



SELLER GUIDE

Everything you need to sell with confidence.

Welcome

I am excited to guide you through this journey!

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of selling and/or possibly buying another home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

Eunice Rancy

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www.amaryllishomes.com



MEET YOUR AGENT

Eunice Rancy

Eunice is no stranger to the world of real estate! With over a decade of experience in the mortgage and real estate industry. She has developed a deep understanding of the local market and prides herself on my ability to provide top-notch service to her clients and get to know their unique needs and preferences. Her commitment to guiding others through the buying, selling, and relocating process is unmatched.

Eunice brings a sharp eye for detail, expert guidance, and a deep understanding of the unique challenges her clients face — all with proven results.

Outside of real estate, Eunice enjoys interior design, home organization, and planning meaningful gatherings for family and friends. She treasures spending quality time with her husband of 32 years and their three wonderful children.

Eunice Rancy is not just a real estate agent; she's a dedicated guide who's passionate about helping you achieve your real estate goals. With years of experience in the industry.



MEET YOUR AGENT

Eunice Rancy

Eunice brings a wealth of knowledge and expertise to the table and has developed a deep understanding of the local market and prides herself on her ability to provide top-notch service to her clients and get to know their unique needs and preferences.

Eunice's approach to real estate is marked by a sharp eye for detail, expert guidance, and a deep understanding of the unique challenges her clients face, all with proven results. She understands that the journey of buying or selling a home can be both exciting and challenging, and she's here to navigate it with you every step of the way.

From helping you find your dream home to ensuring a smooth selling process, Eunice is your advocate, negotiator, and confidant. Her track record of successful transactions and satisfied clients speaks volumes about her dedication and professionalism.

When you choose Eunice Rancy as your real estate agent, you're not just getting a service; you're gaining a trusted partner in your real estate journey.



Why Trust Me with Your Selling Journey?

With over 15 years in the mortgage and real estate industry, I've helped many families sell their homes. I specialize in helping first-time sellers, military and non-military families with unique real estate portfolios and luxury properties, and I am proud to be part of Samson Properties, one of the most reputable firms in the DMV.

My dedication is rooted in providing excellent service, strong negotiation skills, and honest communication throughout your journey.

I hold the following certifications to better serve you:

Eunice Rancy

- Realtor®
- Military Relocation Professional (MRP)
- Accredited Buyer's Representative (ABR)





SAMSON
PROPERTIES

About Samson Properties: Your Trusted Partner in Real Estate

As part of Samson Properties, I'm backed by a team that's been setting industry standards for 40 years. We've successfully closed 19,253 transactions in the past year and are recognized as one of the top-performing brokerages in the area. Our resources and market insights mean you're not just getting my experience but the power of a top-tier real estate team.

At Amaryllis Homes, we pride ourselves on delivering unparalleled service to every client. With decades of experience in the real estate market, our team of dedicated professionals is committed to guiding you through every step of your home-selling journey. Whether you're a first-time seller or seasoned investor, we're here to make the process seamless and successful.

MEET THE BROKERAGE

SAMSON
PROPERTIES

Operating since 1986

- Powers Amaryllis Homes
- Network of over 5500 Agents
- In over 36 Offices and counting
- Licensed in Virginia, D.C, Maryland, West Virginia, Pennsylvania, Delaware, and Florida
- Is committed to serving new generations of families

IT'S ALL IN THE **NUMBERS** SAMSON PROPERTIES STATS 2025

IN VIRGINIA

#1

IN THE COUNTRY

#5

HOMES
SOLD IN VOLUME

\$10.5 BILLION

MARKET AREA STATS

AVG. DAYS
ON MARKET

12

AVG. LIST TO SALE
PRICE RATIO

101.4%

HOMES
SOLD

19,253



TAILORED GUIDANCE

FOR YOUR UNIQUE SITUATION

Let's be real—there's no one-size-fits-all solution in real estate. Every home, every neighborhood, and every market trend is different, which means the strategy that works for one person may not work for you. That's where I come in. I'm here to dig deep into your property's unique features, local market data, and current trends to give you personalized insights.

Together, we'll look at the pros and cons specific to your situation, so you can make informed, confident decisions that are right for you. No pressure—just the facts, and I'll be by your side every step of the way to ensure the best possible outcome for you!

4 STAGES OF

HOME SELLING

1/

PRELISTING

- Consultation: Schedule an appointment with me
- Establish sales price
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Executed listing agreement
- Meet with staging consultant and contractors if needed
- Home prep and staging

2/

PREP FOR MARKET

- Marketing campaign started through social media, email, flyers, postcards, and local networks.
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Open house scheduled

3/

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

4/

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!

STAGE ONE

PRELISTING





CONFIRMING YOUR PROPERTY DETAILS

Basic Property Info

Have any of the following changed since you purchased the home?

- Number of bedrooms
- Number of bathrooms
- Square footage
- Lot size or boundary changes

Upgrades & Enhancements

Tell me about any updates you've made. Common examples include:

- Kitchen or bathroom remodels
- Flooring or lighting changes
- Outdoor additions (patio, deck, landscaping)
- Energy-efficient systems or smart tech installs

Condition & Disclosure Checks

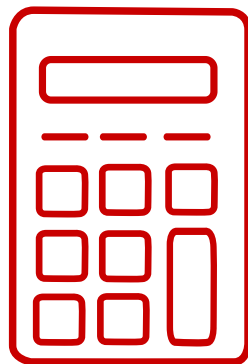
It's important to note anything a buyer may need to know upfront:

- Structural concerns or repairs
- Drainage or water issues
- Pest or termite history
- Foundation or settling issues

Market Snapshot

AVERAGE SELLING PRICE | APRIL 13, 2026

\$550,000



2.74%

INTEREST RATE

100.5%

SALE-TO-LIST RATIO

The Sale-to-List Ratio shows how close your final sale price is to your original asking price. If the ratio is around 100% or higher, it means we priced your home just right.



2,364
HOMES
LISTED

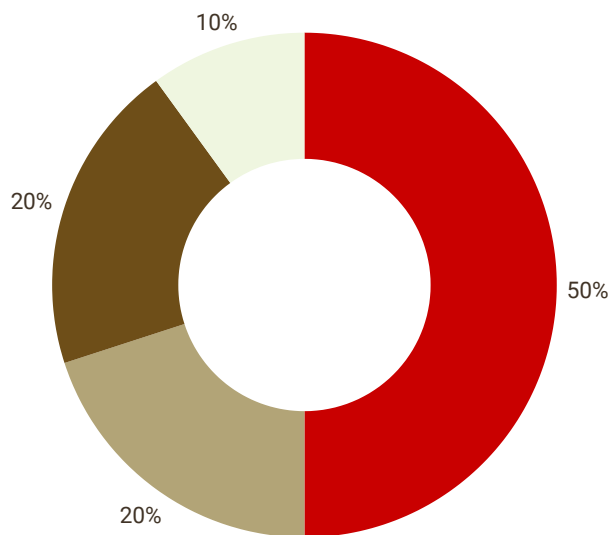


1,624
HOMES
SOLD



Where Buyers Find Homes

This pie graph illustrates the diverse channels through which homebuyers discover their properties, shedding light on the predominant sources such as online listing platforms, real estate agents, traditional methods, and other avenues.



50%

Websites like Realtor.com, Zillow, and Trulia

20%

Real estate agency websites

20%

Referrals from real estate agents

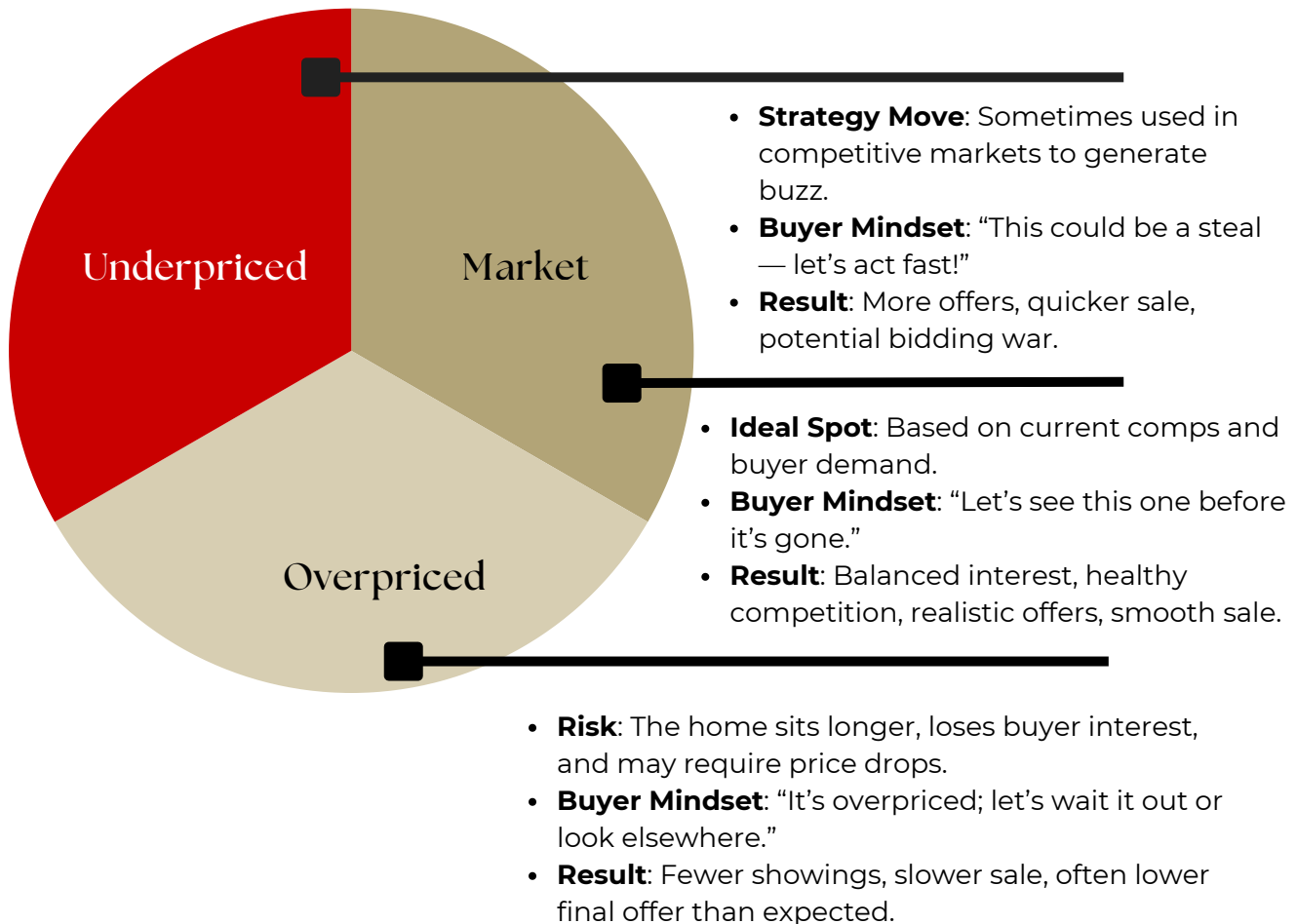
10%

For Sale Signs & Open Houses



Pricing Strategies

Pricing your home accurately from the start is key to maximizing your opportunities. Here's my approach:



My strategy is to price a bit below the current market rate based on comparable sales, buyer demand, and property condition to ensure a smooth sale and possible multiple offers without the need for price reductions.

Pricing Strategy in a Competitive Market

*The key to selling your home quickly and for top dollar is setting the **right price from the very start.***

Overpricing can lead to extended time on the market and multiple price drops. Underpricing may leave money on the table. The most effective strategy is a data-driven, competitive price that sparks immediate interest.

How We Will Help You Price Strategically

- 1 Comparative Market Analysis (CMA):** We will analyze recent sales of similar homes in your neighborhood to determine the most accurate price range.
- 2 Local Market Trends:** Trends shift fast. We monitor buyer activity, days on market, and seasonal pricing patterns.
- 3 Your Home's Unique Features:** Upgrades, condition, location, and presentation all play a role in your home's value.
- 4 Buyer Psychology:** A well-priced home often attracts multiple offers, creating leverage that can drive the price up.



What Happens When You Price Right

- More online views and showings
- Faster offers from serious buyers
- Less room for negotiation
- Higher likelihood of a smooth closing process

Signs You May Need a Price Adjustment

- Little activity within the first 1-2 weeks
- Lots of views, but no offers
- Feedback indicating the home is priced too high compared to others on the market

Why We Don't "Test the Market" with a High Price



Buyers are smart. They're comparing your home to others in real time — and if it doesn't align with what similar homes are priced at, they'll scroll right past it.

The first two weeks your home is listed are the most important. That's when excitement is highest and buyer activity peaks. If we price too high and miss that window, we risk sitting on the market too long — and that can lead to price drops and low-ball offers later.

Instead, we'll price strategically to attract attention, spark interest, and create a sense of urgency. That's how we set you up for the strongest offers — and possibly even multiple.

Smart pricing isn't about settling. It's about standing out and selling successfully.

Service Packages

Choose your level of service from the list below.

Standard Listing Package

3.5%
COMMISSION

Basic Listing Service:

- MLS (Multiple Listing Service) listing of the property.
- Syndication to 100+ 3rd party websites, Zillow, Realtor.com, Homes.com, Trulia, Redfin.com, Etc
- Professional photography of the property.
- Yard sign and brochures.

Marketing:

- Online marketing through real estate portals.
- Paid advertising on MilitaryByOwner
- Per-marketing announcement to local agents & social media
- Open house events.

Enhanced Communication:

- Weekly progress reports.

Additional Services:

- Transaction professionally coordinated from contract to close.
- Free home cleaning before pictures
- Seller home warranty coverage during listing period

CHOOSE PLAN

Premier with Concierge Package

5%
COMMISSION

Everything in package two, Plus:

Premium Marketing:

- Professionally produced video tours.
- Enhanced social media advertising campaigns.

Concierge Services:

- Pre-inspection
- Complete project management
- Coordination of all aspects of the selling process, including scheduling repairs or upgrades. Selecting finishes, managing budget, contractors, cleaning staff, etc.
- Premium staging services, Professional in-home staging of key areas: Kitchen, Dining Room, Living Room, Bathrooms, & Primary Bedroom, including professional interior design consultation.

Client Support:

- Priority access to an agent for immediate assistance.
- Comprehensive market analysis and strategy adjustments as needed.

CHOOSE PLAN

Premier Listing Package

4%
COMMISSION

Everything in package one, plus:

Enhanced Marketing:

- High-quality property brochures
- Boosted & targeted ads on Facebook & Instagram
- Customized property website

Enhanced Communication:

- Extended availability for client inquiries.

Additional Services:

- Virtual tours of the property.
- 2-hour professional staging consultation

Client Support:

- Dedicated agent support with extended hours.

CHOOSE PLAN

All agent fees in a real estate transaction are fully negotiable, meaning you have the right to discuss and adjust the commission or compensation for both your listing agent and the buyer's agent based on your needs and budget. There are no set rates, and everything is open to negotiation.

What You Should Know About the NAR Settlement


*You may have heard about a recent legal settlement involving the **National Association of REALTORS® (NAR)**. Here's what it means for you as a home seller — in simple terms.*

What Is the NAR Settlement About?	How Does This Affect You as a Seller?	Will Buyers Still Have Agents?	What's Important for You to Do?
The settlement is about how real estate agents get paid — especially buyer agents. In the past, it was common for the seller to pay both their own agent and the buyer's agent. That's now changing.	<ul style="list-style-type: none">• You're no longer required to offer payment to the buyer's agent.• You can still choose to offer compensation, but it's not automatic.• If you do offer it, it must be clearly stated in writing between you and your agent.• Your home will still be marketed on the MLS and major real estate websites.	Yes — buyers can still work with agents, but now buyers may be responsible for paying their own agent's fee. This could change how buyers approach offers.	<ul style="list-style-type: none">• Discuss your options with your listing agent.• Understand how this may impact your pricing and negotiation strategy.• Make sure all agreements about agent compensation are in writing and fully explained.

Bottom Line: You have more flexibility and control than ever before when it comes to agent compensation. Your agent will guide you through the changes so you feel confident every step of the way.



Understanding the NAR SETTLEMENT



Let's dive into a key update that could have a big impact on how you sell your home! The recent NAR settlement brings a significant change: sellers are no longer required to offer compensation to buyer's agents when listing their home on the MLS.

WHAT DOES THIS MEAN FOR YOU AS A SELLER?

- You now have the flexibility to decide if—and how much—you want to offer in compensation to buyer's agents.
- Gone are the days of being required to include a buyer's agent commission in your listing.
- If you choose not to offer compensation, you might need to get creative with strategies to attract buyers and their agents to your property.

HOW DOES THIS IMPACT BUYERS?

- Buyers may need to cover their agent's commission out of pocket if the seller doesn't offer compensation.
- Buyer's agents will now have signed agreements with their clients, clearly outlining their services and how they'll be paid.
- This shift may lead to buyers being more selective about working with agents or negotiating agent fees upfront.

SO, HOW WILL BUYER'S AGENTS GET PAID NOW?

- Buyer's agents can still receive compensation from the seller if the seller chooses to offer it.
- If no seller compensation is offered, buyers will need to pay their agents directly.
- In some cases, buyers may negotiate for the seller to cover their agent's fee as part of the purchase offer.

It's an important shift that puts more control in your hands as a seller, but it also changes the dynamics for buyers and agents alike. Being aware of these changes will help you navigate the market more strategically!



Buyer Agent Compensation

STRATEGIC APPROACHES IN THE LANDSCAPE

UPFRONT COMPENSATION OFFER

With this approach, we're clear about our willingness to offer compensation when buyer's agents inquire..

- I'll respond to inquiries with a clear statement like, "Yes, we're offering X% to buyer's agents."
- This transparency can encourage more showings and potentially more offers.
- It sets clear expectations from the start, which some agents and buyers prefer.

FLEXIBLE COMPENSATION APPROACH

This strategy keeps compensation as part of our overall negotiation toolkit.

- When asked about compensation, I'll say, "We're considering all offers. Please submit your offer, and we'll respond with an acceptance or a counter."
- This allows us to adjust based on the strength of each offer we receive.
- It could give us more flexibility in negotiations and potentially better overall terms.

NO COMPENSATION OFFERED

This approach makes it clear that we're not offering compensation to buyer's agents.

- If asked, I'll state, "We're not offering compensation to buyer's agents."
- This puts the responsibility of agent payment on the buyer.
- It might reduce the number of showings but could potentially lead to a higher net sale price for you.

Should You Offer Buyer Agent Compensation?

WHY SOME SELLERS STILL OFFER IT

Offering buyer agent compensation can help attract more potential buyers. Many buyers work with an agent, but not all can afford to pay their agent out of pocket. When you offer to cover the buyer's agent fee, it can make your home more appealing — and help it sell faster. It can also lead to smoother deals. When buyers know their agent is being compensated, they may feel more comfortable moving forward. And agents may be more motivated to show your home to their clients. In a competitive market, offering compensation can help your listing stand out — especially if other sellers aren't offering it.



WHY SOME SELLERS CHOOSE NOT TO

Offering compensation means paying an extra fee — usually 2% to 3% of the sale price — and that comes out of your profits. If you're trying to save on costs, this might not make sense for you.

Also, the new rules say you don't have to do it. Some sellers prefer to let the buyer and their agent work out their own agreement, without getting involved. More buyers are starting to understand these changes. Some are now expecting to pay their own agent directly, so offering compensation isn't always necessary.

THE BENEFITS OF

OFFERING A BUYER'S AGENT COMMISSION

REDUCE BUYER BARRIERS

By offering a commission, you remove a financial hurdle for buyers who may not be able to afford their agent's fee. This makes your home more appealing and accessible to a wider range of buyers.

STRENGTHEN YOUR NEGOTIATING POWER

Increased interest often means multiple offers. This competition gives you leverage to negotiate a higher sale price and better terms.

MINIMIZE DEAL FAILURES

Buyers represented by agents tend to be more committed, which reduces the chances of deals falling through and ensures a smoother transaction.

MAXIMIZE YOUR SALE VALUE

More competition, serious buyers, and strong offers often lead to a higher final sale price and better contract terms, helping you get the most out of your home sale.

Offering a buyer's agent commission isn't just about covering a fee—it's a strategic move to unlock the full potential of your home sale!

STAGE TWO

PREPARATION



OUR EIGHT STEPS

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK



20 STEP SYSTEM

20 STEP SYSTEM TO GET
YOUR HOME SOLD FAST
AND FOR TOP DOLLAR

STEPS TO SOLD

ONE: MAKE REPAIRS

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

a. WALL AND CEILING REPAIR

- **Small Holes/Cracks:** Use a putty knife to apply spackle or joint compound. Smooth it level with the wall, let it dry, and sand lightly before painting.
- **Stained Ceilings:** Identify and fix the source of the stain (usually a roof or plumbing leak). Once repaired, apply a stain-blocking primer before repainting.

b. LAMINATE FLOOR REPAIR

- **Minor Scratches:** Rub a laminate floor repair paste or a color-matching wax stick into the scratch. Buff smooth with a soft cloth.
- **Chipped Boards:** For more visible damage, fill with a laminate repair kit that matches the flooring color. Deep damage may require replacing the affected plank.



STEPS TO SOLD

ONE: MAKE REPAIRS

c.

SHINGLE REPAIR

- **Curled Shingles:** Soften with a heat gun and reattach using roofing cement and nails.
- **Missing/Damaged Shingles:** Slide a new shingle into place, lift the overlapping row above it, and nail into position. Seal edges with roofing cement to prevent leaks.

d.

DECK AND RAILING REPAIR

- **Cracked Boards:** Replace individual boards by removing damaged planks and securing new pressure-treated boards with deck screws.
- **Loose Railings:** Tighten bolts or screws. If posts are rotted, they may need full replacement. Use weatherproof hardware to ensure long-lasting stability.
- **General Maintenance:** Power wash, sand rough spots, and reseal or stain to protect against weather damage.

TWO: FINISH PROJECTS

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

THREE: CREATE CURB APPEAL

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

FOUR: DECLUTTER

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

FIVE: DECLUTTER SOME MORE!

Don't overlook items on display on your shelves, tables, and countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

SIX: THINK NEUTRALS

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

SEVEN: CREATE A WELCOMING ENTRYWAY

If your home doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

EIGHT: REARRANGE YOUR FURNITURE

Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull the chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

NINE: REMOVE PERSONAL ITEMS

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

TEN: UPGRADE LIGHTING

If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back in time with outdated fixtures. This is an easy fix that will help sell your home.

ELEVEN: FIX PET ISSUES

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

TWELVE: WASH THE EXTERIOR

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

THIRTEEN: GET A HOME INSPECTION

Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

FOURTEEN: FIX FENCING

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

FIFTEEN: ROOF REPAIRS

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

SIXTEEN: FIX CRACKS

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

SEVENTEEN: TOUCH UP ANY SCUFF MARKS

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

EIGHTEEN: CONDUCT A SMELL TEST

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

NINETEEN: BUY FRESH FLOWER

If the weather allows, plant flowers in pots, window boxes, or right in the ground to add color and pump up the curb appeal. Inside the house, fresh flowers in vases add color, life, and the feeling that you, as the home seller, are putting your best foot forward.

TWENTY: PREPARE THE PAPERWORK

Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some of the paperwork that a seller will need includes deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.



4-Week Listing Prep Timeline

Let's break your prep into bite-sized weekly goals. Follow this simple plan to stay on track and reduce stress as you get ready to sell.

✓	<h2>4 Weeks Before Listing</h2>
	<ul style="list-style-type: none">• Meet with your agent• Pick your listing date• Start decluttering and donating• Schedule repairs and updates• Begin deep cleaning
✓	<h2>3 Weeks Before Listing</h2>
	<ul style="list-style-type: none">• Take down personal pictures and decor• Finish repairs and painting• Clean and organize every room• Work on curb appeal (lawn, flowers, porch)• Start staging with neutral decor
✓	<h2>2 Weeks Before Listing</h2>
	<ul style="list-style-type: none">• Book your listing photos• Start packing things you won't use• Create a plan for pets/kids during showings
✓	<h2>1 Week Before Listing</h2>
	<ul style="list-style-type: none">• Final clean: floors, windows, bathrooms• Add fresh flowers or summer touches• Review your listing details• Get ready for showings — your home is live!



PREPARING YOUR HOME

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

INTERIOR

Wash all windows and mirrors

remove all pet-related items
and food

Take personal items off the
walls

All laundry is either put away or
hidden

Take all trash out

Move all sensitive paperwork
and medication to a secure area

EXTERIOR

Wash all windows and
clean screens

Touch up paint

Move any extra vehicles
from the driveway

display seasonal flowers
and landscaping

weed any flower beds

Clean front porch and
secure any loose handrails



Preparing Your Home for Sale

A simple checklist to help your home shine

Clean Thoroughly

A spotless home shows better — focus on kitchens, bathrooms, floors, and windows.

Declutter & Depersonalize

Pack away personal items, excess furniture, and anything that distracts from the space itself.

Add Light & Freshness

Open blinds, replace dim bulbs, and consider a light, fresh scent like citrus or linen.

Enhance Curb Appeal

Mow the lawn, trim hedges, add fresh mulch or planters — first impressions matter.

Take Care of Quick Fixes

Loose doorknobs, scuffed paint, dripping faucets — little things make a big impact.

Before each showing:

- Open blinds
- Turn on lights
- Tidy surfaces
- Empty trash cans



Do I Really Need to Make Repairs or Stage the Home?



Buyers shop with emotion first — and logic second. When a home looks clean, well-maintained, and move-in ready, they're more likely to fall in love (and make a better offer).

Minor repairs and thoughtful staging aren't just for show — they help buyers see the full potential of your space. It's not about perfection — it's about presentation.

I'll walk you through exactly what's worth doing, what's not, and how to make the biggest impact without over-investing. Small fixes and smart staging almost always pay off.

A little effort upfront can mean a lot more money in your pocket at closing.

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

67%

of top agents say that home staging helps a seller fetch more money for their house at resale.

40%

of buyers' agents cited that home staging had an effect on most buyers' view of the home.

PROS

OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

CONS

OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Receive an average of 87% more views than their peers across all price tiers.

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

Have a 47% higher asking price per square foot.

OUR ONLINE

MARKETING BLITZ

Realtor.com Enhanced Showcase

Zillow.com - Preview Listing

Luxury Estate Digital

Targeted Online Campaign

Targeted Email Campaign

Pinterest Board

Google

Social Media Post

Homefinder

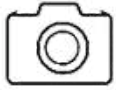
Homes.com

MilitaryByOwner

+Many More!

OUR CUSTOM MARKETING PLAN

*Your home deserves more than a listing —
it deserves a strategy.*



Professional Photography

Stunning, high-quality visuals are the first impression -- and one of the most important.



MLS + Online Listings

I'll showcase your home on the MLS and dozens of top real estate websites.



Email Campaigns to Buyers

I'll showcase your home on the MLS and dozens of top real estate websites.



Social Media Promotion

Your listing will be shared strategically on Instagram, Facebook, and Stories to generate buzz.



Open House Events

I'll coordinate open houses to attract and engage potential buyers.



Print Materials + Postcards

Eye-catching printed postcards, flyers, and brochures will showcase your property.

A modern multi-channel strategy gives your listing a competitive edge.



MARKETING PLAN EXPLAINED

Photos and video are your home's first impression. Great visuals attract more clicks and showings.



Professional Videography

- Gives buyers a real feel of the space and flow
- Perfect for boosting visibility on social media and ads
- Helps out-of-town buyers tour virtually
- Makes your listing stand out from the competition

High-Quality Photography

- Crisp, professional images create a strong first impression
- Captures your home's best angles and lighting
- Increases clicks and engagement online
- Builds buyer trust and interest before they even visit



MARKETING PLAN EXPLAINED

Signage attracts local interest, while brochures give buyers a professional takeaway that highlights your home's best features.



For Sale Signage

- Increases visibility in your neighborhood
- Catches the attention of drive-by buyers
- Signals urgency and credibility
- Includes contact info for quick buyer follow-up

Property Brochures

- Highlights key features with photos and details
- Offers buyers something to remember your home by
- Great for open houses and private showings
- Adds a polished, professional touch to your marketing



MARKETING PLAN EXPLAINED

Emails reach motivated buyers directly, while flyers make a strong impression during in-person showings.



Email Marketing

- Reaches active buyers directly in their inbox
- Showcases your home with beautiful photos and key details
- Drives more traffic to your online listing and open house
- Keeps your home top-of-mind during their home search

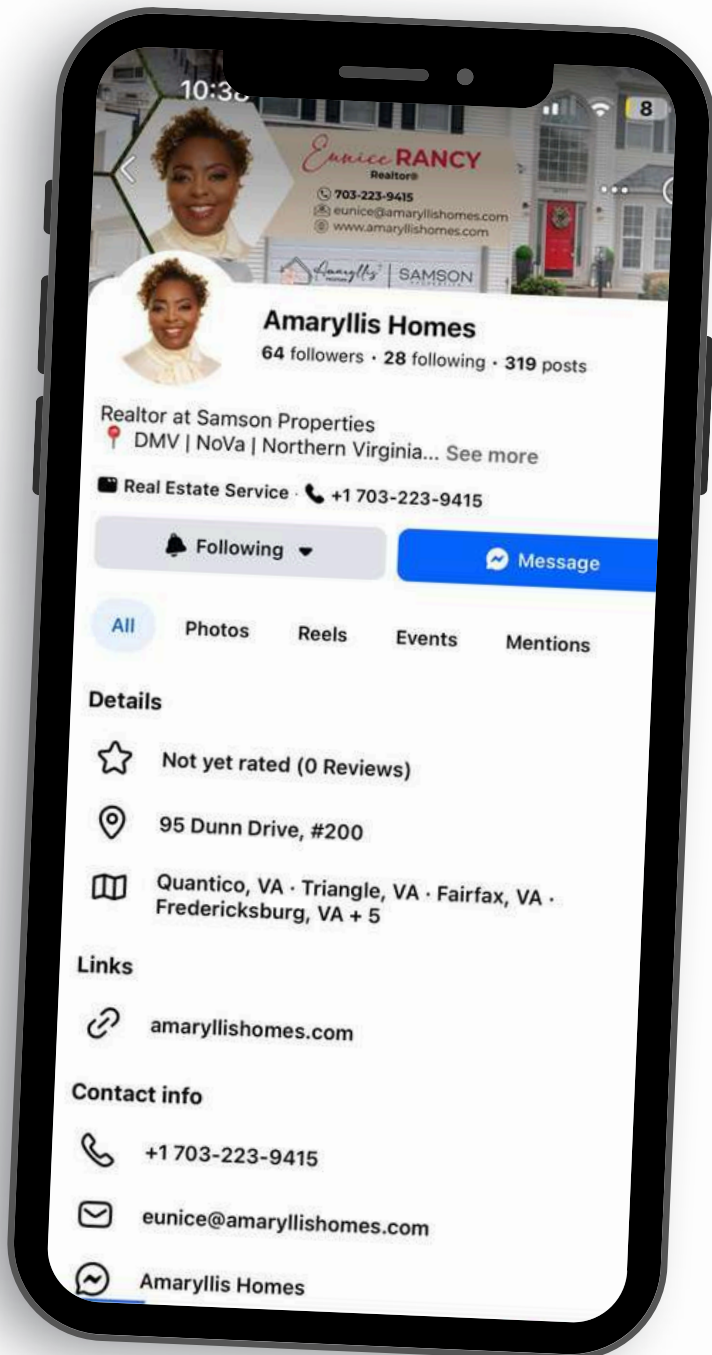
Open House Flyers

- Highlights your home's best features in a clear format
- Gives buyers something to take home and review later
- Includes price, photos, and your contact info for follow-up
- Helps your home stand out among other showings that day

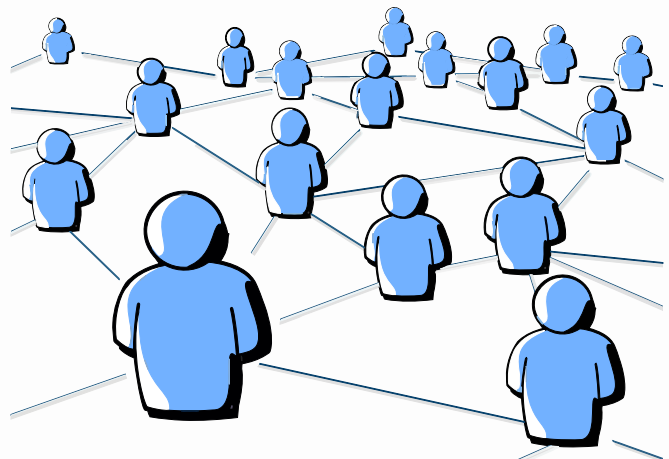


OUR SOCIAL MEDIA STRATEGY

We train constantly on the ever changing algorithms of the different social media platforms. We pride ourselves in being the #1 real estate page in our area based on followers and interaction.



- An average user spends 2 hours and 23 minutes per day on social media in 2024.
- 85% of mobile phone users utilize social media platforms in 2024
- Recent data indicates that users now spend approximately 30.9 minutes daily on Facebook each day.
- Youtube takes an average of 40 minutes per day.
- Users spend an average of 30 minutes per day on Snapchat in 2024.
- Instagram users are spending 33.1 minutes per day on the platform, reflecting a 3-minute increase from the previous year.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.



OUR MARKETING PROCESS

Print MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are our top 3 marketing pieces we have printed with each listing.

- Flyers
- Post Card Mailers
- Full Color Brochures
- Door Hangers
- Signage

you are invited
TO OUR
OPEN house

SUN. OCT. 23RD
12-2PM

12345 HILLSIDE ST. RALEIGH, NC 34523

4 BEDROOMS 3 BATHROOMS 4,000 SQUARE FEET

EUNICE RANCY
REALTOR®
123.456.7890
WEBSITE
EMAIL.COM

SAMSON PROPERTIES

the main to home

1234 HILLSIDE DR. RALEIGH, NC 12345

Eunice Rancy
REALTOR®
123.456.7890
WEBSITE
EMAIL.COM

schools

WALKER ELEMENTARY
WALKER MIDDLE
WALKER HIGH

neighborhood

MAPLE HILL NEIGHBORHOOD

amenities

HOSPITAL
GROCERIES
RESTAURANTS
BANK
CITY CENTER

living room

dining room

timeless elegance

THIS LUXURIOUS HOME IN MAPLE HILL FEATURES IMPERCEPTIBLE FINISHES THROUGHOUT FROM BEAUTIFUL ORIGINAL HARDWOOD FLOORING TO A GORGEOUS ANTIQUE STONE FIREPLACE. THE UPDATED INTERIORS OFFER A SOFT MONOCHROMATIC PALETTE AND CLEAN LINES. OUTSIDE, THE BEAUTIFUL LANDSCAPED LOT IS THE WORK OF THE RENOWNED LANDSCAPE ARCHITECTURE FIRM LANCESTON DESIGN.

dining room

OPEN house
SATURDAY, OCT. 23RD 2023 | 2PM-4PM

1234 HILLSIDE LN. RALEIGH, NC

modern farmhouse IN BRISTOL RIDGE

This elegant home sits on a tree-lined street in highly desirable Raleigh, NC. Meticulous attention to detail is presented in the kitchen with new quartz countertops, custom backsplash, freshly finished cabinets. Relax in this oversized master bedroom with a sitting area and built-in closet for a walk-in closet, office, or a toddler's playroom. The backyard is full of fruit trees, and a large patio provides peaceful space for gardening and entertaining.

4 BEDROOMS
4.5 BATHROOMS
4,321 SQFT
2 CAR GARAGE
200K IN UPGRADES
2 ACRES

Eunice Rancy
REALTOR®
123.456.7890
EUNICE@AMARYLLISHOMES.COM
AMARYLLISHOMES.COM

12345 HILLSIDE ST. RALEIGH, NC 34523

recent UPGRADES

DATE	UPGRADE	EST. VALUE
10/2022	STAIRCASE CARPET & TRIM UPDATES	\$0,000
10/2022	ROOF	\$0,000
10/2022	INTERIOR PAINT	\$0,000
10/2022	SMART LIGHTS, AND THERMOSTAT	\$0,000
10/2022	WOOD FLOORING	\$0,000
10/2022	STONED FIREPLACE	\$0,000
10/2022	SMART APPLIANCES	\$0,000
10/2022	FRONT YARD LANDSCAPING	\$0,000
10/2022	KITCHEN CABINETS WHITE PAINT	\$0,000
10/2022	EXTERIOR PAINT	\$0,000
10/2022	AIR CONDITIONER	\$0,000
10/2022	BACKSPLASH	\$0,000
10/2022	SALT WATER POOL	\$0,000
10/2022	FINISHED BASEMENT	\$0,000
10/2022	DECK	\$0,000
TOTAL ESTIMATED UPGRADE VALUE: \$200,000		

EUNICE RANCY
REALTOR®

JUST LISTED
in Berkshire Hills

2345 W. HILLSIDE DR. RALEIGH, NC 12345

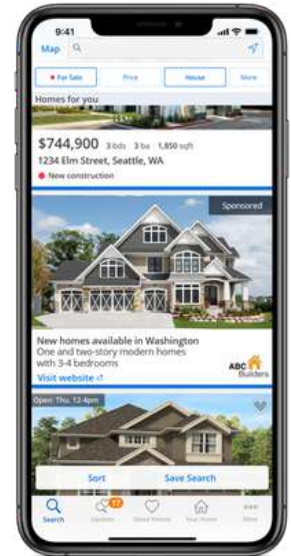
4 BEDROOMS 4.5 BATHROOMS 3,456 SQFT \$500,000

Eunice Rancy
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OUR MARKETING PROCESS

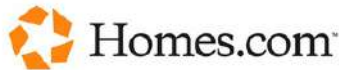
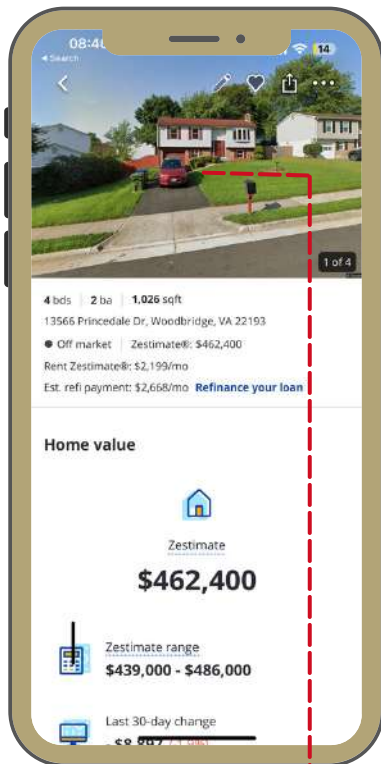
Digital MARKETING

- Interactive Virtual Tour
- Professional Photography
- Social Media Posts
- Email Marketing Campaign
- Military by Owner Listing



Your Listing Everywhere!!!

As of 2015, 90% of Home Buyers used the web to find their new home!
Not only will your listing be featured on my website, I will list it all over the web.



OUR MARKETING PROCESS

Open House Plan

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



- Mail 200 Postcards featuring your home's OPEN HOUSE to targeted renters in the area for each day of the open house.
- Posted on all major websites including Zillow, Trulia, and the local MLS
- Install the OPEN HOUSE rider on the for sale sign a couple of days prior to the OPEN HOUSE.
- Create custom OPEN HOUSE flyer and go door-to-door in your neighborhood, to invite neighbors to the OPEN HOUSE
- Potentially schedule a special PREVIEW NEIGHBORHOOD OPEN HOUSE
- Run boosted(paid) OPEN HOUSE ads on social media sites to targeted audiences
- Place several signs throughout the neighborhood as allowed.
- Place a large OPEN HOUSE flag at the front
- Create a custom e-sign-in sheet, where we capture each visitor's information
- Do relentless follow-up by reaching out directly to every attendee after the OPEN HOUSE

MARKETING TIMELINE

Before Listing

5 DAYS TO ONE WEEK

- Professional Stage Consultation (1-2 weeks notice)
- Professional Photo Taken
- Install Electronic Lockbox on front door with spare house key
- Full-color brochure created (can be emailed for client review)
- "For Sale" sign installed.

THE DAY YOUR HOUSE GOES ON THE MARKET

- House will typically go on market on a Wednesday or Thursday
- Listing entered into Multiple Listing Service (MLS)
- House stocked with brochures
- House stocked with water bottles
- House showings begin

Ongoing Steps

THROUGHOUT

- Monitoring Showings through ShowingTime and electronic lockbox.
- Send feedback surveys to agents who have shown the property
- Hold a minimum of 2 OPEN HOUSES in the first month
- Contact you regularly with agent feedback
- Pre-qualify all Buyers
- Present and discuss offers
- Negotiate the transaction with other agent
- Finalize the Closing

ADVERTISING ON TOP SITES

- Realtor.com enhanced listings
- Trulia.com, Zillow.com
- Redfin.com
- MilitaryByOwner.com
- Homes.com and more

STAGE THREE

MARKET ACTIVITY





WHAT TO DO WITH PETS DURING A SHOWING

Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you

STAGE FOUR

UNDER CONTRACT & CLOSING





NEGOTIATING

THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

THE OFFER

PROCESS

BUYER'S AGENT

Write Initial Offer and submit to Seller's Agent

Congrats you're under contract

Counter Offer is reviewed, buyer can either:

SELLER'S AGENT

Initial Offer is reviewed, seller can either:

ACCEPT THE OFFER
or

DECLINE THE OFFER & Counter with new terms

REPEAT

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ACCEPT THE OFFER

ACCEPT THE OFFER

CONGRATS YOU'RE UNDER CONTRACT

FINAL STEPS

ORDER THE INSPECTIONS

During the inspection period, we will schedule an inspection with a reputable home inspector to do a thorough investigation of the home. Once this is complete, the inspector will provide the buyer with a list of findings.

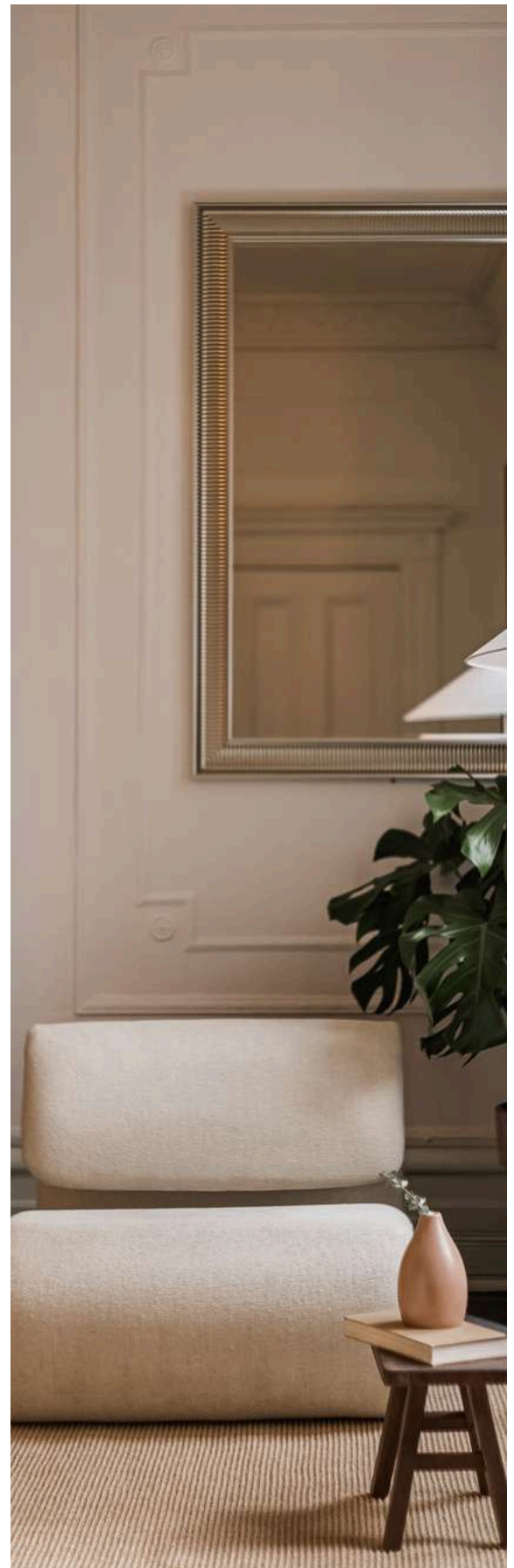
ORDER THE APPRAISAL

The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the value of the house. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.

NEGOTIATE FINAL OFFER

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. Think "big picture" and don't sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.
3. Keep your poker face. The buyer's agent will be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.





DISCLOSURES

In our state, the law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.



INSPECTIONS

It is important to understand the contingencies in the offers that are received. In our state, the default inspection contingency gives the buyer a little more than two weeks (17 days) to complete all inspections. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.



FINANCING/ APPRAISALS

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.



CLOSING

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we are here to guide you through every step of the way. We want to earn the role as your Real Estate Professional for LIFE...not just the single transaction.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like.
- Donate or sell items that are in good condition.
- Get copies of medical records and store them with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- START PACKING

2 WEEKS TO MOVE

- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number

DAY OF CLOSING

CLOSING DAY

Closing day is the final step in selling your home. It's when you sign the paperwork, finalize details, and officially transfer ownership. The closing process typically takes four to six weeks, and during this time, the buyer's purchase funds are held in escrow to ensure a smooth transaction

FINAL WALK-THROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to do has been done.

They will be sure to:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
 - Open and close garage doors with an opener
 - Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (ME)
 - You
 - Closing Officer

BRING TO CLOSING

- Government-issued photo ID
- Copy of the sales contract

CELEBRATE

Congratulations! Once everything is signed and the paperwork is complete, you'll hand over the keys and officially close the deal.. Now it's time to look forward to your next chapter.

WHY YOU SHOULD HIRE US



WHAT TO EXPECT FROM ME

When you hire me to list your home, you're not just getting a real estate agent — you're getting a partner. I'm committed to keeping you informed, supported, and confident every step of the way.

Professional Guidance

From staging and pricing to negotiations and contracts, I'll walk you through each part of the process with confidence and care.

Market Expertise

I stay up to date on the local market so we can adjust our strategy as needed and stay competitive.

Full Support

I'm here through inspections, paperwork, and every detail until the keys are handed over — and beyond.



WHY YOU SHOULD HIRE US

1

COMMUNICATION

Communication is the key to positive relationships. You'll hear from me consistently. To that end, we have a multi-faceted communication program with our Seller, which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers receive weekly updates on marketing, showing activity, and feedback, offers, and next steps — no surprises. via email.

2

MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

3

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

4

TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.

MY COMMITMENT TO YOU

I COMMIT TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I commit to always provide you with honest and accurate information about the condition and value of your property. You can rely on me to thoroughly assess every aspect, from the structural integrity to the aesthetic appeal, ensuring that you have a comprehensive understanding of your property's true worth.

I COMMIT TO RESPECT YOUR CONFIDENCE

I commit to respect your confidence and keep any information you share with me completely confidential. Your trust is of utmost importance to me, and I will always ensure that your privacy is protected. Rest assured that any conversations we have will remain in strict confidence, fostering a safe and secure environment for open communication.

I COMMIT TO CONSISTENT COMMUNICATION

I wholeheartedly commit to maintaining consistent and effective communication, ensuring that all parties involved are continuously informed and updated throughout the process. By prioritizing open and transparent lines of communication, I strive to foster strong connections, build trust, and drive successful outcomes.

I COMMIT TO SERVING YOU WITH EXCELLENCE

Providing quality service from the moment you place your trust in us to sell your property. I am dedicated to delivering the very best in professional and individualized service, including staging support when needed to help enhance your home's presentation and maximize its sale potential.

I COMMIT THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

Rest assured, I commit to ensuring that you will have a clear and comprehensive understanding of what you're signing. You can trust that no information will be overlooked, and any potential confusion will be cleared up, allowing you to make informed decisions with confidence.

I COMMIT TO BEING A PROBLEM SOLVER

I am wholeheartedly committed to being a proactive problem solver, consistently seeking out innovative and creative solutions. With unwavering determination and resourcefulness, I am dedicated to overcoming challenges that come our way.

MY PROFESSIONAL PROMISE TO YOU...

My promise to you is that I will serve as
Your Advocate- Your Consultant
Your REALTOR

Providing guidance as a Real Estate Consultant with the highest level of integrity and honesty.

I will keep you informed on our progress and will present/prepare all offers in a timely manner.

You have my word that my guidance during your transaction will be based on information and statistics from the marketplace.

I Understand that we are partners in this transaction, and I do not take the trust that you have placed in me lightly.

I will continue to do everything to perform the above expectations on your behalf.

Lastly, you deserve a professional the knowledge and experience in project management and total home design; that is my value-add!

EUNICE RANCY

OUR PROMISE TO YOU

1 I promise to tell you the truth about your property.

2 I promise to respect your confidence.

3 I promise to give you good advice.

4 I promise that you will understand what you're signing.

5 I promise to follow through and follow up.

EASY EXIT

TAKE THE RISK AND FEAR OUT OF LISTING YOUR HOME!

We frequently hear tales of customers who were dissatisfied with their former real estate agents. Frequently, the other agency attempted to pressure them by using a listing agreement that cannot be canceled or they would have to take on a hefty cancellation fee. I wouldn't want to subject any of my customers to that. We make sure that all of our Listing Agreements include an Easy Exit Policy!

When you are ready to sell your home make sure the Broker you hire offers an Easy Exit Listing Agreement. Whenever you are ready to talk with us call (703) 223-9415 or email me at eunice@amaryllishomes.com.

YOU ARE IN CONTROL Easy Exit Policy

Worry no more. I take the risk out of listing your home through my easy exit listing policy.

1. You can cancel your listing at any time.*
2. You can relax, knowing that you will not be locked into a lengthy or binding contract.
3. If for any reason you are not 100% satisfied with our real estate services, or if everything is not done exactly the way we promised it will be done, simply call us to let us know. You can cancel the listing if you desire.

LET'S TALK

I'M YOUR AGENT—NOT JUST FOR ONE DEAL

Around here, people move every few years—it's just part of life near Quantico. That's exactly why I don't believe in one-and-done relationships. Whether you're buying again, selling, or PCS'ing down the road, I want to be the person you call every time.

I'LL KEEP YOU IN THE LOOP

Once you close, I'm still checking in. I'll keep you updated on what your home is worth, what's happening in the local market, and how your equity is growing. That way, when it's time to move again—you're already ahead of the game.

I WANT TO HEAR FROM YOU

I take my work seriously, and I'm always looking to get better. If there's something you loved—or something I could improve—I want to hear it. Your feedback helps me serve you (and future clients) at a higher level.

NEED ANYTHING AFTER CLOSING? CALL ME

Seriously—don't Google it, just call me. Contractors, cleaners, painters, landscapers... I've got solid, trusted people you can count on. Homeownership comes with a lot, and you don't have to figure it out alone.

QUICK NOTE ON DUAL AGENCY

Sometimes one agent represents both sides of a deal—that's called dual agency. The catch? That agent has to stay neutral, which means they can't fully guide or negotiate for you the way they normally would. That's why having your own representation matters—someone who's 100% in your corner.

REVIEWS



We worked with Eunice in renting a home after she was recommended to us by a friend. She was very knowledgeable about the area which was a huge plus since we were still pretty new to the area. She was great at communicating with us via text and calls. Answered all our questions about the listings and even filtered all the listings to exactly what we were looking for. She set up viewings on the days that worked best for our busy work schedule which was amazing! We are excited to purchase our first home and will for sure be going back to Eunice to help us find our home!

-Katerin Garrido

I recently purchased a home with Eunice Rancy. Working with Eunice was the easiest part of my relocation. I originally planned to rent and sent a request for contact. Eunice contacted me and provided good advice concerning the market. Eunice connected me with a great lender who was knowledgeable about Veteran programs. Throughout the process she kept me informed. If all goes as planned, I will be in the market to purchase an investment home next year. Eunice will be the first person I contact. Great Agent!!!

-Crystal Hill

Enjoyed the experience. Eunice was very knowledgeable concerning how to price, stage and declutter the home. She was professional, easy to communicate with and provided excellent service. She answered the phone, emails and texts promptly and showed compassion throughout the entire process. She also solved any problems quickly and provided excellent guidance throughout the entire process.

-Cheryl Brown

"Mrs. Eunice Rancy has been my personal real estate agent and mortgage broker for over 20 years. She is well qualified to sell any properties you would like. In 1998 she sold me my first home in Georgia and guided me in purchasing a second new home in 2006. Very reliable and responsible. She is absolutely NOT new in this business."

—Agnes Taylor

The best realtor I've worked...she helped me find a home and walked me through the process even though I'm a renter at the moment she's the first person I'm going to when I'm ready to purchase a home (definitely a great person!)

-Jermayne Jones

REVIEWS



Exceptional!!! Eunice Rancy was the realtor who also helped me sell the single family house I lived with my late husband for thirteen years. When she said she can also help me find my first house I did not hesitate to work with her again. Being in an emotional state of still grieving the loss of my beloved husband I could no longer live in my late husband's house, although I knew I wanted to move as a grieving widow did not really know what I wanted. I began searching for single family homes even though I was going to be the only one living there for I didn't want to go back to apartment living. Eunice being more than a realtor became my voice of reasoning, and extremely sympathetic to not only my story but as someone who lost more than her beloved but herself. She understood that I couldn't spend another year in my late husband's house took me an active 55+ adult community where there were townhouses and condos as well as a clubhouse, pool and other community activities. Eunice knew I needed a community atmosphere. I fell in love with the villa, but needed to sell my old house as well as work on my credit before I could purchase my dream home. Eunice helped me with both of these, as well connected with a lender who was able to approve me for a mortgage loan. While this was a three to four month process, Eunice helped me achieve my goal of moving into my new villa the 1st of March almost a month before my birthday.

Once I moved Eunice gave me an AppleBlossom plant that is thriving, as well as calls me on regular basis to check on not only how I am enjoying my new house, but how I am doing emotionally, physically and mentally.

Eunice has been more than just a realtor, is and remains a great friend!

I highly recommend Eunice Rancy if you are looking to purchase, rent or sell a house. She is not only passionate about her work as a realtor, she actually cares for you as a person. Thank you Eunice!!!! I love my new home, and could not have gotten it without your help and support.

-Johane Pace

RESOURCE



FREQUENTLY ASKED QUESTIONS



How long does it take to sell a home?

It depends on the local market, the condition of your home, and pricing. Most homes sell within a few weeks when priced right and marketed effectively.



Do I need to stage my home?

Staging isn't required, but it can absolutely make a difference. Clean, decluttered, and styled homes often sell faster — and for more.



What costs should I expect?

Typical seller costs include agent commission, attorney or closing fees, and possibly some prep expenses (repairs, cleaning, etc.). I'll walk you through exactly what to expect upfront.



Do I have to be present for showings?

Nope! In fact, buyers often feel more comfortable exploring a home when the seller isn't present. I'll coordinate all showings and give you plenty of notice.



How do I know what my home is worth?

I'll provide a custom comparative market analysis (CMA) based on real-time data to help us price it right from the start.

COMMON SELLER CONCERNS

(AND HOW I RESPOND)

Selling your home is a big decision — and questions are completely normal. Here are a few of the most common concerns I hear, and how I help guide you through them:

“What if my home doesn’t sell?”

We’ll use a proven pricing and marketing strategy to attract serious buyers from day one. I also monitor activity and feedback closely so we can pivot quickly if needed.

“Should I wait for a better market?”

No one can time the market perfectly. What matters most is your personal timeline and goals — and we’ll price your home to perform in today’s market.

“What if I get a low offer?”

Negotiation is where I shine. I’ll present every offer with context, advocate strongly on your behalf, and explore counteroffer options when needed.

“I don’t want constant showings or stress.”

We’ll set showing boundaries that work for your schedule. I also keep communication smooth and streamlined so you’re never overwhelmed.

NEXT STEPS

Schedule a Listing Consultation

Let's meet to walk through your timeline and get your questions answered.

Sign Listing Paperwork

I'll prepare everything you need to officially get your home on the market.

Prep the Home for Showings

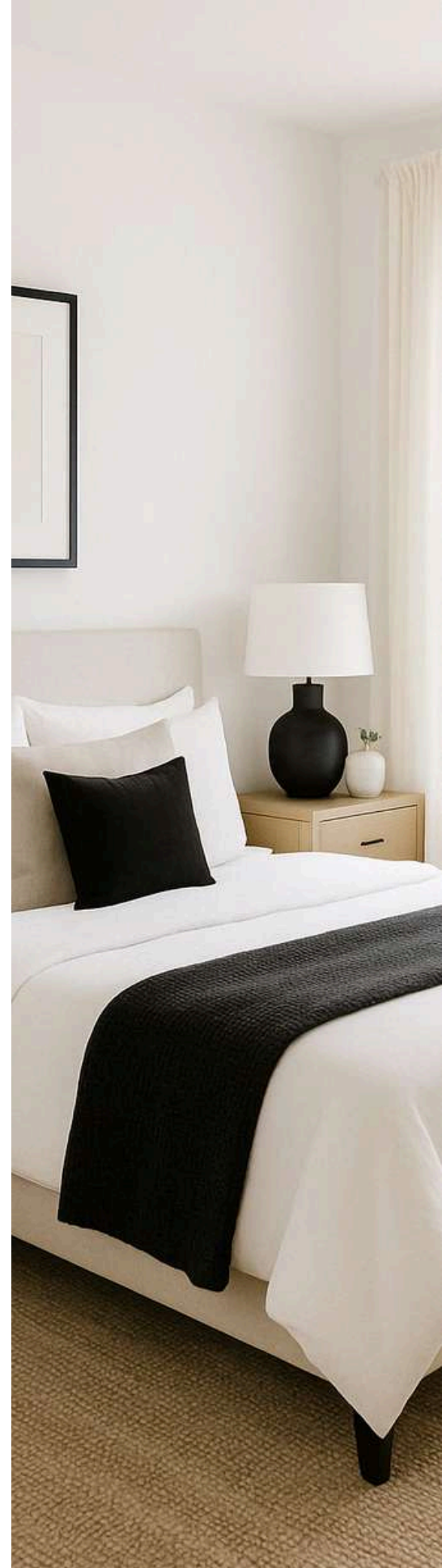
We'll make sure your home looks its best — from staging to photos.

Schedule Professional Photography

We'll capture your home's best features with stunning, high-quality images.

Launch Your Custom Marketing Plan

Once listed, I'll immediately begin promoting your home across multiple channels.



THINKING OF SELLING IT YOURSELF?

It's possible — but it's rarely simple

Selling on your own (FSBO) might seem like a way to save money, but most sellers quickly realize how complex the process can be. From pricing and staging to marketing, showings, contracts, and negotiations — it's a full-time job with real risk.

Homes sold without an agent often sell for less and take longer to close. In fact, studies show FSBO listings typically earn less profit, even after commission is factored in.

My role is to protect your time, your bottom line, and your legal peace of mind. I handle the details, the deadlines, and the difficult conversations so you don't have to.



I'm here to make this smoother,
safer, and more profitable.

RECOMMENDED CONTRACTORS

GENERAL CONTRACTOR

River's Contractors LLC

☎ 703-203-6846

✉ Jorarman51@gmail.com

PAINTER

That 1 Painter

☎ 571-340-1240

✉ eamonn.garvey@that1painter.com

LANDSCAPER

B & A Landscape

☎ 571-330-3892

✉ balanscapelp@gmail.com

HOME STAGERS

Zhoosh Staging Company

☎ 240-377-7541

✉ Jessica.Zhoosh@outlook.com

FLOORING

IN ANGELS HANDS

☎ 703-798-7207

✉ inangelshands7@gmail.com

ROOFER

PEAK ROOFING CONTRACTORS, INC.

☎ 703-753-4585

✉ dawn@peakroofingcontractors.com

JUNK REMOVAL

CHIKI'S CLEAN & CLEAR

☎ 571-330-6560

✉ chikiscleanclear@gmail.com

PLUMBER

Calix Plumbing & Gas LLC

☎ 703-986-6919

✉ Calixplumbing1@gmail.com

ELECTRICIAN

RBC Electrician

☎ 703-203-6846

✉ e-mail@email.com

HVAC

HVAC Done EZ

☎ 571-393-9521

✉ hvacdoneez@gmail.com

PEST CONTROL

Viewpoint Pest Management

☎ 703-349-0745

✉ Jdixon@viewpointpest.com

HOME INSPECTOR

Pillar To Post Home Inspectors

☎ 703-657-3207

✉ Eric.Boll@pillartopost.com

MOVING COMPANY

Quick Reaction Moving and Storage

☎ 571-946-0781

✉ office@qrmovers.com

HANDYMAN

RC REMODELING EXPERTS, LLC

☎ 703-546-6403

✉ carlos.projects2you@gmail.com

RECOMMENDED CONTRACTORS



CLEANERS

Ramirez House Cleaning LLC

☎ 703-338-8842

✉ company@gmail.com

PROFESSIONAL ORGANIZER

Categorically Caroline

☎ 571-762-2959

✉ Categoricallycaroline@gmail.com



I'M HERE TO GUIDE YOU EVERY STEP OF THE WAY

Let's take the guesswork out of selling your home. With my personalized approach and clear, easy-to-understand insights, I'll help you make decisions that truly work for you.

Ready to move forward? Let's chat about how we can make the most of your home sale. I'm here to give you the guidance and confidence you need to navigate every step of the process. Reach out to schedule our listing appointment, and we'll get started on making your sale a success. I can't wait to work together!

GLOSSARY

Adjustable Rate Mortgage (ARM): A mortgage that provides for periodic changes in the interest rate, based on changing market conditions.

Amortize: To liquidate or extinguish (a mortgage, debt, or other obligation), especially by periodic payments to the creditor or to a sinking fund, to write off a cost of (an asset) gradually.

Annual Percentage Rate (APR): Annual percentage rate, the annual rate of interest, the total interest to be paid in a year divided by the balance due.

Appraisal: The act of estimating or judging the nature or value of something or someone. An estimate of value, as for sale, assessment, or taxation; valuation.

Closing: The final step in property purchase where the title is transferred from the seller to the buyer. At closing the seller receives payment for the property. Also known as settlement.

Closing Costs: Fees charged to a purchaser by a bank, lawyer, etc. For services related to a sale, a title search, an appraisal, etc. Any expenses over the purchase price of a house, land, etc., that is paid by the purchaser or seller at the completion of the sale.

Closing Disclosure: A Closing Disclosure is a five-page form that provides final details about the mortgage loan you have selected. It will be sent prior to closing and the initial document must be signed 72 business hours before closing. It includes the loan terms, your projected monthly payments, and how much you will pay in fees and other costs to get your mortgage (closing costs).

Contingency: A clause in a purchase contract outlining conditions that must be fulfilled before the contract is executed. Both buyer and/or seller may include contingencies in a contract, but both parties must accept the contingency.

Conventional Loan: A private sector loan, one that is not guaranteed or insured by the U.S. Government.

Deed: A writing or document executed under seal and delivered to effect a conveyance, especially of real estate.

Disclosures: The release of relevant information about a property that may influence the final sale, especially if it represents defects or problems. "Full disclosure" usually refers to the responsibility of the seller to voluntarily provide all known information about the property. A seller found to have knowingly lied about a defect may face legal penalties.

Earnest Money: Money given by a buyer to a seller to bind a contract.

Easement: A right held by one property owner to make use of the land of another for a limited purpose, as right of passage.

Escrow: A contract, deed, bond, or other written agreement deposited with a third person, by whom it is to be delivered to the grantee or promisee on the fulfillment of some condition.

Fannie Mae (FNMA): A federally-chartered enterprise owned by private stockholders that purchases residential mortgages and converts them into securities for sale to investors; by purchasing mortgages, Fannie Mae supplies funds that lenders may loan to potential home buyers.

Federal Housing Administration (FHA): Provides mortgage insurance on loans made by FHA-approved lenders throughout the United States and its territories. FHA insures mortgages on single family and multifamily homes including manufactured homes and hospitals.

Fixed-Rate Mortgage: A home mortgage for which equal monthly payments of interest and principal are paid over the life of the loan, usually for a term of 30 years.

Freddie Mac: Federal Home Loan Mortgage Corporation (FHLMC), a federally chartered corporation that purchases residential mortgages, secures them, and sells them to investors; this provides lenders with funds for new home buyers.

Lien: The legal claim of one person upon the property of another person to secure the payment of a debt or the satisfaction of an obligation.

Origination Fee: A fee charged by a lender for evaluating and processing a loan application, usually a percentage of the face value of the loan.

PITI: Principal, interest, taxes, and insurance.

Promissory Note: A written promise to pay a specified sum of money to a designated person or to his or her order, or to the bearer of the note, at a fixed time or on demand.

Rate Lock: A commitment by a lender to a borrower guaranteeing a specific interest rate over a period of time at a set cost.

Title: In property law, a title is a bundle of rights in a piece of property in which a party may own either a legal interest or equitable interest. The rights in the bundle may be separated and held by different parties. It may also refer to a formal document, such as a deed, that serves as evidence of ownership.

Title Insurance: Insurance protecting the owner or mortgagee of real estate from lawsuits or claims arising from a defective title.

Title Insurance: Insurance protecting the owner or mortgagee of real estate from lawsuits or claims arising from a defective title.

Underwriting: The process of analyzing a loan application to determine the amount of risk involved in making the loan; it includes a review of the potential borrower's credit history and a judgment of the property value.

Notes & Reminders



A living room scene featuring a fireplace with a fire, teal armchairs, a coffee table with books and a vase, and a large potted plant. The room has a white wall with a large mirror and a chandelier. The image is overlaid with horizontal lines for writing.

Thank
you

As a dedicated real estate professional, I fully understand the significance of this decision and the trust you have placed in me. I am committed to providing you with exceptional service, market expertise, and unwavering support as we navigate the intricacies of the real estate process together. Your confidence in my abilities is truly appreciated, and I am excited to embark on this partnership with you. I assure you that I will go above and beyond to exceed your expectations and ensure a smooth and successful experience. Thank you once again for considering my services. I am honored to be part of your home-selling journey, and I look forward to the opportunity of working with you!

EUNICE RANCY

Let's Get Your Home Sold

Thank you for considering me as your trusted partner in this important journey. I'm committed to guiding you with clarity, confidence, and care — every step of the way.

Whether you're ready to list now or just exploring your options, I'm here when you're ready.

Eunice Rancy



PHONE

(703) 223-9415



ADDRESS

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