

Kerri Ralston

KRHOMESALES

- SAMSON PROPERTIES -

WWW.KRHOMESALES.COM



SELLER'S GUIDE

I AM KERRI RALSTON



HELLO

Being a lifelong resident of Northern Virginia has provided me with an extensive comprehension of this constantly expanding and diverse region. I have served as a fitness instructor for three decades, and I'm actively engaged in our communities. My enthusiasm drives each listing with a positive flow . After 15 years in the social work profession, I developed a deep empathy for families and enjoy watching the joy that comes from a favorable home-selling experience. I love what I do and feel fortunate to have discovered my calling.

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WE'RE HERE TO HELP YOU

KERRI RALSTON

REAL ESTATE AGENT/LEAD LISTING EXPERT

I am a highly effective and hardworking realtor who has exemplary experience selling homes. I specialize in all types of properties ranging from condos, lake houses to equestrian properties. As a Samson Properties agent, I rank among the top 3%, which is a testament to my commitment to delivering exceptional service and producing outstanding results.



STACEY CAITO

SHOWING AGENT/MARKETING

Stacey, an accomplished top producing realtor, is at the helm of our marketing department. Our team of experts is dedicated to providing uninterrupted, high-quality service to our sellers.



JENNIFER GESSNER

SHOWING AGENT/CLIENT SUPPORT

Jennifer is our Client Support Specialist who is an exceptional problem solver and readily available to address your needs. As an Open House agent, she is dedicated to presenting your home to show its best features.



KELLY SNELL

SHOWING AGENT/MLS SPECIALLIST

Kelly is our proficient MLS listings expert, specializing in documentation execution. She will be available on-call to address any queries or concerns. If your home needs a private showing, she will make it happen.



HOME SELLER'S ROADMAP

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



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HOME...
IS WHERE
YOUR STORY
BEGINS

KERRI RALSTON



TEN STEPS TO SELLING A HOME

- 01 FIND A GREAT AGENT
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PREPARING TO SELL



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FINDING A GREAT AGENT

01

INDUSTRY KNOWLEDGE

As agents we have access to a wide variety of resources that is not readily available to the public. We study the market daily, almost hourly and will help you determine the best price and time to sell.

SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best overall contract for your home protecting you and keeping your needs in the forefront.

PROFESSIONAL EXPERIENCE

We value our job to represent you in one of the largest transactions in your lifetime and we are confident with our robust experience selling homes that you will feel at ease and fully trust our guidance throughout the process.

CUSTOMER SERVICE

We are dedicated to making ourselves available at all times to answer any questions that arise from this process. Communication is high on our list of priorities and we treat you as our top priority always!

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. Selling your home is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are and will make this top priority. Choosing us, you will receive service far above your expectations and the process will not only go smoothly, it may even feel fun at times!



ESTABLISH A PRICE

02

LISTING A PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process.

If you list too high, you might not get any offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.



WHAT DETERMINES THE PRICE?



When determining the listing price of your home, you will rely on your realtor to conduct a comparative market analysis of the most recent activity in your area. Together we will discuss updates that may make your home's value higher than some local comps. We will explore a range of pricing and determine the best listing price for your upcoming sale.

PREPARE YOUR HOME

03



We are not only realtors, we are also expert stagers. We will guide you step by step how to prepare your home for the absolute best showing for potential buyers .

HOME STAGING TIPS

- The way you style your home can make a huge impact for a potential buyer. They need to fall in love the minute they walk through the doors. Staged homes sell faster and for higher dollar.
- We offer three tiers of staging plans included in our listing packages. We will give you the decision power to choose what feels right for you.
- We always get professional photos and videos taken as these determine the first impression the potential buyers will have of your house.

PREPARING CHECKLIST



INSIDE THE HOME

- Repaint the home in a neutral color or at a minimum clean and refresh the paint where needed
- We want the buyers to focus on the house not your personal photos or work awards, lets pack that 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.

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

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FIND A BUYER

MARKETING 04

Leave that up to us! We are the industry experts in marketing and selling homes. We dedicate endless hours staying on top of the trends and always use high end professional photographers.



MARKETING TIPS

- We utilize digital marketing strategies: Leverage social media platforms, online advertising, and email marketing to reach a wider audience and generate interest in the property.
- We personalize marketing materials: Create customized brochures, personalized flyers, and virtual tours that highlight the unique features and selling points of your property. This will help you stand out from other listings and leave a lasting impression on all potential buyers.

LISTING

05

The day the 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! You have officially listed your home for sale.

We will use our extensive network to ensure that your listing is as visible as possible, and reaches a wide spread audience.

We will install a sign in your yard, hold open houses, follow up with every showing promptly and provide feedback.

SHOWINGS

06

It is essential to have a flexible schedule to accommodate private showings as well as open houses. This will allow potential buyers to have a greater number of opportunities to view your property and increase the chances of receiving multiple offers.

Be prepared to vacate the home during scheduled showing and be sure all is well maintained and clean. Remember, first impression matter we want buyers to fall in love as they walk through the front door.



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ 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
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas





NEXT STEPS

OFFERS

07



& NEGOTIATIONS

At this point, you have three options: accepting the offer, negotiating and presenting a counter-offer, or declining the offer. If you receive multiple offers, we will provide you with assistance in evaluating and comparing the offers to determine the most suitable contract.

Our team will conduct all negotiations, ensuring that your success in closing the deal remains our top priority.

UNDER CONTRACT

08

The offer will officially become ratified once the buyer and the seller both agree to the terms, including the sales price, and all parties sign.

Some things that may need to occur before the closing process can commence:

- Home inspection
- Appraisal
- HOA inspection
- Termite inspection
- Well/Septic inspection



FINAL DETAILS

09

Be prepared for obstacles and hiccups! They occasionally happen during this phase, but we are here to handle these and eliminate any stress.

We will help you with moving tasks such as:

- Finding a moving company
- Decluttering and donating
- Hiring contractors for any needed repairs
- Temporary housing if needed



CLOSING

10

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You've sold your home!



CUSTOMER TESTIMONIALS



What truly distinguishes Kerri is her commitment to going the extra mile. She took the initiative to arrange her schedule to accommodate my availability for property viewings, negotiate on my behalf with unwavering determination, and even help me conduct a pre-offer inspection to ensure this home was a solid choice. Her expertise and knowledge of the industry was evident at every step, making me feel confident in my decisions. I had very specific criteria in a very competitive market and due to Kerri I found the perfect home. Her dedication, professionalism, and genuine passion she shows during the entire process sets her apart from all other realtors.

Kevin & Grecia



Words cannot express how wonderful Kerri has been through the whole buying, selling and moving process. We bought a farmhouse and sold our neighborhood house and Kerri was with us every step of the way, night and day. She answered our numerous questions with unending patience, went to every viewing, every inspection and was as excited about our new home as we were! Kerri staged our house, helped us declutter, packed boxes, took donations, found people to replace the carpets and lights and even helped paint the kitchen!



Sam & Jim



- Kerri is simply exceptional. She so far exceeded expectations through the entire lifecycle of the home sale process from initial consultation, market analysis, home staging, strategy, managing expectations, deal analysis, and ultimate recommendation. She maximized the value we received from our home sale and minimized any friction in the process. She is an expert in the northern Virginia area and we highly recommend. Our home was under contract within a couple of days and closed in less than a month.

Scott & Jessica

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CUSTOMER TESTIMONIALS



Kerri was amazing!!! She helped us every step of the way and went way above and beyond the call of duty. We sold with maximum dollar in just one open house!!! She then turned around and helped us find our next perfect home! Kerri worked behind the scenes with other agents so that we wouldn't be stressed out and really was incredibly helpful!!!! We will never use another realtor and recommend her services to everyone we know.

Kat & Keny



Kerri is a class act! In a situation that can be super stressful she made it smooth & easy. She has the knowledge & experience to provide expert guidance through both sides of the selling & buying process and a network of all the best in the business to make the transaction simple & seamless. Our experience with Kerri was remarkable - she staged our home to make it look the best it's ever looked! she exceeded every expectation we had and we are so grateful to have had her on our side!



Donna & Steve



Kerri Ralston is the best realtor with whom we have ever worked. We purchased a home in another state before putting our home on the market. Kerri was hands-on from the day we initially met with her until the day she removed the "sold" sign from the front yard. Her professional manner and methods of the sale work. She listens to and guides her clients equally well. She will even get as involved as loading up her truck and making drop offs to the local thrift store! Kerri has a fine sense of style and staged our home attractively. She hired a highly skilled photographer and videographer to show its very best features.

Maryann & Justin

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