



YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO

Sold

LISA HATCHER REALTOR®

YOUR HOME MATTERS

We believe in going above and beyond
to provide top-tier service & and
exceptional client experience.

Welcome! We're Hatcher Team Homes, your dedicated real estate partners. With our combined 30 years of experience and passion for helping people, we're here to transform your home-buying journey into an exciting adventure.

Our mission? To find your perfect home while providing expert guidance every step of the way. From understanding your needs to effective negotiation, we'll leverage our diverse skills and local market knowledge to ensure you find the ideal property. Let's work together to make your homeownership dreams a reality!



Lisa Hatcher

REALTOR®



757.218.6301 Lisa's cell



757.345.8335 Cassidy's cell



HatcherTeamHomes@gmail.com



Williamsburg, VA



MEET OUR TEAM

WE CAN'T WAIT TO WORK WITH YOU

Lisa Hatcher

REALTOR®

Lisa, ICON agent, is our fearless leader. Lisa has been involved with real estate since 2001, so she has a wealth of knowledge and experience. Lisa is also fluent in Spanish, so that helps to cater to a larger segment of the population where they have a strong following. Lisa and her family are also experienced in home renovation and home staging.

Kassidy Hatcher

REALTOR® & TRANSACTION COORDINATOR

Kassidy is a licensed agent who blends real estate expertise with creative, lifestyle content. Raised in the family business, she specializes in strong marketing, smooth transactions, and genuine client connections. From showing homes to creating Camry's dog-friendly vlogs and homestead videos, Kassidy brings energy, strategy, and warmth to every buyer and seller she helps.



Client Testimonials

MEET SOME OF OUR HAPPY CLIENTS

We have purchased several homes over the years, and working with Lisa Hatcher has been by far the best experience we have ever had. Lisa listened to us carefully and quickly figured out the areas and types of homes that fit us best. She made our entire experience not only efficient but fun. Lisa knows all key considerations regarding the real estate market locally and regionally. Communicating with Lisa was incredibly easy. Her connections with lenders, contractors, and insurance brokers provided us with a one-stop shop. We give Lisa Hatcher our highest recommendation.

MIKE & ELIZABETH M.

Lisa and the Hatcher team have truly become family to me! They have been there to sell and buy two homes with me! Each time they demonstrated true professionalism, provided valuable guidance, and always worked with me as a team, no matter the task at hand. Lisa, on numerous occasions, provided resources and guidance beyond what was required. Being a new home buyer, she was able to guide me not only in the process but also in general maintenance of my home and recommendations on reliable companies to use! Lisa and her team have truly looked out for me throughout the years. They will always be considered both my family and will always have my business when it comes to home buying and selling.

AMY S.



OTHER CLIENT SUCCESSES

Client Case Study

OUR SIGNATURE PROCESS



Clients

The Taylor Family



Client Goal

Work together to make the best decisions for the sale of their parents' home.



Results

- Strategic pre-listing preparation
- High-impact marketing campaign
- Multi-heir sale successfully coordinated



I had the privilege of helping four siblings sell their parents' home after years of family memories. Over two years, I worked closely with the family to create a plan, coordinate the cleanout, and identify the improvements that would have the greatest impact on the home's value and marketability. With multiple decision-makers involved, clear communication was essential throughout the process.

I coordinated contractors, managed repairs and pool work, and oversaw the home's preparation from start to finish. Once ready, we launched a strategic marketing campaign featuring professional photography, stunning drone footage, neighborhood canvassing, direct mail, and targeted digital marketing. By combining thoughtful preparation with proactive marketing, we positioned the home for a successful sale while making a complex process as smooth as possible for the family.

Testimonial

"Lisa outperformed our imaginations helping us sell my mother's home in Virginia Beach. I am a real estate broker in North Carolina, and I was amazed with Lisa's organization and her ability to schedule so many different contractors to complete a variety of work necessary to get the house in selling condition.

Throughout the entire process she kept her eye on the end game and helped focus myself and three siblings on completing all the tasks to get the house to closing.

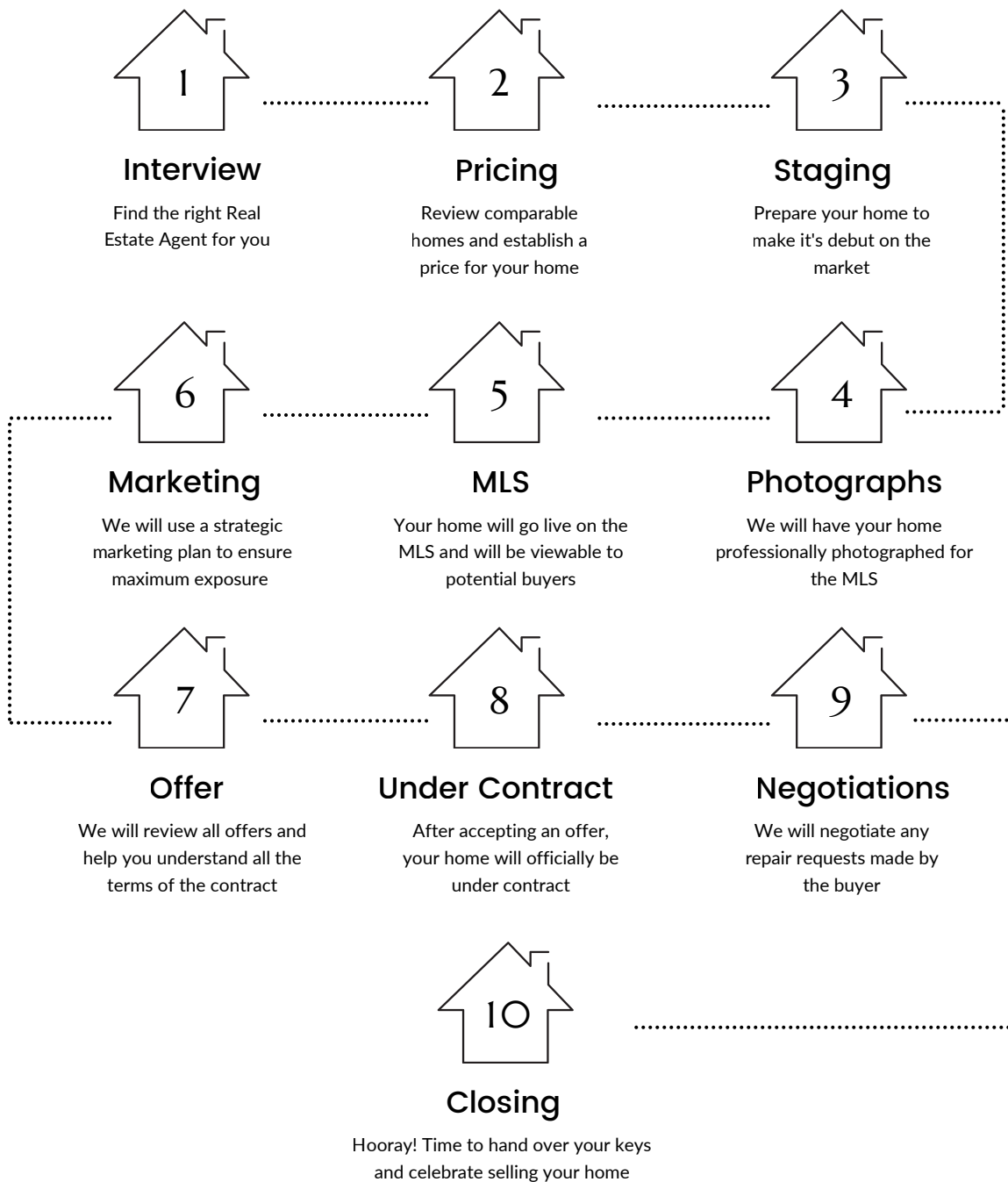
Lisa and her Hatcher team appeared to work effortlessly when behind the scenes she was a Workhorse. I highly recommend Lisa Hatcher to represent you in the sale or purchase of Real Estate.

Thanks Lisa! Cory Taylor"

FINDING YOUR HOME

Our Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

Our Proven Home Selling Timeline

OUR SIGNATURE PROCESS

STEP ONE

1

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

2

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

3

Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

STEP FOUR

4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





About Your Home

HELP ME UNDERSTAND YOUR HOME

-
- ✓ What drew you to this home when you bought it?
 - ✓ What is your favorite feature of your home?
 - ✓ What do you like most about your neighborhood?
 - ✓ What are your favorite nearby attractions and amenities?
 - ✓ What don't you like about your home?
-

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



Create a professional
listing flyer & in-home
marketing book



Informative &
engaging MLS listing
description



Expose to my associates
in my brokerage groups



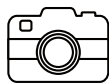
Strategic & targeted
post card campaign



Hold Open House 1-2
weeks after placing
property on the market



Promote at Realtor
Events



Use high resolution,
professional quality
photography



Target one-to-one social
media advertising



Hand-written notes
sent to your
immediate neighbors

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

MULTI-CHANNEL MARKETING

Marketing Deep Dive

Signage

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- High-quality signs designed to stand out
- Generates interest in your property

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Develop entire home floor plans
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of every property corner



*I'm going the extra mile to get your home **sold** fast*



Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for a broader reach
- Targeted online advertising campaigns
- Designed to attract qualified buyers

Exclusive Services

- Provide status updates for consistent communication
- The team is available for appointments seven days a week
- Maximum flexibility and accessibility
- Creative marketing strategies every week until it's sold
- Include complimentary home staging consultations
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

MY SPECIAL APPROACH

WHAT MAKES ME DIFFERENT

Mi promesa es simple: I'll always keep it honest, practical, and focused on you.

Whether you're preparing to sell your very first home or saying goodbye to the one you raised your family in, I'm here to walk beside you—not just as your REALTOR®, but as your guide, advocate, and problem-solver.

We'll create a plan that fits your timeline, your goals, and your lifestyle. From setting the price to getting to the closing table, I'll make sure each step is clear, smooth, and tailored to your needs.

Y si hablas español, no te preocupes—también hablo tu idioma. Estoy aquí para responder tus preguntas, ayudarte a entender el proceso, y hacer que la experiencia sea lo más sencilla posible para ti y tu familia.

When I'm not showing homes or writing offers, you'll probably find me in the garden, working on a DIY project, or playing pickleball in the sunshine. I believe that selling a home isn't just business—it's personal. And I treat every client like I would my own family.



YOUR WILLIAMSBURG, VIRGINIA REALTOR®

Helping buyers, sellers & investors in:

Williamsburg • Yorktown • New Kent • Newport News • Gloucester



First-time Home Buyers



Downsizers



Investors



< 12 hour response time

"Lisa is amazing. She's one of the most responsive people I have ever worked with in any industry. She has so many years of experience, and as a result, she knows the area, the vendors, and every detail of the process. Buying our home was seamless; she knew the answer to every question, and we would never think of working with anyone else."

- Mark & Sarah A.

"Trabajar con Lisa fue una experiencia excelente. Me ayudó a analizar los comparables del mercado y a entender los pros y contras de la propiedad, lo que me dio mucha confianza en mi decisión. Además, su rapidez y profesionalismo al preparar y presentar una oferta fueron clave para no perder la oportunidad. Recomendando altamente sus servicios a cualquiera que esté buscando un asesor inmobiliario comprometido y eficiente. ¡Gracias por todo!" - Diego D.

WHAT YOU NEED TO KNOW

About Commission

01.



Commission is Negotiable

My commission rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are not set by law. We can set a commission rate that reflects the value you will receive and the results you're aiming for.

02.



What Does it Pay for?

The commission is your investment in my expertise to effectively market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with care. I'll ensure that every aspect of selling your home is handled with care, and secure a successful sale.

03.



Keeping it off the MLS

NAR agreed to prohibit offers of compensation on the MLS. This makes it so that each property still has an equal opportunity and that compensation becomes negotiable during the offer-to-purchase stage.



SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?



Additional Notes



Your Home Matters

Thank you for choosing us to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.

Lisa Hatcher

REALTOR®



757.218.6301 Lisa's cell



757.345.8335 Cassidy's cell



HatcherTeamHomes@gmail.com



Regional corporate Address: 1545 Crossways Blvd

Ste 250 #242 Chesapeake VA 23320



*Based out of Williamsburg, VA