



Extraordinary Transitionssm

PAMELA & DAVE JONES, Long & Foster REALTORS



Selling a home?

Wow!





Extraordinary Transitionssm

PAMELA & DAVE JONES, Long & Foster REALTORS



Thank you for the opportunity to present our qualifications and marketing plan to sell your property. We think of our clients as individuals with specific needs, and our team strives to give you exceptional service. In response to this challenging market we have become more determined and assertive in the use of a strong marketing strategy coupled with technology. This has allowed us to be very successful in securing results for our clients.

As part of our customer service we have enclosed the following information for your review before our appointment:

1. Real Estate Track Record/Client References
2. Frequently Asked Questions from Home Sellers
3. Listing Saleability Evaluation
4. Ten+ Questions you must ask your REALTOR
5. We're Connected!
6. Marketing Plan of Action
7. Managing Your Expectations
8. The ET Team

On the left side of the packet are the listings forms and seller disclosures. Please review these items and jot down your questions on the enclosed note pad.

Thank you for the privilege of allowing us to show you our active marketing strategies that will help you realize the highest dollar value for your property while relieving you of the stress of selling. The most important step in the sales process is choosing the right REALTOR to effectively and profitably represent your interests.

We look forward to talking with you to answer your questions and show you how we can use the marketing strategy and the sales commission to produce the best buyer for the property. Our goal is to handle your transaction with the utmost in professionalism and success, and receive your recommendation of our services to your friends once this sale is complete. Please call us if you have any questions before our meeting.

All the best!

Pamela Jones, Associate Broker

Dave Jones, Senior Real Estate Specialist

Everyone moves. It's HOW you move that matters.



Pamela Jones, Inc
Associate Broker, ABR, CRB, GRI
20396 Exchange Street
Ashburn, VA 20147

www.ETSellsFineHomes.com
Pamela.jones@longandfoster.com
(703) 587-7440

Real Estate Track Record

Total Homes Sold
2000 to 2023

1,101

and counting
as of 1/24/2023

95% of Listings Taken Are Sold!

Average Sales to List Price

103.5%

2022 Results
ET Team

Average Days on Market

9

2022 Result
ET Team

100.4%

Market Average
2022

16

Market Average
2022

Professional Designations

Associate Broker in Virginia
since 1983

Certified Luxury Home Marketing
Specialist Million Dollar Guild

Client References

Michelle Mays (703) 944-8086

John Kimball (703) 283-1311

Charlie Mendenhall (703) 919-3537

Business Affiliations

Loudoun County Chamber
of Commerce

Institute for Luxury Home
Marketing

Mike Ferry Organization Real Estate
Training and Coaching

Dulles Area Association of
REALTORS

LCCC Business Women of Loudoun

www.zillow.com/profile/PJones8/



Why gamble with your equity?

Increase the odds of a successful sale.

Call the ET Team

Long & Foster REALTORS
(703) 587-7440
pamela.jones@longandfoster.com
www.ETSellsFineHomes.com

"Pam has done wonderful work for us for the sale of our previous home and the purchase of our current home. She has a wealth of experience, and the absolute ability to 'get it done.' Her calm and confident demeanor is welcome anytime, but especially in turbulent markets. She has my full recommendation and thanks for two jobs very well done."

Tom Gardner 703.853.3224

FAQ's from Home Sellers



1. Why should I list with you when another agent said they could get me more money?

The only way they can know what your house will sell for is if they are the buyer. Are they? Or are they “buying” your listing by quoting an unrealistic price?

Motivated prospects to buy will compare your home’s features, benefits, and price to determine overall “value.” The other agent will have the same pool of prospects for your home that I will. Neither he nor I will likely sell your home. I will, however, be the reason your home sells, and for a price, terms, and time line that best meet your needs.

2. Why shouldn't I sell my home myself?

If you have the time and want to control all the details and be involved in managing the whole process, doing it yourself might be right for you. However, the right agent will net you more than you can on your own.

If you are interested in exposing your home to the largest pool of prospects to secure the very best price and terms, have an experienced professional with a proven track record handle the transaction for you, minimize the time you spend monitoring the process, and not have to deal with the stress yourself, you should consider hiring an agent like me.

3. Why should I hire you instead of my agent friend?

When you select me I consider myself an employee. That means you can fire me at any time if I don't meet or exceed your expectations.

Would you allow a newly licensed surgeon to perform surgery on you because he was a friend?

Friendships are best maintained when they are kept friendships. Business is business and I will be a business professional in our relationship, acting as a guard dog for your equity.

4. Why shouldn't I price my home high to leave room for negotiation?

The buyer of your home won't know you are “negotiable.” Buyers shop the available inventory and choose the best value—the one with the best features and benefits for the price.

If there is another home similar to yours listed for less money, a purchaser will compare your property with it and buy the other one—and likely for list price—rather than make an offer on yours for less than list. Wouldn't you likely do the same?

5. Why should I pay you a full commission when I know another agent will accept less?

Some agents discount their fees, and they should! Has there ever been a time you chose the “bargain” brand to save money and it cost you more in the end?

The fee you pay is not mutually exclusive from the money you pocket. While I may charge more, I won't cost you more. My company affiliation, marketing plan, negotiating skills, and attention to detail will result in selling your home for top dollar and settling in a time frame that meets your needs. And most importantly, you will pay me! A low commission on NO SALE does not accomplish your goals.

6. Why should I make a decision to hire you today rather than take time to think it over?

If you need to think it over, I haven't been effective in demonstrating the value of my services. What questions do you have?

7. Why should I sign a long-term commitment with you?

If you were crossing the desert, you'd need enough gas to get to the other side wouldn't you? Our agreement will allow me to work in your best interests as long as it is active. I need enough gas to take you through the marketing, negotiating, and closing of your home!

Listing Saleability Evaluation

“Are you a gambler? Whether your answer is yes, or no, you probably want great odds that your home will get sold, don’t you? And will making contacts increase those odds? Exactly!”

8. Why should I choose an agent who makes daily marketing contacts instead of a passive agent who only waits for the phone to ring?

Are you a gambler? Whether your answer is yes, or no, you probably want great odds that your home will get sold, don’t you? And will making contacts increase those odds? Exactly!

9. Why shouldn’t I hire an agent who only focuses on this neighborhood?

Marketing is increasing the pool of prospects to maximize value. I’m sure many of the folks in your neighborhood didn’t start out looking here; it’s just where they ended up. In fact, most buyers are “converted” from one neighborhood to another because it has an available product that appeals to them and better meets their needs.

If there isn’t anyone specifically looking for your neighborhood, the neighborhood “expert” is essentially out of business. How would that help you get your home sold?

10. Why should I choose to list my home with your company over your competitor?

Because we get homes SOLD! I have enclosed my track record for your review.

Every week while your home is on the market, your job is to evaluate its saleability based on the 6 major criteria which cause homes to sell.

Here are the **6** criteria: (circle your rating: 10 means it is perfect, 1 means it’s a major challenge).

- 1 Price vs. competition: 1 2 3 4 5 6 7 8 9 10
 - 2 Seller’s motivation to sell 1 2 3 4 5 6 7 8 9 10
 - 3 Condition of Property: 1 2 3 4 5 6 7 8 9 10
 - 4 Location of Property: 1 2 3 4 5 6 7 8 9 10
 - 5 Seller’s cooperation 1 2 3 4 5 6 7 8 9 10
(allow showing requests, maintain condition, etc.)
 - 6 Number of Showings: 1 2 3 4 5 6 7 8 9 10
- Add #'s together for **TOTAL SCORE**: _____

Before we meet I’d like you to take a moment to review these 6 items and rate them on a scale of 1 to 10. Please fax the evaluation to my office at (703) 738-7086 so we can discuss the results and review the evaluation together at our listing appointment.

As you know, I am 100% committed to getting you what you want in the time you want. I will be emailing you every week with information about your competition so you can update this Listing Evaluation. Never hesitate to call me when you have questions or concerns. I look forward to speaking with you about your review of this information.

In order for a home to be 100% saleable, it needs to score 50 or higher. Our job is to identify what needs to be improved upon in order to sell your home. My goal is for all of my listings to score a perfect ‘60’, so they can sell faster and for more money for all of my clients.



Pamela Jones, Inc. Associate Broker, (703) 587-7440

Dave Jones, Sr. Real Estate Specialist, (703) 587-7550

20396 Exchange Street, Ashburn, VA 20147 • (703) 724-9494

www.ETSellsFineHomes.com • Pamela.Jones@LNF.com • Dave.Jones@LNF.com

Questions You MUST Ask Your REALTOR in Today's Market

1. What is your personal sell to list price ratio?
2. What is the average days-on-market for your listings?
3. What is the absorption rate for homes like mine?
4. Of the homes that you listed in the last 12 months that did not sell, why did they not sell?
5. What percentage of your sales last year were listings sold vs. buyer sales?
6. How many homes did you sell last year?
7. Share with me the names and phone numbers of your last ten clients.
8. Are you an Active agent or a Passive agent?
9. Where do you think the buyer for my home will come from?
10. What other things do you do besides real estate?
11. Can you show me a copy of your daily schedule?

My Answers to the Questions

- 1** In our local market the 2022 average sell to list price ratio is 100%. That means the average agent IF he or she sells your home will only sell it for 100% of the listed price. Our average sell to list price ratio is 103.5%. What would 3.5% more in your pocket mean to you... on a \$500,000 home that could mean another \$17,500.
- 2** In 2022 the average days-on-market was 16 days. Our average days-on-market is 9 days. That means your home sells faster, costing you less in time, hassle and mortgage payments.
- 3** Every Realtor should know the absorption rate in the market. The absorption rate will tell us how long it will take the home to sell. The basic formula is the number of homes for sale divided by the number of homes selling each month; this equals the number of months supply. Currently in the local market there is a two month supply of homes for sale. This is an improvement over the supply of last year.
- 4** Here is a rarely talked about fact. It's predicted that by the end of the year nearly 15% of all the homes currently listed for sale in our area won't sell! Why? Often because the Sellers made the wrong decisions about pricing when they originally listed their homes. Ask the tough questions now!
- 5** The average agent represents buyers 80% of the time and sellers only 20%. That means the average agent has listed and sold very few homes in his or her entire career. This agent lacks the experience to get your home sold in today's market. Over the past 23 years over 70% of our transactions have been SOLD LISTINGS vs. buyer sales.
- 6** The average agent in our area sold fewer than five homes in the last 12 months. When you ask the agent, "how many homes did you sell in the last twelve months?" and the answer is, "I am a member of the X million dollar club," please understand that the agent is avoiding answering the question. Since 2000, we have sold over 1,100 homes. Yes, this is a real number, and the list of our clients is included in this information package.
- 7** Please refer to the Client References and Property Information Guide in the information package.
- 8 CAUTION!** Are you considering an agent that relies on ads in the local paper and magazines, holds open houses and brokers opens, runs talking house ads, etc.? This is a PASSIVE agent, someone that passively sits and waits for the phone to ring. We are ACTIVE agents who schedule time DAILY to contact buyers and referrals for your home. Yes, we do some passive marketing but we don't expect anything other than ACTIVE marketing to get your home SOLD. See the included Listing Plan of Action for details.

“We are ACTIVE agents who schedule time DAILY to contact buyers and referrals for your home. Yes, we do some passive marketing but don’t expect anything other than ACTIVE marketing to get your home SOLD.”

9 Today, more than 9 out of 10 homebuyers begin their search for homes on the Internet and most of those buyers contact a real estate agent to complete the transaction. The lowest impact activities are the result of PASSIVE marketing, ads and open houses, and the result is only 4% of all transactions. Clearly, you should choose an agent based on the ACTIVE promotion of your home to qualified buyers through direct contact and broad-based Web presence.

10 Most agents are part time. Chances are they are trying to sell homes to supplement their incomes. They fit real estate in after other priorities. Simply put, they are not dedicated to the business or dependent on the income. We are full time real estate professionals. 100% of what we do every day leads to selling homes. This is our business and how we make our living. Would you ever consider hiring a part time doctor?

11 Our daily schedule:
 7:30–8:00 AM . . . Administration
 8:30–11:30 AM . . . Prospect for buyers and sellers
 1:00–3:00 PM . . . Prepare for appointments
 3:00–6:00 PM . . . Client appointments



Pamela Jones, Inc. Associate Broker, (703) 587-7440
Dave Jones, Sr. Real Estate Specialist, (703) 587-7550
 20396 Exchange Street, Ashburn, VA 20147 • (703) 724-9494
 www.ETSellsFineHomes.com • Pamela.Jones@LNF.com • Dave.Jones@LNF.com



We're Connected.

When you list your home with Long & Foster, we place detailed information about your property on www.LongandFoster.com and over 11,000 Long & Foster agent web sites! And to ensure maximum exposure for your home, we also feature your property on the following popular web sites:

- | | |
|------------------------------|---------------------------|
| Realtor.com | Roost.com |
| Trulia.com | LuxuryPortfolio.com* |
| Zillow.com | Yahoo.com |
| WashingtonPost.com | Oodle.com |
| HomesDatabase.com | LuxuryRealEstate.com* |
| YouTube.com | Cyberhomes.com |
| ReloHomeSearch.com | Vast.com |
| ExtraordinaryProperties.com* | ChristiesRealEstate.com** |
| Google.com | Hotpads.com |
| Frontdoor.com | And dozens more... |

*For listings priced at \$1 million and above only. ** For listings priced at \$1 million and above, and in select areas only. Not all MLS's participate in the data feeds to these sites. Please check with your REALTOR.

Long & Foster has a business relationship with the above companies at the time of this printing. Such relationships are subject to change without notice.

© 2010 The Long & Foster Companies/Corporate Marketing Department. All Rights Reserved.





The Proactive Approach:

1. Price Accelerates Buyer Motivation

I encourage you to price your home competitively to create a flood of interest, not a drought of showings. Your home must be on the SHOW list to end up on the SOLD list.

2. Internet Exposure

Nearly 90% of all buyers search the Internet for properties. I maximize your worldwide exposure when I submit your home to our local Multiple Listing Service, and load a visual photo tour of your home onto realtor.com, LongandFoster.com, Trulia.com, Google.com, Zillow.com and Yahoo.com classified ads, and hundreds of other of the most widely used real estate search engines. A single property website will be automatically connected to your LongandFoster.com Featured Listing. You will also receive a weekly report of web traffic while your home is active on multiple listings.

3. Neighborhood Exposure

Over 20% of home sales are generated through the use of a professional sign. I display my direct phone extension for easy answers to buyer inquiries.

4. Realtor Community

Over 90% of all home sales are produced through cooperating agents. I promote your home at the company sales meeting and on social media to increase the odds of an in-house sale.

5. Lockbox Access

The ease of showing through the use of a lockbox increases the odds of a timely sale at the highest price possible. We will place an electronic box at your front door to track showings and garner feedback from showing agents. Please ask all agents to open the lockbox to record their information even if you are at home during the showing.

Agent and buyer visits will be scheduled through "Showing Time," an app we use to schedule showings and request feedback. After a showing the initial feedback request is sent to the agent electronically with a copy to you. The agent's response (or lack thereof) is also seen by you in real time. An immediate follow-up call is placed when buyer or agent interest is indicated in the report.

6. Open House Experience

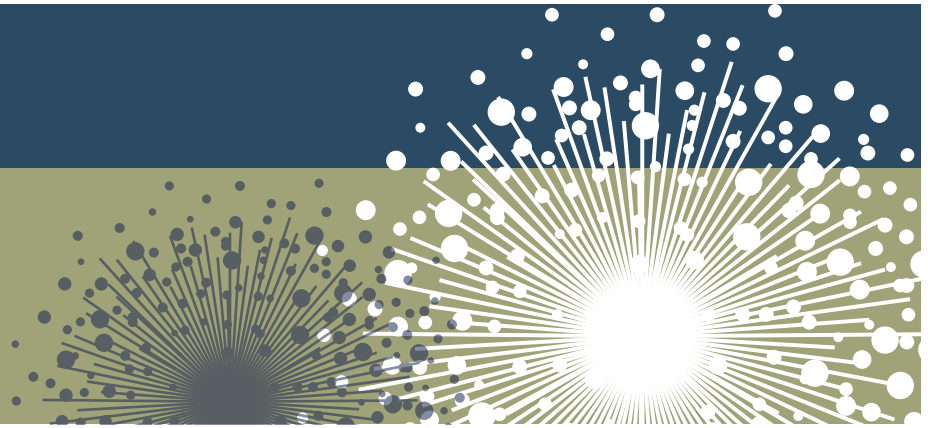
A single property website, extensive online photography and a Virtual Tour of your home are available to viewers 24 hours per day to produce an online open house experience with easy access to me by email or phone. We also assist with creating virtual staging for vacant homes. You want qualified buyers to visit your home without exposing it to the unqualified public.

7. Daily Lead Generation

I prospect three hours per day by telephone promoting my listings to my current buyer prospects, centers of influence, and past clients for their referrals and prospective buyers.

8. Your Market Knowledge

I constantly update you about changes in the market, competing listings, new sales, or interest rates, and ask for price improvements at scheduled intervals.



9. Contract Negotiations

I represent you in all offer presentations to assist you in negotiating the best possible price and terms in today's market.

10. Your Home Is SOLD!

Upon a contract being accepted, my closing team handles the follow up of all mortgage, title and other closing procedures, and the delivery of your check after closing

The following steps are your responsibility throughout the sales process:

1. Timely Follow Up

Since I cannot track non-lockbox showings, call or email the Agent's information to me for timely follow-up if you have allowed a showing without accessing the lockbox.

2. Make It Sparkle

Maintain the property in showing condition, both inside and out, throughout the process.

3. Keep Yourself Informed

Review all information provided to you about neighborhood activity and showing feedback to stay informed on market conditions.

4. The Logical Approach

Review the attached document "Managing Your Expectations" to understand the process of selling and anticipate necessary adjustments.

5. I Am Your Resource

Call me with all of your questions and when you need supplies; I am your real estate resource and here to serve your needs.

6. Communicate Your Goals

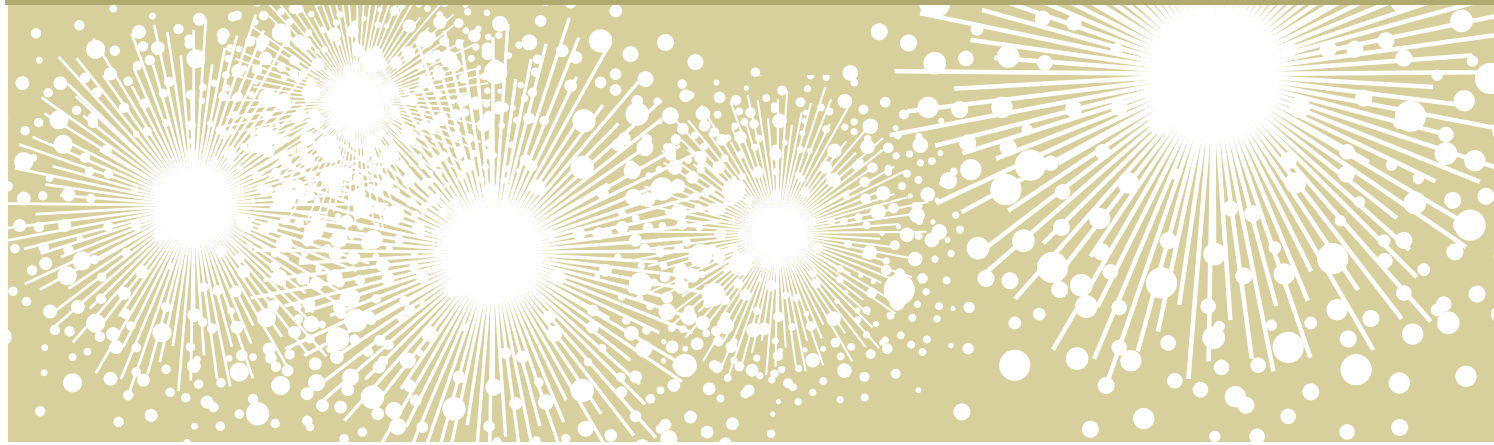
Be honest with me about your motivation and time frame; I am your advocate in the marketplace.

7. Listen To The Market

Agree to act on feedback and market changes with appropriate price improvements; pricing ahead of market trends is critical to your success.

We are a TEAM!
Together Everyone Achieves More!

Managing Your Expectations



The Five Phase Selling Process

Phase 1 On the Market

- You will have showings... or you won't.
- Expect a "Showing Time" text from the showing agent so you can be prepared for the visit.
- Have the home in showing condition every day.
- Place your valuable items in a safe place.
- Pets must be contained.
- Lights should be on, blinds and curtains open, thermostat set at a comfortable temperature for the season, all rooms must be accessible.
- If a problem occurs call me immediately at 703-587-7440 to report any problems.
- Review the electronic updates about showing activity and market activity. Call me with your questions.

Phase 2 Measuring the Activity

- Showing agents will automatically receive an email asking for feedback and interest.
- You will receive a copy of the request email and a copy of the feedback email. We will discuss this feedback on our update calls.
- According to NAR statistics, if you have many showings and no offers in the first two weeks on the market your home is overpriced by 5% and needs a price adjustment to prompt the sale.
- If there are few or no showings in that time frame, a 10% reduction is necessary in order to realign the property with the competition and prompt buyer interest in the home.

- My job is to keep you informed, updated, and focused on selling the home for the best price the market will deliver.
- This will happen within the first 30 days or your home will become stigmatized and eventually sell for less.

Phase 3 The Offer

- Think of your property as a product rather than your home.
- When an offer is presented, analyze its merits as they relate to your goals.
- Don't feel "offended" by a legitimate attempt to negotiate a win-win sale for all parties.
- Place yourself in the buyers' shoes; based on the recent economic news wouldn't you want to make certain you don't overpay for your next home?

Phase 4 From Contract to Closing Home Inspection

- Allow access to the property for the home inspection.
- Expect there to be issues of which you are not aware.
- Consider the buyer's response from the standpoint of moving the sale forward.
- Either correct the issues requested or offer a monetary credit where appropriate.
- Now that you are aware of a problem you must either fix it OR disclose it to the next buyer
- One in eight sales are cancelled as a result of the findings on home inspections

“In order to be ready for the eventual offer from a qualified buyer you must begin to think of your property as a product rather than as a place that has your emotions wrapped around it.”



Appraisal

- This is an independent valuation of the property required by the lender for financing approval.
- If there is financing involved the contract will be contingent upon an appraisal.
- If the appraised value is at the contract price or higher we can all breathe a sigh of relief.
- If it is lower than the contract price there is a chance that the buyers will ask you to lower your price to the appraised value, to negotiate a middle point between the contract price and appraised value, or the buyers may cancel the contract if a satisfactory agreement cannot be reached on the price.
- One in seven sales are cancelled as a result of low property appraisals

Other important steps

- Termite inspection
- Title Search
- Closing
- Disbursement of your proceeds

Moving Checklist

- Receive contact from Home Service Connections representative to provide vendor information
- Interview and schedule moving company
- Coordinate utilities transfer
- Distribute Change of Address information to family, friends, accounts
- Obtain transcripts of children's school records
- Update driver's license, voter registration, etc.

If you have any questions at all please call us at 703-587-7440 or email me at pamela.jones@longandfoster.com.

Phase 5 **Congratulations! Your Home is SOLD!**



Pamela Jones, Inc. Associate Broker, (703) 587-7440

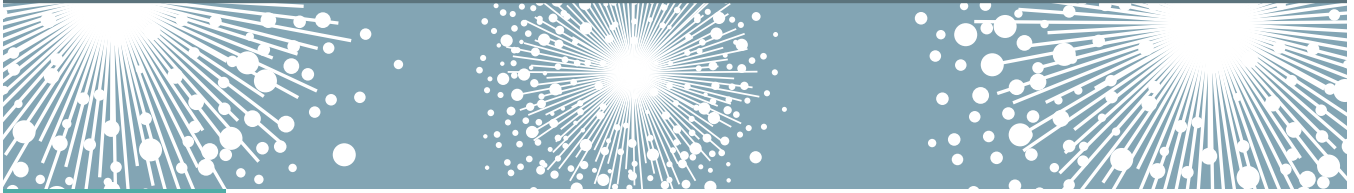
Dave Jones, Sr. Real Estate Specialist, (703) 587-7550

20396 Exchange Street, Ashburn, VA 20147 • (703) 724-9494

www.ETSellsFineHomes.com • Pamela.Jones@LNF.com • Dave.Jones@LNF.com



The ET Team



Pamela Jones, Associate Broker

(703) 587-7440

Pam is a highly trained professional who studies homes and prices daily. Her job is to advise you on how to price your home to allow it to sell, how long it will take to sell, and what terms will net you the most money possible based on current market conditions.

Pam is also a certified luxury homes marketing specialist with direct contact to a wide array of upper bracket exposure for your home, including Christies International Real Estate. Every extraordinary home seller deserves her well-crafted marketing approach and proven results.

Dave Jones, Senior Real Estate Specialist

(703) 587-7550 • www.davedoesdulles.com

Dave has thrived in real estate sales, management and mortgage financing since 1984. His experience and thorough knowledge of the local market helps him guide his buyers and sellers through the ever-changing real estate world of today. Whether you are buying a multi-million dollar home or a one bedroom condo to live in, vacation in or invest in, Dave's attention to detail will lead to a smooth transaction. He surrounds himself with a team of experts in mortgage finance, settlement and title, home inspection and homeowner's insurance to make sure that his customers get the very best service available. You can have confidence in Dave.



Shirley Vestal, Licensed Assistant

(703) 726-3405

Shirley makes certain that your home is exposed to attract the best buyer available in the marketplace. She also tracks showings and will send you feedback by email so you can be aware of the information that buyers and agents communicate to her as your home is on the market. Shirley is your go to person for all administrative questions.