

Selling Your Home

A Step By Step Approach



PLATINUM
GROUP REAL ESTATE

real



Over 3,500 Homes Sold Since 2015!

Proudly rooted in Loudoun County, Virginia, The Platinum Group Real Estate Team is honored to be ranked among the top ten largest teams at Real Broker, LLC.

Our powerhouse team of 68 top-performing agents serve clients across 21 states and Washington, D.C., with a strong presence in Virginia, West Virginia, and Maryland.

With **deep community roots** and a **nationwide agent network**, we're here to help you achieve your real estate goals by offering local expertise, personalized guidance, and powerful results - every step of the way.

Over
\$1.72 billion
in real estate sold



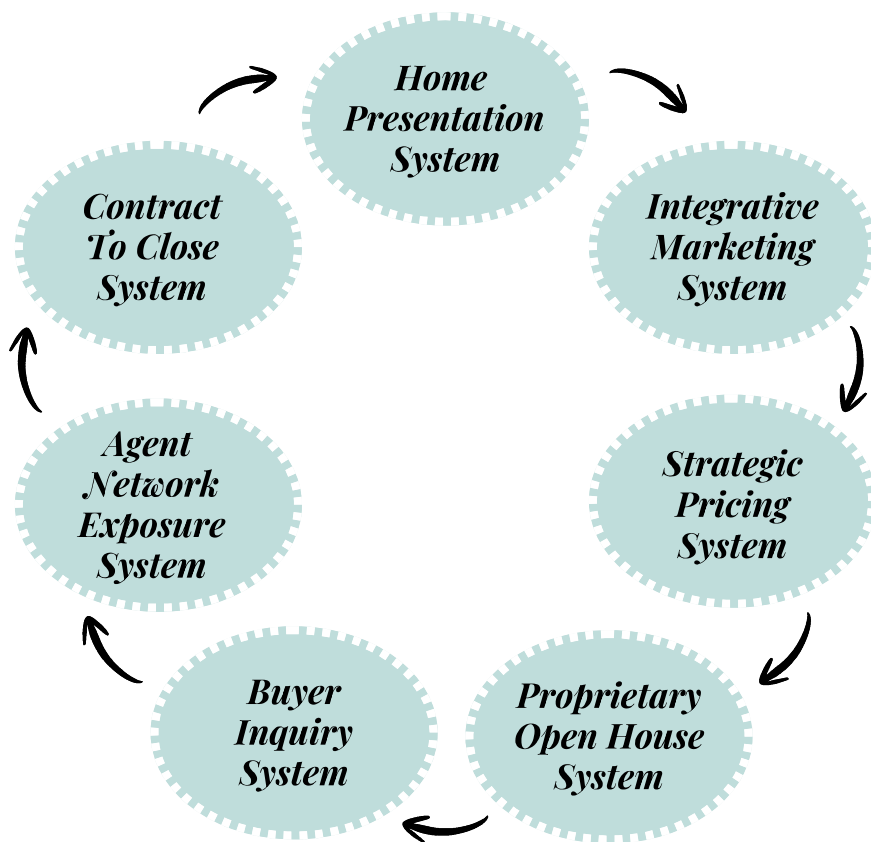
Recognized in
Washingtonian as a
Top Elite Team in the DMV Area

The Platinum Group Real Estate Team is proudly affiliated with Real Broker, LLC. Real Broker is the fastest-growing publicly traded real estate brokerage in North America, selling a home every nine minutes!

A Systematic Approach To Selling Your Home

Our team utilizes a systems-based approach for all parts of your home sale. This allows for our strategic plans to be implemented thoughtfully to reach target buyers and to manage the entire process.

You are not just hiring us, you are hiring our track record and the systems that we have built over the years.



* All listings are responsible for marketing, photography, and administrative fees if canceled prior to the listing expiration date or at expiration without renewal of the listing contract. All commission percentages are negotiable.



Home Presentation System



HOW WE PREPARE YOUR HOME FOR A SUCCESSFUL SALE

We help you to systematically prepare your home for sale to maximize your home's potential by highlighting its best features. Here's how we assist you:

- *A room-by-room customized list to prepare your home for market*
- *Professional contractor list to assist you with repairs and updates*
- *An action plan and timeline tailored for your home*



75%

of sellers see an ROI of 5% to 15% over the asking price when they choose to stage their home

Painting your home leads to a

107% ROI

On average, homes sell

88% faster

than homes that have not been properly prepared

Integrative Marketing System



We create a personalized marketing plan for every home by tailoring strategies to highlight distinctive qualities, such as location, features, and lifestyle.

Traditional Marketing

- Post Sign With Custom Rider
- High Quality, Full Color Brochures and Flyers
- Public and Broker Open Houses
- Promotional Marketing
 - Postcards
 - Door Hangers
- Expansive Local Agent and Community Network

Digital Marketing

- Professional Photos & Video
- Floor Plan
- Customized Property Website
- QR Codes For Lead Capture
- Worldwide Website Syndication
- Multiple Listing Service
- Zillow, Realtor.com, etc.
- Team Web Site and Landing Pages

Social Media Marketing

- Coming Soon Promotion
- Facebook
 - Community Groups
 - Private Realtor Groups
 - Local and Individual Team Pages
- Instagram and YouTube
- Broker Media Day Collaboration

Strategic Pricing System



Our goal is to safeguard your investment and optimize your returns.
We utilize pricing as a strategic positioning tool and consider
the list price to be an invitation.

Aspirational Pricing

A traditional strategy when we list higher than the relevant properties while leaving room for negotiation.

Perceived Market Value Pricing

When we price in-line with the relevant comparables, paying special attention to those homes that are currently under contract.

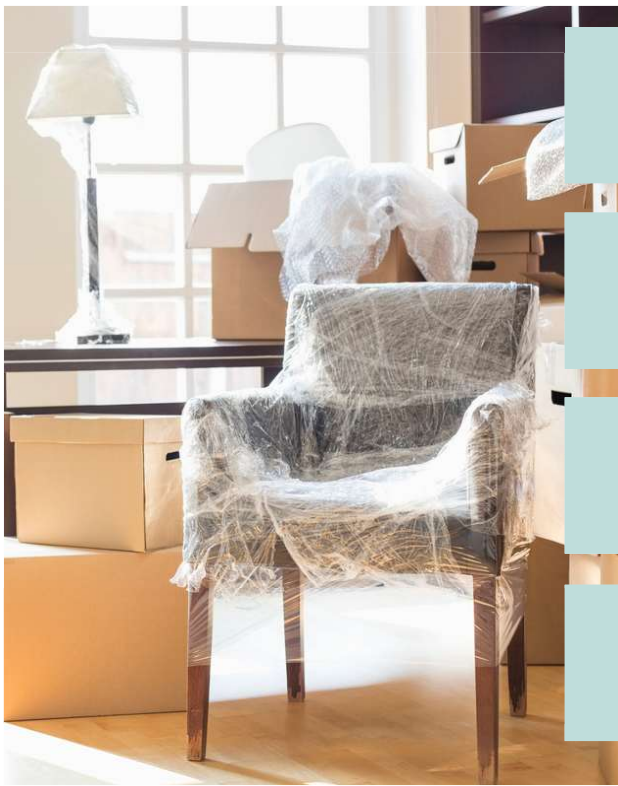
Buzz Pricing

When we price a little below relevant properties to stand out, and to create an auction-like environment that generates offers and momentum, we can then aim to win with a negotiation advantage as opposed to a pricing disadvantage.



Is your price on target?

Contract to Close System



Offer Review & Acceptance

Contingency Periods

Critical Dates

Transaction Management

OFFER STRATEGY

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

CLOSING PROCESS

The magic happens between contract to close. This is best achieved through systems, compliance, monitoring, and transaction management oversight.

*Our goal is to get you the offer that you want,
at the price that you want, and with the terms that you want.*

Why Choose to Work With Me

- **High-Touch Communication:** You will never wonder what's happening with your listing. Showing feedback, offer updates, and market check-ins are part of the process, not extras.
- **Calm Guidance in a Stressful Process:** Selling is emotional. I don't add to the chaos. I bring structure, clear expectations, and steady communication so you always feel in control.
- **A Realtor Who Understands:** Whether you're a first-time seller, a lifestyle mover, a pet owner navigating showings with animals, or an equestrian with unique property needs — I've been there. I understand nuance.
- **Structured Support from List to Close:** Every step of the process has a system behind it. Nothing falls through the cracks because I treat your transaction like the business decision it is.
- **BRIGHT MLS Access:** PA, DE, NJ, and VA coverage means your home reaches buyers and agents across the entire region, not just your zip code.

*Selling doesn't have to feel chaotic.
With the right agent, it can actually feel manageable.*





Two Exclusive Benefits Included With Every Listing!

Seller Shield Protection – \$30,000 Coverage for 2 Years

Every client automatically receives a two-year, \$30,000 Seller Shield protection plan against buyer-initiated lawsuits during the first two years of their ownership. Seller Shield also simplifies the required disclosures – your property disclosure, lead paint disclosure, and radon disclosure are all completed digitally via text and email. No paper, no confusion.

Complimentary Home Warranty – America's Preferred Home Warranty

For owner-occupied buyers, I personally credit an initial year of America's Preferred Home Warranty (APHW) coverage out of my commission. I use APHW myself and trust their responsiveness. The warranty is ordered in the buyer's name once we are clear to close, activates on closing day, and is featured in all marketing materials to increase buyer interest in your home.

SELLERS SHIELD



**America's Preferred[®]
Home Warranty**

My Commitment to You

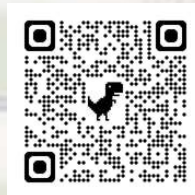
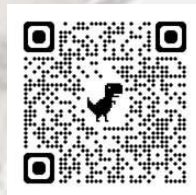
Selling your home is not just a transaction – it's the end of one chapter and the beginning of another. You've invested in this land, these structures, and this lifestyle, and you deserve a Realtor who respects that and works tirelessly to find it the right next steward.

I will show up for your property the way I show up in the barn: prepared, detail-oriented, and fully committed. You will never wonder what's happening with your listing, because I believe consistent communication is not a luxury, it's a standard.

I know you have choices. I don't take it lightly that you're considering trusting me with this one.

Follow me!

for reviews, listings, equestrian content, and more



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