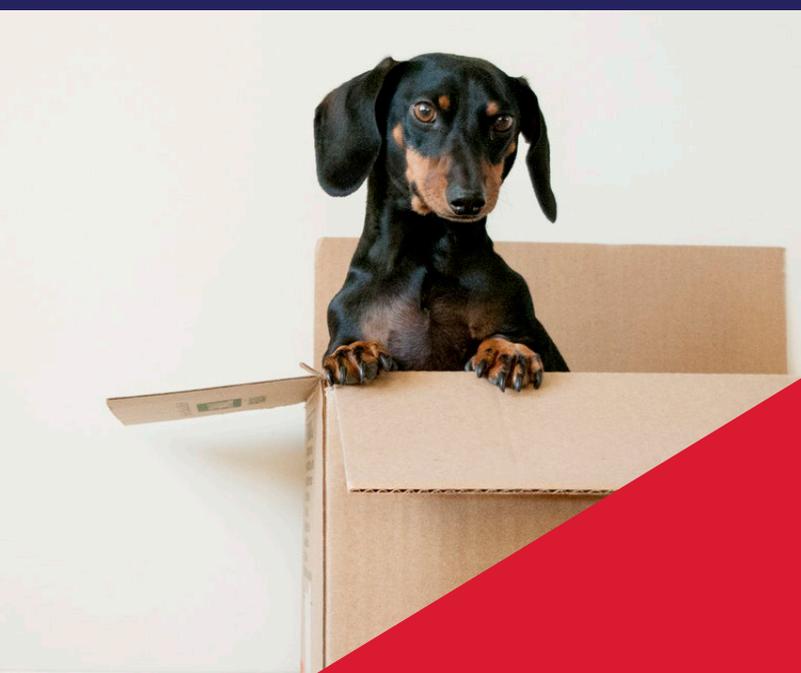




OUR GUIDE TO *selling your home*



OUR STORY

of real people, straight answers, proven results

Thank you for the opportunity to discuss the benefits of choosing Napier ERA and our highly trained sales associates to serve your real estate needs. As one of Central Virginia's premiere real estate firms, we have been helping our clients successfully market and sell their homes for over 60 years.

We believe that the quality of our people blended with our commitment to providing exceptional service is the foundation for a successful business relationship.

Napier ERA has developed the tools and marketing techniques we know to be the most effective in exposing your home to the local, regional and national marketplaces. Combined with the skills of our full time, professional sales associates, we are confident that Napier ERA will deliver winning results.



Sincerely yours,
Jim Napier, Principal Broker
804.897.3000

A handwritten signature in black ink that reads "J Napier". The signature is fluid and cursive, with a long horizontal line extending to the right.

PROUDLY SERVING

Central Virginia for over 60 years

QUALITY AND EXCELLENCE

serving our community and customers



Giving back to our Central Virginia community is something we consider one of our primary missions.

Some of our charitable partners: VCU Massey Cancer Center, USO of Hampton Roads, Muscular Dystrophy Association, Tech for Troops, Virginia Blood Services, Affordable Housing Awareness, Backpacks of Love, Arthritis Foundation, and local YMCAs



Our agents and staff are what make us whole, and their commitment to the community is second to none.



BENEFITS OF CHOOSING



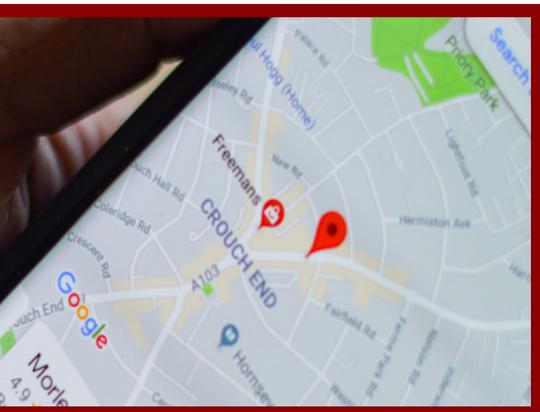
Marketing

With presence on Trulia, Zillow, Realtor.com, Homes.com, Twitter, Facebook, Instagram, YouTube, LinkedIn, Google, and major website ads targeted to your specific area, your home will be marketed for maximum exposure. Not only will it be very visible to other real estate professionals, your home will also be specifically targeted to buyers looking for homes in the area.



Most Money for your Home

We will determine the realistic value of your home using industry proven standards. We will present you with an expert opinion as well as a written compilation and analysis of homes recently sold and on the market during the listing period. This process will help you get the most money for your home.



Location

Our 4 convenient sales offices are spread throughout Central Virginia. Located in Glen Allen, Tri-Cities, Midlothian and Powhatan, we serve clients throughout Metro Richmond and all other major markets in the state.

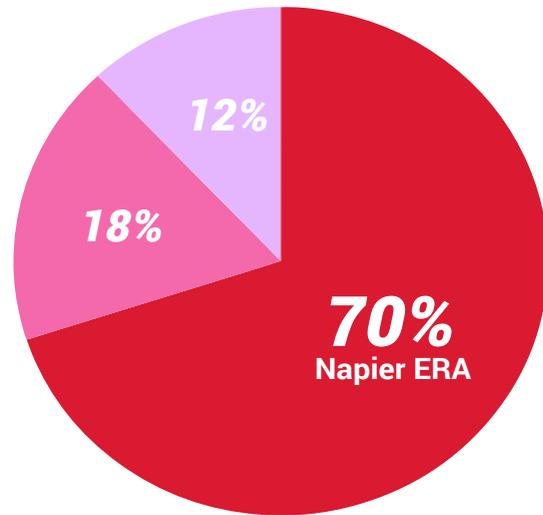
WORLDWIDE RELOCATION

Our award-winning Corporate Relocation Department brings together buyers and sellers across the country who are interested in relocating.

We can also refer you to a qualified Relocation Sales Associate (encompassing 6 national brokerages and over 1100 brokers) throughout the country and 33 additional countries and territories throughout the world.

Napier ERA is the #1 Cartus Broker in Central Virginia!

What does our 98% approval rate mean? It means we're a family company with corporate connections. Our agents work hard and give back locally while also making an impact on the real estate market throughout the country. We are invested in this community and stay informed on all the latest happenings. That knowledge is what makes us and our associates special, and we will help you work with people who feel the same way across the world.



Napier ERA has 70% of all the Cartus business in Central Virginia!



Select Realtor®

HOW LONG WILL IT TAKE *to sell?*

Key market factors play a role in every home sale. As real estate professionals, we have the training and expertise to market your home in any economic condition.

WHAT WE LOOK AT:

Location

Neighborhood desirability is the foundation of a home's fair market value.

Competition

Commonly referred to as “comps” – buyers will compare your property to others on the market and properties that have recently sold.

Price

A home not competitively priced can discourage and delay offers.

Condition

Curb appeal is one of the most critical factors in attracting potential buyers. Optimizing physical appearance can maximize your property's value.

Terms

Flexibility and negotiation in terms, such as speed to closing, can expedite the sales process. Your agent will work with you to determine your specific terms.

Timing

The timing of when to list your home is crucial. The real-time condition of your neighborhood market can make a big difference in getting a quick sale at the right price.

PREPARING YOUR HOME *to sell*

Curb Appeal

Getting your home in tip-top shape invites potential buyers in. Pressure wash the exterior and driveway, if needed. Plant flowers. Ensure lawn is mowed and edged during the listing period. Purchase a door mat for guests to wipe their feet.

Clear Windows

Wash all windows inside and out. Don't forget about sills, tracks, and screens.

Lighting

Insert bright light bulbs into every socket made for a bulb. Bright and clean is inviting.

De-Personalize

Remove personal decorations and photos. This helps potential buyers picture their families in the home.

Flooring

Carpets should be professionally cleaned. Overly soiled or worn carpets should be replaced. Bare flooring, like hardwood or tile, should be cleaned or polished.

Clean and Inviting

Air out the home. Rid the house of any unpleasant odors. We are happy to refer professional services to you, if needed.

Furniture and Clutter

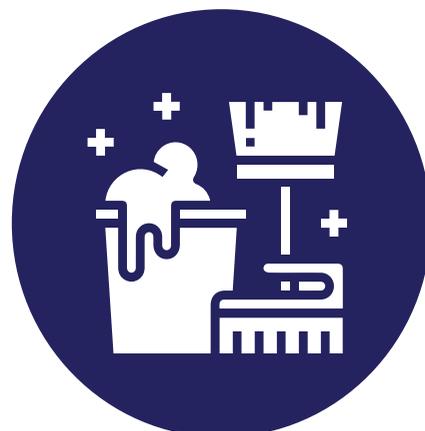
Walkways should be clear and furniture should complement the space. Too much furniture can make rooms look smaller. Consult with a staging guide or professional to make the best use of the space.

Kitchen and Bath

Both should be clean and de-cluttered at all times, including appliances. Remove any hard water or soap stains from the bathrooms. Re-caulk sinks and showers.

Closets

Take time to clean out all closets throughout the home. Closets should appear spacious.



Let our *decades* of *proven results* work *for you*



OUR TIPS (FROM EXPERIENCE)

- Prepare your people. Let your kids know what the future holds and let any family or friends know about your upcoming move and see how they can help you market the home or tidy up in and around the house.
- Keep your miscellaneous purchases to a minimum in order to prepare for your next move and all the expenses that may come with it.
- Embrace the Southern culture. We love good conversation, hospitality, comfort food, and sweet tea.
- Don't be afraid to ask questions. We're here for you to better understand the home selling process and the ramifications for your financial future. Ask away!
- We know people! If you're looking for someone to get a job done, chances are we know someone who can help. From a contractor to plumber to landscaper – we can give you the referrals you'll need to get tasks done quickly and efficiently.

IT'S TIME *to show!*



GOT PETS?

Let Fido or Fluffy spend the day with friends or family and not be around during showings. Limit amount of personal pet items (bowls, pictures, toys, etc.) that are visible.



BE THOUGHTFUL

Idea: Leave a note for your guests and thank them for coming to look at the home. Bottled waters and snacks are thoughtful for your potential buyer, they could be exhausted from a day of house hunting and will likely appreciate the small gesture.



LIGHT AND BRIGHT

Leave lights on and window treatments open.



GOOD SCENTS

Idea: Fresh-baked cookies leave an inviting smell and give the potential buyers a sweet treat.



STEP OUT

When it's time for your home to be shown, let all the work you've done speak for itself. Leave the premises and ensure the house hunters are gone before returning.

RESPONSIBILITIES

for you & your agent

What your agent will do...

We'll make sure you **understand home sale conditions** in your area and then **optimize our marketing** to best meet those needs. We'll get your home **professionally marketed on the web, arrange for agent tours, and continuously monitor and promote your property**. When an agent shows your home, we'll **seek feedback**.

When the time comes, **we help you through the contract process and inspection periods**. If your home isn't receiving the attention it should, we'll address that immediately.

What you do...

Curb appeal is vital to selling a home and we want to hit the ground running! Do your best to accomplish the **decluttering, staging and minor repair** items we may have pointed out on listing day. Make every effort to show the home when requested and **remember to keep things neat and tidy**.

Buyers generally are not comfortable with sellers being present at a showing, so please honor this. **YOU are the best marketer for your home**, so talk it up to your friends, neighbors and social media connections! If you happen to run into potential buyers, **leave discussion of price, repairs, etc. to your professional agent**.

For a more thorough list of everything our agent will do on your behalf, please visit www.napierera.com/whatwedo



PRESENTING OFFERS

& Negotiating the Sale

When an offer is presented, we will present the offer in the most convenient option for you – in person or over the phone – along with the buyer qualifications.

Together, we will go over every item in the contract and give you the chance to ask any questions so you can thoroughly understand the offer on the table.

We will provide you with as much input as possible regarding the current market and financing activity, other sales to date, competition and broker comments.

Honesty and integrity is of the utmost importance to Napier ERA. We will ensure that all parties in all transactions are treated with honest consideration and also will make certain there is compliance with disclosure laws and ordinances.

PROCESSING

the Sale

We have responsibilities beyond listing and showing your home. We'll help you get everything finalized so you can focus on your next chapter.

We will:

- Verify buyer deposit funds are handled properly
- Ensure you receive copies of all documentation pertinent to the transaction
- Note all contingencies and attempt to remove them within the time limit provided
- Keep you updated on buyer's loan application and the progress of the appraisal
- Discuss inspection findings with you and verify any required repairs have been done
- Provide your attorney or closing representative with all required documentation
- Review closing papers before closing
- Coordinate the closing and move-in dates

READY TO MOVE!

Before you go...

Send your change of address to:

- U.S. Post Office
- All banking, credit card accounts
- Subscriptions
- Friends and relatives

Notifications

Notify insurance companies of new location for coverage of all insurance types (life, health, homeowners, auto, etc.)

Starting and Stopping

Coordinate transfer of utilities with closing dates for the home you are selling and the new home that you are buying.

Medical/Dental Details

Ask doctors for referrals and get prescriptions refilled. Transfer needed prescriptions (medicine, eyeglasses) and X-rays. Obtain medical records, birth certificates, etc.

Appliances, Furniture, and Decor

Empty, defrost, and clean freezer/refrigerator. Have all appliances serviced for moving and arrange for items to be picked up. Clean rugs and wrap for moving.

Moving Essentials

Organize packing and unpacking labor, coordinate arrival day, complete any shipping paperwork, determine payments and arrange any transportation needs.

If you need any recommendations or have any questions on these steps, you can always ask your agent!

MOVING DAY

is here!

- Carry enough cash or credit cards to cover the cost of moving services and expenses until you make banking connections in your new area
- Carry jewelry, important documents, and prescriptions with you
- Leave all old keys and garage door openers
- Check on service of telephone, gas, electricity, and water
- Check pilot light on stove, water heater, incinerator, and furnace
- Have new address recorded on driver's license/apply for state driver's license
- Check regulations for registering vehicle in new area
- Check registration requirements for registering school age children
- Arrange for medical services: doctor, dentist, etc.
- Plan for transporting pets, arrange any veterinary services, and keep copies of vaccinations and pet records.



4 Convenient Locations



Powhatan
2600 Rocky Oak Road
804-598-7700



Tri-Cities
20 Dunlop Village
Circle
804-524-9001



Midlothian
14361 Sommerville
Court
804-794-4531



Glen Allen
10148 West Broad
Street
804-747-7653

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