



YOUR ULTIMATE GUIDE TO

SELLING YOUR HOME



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01

Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

Kim Darwaza





Kim Darwaza

REAL ESTATE AGENT

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CREDENTIALS

- BS Finance, Virginia Tech
- Licensed Real Estate Agent in Northern Virginia
- RE/MAX Hall of Fame
- RE/MAX Lifetime Achievement Award
- Northern Virginia Association of REALTORS Lifetime Top Producer
- Accredited Buyers Representative (ABR)
- Graduate of the REALTOR Institute (GRI)
- Certified Residential Specialist (CRS)
- Certified Distressed Property Expert (CDPE)

ABOUT ME

A Northern VA Native and Founder of Kim & Co Partners in Real Estate. Our #1 GOAL is to sell our client's homes faster and for more money! We serve our clients better by offering superior pricing strategies, cutting-edge marketing, professional video, real estate market education, and strong negotiation skills. All while trying to make the process easy and fun!

What you can expect working with me

I'm Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm Committed

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm Proactive

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm Personal

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

What Clients Are Saying

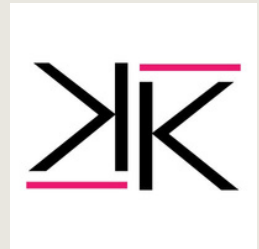


14 years ago Kim helped us find our 1st home and made the process very easy. She took her time out to show us multiple places until we found the right one. Fast forward 14 years and she helped us sell our 1st home. As we transition to purchase a new home, Kim will be the one who will help us find the right place. Kim makes the experience very personal and welcoming. We would highly recommend Kim to anyone who is looking to sell or buy a new home. Very knowledgeable and you will have a lot of fun in the process. We would not have it any other way.

DAVID & EMILY

Kim is an outstanding realtor. This is the second time we have used her to buy a home and she is so wonderful. She spent many weekends with us, showing properties, listening to our needs. She encouraged us not to settle and ensured we got exactly what we wanted at a great price. She is literally the best; you won't find better.

ELIZABETH & MIKE



Working with Kim was a stress free experience. She has great local resources. Her photographer did a great job of accurately portraying our home. Kim also has a resource for staging that was very helpful. We sold our home quickly, she efficiently handled any negotiations needed. She is definitely a 5 star agent!!

PAT & SUE

Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high-level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home but will also keep the sales process moving quickly once a buyer shows interest.

Use the checklist on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs. I am happy to provide you with a list of contractors upon request. We can also provide you with paint and carpet color recommendations suitable for home resale.



Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |

LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

03

Strategic Marketing

Pricing Your Home

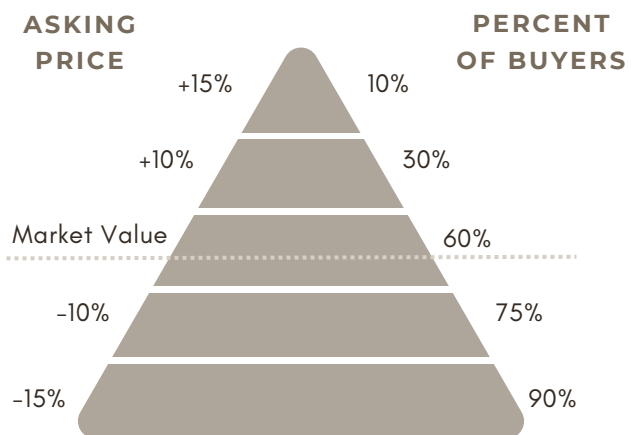
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from my previous listings. If you scan the QR code on page 4 you can access links to previous virtual tours and marketing materials.

What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Yard sign
- Notify surrounding neighbors

Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

OUR REACH

12k

SUBSCRIBERS +
FOLLOWERS

1k+

EMAIL
SUBSCRIBERS

500k+

MONTHLY
IMPRESSIONS

20k+

MONTHLY
ENGAGEMENTS

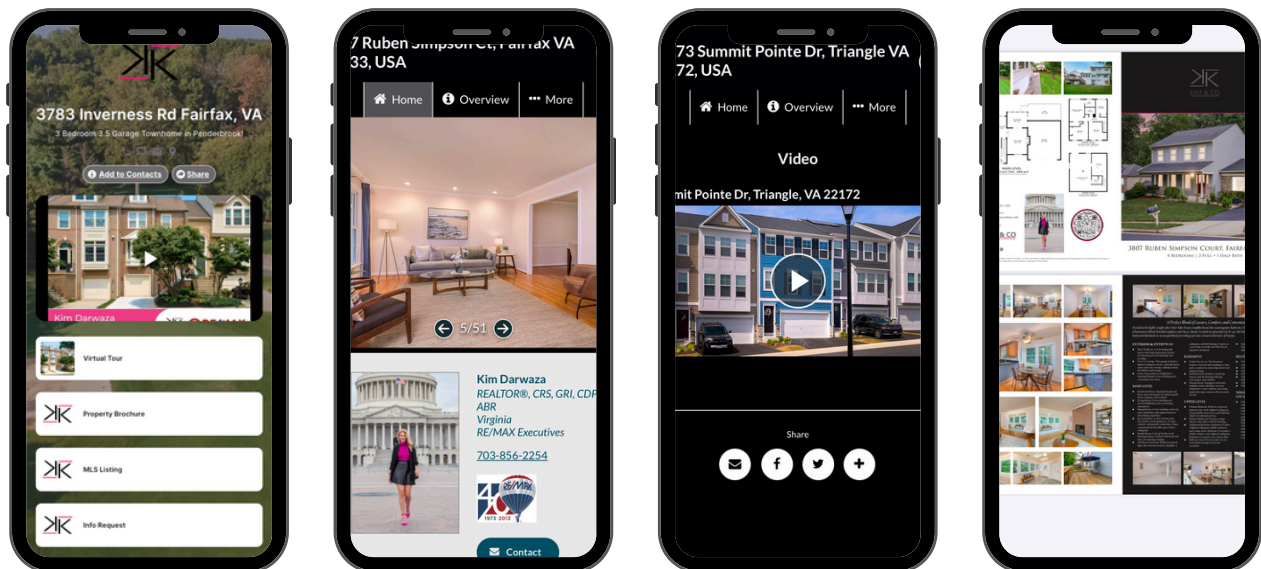
MARKETING CASE STUDY - PLEASE VISIT MY FLOWPAGE TO VIEW
MY MARKETING MATERIALS FOR SOME OF MY LISTINGS

<https://www.flowcode.com/page/kimdarwaza>

KEY STRATEGIES

- **Content Creation:** Developed a series of high-quality, engaging posts featuring professional photos and videos of the property, including drone footage to highlight the home's architecture and surrounding landscape.
- **Targeted Advertising:** Utilized paid advertising with demographic and interest-based targeting to reach potential buyers who matched the profile of likely interested parties.
- **Production:** Produced a high-definition, walkthrough video of the property with a floorplan, showcasing key selling points and lifestyle elements associated with the home's location.
- **Distribution:** Shared the video on YouTube, Instagram, LinkedIn and Facebook, and embedded it in the online listing and email marketing campaigns.
- **Custom Email Blasts:** Sent targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing video, and open house dates.
- **Follow-Up Sequences:** Implemented a series of follow-up emails to keep subscribers engaged, providing additional information about the property and the community.

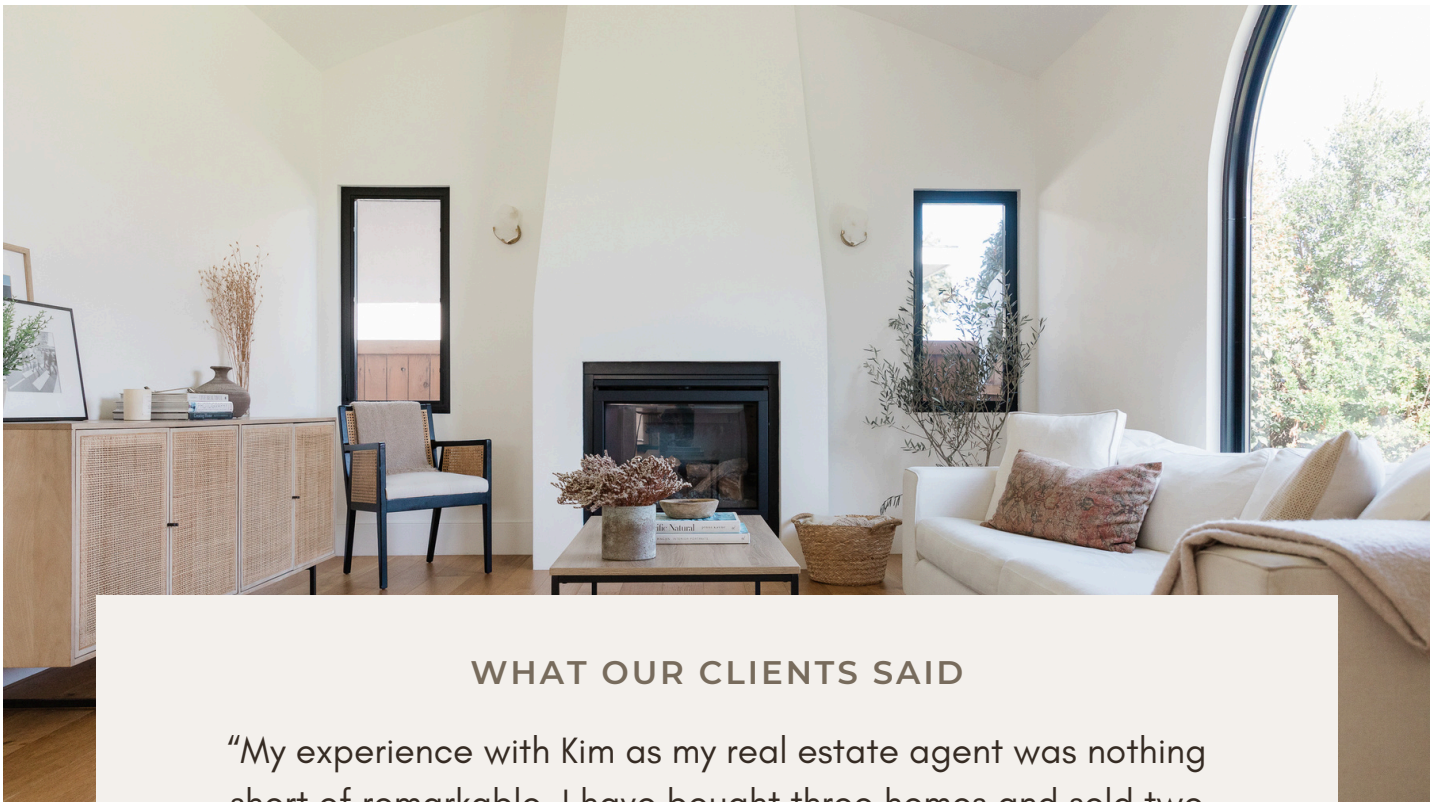
SAMPLE ASSETS



The Sale of 2053 Swans Neck Way

RESULTS

- The social media campaign reached over 20,000 targeted users, with a 25% engagement rate on ads and organic posts.
- The digital approach generated 50 high-quality leads, significantly more than the initial traditional listing period.
- Swans Neck Way was under contract within 3 days of implementing the modern marketing strategy, at \$40k above the asking price with no contingencies.
- The seller was thrilled with the four offers she had to choose from, the quick sale, and the seamless, innovative marketing process.



WHAT OUR CLIENTS SAID

"My experience with Kim as my real estate agent was nothing short of remarkable. I have bought three homes and sold two with Kim over the past ten years. She always takes the time to understand my needs and preferences, making the home buying/selling process seamless and stress-free."



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results so therefore we provide a free staging consultation to all of our seller clients.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

4-6 WEEKS BEFORE MOVING

- | | |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate | <input type="checkbox"/> Choose a mover and sign contract |
| <input type="checkbox"/> Collect quotes from moving companies | <input type="checkbox"/> Create a file of moving-related papers and receipts |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving |
| <input type="checkbox"/> Secure off-site storage if needed | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

3-4 WEEKS BEFORE MOVING

Notify the following about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Insurance Companies

Notify utility companies of date to discontinue or transfer service

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Electric | <input type="checkbox"/> Gas |
| <input type="checkbox"/> Water | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Trash | <input type="checkbox"/> TV |

2-3 WEEKS BEFORE MOVING

- | | |
|--|---|
| <input type="checkbox"/> Notify DMV of new address | <input type="checkbox"/> Close/open bank accounts |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day |
| <input type="checkbox"/> Start using up things you can't move, such as perishables | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

1 WEEK BEFORE MOVING

- | | |
|--|--|
| <input type="checkbox"/> Confirm final arrangements | <input type="checkbox"/> Take a picture in your home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Review your moving-day plan with moving company | <input type="checkbox"/> Label moving boxes with the contents inside |

Seller's Estimate Of Net Proceeds

If you provide me with your mortgage balance I will be happy to prepare this for you and send it to you electronically.

SELLER'S ESTIMATED COSTS OF SETTLEMENT

PROPERTY:

TYPE OF FINANCING			
SALES PRICE		\$	\$
AMOUNT FINANCED		\$	\$
HUD-1	ITEM	HOW COMPUTED	
	Pro-rata Interest on Existing Loan(s)	Interest Rate x Loan Balance + by 360 x Number of Days From Last Payment to the Settlement Date + 10 Days. (See footnote regarding FHA loan payoff.)**	\$ \$ \$
	Prepayment Penalty	Check with Existing Lender	\$ \$ \$
504	Estimated Payoff 1st Trust	Principal Balance	\$ \$ \$
505	Estimated Payoff 2nd Trust	Principal Balance	\$ \$ \$
506-9	Seller's Contribution to Purchaser's Closing Cost (if any)	As per Sales Contract	\$ \$ \$
808-11	Seller-Paid Lender Fees	\$500 - \$800 (VA & FHA)	\$ \$ \$
510-13	Prorated City/County Property Taxes/Assessments		\$ \$ \$
514	Unpaid HOA/Condo/Coop Dues or Special Assessments		\$ \$ \$
515	Other Prorated Taxes		\$ \$ \$
	Other Liens		\$ \$ \$
Brokerage & Financing			
701	Listing Company Compensation		\$ \$ \$
702	Buyer's Company Compensation		\$ \$ \$
	Other		\$ \$ \$
Closing			
1102	Settlement Fee or Closing Fee	\$250 - \$600	\$ \$ \$
	Deed Preparation Fee	\$100 - \$300	\$ \$ \$
1111	Release of Liens/Trusts	Average \$100 per Release	\$ \$ \$
	Other (power of attorney, etc.)		\$ \$ \$
Miscellaneous (if applic.)			
1201	Recording Releases	\$51 per Release (includes e-file)	\$ \$ \$
1206	Grantors' Tax	\$1.00 per \$1,000 of Sales Price or assessed value (whichever is greater) OR if Loan is Assumed, \$1.00 per \$1,000 Above Principal Balance	\$ \$ \$
1207	Regional Congestion Relief Fee & Regional WMATA Capital Fee (as applicable in Alexandria City, Arlington, Fairfax, Loudoun and Prince William Counties and all cities contained within)	\$2.00 per \$1,000 of Sales Price or assessed value (whichever is greater) OR if Loan is Assumed, \$2.00 per \$1,000 Above Principal Balance	\$ \$ \$
1302	Pest Inspection		\$ \$ \$
1305	Home Warranty	\$500 - \$800	\$ \$ \$
	Other Well & Septic Inspection		\$ \$ \$
	Other Inspection		\$ \$ \$
	Other Repairs		\$ \$ \$
	Other HOA/Condo/Coop Disclosures	\$100 - \$325 per Association (POC*)	\$ \$ \$
	Other		\$ \$ \$
Total Estimated Cost of Settlement			\$ \$ \$
Sales Price		\$	\$ \$ \$
LESS: Total Estimated Cost of Settlement		\$	\$ \$ \$
LESS: Seller Held Trust, if not Sold		\$	\$ \$ \$
Other (e.g. rent back, walk through items, etc.)		\$	\$ \$ \$
Adjusted Net Proceeds		\$	\$ \$ \$

*POC = Paid Outside of Closing

These **estimates** are not guaranteed and may not include escrows. Escrow balances are reimbursed by the existing lender. When a loan is assumed, Purchaser reimburses Seller for escrow balance at settlement, unless otherwise stated in the contract. Taxes, rents and association dues are pro-rated at settlement. Under Virginia law, Seller's proceeds may not be available for up to 2 business days following the completion of the settlement. Seller acknowledges receipt of this statement.

PREPARED BY AGENT
Kimberly Darwaza

DATE

SELLER

SELLER

The figures represented are estimates only. The brokerage company nor its broker are responsible for its accuracy.



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

Kim Darwaza

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kim@kimdarwaza.com