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The Realty Group
Coastal Virginia



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Home Selling
System

THE RGCV STORY

While The Realty Group - Coastal Virginia was technically founded in July of 2023, our story truly starts back in the fall of 2005/Spring of 2006, because that's when the company's partners, Keith Hinton (Founder) and Heather Roemmich (CEO) made their way into the real estate industry.

Keith entered real estate with a 2 year old daughter, a wife (Kim) that was eight months pregnant with their second daughter, and no other source of income whatsoever. Fortunately, through blessing and hard work, he launched his career by selling 52 homes in his first year in 2006.

Over the course of the last 19 years, Keith has sold hundreds of homes, operated four different real estate franchises, and coached several owners of real estate teams.

Heather jumped into our industry right after graduating from Virginia Tech University. Over the last 19 years, she has done everything from sales to operations, becoming the COO of the area's largest team and overseeing it for several years.

After knowing each other for 15 years, the timing was right for Keith and Heather to partner in business together. Over several meetings, they realized they were both passionate about the idea of truly transforming the real estate client experience.

Hence, The Realty Group-Coastal Virginia was born and we are striving every day to enhance the level of service and representation that we provide to our clients.

As you'll see in the following pages, we are unique in how we do things. We think and act from a standpoint of abundance vs. scarcity and we do everything with the goal of creating long-term, mutually beneficial business relationships.

Whether we mutually decide that working together is an excellent fit or not, we truly appreciate the time and energy that you're putting towards exploring a client relationship with us.

Thankfully yours,



Keith Hinton

Founder - The Realty Group - Coastal Virginia



Heather Roemmich

CEO - The Realty Group - Coastal Virginia



The Realty Group
Coastal Virginia 
BROKERED BY 



WHO WE ARE AT RGCV



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With absolutely no disrespect to others, or our industry as a whole...we simply ARE NOT similar to most other real estate agents.

Passionate

We are truly passionate about representing our clients at the very highest possible level. We genuinely represent their interests - not the idea of earning a commission. It is not at all uncommon for us to argue against a client buying or selling if we don't think it's in their best interest.

Extremely Well-Trained and Supported

Our agents participate in training, trouble-shooting, and mentoring sessions multiple times per week, every week. They have instant access to their leadership that have combined to oversee 10,000+ real estate transactions. And they're constantly learning the advanced negotiation psychology to be able to best represent our clients' interests.

Highly Competitive

Competitiveness is a "core trait" of both our culture and our team members. While it's obviously not a requirement - almost all of our agents have some form of an athletic background, several at the college level. We view ourselves as a team with our clients and we're "competing" together to obtain you the ideal outcome.

Fully Transparent and Honest

We believe in 100% honesty and transparency with our clients, whether the news at that moment is good or bad. We treat our clients fairly, meaning that a client will never come across a different past client that "got a better deal" from our team. Our industry is riddled with agents doing that to their clients and we simply will never run our business in that manner.

Full-Time Professional Agents

We feel that in order to truly represent and protect our clients at the highest levels, we need to be "in the game" on a very full-time basis. We keep our "finger on the pulse" of the market every day which enables us to "maximize" our sellers' positions within a constantly changing market.



agent spotlight

KEITH HINTON

My name is Keith Hinton. I was born and raised in Michigan and I graduated from the University of Michigan in 1998. That summer, I met my wife Kim while traveling through the area playing golf professionally. We got married in 2000 and we've lived in the Hampton Roads Area ever since. We now have two "grown" daughters, Abby and Emily. Abby is a junior at the University of Virginia and Emily will be joining her there this fall.

After a few sales experiences, I entered the Real Estate Industry at the end of 2005, and I've never looked back. I absolutely love what I do. Whether it's helping my buyers find the perfect home or helping my sellers maximize the sale of their home, I am truly fulfilled by seeing my clients accomplish their goals.

Now, after 19 years in the business, I've been fortunate enough to personally assist over 500 families with their moves. As you can imagine, I've seen extremely different markets over those years and I've considered it a privilege to help guide my clients through the various challenges and emotions associated with each of them.

TODAY'S MARKET

Selling a home in today's market is a strategic and competitive undertaking. If done effectively, the results are the highest possible price for the property, the least amount of inconvenience, and the most protection from financial and contractual liability.

Unfortunately, if done poorly, the results can range from painful to even devastating with tens of thousands of dollars "left on the table", a poorly-vetted buyer "running you through the ringer", and lastly a failed contract or even an actual lawsuit.

Virtually all real estate agents can enter a home on the MLS, put a lockbox on the property, and then inform their seller if and when an offer "comes in."

An agent's real job is to make sure their sellers experience the first outcome listed above, as opposed to the second. Let's explore the mindset and strategies that are crucial to ensuring that we net the absolute highest amount possible for your home.

HOW DO WE POSITION OURSELVES TO WIN?



There are many strategies and tactics to position ourselves to “win” in the selling of your home. While we will discuss them thoroughly, it’s important to realize that they all fall into the concept of: how do we “tilt” the balance of supply and demand in our direction?



What does “winning in the market” look like?

It’s very important to define what “winning” actually means. We are playing a game against the market for sure, and to a certain extent, against the other sellers. We are not playing against your future buyer. The buyer should be seen as our customer, and we’ll only accomplish our goals if we help him accomplish his.

HOW WE NET OUR SELLERS MORE: THE RGCV HOME SELLING SYSTEM

1/ POSITIONING OURSELVES TO SUCCEED

Step #1 is the first to occur, but it is also by far the most important. Major companies spend hundreds of millions of dollars strategizing and preparing for a product to hit the market. Why wouldn't we place a high importance on this as well?

"PRICE, CONDITION, LOCATION"

Everyone's heard at some point that these are the three factors in selling a house. We always discuss them in the opposite order - Location, Condition, Price.

LOCATION

The location of your home is extremely important in analyzing the "comps" that have sold most recently in your area. While very important in the "pre-marketing analysis," it is ultimately the one factor that we have no control over. Meaning we cannot relocate the house.

CONDITION

Your home's condition (the way it "shows") is so important that it cannot be overstated. At the end of the day, buyers purchase homes emotionally. A buyer can feel two different ways while touring your home: "Oh wow, it's absolutely perfect," or "Well, we'd definitely have to paint, replace the carpet, and power wash." The difference between these two impressions can mean a variance of tens of thousands in the final sales price.

PRICE

Assuming that your home is now showing "top-notch," the price is the main factor we now have control over. Our goal is to price the house at the absolute highest price possible, where it still "beats out its competition". Entering the market at the right price makes the difference of having buyers with a "fear of missing out," or having buyers thinking, "I like this one, it's been sitting on the market, let's see how low we can get it for." Again, tens of thousands of difference between these two scenarios.



HOW WE NET OUR SELLERS MORE: The RGCV Home Selling System

2/ PROFESSIONAL PHOTOGRAPHY

We use J2RealEstateMedia, one of the most experienced, and in our opinion, the best Real Estate Photographer in Hampton Roads. Jeremy takes detailed, truly professional photos to highlight all of the best features of our listings to help create competition and the highest sales prices.



3/ OUR "COMING SOON" PLAYBOOK

We invest funds in an additional Listing System *purely* for the ability to market our listings as "Coming Soon" which then feeds directly to Zillow and thousands of other websites. This builds momentum, feeds the "FOMO," and gives us the best chance of selling to an "Unrepresented Buyer" which saves our sellers thousands in commissions!



4/ SOCIAL MEDIA MARKETING

All of our listings are posted multiple times on both Facebook and Instagram during both the "Coming Soon" period and after the listing "Goes Live!"



HOW WE NET OUR SELLERS MORE

The RGCV Home Selling System

5/ THE STRATEGIC "5-DAY IMPACT PLAN"

Wednesday: The 2nd to last social media postings are made regarding the listing along with the Open House promotion.

Thursday: Targeted calling (200-300) specifically to promote the property out to the neighbors (family, friends, co-workers looking to get into the neighborhood) and to our database of buyers moving into the area.

Friday: Open House prep (tons of signage, snacks, beverages, flyers, gift card for drawing,) final open house Social Media promotions, and...the listing goes live in the MLS!

Saturday: It's Open House day!! A full "RGCV Open House" - meaning: 30+ doors knocked for potential "who know's a buyer?" "snacks, drawing for a gift card, beverages, and a 3-hour Open House with "all hands on deck" attitude and energy!

Sunday: 8:00am- 12:00pm - off for Church, family time, etc.-
1:00pm- 4:00pm - thorough follow up on ALL Open House leads and any other showings in an effort to create COMP-E-TI-TION for your home!!

6/ ANALYSIS, FOLLOW UP, AND NEGOTIATION

We are constantly reviewing the market activity to make sure we are positioned accurately in the "supply and demand equation." Then, we thoroughly follow up on any potential interest to flush out as many buyers as possible to create a competitive situation. And then lastly, we rigorously negotiate on behalf of our sellers to absolutely maximize the net proceeds from their properties.

THE RGCV PLATINUM “COMING SOON PLAYBOOK”

(For homes listed at \$600,000 or higher)

COMING SOON FACEBOOK ADS



Actual “paid” facebook ads (not just postings) sent out daily for the 10 days leading up to your home’s “Go Live Date.”

COMING SOON NEIGHBORHOOD MAILINGS



300 mailings sent out to “flush out” any neighbor that may have a friend, family member, co-worker, etc. that may be interested in your neighborhood.

COMING SOON FULL MARKETING VIDEO



Detailed marketing video (not simply a virtual tour) that’s posted multiple times on Facebook and Instagram on Monday, Wednesday, and Friday leading up to the “Go Live Date.”

DOUBLE OPEN HOUSE INITIAL WEEKEND



An “RGCV Open House” on both Saturday and Sunday. And... since we need so much access to your home for those two days, The Realty Group-Coastal Virginia sends you “away” on Saturday evening on our dime!

WE'RE "TEAMING UP" WITH OUR CLIENTS TO SUPPORT OUR COMMUNITY

At The Realty Group-Coastal Virginia, we feel very blessed to have the opportunity to serve our local community as its trusted source for real estate representation. The Hampton Roads community has been so good to us and it continues to be.

In return, we have created a model where we "team up" with our clients to donate \$500 from each real estate closing that is split evenly between these wonderful organizations.



Roc Solid Foundation

ROC Solid Foundation builds playgrounds for children with cancer. They also provide "ready bags" to parents of children admitted to the hospital who have cancer.



Mercy Drops Dream Center

Mercy Drops Dream Center helps those less fortunate, with a focus on the communities in Portsmouth. They provide food, supplies and counseling to those in need.



Virginia Kids Belong

Virginia's Kids Belong serves the Foster Children throughout Virginia. They do so through financial support, mentoring, and the facilitation of adoption.

While we have a long way to go, our goal is to serve 2000 families each year which means that we'd be partnering with our clients to donate \$1,000,000 annually to these three organizations that make a huge impact to our local community.

RGCV IDEAS

So...why do we do all of this?

Our intent is to create long-term, win-win relationships with our sellers that will then love the idea of using us again and referring us to their friends and family.

The RGCV Home Selling System gives our sellers the ABSOLUTE best chance of netting the most for their home.

Not only does our system create the highest potential for a competitive situation for your home, but... our "Coming Soon Playbook" results in the best chance possible of selling your home to an "unrepresented buyer," in which case we handle EVERYTHING for a total commission of 4.5%

Thank you so much for taking the time to read through this material and for the opportunity to interview for the job.