



SELLING YOUR HOME WITH NEST REALTY



OUR APPROACH IS EFFECTIVE. OUR GOAL IS SIMPLE.

We aim to combine our expertise with an award-winning marketing strategy to quickly sell your property for the highest possible price.

We thank you in advance for considering Nest Realty as your listing partner and brokerage.

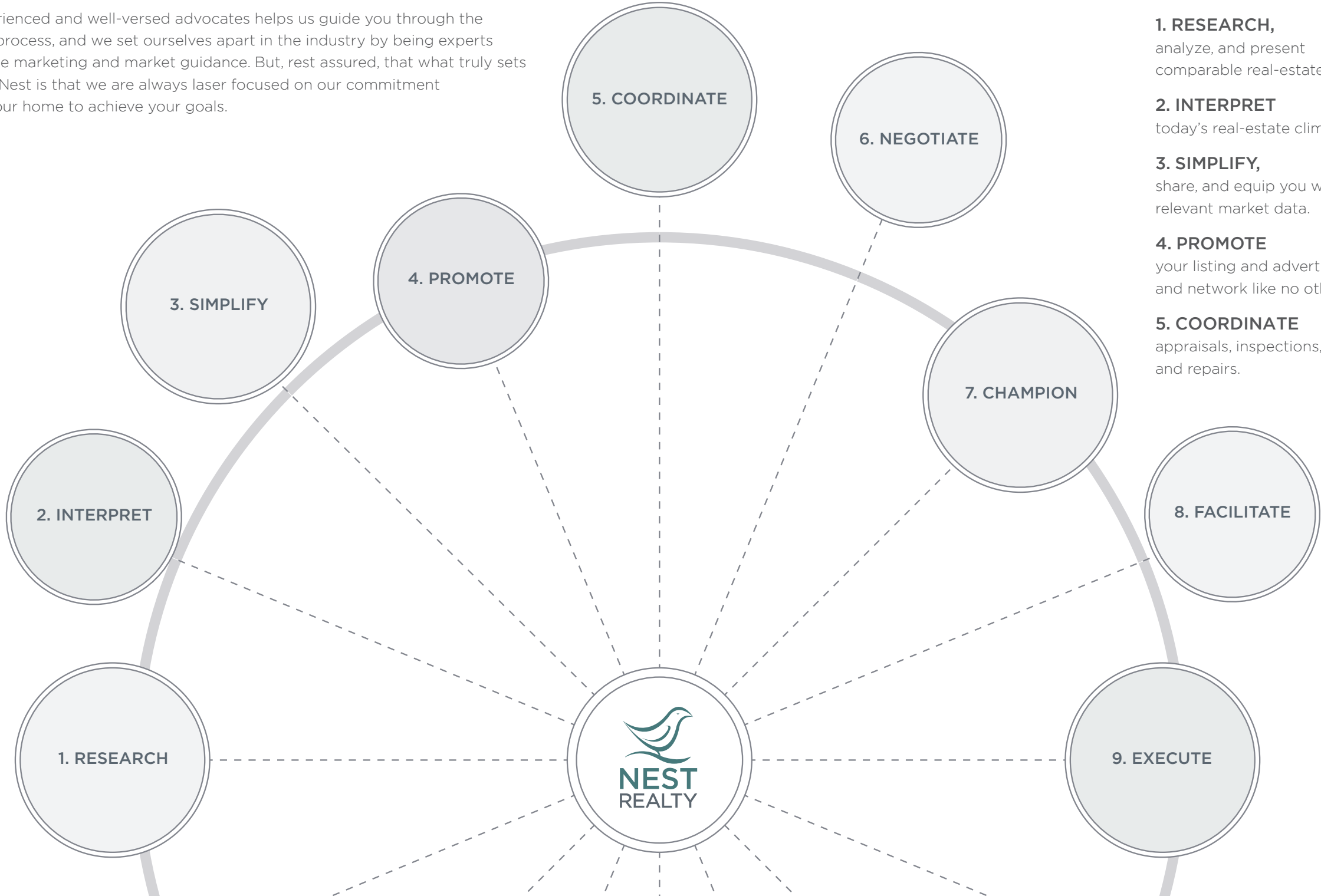
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UNCOMPROMISED REPRESENTATION.

Experience and focus on your side.

Being experienced and well-versed advocates helps us guide you through the home-sale process, and we set ourselves apart in the industry by being experts at real estate marketing and market guidance. But, rest assured, that what truly sets us apart at Nest is that we are always laser focused on our commitment to selling your home to achieve your goals.

Adding value from start to finish.



- 1. RESEARCH,** analyze, and present comparable real-estate values.
- 2. INTERPRET** today's real-estate climate.
- 3. SIMPLIFY,** share, and equip you with relevant market data.
- 4. PROMOTE** your listing and advertise and network like no other.
- 5. COORDINATE** appraisals, inspections, and repairs.

- 6. NEGOTIATE** with all parties—on every transaction.
- 7. CHAMPION** your objectives, serving as your advocate.
- 8. FACILITATE** paperwork and disclosures helping you with unfamiliar regulations.
- 9. EXECUTE** on your behalf with your goals in mind.


WE REPRESENT YOU.
 Representing the buyer and the seller at the same time leads to a compromise of service. At Nest, we do not practice single agent dual agency. Because of that, you can be sure that our focus is on you.

SELLING WITH NEST.

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 with the goal of quickly selling your home and for the highest possible price.

Our key focal points throughout the process:

1. CONDITION



2. MARKETING



3. PRICING



1. CONDITION



STAGED TO SELL.

In today's market, prospective buyers are more educated on the marketplace and desire homes that have not only been well-maintained, but have also been staged to show the space's potential.

We have expertise in working with home owners to prepare a home so that it "Wows!" qualified buyers in person—as well as online.



As a baseline of our overall strategy, it is paramount that we work together to ensure your home shows well and is in top-notch condition throughout the process.

1. CONDITION

YOUR HOME'S CONDITION MATTERS—ESPECIALLY IN TODAY'S MARKET.

Buyer expectations are at an all-time high. Why?

QUANTITY—AND QUALITY

Today's homebuyers 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 online¹. Therefore, they are more educated on the marketplace and pristine properties definitely stand out.

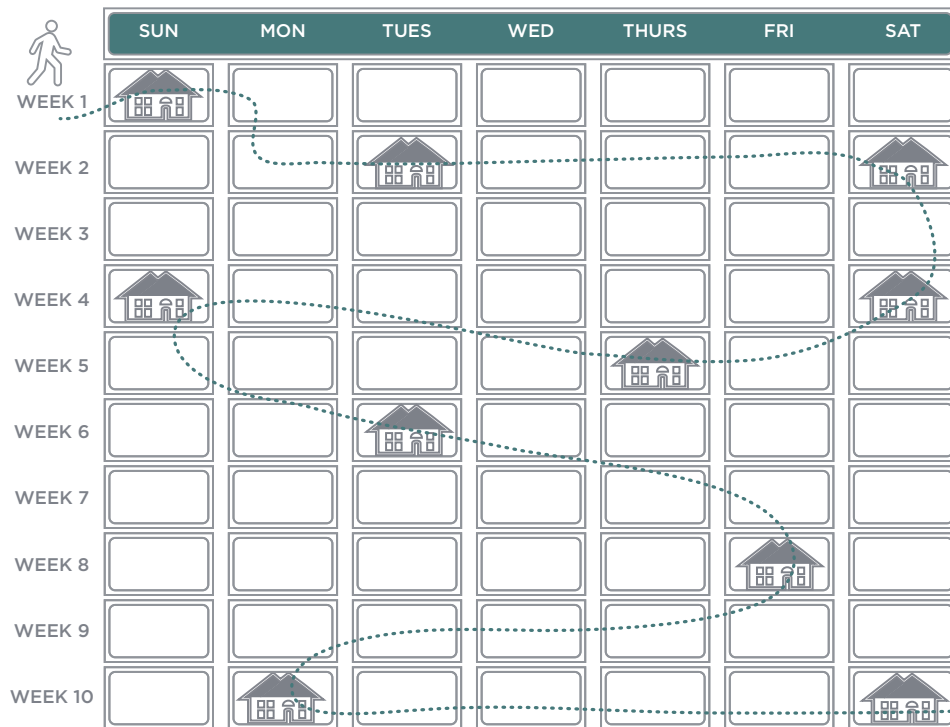
MODEL HOMES

Every buyer—no matter if they are considering older homes or newer homes—is visiting builder model homes that are perfectly staged. 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 HGTV. The homes you see on TV are perfect—no clutter, well-placed furniture, freshly painted, the list goes on.

The Average Homebuyer's Search¹



*The average homebuyer searches for 10 weeks and views 10 homes in person, plus countless more throughout their home search¹.



¹ NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOMEBUYERS AND SELLERS



We will work with you to assess your home's current condition and will offer guidance as to exactly what you need to do to increase your home's desirability to the widest group of buyers.

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 knick knacks
- Take off everything you don't use everyday from the counters
- Place any "must-have" items in a box that you 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

MAKE IT SPARKLE

- Clean out cob webs 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 re-paint 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 a room's 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 non-essentials
- Fold and organize towels and linens

Jot down notes or sketches below:

2. MARKETING



MAXIMIZING EXPOSURE.

Cutting-edge marketing with a targeted approach.

How buyers search for their next home shifts over time, and can be affected by behavioral, technological, and cultural trends. To successfully market your home, your brokerage has to keep up.

At Nest, our commitment to cutting-edge marketing ensures we showcase your property to as many qualified potential buyers as possible.

Our award-winning marketing and creative team combines innovation with tried-and-true methods to ensure your property is promoted properly.



CREATIVELY SPEAKING
We are the only local real estate firm with an internal creative team. From copywriters and project managers, to art directors and videographers, rest assured that you have an expert team of creatives supporting your property's marketing efforts.



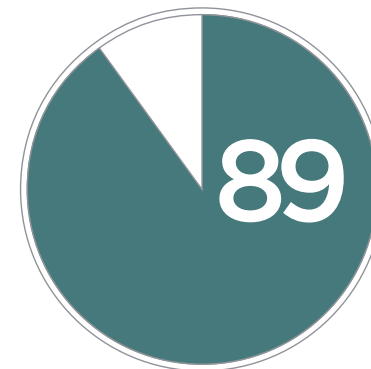
TODAY'S TRENDS ARE DEFINING OUR STRATEGY.

Where are homebuyers looking for information?

One of our top priorities is making sure we market your property in the places your future buyer is looking. We take a look at marketing- and buyer-behavior trends to determine where to invest our resources. The latest data indicates¹ we need to invest in our website, our signage and marketing materials, and our continued professional development.

Information Sources Buyers Used In a Home Search¹

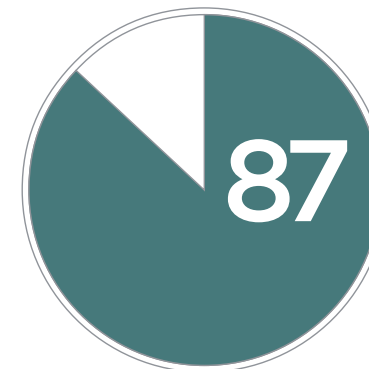
	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY-OWNED HOMES
ONLINE WEBSITE	89%	90%	88%	81%	90%
REAL ESTATE AGENT	87%	87%	88%	76%	90%
YARD SIGN	51%	49%	51%	44%	51%
OPEN HOUSE	48%	44%	49%	56%	46%
ONLINE VIDEO SITE	29%	23%	31%	33%	27%
HOME BUILDER	20%	16%	22%	68%	10%
PRINT NEWSPAPER ADVERTISEMENT	20%	19%	21%	23%	20%
HOME BOOK OR MAGAZINE	13%	13%	13%	19%	12%
BILLBOARD	6%	6%	5%	16%	3%
TELEVISION	3%	5%	3%	7%	3%
RELOCATION COMPANY	3%	3%	4%	6%	3%



THE INTERNET

It comes as no surprise, **92 percent of buyers used the Internet to search for a home**—42 percent are using the Internet as their first step. If a property doesn't immediately capture a buyer's attention during an online search, we've lost their interest altogether.

¹ NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOMEBUYERS AND SELLERS: INFORMATION SOURCES USED IN HOME SEARCH



REAL ESTATE AGENT

Even with the proliferation of national search portals and consumers having access to more information than ever, **homebuyers used a Realtor 87 percent of the time.**



YARD SIGN

Something as simple as a "For Sale" sign can have a big impact on potential buyers. **In fact, 53 percent of buyers used a "For Sale" sign to learn more during their home search.**

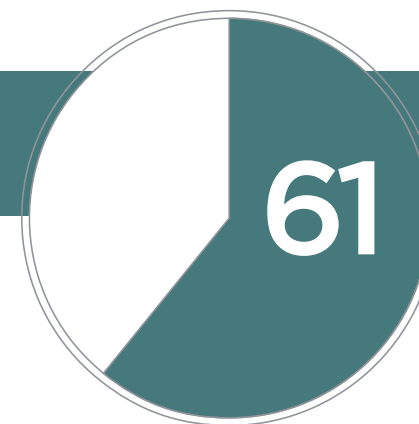


FIRST IMPRESSIONS.

Quality photography and beautiful property marketing matter.

One of the first activities we'll schedule once we are engaged to sell your property is a photo shoot of your home. Why? Nest always utilizes professional photography to capture the features of your home. High-quality pictures are vital to generating in-person showings. From the very first online "showing," outstanding photography will ensure your property shines.

We believe every piece of marketing for your listing helps position you favorably compared to other homes on the market. We use professionally-designed templates to ensure your property is marketed in the best light and stays top-of-mind. From just listed postcards to open house brochures, each time a qualified buyer gathers information on your home they will be impressed.



THE WALL STREET JOURNAL

Homes with great photography sell

A study by *The Wall Street Journal* found that homes with great photography received 61 percent more views online than competing homes and increased the likelihood of selling a home above \$300,000.

According to the National Association of Realtors®, 87 percent of buyers found photos on a website to be very useful, and the most useful of all online features.

NATIONAL ASSOCIATION OF REALTORS®

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 materials. Our goal is to strategically and efficiently catch the eye of local Realtors and qualified buyers.



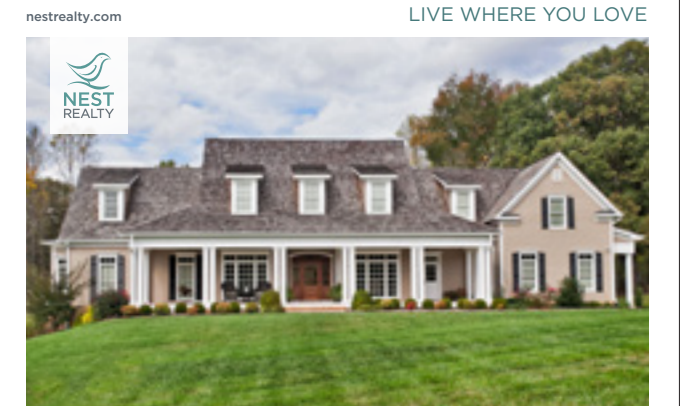
21 ACRES OF PRIVACY WITH SALT WATER POOL AND SPA

Large Brochures



JUST LISTED

Postcards



nestrealty.com

LIVE WHERE YOU LOVE



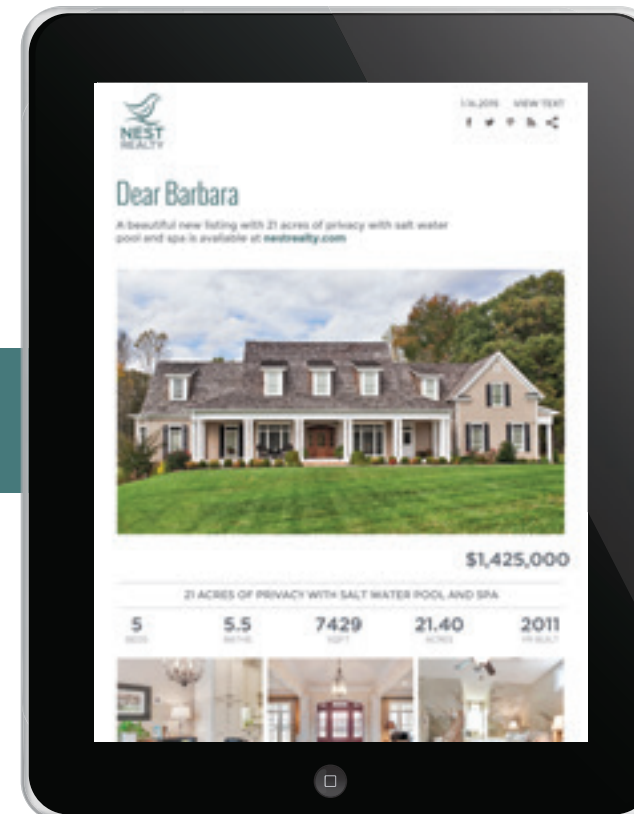
LET'S TALK

21 ACRES OF PRIVACY WITH SALT WATER POOL AND SPA

5 BEDS	5.5 BATHS	7429 SQFT	21.40 ACRES	2011 YR BUILT
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Small Brochures



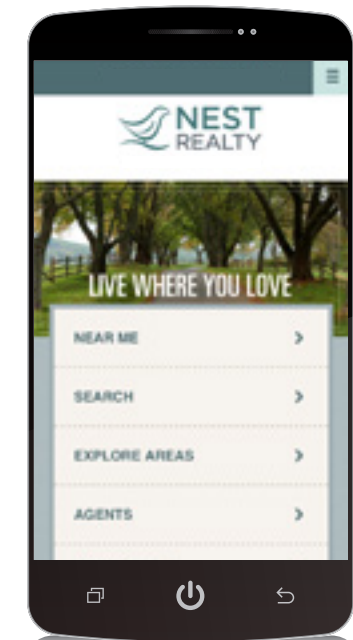
Emails

Email Marketing

We have access to custom-designed email marketing tools to help market your home. We use e-marketing to promote open houses, new listings, and community updates. Our email platform allows us to track a campaign's success to ensure maximum exposure for your home.



Mobile Marketing



NESTREALTY.COM

An award-winning platform for your home.

Our site is tailored for local discovery, and features in-depth neighborhood profiles, curated searches, school information, market data, and hours of video...and that's just the beginning. We designed NestRealty.com with buyers in mind. Price, square feet, beds, and baths are usually where buyers start their online search. But, as they start to seriously consider a move, and potentially your home, they need to know more.



Did you know that the Nest Realty website features profiles of more than 75 local Shenandoah Valley neighborhoods?

Premium listings (without a premium price).

In addition, our enhanced web listings feature additional information that tells your home's story. Each custom Nest domain serves as a mini property website and has large images, floor plans, property tours, and additional detail about the home and surrounding area.

Property specifications—always at your fingertips.

Homebuyers accessing NestRealty.com via their mobile device can quickly and easily discover all of available properties while on the go. Within seconds, they can go from driving by your custom "For Sale" sign to using a location or address search and having all of the specifications of your home at their fingertips.



WE'RE BIG ON SHARING.

(Especially when it helps get your home sold.)

Listing syndication is the process of 'sharing' home listing information on other real estate web sites. At Nest, it's our belief that we should cast a wide net and provide as much exposure for our listings as possible.

Therefore, we participate in the Internet Data Exchange (IDX) and syndicate our property listings throughout the Internet.

IDX listing syndication enables us to broadcast your property to more than 50 of the most well-known real estate websites in the world. IDX also allows all Nest listings to be shared with other local and regional real estate brokerages so your home can be displayed on their website.

BUT WE DON'T STOP THERE

We subscribe to enhanced marketing packages with some of the biggest real estate sites in the nation. Why? When you list with us, your home will be displayed more prominently and will have an increased number of photos on those popular real estate sites.

Continued Innovation



A new approach to content.

A high Internet search ranking means more eyeballs on your home. To be successful in the "Internet Game" you have to create compelling content that ranks! Nest continues to invest in the latest tools to help your property stand out from the digital crowd.

LIGHTS, CAMERA, ACTION!

We are one of the first real estate firms in the nation to utilize video to spotlight properties and neighborhoods. Video is an excellent way to connect with buyers online, educating, and informing them about your property and its surrounding neighborhood.

QUALITY CONTENT—YEAR ROUND

It takes more than just a robust property listing to keep our properties front and center during Internet searches. Your website has to invest in creating quality content year-round in order to support its online listings. We have one of the nation's most robust blogs, and have even launched *NEST Magazine*, to ensure we have content that meets even the pickiest search engine's approval.





BACK TO BASICS.

Creating awareness and generating traffic.

RELATIONSHIPS MATTER

We pride ourselves in maintaining great relationships with other Realtors in our area, as they are often the local advocate for your future buyer. We aggressively market your property to our professional contacts using e-marketing, open houses, and networking to ensure top-of-mind awareness.

Open Houses

OPEN HOUSES

While the web and online video have definitely decreased open house traffic during the week, 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. We will also utilize a combination of marketing tools to increase open house traffic.

BROKER OPEN HOUSES

Often, Buyer Brokers will preview a home before showing it to their clients. A Broker Open House may be appropriate for your home. Distance from town and the time your home comes to market may affect the need for a "Broker Open." We will discuss the most efficient way to showcase your home to other real estate professionals.

48

48 percent of buyers who used the Internet for their home search also attended an open house.

NATIONAL ASSOCIATION OF REALTORS®

A GOOD SIGN.

A Nest custom billboard for your home.

According to the National Association of Realtors[®], after the Internet and a Realtor, real estate signage is the third most useful information source for buyers when searching for a home. So, why not truly use this sign to promote your home? You can with Nest.

We've turned the boring "For Sale" sign into an energetic, custom billboard for your home. Our custom signs include beautiful interior and exterior photographs, details of your home, and a specific URL leading buyers to a custom web page with more information.



3. PRICING



DETERMINING VALUE.

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

THE VALUE OF ACCURATE PRICING.

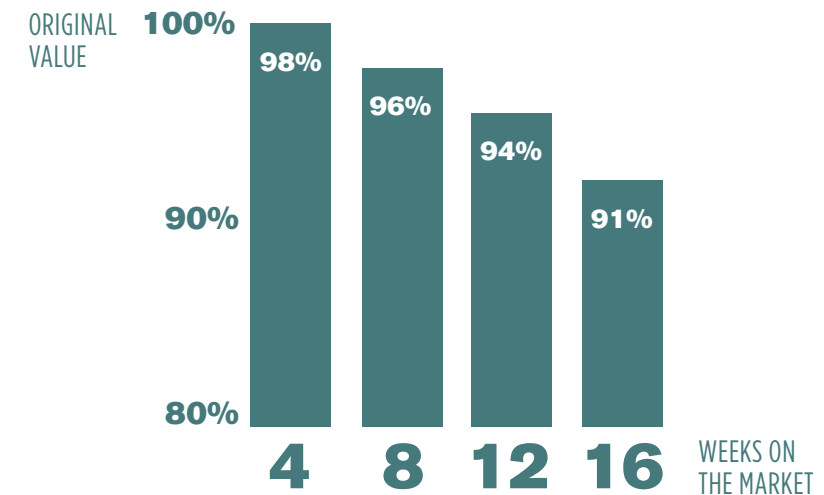
Everyone—from your neighbors to the local assessor to you—has a different opinion of value. In addition, each potential buyer values your property differently...depending on their needs and financial resources.

One of our most important jobs is to recommend a listing price that is in line with the current market conditions. Inquiries in a home subside the longer it has been on the market. Accurate pricing contributes to a home selling more quickly.



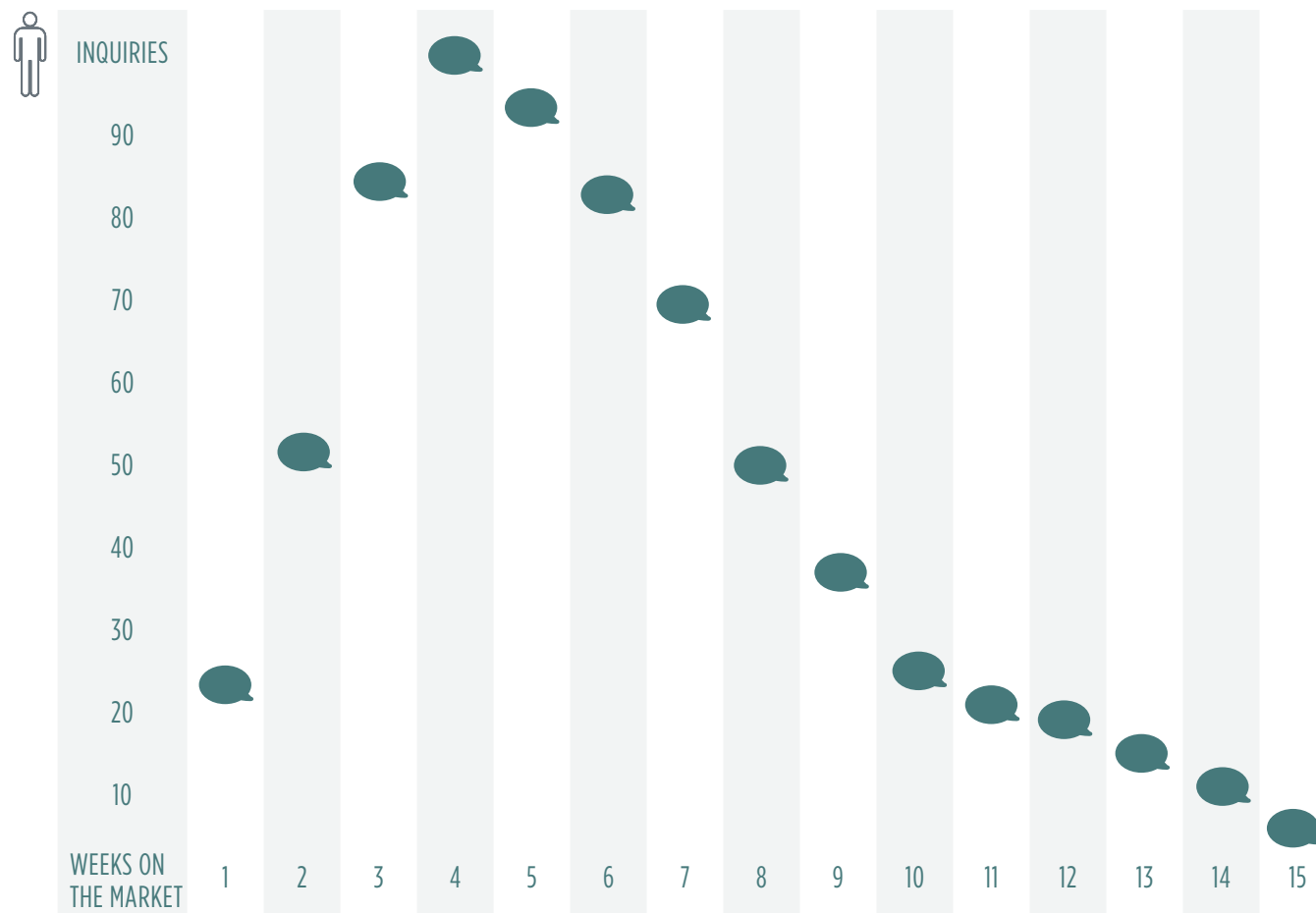
Market data shows that accurately-priced homes sell faster and for a larger percentage of the original list price.

Market Time Versus Selling Price⁹



Price your home too high and you could keep buyers from even looking at your home. Price your home too low and you're leaving money on the table. It's a complicated process with countless variables.

Interest Shown In A Home The First 15 Weeks On The Market⁹



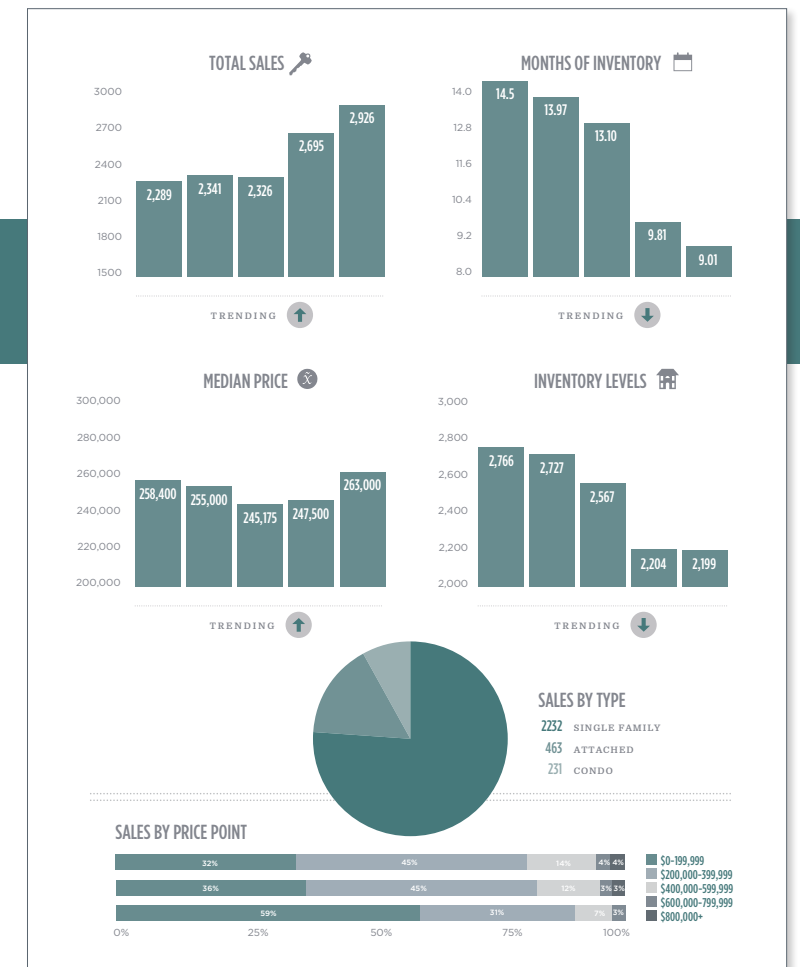
⁹ NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOMEBUYERS AND SELLERS

The Nest Market Report

Unlike oil, steel, and orange juice, real estate is not a commodity. No two homes or parcels of land are exactly the same. And neither are our clients or their real estate goals.

We've created Market Reports to provide a thorough analysis of the local real estate market with relevant metrics and statistics to help price your home.

⁹ NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOMEBUYERS AND SELLERS



CALCULATING A LISTING PRICE.

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

We're out and about—listing homes, showing homes, and selling homes every week. You can be sure that we are on top of current local market conditions, trends, and inventory levels, and will bring relevant experience and knowledge to the table when pricing your home.

Your CMA will take the following factors into account:

YOUR PROPERTY'S FEATURES

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

ACTIVE COMPETITION

- New and re-sale (if relevant)
- Replacement costs
- Price, location, features, and condition
- Assessment ratios
- 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



FROM CONTRACT TO CLOSE.

We're here every step of the way.

The end of a home sale is fraught with many complexities. We'll help you differentiate between offers, negotiate difficult points of a contract, supervise any contingencies, and help you through the closing itself. Rest assured that not only will we keep you up-to-date on the latest happenings with your sale, but we will also provide you with customized checklists and timelines to keep you on track and comfortable every step of the way.

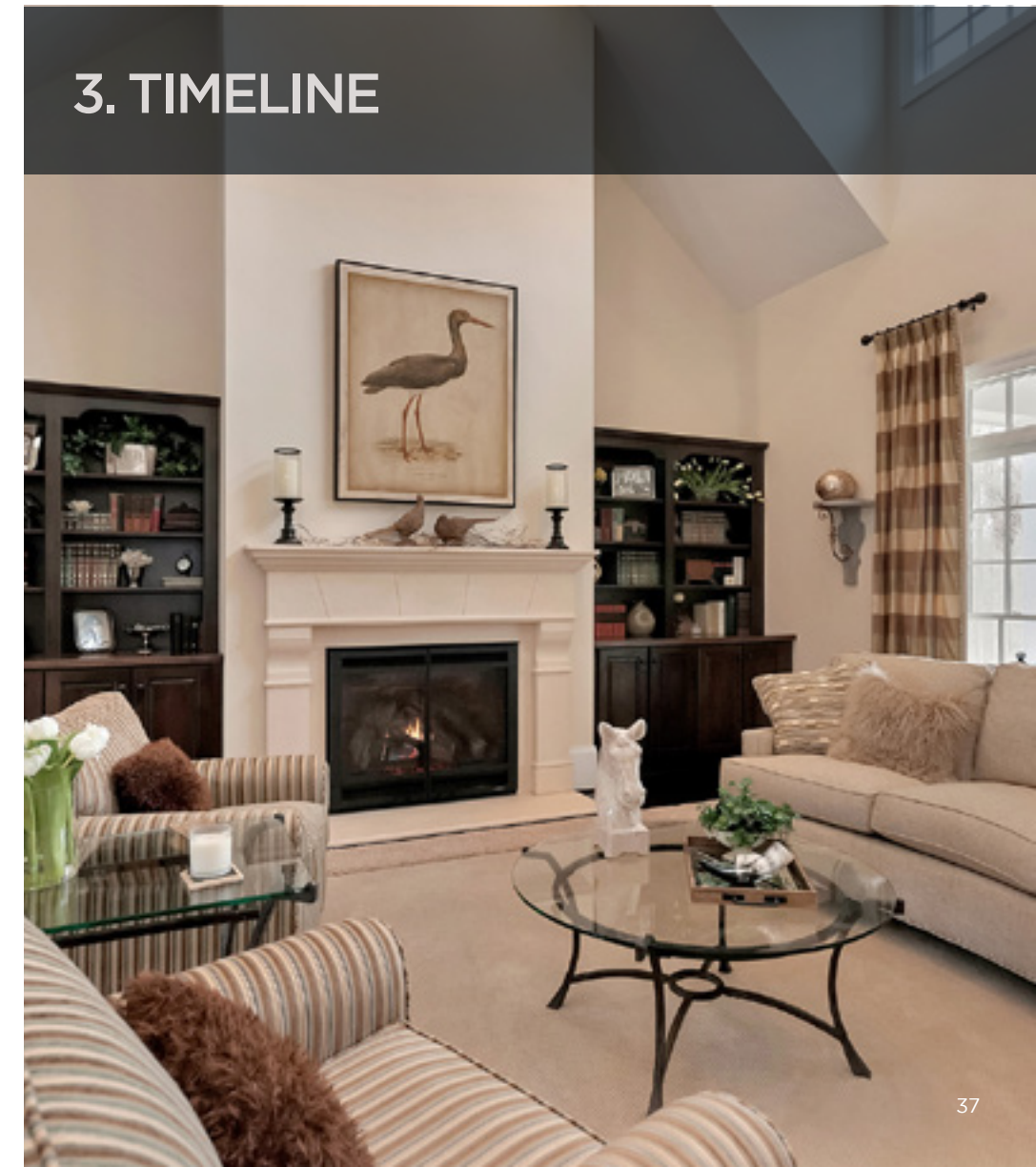
1. NEGOTIATING



2. WHAT'S NEXT



3. TIMELINE



FROM CONTRACT TO CLOSE



During the negotiation process, we will involve you in all aspects of communication so you fully understand your options at any point in time.

NEGOTIATING ON YOUR BEHALF.

An offer from a buyer has been submitted...now the real work begins.

Since we do not practice single agent dual agency, you can be sure that we are representing you and you alone. Anything you tell us is confidential—that's our promise to you.

Upon reviewing the contract, we 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?
- Is there a financing contingency? If so, how long is it?
- How much earnest money are the purchasers including with the contract?
- Is there a home inspection and radon contingency?
- 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?

These are just a few of the many questions that we will review with you once the offer is presented.

FROM CONTRACT TO CLOSE



Here's a Quick Sampling of Our Activities Leading Up to a Closing:

- Distribute contracts to all parties
- Continue negotiations as needed
- Work with attorneys to schedule closing
- Gather and distribute Homeowner's and Condominium documents (if necessary)
- Facilitate an appraisal
- Coordinate termite, well, and septic inspections (if necessary) and recommend contractors
- Distribute any relevant contract amendments
- Stay on top of contingencies and inform you when they are satisfied
- Provide information to lenders
- Schedule and coordinate with contractors for any repairs (if necessary)
- Determine propane tank credit (if necessary)
- Review settlement figures for accuracy

WHAT'S NEXT?

Keeping *you* on top of the process.

Once we have negotiated and agreed to the terms on the contract, our next goal is to manage each and every step of the process to ensure your property closes successfully. There are countless details and loose ends to handle leading up to closing and we make sure you're always informed of WHAT'S NEXT.

You can be confident that we will be as detail-oriented during the post-contract phase as we were during the marketing phase. We'll continue to keep you up-to-date on the status of the closing process and will work diligently to ensure the closing is as smooth and problem-free as possible.



You're under contract... WHAT'S NEXT

The Smith Family

123 Main Street

Now that you are under contract to sell your home, there are a few items we'll need to get to closing. We've created this checklist to keep track of important dates and deadlines. Let's tackle this together to stay on schedule and work towards a successful transaction.


QUESTIONS?
 Head to the
 Seller's Guide for details!

ACTION	DUE	COMPLETE	NOTES	GUIDE
*RATIFICATION DATE	00/00/15	<input type="checkbox"/>		Page 1
ORDER HOA	ASAP	<input type="checkbox"/>	Once we deliver the HOA packet to the Buyer's Agent, they will have a 3-day period to review the documents.	Page 1
*HOME AND PROPERTY INSPECTION PROCESS	00/00/15	<input type="checkbox"/>	As soon as I know when they have scheduled their inspections, I will let you know.	Page 1
LINE UP YOUR SETTLEMENT AGENT	00/00/15	<input type="checkbox"/>	It's wise to commit to and notify your settlement agent at least 30 days in advance so that they have time to do the proper closing preparation.	Page 2
*LOAN COMMITMENT	00/00/15	<input type="checkbox"/>	I will stay in touch with the Buyer's Agent to make sure that the appraisal is ordered and loan commitment stays on schedule.	Page 2
SCHEDULE MOVERS	45 day(s) prior to closing	<input type="checkbox"/>	I recommend starting this process early to ensure you have everything lined up well in advance of closing.	Page 2
SCHEDULE PEST, SEPTIC, & WELL INSPECTIONS	00/00/15	<input type="checkbox"/>	I will order these and will keep you apprised of the timing.	Page 3
REPAIRS COMPLETE	21 day(s) prior to closing	<input type="checkbox"/>	Please don't forget to send me receipts for all of your repairs.	Page 3
SCHEDULE CLOSING	60 day(s) prior to closing	<input type="checkbox"/>	At minimum, this should be done 3 days ahead of time.	Page 3
UTILITY TRANSFER	7 day(s) prior to closing	<input type="checkbox"/>	I recommend having the scheduled shut off for the day AFTER closing.	Page 3
VACATE YOUR HOME	1 day prior to closing	<input type="checkbox"/>	Please try to be out of your home completely at least one full day prior to closing.	Page 4
*CLOSING DATE	00/00/15	<input type="checkbox"/>		Page 5

*Denotes a date as stated in the contract.



Taylor Von Herbulis
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nestrealty.com  

WHAT'S NEXT is a proprietary Nest Realty program designed to keep our clients in the know during their home sale.

FROM CONTRACT TO CLOSE



THE NEST TIMELINE.

- _____ Pre-listing appointment
- _____ Pricing analysis
- _____ Listing preparation
- _____ Marketing period
- _____ Offer and negotiation
- _____ Contingency period
- _____ Closing

THANK YOU.

We recognize the decision to sell your home is an important one. Thank you once again for considering Nest Realty as your listing brokerage.

Let's continue the conversation.








For more information on Nest, our guiding philosophies, and our team, please visit, [NestRealty.com](https://www.nestrealty.com). While there, we encourage you to review local market trends, view our award-winning "Live Where You Love" video series, and discover what makes our area great by taking our neighborhood tours.



LET'S CONNECT.

You'll find Nest participating in these online communities:

-  facebook.com/nestrealtyshenandoahvalley
-  [@nestshenandoah](https://twitter.com/nestshenandoah)
-  youtube.com/nesttv
-  instagram.com/nestshenandoah
-  pinterest.com/nestrealty

nestrealty.com