



YOUR PERFECT
WAY HOME

my strategy
to getting
your home
sold
fast

Tara Kelley

RVA REAL ESTATE EXPERT

SELLING

YOUR

HOME

A GUIDE FOR HOMESSELLERS

ABOUT ME *-Tara Kelley*

With over 15 years of experience, I bring a wealth of knowledge and an unparalleled knack for transforming clients into friends and, often, friends into business partners. My guiding light, "helping you find Your Perfect Way Home," isn't just a slogan; it's a testament to my dedication to personal connections and professional excellence.

In the heart of my home, my children, Trei and Tia, are blossoming, nurtured by my expertise and entrepreneurial spirit, which is as much a part of their lives as it is in every relationship I build. This expertise, honed over a decade and a half, isn't just impressive; it's impactful, leaving a legacy of success and community in its wake.

My tenure with Keller Williams Richmond West is marked not just by the homes I've sold, but by the communities I've enriched and the lasting friendships I've cultivated. My events are more than just gatherings; they're incubators for camaraderie and collaboration, where my extensive experience shines through in the seamless execution of each initiative.

This fusion of experience and personal touch means that when you partner with me, you're not just gaining a real estate agent; you're gaining a confidant, a co-conspirator in your ventures, and a friend with a track record that speaks volumes about my ability to deliver not just a house, but a home that resonates with the warmth of shared history and the promise of future successes.



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 buying and/or selling your home. I am 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.

Tara Kelley

804-406-9306

tara@yourperfectwayhome.com
yourperfectwayhome.com



Let's begin with a Seller's
Questionnaire,
Please Scan this QR Code:

My commitment to you

DEDICATED SERVICE



From the day you place your trust in us to sell your property, we pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from our team.

HANDLING HARD CONVERSATIONS



When repairs or changes in price need to be made (whether a buyer or a seller), we will be your guide through that process. We handle negotiating repairs, scheduling needed inspections and/or repairs, and any hard conversations so you don't have to.

ON YOUR SIDE



A Realtor will represent your best interests, you are my #1 priority. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, we will make sure we calculate all benefits, and price accordingly.

SUSTAINED COMMUNICATION



We will discuss with you exactly how our team works and what you can expect. We will communicate regularly and you'll know everything that's going on as soon as we know it.

PROBLEM SOLVER



We will work hard to protect all of your interests and take on any issues that may arise throughout the process. Hopefully making the process as fun and stress-free as possible.



WHAT MY CLIENTS ARE SAYING

"Tara is absolutely wonderful to work with. She is extremely attentive and advocates for her clients in every way, through every step of the process. She will go above and beyond to ensure that her clients have the best possible experience, while also finding them exactly what they want in their new home. Her follow up is very thorough and she stays involved in all interactions. She definitely offers her clients a first class service."
-Tiffani

"Tara was fantastic to work with. She helped us with our house hunt remotely (we were relocating). She listened to what we wanted and made the whole process easy, smooth and *happy*. We had the best experience with her!"
-Sam

"As a former New Yorker of 30 years relocating to Virginia I was very fortunate to find Tara. She listened thoroughly to what I was looking for and sent me some very compelling listings before finally showing me the condo I fell in love with in Rocketts Landing. I can't recommend her enough. She was with me through every step of the process through closing and helped me get the best deal."
-Will

"Tara Kelley has shown me lots of properties over time that were high quality. She is an excellent realtor and an excellent person. I wouldn't go to anyone else but her."
-Linda

"I can't image there is a more responsive, hard working, low pressure, or caring real estate agent than Tara. We're not sure how she does it, and we know that we are not, but she always makes us feel like we are her only client. She has done a masterful job of navigating both a sale and purchase of our last two homes and we at all times felt like we had an advocate for our point of view and someone who had our best interest at heart at all time. We couldn't imagine managing the real estate process without her."
-Danny

"I'm a first time home buyer and Tara made the process very non stressful! She's very knowledgeable, matter of fact, and completely about her client. She was there every step of the process, from down payment on lot, to designing, and at the table for closing! I appreciated her every step of the way!"
-Natasha

"Despite being half way across the country, Tara helped me and my partner find a great home in a new city that we love. She was there for us in-person and remotely to make sure we made the best decision for us. And it's paid off, we've only come to love our home more and more."
-Tia

"Tara is an Awesome realtor. Very attentive to the needs of her clients. She has helped me purchase and sell several properties. Keep up the great work!"
-Michael

"Tara is thorough, organized, knowledgeable, and a true pleasure to work with. She strives for perfection and made the entire home searching process a pleasure. Tara you are amazing!"
-Corey



Client Appreciation Event: Cooking Class



804-946-9963
tara@yourperfectwayhome.com

Tara Kelley
REAL ESTATE AGENT

KELLERWILLIAMS
Luxury
INTERNATIONAL

**Over 35 Homes
Sold in 2023**

**Double Gold
Winner 2021**

**Average Sales
Price 105% of
Asking Price**

**Double Gold
Winner 2022**

**ACL Committee
Chair
2022, 2023 & 2024**

**Double Gold
Winner 2023**

Capper

**Distinguished
Achiever Q1
2023**

**Distinguished
Achiever Q1
2024**



It would be a privilege to serve as your chosen realtor. With a demonstrated track record of success in the real estate industry. I am eager to include your property among my portfolio of closed transactions.

RESULTS DRIVEN

2023 HOME SALES



YOUR PERFECT
WAY HOME

: 55

AVERAGE AGENT: 19

2023 AVERAGE HOME PRICE



YOUR PERFECT
WAY HOME

: \$759K

AVERAGE AGENT: \$445K

2023 AVERAGE DAYS ON MARKET



YOUR PERFECT
WAY HOME

: 8

AVERAGE AGENT: 25

2023 AVERAGE # OF OFFERS



YOUR PERFECT
WAY HOME

: 4

AVERAGE AGENT: 1

2023 LIST TO SALE PRICE %



YOUR PERFECT
WAY HOME

: 103%

AVERAGE AGENT: 91%



Four stages of **home selling**

STAGE 1: PRELISTING

Schedule an appointment

Meet with Staging Consultant

Discuss the best strategy for selling

Property evaluation

Complete market analysis

Establish sales price

Executed listing agreement

STAGE 2: ACTIVE ON MARKET

Showings started

Curb appeal kept up

House is kept ready to show

Showing feedback shared

Open House held

Neighborhood door knocked

STAGE 3: PREP FOR MARKET

Marketing campaign started

Professional photography taken

Signs installed

Submitted to MLS

Showing times selected

Property brochure delivered

Direct mail campaign launched

E-mail campaigns started

Open house scheduled

STAGE 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

www.yourperfectwayhome.com



\$550-579K

ESTIMATED VALUE

\$296

PER SQUARE FOOT

1,974

SQ FT LIVING AREA

N/A

ACRES/LOT SIZE

2021

YEAR BUILT

YOUR CURRENT HOME

5232 OLD MAIN ST UNIT C, HENRICO, VA 23231

PROPERTY TYPE

TOWNHOUSE

BEDROOMS

2

BATHROOMS

2.5

GARAGE

1

OF STORIES

4

YOUR COMPETITION



\$583,740

5423 Gillies Creek Mews
Henrico, VA 23231

3 3 Full 1 Half 2



\$749,999

14 Capital Trail Row
Henrico, VA 23231

3 3 Full 2 Half 2



\$582,000

5322 Old Main Street #C
Henrico, VA 23231

2 2 Full 1 Half 1



\$589,900

5007 Old Main Street
Henrico, VA 23231

2 3 Full 2 Half 2



\$599,000

5260 Old Main ST Unit#A
Henrico, VA 23231

3 2 Full 1 Half 1



\$575,000

5326 Old Main ST Unit#C
Henrico, VA 23231

2 2 Full 1 Half 1

pricing to sell fast & for more money

You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment in your home.

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes stale homes that have been on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

**"SOMETHING MUST
BE WRONG WITH
THAT HOME."**

That thought will scare away many buyers, and it will prompt the ones who remain interested to attempt to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market."





STAGE TWO

preparation

MY EIGHT STEPS

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

72 SOLD STRATEGY

PRINT MARKETING

ACTIVE PHONE WORK



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



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 Show Case
- Zillow.com - Premium Listing
- Targeted Online Campaign
- Targeted Email Campaign
- yourperfectwayhome website
- My KW app
- Social Media Posts
- 72 Sold
- ADTV (Featured Properties)
- STUDEO Storybooks

+Many More!



STUDEO STORYBOOK



a preview on how it works

As a home seller, you want your property to stand out in the market, and that's where STUDEO (also known as Storybook) comes in. This is a perfect innovative marketing tool for realtors that highlights your home's unique features through storytelling.

Here's what it offers:

1. **Visual Storytelling:** Creates engaging videos and professional photography that showcase your home and the neighborhood, making it more appealing to potential buyers.
2. **Custom Marketing Materials:** design personalized brochures, flyers, and social media posts that reflect your home's character, helping to attract the right buyers.
3. **3D House Tour Model:** Compatible with an interactive 3D tour of your property, allowing buyers to explore every corner of your home from the comfort of their own space. This immersive experience not only captures their interest but also gives them a true sense of the layout and features of your home.
4. **Engagement Insights:** Tools to track how well the marketing is performing, so we can adjust our strategies to reach more interested buyers.
5. **Social Media Sharing:** Your home will be shared across various social media platforms, maximizing its visibility and connecting with a broader audience.
6. **Targeted Campaigns:** The marketing can be tailored to resonate with specific types of buyers, enhancing our chances of a quick sale.

By leveraging STORYBOOK, we can create a compelling marketing strategy that truly showcases your home and attracts potential buyers effectively.



72SOLD[®] CERTIFIED

Seven independent studies over the past three years found that sellers who used Realtors and the 72 SOLD package sold their homes at significantly higher prices than homes sold the traditional way in the local MLS.



PROPERTY STAGING OR CONSULTATION



PROFESSIONAL PHOTOGRAPHY (DRONE, VIRTUAL TOUR & FLOOR PLAN/PLAT)



PROFESSIONAL PHOTOGRAPHY (STILLS, WALK-THROUGH VIDEO)



PROFESSIONAL PHOTOGRAPHY (STILLS)



SOCIAL MEDIA MARKETING - HOME LISTED ON 15 WEBSITES



BCW FOR SELLER SAVINGS



NEGOTIATIONS & CONTRACT MANAGEMENT



MEET APPRAISER WITH COMPS



AGENT ATTENDS ALL PRIVATE SHOWINGS



NO LOCKBOX OR SIGN (IF PREFERRED)



10 STEPS TO HIGHER PRICE



BUYER AGENT SHOWS PROPERTY



**Unrepresented Buyer Fee of 4%*

804-317-5438

YOURPERFECTWAYHOME.COM

opportunity showing

While talking with buyers, we will mention that the first public showings are on an upcoming Saturday. We then offer serious buyers a chance to see your home early, setting the stage for us to have them make you a premium price offer to head off buyer competition.



How I prepare

- Posted on all major websites including Zillow, Trulia, and the local MLS
- My **72SOLD[®]** Strategy **CERTIFIED**
- Neighborhood invitations mailed to the area
- Posted on our social media accounts
- Social Media Ads
- Email Newsletter Blast
- Door Knock Neighborhood



STAGE THREE

market activity



last-minute showing checklist

- Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs
- Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- Keys and personal items should be stored away.
- Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- Take 15 minutes and organize / purge your fridge - because a buyer WILL look!
- Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- Play soft music
- Turn on all of the lights
- Organize toys or store them while your home is on the Market
- Less is more. Remove excess furniture if possible.
- Walkways to and from the home should be clean and clear.
- Make all of the beds.
- Take the trash out and consider hiding garbage cans.
- Minimize family photos
- Do a thorough cleaning - even if you have to hire a cleaning service
- Improve curb appeal: Mow the lawn and trim back overgrown shrubbery
- Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- Put fresh flowers or flowering plants on the dining room table
- Offer snacks and water
- Take all the magnets and pictures off the refrigerator.
- Open the windows - buyers love lots of natural light.
- Replace light bulbs that are burnt out. The better the lighting, the better the results.
- Hide feeding bowls, litter boxes, dog beds, etc.
- Do a final dusting, sweeping and vacuuming just before the open house or showing.





SHOWING YOUR HOME

STEP ONE

A SHOWING HAS
BEEN REQUESTED

STEP TWO

YOU APPROVE OR
DISAPPROVE

STEP THREE

HOME IS
PREPARED FOR
THE SHOWING

STEP FOUR

YOU LEAVE AND THE
SHOWING IS
COMPLETED

STEP FIVE

FEEDBACK IS
RECEIVED

STEP SIX

REVIEW
FEEDBACK OR
OFFER

common showing mistakes

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their homes, as it can make buyers feel uncomfortable.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.



showing feedback

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The “why” is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

WHAT THEY SAY	WHAT THEY MEAN
“The furnace (or insert another large mechanical name here) is old and they're just not sure.”	The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.
“They were hoping for an open floor plan.” “The floor plan wasn't right for them.” “They thought the rooms would be bigger.” “The rooms are smaller than they thought.” “They were surprised at the (insert name of something not shown in photos).” “It was our first time out and they're just getting started.”	Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.
“It smelled funny.” “The pet odor was strong.”	You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.
“More work than they expected.” “Too much wallpaper.”	They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

WHAT THEY SAY	WHAT THEY MEAN
"The showing went well." "It's a lovely home, thank the sellers for us."	Who knows what that means but more than likely if it's not followed with an offer it means they're not interested.
"The street was really busy." "Didn't like the apartments behind the house." "It's too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.)."	Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It's better to confront those issues in the listing than surprise people at the showing.

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it's not followed with an offer – the feedback means the buyer didn't see the value in your house for the listing price.

But, that doesn't necessarily mean that you're priced too high. (Although, it might mean that.)

Really, it's all about VALUE.

As your listing agent, I use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won't sell:

LOCATION CONDITION PRICE

You can't change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don't want to. Because if buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren't buying your house? Well, that could be a number of things. But, the odds are good that it's a value problem and the market is rejecting your listing price. That's easy enough to fix – adjust the price.



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

A close-up photograph of a person's hand holding a white pen, poised over the keyboard of a silver laptop. The hand is positioned on the right side of the frame, with the pen angled towards the bottom left. The laptop's keyboard is visible, showing keys like 'F', 'R', 'T', 'Y', 'U', 'I', 'O', 'D', 'F', 'G', 'H', 'J', 'K', 'L', 'N', 'M', 'V', 'B', 'C', 'X', 'Z', 'A', 'S', 'D', 'F', 'G', 'H', 'J', 'K', 'L', 'N', 'M', 'V', 'B', 'C', 'X', 'Z'. The background is slightly blurred, showing a white surface and a black circular object in the top left corner.

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, the buyer will order the 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.

5232 OLD MAIN ST UNIT C TRANSACTION DOCUMENTS

- **VR SUM1** - Summary of Rights
Obligations Under the Residential
Property Disclosure Act (Rev0722)
- **CVR 427** - Residential Property
Disclosure - Acknowledgment By
Seller and Purchaser



SCAN TO VIEW &
DOWNLOAD FILES



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.
 - Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Give 30 days' notice if you are currently renting
- 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

- Obtain a certified check for closing
- Complete 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 is when the buyer signs ownership & insurance paperwork and finally receives their new home's keys! Typically, closing takes four to six weeks. During this time, purchase funds are held in escrow, where money is held safe until the transaction is complete.

FINAL WALK-THROUGH

The buyer 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, making sure any repair work that the seller agreed to do has been done.

- 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 opener
 - Flush toilets
- Run the garbage disposal and exhaust fans
etc

CLOSING TABLE

Who will be there:

- The buyer's agent
 - The seller
- The seller's agent
- The buyer's loan officer

BRING TO CLOSING

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

BUYER TO RECEIVE YOUR KEYS

Congratulations! It was a lot of hard work but your property is now officially SOLD

Referral Time!

Hi! I hope you're doing well! During our consultation, I mentioned my commitment to helping more people like you with their real estate needs. If you know anyone who's looking to buy or sell, I'd love to assist them just as I did for you.

Could you please share their names, numbers, and emails? I'm happy to reach out and provide the same level of care and support.



Thank you so much for your trust!

-Tara Kelley





Department of Public Utilities

Richmond: 644-3000
Chesterfield: 748-1291
Hanover: 365-6024
Henrico: 501-4275
Hopewell: 541-2295
Goochland: 556-5369
New Kent: 966-9678
Petersburg: 733-2349
Powhatan: 598-5619

Electric

Dominion Virginia Power 888-667-3000
Old Dominion Electric Corp 747-0592
Old Mill Power Company 877-222-9288
Rappahannock Electric Corp 800-572-2264

Misc.

DMV: 800-435-5137
Verizon: 954-6222
Richmond Times Dispatch: 649-6000
Bus - Greater Richmond Transit: 358-4782

<u>Voter Registration</u>	<u>Schools</u>	<u>Auto Tags:</u>	<u>Website Addresses</u>
Richmond: 646-5950	780-7710	646-5700	www.richmond.gov
Chesterfield: 748-1471	748-1405	748-1201	www.co.chesterfield.va.us
Hanover: 365-6080	365-4500	365-6050	www.co.hanover.va.us
Henrico: 501-4347	652-3600	501-5580	www.co.henrico.va.us
Hopewell: 541-2232	541-6400	541-2237	www.ci.hopewell.va.us
Goochland: 556-5303	556-5316	556-5306	www.co.goochland.va.us
New Kent: 966-9699	966-9671	966-9615	www.new-kent.va.us
Petersburg: 722-8748	732-0510	733-2321	www.petersburg-va.org
Powhatan: 598-5604	598-5700	598-5625	www.powhatanva.com

Gas

Richmond, Henrico, North Chesterfield - City of Richmond Utilities: 644-3000
Richmond and Surrounding Areas - Blossman Gas: 598-1821
Hanover, Chesterfield, Goochland, Powhatan - Columbia Gas: 543-8911
Charles City, Hanover, New Kent - Virginia Natural Gas: 866-299-3578

Garbage Collection

Richmond 646-0999
Chesterfield 748-1297
Hanover and Henrico - Allied Waste: 227-7070
Goochland - Pace: 598-5141

[illegible]

YOUR PERFECT WAY HOME



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, and I look forward to the opportunity of working with you.



- Tara Kelley
RVA REAL ESTATE EXPERT