



SELLING YOUR HOME ... FROM HOME

COMMITTED TO YOU ... AND YOUR SAFETY

While the COVID-19 pandemic is causing many things in work and life to change rapidly, my commitment, and my company's commitment, to our clients and your safety remains unchanged. That is why we have put processes in place for buyers and sellers to work with our team and conduct business virtually, from contract to close.

Here is how we can work together to accomplish your goals safely and seamlessly while following all CDC recommendations as well as state and federal guidelines.

MEET WITH ME VIRTUALLY

When you are considering and preparing for the sale of your home, we can work together efficiently and effectively using our virtual tools to communicate. Whenever you are ready to discuss your needs, get market updates or list your home, let me know. We can setup an online meeting during which we will share important information, view homes and even review and sign documents. I assure you we won't miss a beat as we evaluate the market, assess home values and price your property together using my comprehensive market analysis process, all while following proper social distancing guidelines.



CONSIDER ME YOUR VIRTUAL TOUR GUIDE

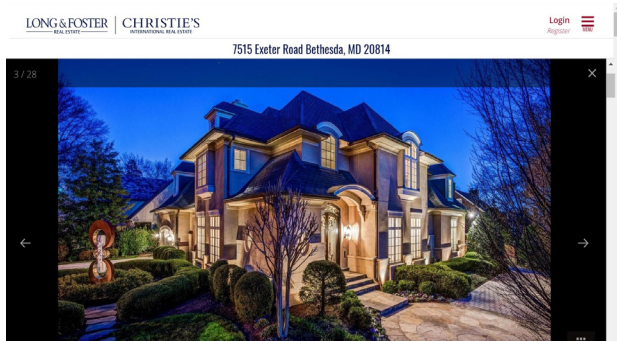
As we prepare to get your home listed, one of the most valuable things we can do is evaluate the market together to determine how to best position your property. I will analyze the listings in your community to find the closets comps. We can then tour homes together online and view them from a buyer's perspective, comparing interior and exterior photos to your home's features. We will use this information to prepare for your home's photo shoot, and to create marketing materials that will make your property stand out, showcasing those special features that are unique and superior to competing listings.

LIST, MARKET & SELL YOUR HOME FROM HOME WITH LONG & FOSTER

Just like we have a system for working with you virtually, we have a system for getting your home maximum exposure online while reserving in-person showings for the most interested buyers. As a Long & Foster agent, we have the most advanced technologies available in the industry to beautifully showcase your property, allowing online audiences to 'walk through' your home virtually. Here is how we can help you sell your home ... from home.

OPENING DOORS TO BUYERS . . . VIRTUALLY

with our advanced technologies and marketing tools!



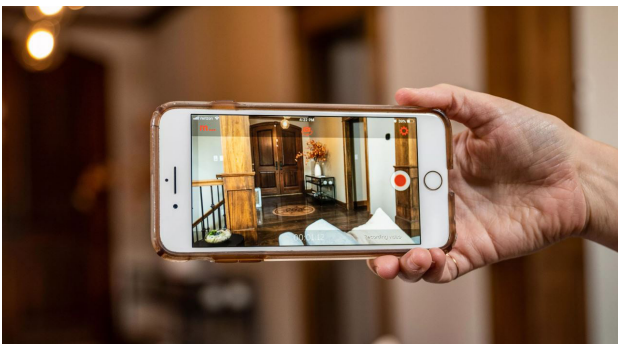
VIRTUAL TOURS

Selling your home starts with creating a beautiful virtual tour using high-definition photography. Great first impressions are essential online since buyers may not take a second look. We will collaborate with you to make sure your home is ready to show at its absolute best in photos and tours. We then will coordinate photography of your property, focused on capturing the beauty and special features of your home.



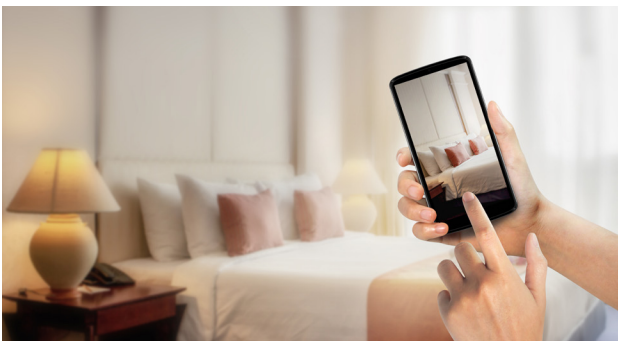
VIRTUAL OPEN HOUSES

Instead of hosting an in-person open house, I can record a walk through tour of your home. This virtual open house video will highlight your property's most important features and tell the story of why it is so special. We can then post this on the MLS and social media channels, as well as distribute it to agents who may have interested buyers.



VIRTUAL GUIDED TOURS

These LIVE guided tours are designed to captivate the interest of potential buyers who are browsing popular social media channels. We can host and promote Facebook or Instagram Live guided tours of your home while people watch from their phones, tablets and computers. As the virtual tour guide, I can walk them through the property pointing out features and responding to audience questions and comments.



VIRTUAL SHOWINGS

As potential buyers and agents request additional details about your home, I can virtually "open the doors" for them with a personalized walk through using video chat apps as they follow along and ask questions. This allows them to peek inside the areas that aren't shown in the tour to help visualize living there. The next step could be planning a live tour and setting the stage for them to make an offer.

In addition to providing these powerful virtual capabilities, we can explore some advanced digital tools to further enhance the online tour experience of your home. A variety of factors including market availability as well as the size, layout, condition and contents of your home will determine if your property is a good candidate for any of these options:

VIRTUAL STAGING

One of the most impressive advances in technology that we can use to sell your home is the ability to add life-like designer furniture into photos of empty rooms. It is even possible to remove existing furniture, add sunlight, and brighten landscaping with the goal of having your home show at its very best. This allows potential buyers to envision themselves living in your home.



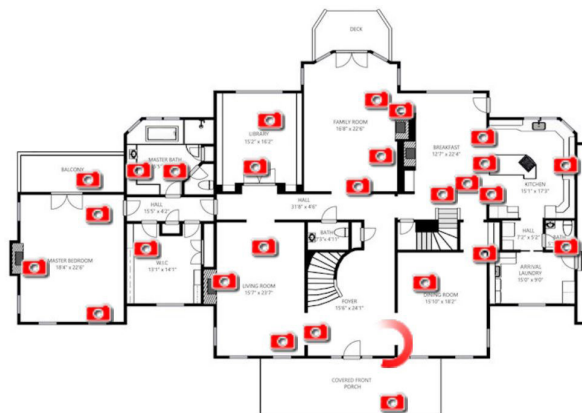
3-D IMMERSIVE TOURS

With this technology, your house is 'always open' to engage buyers with the most realistic and immersive experience from any location, at anytime. Online visitors taking your 3-D tour will move through the property and see it from any angle. A "dollhouse" view gives buyers a completely unique sense of the property. We can even tag features to stand out to visitors as they move through the tour.

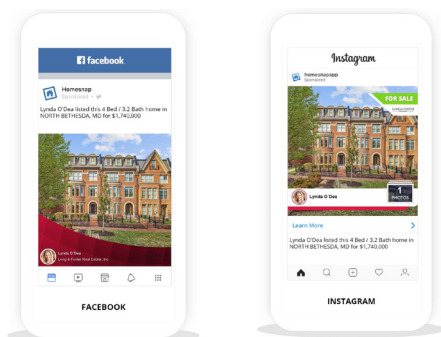


INTERACTIVE FLOORPLANS

Simply scroll to stroll from room to room! Mouse over an interactive floorplan to see photos of each room. Buyers can instantly see the layout of every floor including the room dimensions.



When you list your home with me, in addition to using the best virtual tools and technologies available, your home can be marketed to buyers and agents through these additional online and offline channels.



SOCIAL MEDIA

Social media has replaced newspapers and magazines as one of the best places to expose home listings to local residents and communities. I can announce your listing to potential buyers through my social network of friends and business associates as well as to large targeted audiences with boosted posts on sites like Facebook and Instagram. Your home can be announced as "Just Listed" and our virtual open house video will be posted so viewers can watch online. These posts will link to your virtual tour so people can reach out to request a virtual showing.



ONLINE DIGITAL ADVERTISING

We can attract potential buyers with digital ads of your home that appear on social media channels and websites like CNN and The Washington Post. These online ads can link viewers to the virtual tour of your home where they will see photos and property facts. They can easily connect with me to request more information.



EMAIL ANNOUNCEMENTS

Today, we are all relying on digital tools to communicate with one another, making email campaigns more effective than ever. When your home goes live on the market, I can send out "Just Listed" email notifications to my list of agents and prospective buyers. With just one click, they can see beautiful images and details about your home, including a link to view the virtual tour.



EXCLUSIVE PROPERTY WEBSITE

A custom website devoted exclusively to your property will be a beautiful online showcase featuring large property photos, a comprehensive overview with facts and features, school and neighborhood data, and an audio (text-to-speech) description of the property in English and Spanish. Consumers visiting your property website can easily contact me with questions or to request a virtual showing.



BROCHURES WITH FACTS & FEATURES

As part of my service, I can create a high-quality brochure of your home using the virtual tour photos along with a list of the features unique to your property and details about the interior and exterior as well as the schools, utilities and location, among other useful information. Designed for potential buyers who request more information, these can be emailed or printed and mailed upon request.

SEAL THE DEAL ... DIGITALLY



REVIEW OFFERS, STRATEGIZE & SIGN ONLINE

When it comes time to write a contract or respond to any offers, counter-offers or contingency notices, we can schedule a virtual meeting to discuss the best strategy. I then can prepare the necessary paperwork and review the documents with you in-person online.

All the documents will be setup for e-signatures so that you can simply sign online using our secure digital contract tools.

SAFELY SATISFY CONTINGENCIES

Most contracts will include a home inspection contingency giving buyers the right to hire a professional inspector to evaluate the condition of the property. Buyers can request that just the inspector visits the seller's property. Their inspector can provide detailed digital and photographic reports that can be reviewed over the phone. This will help buyers and agents feel confident without having to attend the inspection in person.



CLOSE SAFELY

If closing is scheduled with our partners at Long & Foster Settlement Services, we will attend a virtual meeting to review the settlement paperwork with the title attorney prior to closing. Depending on your market and what is currently allowed by state and local guidelines, closing may take place using remote online notarization, mobile notary services or in-person with strict social distancing and safety guidelines in place. Funds can be sent and distributed via bank wire transfers, and keys transferred from seller to the new owner by the settlement attorney.

LONG & FOSTER'S INTEGRATED NETWORK OF SERVICES MAKES A DIFFERENCE ... NOW MORE THAN EVER

I am proud to be an agent with Long & Foster, a company built for this moment, and able to quickly respond to this shifting market with clarity, strength and stability. We are more prepared than other residential real estate companies to address the unique challenges we are facing today. With our own brokerage, mortgage, title, insurance and moving companies working together, hand-in-hand as a team, we are able to deliver a safe, secure and seamless experience from contract to closing with superior customer service. I look forward to working with you to sell your home ... from home!

CALL, TEXT OR EMAIL ME TO SET UP A VIRTUAL MEETING!