



# THINKING ABOUT SELLING *Your Rental Property?*

SMART TIMING. STRATEGIC PREP. MAXIMUM RETURN

## **INSIDE THIS GUIDE:**

HOW TO PLAN YOUR SALE, EVALUATE MARKET CONDITIONS, PREP YOUR PROPERTY, AND NAVIGATE THE PROCESS WITH OR WITHOUT TENANTS.

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# IS NOW THE RIGHT TIME TO SELL

Deciding when to sell a rental property is a big decision—and timing can make a major difference in your bottom line. Whether your lease is ending soon, your expenses are rising, or you're ready to shift your investment strategy, it's important to evaluate both the market and your personal goals. This guide is here to help you weigh those factors and determine if now is the right time to take the next step.



*Hi, I'm Stacey Caito*  
YOUR LOCAL REALTOR

As a local expert and experienced Realtor, I've helped many landlords navigate the selling process with clarity and confidence. I understand the unique challenges of selling a rental and provide straightforward guidance to help you maximize your return with less stress.

**EXPLORE YOUR OPTIONS WITH THE HELP OF THIS GUIDE**

# TIMING THE MARKET

Owning a rental property means keeping a close eye on the numbers—but when the market shifts, smart investors know when to pivot. With rising property values, changing tenant dynamics, and evolving landlord laws, more rental owners are asking: Is now the right time to sell? This page outlines key factors to consider as you evaluate your next move.

## EQUITY GROWTH

If you've owned your rental for several years, chances are you've built significant equity—especially with recent home appreciation.

Selling at the right time can allow you to cash in on gains, reduce debt, or reinvest in new opportunities with stronger long-term returns.

## MARKET PRESSURE

Between rising maintenance costs, tighter regulations, and changing tenant expectations, many landlords are finding it harder to maintain profit margins. If your rent hasn't kept up with expenses—or if turnover is rising—it may be time to evaluate your next best move. Even a well-performing rental deserves a regular review to ensure it's still aligned with your long-term financial goals.

*Savvy investors know when it's*  
TIME TO EXIT SMART



# WHY SELL NOW?

Owning rental property has its benefits—but many landlords are taking a closer look at their portfolios and choosing to sell while market conditions are still in their favor. From shifting laws to increasing costs, there are several reasons why now may be the right time to move on and maximize your return.

## EQUITY GROWTH



### EQUITY GROWTH

Avg. Home Appreciation in VA (5-Year):

Since 2020

**38%**

## RISING COSTS



### RISING OPERATING COSTS

+ Avg. Operation Since 2020

**20%**

## TENANT TURNOVER



### TENANT TURNOVER

Avg. Annual Turnover Cost to Landlord:

**\$3,250**

Over the past five years, Virginia homeowners have seen an average equity increase of 38%—a major opportunity for landlords looking to cash out at a high point. For many, this growth represents the perfect window to sell and redirect that equity into new investments, pay down debt, or simply step away from active property management.

At the same time, operating costs have surged—up over 25% since 2020 due to rising maintenance expenses, insurance premiums, and contractor labor. Add in the average \$2,500–\$4,000 cost of turning over a rental between tenants, and it's easy to see why shrinking margins are pushing even experienced landlords to reevaluate their portfolio. For those nearing the end of a lease or considering a transition, now may be the most profitable—and practical—time to sell.

# UNDERSTANDING WHAT BUYERS WANT

Today's buyers aren't just looking for a home—they're looking for a lifestyle. Whether they're first-time buyers, growing families, or remote workers relocating for more space, buyers are focused on practical features, value, and community appeal.

For landlords preparing to sell, understanding these priorities can help position your property more competitively. Updated interiors, neutral finishes, outdoor space, and a flexible layout are some of the most requested features—especially for buyers moving from more urban or high-density areas.

## *Top Buyer Priorities*

### AND WHY IT MATTERS TO LANDLORDS

Understanding what buyers want isn't just helpful—it's powerful. For landlords preparing to sell, aligning your property with buyer expectations can lead to a faster sale, stronger offers, and fewer closing concessions. Even simple updates—like fresh paint or curb appeal—can shift perception and increase value.

Buyers are emotional decision-makers. The more clean, move-in ready, and flexible your home feels, the more likely it is to stand out. If your tenant is moving soon, this is the perfect time to walk through with fresh eyes and create a plan to maximize impact.

#### TOP BUYER PRIORITIES



##### Strong Local Schools

Many buyers prioritize school zoning, even if they don't have kids yet



##### Work-from-Home Potential

Extra bedrooms, home office space, or finished basements are in demand



##### Storage & Parking

Garages, sheds, and usable yard space can increase buyer interest



##### Updated or Move-In Ready Condition

Buyers often prefer homes that require fewer immediate repairs



##### Walkability & Community Amenities

Proximity to parks, grocery stores, and commuter routes matters more than ever



# WHAT TO DO BEFORE YOU SELL

Selling a rental property involves more than just putting up a sign—it starts with a smart, strategic plan. Whether your tenant is preparing to move out or the property is already vacant, taking a few key steps now can lead to a smoother sale and a better return. The more prepared and market-ready your home is, the more confident today's buyers will be when it hits the market.

## *Landlord's To-do List*



### **CHECK YOUR LEASE TERMS**

Know exactly when the lease ends and what notice you must give. Also review clauses related to showings, termination, and transfer of lease.

### **COMMUNICATE EARLY WITH TENANTS**

Give your tenant a heads-up about your intent to sell. Clear, respectful communication can lead to better cooperation during the process.

### **SCHEDULE A WALKTHROUGH**

Visit the property (with proper notice) to assess its current condition. Take note of any necessary repairs or improvements.

### **HIRE AN EXPERIENCED REALTOR**

Hire a Realtor with experience in rental properties and lean on their expertise to assess condition, prioritize repairs, and position your home for a strong market debut.

### **GET PROPERTY SHOW READY**

Hire a cleaner, touch up paint, remove scuffs, and fix visible wear and tear. If the home will be vacant, consider light staging or virtual staging to help buyers visualize the space.

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## SMALL IMPROVEMENTS, BIG RESULTS

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According to the National Association of Realtors, **homes that are clean, staged, and well-maintained sell up to 88% faster** and for more money than homes that aren't. Even simple updates—like a fresh coat of paint, replacing outdated light fixtures, or professional cleaning—can dramatically improve first impressions and attract stronger offers.



# SELLING WITH A TENANT IN PLACE

Selling a rental property while it's still occupied by a tenant is possible—but it requires a thoughtful, respectful approach. With the right strategy, you can minimize disruption, maintain a good tenant relationship, and still attract strong buyer interest. It starts with clear communication, smart planning, and understanding how to work within the lease while preparing the property for market.

## RESPECTFUL COMMUNICATION

### **Build trust early to ensure cooperation**

Let your tenant know your plans as soon as possible. Clear, respectful communication helps set expectations and can make scheduling showings much smoother. A tenant who feels included in the process is far more likely to keep the home tidy and grant access when needed.

## STRATEGIC SHOWINGS

### **Smart timing = less disruption**

Group showings into narrow time windows to limit inconvenience. Offer advance notice, and consider incentives like gift cards or professional cleaning to thank tenants for their cooperation. If access is limited, high-quality pre-tenant photos or virtual staging can help keep marketing strong.

## *Why the right Realtor Matters*

Selling a tenant-occupied home isn't just about pricing—it's about strategy, timing, and communication. An experienced Realtor knows how to position your property effectively, market it with sensitivity, and handle the extra layer of coordination between tenants, showings, and buyers. From protecting your timeline to avoiding legal missteps, having the right guidance can make the entire process smoother, more respectful, and ultimately more profitable.

# MAXIMIZING YOUR NET PROCEEDS

Selling your rental property is about more than just the sale price—it's about how much you keep in your pocket when it's all said and done. From timing and prep to pricing and presentation, smart decisions can have a direct impact on your final number. Here's how to make the most of your sale, not just get it sold.

## **FOCUS ON THE RIGHT PREP**

Not every repair is worth doing—but some light touch-ups, professional cleaning, or neutral paint can dramatically improve your marketability. Your Realtor can help prioritize updates with the highest return.

## **PRICE IT STRATEGICALLY, NOT EMOTIONALLY**

Pricing too high can scare off buyers; pricing too low leaves money on the table. We use real-time data and local investor insights to strike the right balance and attract serious offers quickly.

## **MARKET WITH INTENTION**

Professional photos, staging, and compelling marketing copy make a difference—especially if the home is vacant. The better the presentation, the more perceived value.

## **KNOW YOUR COSTS UP FRONT**

We'll provide a clear net proceeds estimate that includes agent commissions, taxes, and closing costs—so there are no surprises later.

## **GET PROPERTY SHOW READY**

Hire a cleaner, touch up paint, remove scuffs, and fix visible wear and tear. If the home will be vacant, consider light staging or virtual staging to help buyers visualize the space.

## **Should you consider a 1031 Exchange?**

Understanding what buyers want isn't just helpful—it's powerful. For landlords preparing to sell, aligning your property with buyer expectations can lead to a faster sale, stronger offers, and fewer closing concessions. Even simple updates—like fresh paint or curb appeal—can shift perception and increase value.

Buyers are emotional decision-makers. The more clean, move-in ready, and flexible your home feels, the more likely it is to stand out. If your tenant is moving soon, this is the perfect time to walk through with fresh eyes and create a plan to maximize impact.



# FREQUENTLY ASKED QUESTIONS

Selling an investment property is a big decision. From timing to tenants, it's normal to have questions. This page answers common concerns so you can move forward with clarity and confidence.

## **1. WILL MY TENANTS NEED TO MOVE OUT BEFORE CLOSING?**

That depends on the buyer. If the new buyer is also an investor, they may want to keep the tenants in place. If they're an owner-occupant, you'll likely need to coordinate move-out timing before settlement.

## **2. WHAT IF MY TENANTS AREN'T TAKING CARE OF THE PROPERTY?**

We'll assess what improvements—if any—are necessary to market the home successfully. In some cases, a tenant-occupied sale is still possible. In others, a vacant sale may result in a stronger return.

## **3. HOW DO TAXES WORK WHEN I SELL MY RENTAL PROPERTY?**

You may be subject to capital gains taxes, depreciation recapture, or eligible for a 1031 exchange. We always recommend consulting a CPA or tax advisor for personalized guidance.

## **4. WHAT HAPPENS IF MY TENANT REFUSES TO COOPERATE?**

This can be tricky, but we've handled it before. We'll explore communication strategies, incentives, and legal requirements to create a solution that works for everyone—or help you decide if waiting for the lease to end is the better route.

## **5. CAN I OFFER MY TENANTS THE OPTION TO BUY THE HOME?**

Absolutely. In fact, tenant-first opportunities can simplify the process and lead to a smoother closing. We'll walk you through how to present the option, set expectations, and protect your interests.

## **6. CAN I STILL COLLECT RENT DURING THE SALE PROCESS?**

Yes, absolutely. You remain the property owner until closing and are entitled to rent during that time. If the buyer is an investor, lease and rent terms typically transfer to them.

## **7. WHAT IF MY PROPERTY NEEDS WORK BEFORE SELLING?**

You don't need to renovate the entire home to sell. We'll help you identify which updates (if any) will provide the highest return—and whether selling “as-is” is the smarter financial decision.

# WHY WORK WITH US



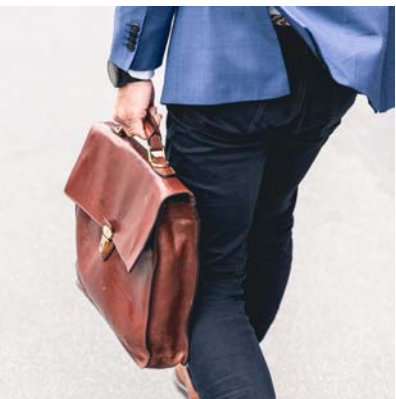
## STRATEGY DRIVEN FROM DAY ONE

Whether you're preparing to sell or beginning your home search, success requires more than good instincts—it requires a smart, strategic plan. We approach every client's goals with focus and precision, using market insights, proven methods, and a deep understanding of Northern Virginia real estate. From pricing and positioning to writing winning offers, each step is tailored to help you make confident, well-informed decisions in any market.



## CLEAR COMMUNICATION, ALWAYS

Communication is one of the most important (and often overlooked) parts of a successful real estate experience. We prioritize keeping our clients informed every step of the way—whether that means late-night questions, real-time updates, or walking through the fine print together. You'll never have to wonder what's going on or what comes next—our commitment is to keep you informed, empowered, and supported from beginning to end.



## MORE THAN A TRANSACTION

Real estate is personal, and we never lose sight of the people at the center of each transaction. Whether we're guiding a first-time buyer, helping a family relocate, or supporting a seller through a major transition, we show up with empathy, hustle, and heart. Your goals become our goals—and we work tirelessly to help you reach them with care and confidence.

*Real estate is our passion*

HELPING OUR CLIENTS ACHIEVE THEIR HOME GOALS

No matter where you are in your real estate journey, we're here to guide you with integrity, expertise, and heart. Let's turn your goals into a success story—together.

# WHAT TO EXPECT

Working with us means having a dedicated, experienced team in your corner every step of the way. We combine strategy, communication, and client-focused service to ensure your real estate experience is smooth, informed, and successful.



## *About our company*

With over 10 years of experience, we're a trusted real estate team serving Northern Virginia with expert guidance, strategic insight, and personalized service. Whether you're buying or selling, we make the process clear, efficient, and successful from start to finish.

### **01** PERSONALIZED EXPERIENCE

We don't believe in one-size-fits-all real estate. Every client, home, and situation is unique—so we take the time to listen, understand your goals, and build a strategy around you.

### **02** EXPERT GUIDANCE

From staging to pricing, contracts to closing, we walk you through every phase with clarity and confidence. You'll always know what's happening, what's next, and why it matters.

### **03** SOLUTIONS DRIVEN

We anticipate challenges before they arise and handle the details behind the scenes—so you can stay focused on your future, not the stress of the process.



# TRUSTED BY MANY

Nothing means more to us than the trust of our clients. Over the years, we've had the privilege of guiding buyers and sellers through some of life's biggest moments—and their feedback means everything. Below are just a few words from the people who know our work best: our clients.

- ”
- Stacey is incredible. She helped us buy our home in 2018 and then sell it in 2023. Her expertise in helping us when we built was fabulous. Communication from Stacey is top notch. She never misses a call or text. We never felt nervous during the process because we trusted Stacey to guide us and guide us she did. She negotiated with the buyer to get us the best possible outcome and we can't thank her enough. You really want to work with this woman. She's a tough, family oriented, strong, hard working female and she will do everything in her power to make your life buying or selling easier and enjoyable.

MIKE BAYLISS

- ”
- It was a pleasure working with Stacy. She is very knowledgeable, professional and friendly. We are so grateful to her for helping us throughout the process of selling our house without any stress. I would highly recommend her for anyone who is looking for a great agent to assist you in buying or selling your home. Thank you so much, Stacy!

DHEVRAJ VAIRAPPAN

- ”
- Stacey is an AMAZING realtor!! She helped us to sell our house just at the right time in the market to make the maximum profit. Stacey is so professional and pays attention to every detail. She truly makes the home process seamless!

TONI TRIBBLE

# ...TESTIMONIALS

- Having Stacey as my realtor was the best decision I made when I sold my house! I was preparing to move across the country, and she helped ease the stress SO much by making the selling process so smooth. She went above and beyond to make sure all my questions were answered, and I cannot thank her enough for all her help.

SUSAN HOPSON

- I couldn't have been happier to have had Stacey sell my parents home. She was so patient, understanding, and readily available to answer any questions or concerns that may have arisen. I highly recommend you give her a call for all your real estate needs! You won't be disappointed!

LISA ELDER

- Stacey has been amazing to work with to sell our house and guide us through the new construction process. From her staging advice to negotiating an offer significantly over our list price with all the terms we wanted, she nailed it all. We plan to never move again but if life happens, we'll call on her services and support again.

MELISSA CIBA

- Stacey was AMAZING! She helped us get our home sell-ready and kept us very informed throughout the whole process. We ended up selling for above asking price!!! She would always get back to us when we had questions and kept our concerns to a minimum because we knew she had it all covered. She looked out for the best offer that was put in for our house that worked best for us. I have already recommended her to family and friends. She is absolutely wonderful at her job!

GRACE CARLSON



# Virginia Homes

BY STACEY CAITO

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