

HOME *seller* GUIDE



ANDY KIM REALTY

THE EXPERIENCE MATTERS

Andy Kim Realty is affiliated with NBI Realty, LLC.

ANDY KIM

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hello

I AM ANDY KIM

YOUR LOCAL REAL ESTATE EXPERT

Nice to "meet" you!

I am passionate about providing my clients with a luxury experience at all price points and am known by my clients for my attention to detail, genuine integrity, and exemplary concierge style service. Whether representing Sellers, Buyers, or Investors, I ensure that all clients are happy and get to the closing table, by ensuring a smooth and seamless transaction process.

LET'S CONNECT

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🌐 W: AndyKimRealty.com

the
PROCESS

THE HOME SELLING

process

STEP 1

MEET WITH ANDY

- Discuss your needs
 - Research CMAs
- Set a competitive list price

STEP 2

PREPARE TO LIST

- Deep clean & declutter
- Focus on curb appeal
 - Stage home

STEP 3

IMAGERY

- Professional photo session
- Professional video session
- Professional drone session

STEP 4

MARKETING

- Online marketing
 - Social media
- Signage • Flyers
- Open Houses / Carvans

STEP 5

SHOWINGS

- Ensure home is ready for showings (lights on, clean, etc.) - I will be present for every showing
- Receive feedback from agents

STEP 6

RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks of each offer

STEP 7

NEGOTIATE

- Most offers require negotiating either before or after inspections. I will negotiate on your behalf.
 - You can accept, counter, or deny an offer

STEP 8

INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer

STEP 9

REPAIRS

- Likely some small repairs will need to be made after inspections.
- Review my list of recommended vendors if needed

STEP 10

CLOSING

- Final walk-through
- Sign closing documents



factors



DETERMINING *factors*

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *PRICING*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *HOW IT SHOWS*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls
- Having the home professionally staged

FACTOR 3 *MARKETING*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and touching base weekly to discuss the progress from the previous week.

My advantage

PROFESSIONAL STAGING

- 82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home. (National Association of Realtors).
- A professionally staged home spends 73% less time on the market compared to those without staging. (Professional Staging).
- Staged homes on the market sold for 25% more than homes without staging. (Realtor Magazine)

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED



BEFORE

listing

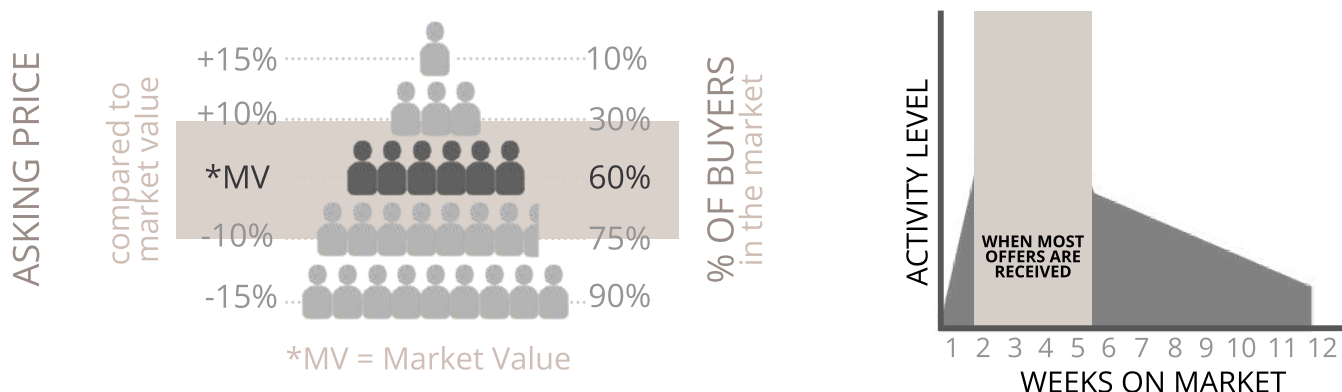
listing STRATEGY

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 89% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month, and increasing brand awareness.

A modern living room with a large sectional sofa, a round wooden coffee table, and large windows. The room features a light-colored, textured rug, a white wall with built-in shelving, and a large potted plant. The text "PREPARING TO" is in white serif font, and "list" is in a light green script font, both centered over the image.

PREPARING TO *list*



preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows

2

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

3

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door

A modern living room with a white fireplace, large arched windows, and a wooden floor. The room features a white fireplace with a dark wood mantel, a large arched window on the left, and a large arched window on the right. A wooden floor is visible in the foreground. The text "STAGING YOUR home" is overlaid on the image.

STAGING YOUR *home*

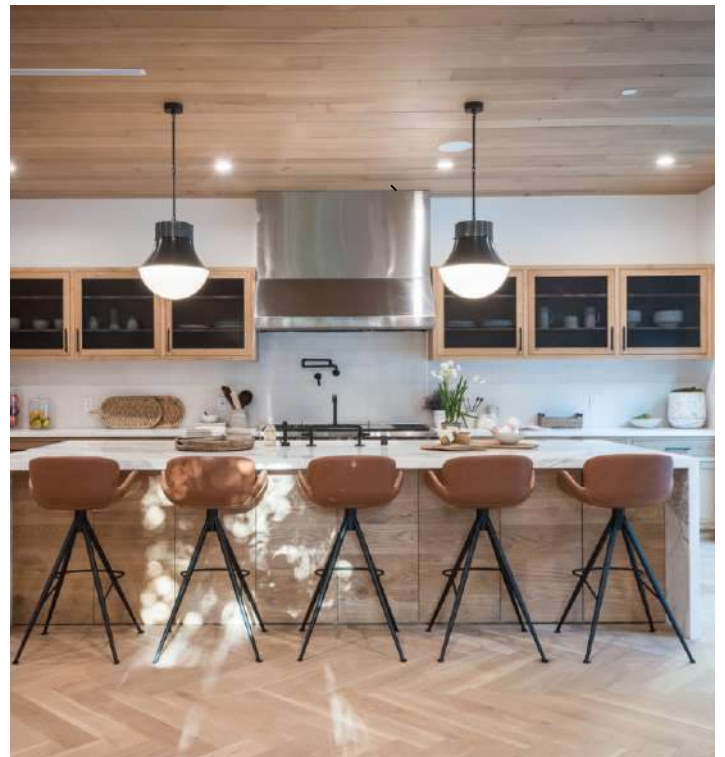


the art OF STAGING

Staging a home is a critical factor in the real estate market as it significantly influences a buyer's perception and decision-making process, often resulting in faster sales and higher offers. By creating a welcoming and appealing environment, staging allows potential buyers to visualize themselves living in the space, thereby enhancing the property's perceived value. However, staging must be executed skillfully, as poorly done staging can deter buyers, which is why I partner with RE: BEKAH DESIGNS. She is phenomenal is what she does and someone I trust every single time.

staged homes spent
90%
less time on the market

staged homes increased
sale price up to
25%



BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

A modern living room interior. In the center is a brown leather sofa with four pillows: two white fur-like pillows and two beige textured pillows. In front of the sofa is a round white coffee table with a gold metal frame. On the coffee table are a small potted plant with white flowers, a stack of white cubes, and a small gold bowl. To the left of the sofa is a gold side table with a lamp that has a white shade and a gold base. To the right is a tall gold shelving unit with books and a starburst decoration. In the background, a large abstract sculpture made of gold rods and glass spheres hangs on a dark blue wall. The floor is covered with a light blue patterned rug and dark wood flooring is visible at the bottom.

A LASTING *image*

REAL ESTATE *photography*



A PICTURE SAYS A THOUSAND WORDS

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

INTERESTING FACTS:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

professional VIDEOGRAPHY

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT



Real estate
listings with
video receive
403%
more inquiries

Videos attract
300%
more traffic for
nurturing
leads.

70%
of homebuyers
watch video
house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.

property BROCHURES



Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades and features your home has to offer.

A modern bedroom interior featuring a large bed with a light-colored tufted headboard and a matching tufted ottoman at the foot. The bed is dressed in light-colored bedding and several patterned pillows. A large, modern chandelier with multiple arms and gold-colored accents hangs from the ceiling. Two abstract, textured art pieces are mounted on the dark wall above the bed. A large window with dark curtains is visible on the right side of the room. The floor is covered with a patterned rug. The overall aesthetic is contemporary and sophisticated.

Listing YOUR HOME



MARKETING

plan

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

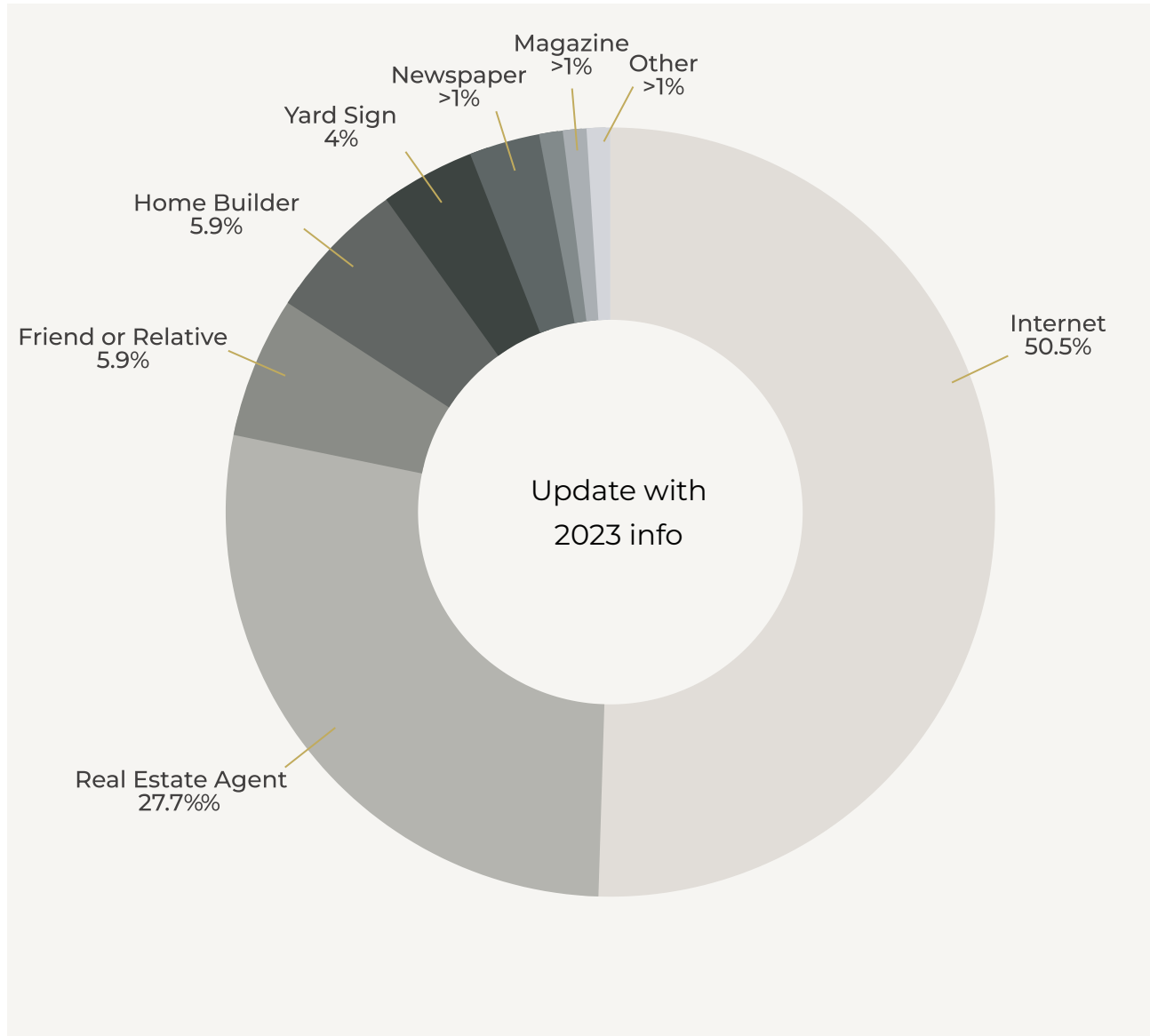
OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

WHERE DO BUYERS *find their home*



*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS



maximum EXPOSURE

Get Featured

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



 **Zillow®**

 **trulia®**

realtor.com®

facebook.

Instagram

A modern dining room with a long wooden table, wire mesh chairs, a large potted plant, and a woven pendant light. The room features large windows with black frames, a white shiplap wall, and a small shelf with a framed picture. The text "after LISTING YOUR HOME" is overlaid in the center.

after
LISTING YOUR HOME



home SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS



after an offer is submitted:

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

•Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

contract
TO CLOSING

INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME
TYPICALLY 10-14 DAYS AFTER SIGNING
CONTRACT. NEGOTIATIONS USUALLY
HAPPEN WITHIN 5 DAYS

COSTS
NO COST TO THE SELLER. THE BUYER
WILL CHOOSE AND PURCHASE THE
INSPECTION PERFORMED BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS
ARE USUALLY ONE OF THE TOP REASONS
A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

closing THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

Seller commonly pays :

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Prorated property taxes and HOA Dues

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL *steps*

FINAL STEPS FOR SELLERS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.





CLIENT *testimonials*

REVIEWS



JOE. Chantilly, VA

We completed two transactions with Andy - the sale of our long-time home and the purchase of our dream home. From start to finish, our experience with Andy was nothing short of exceptional. He was incredibly responsive, always available to answer our questions and kept us well informed throughout every step of the process. His expertise made what could have been a stressful experience seamless. We couldn't recommend him more highly to anyone looking to buy or sell their home!



SUNNY. Brambleton, VA

I highly recommend Andy Kim as a realtor to anyone looking to buy a home. Having worked with a few other realtors in the past, I can confidently say that Andy stands out as exceptional. He is professional, patient, and truly cares about his clients' needs. We had specific requirements and were quite particular, seeing many houses before finding the right one. Throughout the process, Andy was always quick to respond and took prompt action. He patiently waited with us until we found the perfect home, never rushing or pressuring us into a decision. He also provided valuable insights whenever there was an issue with a property, ensuring we had all the information before moving forward. Unlike many agents who are just focused on closing the deal, Andy is dedicated to making sure his clients are fully informed and happy with their choice. He also took the time to explain even the most complicated contract details professionally and answered all our questions with care. Even after the deal was done, he continued to be responsive and helpful, addressing any post-purchase concerns immediately. I truly believe Andy is the best in the business, and you won't regret working with him. He goes above and beyond to make sure his clients are satisfied, and I couldn't be more grateful for his help!



BRUCE. Annadale, VA

Andy is an excellent, hard working, trustworthy realtor and I would highly recommend him without any hesitation. Not only he is competent and experienced but also he is very responsive and goes out of his way to take care of your needs. It was certainly a great pleasure working with him!



KARA. Chantilly, VA

It was a pleasure working with Andy throughout my home-buying journey, and I'm beyond satisfied with the entire experience. He was always available to answer any questions and made sure I understood every step of the process. Andy was incredibly supportive in helping and I always felt like a top priority. The closing process went smoothly, and I couldn't be more excited about my new home. I highly recommend Andy to anyone seeking a realtor who genuinely cares about their clients.



KARA. Chantilly, VA

Mr. Kim recently represented us in buying our first property in Fairfax county. As a returning family from overseas with no local connections, it was difficult to start our search and we weren't sure who to hire. We've contacted a few local realtors based on google search and Mr. Kim was the only person who answered the phone immediately and although he didn't have time to speak to us right at that moment, he promised he would call back later to discuss in detail and he did on the same day. We felt that he'd be reliable and is a type of person who keeps his word. And that proved true throughout the whole process of our home buying experience with him. We mainly chose the properties to view based on Redfin listings and contacted Mr. Kim to set up a viewing. We did many same-day viewings with him and those were mostly properties that came out to market on that morning. We ended up buying one of those which we viewed with Mr. Kim on its first day of market at 7pm. We wrote total of three offers with him and the last one finally got successful. Make no mistake - the popular houses are receiving multiple offers. Once we realised how crazy market was/is, we felt really thankful that we had a reliable and experienced realtor on our side. He was extremely proactive in dealing with the seller's agents, we didn't have to ask him to provide any updates because he kept us informed simultaneously. He's very courteous and polite and yet firm in negotiation and we definitely benefited from this. All in all, we'd absolutely hire him again if we were to buy another property or to sell our property in the future. We'd highly recommend him to any potential buyers/sellers in the market.



WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



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THE EXPERIENCE MATTERS

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