

Steps to Successfully Selling Your Home



Lizzie and Associates

DON'T JUST LIST IT, "LIZ IT"!

Lizzie Helmig, Realtor

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Novahomesale.com





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What Makes Lizzie Helmig Different?



All Real Estate Professionals (and companies) are NOT the same. Services can vary widely, and you should know what you're getting. We pride ourselves on providing more services and marketing tools than most agents. Here is a summary of our services that are explained in more detail throughout this packet.

Specialized Service Provided	Cost to you	Lizzie Helmig	Other Company
Negotiate with Buyers/Advise Sellers	\$0	YES	Y
Handle Contractual Obligations	\$0	YES	Y
Coordinate Settlement Details	\$0	YES	Y
Affiliation with one of the top brokerages in the DMV	\$0	YES	N
Multiple Professional Photos on MLS & other websites	\$0	YES	?
Upgraded Virtual Tours on MLS & other Websites	\$0	YES	?
Enhanced Website Listing (Zillow.com, etc)	\$0	YES	?
Custom-made professionally installed signs/riders	\$0	YES	?
Full- Color, customized in-house brochures	\$0	YES	?
Automatic email updates on community sales activity	\$0	YES	?
Automated Feedback System for agent/buyers showings	\$0	YES	?
Totally branded approach to business to stand-out	\$0	YES	?
Team of dedicated professionals to help you achieve success	\$0	YES	?
Support community through various charitable organizations	\$0	YES	?

More Services = More Satisfied Customers



Meet The Team

WHEN YOU HIRE US YOU NOT ONLY GET OUR EXPERTISE, BUT AN OUTSTANDING TEAM TO SUPPORT & GUIDE YOU THROUGH THE PROCESS.



Lizzie Helmig, Realtor

Lizzie is responsible for all aspects of your home sale from beginning to end including negotiations with agent and buyers, coordinating third party involvement, and overseeing administrative duties. Her philosophy is to make open communication a top priority. Lizzie is responsible for all aspects of your home sale from beginning to end including negotiations Lizzie's vast knowledge of the local economy, neighborhoods, schools, and real estate industry make for a winning combination in a Realtor. Lizzie is a certified Real Estate Negotiator and a business coaching client with the #1 Real Estate Coach in the nation. Lizzie is focused on staying relevant with the Real Estate trends and attends many training courses. Lizzie loves to cook, travel, fitness, charity and community work.

Contact Information

Cell: 703-459- 7667 Email: Lt29@hotmail.com



Brian B.E. Mason, Realtor

Brian knows the business inside and out. As a member of the Northern Virginia Association of Realtors, he stays on top of the latest laws and trends in real estate. His focus, listening to client's needs, proactively working and thinking outside the box to creatively solve challenges. Brian has served in the Army for 18 years. He is a proud veteran who takes pride in assisting fellow military families through the process of selling and/or buying a home.

Contact Information

Cell: 540-314-8754 Email: b_e_mason@outlook.com



Patrick Ly, Mortgage Consultant

Patrick is great with clients! He enjoys educating borrowers on the loan process from beginning to end. He maintains in-depth knowledge of VA, USDA, FHA and Conventional loan programs. He is looking forward to assisting you every step of the loan process.

Contact Information

443-812-8268 Email: PLY@unionhomemortgage.com



Jessica Cienda, Administrative Assistant

Jessica is dedicated to handling all the details to get our contracts from signature to settlement. She successfully handles multiple transactions utilizing state of the art technology to make the transactions as smooth as can be. She also coordinates several different entities to make sure a home gets the highest level of visibility.

Contact Information

Cell: 571-719-8944 Email: lizhelmig@hotmail.com

John Wood, Ratified Title Group, Inc

John and his team provide real estate settlement services for residential, commercial and refinance transactions. They close at your office, the property or one of our locations. Their combined 75+ year experience provides expert settlement services to our numerous repeat customers and partners. Ratified Title Group, Inc. is a go to settlement service provider because they treat each transaction as if it were their own home.

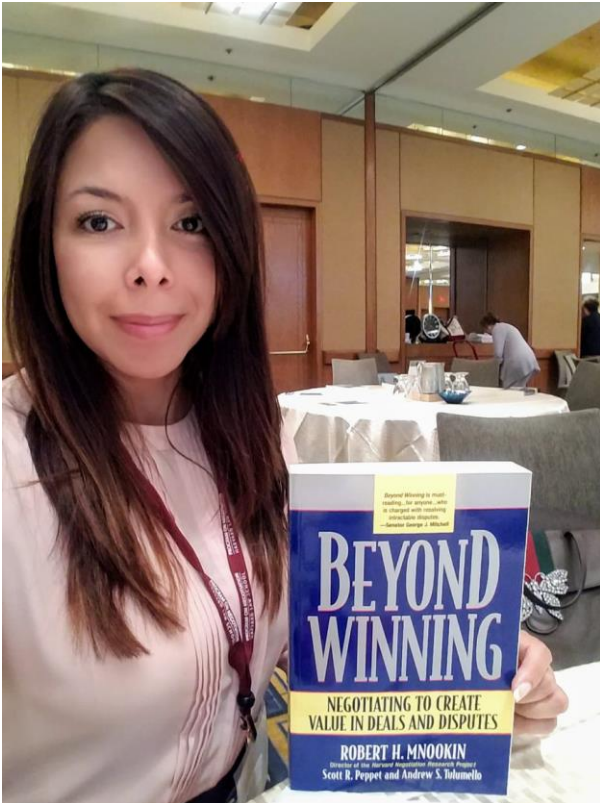
Contact Information

Work: 703-789-7680 Email: john@ratifiedtitle.com



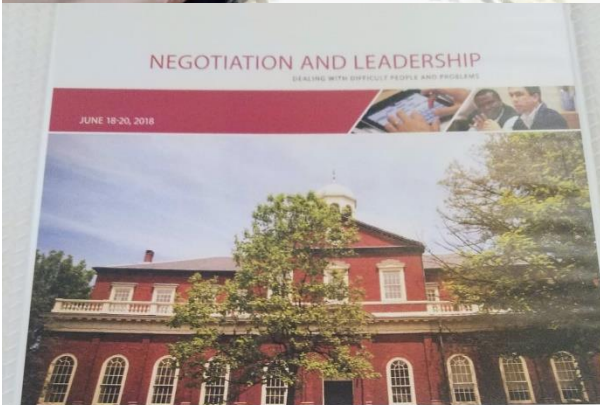
PROGRAM ON NEGOTIATION

HARVARD LAW SCHOOL



CERTIFIED HARVARD NEGOTIATOR

More effective negotiations means maximizing your results. Not only will Lizzie guide you through the process, but her skilled techniques will give you the best possible outcome through competitive hard-bargaining and collaborative negotiating. You can have confidence in her ability to negotiate a plan for success!



COMMUNITY SERVICE

In the last few years Lizzie has hosted a neighborhood block party for the Franklin Glen community in Fairfax. Neighbors come out and enjoy great games, food and fun!



Lizzie Helmig has joined the Ronald McDonald House Charities. This organization helps families that travel far from home and spend several weeks or months to get treatment for their seriously ill or injured children – a long time to be away or to divide a family. The Ronald McDonald House is a place for families to call home so they can stay close by their hospitalized child at little to no cost.



**RONALD MCDONALD
HOUSE CHARITIES**



Lizzie hosts an annual appreciation party for her clients to thank them for their continued support. Last year's theme was an Ugly Sweater Christmas party held at her home. It was a fantastic time to reconnect and enjoy!

Lizzie has participated in the annual NOVA Housing Fair for the last seven years! It's a great way to connect with people, advertise her listings, and educate the public about the housing market in Northern VA. The Housing Expo is open to the public and it offers many workshops about financing, and purchasing a home for the first time.



OFTEN TIMES, IT COMES DOWN TO THE DETAILS...

Here are just a few testimonials from Lizzie's clients..



"Time and Money. Hiring Lizzie was the smartest move we made when selling our home. Why? Time: Every realtor will tell you they provide great customer service. Lizzies delivers. How fast a realtor responds to questions or issues is paramount and she was fantastic (way fast) every step of the way. She understands the value of her client's time and takes action to ensure no time is wasted. Money: Lizzie is a skilled negotiator. This put more money in our pockets. There are several steps in process that can potentially cost you money if not executed correctly. At each step she was informed, engaged, and we saved money. I've bought and sold a number of homes and never experienced service at this level. Highly Recommend" - **tony.surprenant**

"Lizzie Helmig is the complete professional. She knows the real estate market and understands and is current to the real estate trends. Lizzie listens to her clients, is calm, patient, compassionate and thorough. After 30 years in our home, my husband and I were looking to sell our house and relocate. Lizzie took care of everything, patiently answered all of our questions and concerns and made the process easy. I completely trust her and highly recommend her to anyone looking to buy or sell their home."

- **zuser**



"We were hesitant to join with another realtor after the horrendous experience we had three months back. So when Lizzie was referred to us, we were skeptical but after a series of grilling questions, we decided to give her a chance--and we are so glad we did!"

- **ykarimi**

"We had a wonder experience working with Lizzie in selling our TH. She took care of everything and made the process as smooth as possible. Lizzie got our home under contract in 1 day and met the estimated sales price in that contract. Prior to listing, she got contractor quotes, managed the contractors, and even made trips to Lowes. After listing, she was very knowledgeable in the overall process and especially effective at posturing for the next negotiation. I highly recommend Lizzie and her services!"

- **Jmcarey**



"I can highly recommend Lizzie as your real estate agent. We sold my mother's house in four days from the initial listing. Lizzie made the process so much easier. She arranged for the landscaping and home repair people as well as the cleaning staff who made the place sparkle. All of these vendors were thorough, reliable and affordable. Lizzie was always available to check on things which eased my mind since the house was vacant. She is very knowledgeable about what issues the home inspection would target as well as the financing and lender issues. I almost wish I had another house to sell in Virginia so I could be working with her again. She is delightfully friendly and profoundly dedicated to doing the job right."

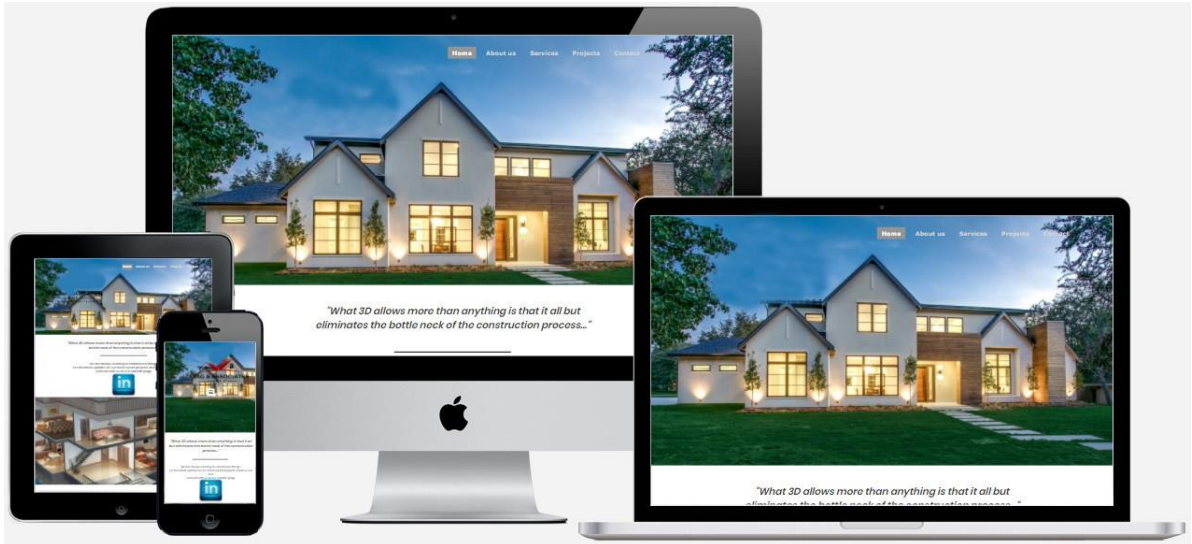
- **Bandaloopy**

To read more of Lizzie's Testimonials visit [Zillow.com](https://www.zillow.com)

<https://www.zillow.com/profile/LizHelmig/>

Marketing Game Plan Summary

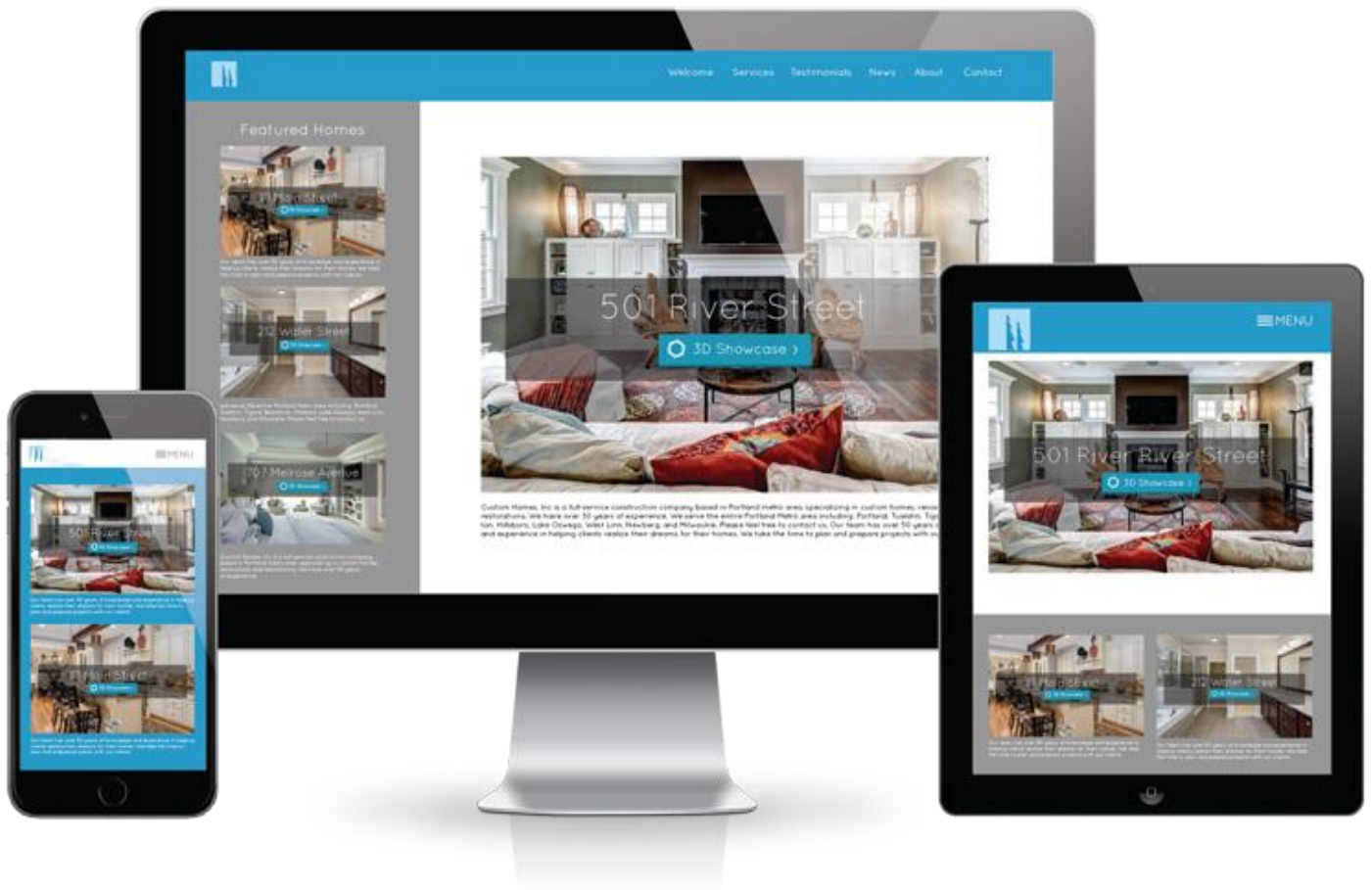
To assure you that your home will be marketed to its fullest potential and to obtain the highest possible market value, the following is some, but not at all, of the targeted game plan will be put into motion.



- Visit “Active” and analyze “Under Contract” and “Sold” homes in your vicinity.
- Take into account special features and upgrades to your home
- Determine current market conditions
- Recommend sales price range
- Execute Listing Agreement and all related legal documents
- Provide advice on preparing home for showings and assist in staging, if necessary.
- Activate listing in Multiple Listing Service (MLS) and upload professional photos & virtual tours
- Place “For Sale” sign on property and directional signs key intersections (if allowed)
- Design high-impact, color in-house brochures
- Initiate advertising campaign via print, direct mail and internet
- Hold an “Open House” until your home is sold!
- Follow- up with agents who have shown the property for feedback using our custom feedback system.
- Analyze feedback and showing data and make adjustments as necessary
- Prepare and Present Customized Market Analysis (CMA) to establish fair market value
- Lizzie is a Premier Agent with Zillow
- Weekly market analysis provided to clients
- Online “Coming Soon” Campaigns
- Weekly seller spreadsheets with updates provided to clients

Goal: Quick Sale for Top Dollar

ADDITIONAL MARKETING



We utilize traditional proven marketing techniques fused with state of the art technology.

- » Virtual 3-D Tour
- » Customized “Property Home Book” including community information, schools, shopping, dining, public transportation, parks and entertainment
- » Just Listed Post Cards sent to the neighborhood
- » Just Sold post cards sent once your property has sold
- » Contact all potential buyers in our pipeline
- » Present your property at our Pearson Smith Network
- » Facebook Ads – Reach targeted buyers
- » Online posts on all social media sites for Just Listed, Open House and Coming Soon campaigns
- » Facebook posts for Just Listed & Open House campaigns
- » Use of all Social Media including Twitter, LinkedIn, Facebook, Pinterest

Internet Advertising



Over 90% of buyers looking for a home search the internet. You need MAXIMUM EXPOSURE on the web so we have invested in getting your home listed on some of the most popular sites in realestate.



Your home will be listed on the following internet sites



425 million homes are viewed monthly from a mobile device on Zillow.

160 million monthly visitors on Zillow.

Signs EVERYWHERE!!!



Yard Signs and “directional signs” can be very powerful tools to show potential buyers your available home. Lizzie uses a totally branded approach to stand out from the crowd.

YARD SIGNS

- High impact, white post signs with a gold tip are professionally installed so they don't budge no matter the weather conditions.

DIRECTIONAL SIGNS

- These are the smaller signs that go on the intersections of the main streets leading to your home. Use of these signs can be limited based on local, county and Homeowners Associations' restrictions, so they will be utilized wherever possible.

A PICTURE IS WORTH A 1000 WORDS!



One of our pet peeves is when agents don't use a lot of good photography to showcase homes. This is CRUCIAL! Multiple photos, virtual tours, maps, and community information really help a buyer to see what you have to offer. Research shows that if your listing doesn't have multiple photos, buyers are inclined to pass you by for those that do.



You've got to see it to consider it:

PHOTOS

- We use professional photographers! This ensures that your home is photographed in the best possible light and manner.
- We use multiple photos in MLS and other websites
- We also use multiple photos in our brochures so that your home will be remembered from the others a buyer

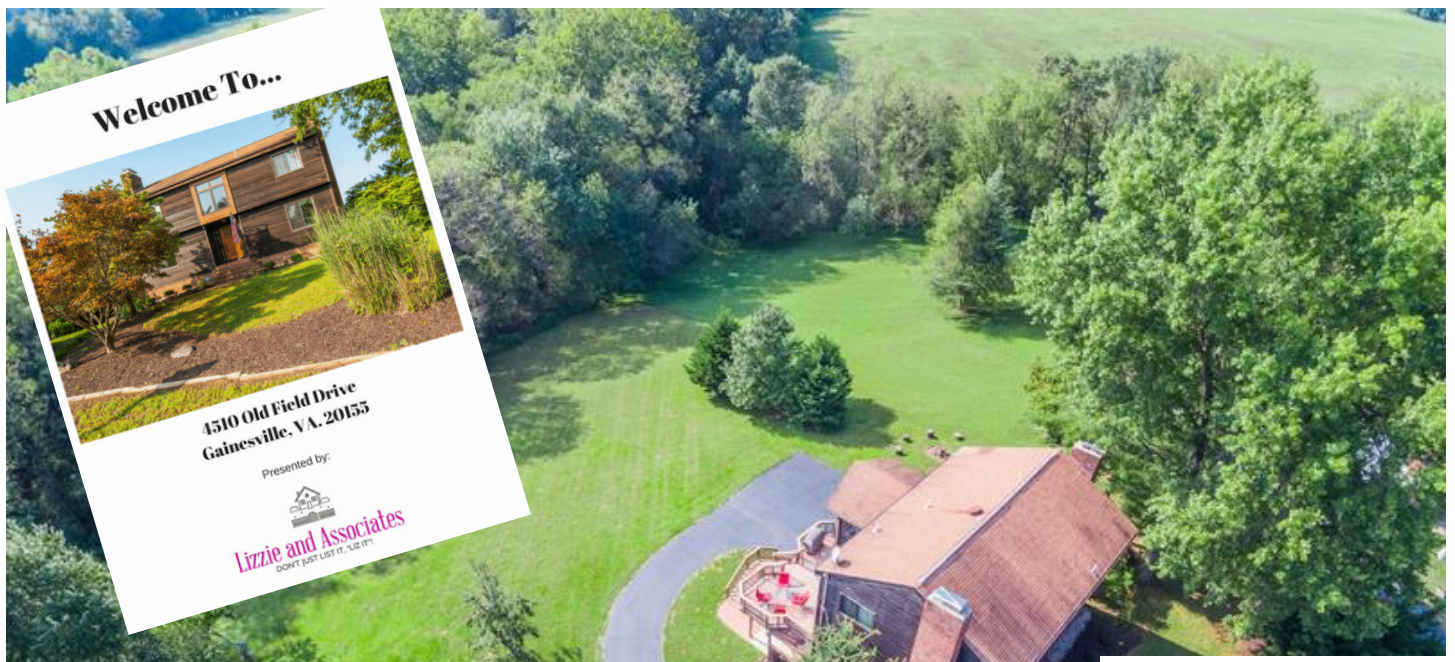


VIRTUAL TOURS

- Another great way to showcase your home online is with the use of virtual tours.
- We have top-notch virtual tour provider that offers 360-degree panoramic virtual images, music and top-of-the-line graphics. The virtual tours are featured on the local MLS and are linked to various websites including Zillow.com.



IN-HOUSE MARKETING BROCHURE



Welcome To...

**4510 Old Field Drive
Gainesville, VA. 20155**

Presented by:

Lizzie and Associates
DON'T JUST LIST IT... LIST IT!

Infographics

6238 GARLAND DRIVE, WOODBRIDGE, VA 22193
410-818A 3.5380 SQ. FT.

AREA REPORT

VERY CONVENIENT
This home is in the central core area. Below are the location, walkability and transit scores for this area.

MOST WANTED
1 MILE

SCHOOLS IN YOUR AREA
The following schools are nearby for this area. There are also 7 private schools in this area.

THE GREAT OUTDOORS
This home is located near a variety of outdoor activities.

NEIGHBORHOOD STATS
This home is located near 34 residential street intersections. This home is in a large neighborhood.

BY CATEGORY

AREA	2	AVAILABILITY	0
AVAILABILITY	0	AREA	2
AREA	2	AVAILABILITY	0
AVAILABILITY	0	AREA	2
AREA	2	AVAILABILITY	0
AVAILABILITY	0	AREA	2

35
0000+

What's close by?

Just minutes from:

- Excellent shopping
- Waterworks Waterpark
- Potomac Nationals Stadium
- Prince William Ice Center
- Chinn Park Community Center
- Park & Ride Lot, Slug Lines

To reach a buyer, you have to stand out. How do you expect someone to remember your house when they've seen 10 different homes today?

One way is to create a high-impact, totally branded Home Book that showcases the best features of your home and stands out in the buyer's mind.

"I've never seen a brochure like this before. I love it!"

-C. Quirk, Client

STAYING CONNECTED

In today's world of portable electronics it has never been easier to stay in touch regarding the status of your home.

Lizzie Helmig & Team offers:

- Exclusive feedback system will allow us to stay informed and gather valuable information after a buyer agent shows your home. It's a totally automated system that solicits feedback via e-mail and encourages agents to respond.
- Automatic e-mail updates on real estate activity in your community as we go through the sales process.
- It is critical to understand the status of the other homes in the area. That's your competition! You need to know when a home has listed, sold, adjusted their price, etc.



**That's powerful...
and that's keeping
informed!**

WHAT DO BUYERS THINK?

Our Automated Feedback System is put in place so you can stay informed!

- Informs Lizzie and Team when a Buyer's Agent has visited a property
- Allows a Buyer's Agent to extend feedback via email to both the client and the Agent.
- If a listing changes in any way (price, open house, terms, etc.), an email notification is sent followed up with a phone call to all agents who have previously shown the property to encourage a repeat showing.



TOP 10 THINGS YOU CAN DO TO GET YOUR HOME READY FOR SALE



A good strategy for selling your home is to present a neutral palate to the buyer. That way, they can picture their own furniture, mementos and color schemes. Bright green walls may be cheery to you but they may turn off a potential buyer. Here are the top ways to get your home ready for a sale:

1. Clean, Clean, Clean! Especially the kitchen bathrooms.
2. Remove personal items: Family photos and nick-knacks for example.
3. De-clutter: Consider putting seasonal clothes or extra furniture in storage.
4. Paint: Touch up spots or, if needed, re-paint to a neutral color.
5. Curb Appeal : Paint your front door and repair cracks in the sidewalk or driveway.
6. Showcase the kitchen: Make it shine and move everything off the counters.
7. Deodorize: You may not smell your pet...but they buyer may.
8. Lock-Away: Valuables and prescription medications
9. Clear the Aisles: Make sure hallways and traffic areas are passable.
10. Landscaping: Cut the grass, fresh mulch and plant colorful flowers.



\$\$\$ A little effort goes a long way \$\$\$

HOME STAGING



Lizzie is proud to offer recommendations for Accredited Staging Professionals to assist you in preparing your home for sale. They will be available to offer tips and strategies to transform your home into a showplace that attracts buyers and agents.

Many Clients Ask

“What is home staging?”

Home staging is the very best proven way to get top dollar for your home as you prepare it for sale. Homes that are Staged with an ASP Professional Home Stager sell faster and for more money! This is because Staging sets the scene throughout the house to create immediate buyer interest in your property. This will then lead to your home selling for the highest possible price in today’s market. Remember, “The way you live in your home, and the way you market and sell your house are two different things.”

“Are you going to “re-decorate” my house?”

Staging is very different from decorating. Decorating is personalizing the home to your style, while Staging is de-personalizing the home so it appeals to the most buyers. We want the buyer to view your home and be able to imagine their furnishings, their photos and their new memories. “Most buyers only know what they see, not what it’s going to be”, so we need to pack away the clutter, move some furniture and clean, clean, clean!

“How does my home become Staged?”

Each professional is different but most likely they will schedule an initial consultation and offer recommendations. If needed they will come back another time to actually help in the staging of your home. They may find it necessary to purchase accessories, packing boxes, etc. needed to make the transformation complete. Staging is always done before your home goes on the market for sale so that the photos, open house and other marketing materials reflect your home at its best.

“How much does it cost?”

Each ASP professional is different and price will vary and need to be discussed. You may have to consider professional carpet cleaning, painting, a cleaning service or possibly purchase some decorative accessories to add “punch” to some rooms; but remember “the cost of Staging is always less than a price reduction!” The biggest investment you will need to make is a little elbow grease and a commitment to keeping your home in top shape while it is on the market.

SHOWINGS: SUCCESSFUL STRATEGIES



Although it can be an inconvenience, a personal showing is the best way to sell your home. To make the process as smooth as possible, here are some strategies we recommend when buyers and their agents are coming to see your home.

1. Turn on ALL the lights in the house and make sure all light bulbs work properly
2. Open the blinds and shades to let in as much natural light as possible
3. It's best to show your home without you in it...take a walk or drive
4. Put your pets away or take them with you
5. Set the mood-put on some jazz music, light a candle or have the aroma of fresh baked bread or cookies

**Let the Agent do the negotiating-don't talk financials
with the buyer.**



FAQ

These are the top most frequently asked questions we have received over the years from home sellers like yourself. It's important to be prepared before you begin the home selling process.

Q. How long will it take to sell my house?

A. It all depends on the current market, the number of homes available and the time of year. Sometimes a home can sell in a matter of weeks, but it can take several months or more.

Q. What will my closing cost be?

A. It varies, but a general rule is 0.5-1% of the sales price, not including real estate commissions.

Q. How long will it take to settle once we have a contract?

A. It will be specified in the offer/contract from the buyer, but usually 30-60 days from the date the contract is ratified

Q. What is a "ratified" contract?

A. A ratified contract means all parties have negotiated, agreed on terms and all have signed the contract and addendums. There may still be one or more "contingencies" outstanding.

Q. What is an "executed" contract?

A. All contingencies have been completed and released. All that is left is settlement.

Q. What is a contingency?

A. A condition that must be satisfied before a sales contract is fully enforceable. Contingencies are very time sensitive and it is my job to make sure all the details are carried out.

Q. How do people get access to my house for showings?

A. Only licensed agents have access to your home and can gain entry through the SentriLock System.

LEGAL FORMS NEEDED



One of the most important services we provide is preparing, explaining and processing the many legal forms needed during the sale of your home. It can be quite a lot of paper, so it is our job to keep you educated about every piece of paper you sign.

Listing Agreement

- Exclusive Right-to-Sell Agreement
- Affiliated Business Disclosure
- Understanding Your Rights (if required)
- Lead-Based Paint Disclosure Form
- Property Disclosure
- Disclosure of Brokerage Relationship
- Home Warranty Coverage Option Form
- Homeowners/Condo Association Document Order Forms Sales Contract

Sales Agreement

- Regional Sales Contract
- Contingencies and Clauses Addendum
- Including Home Inspection, Radon, Financing, Appraisal, Etc.
- Residential Property Disclosure
- Lead-Based Paint Disclosure
- Loan Approval Letter
- Copy of Earnest Money Deposit Check
- Other Forms as Necessary

WHAT TO EXPECT & YOUR NEXT STEPS



There is a lot of information to process. That is why it is crucial to choose a real estate professional with experience, knowledge and integrity.

You can count on us to:

- Counsel you on strategies to achieve a quick sale of your home for top dollar.
- Assist you in preparing your home for market.
- Effectively market your home to attract qualified buyers.
- Keep you up-to-date with open communication and reports on the status of your homes' sale.
- Represent your best interests during the negotiation process.
- Provide a team that is professional, accessible and caring to guide you through the process from start to finish including, but not limited to:
 - Home, Radon, Termite and Walk-through inspections
 - Monitor buyer financing and confirm and track buyer obligations - Schedule settlement, appraisal, survey, title search, etc.
 - Coordinate all pertinent documents and ensure their full execution
 - Assist you with a relocation agent, if required.
 - Arrange for a moving company.
- And finally...make selling your home a positive and successful experience!

Sales Agreement

- Review and sign the Exclusive Right-to-Sell agreement which hires me as your agent.
- Determine the selling price for your home.
- Choose a date we will place your home on the market.
- Based on this date, develop a time frame for completing any projects and improvements to get your home ready for sale.
- Complete the Client Listing Worksheet and submit it to us as soon as possible
- Smile as the "For Sale" sign is placed in your front yard.

SUMMARY - WHY YOU SHOULD HIRE ME

1. Absolute integrity and transparency
2. 38% faster sale at 4% higher price
3. Unparalleled track record of success
4. Expert at preparing and staging homes for sale
5. Unmatched artistry in marketing
6. Unequaled mastery of technology and digital marketing
7. Powerful network for relationship marketing
8. Expert negotiation skills
9. Outstanding people skills – I listen between the lines
10. Responsive
11. Enthusiasm and high energy!
12. Focused first and foremost on your needs!



Relax... It's Handled



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DON'T JUST LIST IT, "LIZ IT"!

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