

# SELLER'S GUIDE

YOUR COMPLETE GUIDE TO THE HOME SELLING PROCESS

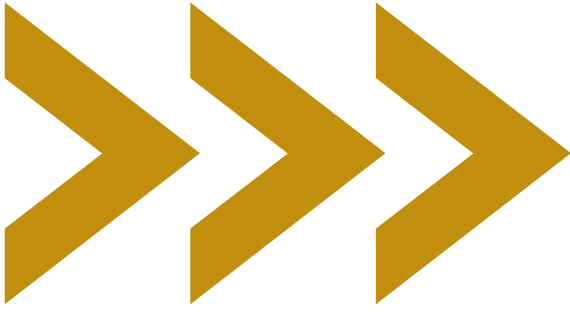
**EHP**  
**ELEVATE**  
HOME PARTNERS



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# YOUR EXPERIENCE



Matters



***At Elevate Home Partners brokered by Real,*** our commitment begins with a simple but vital act: listening. We believe that every home has a story and every seller has a unique set of priorities. Before we talk about marketing or numbers, we want to understand your experience - what you love about your home, your reasons for moving and what a “successful sale” truly looks like to you.

Whether your priority is a specific timeline, a seamless transition for your family, or achieving a record-breaking price, we respond by building a custom strategy around those needs. By blending your personal goals with our innovative technology and design expertise, we ensure your home is marketed with a higher standard of care. For us, real estate is a relationship, and our promise is to honor your trust with a service experience that feels heard, understood, and expertly executed.

# Meet

# SUSAN HINZ



Since 2021, Susan has served over 130 clients with a unique blend of professionalism, integrity, and warmth. As the Owner of Elevate Home Partners, she sets the standard for the team's commitment to high-level service, ensuring every client feels confident and cared for from start to finish. Her friendly, outgoing personality makes the complexities of real estate feel seamless and personal.

To provide the highest level of advocacy for her clients, she has earned several professional designations, including Accredited Buyer's Representative (ABR), Seller Representative Specialist (SRS), and Senior Real Estate Specialist (SRES).

Susan is a wife, and mom to four kids—plus one dog and a cat! Deeply rooted in her community, when she isn't helping clients achieve their real estate goals, she stays active in her church's women's ministry and supports local nonprofits. She enjoys running & pickleball. Susan thrives on making connections - whether she's hiking a local trail or guiding a client through their home purchase or sale. With Susan, you are getting more than just a Realtor, you're gaining a dedicated leader and advisor committed to exceeding your expectations.



# Why



Selling your home is more than a transaction; it is a major financial milestone that requires a blend of market expertise, strategic design, and unwavering integrity. When you partner with Susan Hinz and Elevate Home Partners, you aren't just getting a sign in the yard-you are gaining a competitive advantage.

### **The Designer's Eye: A Competitive Edge**

Before becoming a Realtor, Susan spent her career as a licensed Interior Designer for top-tier national firms.

- Staging Consultations: Susan knows exactly how to highlight your home's features and optimize flow to appeal to the widest pool of buyers.
- Visual Marketing: We don't just take photos; we curate a visual story that makes your property stand out in a crowded digital marketplace.

### **Powered by "Real": Next-Gen Technology**

As part of Elevate Home Partners brokered by Real, we leverage the industry's most advanced AI-driven tools to ensure your home reaches the right audience.

- Omni-Channel Exposure: Your listing is instantly syndicated across a massive network, ensuring maximum visibility on Day 1.
- Data-Driven Pricing: We use real-time market analytics to price your home with precision-minimizing days on market and maximizing your net proceeds.

### **A Dedication to Excellence**

Susan's trademarks are professionalism, hard work, and integrity. Having worked in the high-stakes healthcare architecture market, she brings a "dedication to excellence" and an "attention to detail" that is rare in the industry.

- Thorough Communication: You will never be left wondering where your deal stands. We prioritize clear, prompt, and honest updates.
- Skilled Negotiation: We advocate fiercely for your interests, navigating complex contracts to ensure you get the best possible terms at the closing table.

Our goal is to make your journey feel effortless and enjoyable, providing a higher standard of service from our first meeting to the final signature.

# OUR EXPERIENCE

Matters

100%

CLIENT FOCUSED

real

\$900+ MILLION

SOLD IN REAL ESTATE

2,600+

HOMES SOLD

## Why Real is Dominating Central Virginia?

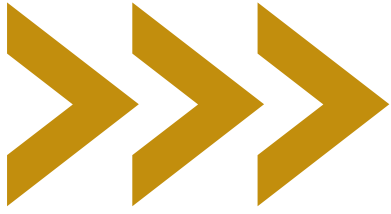
Real has seen explosive growth in Richmond, recently adding over 100 agents in just four months to meet the needs of local homeowners. This isn't just growth for growth's sake; it's a concentration of top-producing talent.

- Local Powerhouse Teams: We are home to some of Richmond's most successful teams, including those who have closed hundreds of millions in local volume.
- The Network Effect: When you list with me, your home is immediately promoted to a growing network of over 1,000+ Real agents throughout the Mid-Atlantic, many of whom are working with active buyers relocating to Richmond from Northern VA and beyond.

Richmond isn't just where I work; it's a market I understand at a granular level. As a member of the Central Virginia Regional MLS (CVR MLS), I leverage the data of one of the fastest-growing and most tech-advanced brokerages in the Commonwealth to get your home sold.

The Richmond metro area is seeing incredible demand, with the average sales price recently climbing to over \$405,000-an 3-4% increase year-over-year. In this competitive environment, you need an agent who knows how to navigate low inventory and high buyer interest.





# TYPES OF MARKETS

TYPE OF MARKET	MONTHS OF INVENTORY
SELLERS'	0 - 3
NEUTRAL	4 - 7
BUYERS'	8 - 12
UNSTABLE	> 12



Understanding current market conditions is the difference between guessing and strategizing. Real estate markets generally fall into four categories, each requiring a specific playbook for success. By identifying which phase the Richmond market is in today, we can align your expectations with reality and deploy the exact tactics needed to win.

Selling your home can be a very emotional experience. You may be downsizing and saying goodbye to cherished memories, or selling the first home you ever purchased. Either way, you want your beloved home to be handled with care, while making sure it's being marketed.

# CLIENT EXPERIENCES

"Susan was awesome to work with! She explained every part of the buying process to us as we prepared an offer for our new home in Claremont, VA. She also just helped us sell my mother-in-law's home in Midlothian, VA. This one was more difficult because of the need to clean it out and sell it as-is. Susan went above and beyond to help us get that house on the market and ultimately sell it to a young family who is thrilled to be there. Susan is professional, knowledgeable, optimistic, and helpful. I highly recommend her for your home buying or selling needs!"

*-Pamela*

"Susan goes above and beyond the call of duty. She answers your calls, she responds to emails and texts but more than that she listens and does everything she can to meet your needs as a homebuyer or homeowner. She helped us get top dollar for our current home and get into a new home in a location we preferred. On both sides of the sale she was knowledgeable, professional, and ethical! I highly recommend Susan. You can trust her to earn her commission and be with you through the whole process, not just in order to get your listing. We have bought and sold several properties and Susan worked harder than any other realtor we have had."

*-Lynn*

"Susan represented me on the sale of my home in Midlothian. Her professional input, coupled with her design background, allowed me to capitalize my net gain as a seller. I ended up getting much more for my house than I would have without the recommendations and the buyer ended up with a turnkey home. Susan walked with me every step of the way in preparing my home for the market. I could not think of a better person to have in my corner throughout this emotional home selling journey. She really set me up for success, she is genuine and really listened to me. I always felt she was looking out for my best interest. When I go to buy or sell a house again, hands down, I will choose Susan."

*-Jill*

# OUR PROVEN *Strategy*

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# HOME READINESS

## ENHANCING THE SELLING EXPERIENCE



## FIRST IMPRESSIONS MATTER!

To enhance your home's potential, we have a list of trusted resources & a checklist ready for you to maximize that first impression!

### TRUSTED RESOURCES

- Movers
- Packers
- Plumbers
- Stagers
- Masons
- Carpet
- Painters
- Painters
- Fencing
- Contractors
- Electricians
- Pest Control
- Landscapers
- Cleaners

### HOME READINESS CHECKLIST

#### EXTERIOR

- Clean up the yard & keep the grass cut
- Powerwash home & sidewalks
- Clean windows (inside & out!)
- Plant fresh flowers and mulch in garden beds
- Give your front door a fresh coat of paint

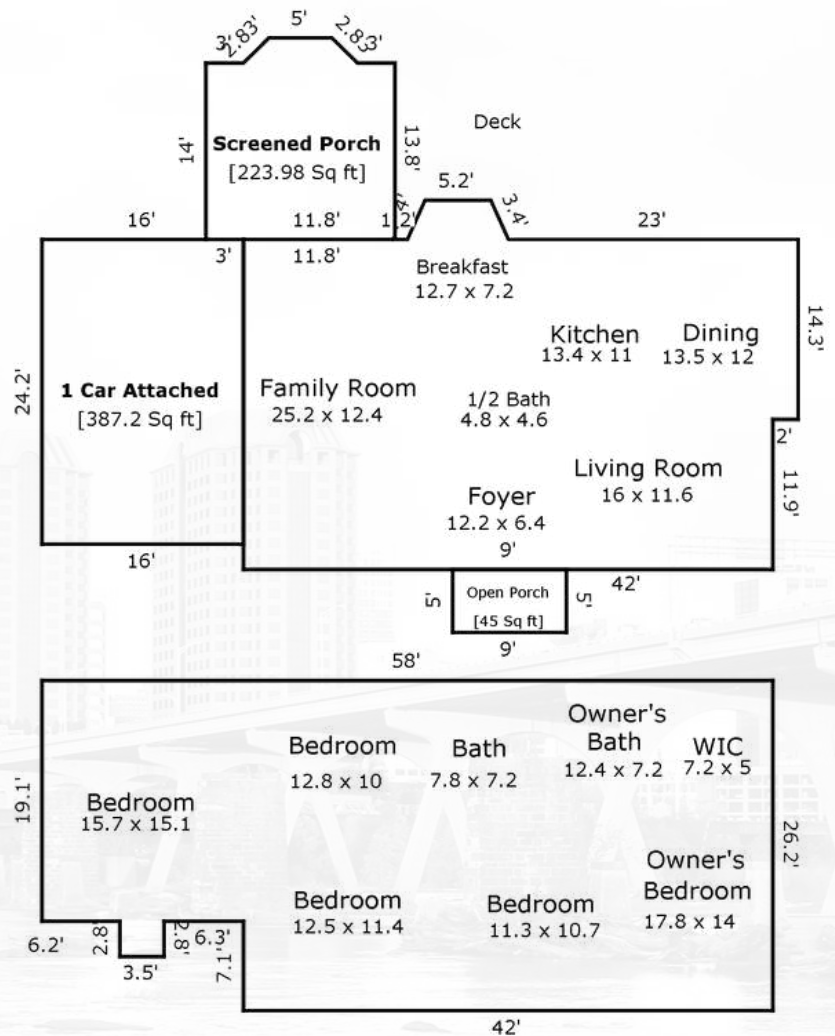
#### INTERIOR

- Remove personal family photos & excess knick knacks (think minimalist)
- Deep clean & declutter
- Shampoo carpets
- Clean light fixtures & ceiling fans
- Wipe down those baseboards!



# CERTIFIED HOME MEASUREMENTS

Today's buyer is very "in tune" with the dollar per square foot. Most agents use the tax record as their source for a home's square footage, but we have found, in many cases, the tax record reflects less square footage than what is actual. Therefore, we pay to have a certified appraiser come out to measure your home to ensure we are getting the most money for your home. We will also generate a floor plan of your home with measurements. This becomes another great marketing tool.



# PROFESSIONAL PHOTOGRAPHY

## ENHANCING THE SELLING EXPERIENCE



98%

OF HOME BUYERS SEARCHING ONLINE SAY PHOTOS ARE THE MOST IMPORTANT FACTOR WHEN DECIDING WHICH HOMES TO SEE IN PERSON

# PRICING YOUR HOME

## DETERMINING THE ASKING PRICE

- Condition/Size of the Home
- Location
- Competition
- Timing

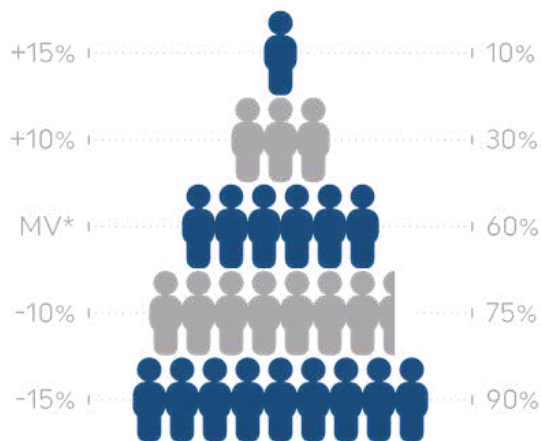


## MARKET PRICE VS ASKING PRICE

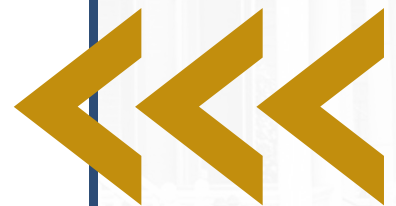
- It is important to get the asking price of the home as close to the market value as possible to attract potential buyers
- Pricing the property too high will deter buyers from looking, and pricing too low might attract buyers who cannot compete in a multiple-offer scenario

## THE PSYCHOLOGY OF PRICING

**ASKING  
PRICE**  
COMPARED TO  
MARKET VALUE



**% OF  
BUYERS**  
IN THE MARKET



# MARKETING STRATEGY

## SOCIAL MEDIA



68% of U.S. adults are Facebook users, we have become Facebook experts  
Your home will be posted to our page and boosted to reach an additional 894-2.6K users



Instagram has over 1 billion monthly active users, with 83% of posts using hashtags. We will use hashtags & boosts to reach an additional 628-1.8K users



With over 875 million total users, LinkedIn is the largest professional network. Many overlook LinkedIn, but not us -- we will use this space to our advantage & market to the true professionals

## PRINT



Brochures are created for your home & left for showings to create a lasting impression



QR Flyers are created for your home & left for showings to allow potential buyers to view more information about your home on its listing website



Direct mailers are sent to homes in your area to maximize exposure and traffic

## WEB

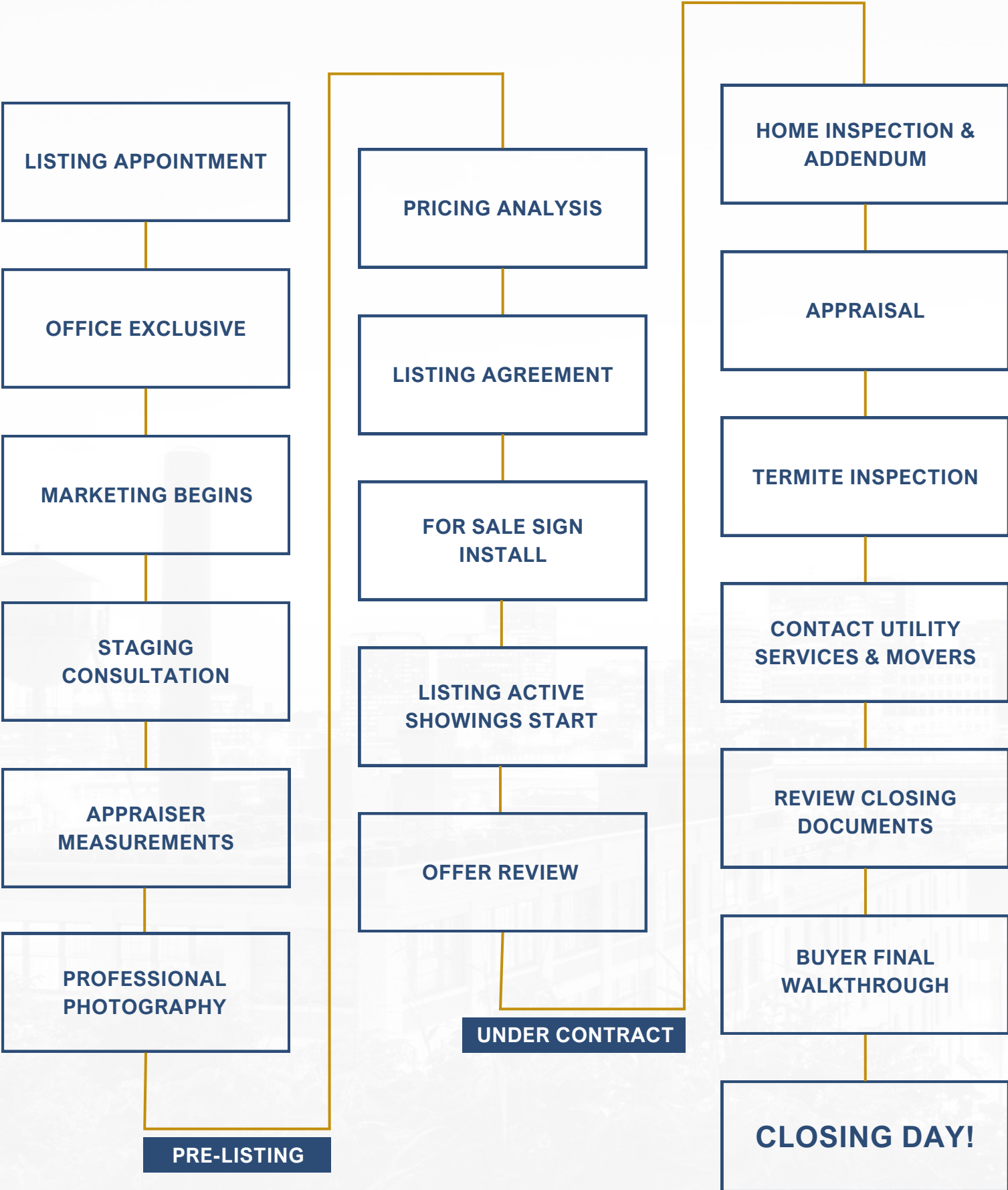


We utilize email to active agents in the marketplace a beautiful email of your home



We create a website specific to your home's photos & features, in order to make the information accessible to all

# COMPLETE SELLER TIMELINE



# ELEVATE

HOME PARTNERS



Unlocking a Higher Standard of Service



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