

Virginia Homes

— BY STACEY CAITO —



WWW.VIRGINIAHOMESBYSTACEY.COM

SELLER GUIDE

I AM STACEY CAITO



HELLO

As a dedicated and passionate Realtor, I am committed to providing exceptional service and expert guidance to help you achieve your real estate goals. As a Virginia native with deep market knowledge and a genuine passion for helping people, I ensure a seamless, stress-free experience whether you're buying or selling. From first-time homebuyers to seasoned investors, I offer personalized strategies, expert negotiation, and unwavering support at every step. Let's make your real estate goals a reality—together!

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www.virginiahomesbystacey.com

WE'RE HERE TO HELP YOU

STACEY CAITO

REAL ESTATE AGENT, LISTING EXPERT

- offering expert advice and guidance through the challenges of the real estate market
- is passionate, creative and committed to delivering exceptional results to her clients



KERRI RALSTON

REAL ESTATE AGENT, SHOWING AGENT

- Gives the utmost attention and care to clients resulting in a distinctive level of service.



NIKKI MENDES

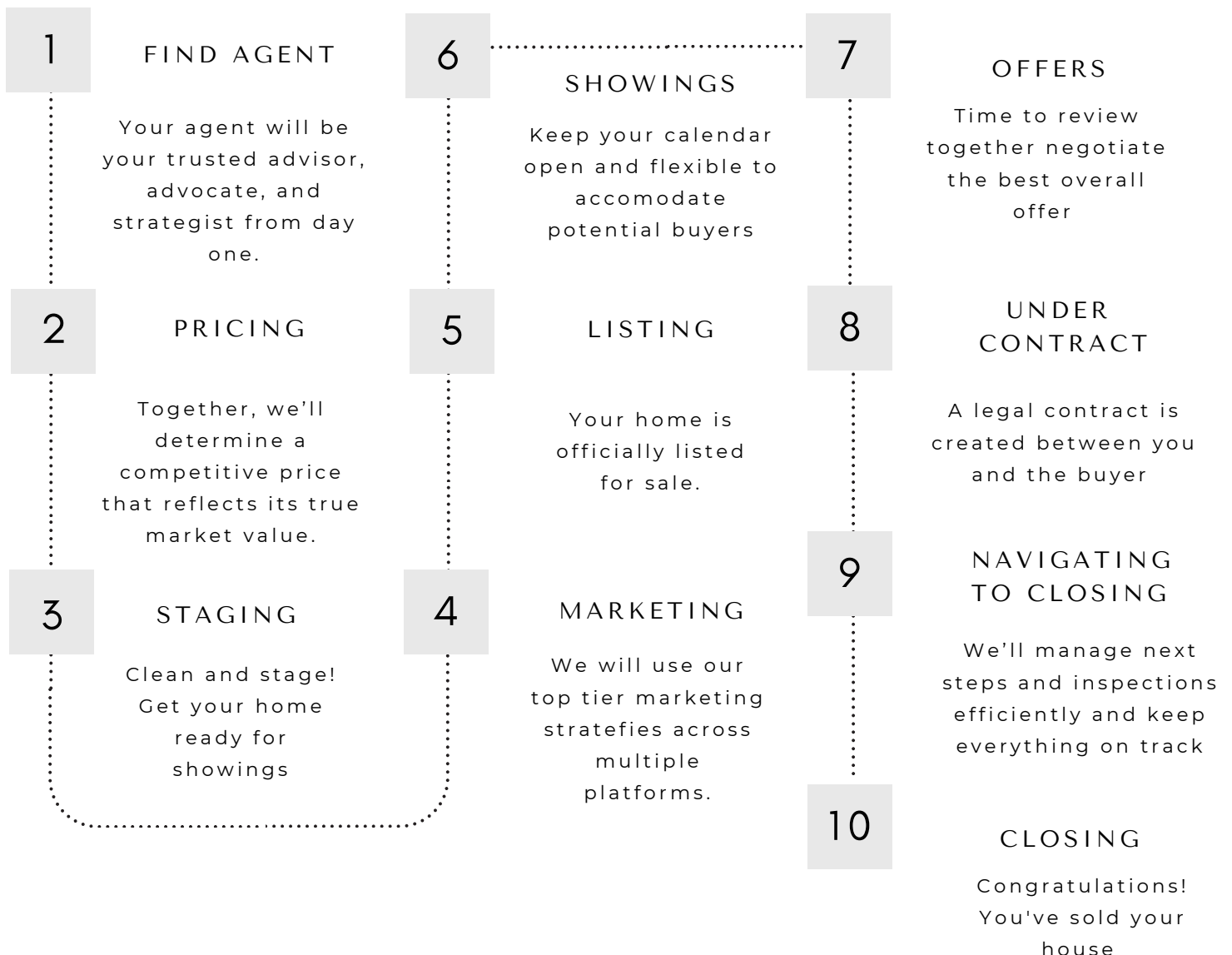
TRANSACTION COORDINATOR

- Nikki is committed to her clients satisfaction and will support you throughout the home buying or selling process.



HOME SELLER'S ROADMAP

Follow this high level road map to help you sell your home!



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SETTING YOU UP FOR
SUCCESS....A JOURNEY WE
EMBRACE TOGETHER



TEN STEPS TO SELLING A HOME

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
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- 05 LISTING
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STACEY CAITO
-SAMSON PROPERTIES-

PREPARING TO SELL



FINDING A GREAT AGENT

01

INDUSTRY KNOWLEDGE

With exclusive resources and deep market expertise, we position your home for maximum success. By continuously analyzing market trends, buyer behavior, and local data, we develop a pricing and timing strategy tailored to your goals. Our hands-on approach ensures a seamless, stress-free sale—so you get top dollar with the least hassle.

SMART NEGOTIATING

With expert negotiation strategies and market insight, we ensure you secure the best possible contract for your home. Our priority is protecting your interests while maximizing value, whether that means negotiating a higher price, better terms, or fewer contingencies. With a results-driven approach, we advocate for you at every step—so you walk away with the most favorable deal possible.

PROFESSIONAL EXPERIENCE

Selling your home is one of the biggest financial decisions you'll make, and having the right expertise on your side makes all the difference. With years of experience and a track record of successful sales, we provide the strategic guidance, market knowledge, and hands-on support needed to maximize your profit and streamline the process. From pricing to closing, we handle every detail with precision—so you can move forward with confidence and peace of mind

Selling a home is a significant financial transaction, and having the right real estate agent can make all the difference. A skilled agent brings market knowledge, negotiation expertise, and a personalized approach, guiding you through pricing, staging, marketing, and closing. They handle complexities, ensuring a smooth, stress-free experience. With the right agent, you can sell your home faster, for a higher price, and with confidence. Trust a professional dedicated to your success for a positive and rewarding home-selling journey!



ESTABLISH A PRICE

02

Pricing your home correctly is key to attracting serious buyers and maximizing your return. Using in-depth market data, recent sales trends, and local insights, we develop a pricing strategy that positions your home competitively. Our expertise ensures your listing stands out, generates strong interest, and leads to the best possible outcome—whether that's a quick sale, multiple offers, or top dollar for your property



WHAT DETERMINES THE PRICE?

The listing price of a home is determined by several key factors. These include recent sales of similar properties in the area, current market conditions, and the home's unique features and condition. Additionally, local market trends, neighborhood desirability, and economic factors play a role. Our team analyzes all these elements to set a competitive and attractive price for your home.

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QUICK FACT

According to the National Association of Realtors (NAR), homes sold with the assistance of a real estate agent typically sell for 16% more than homes sold by the owners themselves. This statistic highlights the value of using a professional realtor to maximize your home's sale price.

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PREPARE YOUR HOME

03



Our expert staging guidance helps showcase your home's best features, creating a welcoming and visually appealing space that attracts buyers. From decluttering to strategic design tips, we ensure your home makes a lasting impression and stands out in the market.

ENHANCING APPEAL THROUGH EXPERT STAGING

Staging your home can make a significant difference in how buyers perceive it. Our team provides expert advice to highlight your home's best features and create a welcoming environment. We offer professional staging advice, including recommendations on decluttering, repairs, and enhancements. If needed, we assist in coordinating with professional stagers to ensure your home looks its best. Our goal is to make your home stand out by showcasing its strengths and minimizing any weaknesses.

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QUICK FACT

According to the Real Estate Staging Association, homes that are staged before going on the market sell 73% faster on average than non-staged homes. Additionally, staged homes can increase the sale price by up to 17% compared to similar homes that aren't staged. This makes staging a highly effective strategy for sellers looking to maximize their return and reduce the time their property spends on the market.

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PREPARING CHECKLIST



INSIDE THE HOME

- Repaint the home in a neutral color, or at a minimum, clean and refresh paint where needed.
- We want the buyers to focus on the house rather than your personal photos or work awards. Let's pack those away and stage with neutral pictures.
- Preplan arrangements for pets during showings and we will have an action plan for you to prepare the home as you leave (example: remove toys and clutter from main spaces)

OUTSIDE THE HOME

- Take care of the landscaping (i.e. cut the grass, water the flowers, trim the trees and bushes)
- Consider removing trees that block the front of the home.
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



STACEY CAITO
-SAMSON PROPERTIES-

FIND A BUYER

MARKETING 04

Leave the marketing to us! As industry experts, we stay ahead of trends to ensure your home gets maximum exposure. From high-end professional photography to targeted strategies, we showcase your home in the best possible light to attract serious buyers.



MODERN MARKETING STRATEGY

We use cutting-edge digital tools and data-driven strategies to maximize your home's exposure and attract the right buyers.

- Advanced Digital Marketing – Targeted social media ads, Google Ads, and AI-driven strategies generate strong buyer interest.
- High-Impact Visuals – Professional photography, virtual tours, and customized brochures showcase your home's best features.
- Virtual Showcasing – Buyers can explore your home remotely with 3D tours and video walkthroughs.
- Precision Targeting – Data analytics help us reach the ideal buyer demographic with tailored campaigns.

With this modern, tech-driven approach, we ensure your home stands out and sells for top dollar.

LISTING

05

The day your property hits the market is an exciting and crucial moment. It marks the official start of showcasing the property to potential buyers, generating buzz, and setting the stage for a successful sale.



Congratulations! Your home is now listed for sale.

Using our targeted marketing strategy we ensure your listing gets maximum exposure and reaches serious buyers.

We handle everything—installing professional signage, hosting strategic open houses, following up on every showing, and providing timely feedback—so you stay informed and ahead of the market.

SHOWINGS

06

MAXIMIZING SHOWINGS FOR BEST RESULTS

Flexibility is key when it comes to showings. Allowing private tours and open houses at convenient times ensures more buyers can experience your home, increasing your chances of receiving strong offers.

To create the best impression, keep your home clean, well-maintained, and show-ready at all times. Plan to be away during scheduled showings so buyers can freely explore and envision themselves living there. First impressions matter—we want them to fall in love the moment they walk in!



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Declutter and put away personal items
- ☐ Throw away any garbage and eliminate odors
- ☐ Turn on lights and open blinds
- ☐ Clean the countertops and put away dishes
- ☐ Wipe down counter and table surfaces
- ☐ Turn on all indoor and outdoor lights

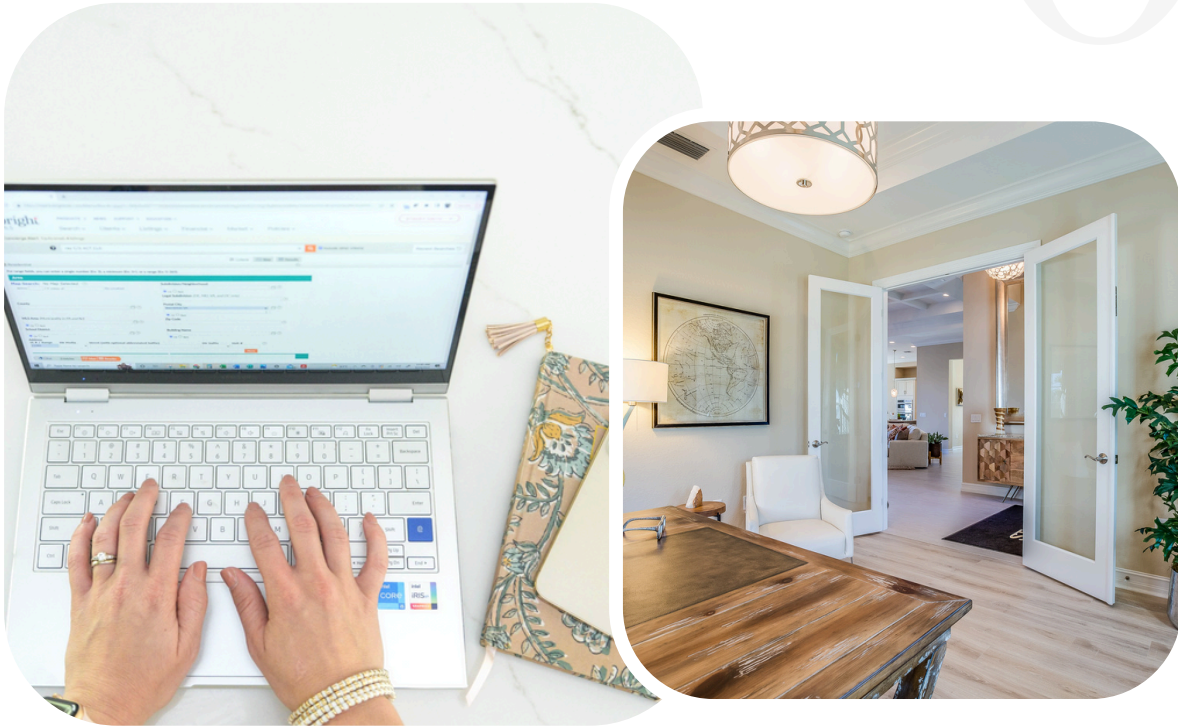
IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Stage each room organize closets and visible storage
- ☐ Dust any visible or reachable areas
- ☐ Enhance curb appeal and outdoor settings



OFFERS

07



& NEGOTIATIONS

Receiving an offer is just the beginning— you can accept, counter, negotiate, or decline any offer, keeping you in control every step of the way. With expert negotiation, we can turn a single offer into a competitive bidding war— leading to better terms, fewer contingencies, and a higher sale price.

If multiple offers come in, we'll strategically evaluate and compare each one, considering price, contingencies, and buyer qualifications to help you choose the strongest contract. We handle all negotiations on your behalf, protecting your best interests while ensuring a seamless process. With skilled guidance and clear communication, we simplify every step—maximizing your profit and ensuring a smooth path to closing.

UNDER CONTRACT

08

Once you and the buyer agree to all terms in the contract, including price, contingencies, and the settlement date, the offer becomes legally binding. From here, we navigate the final steps to ensure a smooth closing.

Before the transaction is finalized, several key inspections and assessments must take place:

- **Home Inspection** – Evaluates the property's overall condition.
- **Appraisal** – Confirms the home's value for the buyer's lender.
- **HOA Inspection** – Ensures compliance with homeowners' association regulations.
- **Termite Inspection** – Checks for any wood-destroying pests or damage.
- **Well & Septic Inspection** – Assesses water quality and system functionality (if applicable).

Throughout this process, we coordinate all required steps, address any issues that arise, and keep you informed—ensuring a seamless transition to closing.



FINAL DETAILS

09

As closing day approaches, we work closely with the title company, buyer's agent, lender, and other key parties to keep everything on track. We ensure all paperwork is in order, monitor contingency deadlines, and confirm inspections and appraisals are completed.

Our team proactively manages any last-minute issues, keeping you informed and stress-free. From scheduling the final walkthrough to finalizing closing details, we handle the logistics so you can focus on your move with confidence.



CLOSING

10

Closing, or settlement, is the official completion of your home sale, where all final documents are signed and ownership is transferred to the buyer.


During this phase, the title company will ensure everything is properly executed, including:

- Transferring the deed to the buyer
- Finalizing all legal, financing, and insurance documents
- Distributing funds, including the purchase price and any applicable fees
- Confirming key handover and closing completion

Once everything is finalized, your home is officially sold—**congratulations!**



CLIENT TESTIMONIALS

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- Stacey is incredible. She helped us buy our home in 2018 and then sell it in 2023. Her expertise in helping us when we built was fabulous. Communication from Stacey is top notch. She never misses a call or text. We never felt nervous during the process because we trusted Stacey to guide us and guide us she did. She negotiated with the buyer to get us the best possible outcome and we can't thank her enough. You really want to work with this woman. She's a tough, family oriented, strong, hard working female and she will do everything in her power to make your life buying or selling easier and enjoyable.

MIKE BAYLISS



- It was a pleasure working with Stacy. She is very knowledgeable, professional and friendly. We are so grateful to her for helping us throughout the process of selling our house without any stress. I would highly recommend her for anyone who is looking for a great agent to assist you in buying or selling your home. Thank you so much, Stacy!

DHEVRAJ VAIRAPPAN



- Stacey is an AMAZING realtor!! She helped us to sell our house just at the right time in the market to make the maximum profit. Stacey is so professional and pays attention to every detail. She truly makes the home process seamless!

TONI TRIBBLE

CUSTOMER TESTIMONIALS

- I couldn't have been happier to have had Stacey sell my parents home. She was so patient, understanding, and readily available to answer any questions or concerns that may have arisen. I highly recommend you give her a call for all your real estate needs! You won't be disappointed!

LISA ELDER

- Stacey has been amazing to work with to sell our house and guide us through the new construction process. From her staging advice to negotiating an offer significantly over our list price with all the terms we wanted, she nailed it all. We plan to never move again but if life happens, we'll call on her services and support again.

MELISSA CIBA

- Stacey was AMAZING! She helped us get our home sell-ready and kept us very informed throughout the whole process. We ended up selling for above asking price!!! She would always get back to us when we had questions and kept our concerns to a minimum because we knew she had it all covered. She looked out for the best offer that was put in for our house that worked best for us. I have already recommended her to family and friends. She is absolutely wonderful at her job!

GRACE CARLSON

Notes

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