace and desire homes that not only have been well maintained, but have also been staged to show their potential.

We have expertise in working with homeowners to prepare a home so that it “wows!” qualified buyers in person—as well as online.



## CONSIDERATIONS

### QUANTITY

Today's home buyers are looking at more properties. The average home buyer searches for 10 weeks...and that doesn't even include the hundreds of homes they preview online. Therefore, they are more educated on the marketplace and the condition of homes.

### MODEL HOMES

Many buyers—whether they're considering older homes or new construction—are visiting perfectly staged builder model homes. Although those homes are not actually being lived in, model homes raise expectations of what a home should look like.

### THE HGTV EFFECT

Our expectations have also been raised by what we see on TV and Pinterest. The homes are perfect—no clutter, well-placed furniture, fresh paint, and the list goes on. Today's buyers gravitate toward pristine properties.





## STRATEGY

As a baseline of our overall strategy, we will collaborate with you to assess your home's current condition. Then we'll offer guidance as to exactly what you need to do to increase your home's desirability to the broadest group of buyers.



# LET'S GET PREPARED

*HERE'S A CHECKLIST OF SOME OF OUR TOP HOME STAGING TIPS.*



## GET RID OF CLUTTER

- ☐ Remove half of your books from your bookcases
- ☐ Pack up those knickknacks
- ☐ Take everything you don't use every day off the counters
- ☐ Place any "must-have" items in a box to store in a closet

## TOUCH IT UP

- ☐ Freshen up a room with a new coat of paint
- ☐ Patch any holes and repair damage to walls
- ☐ Re-caulk or repair any damaged trim or woodwork
- ☐ Give the front door a fresh coat of paint

## MAKE IT SPARKLE

- ☐ Clean out cobwebs and all air vents/returns
- ☐ Polish your chrome and mirrors
- ☐ Replace worn rugs and hang up fresh towels
- ☐ Hire a professional to do a deep cleaning of your home

## DE-PERSONALIZE

- ☐ Remove magnets and photos from the refrigerator
- ☐ Use personal photos and family heirlooms in moderation
- ☐ Store exotic artwork or wall hangings
- ☐ Tuck away personal items from your bathroom countertops

## THE FIDO FACTOR

- ☐ Hide litter boxes and toys
- ☐ Steam clean carpets to remove pet odors
- ☐ Repair any damage to your home
- ☐ Remove pets for each showing

## **MAXIMIZE CURB APPEAL**

- ❑ Pressure wash your front walkway and repaint your front porch
- ❑ Keep your lawn green, trimmed, and free of weeds
- ❑ Put down a fresh load of mulch
- ❑ Freshen up your entry by adding a new welcome mat and some potted plants

## **FIX IT NOW**

- ❑ Address doors that don't close properly
- ❑ Replace cracked floor tiles
- ❑ Mend broken or weathered window panes
- ❑ Repair any minor plumbing or electrical issues

## **GO WITH THE FLOW**

- ❑ Rearrange furniture to demonstrate room functionality
- ❑ Place furniture in a way that dictates logical traffic flow
- ❑ Remove oversized or unused furniture to make rooms feel bigger
- ❑ Store unnecessary furniture, lamps, and bookshelves

## **LET THERE BE LIGHT**

- ❑ Wash your windows inside and out
- ❑ Add floor and table lamps to lighten dark rooms
- ❑ Replace any burned out light bulbs
- ❑ Remove screens if you don't use them

## **ORGANIZE**

- ❑ Remove off-season clothes from your bedroom closets and align hanging clothes
- ❑ Reorganize kitchen cabinets and line up plates and glassware
- ❑ Remove everything from closet floors and put away any nonessentials
- ❑ Fold and organize towels and linens





At Nest, we always encourage looking through the lense of the buyer. As we complete the “condition” evaluation of your home, it’s important to ask ourselves some final questions. What things about your home will attract buyers and add value? Are there things that might be changed in order to maximize that value?

Regardless of final staging and repair decisions, it’s paramount that we work together to ensure your home shows well and is in top-notch condition throughout the home sale process. According to the National Association of Realtors (NAR) 2019 Profile of Home Staging:

44%

of buyers’ agents say they offer more money for a home that is staged.

83%

of buyers had an easier time visualizing their life in a staged home.



USE THIS AREA TO DRAW OR WRITE SOME NOTES  
AS WE WALK THROUGH YOUR HOUSE.



# MAXIMIZING EXPOSURE



nest  
nestrealty.com/901montrose

**NEST REALTY**

LIVE WHERE YOU LOVE

**901 Montrose Ave**  
Charlottesville, VA 22902

**RENOVATED BELMONT HOME**  
Spectacularly renovated by Hubblouse. Featuring a fully renovated kitchen and dining, this is practically a new home. Come home to your cozy cottage and enjoy modern upgrades, and unbeatable mountain views from the front porch, plus its

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901 MONTROSE AVE., CHARLOTTESVILLE, VA 22902







## **CREATIVELY SPEAKING**

The Nest Creative and Marketing Team combines innovation, design, and tried and true real estate practices to offer us a wide variety of tools and services to market your property. From copywriters and project managers to art directors and videographers, rest assured that we have a team of award-winning creatives supporting your property's marketing efforts.

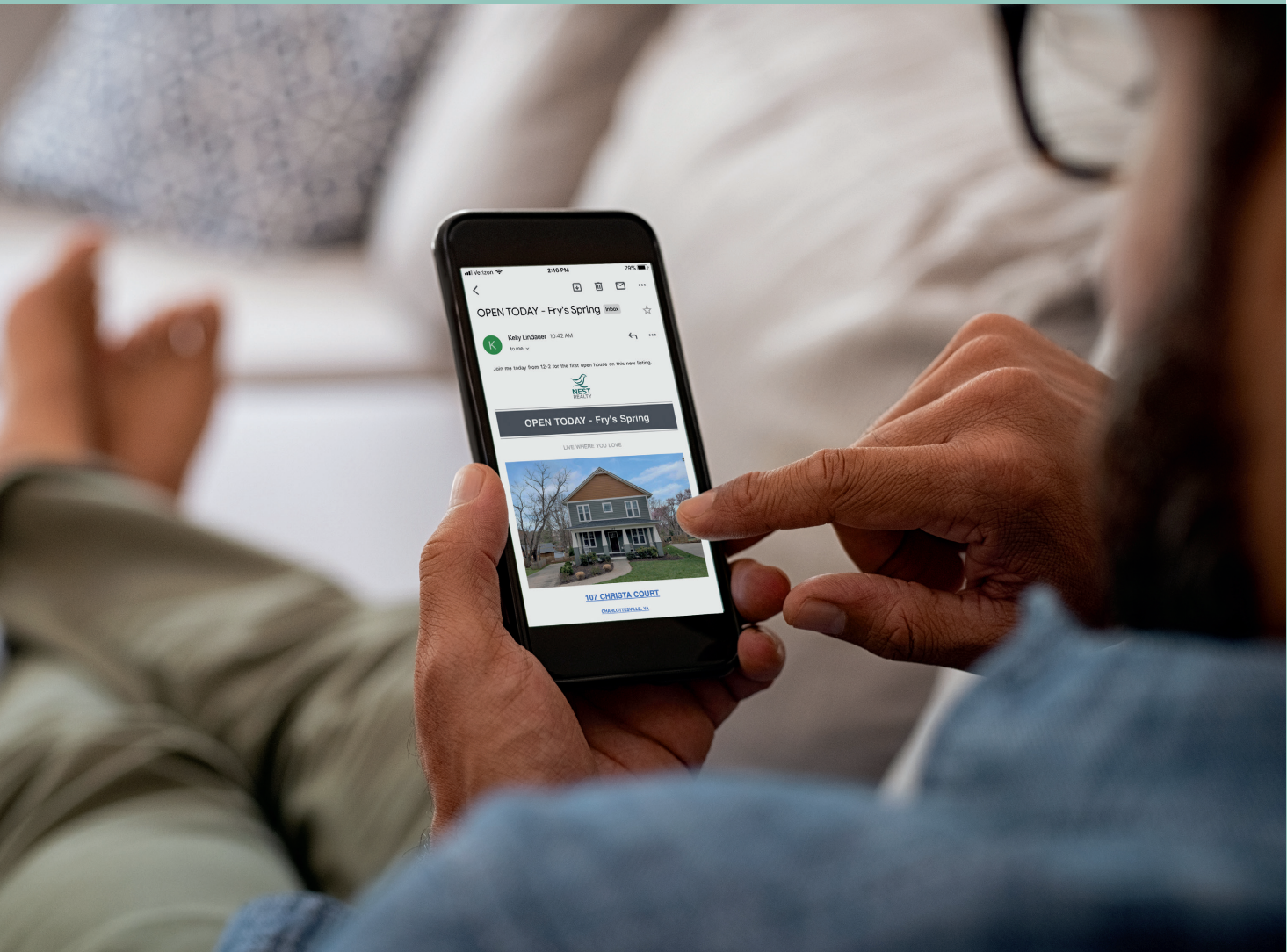
## **ONE SIZE SHOULD NOT FIT ALL**

Your listing is unique, and we have a toolbox of marketing options at our fingertips. We evaluate your home's story and the target buyer, then select from a wide variety of digital and print promotional options. Our goal is to strategically capture the eye of local Realtors and qualified buyers.



# DIGITAL PROMOTION

From a custom-built, in-house email marketing platform to carefully crafted digital ad templates, we will digitally promote your property in a beautifully curated fashion. We track success metrics to ensure maximum exposure for your home.





# YOUR PROPERTY’S WEBSITE

Our website is an award-winning platform with which we will market your home—and we designed it with buyers in mind. Each custom Nest Realty domain serves as a mini property website, allowing us to drive interested online traffic to a bespoke site. In addition to large imagery, floor plans, and video property tours, the site features additional details about your home and surrounding area.

Price, square feet, and beds/baths are usually where buyers start their online search. But as they seriously consider a move (and potentially your home), they need to know more. Linked directly from your custom property website is a robust area guide, tailored for local discovery.

Each custom site also features a “Seller’s Scoop,” allowing you to provide an in-depth look at some of the unique reasons why you have loved your home.



## WE'RE BIG ON SHARING

Listing syndication is table stakes in real estate. And we wholeheartedly believe in sharing home information on other real estate brokerage and portal websites. We participate in the Internet Data Exchange (IDX), ensuring your home is featured on popular websites like Zillow and Realtor.com, and everywhere in between.



According to the National Association of Realtors

89%

of home buyers in 2019 worked with an agent to  
purchase a home.

*WE'LL FOCUS OUR MARKETING EFFORTS NOT ONLY ON THE  
GENERAL PUBLIC, BUT ALSO ON OUR FELLOW REALTORS AT  
NEST AS WELL AS OTHER FIRMS THROUGHOUT THE REGION.*



## BACK TO BASICS

Relationships matter when it comes to creating awareness and generating traffic. We pride ourselves on maintaining great relationships with other Realtors throughout Charlottesville and the surrounding counties, as they are often the local advocate for your future buyer. We aggressively market your property to our professional contacts to ensure your home stays top-of-mind. With more than 1,000 Realtors as members of our local Charlottesville Area Association of Realtors, that's a lot of networking potential.

## BROKER OPEN HOUSES

Buyer Brokers will often preview a home before showing it to their clients. A Broker Open House may be appropriate for your home. We will discuss the most efficient way to showcase your home to other real estate professionals.

# A GOOD SIGN

A Nest Realty sign is a billboard for your home. According to the National Association of Realtors, real estate signage is one of the most useful information sources for buyers when searching for a home. So why not truly use the sign to promote your home?

We've turned the boring "For Sale" sign into an energetic promotional tool for your home. Our custom signs are sleek, tasteful, and unique in the Charlottesville area real estate marketplace.





The Wall Street Journal found that homes with  
great photography received

61%

more views online than competing homes.

*ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS, 87%  
OF BUYERS FOUND QUALITY PHOTOS ON A WEBSITE TO BE ONE  
OF THE MOST USEFUL ONLINE FEATURES.*

## FIRST IMPRESSIONS MATTER

Beautiful property marketing should be the rule, not the exception. We believe every piece of marketing for your listing helps position you favorably compared to other homes on the market. From Just Listed postcards to open house brochures, each time a qualified buyer gathers information on your home, you can be sure that they will be impressed.





At Nest Realty, we value great design. Design is a way of thinking. And it drives almost everything we do from a home sale perspective.

Design builds trust. Design nurtures relationships. Above all else, it enables you to put your best foot forward with potential buyers so you can sell your home quickly for the highest possible price.

We firmly believe that Nest Realty has the most robust set of tools and technology available today, serving as a major asset and advantage to you as we pursue your home selling goals.



# ACCURATE PRICING







# PRICED RIGHT FROM DAY ONE

Historical data shows that accurately priced homes sell faster and for a larger percentage of the list price. In fact, according to the National Association of Realtors (NAR), 79% of homes that sold in just one week sold at or above asking price. Price your home too high and you could keep buyers from even looking at your home, which will negatively impact price in the long run. Price your home too low and you're leaving money on the table. It's a complicated process with countless variables.

## ACCURATE PRICING AND THE SALE OF YOUR HOME





## CHARLOTTESVILLE AREA MARKET DATA

Unlike oil, steel, and orange juice, real estate is not a commodity. No two homes or parcels of land are exactly the same. Neither are our clients' goals. We study the local market so that we're on top of trends and so that our clients are in the know, leading to a more accurate initial listing price for your property.

There's no other brokerage in the region that tracks local real estate market data as closely as we do at Nest. So, when you work with us, you can be sure that you are working with a team that knows - and understands - the data better than anyone.



## CALCULATING A LISTING PRICE

A Comparative Market Analysis (CMA) gives you a clear picture of how to accurately price your home for sale. How do we come up with our suggested selling price? We study your property and others similar to it. But that's just the start of the process.

Your CMA will take the following factors into account:

### YOUR PROPERTY'S FEATURES

- Location
- Square feet (finished and unfinished)
- Standard features like bedrooms and bathrooms
- Overall condition
- Uniqueness
- Floor plans and flow
- Quality of features

### ACTIVE COMPETITION

- New and resale (if relevant)
- Replacement costs
- Price, location, features, and condition
- Assessment ratio
- Market activity
- Days on market

### RECENT SALES

- Sold price
- Price, location, features, and condition
- Assessment ratio
- Time on market
- Price changes

### MARKET CONDITIONS

- Inventory levels/supply and demand
- Macro- and micro-level economic factors
- Interest rates
- Consumer confidence
- Area trends and developments
- Time of year

One of our most important jobs is to recommend a listing price in line with current market conditions.

We're out and about—listing homes, showing homes, and selling homes—every week. You can be sure that we're on top of current Charlottesville area market conditions, trends, and inventory levels, and will bring that experience and knowledge to the table when recommending a list price.

Remember: Everyone—from your neighbors to the local assessor—has a different opinion of value. And you will, too. In addition, each potential buyer values your property differently depending on their needs and financial resources.

Accurate pricing is an essential factor in creating interest (and ultimately an offer) for your home. By combining our expertise with a data-driven approach, we'll work to develop a pricing strategy that maximizes your bottom line and aligns with your overall goals.



**UNDER  
CONTRACT**



**NEST**  
REALTY

**NestRealty.com**



*what's next?*

# FROM CONTRACT TO CLOSE



## KEEPING YOU ON TOP OF THE PROCESS

The real estate sales process is fraught with complexities. We'll help you differentiate between offers, negotiate difficult points of the contract, supervise contingencies, and navigate the closing itself.





*important details*

# NEGOTIATING ON YOUR BEHALF



Not all offers are created equal. Upon reviewing the contract, we will work with you to determine what aspects of the offer are most important. Obviously, price is a major factor, but there are other variables to consider:

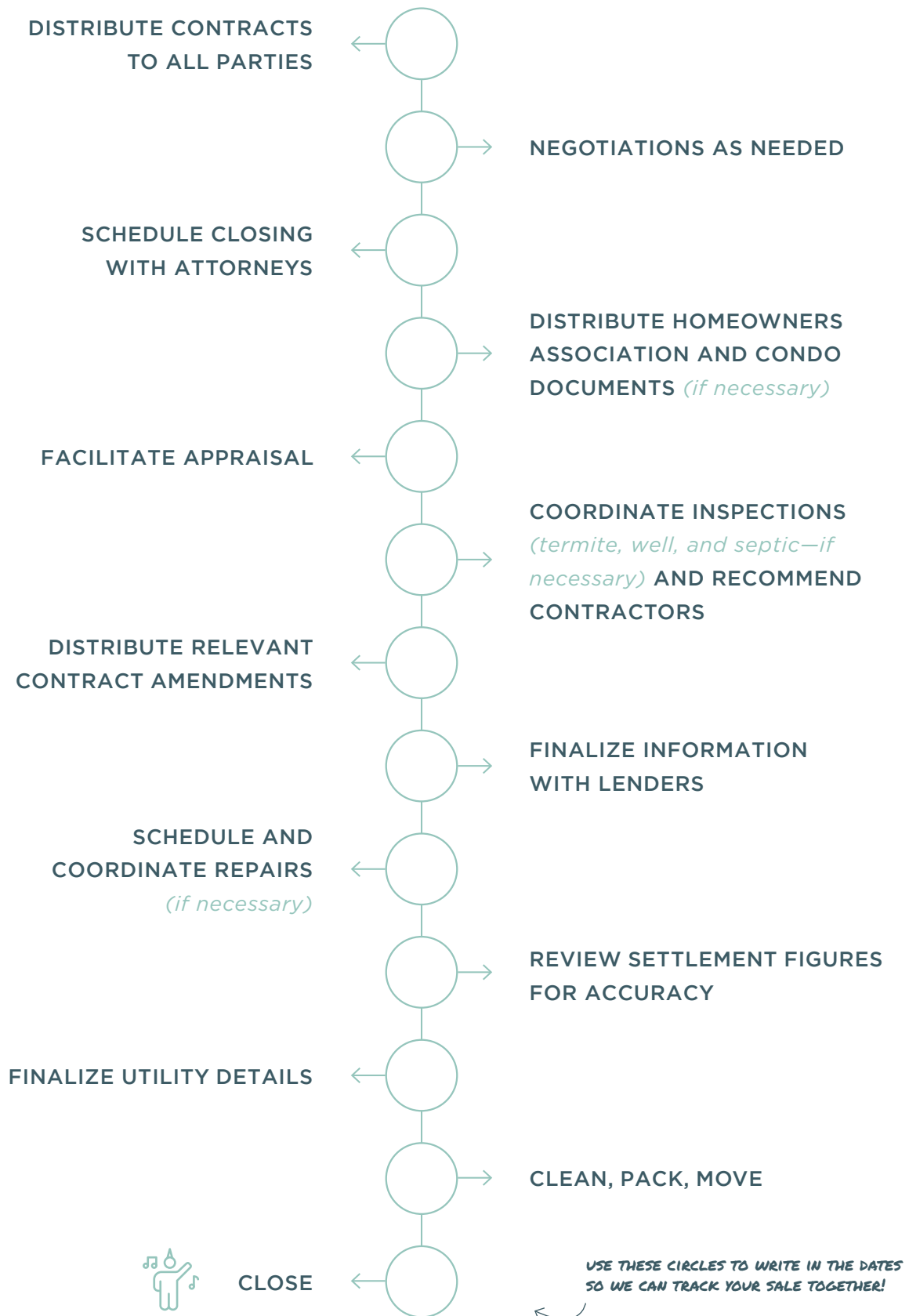
- How quickly will the property close?
- What are the purchasers' financing needs? How much money will they be putting down?
- Are the purchasers pre-qualified or pre-approved?
- Are the buyers using unconventional financing like VA, FHA, or USDA?
- How much due diligence money are the purchasers including with the contract?
- Do the buyers want any special inspections, like a radon test?
- Are the purchasers requesting any closing cost assistance?
- Are the purchasers demanding any repairs be completed?
- Are the purchasers asking for a Homebuyer's Warranty to be included with the transfer?
- What personal property, if any, is included in the offer?



USE THIS AREA TO WRITE DOWN ANY QUESTIONS  
OR NOTES YOU MAY WANT TO DISCUSS.



# THE HOME STRETCH OF THE TRANSACTION







*let's continue the conversation*

THANK YOU



We recognize that the decision to sell your home is one of the largest you will ever make. Thank you once again for considering Nest Realty as your listing brokerage.

For more information on Nest, our guiding philosophies, and our team, please visit [NestRealty.com/Charlottesville](https://NestRealty.com/Charlottesville). While there, we encourage you to review our local market trends, view our award-winning marketing, and discover what makes our market great by viewing our area and neighborhood video tours.



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[nestrealty.com](https://www.nestrealty.com)

