

# HOMESELLER GUIDE

A trusted resource for navigating your homeseller journey across Central and Eastern Virginia.



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## SELL YOUR HOME WITH CONFIDENCE

Selling your home is a major life moment—and with the right support, it doesn't have to feel overwhelming. Whether you're relocating, downsizing, or making room for the next chapter, SRMF is here to help you make strategic decisions, create a property roll-out, and maximize your results.

Our agents offer personalized guidance, market insight, and a thoughtful approach tailored to your goals. This guide offers a general look at the process to help you know what to expect and how to prepare. Every home—and every seller—is different. That's why we focus on smart, strategic solutions that are anything but one-size-fits-all.



# THE HOMESELLING PROCESS: WHAT TO EXPECT

## 01. HIRE A TRUSTED REALTOR®

The first step in a successful sale is choosing the right agent. Your SRMF agent will bring deep market knowledge, strong communication, and a client-first mindset to help you feel confident from listing day to closing day.

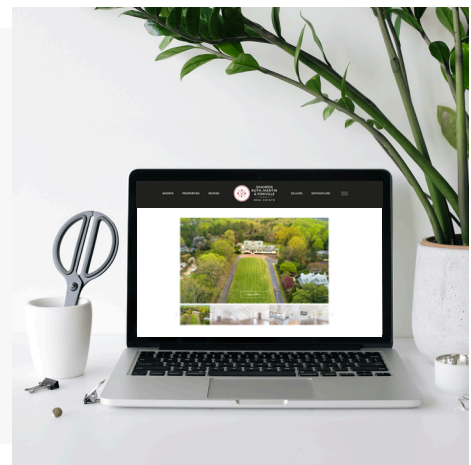


## 02. PREPARE YOUR HOME

Presentation matters. Your agent will help you highlight your home's strengths with expert tips, professional staging guidance, and access to trusted vendors. Then we showcase it through high-quality production photography and marketing that creates impact from the very first look.

## 03. PRICE IT RIGHT, MARKET IT SMART

Your agent will use up-to-date data to price your home competitively—maximizing value without overpricing. From digital platforms to social media and print marketing, our firm's 5 dedicated Media Marketing Managers are working to generate buzz, attract qualified buyers, and lead to a successful sale.



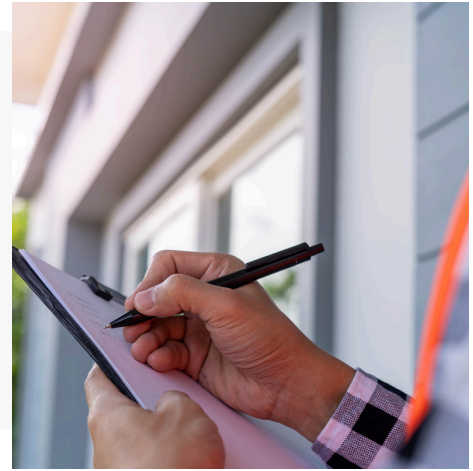
## 04. NEGOTIATE THE BEST TERMS

Once offers come in, your agent will negotiate with your goals in mind—helping you secure not just a strong price, but favorable terms and a closing timeline that works for you.

# THE HOMESELLING PROCESS: WHAT TO EXPECT

## 05. NAVIGATE INSPECTIONS & APPRAISALS

This phase comes with important details and deadlines. Your agent will keep the process on track and advocate for your interests, helping you navigate inspections, appraisals, and any repairs or contingencies.



## 06. CLOSE THE SALE

As you head toward the finish line, we handle the final paperwork and any last-minute tasks, making sure your closing is smooth and stress-free. Your agent will be with you every step of the way to answer questions and celebrate the moment your home is officially sold.

### The Process Matters—But So Does the Team Behind You.

Selling a home is more than a transaction—it's a major life moment. SRMF agents bring local expertise, strategic marketing, and a steady hand to help you get the results you deserve. Though each agent has their own approach, we're united by a commitment to clarity, professionalism, and delivering an exceptional client experience from start to finish.

### What makes SRMF different?

Ask your agent. We'd be honored to guide you through what's next.

# SMART TIPS FOR SELLERS

## 01. START WITH A CLEAR GOAL.

Whether you're aiming for a quick close, top dollar, or a flexible timeline, your agent will create a strategy around what matters most to you.

## 02. MAKE A GREAT FIRST IMPRESSION.

From curb appeal to online photos, presentation drives interest.

## 03. BE PREPARED FOR SHOWINGS.

Keep your home clean, well-lit, and welcoming to maximize buyer impact.

## 04. STAY FLEXIBLE.

The market moves quickly—being open to feedback and adjustments can lead to a stronger outcome.

## 05. LEAN ON YOUR AGENT.

From pricing to paperwork, this is what we do. Let us handle the details so you can focus on your next move.

# WHY SELLERS CHOOSE SRMF

Shaheen, Ruth, Martin & Fonville Real Estate is proud to be voted Best Real Estate Firm by Virginia Living year after year. That recognition reflects more than our success—it speaks to the trust we've earned from thousands of clients across the region.



- **Tailored strategies.** No two homes (or sellers) are alike. Our agents create a custom approach based on your goals and timeline.
- **Professional marketing.** From stunning visuals to premium print materials and social media campaigns, we make sure your home stands out.
- **Expert negotiation.** We're strong advocates for our clients and know how to navigate even the trickiest deals.
- **Global exposure.** As members of the Who's Who in Luxury Real Estate Board of Regents, we connect luxury listings with international buyers and top-tier platforms.
- **Local roots.** We live and work in the communities we serve—so we know what makes each neighborhood special and how to position your home accordingly.



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## CONTACT US



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*This guide is intended for informational purposes only and is not a substitute for professional advice. Every home purchase is unique, and your SRMF agent will tailor the process to your specific goals and circumstances.*