

# THE BEST CHOICE FOR *your house sale*



JOHN BOYCE

REALTOR®

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[www.425JOHN.com](http://www.425JOHN.com)



## MY CLIENT-FIRST

## *philosophy*

There are many qualities and skills that go into being an excellent real estate professional - integrity, in-depth community and market knowledge, marketing savvy, effective negotiation skills and a high-quality professional network, all of which are hallmarks of how I work.

In my experience as a real estate professional, I've also found that providing the very best service is essentially about putting my clients first. This means keeping myself accessible, being a good listener as well as a good communicator, and responding quickly to your needs.

This "client first" philosophy has always been my approach and it requires me to continually improve my skills and continuously learn new ways of doing business. Utilizing the latest technologies enable me to do everything I've always done, only much more quickly and efficiently, extending the range of services I provide to my clients and allow us to reach and market

WHEN YOU DECIDE THAT YOU'D LIKE TO  
BUY OR SELL A HOME, PLEASE

*contact me*

# MARKETING

# strategy

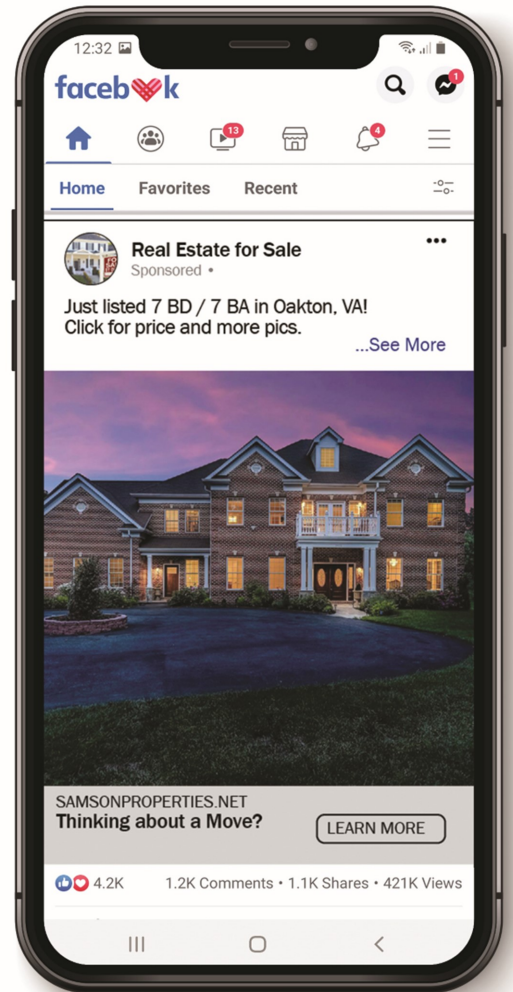
- *#1 in Sales in Northern VA*

## MARKETING (INTERNET, SOCIAL, MOBILE, PRINT)

- Prepare house for the “HGTV” buyer
- Price it right!
- Pre-Market internal exposure
- Pre-Market networking with market place Agents
- Full MLS benefits (Multiple Listing Service) utilizing reverse prospecting and data analytics
- Property specific website with riders
- Targeted *New Listing* ads and *Open House* ads on Facebook, Instagram, Twitter, and LinkedIn
- Direct *Just Listed* and *Open House* postcard mailings to move up markets and renters
- Open houses for maximum market exposure
- High-quality pictures for full color brochures, flyers and post cards
- Mobile-marketed on all real estate platforms and sites

## COMMUNICATION

- ShowingTime (interactive home feedback and showing system) via app
- I am always available via phone and email to answer your questions Regular reports on your Neighborhood activity and Market statistics before and after listing
- Regular reports on your Facebook ads and showing traffic



# EXPOSURE

## IT'S ALL ABOUT THE RIGHT PRICE, THE RIGHT EXPOSURE, AND THE RIGHT BUYER.

We put you ahead of the curve by reaching potential buyers through Facebook and Instagram advertising. We create beautiful, custom ads and landing pages, optimize the copy, build the audience through advanced geographic and demographic targeting, and run campaigns to sell your home.

### NEW LISTING ANNOUNCEMENT

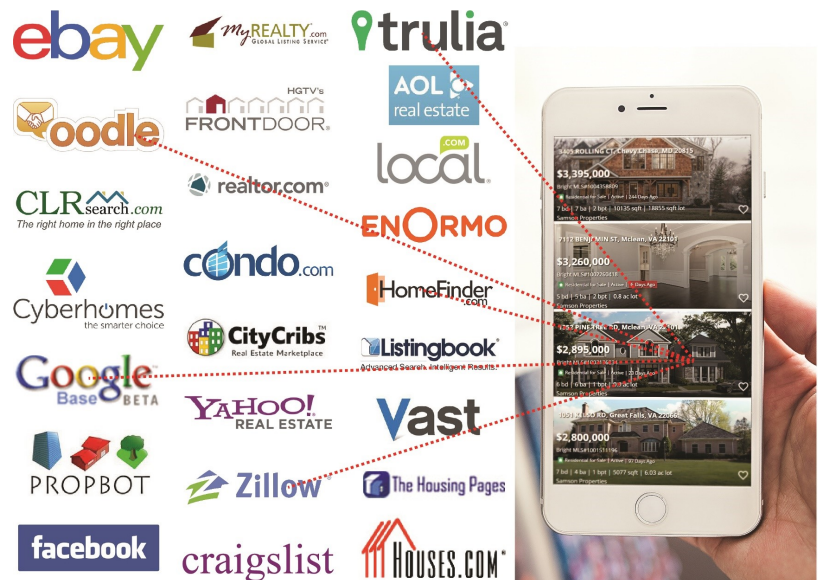
Targeted 5-day Facebook and Instagram advertisement showing details on your home or property and motivating potential buyers to learn more and reach out.

### OPEN HOUSE ANNOUNCEMENT

Targeted 3-day Facebook and Instagram advertisement inviting guests to any and all open house events we hold.

### PREDICTIVE DATA ANALYTICS

We use MLS provided data on how many targeted "matches" we are to buyers with saved searches in the portal. We are able to use that data, (likes and hearts) to know what time of traction we are getting on our pricing to buyer interest.



# 45%

OF BUYERS WALK THROUGH  
A HOME VIEWED ONLINE

# 95%

OF BUYERS SEARCH ONLINE DURING  
THEIR HOMEBUYING PROCESS

# 99%

OF MILLENNIAL BUYERS SEARCH  
ONLINE DURING THEIR HOMEBUYING  
PROCESS

YOUR LISTING WILL  
NEVER GO

*unnoticed.*

# SELLER'S GUIDE TO SHOWINGTIME

**Sellers enjoy working with ShowingTime because it makes it easy for their home to be shown!**

Learn more about who ShowingTime is along with a few tips to ensure you and your home are prepared for showings.



**REQUESTED APPOINTMENT:** Tue, September 9, 2014 2:45 PM

**Address:** 4540 Mastadon Dr, Cleveland OH (MLS# 4586442)  
**Price:** \$875,000  
**Appt Type:** 1st Showing  
**Date:** Tuesday, September 9, 2014  
**Time:** 2:45 PM - 3:15 PM

To retrieve the requesting agent's information and acknowledge the request, please click the button below. The agent is expecting a follow up as soon as possible to confirm the showing.



**Your Listing Agent**



**Alison Townsend** (Listing Agent)  
ABC Realty  
(321) 123-1234  
atownsend@abcrealty.com

Powered by  550 W Jackson Blvd, Suite 700, Chicago IL 60661  
800.379.0057 | 312.568.8002  
www.showingtime.com | support@showingtime.com

## One-Way Text Message & Email Notifications

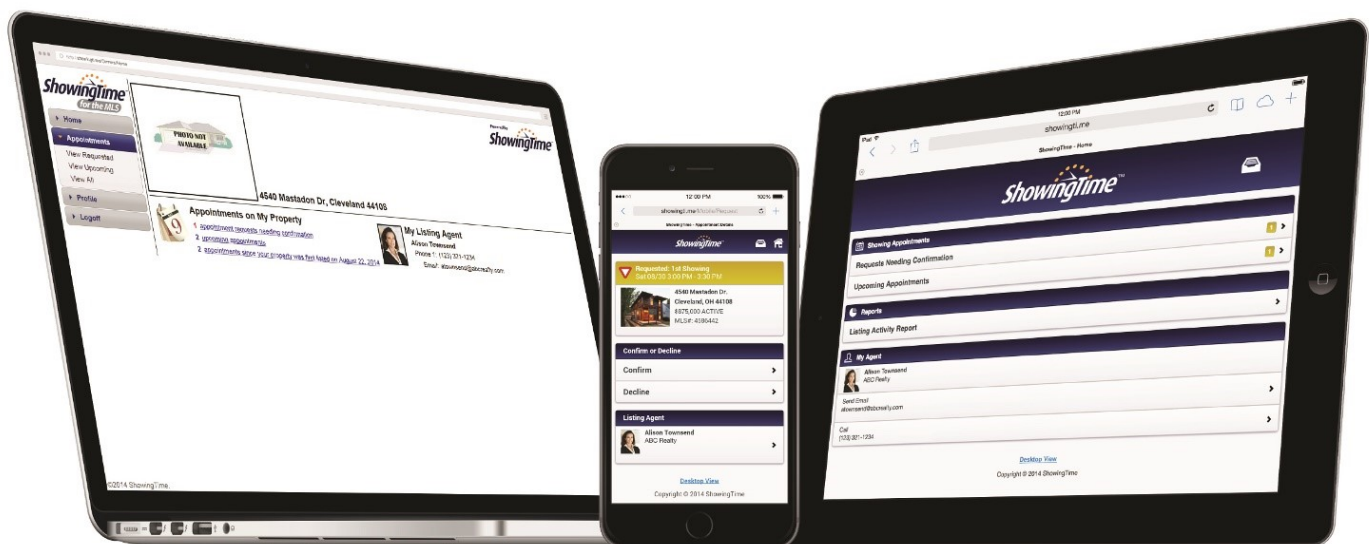
Electronic notifications are perfect for the busy homeowner. Easily confirm or decline showings by using the provided links in your email. Don't need to confirm appointments but want to be notified of any and all showings? That's OK too! Sellers can just be notified of confirmed or cancelled showing appointments.



1st Show Req  
4540 Mastadon, Cleveland  
Tue, 9/9 2:45 PM-3:15  
Automated notification. Please do not reply.  
15 mins via SMS

## The Simplicity of ShowingTime

With each email notification, ShowingTime will provide you with a quick access link which can be used to open your personalized version of ShowingTime. These links can be accessed via any Browser including those on your desktop, phone or tablet!



800-379-0057 | showingtime.com

# SELLER'S GUIDE TO SHOWINGTIME

**Sellers enjoy working with ShowingTime because it makes it easy for their home to be shown!**

Learn more about who ShowingTime is along with a few tips to ensure you and your home are prepared for showings.

## FAQs

### Who is ShowingTime?

ShowingTime provides showing management and feedback technologies for real estate agents, home owners and buyers alike. ShowingTime's main focus is to ensure that people who are interested in touring your home can easily and effectively set up an appointment which in turn will notify you or your agent

### As a seller, what do I need to do?

Your agent and ShowingTime will take care of bringing buyers to your home... all you need to do is prepare your home for showings.

### Will I be notified when a showing is scheduled?

Yes, you can receive an email and/or text message if you'd like. Appointments fall into two categories:

**Go & Show** - for listings where no appointment is required and the showing request can be immediately confirmed upon request.

**Appointment Required** - a confirmation must be obtained from the seller, tenant and/or listing agent before the showing may occur.

In each case, you may still elect to receive notifications.

## Tips For Showings

### Check your messages

ShowingTime will contact you via email and/or text messages, the sooner ShowingTime receives your response the sooner the agent will be informed that they can show. Delayed responses or missed notifications could mean missed showings.

### Communicate the importance of showings with others in the household

If everyone relays messages about showings, none will be missed

### Have your home ready to show at any time

It's tough to keep your home in tip-top shape every moment, but the practice of preparing it for showings - always neat, always clean, limited clutter - will result in higher likelihood of an offer. All of your aesthetic elements combine to create an impression which could lead to a contract.

### Be Prepared for "drive-up" showings

Occasionally agents may drive past your home and have a buyer in the car. Your home may have terrific curb appeal and result in the buyer wanting to see your home at that moment. Be prepared for those showings; it could be the one that results in a contract. Neither ShowingTime or your agent can control a buyers ambition to window shop.



800-379-0057 | [showingtime.com](http://showingtime.com)

# LISTING

# timeline

## 1 TO 3 WEEKS

- Price and Marketing Plan are agreed on
- May be entered into MLS in Coming Soon Status— 21 day max
- Repair/update items are addressed
- House is staged for photos
- “For Sale” sign installed with coming soon rider
- Facebook/Instagram ads created
- Pre-Market Networking begins

## 2 TO 3 BUSINESS DAYS

- Professional Photographs are taken . Home should be “show ready” and clean
- Electronic Lockbox installed  
*on front door with spare house key(s)*
- “For Sale” sign installed-if not coming soon
- Open Houses scheduled
- Post Cards Mailed
- Facebook/Instagram ads created

- Full-color brochure created

## THE DAY YOUR HOUSE GOES ON THE MARKET

- House will typically go “active” on market on a Thursday or Friday
- House stocked with brochures
- House showings begin—be ready!

## ONGOING STEPS

- Monitor showings through Showing Time and the Electronic Lockbox
- Collect feedback on showings and discuss with you
- Hold a minimum of 2 Open Houses in month one.
- Pre-Qualify Buyers to ensure financial ability to buy
- Present and discuss all offers
- Negotiate terms with other agent
- Oversee transaction process through settlement



# PREPARING YOUR HOME

*to sell*



- Make the front entrance inviting
- Clear away clutter (*Remove personal pictures, clear counters, clean house thoroughly*)
- Remove stains from the carpets
- Tidy the refrigerator, stove, drawers, cabinets, closets, etc.
- Freshen the appearance of rooms
- Fresh paint is the quickest way to modernize a home and reduce odors
- Arrange furniture for spaciousness
- Do all you can to reduce or eliminate cooking, pet or smoking odors
- Perform minor repairs, if necessary
- Replace outdated light fixtures
- Don't forget the garage and basement

## 3 REMINDERS BEFORE SHOWING YOUR HOME

- Make the beds and pick up toys
- Put dishes in dishwasher
- Turn on all lights inside and ensure they all work
- Open all window drapes
- Be absent during showings

# STAGE

# *your home*



## 1. YOU WILL MAKE MORE MONEY

U.S. Housing and Urban Development reports that a staged house sells, on average 17% higher than a non-staged house.

## 2. CUT YOUR DAYS ON THE MARKET IN HALF

Statistics show that a home staged was on the market for an average of 13.9 days versus an home not staged home at 30.9 days.

## 3. THE COST OF STAGING DOESN'T COST A DIME

In a 2003 HomeGain Survey of over 2000 Realtors, it was discovered that sellers who spent up to \$1000 staging their home, recovered almost 200% of the cost in the sale of their home.

## 4. MOST HOMES SELLERS CANNOT VIEW THEIR HOUSE OBJECTIVELY

If you can't see objectively, you can't "package" effectively. Have a staging professional give you a detailed, step by step, "Action Plan" for less than \$500 so you can do the work yourself.

## 5. LESS GUESSWORK AND "DO IT YOURSELF"

A professional home stager can manage your projects from start to finish OR give you a detailed enough report based on their extensive knowledge and training to have you "do it yourself".

## 6. ONLY 10% OF HOMEBUYERS CAN VISUALIZE THE POTENTIAL OF A HOME

That's why staging a vacant home is critical! You don't want the benefits of your beautiful home left up to the buyer's imagination. Their minds are made up within 30 seconds!

## 7. THE MONEY YOU MAKE IS TAX FREE!

Take advantage of your tax-free capital gain by getting every dollar you can in the selling of your home.

## 8. LEAVING YOUR HOUSE IN "AS IS" CONDITION WILL HELP SELL THE COMPETITION

Statistics show that it is a buyers market. Right now there are record numbers of homes on the market. Competition is getting stiff and buyers have an expectation when they walk in the door.

## 9. STUDIES SHOW THAT THE LONGER YOUR HOME STAYS ON THE MARKET, THE LOWER YOUR SELLING PRICE WILL BE!

Don't settle for less and lower that price, have your home staged!

## 10. THE MORE TRAFFIC THE FASTER THE SELL

Staged homes show better in print and in on-line pictures. Buyers are becoming savvy to recognizing staged homes are the better homes to see.

# 2-10 HOME BUYERS WARRANTY



**brag** about the confidence your home buyer has knowing they are protected for a full ten years.

## confidence creates sales.

Defining the 2-10 Home Buyers Warranty® Structural Home Warranty.

### 1 YEAR WORKMANSHIP WARRANTY

The 1 year workmanship warranty provides surety coverage from the day of closing. It provides clearly defined construction standards for defects in materials and workmanship for the first year. If the builder defaults on their obligation, the warranty insurer fixes the defect.

What is covered:\*

- 1 Roof Covering
- 2 Cabinets
- 3 Countertops
- 4 Door Panels
- 5 Exterior Siding
- 6 Hardwood Floor
- 7 Basement Floor
- 8 Ceramic Tile
- 9 Drywall
- 10 Interior Trim
- 11 Carpet
- 12 Paint
- 13 Fireplace

### 2 YEAR SYSTEMS WARRANTY

The 2 year systems warranty provides surety coverage from the day of closing. It provides clearly defined construction standards for defects in the distribution of electrical, plumbing and mechanical systems for a full two years if the builder defaults on their obligation.

What is covered:\*

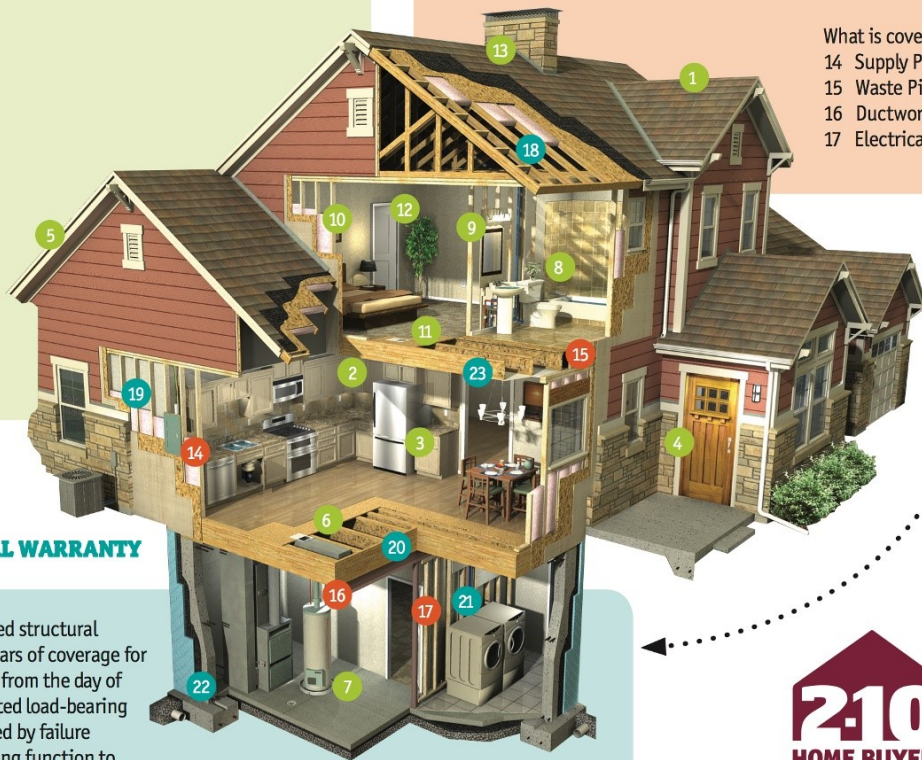
- 14 Supply Piping
- 15 Waste Piping
- 16 Ductwork
- 17 Electrical Wiring

### 10 YEAR STRUCTURAL WARRANTY

The 10 year insurance-backed structural warranty provides 10 full years of coverage for qualified structural defects from the day of closing. It protects designated load-bearing elements of the home caused by failure that affects their load-bearing function to the extent that the home becomes unsafe, unsanitary or otherwise unlivable.

What is covered:\*

- |                       |                  |
|-----------------------|------------------|
| 18 Roof Framing       | 21 Columns       |
| 19 Load-Bearing Walls | 22 Foundation    |
| 20 Beams              | 23 Floor Framing |



LONG LIVE HAPPY HOMES®

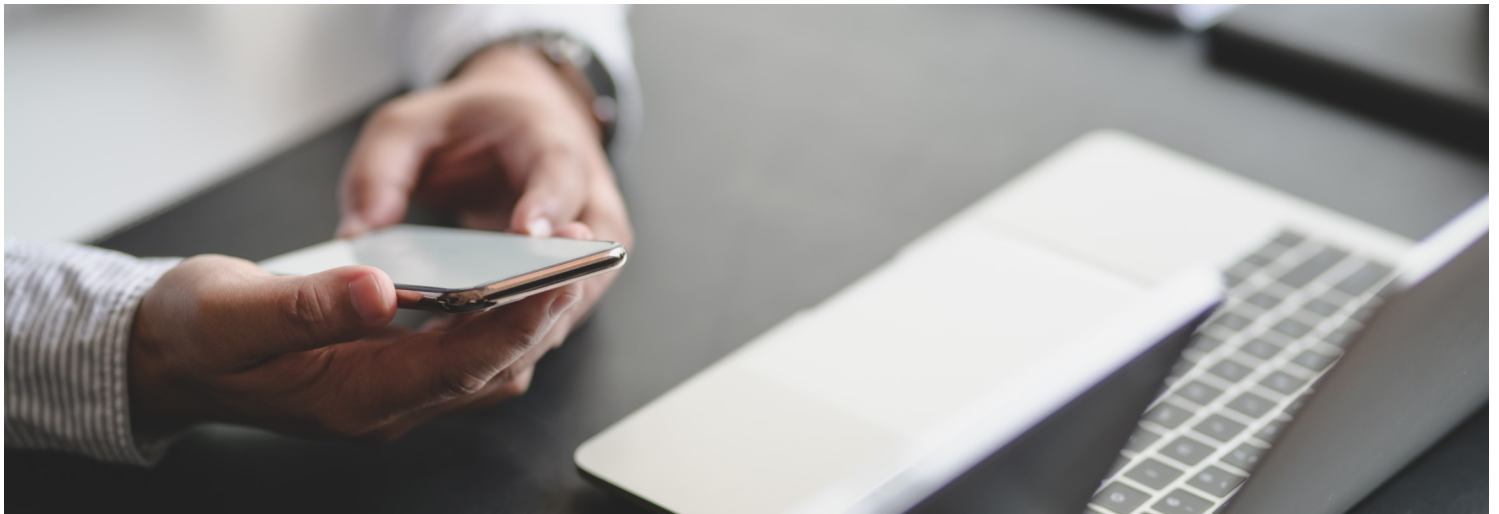
2-10.com | 877.777.1344

# COMPETITIVE MARKET

*analysis*

## THE MARKET VALUE OF YOUR HOME

Our goal is to obtain the top selling price for your home. To help determine the proper asking price, we conduct a comprehensive analysis of the market from comparable properties offered for sale in your area. This comprehensive market analysis, or CMA, is prepared specifically for you based on homes similar to yours and the latest information on real estate prices. Databases, such as County tax records, are used to identify the properties that are most similar to your home and therefore most relevant to our market analysis. Through detailed examination of the features of comparable properties, the location of these homes and the terms of their listings and sales, we can establish the potential market for your property. We use this data, and a variety of calculations and algorithms, to help you pinpoint the most accurate price for your home.



### OUR CMA TAKES INTO ACCOUNT

#### Similar Properties that are **CURRENTLY LISTED**

This information is vital because it not only indicates the current pricing for comparable homes, but also identifies the competing properties that are potentially available to the prospective homebuyer.

#### Similar Properties that have **RECENTLY SOLD**

This is critical information because it identifies what homeowners have actually received for properties over recent months and what financial institutions will use in determining what they are willing to lend a buyer for your house.

#### Similar Properties that are **CURRENTLY LISTED**

This information is vital because it not only indicates the current pricing for comparable homes, but also identifies the competing properties that are potentially available to the prospective homebuyer.

WHO IS

*Samson Properties?*

SAMSON  
PROPERTIES

3<sup>RD</sup>  
*in greater D.C.*

LARGEST RESIDENTIAL  
REAL ESTATE COMPANY

WASHINGTON  
BUSINESS JOURNAL

RANKED BY METRO-AREA  
SALES VOLUME IN 2020

SAMSON  
PROPERTIES

22<sup>ND</sup>  
*in the nation*

INDEPENDENT BROKERAGES  
TRANSACTIONS

REALTRENDS  
FIVE HUNDRED  
2021

TOP 500  
LARGEST BROKERAGES  
IN THE U.S.

SAMSON  
PROPERTIES

15<sup>TH</sup>  
*in the nation*

INDEPENDENT BROKERAGES  
VOLUME

REALTRENDS  
FIVE HUNDRED  
2021

TOP 500  
LARGEST BROKERAGES  
IN THE U.S.

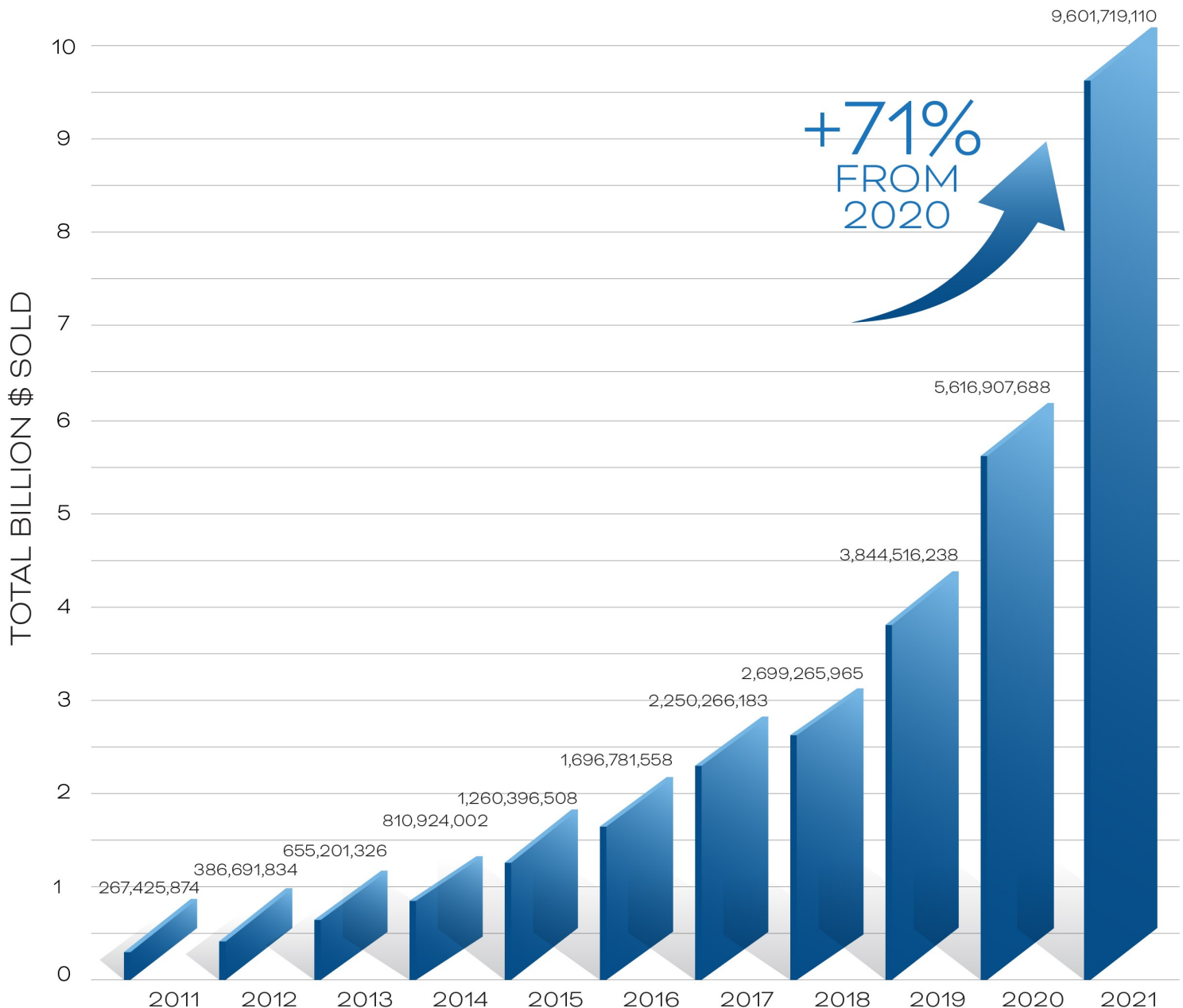
WHY CHOOSE

*Samson Properties?*

YEAR AFTER YEAR, WE PROVE THAT WE KNOW HOW TO BUY AND SELL HOUSES QUICKLY, AND HOW TO GET SETTLEMENTS DONE EFFICIENTLY.

SAMSON  
PROPERTIES

## TOTAL SALES VOLUME

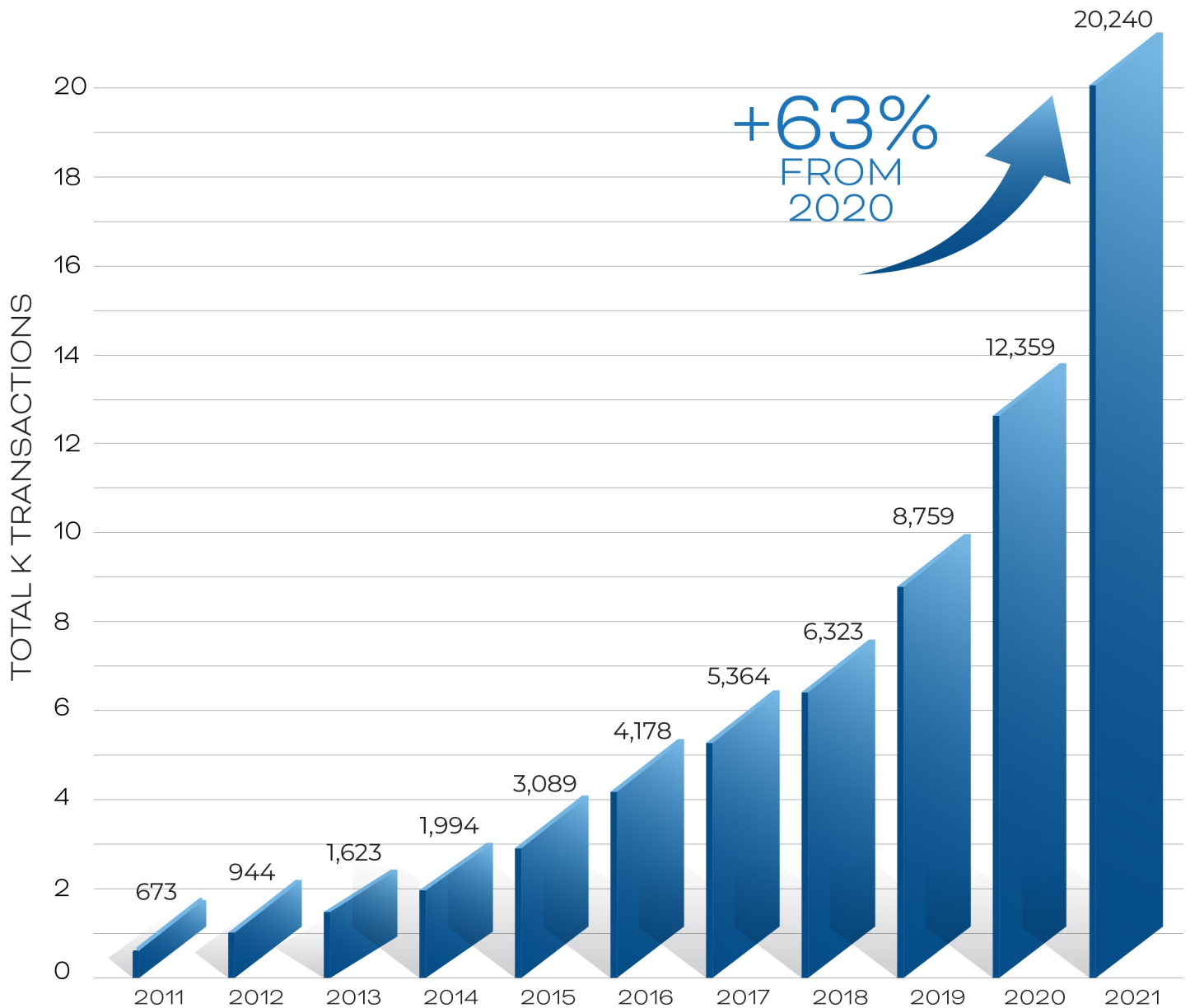


WHY CHOOSE

*Samson Properties?*

SAMSON  
PROPERTIES

## TOTAL TRANSACTIONS VOLUME



WHY CHOOSE

*Samson Properties?*

2021 REAL ESTATE MARKET STATISTICS

#1 in SALES

NORTHERN  
VIRGINIA

SAMSON  
PROPERTIES

# WE ARE *dedicated*

We are dedicated to providing excellent customer service. Our philosophy is simple: clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We also believe in keeping in contact with past clients and helping them understand the how changes in the market could impact their buying or selling decisions.

We believe that if you're not left with an amazing experience, we haven't done our job. We don't measure success through achievements or awards, but through the satisfaction of our clients. We take great pride in the relationships we build and always work relentlessly on our client's behalf to help them achieve their real estate goals.

Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With our extensive knowledge and commitment to providing only the best and most timely information to our clients, we are your go-to source for real estate industry insight and expert advice. Buying or selling a home is more than just a transaction: it's a life-changing experience. Feel free to contact us for all your real estate needs.



**Comparative Market Analysis (CMA)**

**Overview**

Address: [REDACTED] City: [REDACTED] County: [REDACTED]

**Summary**

Adjusted Property Value: \$434,000 - \$184/sq. ft. Value: \$377,000 - \$160/sq. ft.

| Type | Beds | Baths |
|------|------|-------|
| SFR  | 4    | 3     |



**Listing Performance Report**

Courtesy of: Yessica Sanchez | Office: Samson Properties | Phone: (371) 383-9459 | Email: jsanchez@samsonproperties.net

**YOUR LISTING**

3311 Martin Luther King Jr Avenue, Washington, DC 20032



|                              |                                                      |          |
|------------------------------|------------------------------------------------------|----------|
| MLS#: DCD483442              | Beds: 4                                              | Baths: 2 |
| Price: \$460,000             | County: Washington                                   |          |
| Type: Interior Row/Townhouse | School District: District Of Columbia Public Schools |          |
| Ownership: Fee Simple        | MLS Area: N/A                                        |          |
| DOM: 100                     | Neighborhood: Congress Heights                       |          |

**YOUR LISTING SUMMARY**

| Your Listing Only   |                   |
|---------------------|-------------------|
| 4                   | 3                 |
| 27                  | 23                |
| 4-Week Direct Email | 4-Week Auto Email |
| 6.53                | 147.75            |

**Large Competitor Listing**

| Current                     |     |
|-----------------------------|-----|
| Current Active Competitors: | 5   |
| - DOM 0 - 45 days:          | 4   |
| - DOM 45 - 90 days:         | N/A |
| - DOM 91+ days:             | 1   |

| 11/20 | 11/11/20 | 11/18/20 | 11/25/20 |
|-------|----------|----------|----------|
| 10/20 | 11/17/20 | 11/24/20 | 12/1/20  |
| 0     | 0        | 1        | 0        |
| 2     | 0        | 0        | 1        |
| 0     | 1        | 1        | 0        |
| 0     | 0        | 0        | 0        |
| 0     | 0        | 0        | 1        |

**SAMSON PROPERTIES**

City Area Zip, MLS#, or Address

SEARCH | SELL | AGENTS | OFFICE LOCATIONS | LUXURY PROPERTIES | SAMSON PROPERTIES | SELLING | BUYING | JOIN THE FAMILY

**Market report for 20110, VA**

Updated 10/15/21

**HOMES FOR SALE** in last 30 days

132  $\downarrow$  2.4%

New to Market: 57 homes  $\downarrow$  12.7%

Off the Market: 0 homes  $\rightarrow$  0%

Days on Market: 57 days  $\uparrow$  11.1%

**AVERAGE HOME PRICE** in last 30 days

\$372,046  $\uparrow$  2.3%

Price Reductions: 7 reductions  $\downarrow$  22.2%

Price per Sqft: \$189  $\downarrow$  0.5%

Get full service sellers assistance from a local area expert. [LEARN MORE](#)

**Homes for sale in 20110, VA**

**MOST EXPENSIVE**

 \$729,900

8700 Easing Green Drive Manassas, VA 20110

**RECENT LISTINGS**

 \$449,990

9644 Branchview Lane Manassas, VA 20110

 \$300,000

9112 New Robin Circle Manassas, VA 20110

[View More](#)

**POPULAR LISTINGS**

 \$489,900

8621 New Street Manassas, VA 20110

 \$402,105

8302 Knight Station Way Manassas, VA 20110

Stay current by signing up to receive monthly updates. [SUBSCRIBE](#)

Listing types included in this report: Single Family, Condos, Townhouses



**FIRST  
HERITAGE**  
MORTGAGE

You're not just making an  
investment in your future.  
**YOU'RE CHANGING YOUR**

## *Cardinal* TITLE GROUP

Cardinal Title Group is your in-house real estate settlement services company for residential and commercial clients in Virginia, Maryland and the District of Columbia. Cardinal Title has grown as Samson Properties has expanded and has a team of almost 100 title professionals dedicated to client satisfaction. Headquartered in Chantilly Virginia, we perform closings in over 30 of the Samson Properties locations throughout the area. We strive to ensure your transaction is smooth and stress-free throughout the entire process and beyond. Our average processor has 10 years in the title industry and will make your transaction a seamless experience whether this is your first house or your fourteenth house.

Cardinal Title Group utilizes Qualia, a best in class encrypted system for processing your transaction. This means your information is secure and you can safely communicate with your dedicated processor about the status of your transaction with ease. If you have questions about how our professional and dedicated team can serve your settlement needs, you can contact our Director of Operations, Reid Hubbard. We look forward to working with you to exceed your expectations during the settle-

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# SAMSON

PROPERTIES

**JOHN BOYCE**

REALTOR® | SAMSON PROPERTIES

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