

your guide
to **home selling**



WITH THE
MARJORIE ADAM TEAM

seller's guide

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WHY WORK WITH OUR TEAM?

HISTORY

Our team sets goals high above the standard of most real estate agents. Our priority is to ensure that our clients receive the highest level of service and market specialization. Our team boasts an outstanding track record in the skills of negotiating, pricing, market knowledge, and client experience.

Since forming in 2001, The Marjorie Adam Team has grown, not just in size, but also in ability. All members of the team play a significant role in your real estate experience.

From the time you sign the listing agreement and up until you celebrate your closing, The Marjorie Adam Team will tirelessly represent you and your best interests. When you work with our team, you can expect far more than what the average Realtor can provide.

WE HAVE A RECORD OF SUCCESS.

HOW DO SALES OF THE “AVERAGE” AGENT COMPARE TO OUR TEAM?

75

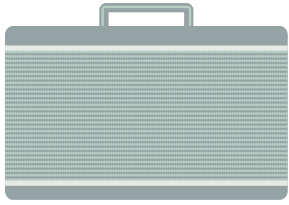
ON AVERAGE, THE MARJORIE ADAM TEAM
SELLS 75 HOMES ANNUALLY.

04

THE AVERAGE AGENT
SELLS JUST FOUR.



HOW WE'LL LIST **YOUR** HOME.



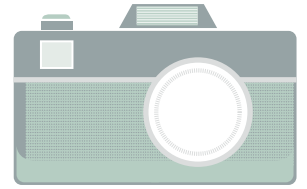
- MARKET ANALYSIS
- PRIVATE SHOWINGS
 - OPEN HOUSES
- PRESENT OFFERS
- NEGOTIATE OFFERS
- HOME INSPECTIONS
 - WALK THROUGHS
- OVERSEE FINANCING
- ATTEND CLOSINGS



- ANSWER QUESTIONS
 - OBTAIN FEEDBACK
- SCHEDULE VIEWINGS
- COMMUNICATE WITH BUYERS AGENTS
 - CONTACT LENDER
- COMMUNICATE WITH ALL PARTIES



- MANAGE ONLINE LISTING
 - UPDATE ALL SITES
- MARKETING PLANS
 - ENTER IN MLS
 - RESEARCH
- VIRTUAL TOUR



- TAKE PHOTOS
- CREATE DIGITAL ADS
- CREATE PRINT ADS
 - CREATE FLYERS
 - CREATE CUSTOM SIGNS

**THE MARJORIE ADAM TEAM HAS A RECORD OF SUCCESS
AND PROVEN RESULTS FOR HELPING FAMILIES MOVE!**



COULD ONE AGENT DO ALL OF THIS? **CERTAINLY NOT WELL!**

MEET OUR TEAM.



MARJORIE ADAM

ASSOCIATE BROKER, ABR, CRS, CDPE

Marjorie is a graduate of Susquahanna University, where she received a degree in photo journalism. She entered the world of real estate in 1996 when she went to work with her mother, who was a Top Producing Realtor. In 2001, she established The Marjorie Adam Team. Together, the team takes great care of their clients and offer superior service. Marjorie's strengths are negotiation, strong communication, and thorough market knowledge. She consistently ranks among the top Realtors in her market thanks to the strength of her team and great clients. Outside the office, Marjorie enjoys spending time with her husband, two children, and 4 dogs.



JACQUES GATES

REALTOR, MARKETING DIRECTOR

Jacques attended the University of Virginia and Penn State, where he studied psychology, art, and graphic design. He entered the real estate world in 2004 when Marjorie asked him to join her team. As a member of the Marjorie Adam Team, Jacques focuses on his strengths and areas of interest, which include graphic design, photography, and marketing. As the industry has become more technically advanced, Jacques has enjoyed adapting the team to be on the forefront of cutting-edge real estate marketing.



ANGELA FINK
REALTOR

Angela is a graduate of the University of Colorado (go Buffs!) and a Charlottesville native currently residing in the Ivy area with her husband and two children. Angela embarked into real estate from a successful career in high-end residential landscaping design and sales. For many years, she served her clients with exceptional care, and it can be expected that those same qualities will serve her real estate clients well. Outside of work and home life, Angela enjoys playing tennis and golf, skiing, and gardening.



BRITTNEY WILLS
CLIENT CARE COORDINATOR

Brittney is a native of Western North Carolina with a keen eye for detail and a knack for handling even the most stressful situations with poise. Brittney moved to Charlottesville with her husband and two children in 2012. In 2014, she joined The Marjorie Adam Team as the Client Care Coordinator. Brittney ensures our clients' real estate experience with the Marjorie Adam Team is above expectations. By monitoring every detail of the transaction, she helps the team deliver amazing service and client support all the way to the closing table and beyond.



KRISTEN BRACEY
MARKETING COORDINATOR

Kristen is a Tennessee native with a B.A. degree in English and Creative Writing, which she received from Wofford College in 2012. Within the realm of marketing, Kristen specializes in copywriting and graphic design. As Marketing Coordinator, she carries out the creative design initiatives used for the team's marketing collateral and branding, client gifting, and social media. Outside of work, Kristen enjoys spending time outdoors, listening to music, and dabbling in interior decorating.

THE ADAM TEAM & NEST.

WHY WE WORK WITH NEST.

Nest has assembled a team of the best and brightest real estate professionals in Virginia. At their core, Nest believes that the greatest strength of their company is the quality of the agents. Nest agents eat, sleep, and breathe real estate. You can be sure that they're not only on top of the current market strategies, but also they are embracing the latest technologies and strategies. Best of all, they provide a level of trust, honesty, and integrity that is second-to-none. The list of accomplishments for Nest agents runs deep, but those achievements pale in comparison to the satisfaction they get from helping you sell your home.

THINGS TO KNOW ABOUT NEST.

Small real estate brokerages in Virginia aren't supposed to win national awards. Nest Realty has proven that theory wrong...twice.

In August 2009, Inman News honored Nest Realty with its Most Innovative Brokerage Award at the Inman Real Estate Connect Conference in San Francisco. Inman is the industry source for real estate technology and innovation news. The Most Innovative Brokerage Award recognizes the single real estate firm in the country that best utilizes technology and innovation to enhance the real estate transaction and experience for consumers and real estate professionals.

Beating out the other finalists was no small task: @properties was the #1 independent firm in Chicago. Better Homes and Gardens was positioning themselves as a national brand. Coldwell Banker had over 3,500 offices. John L. Scott did over \$9 billion in sales volume in 2008. Redfin had opened 10 offices throughout the country after raising tens of millions of venture funding.

Nest was honored again in November 2009 when Hewlett Packard presented Nest with an HP Technology Award for the effective use of technology in real estate.

Nest's success is no fluke. It's all part of our commitment to create a progressive real estate brokerage focused on raising the bar on professionalism, service, and performance.

NEST'S TROPHY CASE:

- Most Innovative Brokerage, Inman '09
- Hewlett Packard Technology Award, '09
- Inc. Magazine's "Top 5000" List, '14, '13
- "Best of Virginia" List, '12
- Top 5 National Brokerages, '12
- Albemarle Family Favorite Award, '09, '10
- AMA EMMA Award (Digital Marketing), '12
- AMA EMMA Award (Overall Marketing), '12

THE ADAM TEAM

YOU WILL LOVE WORKING WITH US. **WE GUARANTEE IT!**



CLIENT FOCUSED

OUR GUARANTEE OF PERFORMANCE

If for any reason The Marjorie Adam Team does not provide 100% satisfactory service, just let us know, and we will promise to remedy the situation as soon as possible. If you are still not satisfied, we will release you from the listing agreement with no further obligation.

WHY LIST WITH THE MARJORIE ADAM TEAM:

THREE POINTS THAT PROVE OUR PROCESS WORKS:

10 X

THE MARJORIE ADAM TEAM CLOSED \$49,609,680 WORTH OF BUSINESS IN 2014—MORE THAN 10 TIMES THE AVERAGE AREA REALTOR.*



MARJORIE ADAM TEAM LISTINGS SELL 76 DAYS FASTER THAN THE AREA AVERAGE. *

97.5%

MARJORIE ADAM TEAM LISTINGS SELL FOR 97.5% OF THE FINAL LIST PRICE.*

GET YOUR MONEY'S WORTH. IT DOESN'T COST MORE TO WORK WITH THE BEST.

*SOURCE: CAAR MLS 2015

HOME SELLING TIMELINE

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PRE-LISTING APPOINTMENT

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PRICING ANALYSIS

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LISTING PREPARATION

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MARKETING PERIOD

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OFFER AND NEGOTIATION

6

CONTINGENCY PERIOD

7

CLOSING!



MARKETING YOUR HOME

How consumers effectively receive real estate marketing information evolves quickly. What worked in years before has been replaced with more reliable and timely resources. With the Marjorie Adam Team, you can rest assured that your property is promoted effectively.

The key to any successful real estate marketing strategy is to create maximum exposure—both to potential buyers, as well as their agents. It is important to give potential buyers what they want in a clear and concise manner. Our marketing program is built upon a combination of strategies that are based on measurable market trends.



TOP FIVE SOURCES BUYERS USE TO FIND HOMES ON THE MARKET

- 01 INTERNET
- 02 REAL ESTATE AGENT
- 03 YARD SIGN
- 04 OPEN HOUSE
- 05 HOME BUILDER

MARKETING YOUR HOME: PHOTOGRAPHY AND DESIGN

One of the foundations for our marketing campaigns is great photography. We believe that your home's first showing is online. Quality pictures are vital to help generate 'in person' showings.

We select the photographs that reflect your home's best attributes. Those photographs, in combination with the facts and features of your property, provide us with the necessary tools to make your home stand out to buyers.



MARKET STATS:

A study by the Wall Street Journal Found that homes with great photography:

- Received 61% more views online than competing homes
- Sell for anywhere from \$934 to \$116,076 more than homes without great photos
- Increased likelihood of selling for homes above \$300,000

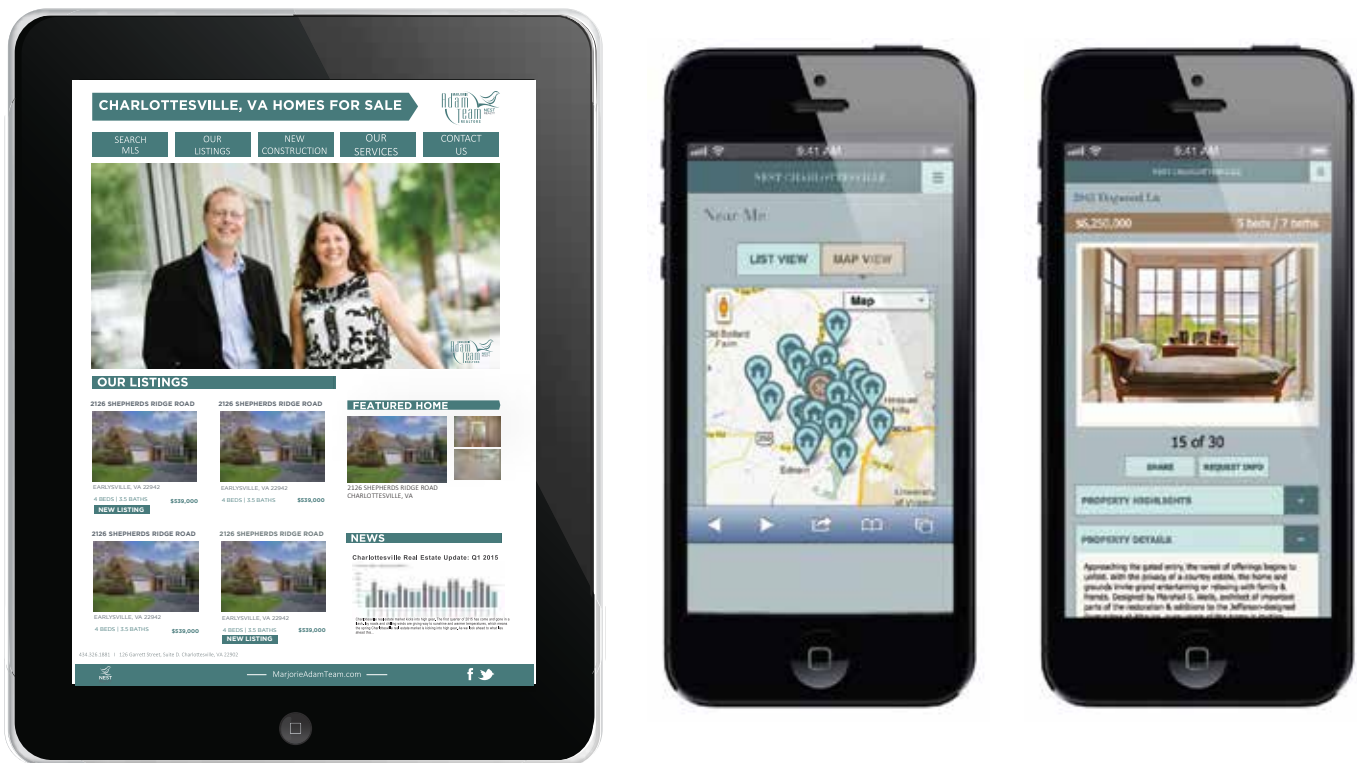
A two-story yellow house with a white porch and dark shutters. The house has a gabled roof and a front porch with white columns and a white railing. The porch has a red door and a small window. The house is surrounded by green trees and a blue sky.

MARKETING YOUR HOME: NEST WEB AND MOBILE

NestRealty.com features in-depth neighborhood searches, school information, market data, and hours of video. Each of our listings feature its own custom domain with the ability to access high quality photographs, floor plans, videos, virtual tours, and property flyers.

MARKETING YOUR HOME: WEB AND MOBILE

Over the last ten years, there has been a dramatic shift in not only how home buyers search for real estate, but also how much information they can have at their fingertips. The internet's role in real estate is undeniable: National Association of Realtors' studies have shown that nine out of ten home buyers used the web in their home search.



MARKETING YOUR HOME: WEB AND MOBILE

Our team participates in the Internet Data Exchange (IDX) and syndicates our property listings throughout the internet. IDX listing syndication enables us to broadcast your property to over 50 of the most well-known real estate websites in the world. IDX also allows your home to be shared and displayed on the websites of other local and regional real estate brokerages.



MARKETING YOUR HOME ON THE WEB



MARKETING YOUR HOME ON PAPER

The Marjorie Adam Team works hard to strategically market your home to potential buyers. We use a combination of online platforms and in-house graphic designers to create promotions that are unique to your home.



MARKETING YOUR HOME: DIGITAL MEDIA



VIRTUAL TOUR

Our virtual tours are well known for their content and clarity. Each shoot is scheduled to allow the time to capture the best lighting and incorporate the most admirable features of the home. The best shots are selected with emphasis placed on the best angle, lighting, and position. Virtual tours take photographs beyond the still frame and transform them into a moving representation of your home. This attention to detail gives potential buyers the opportunity to visit your home from the comfort of theirs.

YOUTUBE

Video creates a great opportunity to educate, inform, and connect with potential buyers for your home. Nest Realty was one of the first real estate firms in Virginia to utilize video to spotlight properties and neighborhoods. Their YouTube channel has over 30,000 total views to date. And they host an ever-expanding number of area, neighborhood, market updates, and property videos.



CLIENT PERSPECTIVE

We felt that the Marjorie Adam Team worked well together so that we always knew whoever we talked to would provide us with the most current information. The professionalism and aggressive “take charge attitude” really resulted in our being able to sell our home in a very difficult real estate market

Marianne & John Kosiewicz

MARKETING ESSENTIALS

MARKETING YOUR HOME

We pride ourselves in maintaining great relationships with the other agents in our area. In fact, we throw an annual 'thank you' party for every co-operating agent that we work with throughout the year. We aggressively market your property to our network using e-marketing, broker open houses, and good old-fashioned networking to ensure top-of-mind awareness.

SIGNAGE

According to the National Association of Realtors, after the internet and a Realtor, real estate signage is the 3rd most useful information source for buyers when searching for a home. We take advantage of this advertisement opportunity and create a mini billboard unique to your home, highlighting its best attributes inside and out.

OPEN HOUSES

While the web and online video has definitely decreased open house traffic over the last five years, there are still buyers who hop in their cars on the weekends to go house hunting. We will work with you to develop an appropriate open house schedule for your home.

In addition, our team actively participates in 'broker open house' tours, which enable us to showcase your home to other real estate professionals.

We utilize the web, social media, and print media to increase open house traffic. This is just one of the many services that you will receive when you list your home with us.





CLIENT PERSPECTIVE

I have complete trust in the Marjorie Adam Team and feel that they worked toward the sale of my home with the same levels of enthusiasm and effort that they would put into the sale of their own homes.

Michelle Vermillion



CURB APPEAL

The Marjorie Adam Team will work with you to assess your home's current condition and will offer guidance as to exactly what is needed to be done in order to increase the appeal of your home to the widest group of buyers. We want your home to stand out amongst its competition. Today's buyers are influenced by HGTV's perfectly decorated homes and the area's builder models that are staged to sell. With expectations at an all-time high, your home needs to be ready. Buyers spend weeks searching relentlessly for the home of their dreams...we want them to find yours.



CONDITION

In our current market, prospective buyers desire homes that have not only been well-maintained, but also have been perfectly staged to show the space's potential. We have expertise in working with home owners to prepare a home so that it wows today's buyers.

HOME INSPECTION

When a buyer shows interest in your home, we want you to be confident that your home not only looks good on the surface, but also that it is sound within. We recommend knowing that your home's systems and structure are also ready for the market. A home inspection prior to listing will guarantee that your home is fit from the peak of the roof to the concrete of the foundation.

PREPARATION: **CONDITION**

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

GET RID OF CLUTTER

- Remove half of books from bookcases
- Pack up those knick knacks
- Remove all items (not for daily use) from counters
- Place any 'must-have' items in a box and 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
- Paint the front door with a fresh coat

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
- Re-organize kitchen cabinets and line up plates and glassware
- Remove everything from closet floors and put away any non-essentials
- Fold and organize towels and linens

MAKE IT SPARKLE

- Clean out cob webs and air vents
- Polish your chrome faucets and mirrors
- Replace worn rugs and hang up fresh towels
- Hire a professional to do a deep clean of your home

DE-PERSONALIZE

- Remove magnets and photos from the refrigerator
- Use personal photos and family heirlooms in moderation
- Remove exotic artwork or wall decor
- Remove personal items from your bathroom counter-tops

THE FIDO FACTOR

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

MAXIMIZE CURB APPEAL

- Pressure wash your front walkway and re-paint your front porch
- Keep your lawn green 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

- Fix doors that don't close properly
- Replace cracked floor tiles
- Replace broken or cracked windowpanes
- Repair any minor plumbing or electrical issues

GO WITH THE FLOW

- Re-arrange furniture to demonstrate a room's functionality
- Place furniture in a way that dictates logical traffic flow
- Remove over-sized or unused furniture to make rooms feel bigger
- Store unnecessary furniture, lamps, and bookshelves



CLIENT PERSPECTIVE

The Marjorie Adam Team's advice and reassurance was invaluable to us in the listing of our home in Charlottesville. We loved working with this team! They made a stressful process much easier to handle, and we can't thank them all enough!

-Karen Connor



PRE-APPROVED HOME PROGRAM

When selling your home, you spend lots of time and effort to get your home to look its best. An offer comes in and, after some negotiation, the offer becomes a contract. After the contract has been signed, the buyer will apply for their loan and set a time to have the home inspected.

Often a seller can be concerned about what a home inspection will reveal and what the buyers will ask to have repaired or replaced prior to closing. Depending on what the inspection reveals, renegotiation of the price or terms may happen. We want to help put the control of how and when repairs are made back in our seller's hands. With this in mind, we offer our sellers the option of a pre-listing home inspection.

When you list your home with the Marjorie Adam Team we can arrange to have a certified home inspector come to your home and conduct an inspection before your home goes on the market. A summary report will then be generated and given to you and to us. We will work with you to determine whether any repairs should be made before the home goes on the market, what items can be given as a credit to the purchaser for them to repair (if necessary), or whether or not any adjustments need to be made to the list price due to the findings.

With the inspection done, we can put your home on the market with confidence that there aren't any issues that you may be unaware of. This gives you peace of mind and shows the buyers that your home is "pre-approved." This is just one of the many services that you will receive when you list your home with us.

A photograph of a dining room. In the foreground, a dark wood dining table is partially visible with several matching wooden chairs. A large, ornate chandelier with three lit shades and crystal droplets hangs from the ceiling. In the background, there are two large windows with light-colored, patterned curtains. On the wall between the windows, two small framed pictures are hanging. A decorative arrangement of dried flowers sits on the table.

PRE-STAGED HOME PROGRAM

To get top dollar for your home, your home needs to be seen at its very best and stand out from similar homes in the marketplace. We want your home to distinguish itself from the competition. To do so, we have come up with a detailed staging plan: The Marjorie Adam Team “Pre-Staged Home” Program.

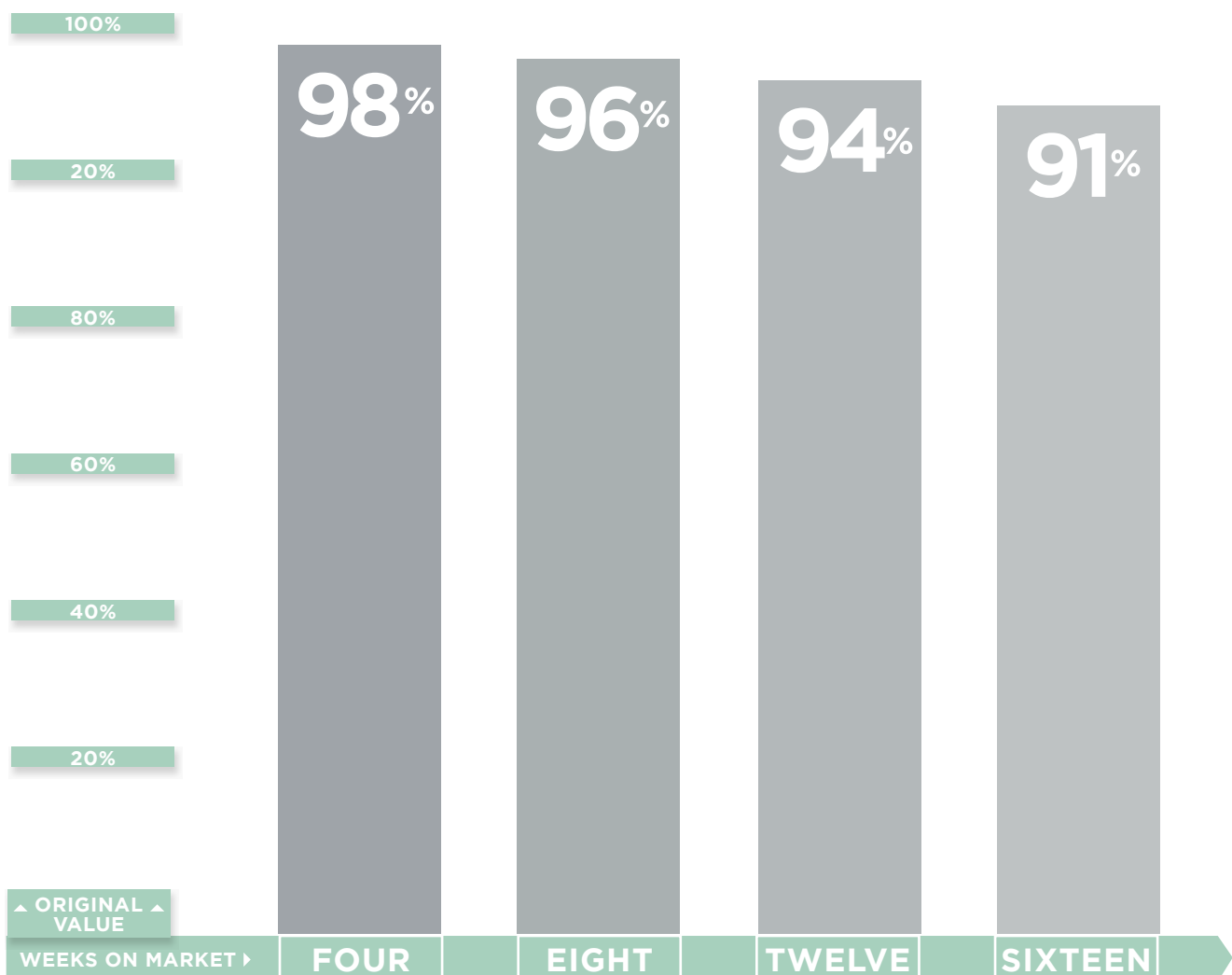
Staging a home means having the home shown in its best light by taking the time to see it as a home buyer might. When you live in your home, you don't always see it the same way that a buyer or agent does. Since a home buyer will only spend a few minutes in your home, we want them to remember the fine details about the home, not about your personal items or what needs to be done to the home.

When you list your home with us, we will give you all of the details about this worthwhile program that will help your home sell more quickly and for a higher price.

DETERMINING VALUE: PRICING YOUR HOME

Accurate pricing is an essential factor in creating a list price for your home. By combining our local market expertise with a data driven approach, our team will work with you to develop a pricing strategy that maximizes value to you.

THE VALUE OF ACCURATE PRICING: MARKET TIME VERSUS SELLING PRICE

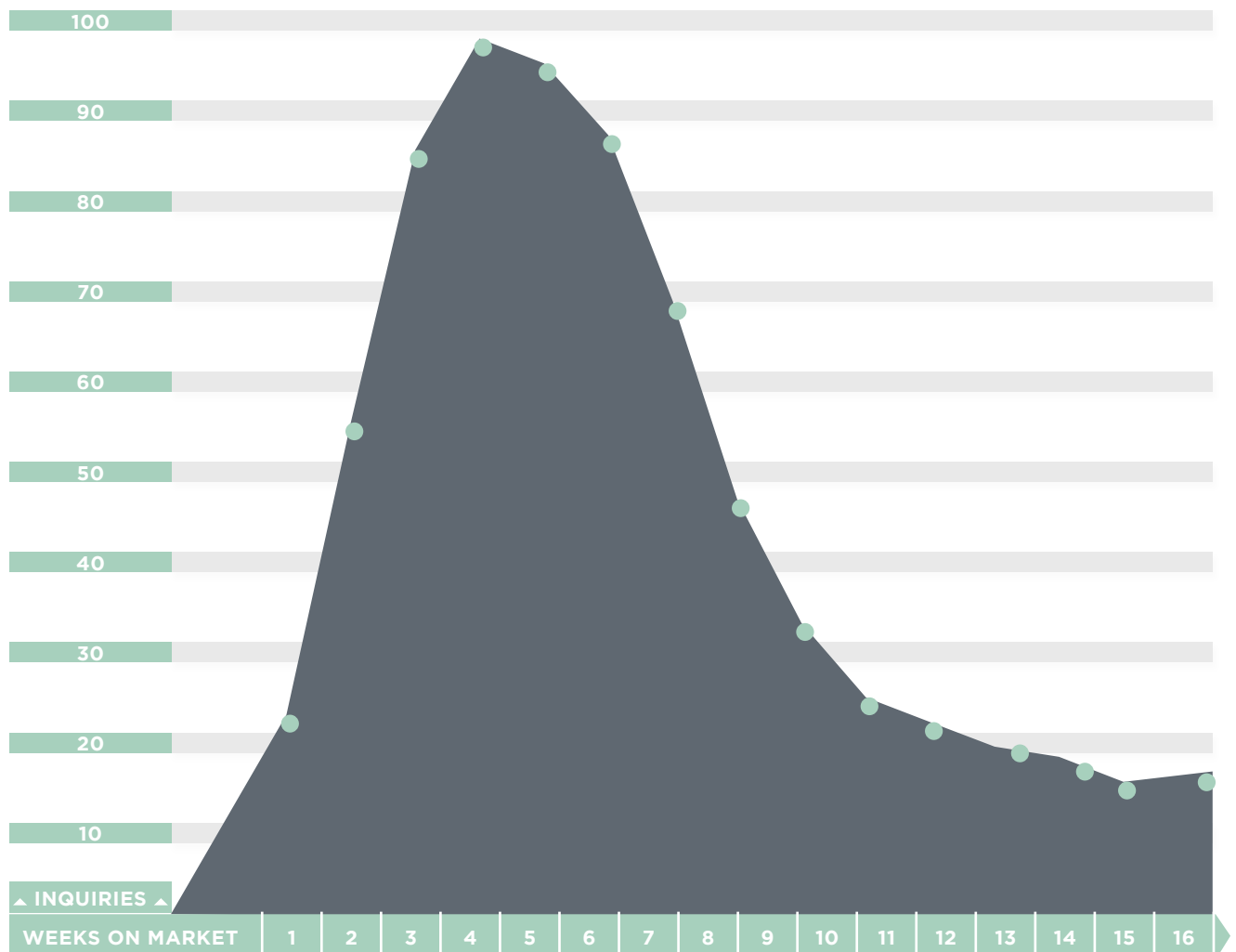


DETERMINING LIST PRICE

One of our strengths is our market knowledge. We will recommend a listing price that is in line with the current market conditions. On one hand, if you price your home too high, it could keep buyers from even looking at your home. On the other hand, if you price your home too low, you could be leaving money on the table. It's a complicated process with countless variables. What makes things even more complicated?

Everyone—from your neighbors to the local assessor to you—has a different opinion of value. In addition, each potential buyer values your property differently, depending on their needs and financial resources. Unlike oil, steel, and orange juice, real estate is not a commodity. No two homes or parcels of land are exactly the same. Because every property has its own nuances, it's key to have an experienced professional gather and analyze the data to help you determine the right listing price.

INTEREST SHOWN IN A HOME THE FIRST WEEK ON THE MARKET





THE ADAM TEAM'S MARKET ANALYSIS

We know the trends, inventory levels, and market stats. But, that's just the start of it. We are out and about—listing homes, showing homes, and selling homes every day. You can be sure that our team is on top of the local market conditions and that we will bring relevant experience and knowledge to the table.

OUR COMPARATIVE MARKET ANALYSIS (CMA) TAKES THE FOLLOWING INTO ACCOUNT:

YOUR PROPERTY'S FEATURES

- Location
- Square footage (finished and unfinished)
- Standard features like bedrooms and bathrooms
- Overall condition
- Uniqueness

ACTIVE COMPETITION

- New and re-sale
- Replacement costs
- Price, location, features, and condition
- List to Sale Price Ratios
- Market activity
- Days on market

RECENT SALES

- Sold price
- Price, location, features, and condition
- Assessment ratios
- Market time
- Price changes

MARKET CONDITIONS

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



CLIENT PERSPECTIVE

We were very pleased with the knowledge, competency, and effectiveness of the Marjorie Adam Team in the purchase of our new home. They listened closely to our requirements and desires, kept us apprised of potential houses coming on the market, and ultimately found the perfect home for us. As out-of-towners looking for housing in Charlottesville, things could not have gone more smoothly.

-Bill and Carolyn Piotrowski

OUR TEAM: SPECIALIZATION

ALL MEMBERS OF THE TEAM PLAY A SIGNIFICANT
ROLE IN YOUR REAL ESTATE EXPERIENCE.



SELLING WITH US: OUR TEAM'S COMMITMENT.

Upon reviewing the contract, the Marjorie Adam Team will work with you to determine what aspects of the offer are the most important. We will take you step by step through the process, promptly answer all your questions and address your concerns. Our team will show you that the right price is not the only factor to consider when an offer is presented. We want nothing more than for you to be comfortable through this process. Selling your home will be an enjoyable experience when you work with us!



**BY YOUR SIDE.
EVERY SET OF THE WAY.**

CONTRACT TO CLOSE

Once you have negotiated and signed a contract, our next job is to stay on top of each and every step of the process to ensure your sale closes successfully. There are countless details and loose ends to handle, and you can be confident that our team will be as proficient during the post-contract stage as we were during the marketing phase. We will continue to keep you up to date on the closing process and will work diligently to ensure that your closing is as smooth and problem-free as possible.



NEGOTIATING

SO WE'VE RECEIVED AN OFFER...NOW THE REAL WORK BEGINS

During the negotiation process we will involve you in all aspects of the communication so that you fully understand your options at any point in time. The Marjorie Adam Team will do everything we can during this process to achieve a positive outcome for you.

MARJORIE & THE CORE TRAINING

When it comes to tough negotiations, Marjorie is the Realtor you want on your side. On top of having two decades of experience in real estate, Marjorie is also involved with The Core Training, Inc., serving as a coach to Realtors nationwide. In doing this, she sets a new standard for Realtors across the country. With this, you can be confident that you are working with a top-notch Realtor. Marjorie will sell your home more efficiently than an average Charlottesville Realtor.

THE MARJORIE ADAM TROPHY CASE:

- 2014 Associate Broker License
- Consistent Top Producer Since 1998
- CAAR Honor Society Since 2003
- 2008 Sales Person of the Year, CAAR
- 2004-2012 Re/Max Platinum Club
- 2013-14 Charlottesville Family Favorite Realtor
- 2014 CORE Real Estate Coach



HOME INSPECTION

Jacques developed an interest in the home inspection process soon after entering real estate. Since then, he has attended hundreds of area home inspections, accompanying both the home inspector and the client to discuss the various issues that come up. "I feel that there is a wealth of information that an agent can gain from understanding how to evaluate the condition of a home when educated through the inspection process." Jacques uses this information to focus on the condition of the home when showing clients prospective homes, pointing out issues he notes. "While my input should never substitute for a professional home inspection by a truly qualified inspector, it often helps to set expectations and avoid unwanted surprises at the official home inspection."



OUR CLIENT COURTESY TRUCK

We offer our complimentary Client Courtesy Truck to all of our home buyers and sellers for local moves! Past clients are also welcome to use the truck for many local activities after their purchase or sale, such as for picking up furniture, decluttering their home, etc.

BUY **SELL** **MOVE**
WITH US. WITH US. WITH US.



OUR PROMISE TO YOU:

We may not be the team that sells your home, but we will be the reason your home sells! We look forward to working with you and getting your home SOLD!

-THE MARJORIE ADAM TEAM

LIVE WHERE YOU LOVE.



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