

OUR SELLING STRATEGY



PEARSON SMITH REALTY



▲ OUR MISSION

Your happiness is our mission! Our entire team is dedicated to providing you with the highest level of service by selling your home in the shortest time with the greatest return.

ABOUT PSR

GOALS

Pearson Smith Realty's goal is to create a culture that motivates and assists real estate professionals in building a business focused on providing a level of service that exceeds all client expectations.

VISION

Build a premier real estate brokerage through smart and controlled growth, never setting limits on the success we can achieve or the lives we will impact.

989 + DEDICATED AGENTS

ACCOLADES



RANKED A **TOP THREE BROKERAGE IN THE DMV** IN 2019



NAMED AN **INC. 5000 COMPANY** IN 2019



NAMED ONE OF **WASHINGTON BUSINESS JOURNAL'S FASTEST GROWING COMPANIES** IN 2018 & 2019



WON **BEST OF LOUDOUN** IN 2017 & 2019



NAMED **A REAL TRENDS TOP BROKERAGE** BY VOLUME IN 2020



▲ OUR COMMITMENT

IT IS OUR MISSION TO PROVIDE THE AREA'S BEST REAL ESTATE SALES AND MARKETING SERVICES POSSIBLE. WE STRIVE TO EXCEED ALL CLIENT EXPECTATIONS WITH OUR SUPERIOR CUSTOMER SERVICE AND COMMITMENT TO DELIVER CUSTOMER SATISFACTION. OUR GOAL IS TO USE OUR EXPERTISE AND KNOWLEDGE OF THE REAL ESTATE MARKET TO MAXIMIZE THE SALES PRICE OF YOUR HOME.

WHY HOMES DON'T SELL

HOME MARKETABILITY



Like any product, your home's appearance will have an impact on whether it sells. Buyers quickly bypass homes that are dirty, cluttered, and in need of repair. Taking the time to conduct a thorough cleaning, stage, and make repairs to your property will yield a higher sales price with fewer days on market.

NO ACTIVE MARKETING

The average agent enters the property into the Multiple Listing Service, installs a yard sign, and then waits for the home to sell while they move on to their next client. Agents typically promise exposure on many websites. What they don't tell you is that you will get a basic, free ad on most of these websites. Free ads will typically offer limited or no photos, no virtual tours, no lead capture points, and placement at the end of search results for your geographical area. Poor advertising of your property will lead to low offers or no offers.



POOR QUALITY PHOTOS



Research shows that today's homebuyer shops on the Internet and spends the bulk of their time searching through listing photos. Poor quality listing photos will result in limited showings and offers.

UNREALISTIC PRICING

Be wary of real estate agents that promise a high price, but provide little to no sales data to support their suggested sales price. This is a commonly used strategy to obtain listings. The overpriced listing then languishes on the market for months until it is reduced to market price. The buyer then makes a lower offer because the listing has accumulated excessive days on market.



LACK OF FOLLOW-UP



The average real estate agent has zero sales experience. Typically, agents lack the time, motivation, or skills necessary to proactively sell your home. Agents tend to wait for the phone to ring instead of making the calls necessary to get your home sold. In today's market, having a skilled advocate who can pick up the phone to clearly and concisely work to overcome buyer objections is critical to getting a home sold.

OUR PROVEN SYSTEM

MAXIMUM EXPOSURE

We have advanced systems in place to make sure your property receives maximum exposure. Once in our system, your listing gets pushed out to over 750 different real estate websites including Realtor.com, Zillow, Homes.com, Trulia, Homesnap, HomeSpotter, WikiRealty, and so many more!

SOCIAL MEDIA

There are 330 million active social media users in the United States alone. The average user spends about 2 hours and 24 minutes a day on some form of social media platform. To us, it only makes sense to capitalize on this social media use and post your listings on all of our social media platforms! By doing this, we can reach potential buyers that might not have seen your home on standard real estate websites.

CONTINUOUS MARKETING

We provide continuous marketing from before your property goes live until the day your home goes under contract. We create a website specifically for your property, custom brochures, property flyers, a landing page, and a virtual tour all designed specifically for your home to highlight its best features.

METICULOUS FOLLOW-UP

We have a systematic and detailed process for following up with agents and prospective buyers. We proactively call agents and buyers who have seen your property so that we can answer questions, overcome buyer objections, and highlight important property features that may help stimulate a sale.

OFFICE EXCLUSIVE LISTINGS ▲

We work as a team to get your home sold! Before your home is even listed in the Multiple Listing System (MLS), your home is entered into our internal listing system, exclusive to Pearson Smith Realty agents. This allows us to match you with potential buyers before your listing goes out to the general public. With this system, we have been able to match hundreds of sellers with buyers prior to homes being listed in the MLS. This saves our sellers time, money, and minimizes house preparation stress.

BENEFITS

Creates a sense of urgency, exclusivity, and maximizes the exposure of the property to potential buyers.

Promotes your home to Pearson Smith agents and potential buyers prior to going in the MLS and officially starting your Days on Market (the higher number of days on market usually means lower selling price).

Enables you to accept early showings, feedback, and offers prior to going active on the market.

Allows you the opportunity to make adjustments to the price based on the feedback prior to going on market.

STAGING

DOES MY HOME NEED TO BE STAGED?

The short answer is YES, every home can benefit from staging. Whether it be a good cleaning or a complete overhaul, we will advise you on what will make your home more marketable. Keep in mind, the true purpose of staging is not to re-decorate your home, it is to create a space that buyers can see themselves living in. For example, while we know you love to display your family photos, it is harder for a buyer to see themselves living in a home with another family's pictures all over the walls.

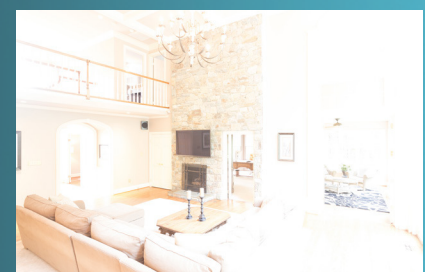


PHOTOGRAPHY ▲

Pictures can make or break a listing; they are the first thing most buyers will see. Don't you want to make a great first impression?

PROFESSIONAL PHOTOS

The quality of your listing photos will dramatically affect the interest in your property and ultimately the sales price. Our professional photographers select the best photos and carefully edit them for color, clarity, composition, and sharpness. Ninety percent of home buyers search online during their home buying process. High quality photos can lead potential buyers to your home; likewise, bad photos can deter a potential buyer.



FUSION PHOTOGRAPHY

Fusion Photography is a photography technique that assembles multiple carefully photographed exposures into a master exposure, which far surpasses the dynamic range available in a traditional photograph, digital or otherwise. Advanced DSLR cameras take pictures at +4, +2, 0, -2, and -4 exposure intervals to capture the best shadows and highlights from each scene.

WE HAVE A LIST OF **BUYERS**

WE HAVE OVER **200,000** LEADS
WITH **5,000** COMING IN MONTHLY

We use a top of the line real estate system to track all of our clients and leads. This allows us to quickly see exactly what our current buyer clients are looking for based on their previous searches.

Once listed, we are able to run your property through our Best-Fit Leads software. This software uses specialized data intelligence to generate a list of the most qualified and ready buyers. Each buyer is given a "Fit-Score," between 0 -100, which represents how good of a "fit" that buyer is to your property based on their prior home searches history.

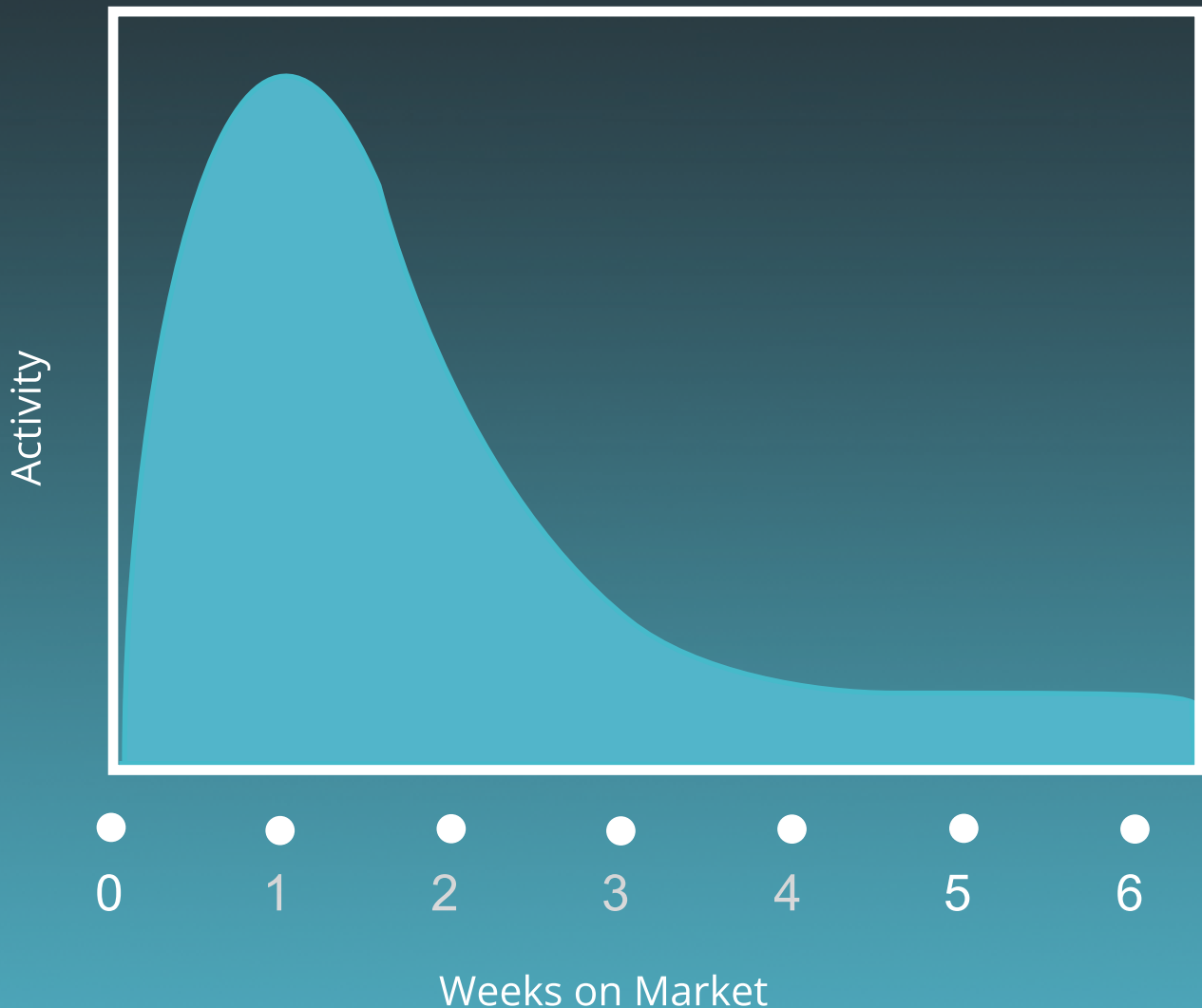
WE MARKET LISTINGS ON ▲ HUNDREDS OF WEBSITES



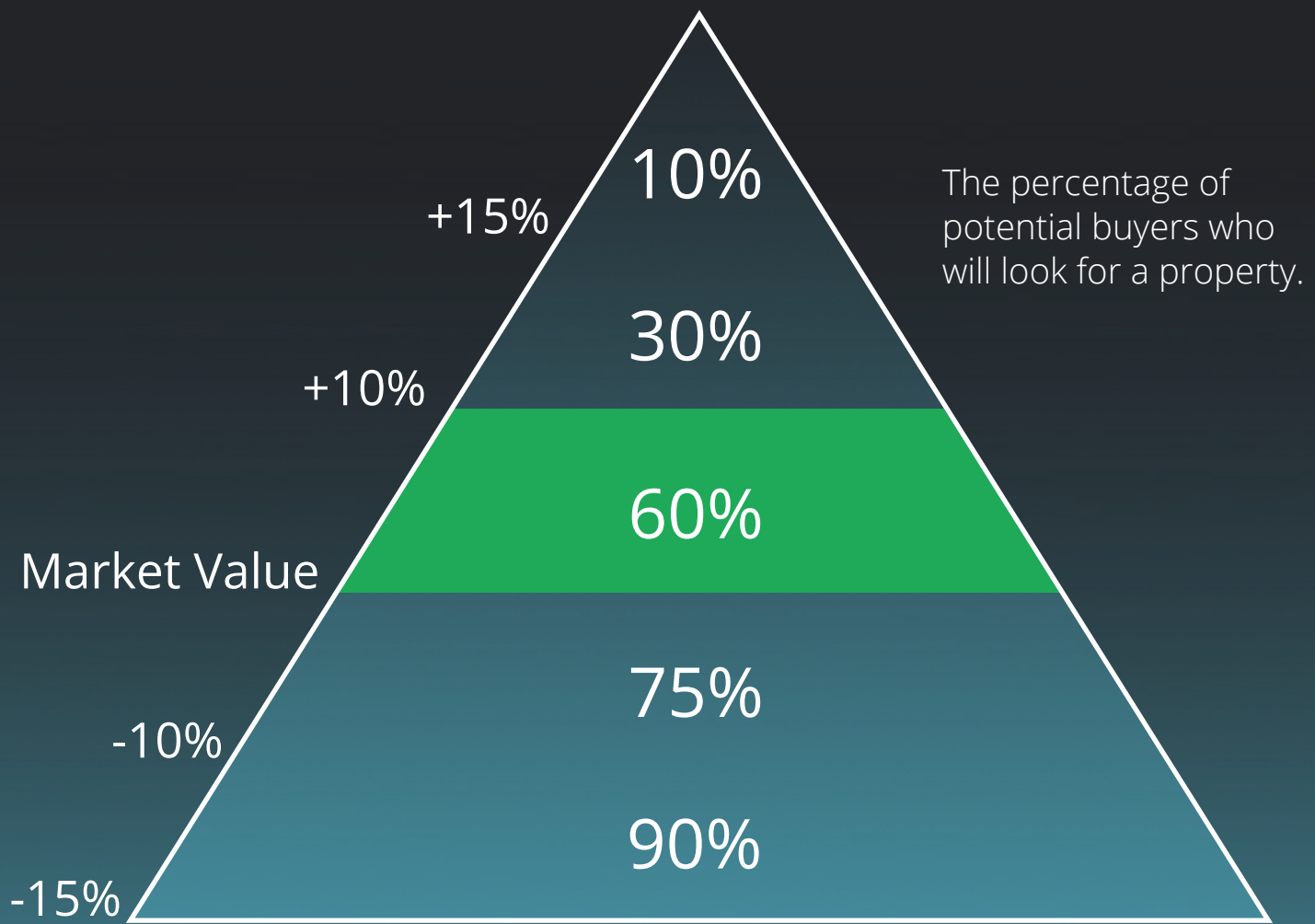
OUR ADVANCED TECHNOLOGY ALLOWS
US TO MARKET TO HOMEBUYERS
ON MORE THAN 750 WEBSITES

▲ ACTIVITY VS. TIMING

Pricing is everything! The importance of pricing your property correctly at market value can't be stressed enough. This chart illustrates the level of excitement and interest in a new listing over time. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. Price reductions later fail to generate additional traffic since the weeks on market are higher and newer listings are looked at more favorably.



It's important to realize that pricing your house a little over market value to leave room for negotiation will dramatically decrease the number of buyers who see your listing.



IMPACT OF PRICE ON VISIBILITY

Instead of trying to 'win' the negotiation with one buyer, you should price your house so demand for it is maximized. By doing so, you won't be negotiating with one buyer over the price. Instead, you'll have multiple buyers competing for the property.

The secret is making sure your house is Priced To Sell Immediately (PTSI). That way, your house will be seen by the most potential buyers. It will be more likely to sell at a great price before more competition comes to the market.

THE PROCESS

Before your property is even listed, we mark on our internal site to over 989 agents.

OFFICE EXCLUSIVE MARKETING

DECLUTTER & STAGE

Simple things like a good cleaning, decluttering of your rooms, and paint touch ups can make a huge difference.

The time between staging and pictures depends on which staging suggestions you plan on completing.

PICTURES

We add your property to the MLS, which drives activity by showcasing photos and providing detailed descriptions about your property to over 750 different websites.

MULTIPLE LISTING SERVICES

PROPERTY BROCHURES & FOR SALE SIGNS

We create a custom brochure specifically for your property which highlights the property's best features. We will also install a FOR SALE to draw attention to your property.

We will make sure showing are only scheduled when it works for you! Using our ShowingTime scheduling system, you can confirm or deny any showing requests that are made.

SHOWING PREFERENCE

We hold an open house to expose the property to as many potential buyers as possible.

OPEN HOUSE

SOCIAL MEDIA MARKETING

Your listing is posted on all of the Pearson Smith Realty social media platforms and pushed out hundreds of real estate websites.

If your home is in a Home Owner's Association or Condo Owner's Association, we must provide a disclosure package from the association which contains the financial and legal status of the association. You will have to remedy any violations that may be found. If the buyer is not satisfied with any of this information, they have a three day right of rescission from the time they receive the HOA or condo documents.

On the day of settlement we will meet at the title company and you will sign the closing documents. About 10 days before settlement, I will contact you with the exact date and time and tell you what you need to do prior to closing

After negotiating the terms of the contract, you will sign the agreed upon contract. Once you and the buyers have signed the contract the contract is "ratified." The buyer will then submit their earnest money deposit (EMD) to the escrow agent, which is typically 1% of the sales price.

In the event that your property does not appraise for the sales price, there are four options:

- 1) The buyer can pay the difference in cash
- 2) The seller can lower the sales price to the appraised value
- 3) The buyer and seller can meet somewhere in the middle
- 4) In the event that an agreement can't be made, the buyer has the right to void the contract

RATIFIED CONTRACT

HOME OWNERS DOCUMENTS

APPRAISAL

SETTLEMENT

RECEIVING AN OFFER

HOME INSPECTION

TERMITE INSPECTION

WALK - THROUGH

Once we have received an offer on your home we will review the offer and all of the contingencies (home inspection, appraisal, and financing). Once we have thoroughly reviewed the offer, you can decide whether to counter the offer or accept the offer as is.

The home inspection will be conducted within 10 days (negotiable) after ratification. Then the buyers might ask for repairs for unsatisfactory conditions to major systems like electrical, plumbing, roof, and foundation. If you agree to the repair requests all items must be completed before closing. If not, we will negotiate until all parties can agree to which items will be repaired. If an agreement is not made, the buyer can void the contract.

If there is any evidence of damage or termite/wood - destroying insect activity, it is the responsibility of the seller to make necessary repairs and treatments.

During the seven days leading up to settlement, the buyer can do walkthroughs as needed to ensure that all appliances, utilities, and fixtures are in normal working order, and check the items agreed to in the home inspection addendum to make sure they have been completed. At this time the buyer will transfer all utilities into their name.



PEARSON SMITH

R E A L T Y

Pearson Smith Realty

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If your home is currently listed with a real estate broker; this is not intended to be a solicitation of the listing. Likewise, this is not a solicitation for buyers currently in a brokerage relationship. Offerings subject to errors, omissions, prior sale, change of price, or withdrawal without notice. The information herein is provided by the seller and while deemed reliable, is not guaranteed.

