



SHELLIE & CO. ADVISORY SERVICES

selling a HOME

THE GUIDEBOOK

shellie & co.

| real |



Shellie Coury

Real Estate Advisor
Realtor® | Northern Virginia & Maryland

Hi, I'm Shellie Coury—a full-time real estate professional with an unwavering work ethic, a passion for helping people, and a deep commitment to doing business with honesty, transparency, and heart. Since becoming a licensed Realtor® in 2015, I've helped over 200 families buy, sell, rent, and invest across Northern Virginia and Maryland.

Before real estate, I worked full-time in DC's fast-paced restaurant industry while putting myself through college—an experience that taught me the value of hard work, resilience, and connecting with people from all walks of life. I eventually made it into the University of Maryland (go Terps!) and graduated in 2005 with a degree in Communication, which has served me well in this relationship-driven industry.

I approach every transaction with a hands-on mindset and a strategic eye, always aiming to educate and empower my clients to make the best decisions for their future. Whether you're a first-time buyer, a seasoned investor, or preparing to sell a longtime home, I bring hustle, heart, and honesty to the table—every time. Simply put: you won't find anyone who will work harder for you.

Outside of real estate, I'm a proud mom of two daughters—one who keeps me cheering on the sidelines of the soccer field, and the other that keeps me laughing, thinking, and on my toes daily. I'm also a lifelong dog lover and advocate for animal rescue, especially Pit Bulls. My favorite way to recharge is hiking with my dogs and watching them play in the water.

Real estate isn't just my career—it's my calling. If you're looking for a dedicated partner who will show up, put in the work, and genuinely care about your goals, I'd be honored to help you take the next step.

NAVIGATING CONTRACTS (AND POWER PLAYERS!)



Listing Agreement
Seller + Listing Agent



Buyer Agreement
Buyer + Buyer Agent

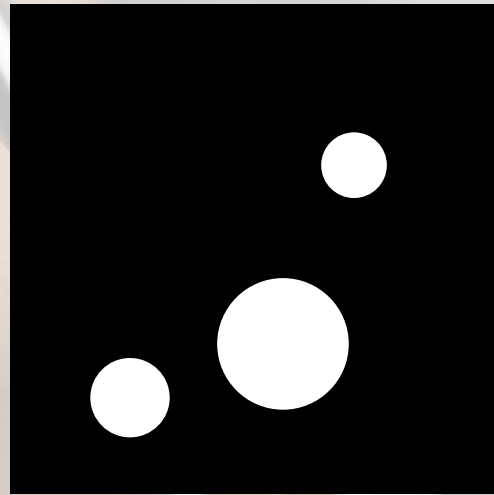
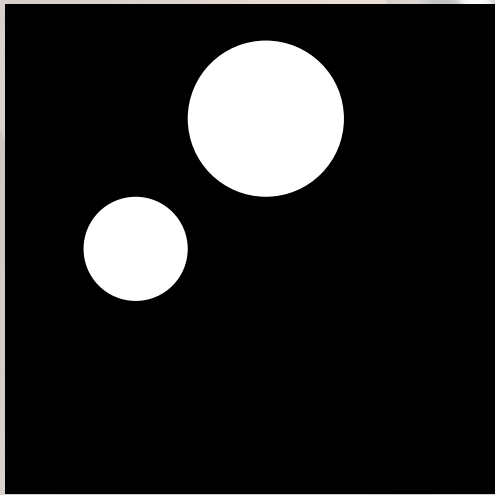


Purchase Agreement
Seller + Buyer

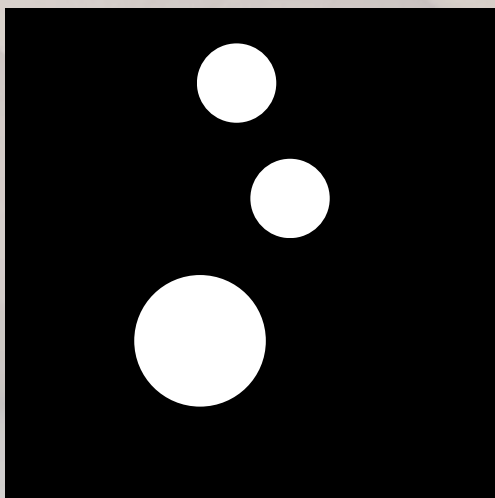
FINDING YOUR BUYER: The Buyer Universe

We break down the entire universe of buyers into four categories so that we can understand their core motivation and strategically create a targeted activation plan for each group

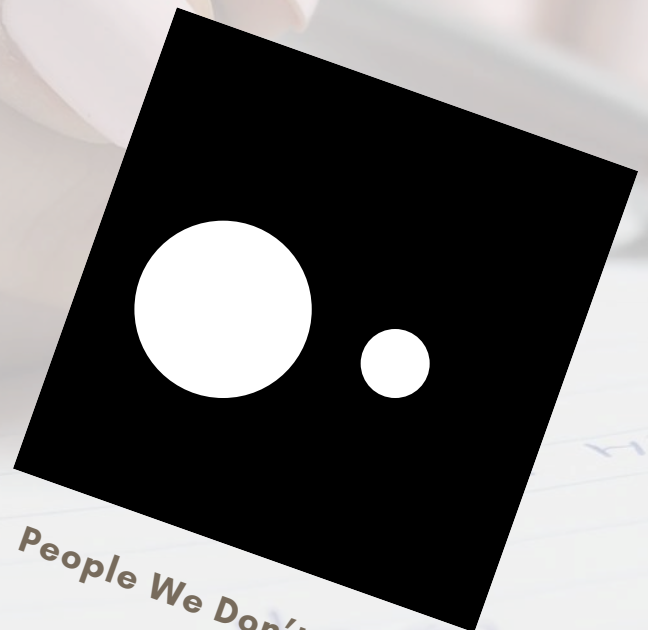
Passive Buyers



Active Buyers



People We Know



People We Don't Know

THE NEW FRONTIER

We are focused on the “New Frontier” for one major reason; to harness the power of the “tried and true” strategist from the “Old World” and to combine them with the sophistication of the “New World” consumer behaviors.



THE PROCESS

FULL COURT PRESS

We create a personalized marketing strategy for every single home by pairing the avatar of the ideal buyer with proven strategies to generate results in the current market conditions.



THE PROCESS

P r e - L a u n c h

PREPARATION

We systematically prepare the home for sale with careful attention to professional photography, property descriptions, neighborhood amenities, community benefits, all while building out a phased launch schedule.

BUZZ CREATION

We create buzz for the upcoming launch of the home with our curated buyer database, neighborhood awareness campaigns, and broker network outreach.

TARGETED OUTREACH

We utilize “reverse prospecting” methodology to determine who the ideal buyers would be. Then we execute a targeted campaign warming them up for the launch.

FULL COURT PRESS

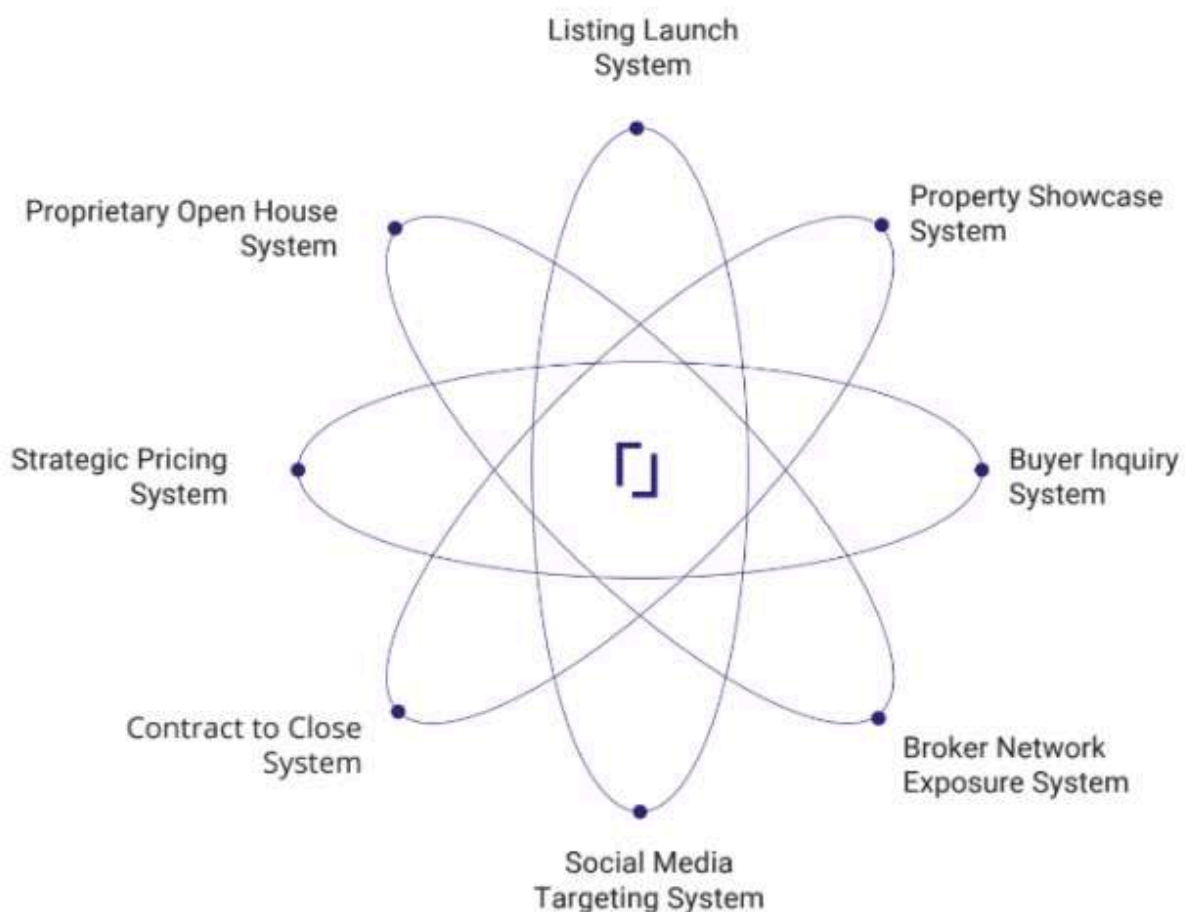
We “turn on” a fully integrated marketing campaign when we “go live,” directing massive awareness toward the home, both online and offline, to reach targeted buyers.



THE PROCESS

We utilize a systems-based approach for all parts of the listing management process. This allows for our strategic plans to be implemented thoughtfully to each target buyers and to manage the entire transaction.

SYSTEMATIC IMPLEMENTATION



Strategic Marketing



Pricing Your Home

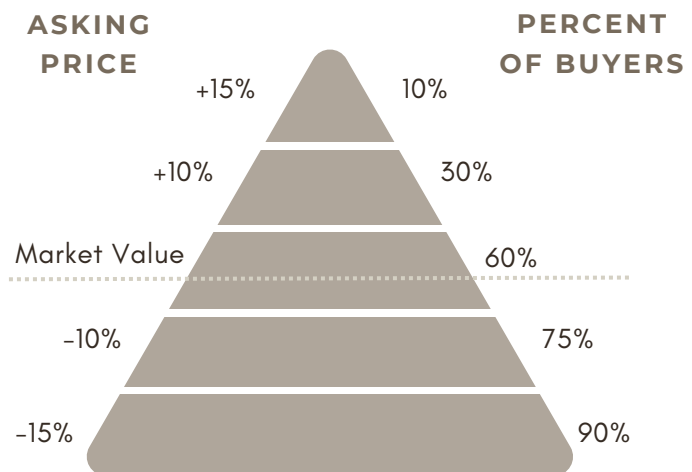
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.

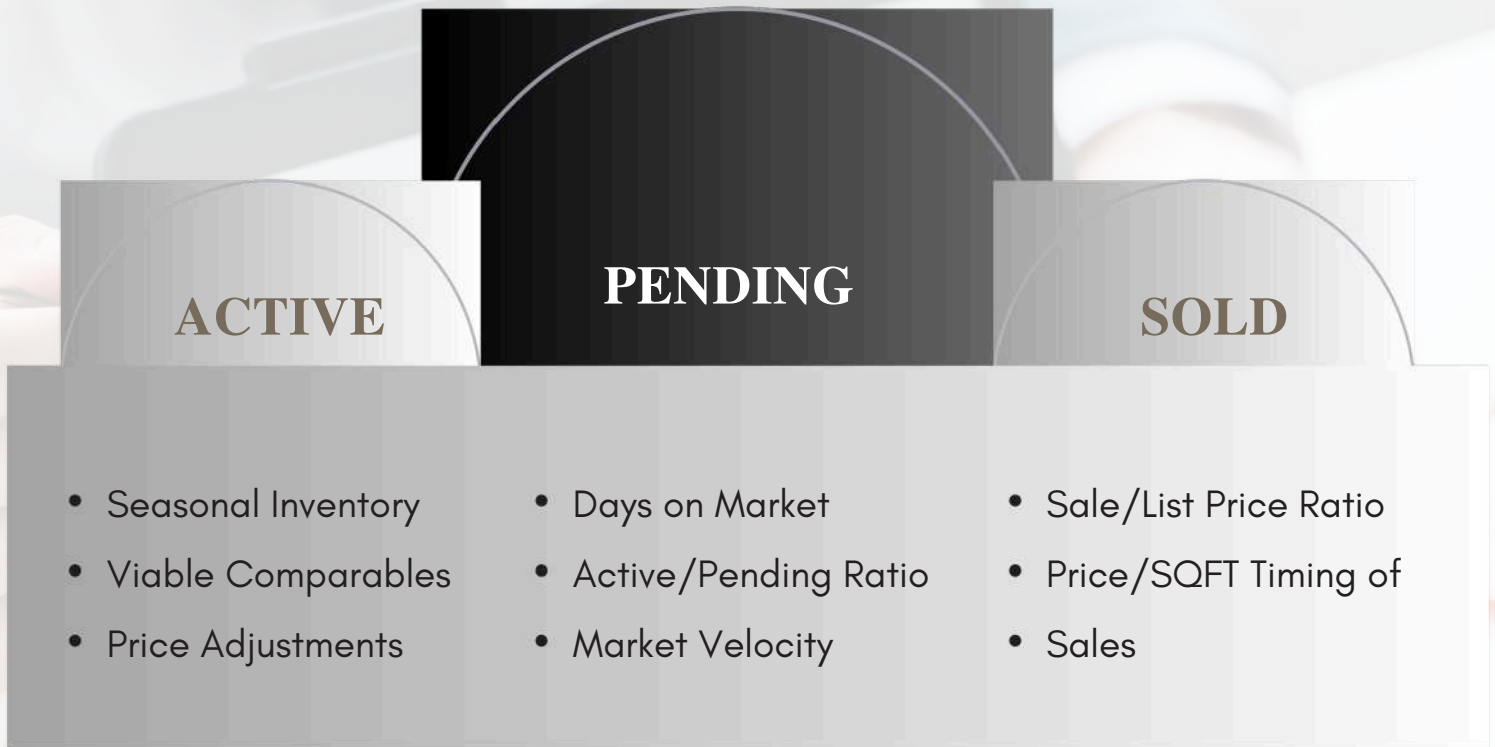


PRICING STRATEGY

We utilize pricing as a strategic positioning tool and consider the list price the invitation.



MARKET DYNAMICS



Pricing is directly influenced by global events, national economics, and most importantly, local market conditions. Local market dynamics dramatically influence the price and positioning of a property because real estate tends to work in micro-markets.

NEGOTIATION AND EXECUTION

OFFER STRATEGY

Negotiation strategies are even more relevant and complex than ever in this dynamic real estate market. This is where preparation meets success.

CONTRACT PERIOD

Contract
Management

Contingency
Periods

Timelines &
Disclosures

Phased
Negotiation

CLOSING PROCESS

The contract period is where all things are tested and where the successful outcome is determined. This is best achieved through systems, compliance, monitoring, and transaction management oversight.

LISTING LAUNCH SYSTEM

Staging Matters



As part of our marketing strategy, we do a walk-through consultation with a Staging Professional. Together, we work to make sure your home is ready for media day, and when you hit the market!

According to the National Association of Realtors, 81% of buyers say it's easier to visualize a staged property as their future home. Staged homes typically sell up to 20% more than non-staged homes and spend 73% less time on the market. By highlighting your home's best features, creating a strong first impression, and helping buyers emotionally connect with the space, staging sets your home apart—leading to faster sales and higher offers.

LISTING LAUNCH SYSTEM

Professional Photography



In today's digital-first market, first impressions aren't just important—they're everything. With nearly every buyer beginning their home search online, your listing photos are the first (and sometimes only) chance to grab their attention. Professional photography has a direct impact on how quickly your home sells and how much it sells for. In fact, homes with professional images sell up to 32% faster and for an average of 9% more, while listings with 20 or more high-quality photos typically sell 32 days sooner than those with fewer, lower-quality images.

That's why we invest in experienced photographers who use high-resolution cameras, advanced lenses, and modern editing techniques like HDR and twilight photography. These tools highlight your home's best features and create a visual story that resonates with buyers. Strong photography doesn't just showcase a space—it helps buyers picture themselves living there. In a competitive market, compelling visuals make all the difference in standing out and getting top-dollar results.

LISTING LAUNCH SYSTEM

Selling Your Story Videography



Video has become a game-changer in real estate marketing. Studies show that 85% of buyers and sellers prefer agents who use video, yet only a small percentage of agents actually do. With 86% of buyers watching videos to learn about communities and 70% using them to preview the inside of homes, video is now one of the most effective tools to capture attention and drive interest.

We create professionally produced, cinematic-style videos that do more than showcase square footage—they bring your home to life. Using dynamic visuals, smooth walk-through footage, drone perspectives, and thoughtful editing, we craft a visual story that highlights the lifestyle, flow, and character of your home. This immersive experience helps buyers connect emotionally, stay engaged longer, and take the next step toward making an offer.

LISTING LAUNCH SYSTEM

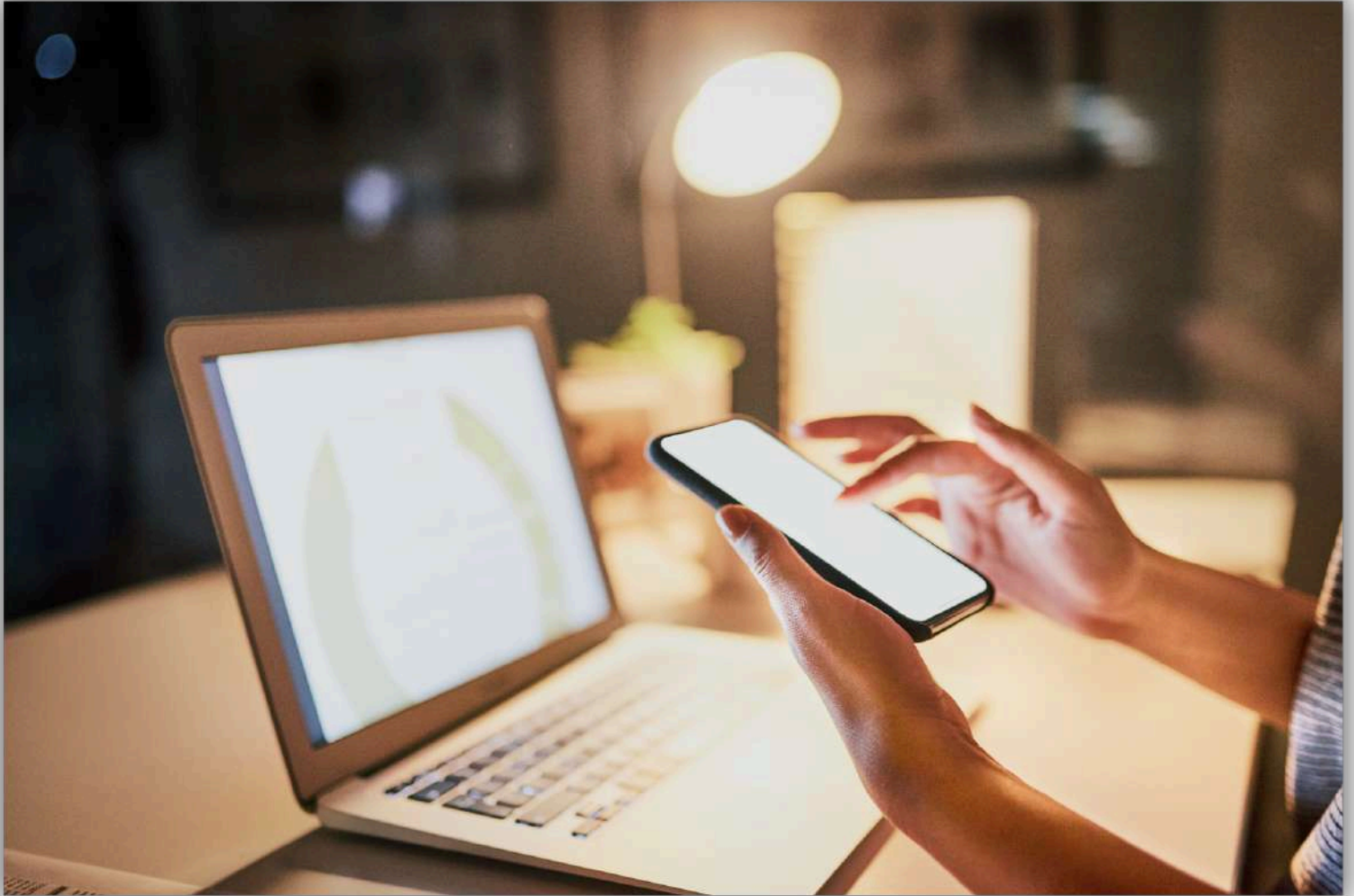
Unique Property Website



Studies show that potential buyers spend up to five times longer on dedicated property sites compared to traditional listing platforms. These custom pages allow us to showcase your home with professional photography, cinematic video, interactive 2D and 3D floor plans, and detailed neighborhood insights—all in one focused, easy-to-navigate space. This elevated online experience helps create stronger emotional connections, drives more engagement, and attracts more serious buyers.

LISTING LAUNCH SYSTEM

Real Broker Listing Collab



At Real Broker, we take a collaborative approach to marketing by inviting local Real Broker agents to preview your home before it even hits the market. This exclusive preview event encourages agents to create and share their own content across social media, multiplying your exposure far beyond the traditional one-listing, one-agent model. Instead of just one or two people spreading the word, you get 10X the exposure—a powerful boost in visibility that helps generate early buzz, increase interest, and drive more qualified buyers to your door.

LISTING LAUNCH SYSTEM

Beyond the Basics: Traditional Marketing That Still Works



While our marketing approach is innovative and forward-thinking, we also recognize the lasting impact of traditional strategies. Open houses, print marketing, and on-site signage still play a valuable role in creating visibility and attracting interest. We send “Just Listed” postcards to your neighbors—because sometimes the perfect buyer already has a connection to your community. We believe open houses generate buzz and a sense of urgency, especially when there’s a steady stream of visitors—it signals demand. They also provide a great opportunity for serious buyers to return for a second look in a low-pressure setting. (Of course, hosting an open house is entirely up to you.) And yes, your home will be listed in the MLS and syndicated to thousands of real estate websites to ensure maximum exposure from day one!

What Clients Are Saying About Me?

Shellie is an expert in her work. She was extremely professional, hard working, and responsive with every inquiry from both buyer and seller end. I would absolutely recommend her because she knows her stuff and is passionate about what she does and the people she helps.

MELIKA BERRY

SOLD A SINGLE FAMILY HOME IN 2022 IN ANNAPOLIS, MD.

One of the best parts of working with Shellie was her wonderful energy and positivity that she brought each time we looked at a new home. It felt like we were looking at homes with a good friend, but in fact, it was a professional and knowledgeable real estate agent. When we had a little trouble closing from our end, Shellie communicated effectively with the buyers to keep the deal moving forward. I also appreciated that she had knowledge about the area and did not want us to over spend on a property. She was a great negotiator and communicator. My only complaint is that I do not get to go look at any more houses with Shellie, because she made the stressful process of buying a home fun and rewarding.

PATRICK MCGEE

BOUGHT A SINGLE FAMILY HOME IN 2020 IN CENTREVILLE, VA.

Shellie did an amazing job working with us to sell our property. We hit a couple of snags during the sale process, and she was not only responsive, but incredibly competent and forward-leaning in resolving the issues. I always felt like I was in good hands working with Shellie - she is a true professional and goes above and beyond to get a deal closed.

HELEN GAMBINO

SOLD A TOWNHOUSE HOME IN 2020 IN HERNDON, VA.



Shellie & Co.

REAL ESTATE ADVISORY SERVICES

ABOUT ME

What You Can Expect Working With Me

I'm Curious

I want to understand your goals, who you are, and what home means to you. Your "why" matters, and knowing it helps me find the perfect place that fits your life and dreams.

I'm Committed

I am fully committed to every client and every transaction, bringing my best effort to ensure the best possible outcome. Preparation, dedication, and unwavering focus are at the core of how I serve you.

I'm Proactive

I proactively anticipate challenges and tackle them with creative solutions, ensuring a smooth and seamless experience for my clients.

I'm Personal

I believe the best outcomes come from relationships built on mutual respect—and a little humor! I bring a personal touch to real estate, ensuring every client feels heard, valued, and supported throughout the process.

I'm passionate about guiding families through the exciting journey of homeownership. It would be a privilege to support you in this major life milestone. Feel free to reach out with any questions—I'm here as your trusted resource every step of the way!



Shellie Coury

REAL ESTATE AGENT

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Follow along on Instagram!



THE PROMISE



Our Promise: To create a real estate experience that you honestly cannot imagine being better.

Our systems, processes, and everything we do are designed around delivering on this promise. We are focused on what it is that YOU want, and what it is that YOU need in an effort to deliver a 10+ experience.

If we make good on that promise, all we ask of you in return is that you have “intentional awareness” of the people in your world who are considering buying or selling real estate, and connect us with them. We put 100% of our resources into marketing our listings and giving unparalleled client experiences. That means we spend \$0 dollars on marketing for new new clients. We depend solely on our satisfied clients, aka “raving fans for life,” aka you, to keep us going! Can we depend on you? Who do you know that we should know?

SATISFACTION. GUARANTEED

Our promise to our clients and their real estate experience is our #1 concern. If at any time during the term of our agreement you are not completely satisfied with the service we provide, simply sign this form and return to our office address or email shellie@shelliesellsdmv.com

Signing and returning this form, will serve as written notice and authorization to end the Listing Agreement entered into.

Client Signature Date

Client Signature Date

GUARANTEE

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