LISTING PRESENTATION

The Cox Real Estate Group's

Meticulously Formulated and Highly Innovative Process for Home Selling in this Current Market

Multi-million dollar producing father-daughter duo with ERA Woody Hogg & Associates

(804) 301-8633 (JJ's Cell)
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ABOUT US

Richmond, as well as the surrounding Commonwealth, is a mixing bowl of talented and thought-provoking humans with a deep love for their homestead. Brittney and J.J. are two of those people, having picked real estate as the hub for which they can share and spread their profound admiration for an area as rich in history as it is in culture.

First as a Hanover Deputy, then a Virginia State Trooper, J.J. has spent countless hours driving the roads of this beautiful state, mapping his future success as a real estate agent. J.J. began real estate in 2006, just as the housing market burst into flames and disintegrated into ash, leaving behind an economic downturn and a severe distrust in the real estate market. True to his tenacious nature, J.J. became a leading salesperson and the only ERA luxury homes agent in the Richmond and Williamsburg area, all while working part-time. In 2012, J.J. decided to hang up his hat, put away the blue lights, and retire from his "job," beginning his "career" full-time. If you asked J.J. what he loves most about real estate, he would tell you its the smiles, laughter, and joy he prompts from people when he succeeds in making their real estate dreams a reality.

In early 2013, real estate became a family affair when J.J.'s daughter, Brittney, began her career as a full-time real estate agent. As a child, she was toted from car seat to open house, waiting for her parents to grab the latest home design ideas and go. As fate would have it, that wide-eyed little girl with the infamous 1990's bowl cut is now the individual who walks into a house and can memorize the layout and features without a conscious thought. In 2011, Brittney graduated with a degree in history from Randolph-Macon College. What type of job does one undertake when their affection is for the past and its subsequent influence on the present? Unbeknownst to most, real estate was the perfect career, as the fate of a house or neighborhood lies directly within the confounds of the home. If walls could talk, they would speak of the times past, the lives influenced, the love felt, and the progression towards the present and future.

Born and raised in Mechanicsville, Virginia, both J.J. and Brittney have watched their hometown grow and progress alongside them. They've seen the modernization of quiet country roads, waves of urbanization into the city limits, and the expansion of spheres of thought and influence that has engulfed the region. They know the history of this town and are overly excited for its future. They stay informed and up-to-date on not only the market, but of Commonwealth current events — ensuring they are as knowledgable as possible for any and all of their clientele.

ABOUT

ERA WOODY HOGG

ERA Woody Hogg & Associates has recently celebrated its 25th anniversary in the Real Estate field. The Broker, Woody Hogg, has been in the business for more than 40 years as a top broker in the community. The company has steadily grown over the years and now licenses more than 45 Real Estate Professionals. ERA Woody Hogg & Associates has been repeatedly honored as one of the top 50 ERA offices in the country and has participated in the sale of more than a billion dollars worth of residential real estate. Their agents are recognized as Top Achievers locally and nationally.

ERA Woody Hogg & Associates is a full service real estate company, providing professional services in all areas of residential resale, new homes, property management, and the full spectrum of the relocation business.

ERA Woody Hogg & Associates is dedicated to providing the very best real estate services available in the Richmond Metropolitan Area.

ERA Nation Wide

ERA Real Estate will be the company of choice for customers and agents because ERA sales associates are ethical, forward-thinking, and results oriented professionals who take a proactive approach to real estate. Therefore, agents can be sure they'll have the best tools and training to accomplish any job.

Consumers will have total confidence that they are dealing with a consummate professional demonstrating the highest level of service and integrity.

MISSION STATEMENT

To be a real estate agent takes hard work and determination. To be a great real estate agent takes love, passion, experience, tenacity, and constant evolution. We obtain our goal of high quality service and results by making sure we never settle for a job well done and a pat on the back. We dissect the current market conditions and trends, combine that with your homes current needs analysis, agree on a sales price, implement the proper marketing technique and finally, produce a sale.

As realtors, we take our jobs as seriously as doctors; your financial assets, like your health, play a paramount role in your future and should be placed in the hands of the most competent team of experts.

If your doctor gave you advice on a serious medical issue, would you openly take it or would you resist treatment and insist on waiting it out? The same should go for your real estate transactions. We are here to make you as much money on your property investment as possible. Not being realistic about your homes value in this current market will stagnate any results that could have been rendered through our marketing campaign. We all need to be on board with the same plan of action to get the most value out of your home.

HOW A PROPERTY SELLS

PRICE

YOU are the final deciding factor on price

TERMS

YOU decide the terms

CONDITION

YOU decide what condition your home will sell in

LOCATION

NO ONE can change this factor

EXPOSURE

OUR job

EXPOSURE WHEN LISTING WITH ERA

HOME SELLING PROBLEMS AND ERA SOLUTIONS

Lack of Proper Exposure

ERA has offices in 46 states and 39 countries.

ERA listings are placed in over 3,000 websites worldwide.

Not Providing Incentives

American Home Shield offers ERA clients the exclusive opportunity to have a no obligation warranty that covers the client during the listing period and the buyer for one year after closing. If for some reason your home doesn't sell you are not obligated to pay for the warranty, even if you had repairs.

ERA

WOODY HOGG AND ASSOCIATES

The Real Estate Firm

EXPOSURE WHEN LISTING WITH US

Professional Grade Photography

We use a Cannon Rebel T3i with specialized wide lens and exterior flash.

We also customize each photo with a unique software system that insures the proper color, saturation, and clarity of your homes listing photos.

Previous Agent's Primary Photo

Our Primary Photo

EXPOSURE WHEN LISTING WITH US

10 homes are searched per second on the Realtor.com mobile app. This illustrates that more people are searching for homes while driving through neighborhoods. To ensure that the potential buyer finds your home we use professional grade signs on large classic-white post which provide maximum exposure from the road.

QR Codes

We issue QR codes on all of our signs so a passerby can snap a photo of the code, which will then send them directly to our personal business website where they can find your home's individual profile page with all necessary information and photos.

Flyers

Each house has a unique exterior flyer designed to appeal to the targeted audience and market for your house. Great care is taken into the appearance of this flyer to drive the buyers to your home. Once inside, the interior flyer will guide potential buyers seamlessly from one room to the next, highlighting the dimensions and important features.

EXPOSURE WHEN LISTING WITH US

Visual Tours

According to Realtor.com, listings with virtual tours are viewed 40% more than listings without.

This is especially important considering viewers retain 95% of a message when they watch it in a video, compared to a 10% retention rate when reading it as text.

The tour is placed on numerous websites including the MLS; our Youtube, Twitter, and Facebook pages; as well as real estate sites including Realtor.com, Trulia, and Zillow.

EXPOSURE WHEN LISTING WITH US

Social Media

Since 2005 social networking is the fastest growing online activity with a 712% increase.

We pay for Facebook advertisements for individual listings. These advertisements are promoted to a designated target audience, regardless of their association with our company or "friends".

We Currently Have Business Pages On

Often times the content distributed on these sites is different based on the outlets audience.

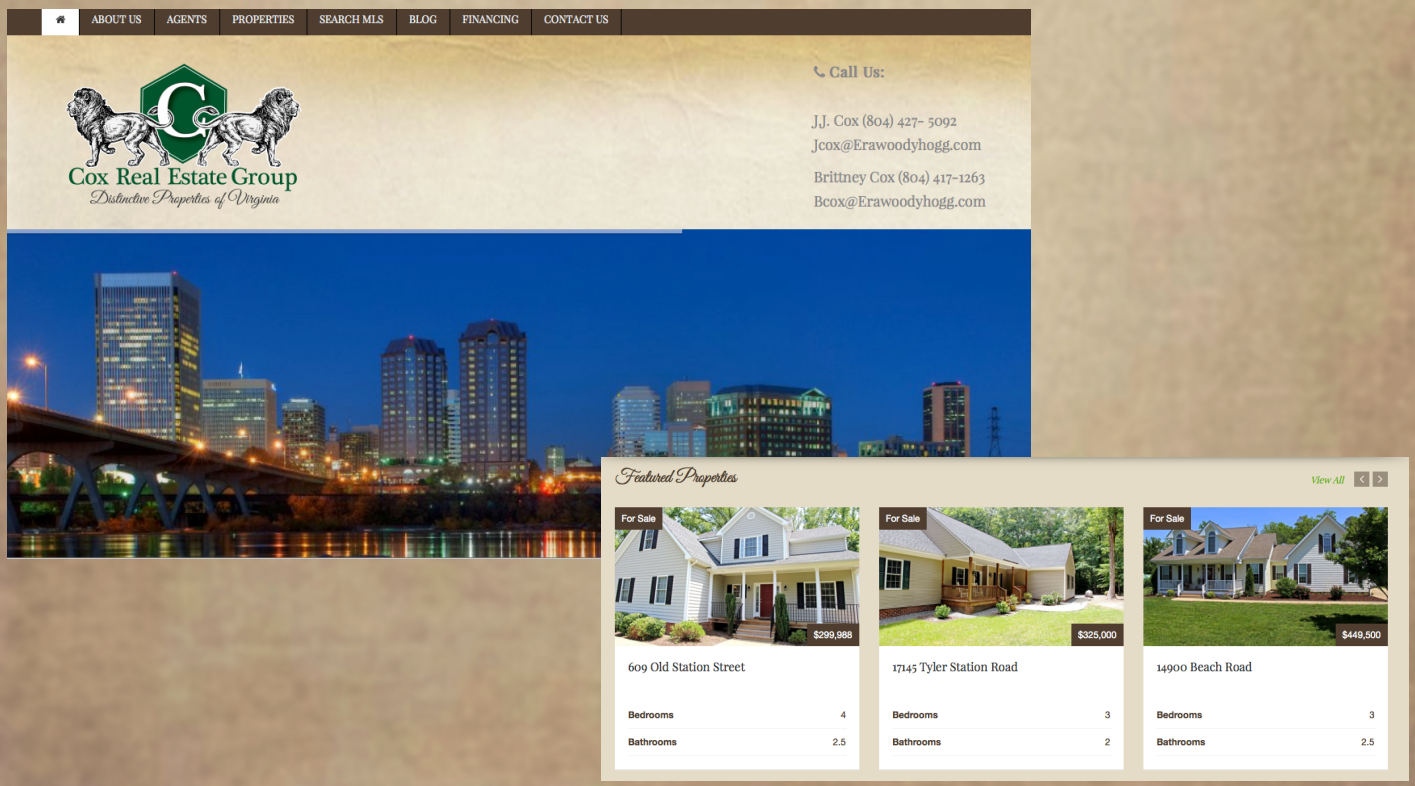
EXPOSURE WHEN LISTING WITH US

PERSONAL WEBSITE

Real estate related searches on Google.com have grown 253% over the past 4 years.

63% of small businesses do not have a website, and 2.5% of those who do, don't show up in search results.

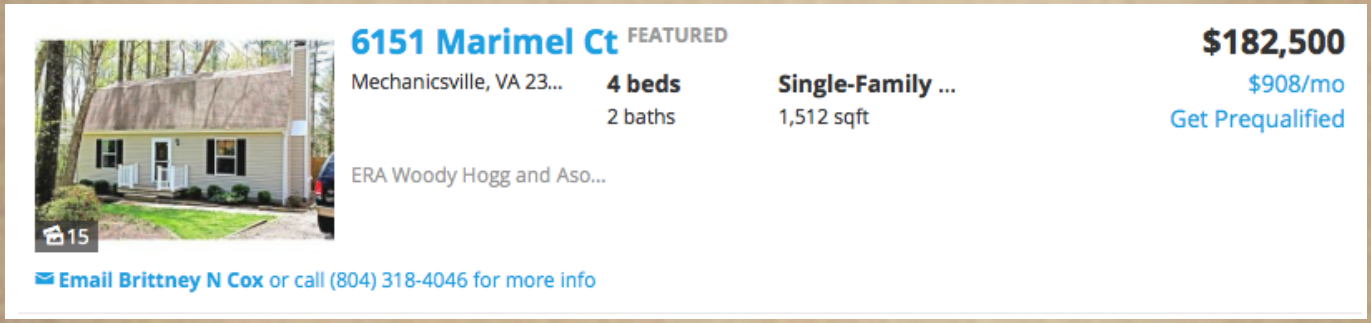
Your listings will be featured on the homepage of our website as well as have its own personal page within the site. The page will show photos and a visual tour, give pricing and specs, give Google map location, and provide an enticing written description.

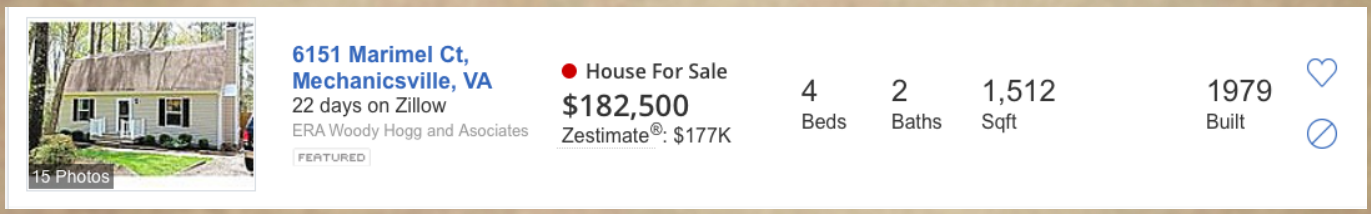


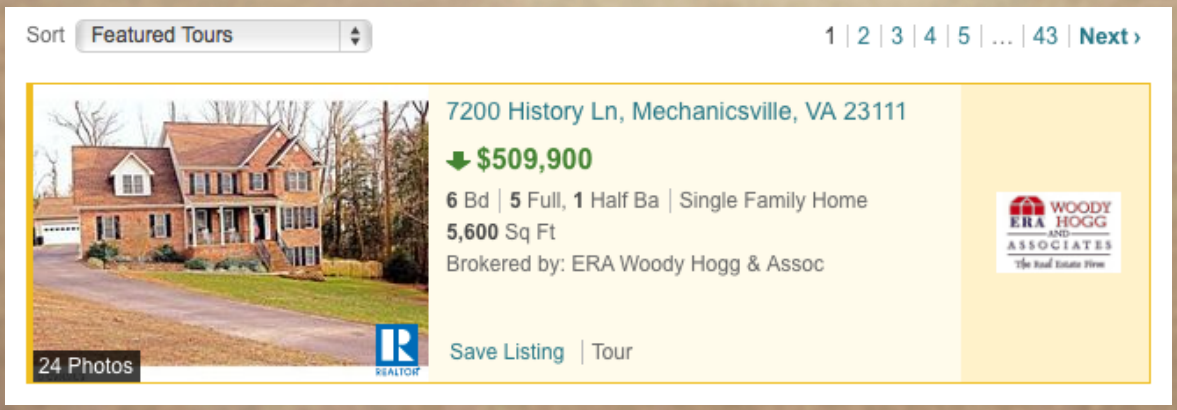
EXPOSURE WHEN LISTING WITH US

ENHANCED LISTINGS

Your Property will be "featured" on high traffic real estate sites like Realtor.com, Trulia, and Zillow. This means your listing will show up as one of the top properties when your zip code is searched. If we did not pay for this feature your home would be pushed to page 5 or 6 very quickly, as it regularly goes by the date is was put on the market.







EXPOSURE WHEN LISTING WITH US

Home Staging

Homes sell anywhere between 30-50% faster as a result of home staging. This is an outcome of having only 5% of buyers seeing past cluttered or empty rooms.

We use a professionally certified stager, Jill Johns, who has been specializing in interior design, redesign, and home staging since 2008. Jill is certified with the Association of Property Scene Designers, and has, alongside her regular certifications, her Luxury Home Staging, Commercial Property Staging, and Multi-Unit Staging certifications.

We believe in the power of staging so much that we will pay the consultation fee for you!

Before Staging

After Staging

OUR PROMISE TO YOU

We Vow

- To make you trust in the motto "you get what you pay for" through our exceptional service.
- To fight tooth and nail to get you the biggest return on your investment.
- To tell you what you NEED to hear, not necessarily what you want to hear.
- To never force you into a deal - but please take our professional opinion seriously as we have your best interest in mind.
- To LISTEN to you.
- To return your call within 24 hours. You will never get a standard answering machine or a return call from a secretary. You will always get our personal voicemail and a return call as soon as we are available.
- To be with you through every step of the sale including the dreaded "where do we go from here" stage of your listing.
- To give you our full attention during meetings (i.e. not taking phone calls, etc.)
- To not abandon you after the sale is complete. We are your life long real estate professionals and will be there whenever you need us.

YOUR PROMISE TO US

You Vow

- To read our "Home Prep" and "What to Expect" sections of this packet.
- To understand that this may be a very fast paced or drawn out process, depending on the location of your home and price range.
- To NOT panic. We know this is stressful but we are professionals who deal with this every day.
- To trust us and understand that we have your best interest in mind.
- To LISTEN to us. We know you love your home, and we do too, but our job is to get you the most money in the shortest period of time, and this can only happen if you listen to what we have to say.
- To keep your home clean and neat during showings.
- To make us aware of any defects your home has, including previous damage that has since been repaired. (This is extremely important if buyers were to ask questions)
- To ask us any questions you may have. Most people have never been through this process, and if they have it has been years since, so don't feel ashamed if you don't understand something.

HOME PREPARATION

Inside Your Home

- Go through your home and declutter. This means packing up about 30% of your stuff. Only 5% of buyers can see past clutter so this step is extraordinarily important. It may be best to rent a pod or storage unit for the time being. Packing up 30% of your decor and then placing it in the closet or storage areas is ineffective as the buyers want to see how large these spaces are.
- If your closets are cluttered, take some storage bins and remove as much as possible, including items that are currently not in season.
- Evaluate the furniture in each room and either move or remove anything that interrupts the flow of the room or makes the room appear smaller.
- Have carpets cleaned and hardwood floors/tile scrubbed. If carpet cleaning doesn't remove stains, it would be advisable to consult a rug company about removing pieces of carpet, or replacing the whole thing entirely.
- If you have electric or bright colored walls, consider repainting them and toning the color down. Each color pallet has more neutral shades, so try sticking with those, remember we want people to see the space, not your decorating or paint choices. NEVER repaint the rooms white though, this makes the room feel cold and unwelcoming. Repainting room may be a tedious task but you will be surprised how much better a room looks with a fresh coat of paint.
- Replace any lightbulbs that have burnt out, even in those hard to reach recessed lighting fixtures.
- Remove any odors in the home, this may mean throwing out and/or replacing rugs. Pet, smoke, and dirty laundry odors are a major factor in the stagnation of a homes listing.
- Deep clean the whole home. You would be surprised by the amount of buyers who notice that cob web in the corner of your closet.
- Make sure shower/tub are spotless. If tub is old, consider buying a liner to make the bathroom seem newer.
- If you have old tile or cabinetry, consider repainting or staining them for a fresh new look.

HOME PREPARATION

Creating Curb Appeal

- Spruce up the lawn by cutting, trimming, weeding and removing all yard clutter.
- If your yard isn't the envy of any neighbor, then irrigating and planting grass are a must.
- Add fresh colorful flowers to your flower beds.
- Weed and apply fresh mulch to flower beds, just adding flowers isn't enough.
- Apply fresh paint to wooden fences, doors, and shutters. Even if you don't think this step is necessary, its highly advised you do so as a coat of paint will do wonders since the current colors have faded from weathering.
- Power wash home's exterior, roof, driveway, walkway, patio and deck. A dirty roof makes the buyer question the age of the structure and could cause unnecessary fear and may even cost you a contract.
- If after power washing your homes exterior still doesn't seem to shine, consider repainting or replacing the exterior, it will add major points to your homes curb appeal.
- Buy a new classy welcome mat. Don't purchase the latest Mickey Mouse welcome mat because your child loves it, make sure it is neutral and attractive to all potential buyers.
- Place potted flowers near the front door, this draws the eyes towards the entrance, almost welcoming them inside.
- Clean windows inside and out – make them sparkle.
- Make sure your house numbers are easy to see, and consider getting new ones if it would improve the look from the street.
- If you have a flag outside, consider getting a new one if its old or has the potential for being offensive to some buyers.
- Make sure all sidewalks stay swept and the yard stays clear of debris, this means after a storm you may need to pick up branches that have fallen or turning back over the pot that didn't withstand the wind.

SHOWING YOUR HOME

Who Shows Your Home

While we will be showing your home to qualified buyers we have found, oftentimes it will be another agent showing your home to potential buyers. Each agent has their own lockbox key, and when they trigger the box to release the key we get an email with all their information, including time of entry — this is a safety feature for you as the seller.

What To Expect

If your home is in a central location, and competitively priced, you will need to expect a lot of showing. Inventory is down and sales are up, which means your home will be showed numerous times within a few weeks. We want you to understand this upfront so you are not blind sided later.

We always ask that agents give us reasonable notice when setting up a showing. While most agents attempt to abide by this rule, be prepared to leave in shorter notice if necessary. In more than one occasion we have had the buyer who purchased the house call and set up a showing less than 2 hours prior to the time they would like to see it. With all this said, it is advised that you try and keep your house as clean and tidy as possible, this includes making the beds and keeping dishes out of the sink.

Gaining Feedback

Feedback is a crucial part to understanding what buyers think of your home. If you have an email address we will set you up with an automatic feedback system. This system will automatically email the showing agent and ask them to answer a variety of questions including: rate the exterior, rate the interior, what do you think of the price, is your client considering another showing, is your client considering making an offer, and finally, what additional information the agent has for us. As soon as the agent responds, the information will be sent to your email as well as ours.

STAGNATED LISTINGS

Stagnated listings are a real estate agents worse nightmare. The longer a home sits, the more the value decreases. Stagnated listing can result from a number of circumstances. More often than not, a stagnated listing is due to the listings price, location, condition, or exposure. When listing with us, exposure will never be a reason for stagnation as our marketing technique is one of the most advanced in existence today.

The threat of stagnation is why it is especially important to listen to us and set a competitive price right from the beginning. “Testing” the market is not advisable these days as many buyers wont even look at your home if its not within 5-10 grand from their desired budget.

If, for some terrible reason, your home does begin to stagnate we will meet with you ASAP to go over the options. Often times the options are, update your house or reduce the price. While you still may be thinking that testing the market and then reducing later is a smart move, please understand it is the opposite. If you had simply placed your property at a competitive price from the beginning you would not be forced to chase the market later, resulting in more time on market and less money at closing.

RECEIVING A CONTRACT

As years of experience has taught us, your first offer can often be your best. If this offer isn't what you want, you need to at least counter as this buyer is obviously eager.

When you receive a contract, do not panic over the price offered or closing cost requested. Both of these numbers are a starting point for negotiation. Don't ever feel "offended" by anyones offer. They are offering a lower price to see how much they can get out of you, and isn't necessarily a true indicator of how much they are willing to pay for your home.

Next, please be prepared to pay a buyer's closing cost. Over the years this has become commonplace, and often times a buyer will raise their offer just to get closing. Closing cost is approximately 3% of the asking price, which they will have to provide upfront at closing. Often times, the buyer would rather raise their offer and ask for closing so they do not have to come to closing with as much money and instead make a higher mortgage payment each month.

Negotiation Process

Often a contract is not accepted as is and the offer goes into the negotiation period. This is the period where the real estate agents will attempt to come to a compromise that suits both the seller and the buyer. The negotiation can either be done verbally or with multiple contracts. Each agent will need to receive permission from their clients to proceed with verbal negotiation.

If the negotiation is done verbally, and both parties have come to an agreement, then the changes will be made and both the buyer and seller will then need to sign to make the contract enforceable. Be advised though, a contract is not ratified until all parties have signed and the contract is issued to everyone.

The negotiation process and end result are much the same with paper copy contracts. Normally the only differences are the amount of times someone signs, and the length of the negotiation process.

POST RATIFICATION

Congratulations, you have a ratified contract! This means you and your family no longer have to make the beds every morning if you don't want to!

We will be sending the ratified contract to you and your closing agency. If you would like to use someone in particular, you are more than welcome to, just make us aware upon ratification. If you do not have an agency in mind, then upon your approval, we will send it to one of our trusted companies.

Upon this point there isn't much you as the seller have to do. The closing agency will be in touch with you, and typically you will close a few days before the date set out in the contract. The closing date noted in the contract is for the buyer, not the seller, but not to fear, your closing company does this for a living and will make sure you close properly.

Also, please keep in mind you will have to pay your own closing cost, which are minuscule compared to a buyers. Expect to pay a few hundred dollars to get the deed and other necessary documentation transferred over.

Required Inspections

As the homeowner you will be required to do a termite inspection. If you use the professionals we recommend, then the termite inspection should only cost you around $50 depending on the size of your home and the number of structures that need to be inspected. Normally, detached garages, sheds, and other structures will be placed in the purchase agreement as needing inspection. If you have had a recent inspection done, or have a company come out every year to do an inspection, attempt to get a letter from them stating there is no termite damage. If you have a company come out every year it would be advisable to wait until your home is under contract so it doesn't need to be done twice.

If you have a well or septic system these will also need to be checked by a professional.

ALL INSPECTIONS PREFORMED BY THE SELLER WILL NEED TO BE COMPLETED NO MORE THAN 30 DAYS PRIOR TO CLOSING.

HOME INSPECTION AND APPRAISAL

What To Expect From A Home Inspection

Typically, a home inspection is required to be done within 10 or 14 days of ratification. The time allotted for the buyers of your home to do their inspection is established in the purchase agreement. In this period of time they will have to complete the inspection, prepare the addendum request for repairs, and send us all necessary documentation. Once we have the information from the buyers we will meet up to go over the home inspection and addendum with you. You as the seller, will have 7 days to respond.

Please expect that the buyer will ask for numerous repairs during the home inspection process. This is an unfortunate result of too many agents allowing their clients to run the show. Legally speaking though, you are only required to fix any "defects". Defects are a condition which impairs the normal stability, safety, or use of any buildings on the property.

What To Expect From A Home Appraisal

Next is the home appraisal, which is done without the presence of the agent or buyer. An appraiser will first pull the comparables of your home and what the sold for, they will then go through your home to determine its value in comparison to the others. The type of comparables pulled for your home will be based on its location and price range.

The appraiser is the ultimate say in what your home is worth. This is why we typically don't list homes too much higher than what we think an appraised price would be. If for some reason the appraised price of the home is less than the purchase agreement, we will either need to drop the price to the appraised value, or negotiate with the buyer and split the difference. If you do not agree to drop your price then be aware the buyer has every right to null and void the contract and you will have to put your house back on the market, with potentially the same outcome.

OTHER IMPORTANT INFORMATION

Home Owners Association Package

If your home resides within a home owners association you will be obligated to pay the fee to have the newest package sent to the buyers. If sent by mail the buyers will have 6 days to respond, as well as the authority to cancel the contract if information in the packet isn't to their liking. If you sent the package in any other form besides mail, the purchaser only has 3 days to respond.

Lead Based Paint Disclosure

If your home was built before 1979 you will be obligated to sign a lead based paint disclosure. This disclosure will be placed with the contract at the time of ratification. Both the sellers and buyers are responsible for signing it. The buyers have the option to preform a lead based paint inspection within 10 days of the ratification of the contract. This right can be waived by the buyers if they do not feel it necessary. If they do perform the inspection, you are not responsible for the payment.

Cox Real Estate Group

Distinctive Properties of Virginia

THE REST OF YOUR LIFE IS WAITING…

IT IS TIME TO CALL THE PROFESSIONALS
AND GET YOUR HOME SOLD

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