

HOW WE CAN GET YOUR HOME SOLD?



IT IS A TEAM EFFORT!

EXPERIENCE:
The Difference



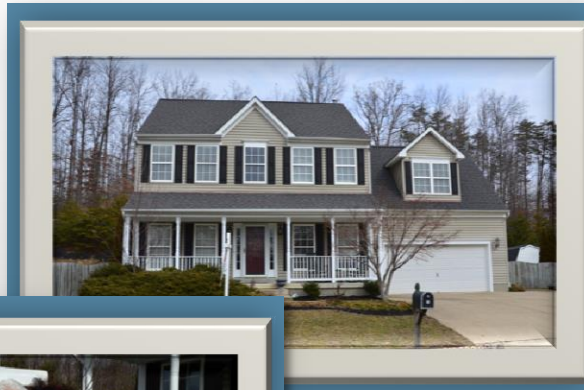
Bob Graham
ASSOCIATE BROKER

Long & Foster Real Estate, Inc.

The Bob
Graham
REAL ESTATE TEAM

Get to know the person you are hiring

- Associate Broker
- 31 Years in Real Estate Industry
- 2,500 plus transactions
- Lifetime Member Multi-Million Dollar Sales Club
- Contact Card for last 5 clients



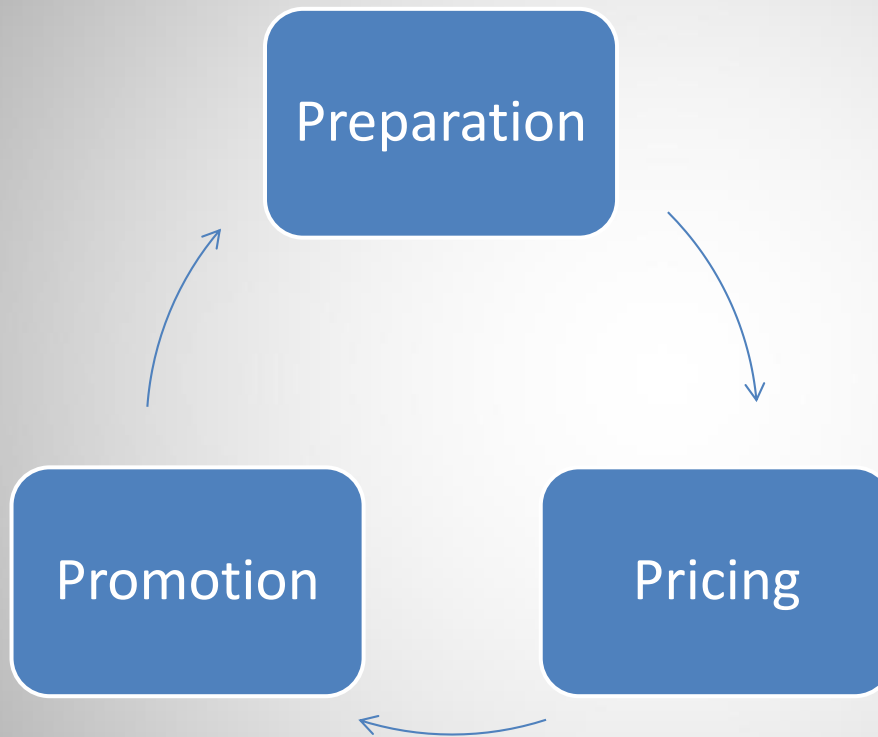
Making
Good Things
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Critical Elements of a Sale



"Presented to the Bob Graham Team for growing our business with attentive personal service that goes the extra mile and makes Long and Foster Fair Oaks shine!"

- Valasie August
Managing Broker



**Lifetime member
in the prestigious
Multi-Million Dollar
Sales Club**

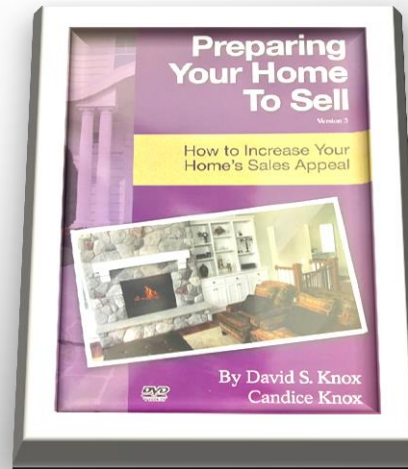
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Preparation

You Are a Seeking Precision

- Begin Early
- See through buyers eyes
- Declutter
- Improve Flow
- Create Space and Light
- Look inside and out



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"Thank you for all the work by you and the team to get this short sale done. I'm still in disbelief about the whole thing, but it certainly is a blessing for our family."

This is a huge weight off our family and I'm truly thankful for your dedication to make this happen for us!"

- A satisfied client

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Seller – Agent Walkthrough

- A room by room walk done with the Seller and myself
- Document what Staging needs to take place in each room
- Basement and garage count
- Walk around the outside of the home
- Final inspection prior to launching into MRIS
- Get the home “Picture Ready”



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Pricing

- Goal – to maximize the profit but get buyers through the door “All Buyers Want a Deal”
- MRIS is the key tool used to price a home
- Takes about 6 hours to do it right



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MRIS and Tax Record

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MRIS



- Active
- Under Contract
- Sold
- List Price
- Days on the Market

TAX Record



- Total Taxes
- Living Area
- Room Count
- Year Built
- Basement Finished Area

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Full Tax Record			
Property Address: 90 TAVERN RD, STAFFORD VA 22554		Tax ID: 29-C-5--514	
County: STAFFORD			
Legal Subdiv/Neighborhood: AUSTIN RIDGE		Condo/Coop Project:	
Incorporated City:		Absent Owner: No	
Owner Name: THOMAS J MONGILLO		Company Owner:	
Addtnl: JAUNELLE Y		Care of Name:	
MAILING ADDRESS: 23 CATHEDRAL LN, STAFFORD VA 22554			
LEGAL DESCRIPTION: LOT 862 SEC 2 12461 SQFT HAMPTON OAKS SUB			
Mag/Dist #:	Lot: 514	Block/Square:	
Election District: 1	Legal Unit #:	Grid:	Tax Map: 29C 5 514
Section: 5	Subdiv Ph:	Addl Parcel Flag/#:	Map: 29C
Map Suffix: 5	Suffix:	Parcel:	Sub-Parcel:
Historic ID:	Agri Dist:	Plat Folio:	
Tax Year 2016			
Total Tax Bill: \$3,567		Tax Levy Year: 2016	
State/County Tax: \$3,567		Tax Rate: 0.99	
PROPERTY DESCRIPTION			
Year Built: 2001	Zoning Code: PD1		
	Square Feet: 17,472	Acreage: 0.40	
Land Use Code: Residential		Road Description: PAVED	
Zoning Desc: PLANNED DEVELOPMENT-1		Sidewalk: Yes	
Prop Use: IH-IMPROVED HOME SITE			
Building Use: 2-SINGLE FAMILY- SUBURBAN			
Lot Description: IMPROVED HOME SITE			
STRUCTURE DESCRIPTION			
Construction:	Wood		
Total Building Area:	Living Area: 2,806		
Patio/Deck Type: DECK			
Rooms: 7	Fireplace Type: MASO		Fireplaces:
Bedrooms: 4	Bsmt Type: Full		Garage Type: Garag
Full Baths: 3	Bsmt Tot Sq Ft: 1,238		
Half Baths: 1	Bsmt Fin Sq Ft: 0		Garage Sq Ft: 480
Baths: 3.50	Bsmt Unfin Sq Ft: 1,238		

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Total Tax Bill:
\$3,567

Living Area: 2,806

Year Built: 2001

Bsmt Fin Sq Ft: 0

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Pricing

MRIS Comparison

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Sorted by Total Taxes

Status	Address	Year Blt	DOMP	Bedr	Baths	Gar Sp	Total SqFt	Fin Bsmt	Total Bsm	Total Taxes	List Price	Close Price	SellerSubs
SOLD	9 NEWPORT CT	1994	132	5	4	2	2511	925	1087	\$3,563	\$399,900	\$383,000	\$0
	90 TAVERN	2001	0	4	4		2806	0	1238	\$3,567			
SOLD	6 BLACKSMITH CT	1999	19	4	4	2	2494	1025	1169	\$3,573	\$439,900	\$435,000	\$10,000
SOLD	135 BRUSH EVERARD CT	2000	85	4	4	2	2496	1284	1284	\$3,651	\$444,900	\$434,000	\$0
SOLD	29 HUBBARD CT	2002	38	5	3	2	3088	0	1536	\$3,668	\$410,000	\$410,000	\$13,969
SOLD	16 SCOTLAND CIR	1998	56	4	4	2	2512	1182	1338	\$3,670	\$429,000	\$425,000	\$13,750
SOLD	3 PATRIOT WAY	2001	22	4	4		2622	0	1300	\$3,711	\$430,000	\$415,000	\$8,300
SOLD	133 BRUSH EVERARD CT	2000	38	5	4	2	2628	1200	1290	\$3,740	\$429,900	\$422,500	\$5,000
SOLD	5 DEWITT RD	2010	60	5	4	2	2334	752	1137	\$3,776	\$446,000	\$430,000	\$10,000

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MRIS Comparison

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Sorted by Square Footage

Status	Address	Year Blt	DOMP	Bedr	Baths	GarSp	Total SqFt	Fin Bsmt	Total Bsmt	Total Tax	List Price	Close Price	SellerSubs
SOLD	3 PATRIOT WAY	2001	22	4	4		2622	0	1300	\$3,711	\$430,000	\$415,000	\$8,300
SOLD	133 BRUSH EVERARD CT	2000	38	5	4	2	2628	1200	1290	\$3,740	\$429,900	\$422,500	\$5,000
SOLD	81 TAVERN RD	2001	50	4	4	2	2738	0	1118	\$3,420	\$419,900	417000	12510
	90 TAVERN	2001	0	4	4		2806	0	1238	\$3,567			
SOLD	127 BRUSH EVERARD CT	2000	20	5	3	2	2872	700	1414	\$3,785	\$414,900	\$399,900	\$0
SOLD	31 WALLACE LN	2003	28	5	3	2	2900	750	1548	\$3,841	\$445,000	\$440,000	\$13,200
CNTG/NT	28 SCOTLAND CIR	1999	9	5	4	2	2903	1000	1542	\$3,827	\$445,000		

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Pricing

MRIS Comparison

	Low	Median	Average	High	Proj. value \$/sqft
All listings	<u>\$383,000</u>	<u>\$425,000</u>	<u>\$422,023</u>	<u>\$445,000</u>	<u>\$349,655</u>
Active listings 1	<u>\$429,900</u>	<u>\$429,900</u>	<u>\$429,900</u>	<u>\$429,900</u>	<u>\$351,077</u>
Sold listings 11	<u>\$383,000</u>	<u>\$422,500</u>	<u>\$419,218</u>	<u>\$440,000</u>	<u>\$352,228</u>

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Cloud CMA

- Once we have compared homes we enter them into a Cloud CMA
- This gives a view comparison of all comps and allows the Seller to have confidence in his listing price
- Zillow.com reports value of the home but must be used carefully. Buyers will look into Zillow and negotiate to the ZEstimate Value suggested by Zillow.com

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Promotion

- Pre MRIS Campaign
- Post MRIS Campaign

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Pre MRIS Campaign

- Begins with great pictures taken by a professional photographer. Drone shots may help
- Coming Soon Signage
- Landing page created and e-mailed to Agents NVAR, FAR, PW BOARD
- Published in Craig's List and on Face Book

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Post MRIS Campaign I

- Enter in MRIS Keystone
- Place professionally printed flyers into the subject home
- Long & Foster Web site
- List Hub submits to hundreds of websites
- Postcards
 - “Just Listed”
 - “Open House”
- Continued e-mail to Agents
- Continue Face Book and Craig’s List campaigns

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Post MRIS Campaign II

- For Sale by Military Owner
- Receive feedback from visiting Agents and Open House visitors (use Showing Suites)
- Review with the Seller every 14 days in progress
- Adjustments as/if needed



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Contract to Settlement

- Contract Review Counter and Ratification
- Home Inspection and Radon Test
- Appraisal
- Termite Inspection
- Contract Compliance
- Settlement
- Post Settlements Checks



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Keys to a Successful Sale

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A buyer will seek out the most beautiful home for their money.



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Keys to a Successful Sale

Promotion

Preparation

- Staging Plan
- Repairs
- Simple Fixes
Paint and
Carpet
- Curb Appeal

Pricing

- Availables
- Under Contract
- Settled
- Expired and
Withdrawn
- Tax Records
- Market
Conditions

Promotion

- Pre-Marketing
- Print Materials
- Web Presence
- Email
Marketing
- Online Search
Engines

Marketing Strategies

- Direct Mail
- Open House
- Online Advertising
- In-home Listing Brochures
- Virtual/Video Tour
- Social Media

Professional Photography Video Tour



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A lot of shopping happens on the internet these days. The same is true for home buying. Photos sell to internet shoppers!




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Tools

Using technology for you


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HooahHomes Home / Contact / SiteMap / Client Login
(800) 456-6873



- » Home Page
- » Northern VA Home Search
- » Military Discount Program
- » Register
- » Your Neighborhood
- » Selling Your Home
- » Free Customized CMA
- » Buying Your Home
- » Schools
- » Switch Utilities
- » Community Info
- » Mobile App
- » The Bob Graham Team
- » Testimonials
- » Contact

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Property type
Residential For Sale


Price from: to

Beds: Baths:

No min No min

Advanced Search »

SEARCH






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 <p>23014 LOIS LN, ASHBURN, VA 20148 \$780,000 Sold</p>	 <p>12718 MELVILLE LN, FAIRFAX, VA 22033 \$730,000 Sold</p>	 <p>13125 WILLOW EDGE CT, CLIFTON, VA 20124 \$720,000 Sold</p>
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E-mail

Direct: (800) 456-6873
Office: (703) 502-3222
Cell: (703) 507-0624
Toll Free: (800) 456-6873

Long & Foster Real Estate, Inc.
13135 Lee Jackson Memorial
Hwy Suite 100 Fairfax VA 22093



HooahHomes and The Bob Graham Team

Proudly serving the real estate needs of our civilian and military clients relocating in Northern Virginia for over 30 years. Working with each owner or purchaser, our goal is to meet your specific needs when you are buying or selling a home. Assisting you with rentals or leases is another service we offer. Experience the difference as we provide you with the best quality service possible!



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Testimonials

The value of my services is not in what I say about myself, but what others say about me.

Simply put, Bob's performance was outstanding! He delivered amazing results with honor and integrity. My family is very thankful for Bob's dedicated service during our sale.

-Mike & Kristen, Fairfax, VA

Bob Graham is the consummate professional realtor, knowledgeable, friendly, polite, fair, and honest. I would readily work with him again and highly recommend him to anyone in the northern Virginia area.

-Ron, Louisville, KY

Bob and his team always get the job done with satisfied customers. The \$5000 rebate to the buyer is attractive and factored in my choice to go with Bob and his team. Total professionals with great results. Thanks.

-Dave, Alexandria, VA

Using Mr. Graham to sell our house was the best decision we could have made. He clearly explained the process and developed a strategy that created a lot of interest in our house. As a result our house sold in under 4 weeks with minimal stress. We would definitely recommend Mr. Graham to our friends and family.

-Lon & Ruth, Stafford, VA

Preparing and selling our home of 18 years was difficult, but with Bob Graham's guidance we were able to achieve a contract at our desired price in under a week!

-Another satisfied client

Bob Graham has worked with us on a previous occasion and with our adults children as well. We were very pleased with Bob and his staff and especially his suggested strategy for marketing our home. We have known Bob, on and off, since 1977.

-Kamay & Jim, Beaufort, SC

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We had been in Stafford for 11 years and had several Coast Guard friends use Bob Graham and were very satisfied with how he conducted business. Especially important was his local knowledge of the area and his dealings with the military, Secret Service, FBI etc. Bob has a fantastic reputation of selling homes and being professional, and after utilizing Bob for ourselves could not agree more. He was terrific! Bob made the entire process pretty stress free for us. After moving around the country for 24 years in the Coast Guard this was probably our easiest home sale. I would not hesitate to recommend Bob to all of my friends/family.

-Jack, Stafford, VA

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Bob Graham

Associate Broker

Long and Foster Realtors

13135 Lee Jackson Hwy.

Fairfax, VA 22033

Phone: 703-502-3222

Cell: 703-507-0624

Email:

[bob.graham@](mailto:bob.graham@longandfoster.com)

longandfoster.com

VISIT:

www.HooahHomes.com

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