

# OUR SELLING STRATEGY



▲ **KEREN JAYNE HOMES**  
POWERED BY PEARSON SMITH REALTY

# ABOUT KEREN JAYNE

Keren is a 17 year Northern Virginia resident and full time REALTOR®. She and her husband live in Purcellville with their 3 boys and 3 fur babies and they LOVE calling Loudoun County home. Distinguished buyers and sellers entrust Keren Jayne to guide and advocate for them through every step of the real estate process. She takes a proactive approach when working to achieve her client's success by leveraging her professional network and relationships within the local community. When it comes to selling real estate one size doesn't fit all. Every home is unique and deserves a custom, strategic marketing plan to ensure that the seller's goals are achieved.

Here's what a few of Keren's clients have to say:



“ Anyone selling and/or buying a home at this time knows how insane the market is at the moment. We could not have asked for an easier and smoother process in selling our home. Keren was extremely responsive, involved, and flexible. We received multiple offers and were under contract within 48 hours and in less than a month we closed on the sale of our home. Keren is extremely knowledgeable and a shark when it comes to this real estate market. We highly recommend her to anyone we know who is looking for a realtor. ”

“ We immediately reached out to Keren - best decision we've ever made! Keren worked tirelessly, around the clock, even while on vacation to handle the negotiations, contract paperwork, and happily answered all of our questions. Her in-depth knowledge of the ever-evolving market, in combination with her tenacious drive to get it done, we were able to not only ratify on our dream farm, but all while keeping our contingencies in place- including a sale of home contingency. Keren sold our house in one week, and got us to closing on our farm in less than 30 days! Not only is she the best in the business, but she is an incredible friend and we are honored to have had the opportunity to work with her. 5 star recommendation! ”

## ACCOLADES



VOTED LOUDOUN'S FAVORITE REALTOR BY THE VOTERS OF LOUDOUN NOW IN 2019 - 2023



DULLES AREA ASSOCIATION OF REALTORS TOP PRODUCER 2019 - 2022



DESIGNATED SELLER REPRESENTATIVE SPECIALIST 



ACCREDITED BUYER'S REPRESENTATIVE® 



“ Keren Jayne is the best realtor in the NoVa area...period. She has helped us buy investment properties, sold our house, and helped us purchase our new home during this housing boom. Keren's expertise in the real estate market has made us come back to her over and over again. She is reliable, transparent, personable, resourceful, and she will work hard to get your new home. ”



“ Keren is very thorough and knowledgeable. Unfortunately our home sale process turned out to become complicated for reasons out of anyone's control, but Keren was there to help in every way. She was always on top of everything, going above and beyond ( even in ways that were probably inconvenient for her) to get us the best result possible. Her knowledge of what was happening in the market, contacts with colleagues, etc. were invaluable. We are immensely grateful for all of her help and don't know what we would have done without her assistance. ”

“ Keren was our realtor last fall. She sold our home for significantly above our asking price, and then helped us find our dream home in the same area. We can't sing her praises enough. She was always responsive, always had the answer to our questions, and the breadth of her knowledge of the market is unprecedented! She also has an incredible touch with staging a home, and her connections with other area realtors, both of which are very helpful, especially in this tight and competitive housing market. We highly recommend Keren! ”





# ABOUT PEARSON SMITH REALTY

## GOALS

Pearson Smith Realty's goal is to create a culture that motivates and assists real estate professionals in building a business focused on providing a level of service that exceeds all client expectations.

## VISION

Build a premier real estate brokerage through smart and controlled growth, never setting limits on the success we can achieve or the lives we will impact.

# 989 + DEDICATED AGENTS

## ▲ ACCOLADES



RANKED A **TOP THREE BROKERAGE IN THE DMV** IN 2019



NAMED AN **INC. 5000 COMPANY** IN 2019



NAMED ONE OF **WASHINGTON BUSINESS JOURNAL'S FASTEST GROWING COMPANIES** IN 2018 & 2019



WON **BEST OF LOUDOUN** IN 2017 & 2019



NAMED **A REAL TRENDS TOP BROKERAGE** BY VOLUME IN 2020



# ▲ OUR COMMITMENT

IT IS OUR MISSION TO PROVIDE THE AREA'S BEST REAL ESTATE SALES AND MARKETING SERVICES POSSIBLE. WE STRIVE TO EXCEED ALL CLIENT EXPECTATIONS WITH OUR SUPERIOR CUSTOMER SERVICE AND COMMITMENT TO DELIVER CUSTOMER SATISFACTION. OUR GOAL IS TO USE OUR EXPERTISE AND KNOWLEDGE OF THE REAL ESTATE MARKET TO MAXIMIZE THE SALES PRICE OF YOUR HOME.



# WHY HOMES DON'T SELL



## HOME MARKETABILITY

Like any product, your home's appearance will have an impact on whether it sells. Buyers quickly bypass homes that are dirty, cluttered, and in need of repair. Taking the time to conduct a thorough cleaning, stage, and make repairs to your property will yield a higher sales price with fewer days on market.

## NO ACTIVE MARKETING

The average agent enters the property into the Multiple Listing Service, installs a yard sign, and then waits for the home to sell while they move on to their next client. Agents typically promise exposure on many websites. What they don't tell you is that you will get a basic, free ad on most of these websites. Free ads will typically offer limited or no photos, no virtual tours, no lead capture points, and placement at the end of search results for your geographical area. Poor advertising of your property will lead to low offers or no offers.



## POOR QUALITY PHOTOS

Research shows that today's homebuyer shops on the Internet and spends the bulk of their time searching through listing photos. Poor quality listing photos will result in limited showings and offers.

## UNREALISTIC PRICING

Be wary of real estate agents that promise a high price, but provide little to no sales data to support their suggested sales price. This is a commonly used strategy to obtain listings. The overpriced listing then languishes on the market for months until it is reduced to market price. The buyer then makes a lower offer because the listing has accumulated excessive days on market.



## LACK OF FOLLOW-UP

The average real estate agent has zero sales experience. Typically, agents lack the time, motivation, or skills necessary to proactively sell your home. Agents tend to wait for the phone to ring instead of making the calls necessary to get your home sold. In today's market, having a skilled advocate who can pick up the phone to clearly and concisely work to overcome buyer objections is critical to getting a home sold.



# OUR PROVEN SYSTEM

## MAXIMUM EXPOSURE

We have advanced systems in place to make sure your property receives maximum exposure. Once in our system, your listing gets pushed out to over 750 different real estate websites including Realtor.com, Zillow, Homes.com, Trulia, Homesnap, HomeSpotter, WikiRealty, and so many more!

## SOCIAL MEDIA

There are 330 million active social media users in the United States alone. The average user spends about 2 hours and 24 minutes a day on some form of social media platform. To us, it only makes sense to capitalize on this social media use and post your listings on all of our social media platforms! By doing this, we can reach potential buyers that might not have seen your home on standard real estate websites.

## CONTINUOUS MARKETING

We provide continuous marketing from before your property goes live until the day your home goes under contract. We create a website specifically for your property, custom brochures, property flyers, a landing page, and a virtual tour all designed specifically for your home to highlight its best features.

## METICULOUS FOLLOW-UP

We have a systematic and detailed process for following up with agents and prospective buyers. We proactively call agents and buyers who have seen your property so that we can answer questions, overcome buyer objections, and highlight important property features that may help stimulate a sale.



# OFFICE EXCLUSIVE LISTINGS ▲

We work as a team to get your home sold! Before your home is even listed in the Multiple Listing System (MLS), your home is entered into our internal listing system, exclusive to Pearson Smith Realty agents. This allows us to match you with potential buyers before your listing goes out to the general public. With this system, we have been able to match hundreds of sellers with buyers prior to homes being listed in the MLS. This saves our sellers time, money, and minimizes house preparation stress.

## BENEFITS

Creates a sense of urgency, exclusivity, and maximizes the exposure of the property to potential buyers.

Promotes your home to Pearson Smith agents and potential buyers prior to going in the MLS and officially starting your Days on Market (the higher number of days on market usually means lower selling price).

Enables you to accept early showings, feedback, and offers prior to going active on the market.

Allows you the opportunity to make adjustments to the price based on the feedback prior to going on market.





# ▲ STAGING

## DOES MY HOME NEED TO BE STAGED?

The short answer is YES, every home can benefit from staging. Whether it be a good cleaning or a complete overhaul, we will advise you on what will make your home more marketable. Keep in mind, the true purpose of staging is not to re-decorate your home, it is to create a space that buyers can see themselves living in. For example, while we know you love to display your family photos, it is harder for a buyer to see themselves living in a home with another family's pictures all over the walls.



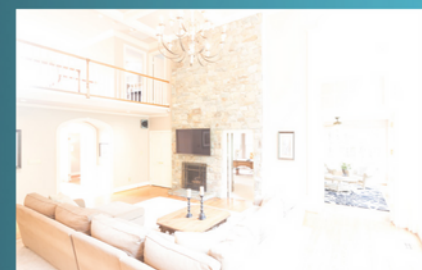
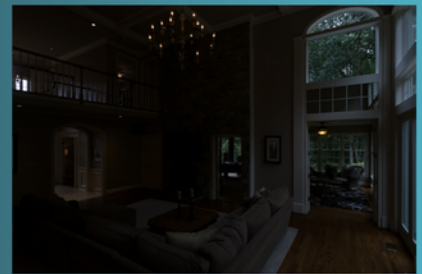


# PHOTOGRAPHY

Pictures can make or break a listing; they are the first thing most buyers will see. Don't you want to make a great first impression?

PROFESSIONAL  
PHOTOS

The quality of your listing photos will dramatically affect the interest in your property and ultimately the sales price. Our professional photographers select the best photos and carefully edit them for color, clarity, composition, and sharpness. Ninety percent of home buyers search online during their home buying process. High quality photos can lead potential buyers to your home; likewise, bad photos can deter a potential buyer.



FUSION  
PHOTOGRAPHY

Fusion Photography is a photography technique that assembles multiple carefully photographed exposures into a master exposure, which far surpasses the dynamic range available in a traditional photograph, digital or otherwise. Advanced DSLR cameras take pictures at +4, +2, 0, -2, and -4 exposure intervals to capture the best shadows and highlights from each scene.

# WE HAVE A LIST OF **BUYERS**

WE HAVE OVER **200,000** LEADS  
WITH **5,000** COMING IN MONTHLY

We use a top of the line real estate system to track all of our clients and leads. This allows us to quickly see exactly what our current buyer clients are looking for based on their previous searches.

Once listed, we are able to run your property through our Best-Fit Leads software. This software uses specialized data intelligence to generate a list of the most qualified and ready buyers. Each buyer is given a "Fit-Score," between 0 -100, which represents how good of a "fit" that buyer is to your property based on their prior home searches history.



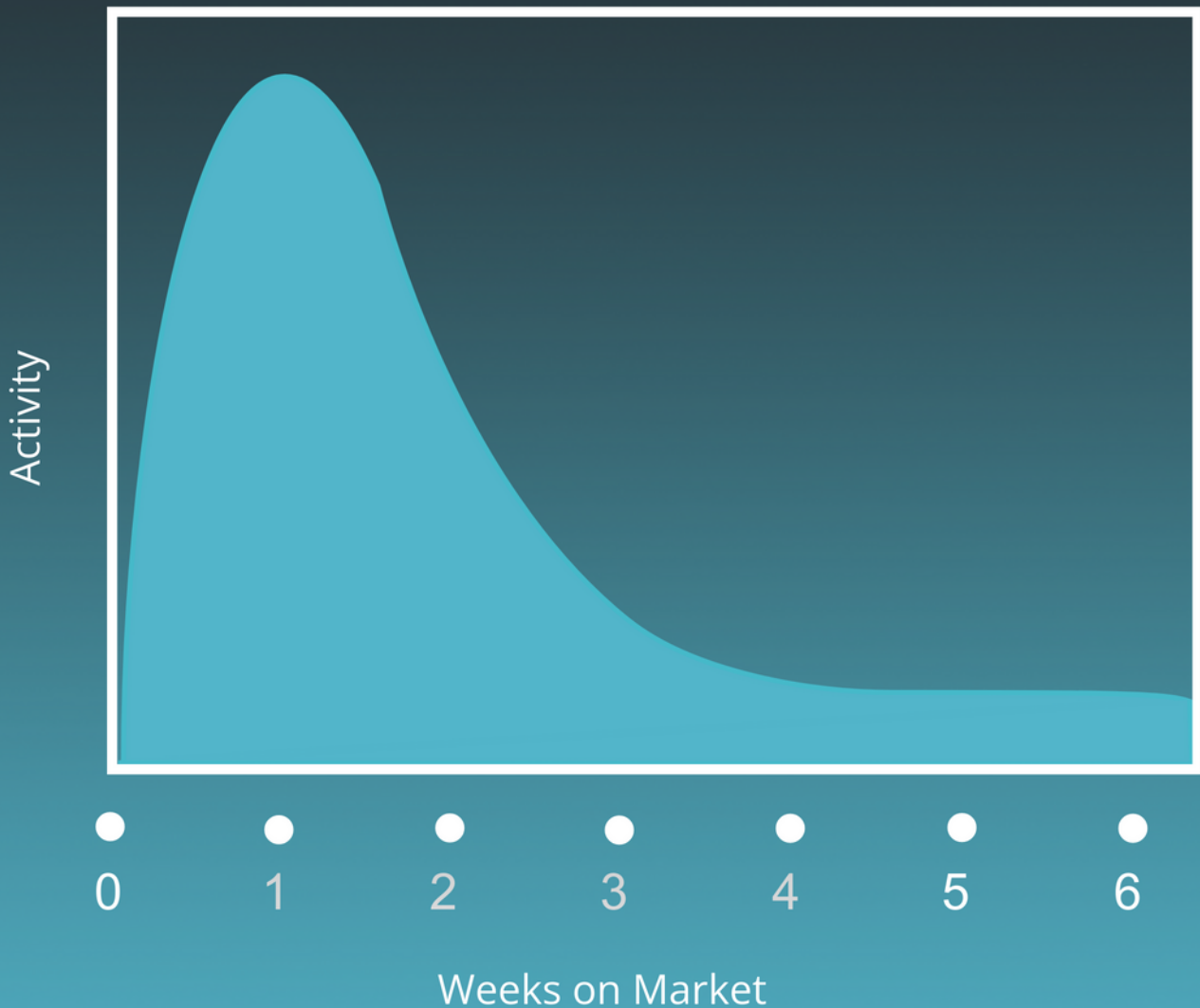
# WE MARKET LISTINGS ON ▲ HUNDREDS OF WEBSITES



OUR **ADVANCED TECHNOLOGY** ALLOWS  
US TO MARKET TO HOMEBUYERS  
ON MORE THAN **750 WEBSITES**

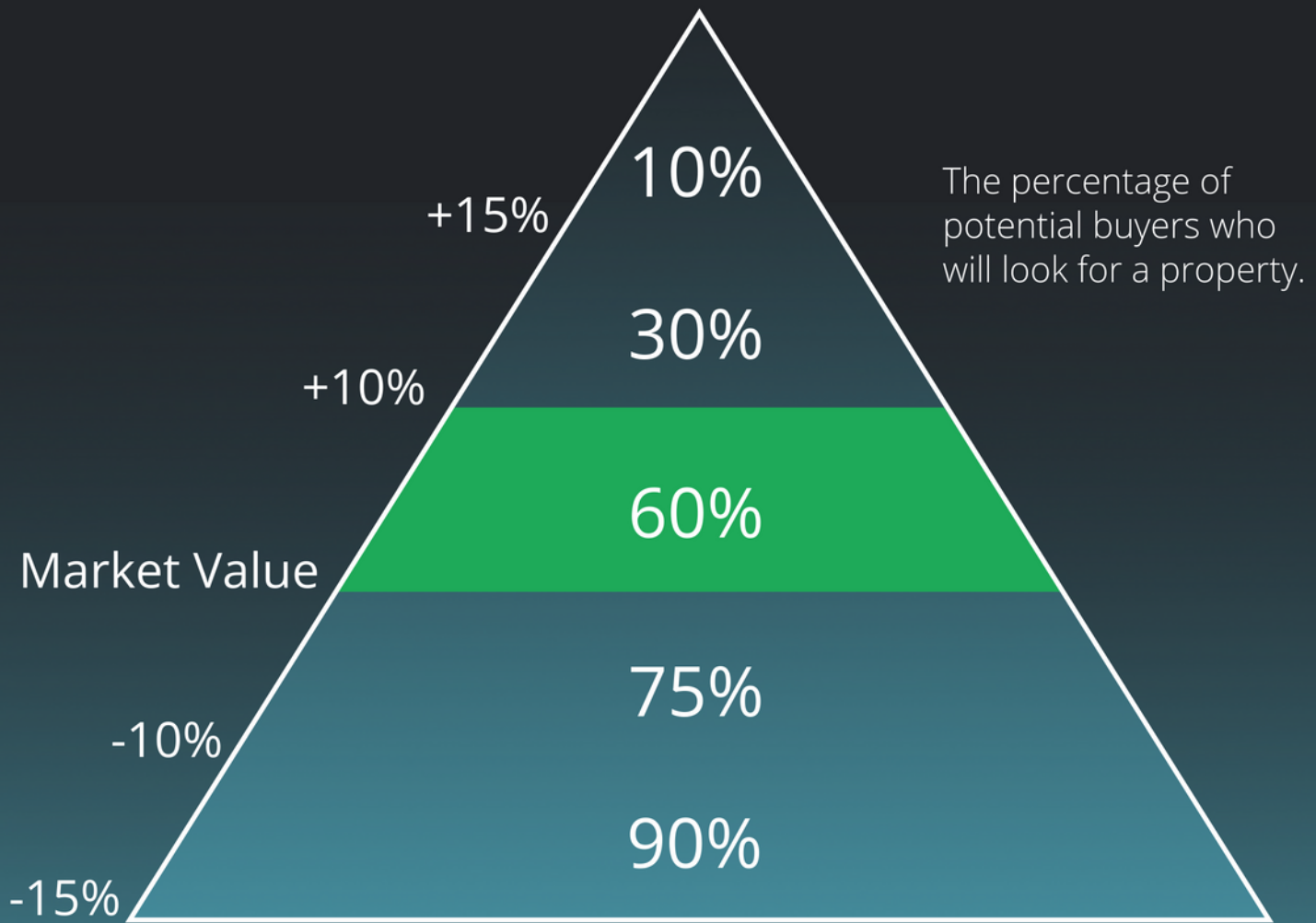
# ▲ ACTIVITY VS. TIMING

Pricing is everything! The importance of pricing your property correctly at market value can't be stressed enough. This chart illustrates the level of excitement and interest in a new listing over time. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. Price reductions later fail to generate additional traffic since the weeks on market are higher and newer listings are looked at more favorably.





It's important to realize that pricing your house a little over market value to leave room for negotiation will dramatically decrease the number of buyers who see your listing.

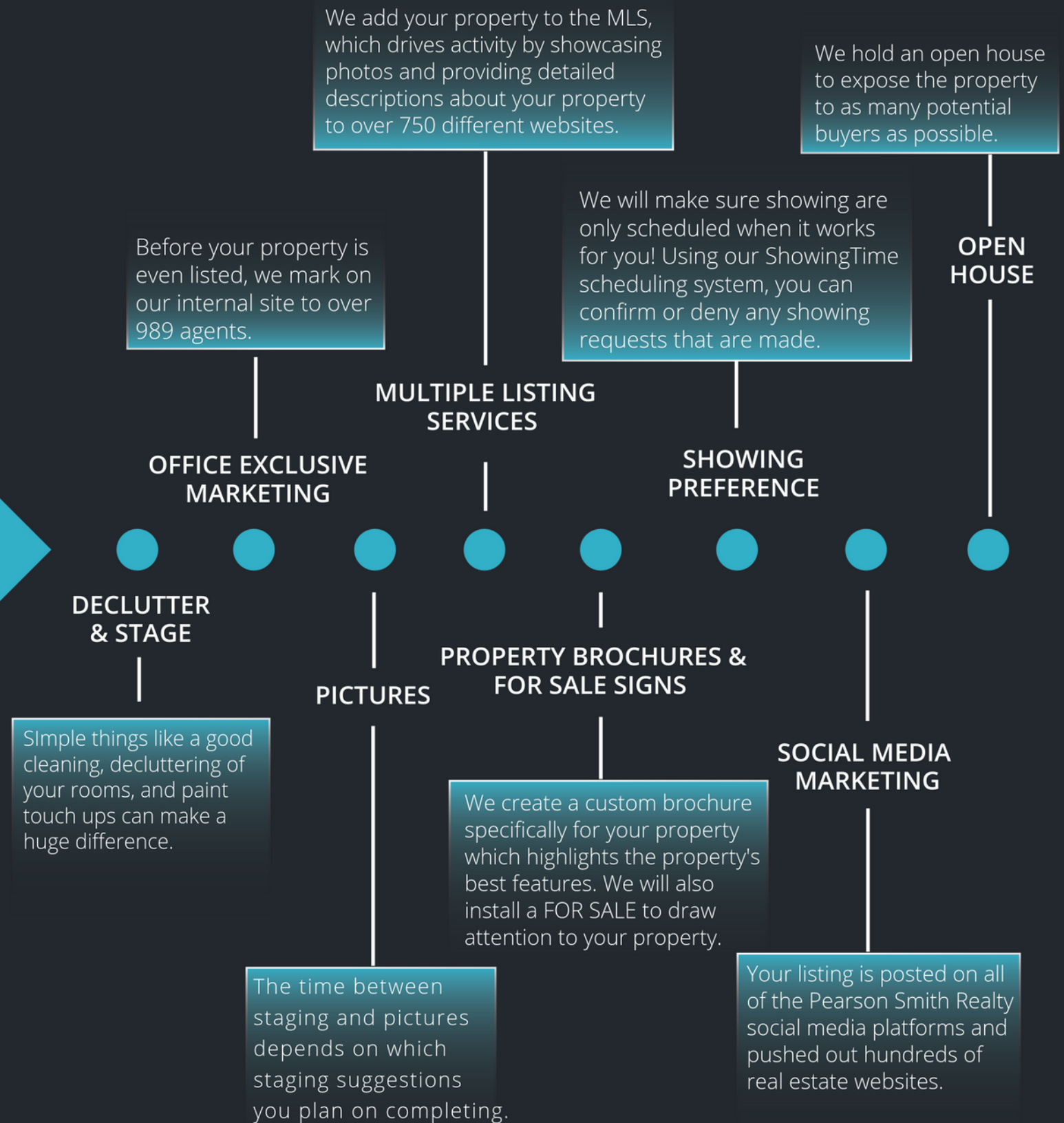


## IMPACT OF PRICE ON VISIBILITY

Instead of trying to 'win' the negotiation with one buyer, you should price your house so demand for it is maximized. By doing so, you won't be negotiating with one buyer over the price. Instead, you'll have multiple buyers competing for the property.

The secret is making sure your house is Priced To Sell Immediately (PTSI). That way, your house will be seen by the most potential buyers. It will be more likely to sell at a great price before more competition comes to the market.

# THE PROCESS





If your home is in a Home Owner's Association or Condo Owner's Association, we must provide a disclosure package from the association which contains the financial and legal status of the association. You will have to remedy any violations that may be found. If the buyer is not satisfied with any of this information, they have a three day right of rescission from the time they receive the HOA or condo documents.

On the day of settlement we will meet at the title company and you will sign the closing documents. About 10 days before settlement, I will contact you with the exact date and time and tell you what you need to do prior to closing

After negotiating the terms of the contract, you will sign the agreed upon contract. Once you and the buyers have signed the contract the contract is "ratified." The buyer will then submit their earnest money deposit (EMD) to the escrow agent, which is typically 1% of the sales price.

In the event that your property does not appraise for the sales price, there are four options:  
1) The buyer can pay the difference in cash  
2) The seller can lower the sales price to the appraised value  
3) The buyer and seller can meet somewhere in the middle  
4) In the event that an agreement can't be made, the buyer has the right to void the contract

### RATIFIED CONTRACT

### HOME OWNERS DOCUMENTS

### APPRAISAL

### SETTLEMENT

### RECEIVING AN OFFER

### HOME INSPECTION

### TERMITE INSPECTION

### WALK - THROUGH

Once we have received an offer on your home we will review the offer and all of the contingencies (home inspection, appraisal, and financing). Once we have thoroughly reviewed the offer, you can decide whether to counter the offer or accept the offer as is.

The home inspection will be conducted within 10 days (negotiable) after ratification. Then the buyers might ask for repairs for unsatisfactory conditions to major systems like electrical, plumbing, roof, and foundation. If you agree to the repair requests all items must be completed before closing. If not, we will negotiate until all parties can agree to which items will be repaired. If an agreement is not made, the buyer can void the contract.

If there is any evidence of damage or termite/wood - destroying insect activity, it is the responsibility of the seller to make necessary repairs and treatments.

During the seven days leading up to settlement, the buyer can do walkthroughs as needed to ensure that all appliances, utilities, and fixtures are in normal working order, and check the items agreed to in the home inspection addendum to make sure they have been completed. At this time the buyer will transfer all utilities into their name.

# COMMISSION PLAN FOR SELLERS

EXPERIENCE THE BEST SERVICE IN THE INDUSTRY AT AN AFFORDABLE PRICE

\*Note: Keren Jayne Homes strives to maintain a consistent rate for all sellers, ensuring compliance with fair housing laws and preventing any accusations of violations. All commissions are negotiable.



TIER 1	\$0.00 - \$249,999.99	3.25%
TIER 2	\$249,999.99 - \$499,999.99	3%
TIER 3	\$500,000.00 - \$899,999.99	2.75%
TIER 4	\$900,000.00 - \$1,200,999.99	2.5%
TIER 5	\$1,200,000.00+	TBD

\*PERCENTAGES IN THIS PLAN REFLECT THE LISTING FEE ONLY.  
ASK KEREN JAYNE HOMES ABOUT BUYER'S AGENT COMPENSATION



KEREN JAYNE HOMES





# KEREN JAYNE HOMES

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Licensed in VA, DC, WV, MD

If your home is currently listed with a real estate broker; this is not intended to be a solicitation of the listing. Likewise, this is not a solicitation for buyers currently in a brokerage relationship. Offerings subject to errors, omissions, prior sale, change of price, or withdrawal without notice. The information herein is provided by the seller and while deemed reliable, is not guaranteed.

