



# Monica Rawles

ASSOCIATE BROKER

804.928.6292

804.248.5437

monicarawles@srmfre.com



**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**

.....  
**REAL ESTATE**

## Q & A

### ***What is your favorite thing about Richmond?***

I love that Richmond is a cool, hip city while being steeped in history. As I drive down the cobblestone streets in Shockoe Slip I think of life here 200 years ago. Richmond always lands on the "Best Of" lists for restaurants. The museums, including VMFA, Historical Society, Museum of the Confederacy, Childrens Museum and Science Museum offer something for everyone. Theatres beckon with Broadway shows, world class ballet and cool newer plays.

### ***What initially drew you to real estate?***

I love being able to problem solve to help buyers and sellers move on to their next chapter. I watched and listened to a good friend of mine from California talk with her clients while we were vacationing together. It was evident that she loved what she did, and that she was such a help to her clients. I came home from that trip and immediately started the coursework necessary to become a REALTOR.

### ***How does your background bring a unique perspective to your work?***

I have raised four adult children and before having children, I was a teacher and also a business owner. Each of these chapters in my life have helped me to become a vibrant REALTOR. Organizational skills are paramount. Creativity and willingness to try new ideas are also important.

### ***Why is relationship building so key to your success?***

No one buys or sells houses because they saw an ad on a billboard. My goal is to WOW each client and then ask them to refer me to their friends and business associates.

### ***What is your mission statement?***

To Exceed Expectations With Each and Every Client...

### ***How do you give back to the community?***

While raising my kids, I served on several local boards including The Richmond Ballet, Theatre IV (currently called VA Rep), and the Science Museum. I also served in several capacities at the school my children attended. I was middle school coordinator, Chair of the Village Green Fair, and Annual Fund Chair as well as a room parent. At Richmond Association of Realtors, I served on the Legislative Committee and chaired the committee. I also served on the RPAC board and am currently the chair. I head up a small group of area Realtors who follow the Buffini system of running a referral-based business. I am involved in teaching a Buffini class to some agents in my company. I was just elected to the RAR Board of Directors. Giving back to my profession is paramount to me.



# COMMON SELLER QUESTIONS

---

## Can we list for only 30-90 days?

Six months is what we require to ensure that your property receives the best exposure we can provide.

## Can we list our property higher and come down later if it does not sell?

It makes sense at first thought to list high and leave room for negotiating, however, this creates problems in getting the home sold. Most buyers will not even bother looking at the properties that are priced too high. When we price the property right, you have the chance for multiple offers versus not having any offers or opportunities to negotiate.

## Is it okay to use a friend in the business?

In today's market almost everyone knows one or two people that are in the real estate business. The question you need to ask yourself is, are you selling your home to do your friend a favor or truly looking for a professional real estate agent that can represent your best interests? Please take a minute to review my plan of action to sell your home and you will immediately see what sets me apart from the competition.

## What do you do to sell homes?

There are two types of agents in real estate, Passive and Active. I am an active professional, meaning that as soon as the listing agreement is signed, I immediately begin marketing your home and distributing throughout all platforms to maximize your homes exposure. In my experience, I have found that a motivated homeowner will want their agent to work efficiently to sell their home. Please refer to my "18 Point Plan of Action Marketing Plan" for the step-by-step plan I will use to effectively sell your home.



SHAHEEN  
RUTH, MARTIN  
& FONVILLE  
.....  
REAL ESTATE

# 18-POINT PLAN OF ACTION

---

## **My Objectives are as Follows:**

- To assist in getting as many qualified buyers as possible into your home until it is sold.
- To communicate with you weekly or more often the results of our activities.
- To assist you in negotiating the highest dollar value with the best terms.

## **My Projective Approach to Getting a Home Sold:**

- Submit your home to our regional Multiple Listing Service
- Submit your home with custom photos and remarks to regional newspapers, and when it makes sense, to wider audiences.
- Submit your home to member broker sites through our investment in the IDX technology
- Price your home competitively to attract the largest number of possible buyers
- Promote your home at our company sales meeting
- Develop a list of features of your home for the buyer brokers to share with their clients.
- E-target the top sales agents in your area with information about your house.
- Suggest and advise as to any furniture rearrangement and editing of pictures and decorations.
- Continuously update you as to any changes in the marketplace
- Network daily to find potential buyers
- Contact my own buyer leads, centers of influence and past clients over the first seven days to look for potential buyers
- Have home sketched and measured by an appraiser and include that information in MLS
- Stay on top of financing options and share with buyer agents
- When possible, have area agents tour your home
- Follow up with Realtors who have shown your home for their feedback
- Represent you on all offer presentations to assure the best possible price and terms
- Stay on top of contract from ratification to closing, making sure that each step is completed in a timely manner
- Celebrate with you upon your successful closing



**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**  
.....  
REAL ESTATE

# YOUR CUSTOMIZED MARKETING PLAN

## *ESTIMATE TIMELINE FOR PREPARATION AND MARKETING*

---

### **WEEK 1**

1. Prepare home for marketing
2. Professional photography scheduled
3. For Sale sign ordered and placed on property
4. Lockbox registered to home and placed on property

### **WEEK 2**

1. Listing and photos entered into the Multiple Listing Service (MLS), as well as on our company website.
2. Listing and photos entered into Realtor.com, Zillow, Trulia and dozens of other sites
3. Seller's Property Disclosures entered into the MLS
4. Marketing Campaign begins
  - Full color brochure created for home
  - E-mail blast to all agents and database
  - Listing posted to social media platforms: Facebook, Instagram, Twitter, LinkedIn

### **WEEK 3**

1. Open House and/or Broker's Open Scheduled
2. Showings begin through ShowingTime
3. All communication from prospective buyers will be communicated to sellers



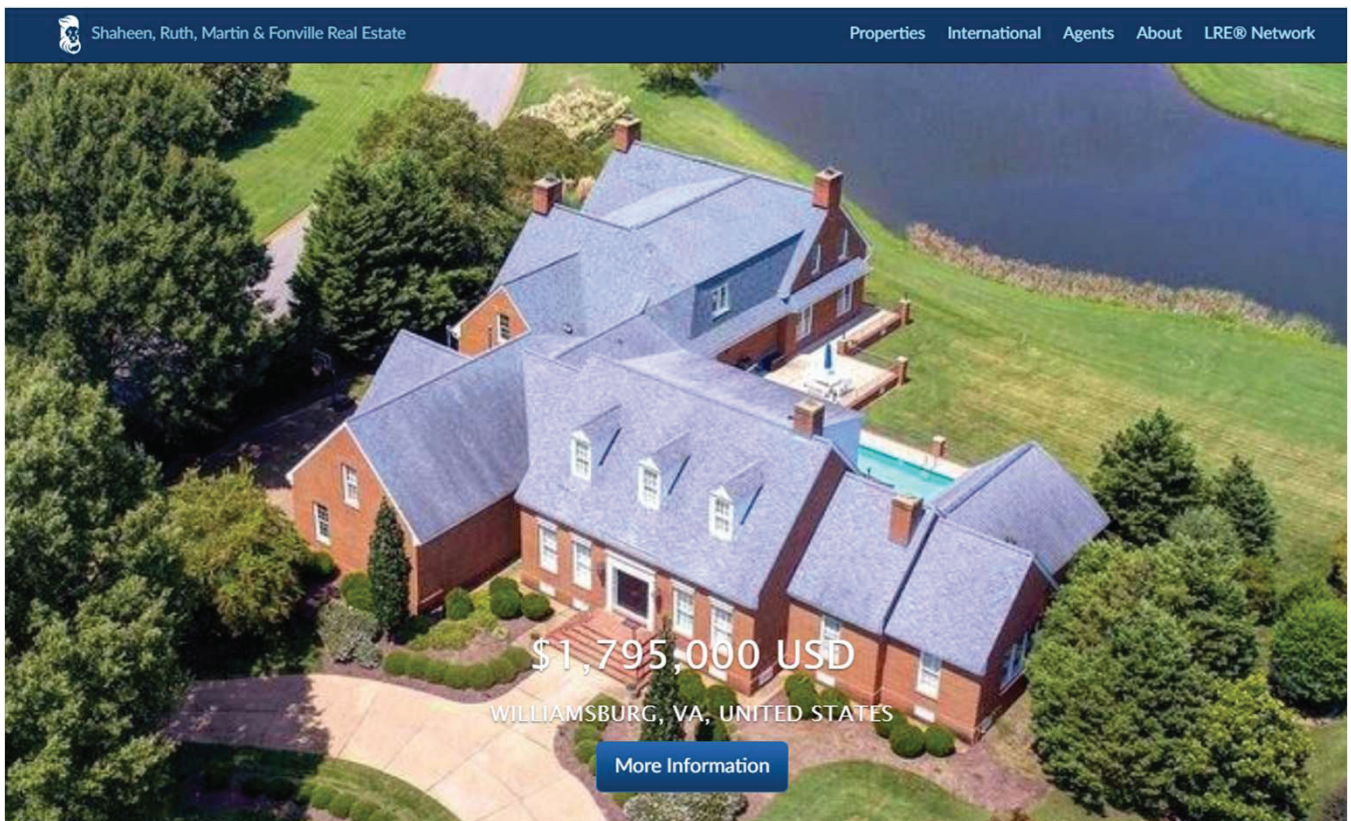
**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**  
.....  
REAL ESTATE

# SELECTED AS A VIRGINIA LUXURY BROKER

---

To be eligible for membership, firms and brokers must list and sell in the top 10 percent of their market and demonstrate expertise in the marketing and sale of luxury properties. With the guidance of the Board of Regents ([Regents.com](http://Regents.com)), the governing body of Luxury Real Estate, our network represents the best in the business."

— John Brian Losh, Chairman/Publisher



The screenshot shows a real estate website header for "Shaheen, Ruth, Martin & Fonville Real Estate" with navigation links for "Properties", "International", "Agents", "About", and "LRE® Network". The main content is an aerial view of a large, multi-story brick house with a blue roof and a swimming pool. The price "\$1,795,000 USD" and location "WILLIAMSBURG, VA, UNITED STATES" are overlaid on the image, along with a "More Information" button.

"Who's Who in Luxury Real Estate is a compendium of the finest residential real estate firms from around the world.

LuxuryRealEstate.com offers access to the most multi-million dollar properties.



**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**  
REAL ESTATE

# WHO'S WHO IN LUXURY REAL ESTATE

---



## Global Network

Who's Who in Luxury Real Estate offers opportunities to connect with top luxury real estate professionals in unique markets around the world. With listings in more than 60 countries, LuxuryRealEstate.com's international reach is unparalleled.

### THE NETWORK

Associates .....	125,000+
Offices .....	3,250
Members .....	424
Countries with Offices .....	38

### MEMBERS

Consistently recognized with the industry's most coveted awards from *REAL Trends*, National Association of REALTORS®, The International Property Awards, *New York Times* and *Forbes*.

### EVENTS

Regarded as one of the 'Best Real Estate Conferences and Events for Luxury Brokers' by Placester, four annual networking events connect key industry leaders from top international companies.

### MAGAZINE

*Luxury Real Estate Magazine* is an award-winning publication of the most affluent audiences around the world. In addition, they are stocked in international newsstands and international airline lounges in more than 80 countries.

---

**LUXURYREALESTATE.COM™**  
— WHO'S WHO IN LUXURY REAL ESTATE —

---



**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**  
.....  
**REAL ESTATE**

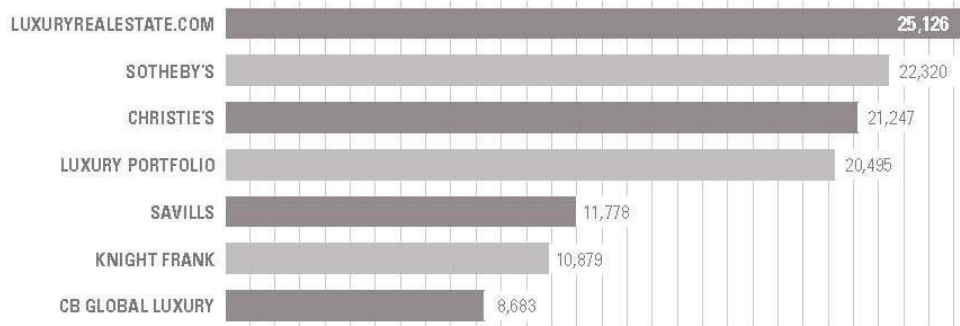
# WHO'S WHO IN LUXURY REAL ESTATE

---



## LuxuryRealEstate.com

The Webby Award-Winning Luxury Real Estate Website with the Most Multi-Million Dollar Properties



**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**  
REAL ESTATE

# WHO'S WHO IN LUXURY REAL ESTATE



## Traffic

LuxuryRealEstate.com ranks No. 1 on Google, Bing and Yahoo for luxury real estate and multi-million-dollar listing searches. Additionally, the award-winning website has been honored by the Webby Awards, voted 'Best of the Web' by *Forbes* and named 'Best Real Estate Website' in the 2018 Internet Advertising Competition Awards and 'Outstanding Website' in the 2018 WebAwards by the Web Marketing Association.

### TOP 10

#### VISITING COUNTRIES

United States • China • Czechia  
 • Canada • Japan • United Kingdom  
 • Germany • Australia  
 • Netherlands • France

Visits (annually) .....	3.3 million
Active Listings .....	60,000+
Countries with Active Listings.....	54
Average Listing Price .....	\$4.8 million
Active Listings over \$10M.....	1,000+
Total Inventory on LuxuryRealEstate.com .....	\$240 billion+

**LUXURYREALESTATE.COM™**  
 WHO'S WHO IN LUXURY REAL ESTATE



**SHAHEEN  
 RUTH, MARTIN  
 & FONVILLE**  
 REAL ESTATE