



Thinking about Selling your Home?

Claudia S. Nelson
Realtor®
Keller Williams Realty
CALL 571-446-0002
Claudia@VARealEstateExperts.com
www.VARealEstateExperts.com



It's All About You

My real estate business has been built around one guiding principle: It's All About You!

- ◇ Your needs
- ◇ Your dreams
- ◇ Your concerns
- ◇ Your questions
- ◇ Your finances
- ◇ Your time
- ◇ Your life
- ◇ You are the Boss

My focus is on your complete satisfaction. In fact, I work to get the job done so well that you'll want to tell your friends and associates about me Maybe that's why more than 50 percent of my new business comes from repeat customers and their referrals. **I Sell More Because I DO More!**

I am looking forward to the opportunity to earn your business and your referrals!



CLAUDIA S. NELSON
Real Estate Team

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What I Deliver

Excellent Communication

Your needs always come first. I provide the highest quality of service, and I will be sure to keep you updated along the way. You tell me what communication works best for you.

Experience and Expertise

I am an expert at marketing homes and generating buyer interest. I understand the complexities of your real estate transaction and will be along your side from the beginning to settlement and beyond.

Comprehensive Marketing Plan

Your home will get the exposure it deserves. My proven and comprehensive marketing system maximize your property's exposure to buyers.

Pricing

Selling your home quickly and for TOP Dollar is my highest priority. I will review a detailed pricing strategy with you and I will be sharing market data to price your home right, ensuring it sells at the highest price possible in a time frame that fits your needs.

Staging & Professional Pictures

I will work with you to be sure your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make a terrific first impression.

Satisfaction

I will guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your expectations and needs. We will identify those needs together, and my easy cancellation guarantee will allow you to end our relationship at any point if you are not satisfied.



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Get to know me

My name is Claudia S. Nelson. I am a full time REALTOR® with Keller Williams Realty in Lake Ridge, Virginia and I have been a Woodbridge resident for several years.

I am experienced in buying and selling residential real estate in the Northern Virginia area and in particular, Prince William County, Woodbridge VA area. My passion is to assist buyers and sellers, in a manner that is as stress free and enjoyable as possible.

The home buying or selling process can appear to be a daunting and complex undertaking, but, you can rely on my knowledge, experience, and know-how to assist you from the beginning stages of the process to settlement!

If you are interested or in need of selling or buying a home in Woodbridge VA or surrounding area; or you know someone else who is, please consider allowing me to assist in the process. I have a proven marketing plan built around the best practices adopted from leading real estate professionals from all over the country. This plan is designed to help you sell or buy a home quickly, efficiently and stress free. If you are looking for the best call me TODAY. I would love to earn your business by becoming your Realtor® of choice.

I look forward assisting you, your family and friends.



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What my clients say about me:

Make no mistake about it, Claudia Nelson is the best realtor in Woodbridge, VA. I have dealt with my share of professionals, both in the real estate business and other, but Claudia is simply one of the most outstanding professionals that I have had the pleasure of dealing with. Her recommendations, work ethic, personality, and presence ensures that anyone that she consults is getting the best of the best. Claudia was instrumental in the selling of my first home. Everything that she did was punctual and spot on. I admire her as a person, and friend. If I were to ever move back to Woodbridge, or any of Northern VA for that matter, I would not hesitate to call her for help. I may even sent a yearly anniversary gift to her on the sale date as a token of my appreciation. Yes, she is that good. I could go into detail about how she helped me specifically, but you will no doubt have your own personal and enjoyable experience with her! **Teddy Galloway**

From our first meeting until the last detail of closing, Claudia was professional, detail-oriented and on top of everything. Honest and credible, she provided superb advice on how to market our home and communicated with us regularly. She also went above and beyond to ensure that our interests were represented fully. We felt her broad use of social media as part of her marketing strategy is a huge plus. On a personal note, Claudia was so kind and helpful to us as we handled myriad details of not only the home sale but our interstate move, a very stressful and taxing endeavor and a first for us. Again, she went above and beyond in assisting us, providing us with excellent information from her resources and experience. Claudia is the perfect combination of exemplary expertise, service-orientation, warmth and empathy and if there were more stars to this rating system, she would have them! Trust Claudia with your real estate transaction...she's the best!! **The Schurtter's**

We couldn't possibly say enough good things about Claudia!! She jumped through hoops for us and found the perfect home to raise our family in. We moved to Woodbridge due to career change and started our search by looking at rental properties. Claudia helped us weigh the pros and cons and we quickly realized renting a home was not an option for us. In a matter of 16 hours, she had flipped our search to buying a property and had a very hard to choose from list of homes that matched our criteria perfectly. She helped us make educated decisions to narrow down the options and stayed focused and positive all during the crazy closing period!!! An added bonus is... she is one of our neighbors and regularly checks in to make sure we are settling in and still in love with our home! We can easily call her family! You would be making a huge mistake to pick a realtor some where else. **The Davis Family**



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Why Keller Williams Realty

Technology

Leading-edge tech tools and training give me the edge in effectively marketing your home.

Teamwork

Keller Williams realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests. I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

Knowledge

Keller Williams realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

Track Record

I'm proud to work for the largest real estate company in the United States. It's proof that when you offer a superior level of service, the word spreads fast.



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Preparing for Success

Prepare your home for the Sale

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

Interior

- Remove excessive wall hangings, furniture and knickknacks
- Less is more
- Depersonalize, remove personal pictures
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

For Showings

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.



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Lets Stage it

Making your house appear as attractive as possible is largely about allowing potential buyers the opportunity to imagine their lives in your property. Home staging is essentially the process of using design principles and tricks that emphasize space. Creating the appearance of openness and space is key to getting your property sold. Remember, you're not selling your stuff!

Furniture

Great staging, either DIY or by a professional, includes choosing furniture that shows the room in its best light. Minimize the amount of furniture you have in each room. If it's staying in the house, it needs to be in good shape and be visually appealing.

Décor

It's time to remove anything that could be considered distracting decoration from your home. Importantly, this includes any personal items like family photos or mementos. Any décor that does stay up and visible in your home should be as neutral as possible. If you have hanging mirrors in the house, these can be positioned to emphasize and reflect key areas in the home like a nice sunny window. Give your bathroom a color touch by adding towels and a shower curtain. You can also add baskets or a vase.



Determining Property Value

Let's begin with this direct statement:

I do not decide how much your home is worth - and neither do you.

The market does!

It tells us exactly where to price your property to sell and how to approach the marketing of your

property. Here are the factors that will affect the value of your home in today's market:

Price

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

Location

Location is the single most important factor in determining the value of your property.

Condition

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. We'll work with you to optimize the physical appearance of your home to maximize the buyer's perception of value.

Competition

Prospective buyers are going to compare your property – both the condition and the price – to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

Timing

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.



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The Home Selling Process: Determining Property Value

Pricing Misconceptions

It is crucial to price your property at competitive market value. Buyers and sellers determine value. In other words, the value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in TODAY'S market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

Your home's value is NOT determined by the following:



My Comprehensive Marketing Plan

One of the key factors in attracting the most buyers to your home and to your door is my comprehensive marketing approach. The following outlines just some of the techniques I employ when selling homes:

Claudia's 12-Step Marketing Plan:

1. Price your home strategically so you are competitive with the current market and price trends.
2. Make staging recommendation to cast a positive light on the features most important to buyers.
3. Coming Soon Marketing, Blog, Sign, inform local buyers agents and buyers
4. Professional Pictures will be taken of your home.
5. Optimize your home's internet presence with my detailed online marketing plan. Just listed blog, Property video and so much more.
6. Distribute just listed / or open house flyers to your neighbors, encouraging them to tell family and friends about your home.
7. Create an open house schedule to promote your home. For every open house I have an extensive marketing plan.
8. Include your home in our company and MLS tours, allowing other agents to see your home
9. Market to active buyers and investors in my database who are looking for homes in your area and price range.
10. Market your home to top producing Real Estate Agents in the area.
11. Provide you with regular details on my marketing efforts.
12. Collect feedback from Real Estate Agents and purchaser that have toured your home.



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Extensive Online Marketing to generate Buyers for your Home

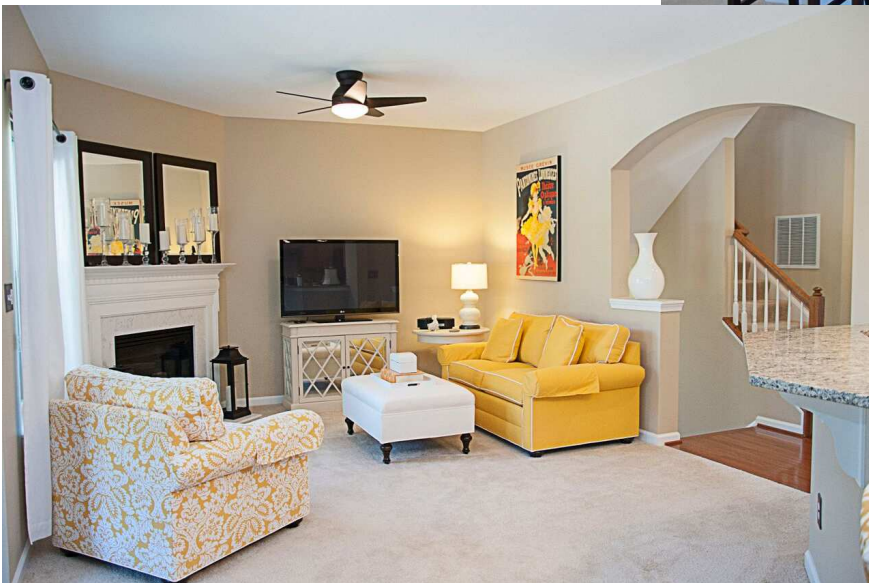
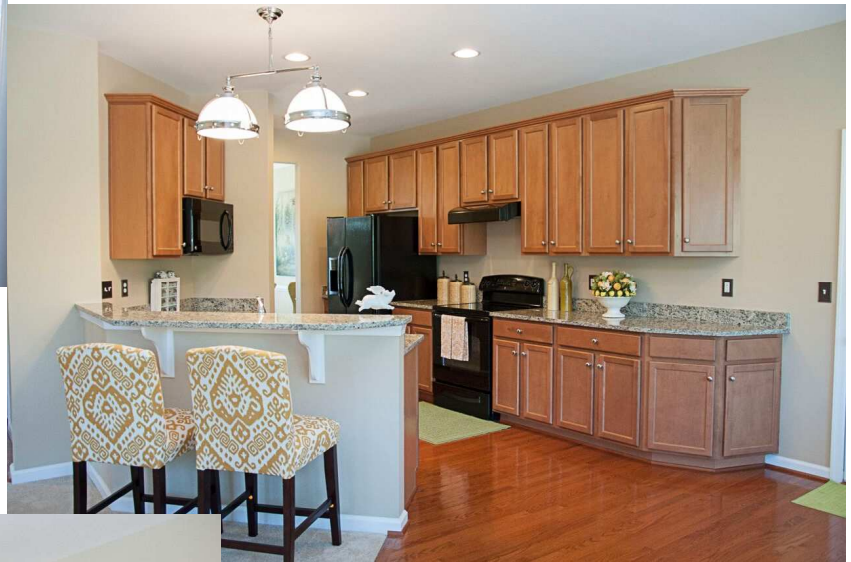


1. Coming Soon, Just Listed, Open House Blogs (and more)
2. Virtual Property Tour
3. Property Video
4. Single Property Website
5. Community Information
6. Social Media Blitz
7. Extended Marketing Reach, Syndicate to ALL major Real Estate Websites
8. Online Classified Ads
9. E-Flyers
10. Press Release and so much more
11. Online lead generation for Open House

Marketing Your Property

Multiple Listing Service (MRIS)

Most Home Buyers start their property search online. They are looking to see pictures. If a listing doesn't have pictures or only one or two they think there is something wrong with the home. I have a professional photographer that will come out to take professional pictures of your home. Professional pictures make a difference and will set your home apart from other homes.



Extended Marketing Reach

Listing your home with me will give you automatic access to Keller Williams Listing System. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites, like Trulia, Zillow, HomeFinder.com, Google Maps and so many more:



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The Home Selling Process: Closing & Beyond

Coordinating Your Sale to a Successful Closing

If an offer on your home is received I will be sure to verifying the potential buyers pre-qualification.

Each offer will be presented to you and discussed. I will always point out the pros and cons and will also provide you with an updated net sheet in order for you to consider the offer and having all the facts available.

I will negotiate on your behalf the details and terms of your transaction with the other agent . I will coordinate all the inspections and guide you towards a successful closing.

Beyond The Sale

- ◆ How can I help you in your relocation?
- ◆ Would a moving checklist help you?
- ◆ I am happy to refer you to great providers of other real estate-related services.
- ◆ I am here to make the sale of your home as sooth and stress-free as possible.
- ◆ If you enjoyed my service I hope I can count on a great review and I would be honored if you consider referring me to your family and friends.



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Homework: Property Profile

To make our time together more efficient and productive, please have the following ready

(if available) at the time of our appointment together.

- ◆ Survey
- ◆ Any recent appraisals
- ◆ 2 copies of key to the front door
- ◆ 2 copies of any other keys that may be needed (shop, storage, etc.)
- ◆ Invoices for major repairs or improvements to the property
- ◆ Declarations, covenants, restrictions (if applicable)
- ◆ Information on special assessments (if applicable)
- ◆ Homeowners Association information (if applicable)

Fees

Management Company

Contact Name & Phone Number

- ◆ Mortgage Information



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Seller Questionnaire:

By taking the time to answer these questions in advance it will help me provide you with a consultation that best fits your needs. You can email me your answers at Claudia@VARealEstateExperts.com or you can fax it to 571-408-2001.

Seller Questions:

- ◆ Why are you thinking about selling?
- ◆ What is your time frame for moving?
- ◆ Where are you planning on moving to?
- ◆ Do you have a loan that needs to be paid off?
- ◆ If you have a loan on the home what is the balance?
- ◆ What questions can I answer for you

Seller Story Board:

- ◆ What do you like most about your home?
- ◆ What attracted you to the home when you bought it?
- ◆ What are the average utility costs for your home?
- ◆ What improvements have you made to the home?



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Preparing for the Marketing

I want to show your home at its best! Most buyers heavily rely on pictures when choosing homes to for sale online, this is why I hire a professional photographer to take high quality pictures, but you as the homeowner can assist in the preparation:

Photo Shoot Tips:

- ◆ Clear all clutter and small appliances off of kitchen counters (even if just temporarily.)
- ◆ Remove all pictures or magnets from the refrigerator and be sure to removing everything you have stored on top of the refrigerator.
- ◆ Make all beds & open all draperies and blinds
- ◆ Consider adding fresh flowers in key rooms
- ◆ Clear all clutter from tabletops such as magazines, papers and books (less is more)
- ◆ If necessary, mow the grass and rake any leaves or debris from all exterior hardscapes

Questions to ask your Real Estate Agent

Are you a full-time or part-time agent?

Claudia: I am a full time Real Estate Agent with Keller Williams Realty in Woodbridge VA.

What is your Internet marketing program?

Claudia: I have an extensive and comprehensive online marketing plan, which includes social media, video marketing, single property website, blogs, craigslist, classified ads and so much more.

What is your policy on responding to phone calls/emails/text messages?

Claudia: I pride myself on being available to my clients whenever they need me. I answer my calls whenever possible and if you have to leave a voice message I will promptly return your calls, email, text message or even Facebook message.

How much of your business is generated by referrals?

Claudia: Over 50 % of my business comes from referrals or returning customers.

Do you offer an “easy exit” listing so that I can end our agreement if I am not satisfied?

Claudia: Yes I do. If you are not happy with my service or you no longer are interested in selling I have an easy exit guarantee. .



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Showings Appointments

When an interested buyer is scheduled to see your property, it's best if you, your family and any pets you may own are not in the property. Buying a new home is a very emotional process, and it's sometimes hard for prospective home owners to imagine themselves living in a particular place when the current resident is still inside.

I will work with you and the other real estate professionals who will be showing your home to schedule and supervise listing appointments. These home showings will most likely be an inconvenience for you and your family. I will do everything I can to work with you to minimize the impact, but an aggressive showing schedule will help us sell your property quickly, which is our ultimate goal .

- Be flexible with showing times
- Turn on all the lights
- Open Drapes in the daytime
- Keep pets secured
- Light the fireplace (if seasonally appropriate)
- Infuse home with a comforting scent
- Vacate the property while its being shown



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Cost of Selling your Home

Selling your home is typically about making a profit. However, that doesn't mean that it doesn't come without costs. Here is an overview of some of the major costs you'll be responsible for paying.

Mortgage Balance This is the remaining balance on your original home loan. You will need to pay off your mortgage in its entirety when your home is sold.

Home Equity Loans (2nd, 3rd Mortgages) Any loan against the value of your home will also need to be paid in full after the sale of your home.

Pre-sale Preparations In most cases, it's not advisable to make major investments in your home right before a sale. There are however, a few things that can be done to increase your home's curb appeal, fix minor problems, and otherwise make your property more attractive.

Closing Costs All closing costs associated with the sale of your home will be listed for you and for the home buyer in the Closing Disclosure form. The seller is generally responsible for all of these closing costs which include:

- Real estate broker commissions
- Sellers Closing Cost Assistance
- Settlement Fee
- Recording/filing fees

In some cases, buyers make a request for you as the seller to cover their closing costs as a part their purchase offer. We will negotiate these requests if they are made and I will help you understand why it would be advantageous to cover the buyers closing costs (if it is) and what limitations we can set to make sure we know the exact net of your home sale before closing.



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Cost of Selling your Home

Taxes The money that you make from the sale of your home is considered capital gains. The good news is that these profits can be excluded from your taxable income, up to \$250,000 for an individual or \$500,000 for a married couple, as long as your home was your principal residence. To exclude the full portion of those gains, you will need to have lived in your house for at least 24 months in the 5 years previous to the sale date of the property. This is considered the 2 in 5 rule. If you do not meet the minimum occupancy requirement you still may be able to exclude a portion of your gains if you are selling your house because of circumstances related to your health or to your job. You should speak with your accountant or a certified tax specialist if you believe you fall under one of the exclusions or need help in reporting your capital gains after the sale of your home. If this property is a real estate investment your profits will be considered taxable income and will be subject to state, federal and self-employment taxes. You can defer all capital gains taxes in a 1031 exchange if you are planning to reinvest the proceeds of your real estate sale into a new property. Again, in this circumstance you should speak to a financial specialist who can help you fully understand and minimize your tax liability.

Moving Costs Moving isn't only a hassle, it can also be very expensive. Whether you're moving to a new house in your neighborhood or across the country, it's important to estimate and plan for the full cost of moving from your home once it is sold. If you're working with a moving company, you'll want to get a full idea of what you'll be charged for what services. If you're moving yourself, you'll most likely need to rent a van. And don't forget the packing materials including boxes and tape. The more preparation you do in your move planning, the less likely you are to avoid overpaying for your move expenses.



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