



JAMIE WHITE
SELLER'S GUIDE



JAMIE WHITE
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STAGING

TRICKS OF THE TRADE

Your house is beautiful, but we may have a couple of useful tips to offer when it comes to staging. It's all in the details!

Staging your home is more important now that many buyers have become accustomed to a minimalist style.

Decluttering is always a good starting point. Try packing away as much as possible into the garage or even into a storage unit. Removing rugs to show off wood floors and keeping countertops clear can also help.





**SHOW OFF YOUR HOME TO ITS BEST POTENTIAL
AND GET THE HIGHEST OFFER POSSIBLE!**



PRICING

MORE THAN ANYTHING, PRICE SELLS!

The truth is that price more than anything sells homes.

Most buyers search by price and look for the best home they can find within certain parameters such as school district, distance from town, neighborhood or minimum number of bedrooms.

Pricing your home competitively means that you'll be compared against similarly priced properties and your home will get more showings and interest.





Overpricing your home so that buyers are comparing it to similarly priced properties with more square footage or better features will reduce the number of showings and won't bring an offer.

It's that simple.

JAMIE WILL WORK WITH YOU TO CORRECTLY PRICE YOUR HOME BUT HE UNDERSTANDS THAT ULTIMATELY, PRICING IS YOUR CHOICE.



MARKETING

WHY DO YOU HIRE A REALTOR?

A realtor will market and sell your home, and negotiate:

**THE HIGHEST POSSIBLE PRICE
IN THE SHORTEST AMOUNT OF TIME
WITH THE LEAST AMOUNT OF HASSLE**

Having a realtor who understands local real estate, who knows how to market your home and who is a good negotiator is essential.

First and foremost, your home needs to be priced well. Not so high that it won't get any showings or offers, and not so low that you'll be leaving money on the table.





mar • ket • ing

/ 'märkitiNG/

noun: marketing

1. the action or business of promoting and selling products or services, including market research and advertising.

Your home needs to be promoted and advertised using a wide variety of marketing tools to make sure that it's seen online, has plenty of viewings and ultimately receives a great offer.

That offer then needs to be negotiated to get you as much money as possible using all the tactics available!

A good negotiator can earn you thousands more for your home. Don't trust this important financial and potentially life-changing transaction to anyone but the best:

JAMIE WHITE

HONEST WITH PRICING › AN EXPERT AT MARKETING › A GREAT NEGOTIATOR



PHOTOGRAPHY

PHOTOS ARE NOW MORE IMPORTANT THAN EVER

With over 2,000 properties for sale in the Charlottesville area, your home needs to stand out from the competition. Quality photos will generate showings and create a lasting impression on prospective buyers.

Additionally, the internet has changed the way we buy homes. Nearly every buyer now starts their search online and looks at hundreds and hundreds of photographs before they go to their first showing.

We use an in-house photographer for all of our listings and we make sure that the photos showcase your home so that it looks amazing!





On the day of the photo shoot, we will come to your home to make sure everything is in show-ready condition and photographs beautifully. We will make sure each shot is correctly taken, even if it takes several visits to get the optimal photo of each room.

When you're at the negotiation stage and the buyers are deciding how much they like the house and how much to offer... what do they do? They go back and look at the photos.

**BEAUTIFUL PHOTOGRAPHY IS ESSENTIAL
FOR A SUCCESSFUL SALE!**

ONLINE MEDIA

THE POWER OF DIGITAL MARKETING

Advertising your property correctly online is essential for reaching buyers. Jamie coordinates online campaigns with in-person showings, working diligently to connect the ideal buyer with your home.

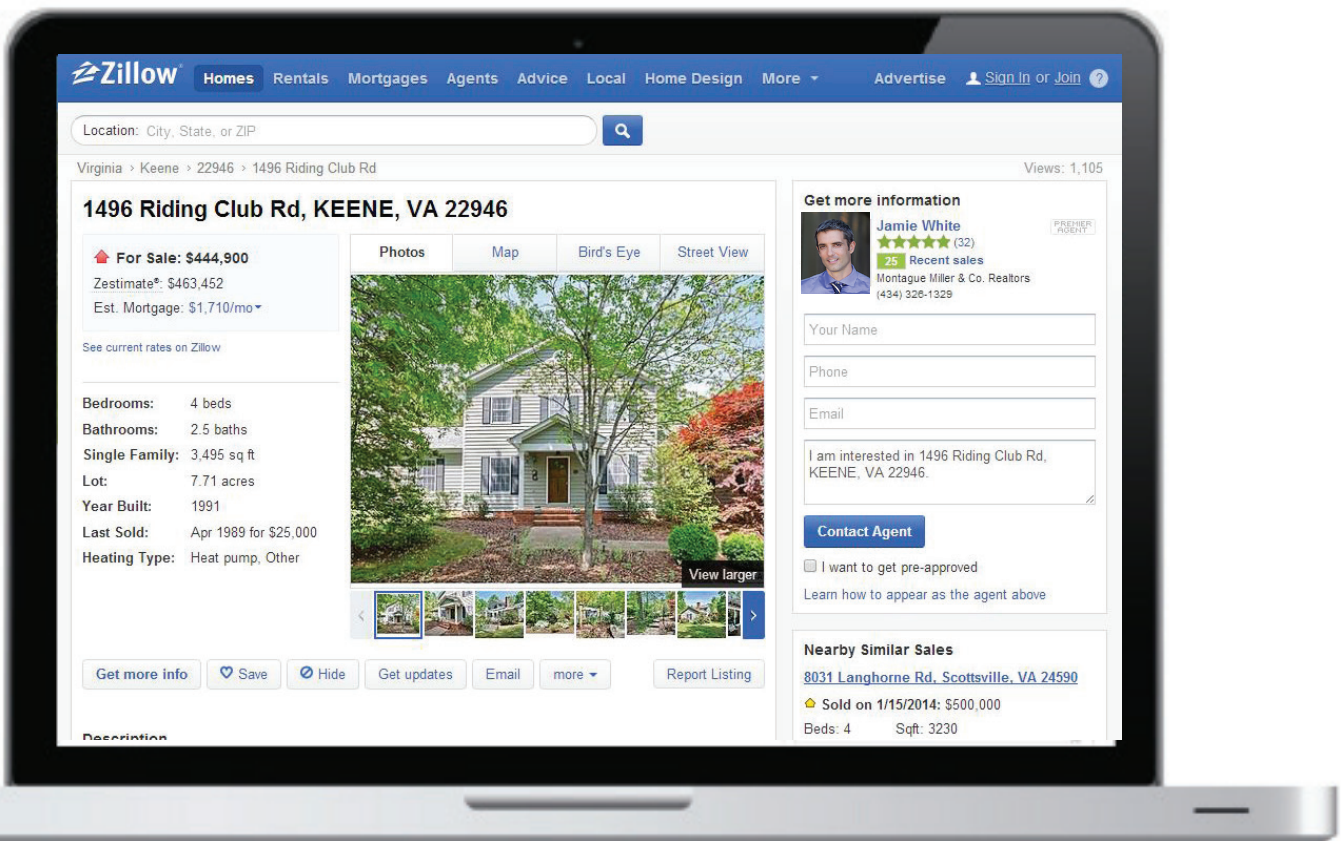
The most viewed sites are:



As the highest ranked agent on Zillow, Jamie's 100 five-star reviews attest to his effectiveness as an agent. He'll promote your home on the proper channels, being sure to reach the best buyer for you.

Your home will also be featured on the websites of other local real estate companies- including:





EMAIL BLASTS

MAXIMIZE EXPOSURE

There are over 1,000 licensed realtors in the greater Charlottesville area and many of them are not checking property records daily for new listings. A new listing can often be missed by even the best realtors.

To ensure that your home is seen by as many eyes as possible when it goes on the market, we will use MailChimp to send a professional advertisement of your home to all Charlottesville area realtors.

Email blasts like these increase the chances of your home being seen by more realtors and passed on to prospective buyers.



SOCIAL MEDIA

#SOLD!

Social media is increasingly important in advertising your home. Promotion through Facebook and Instagram is a great way to showcase your home, highlighting newly listed homes, open houses, featured properties and more.

We use social media to advertise your home to potential buyers according to neighborhood, preferences, family size and more, generating buzz around your home and working to connect your home with the right buyer.

We are committed to consistency, posting regularly to keep our online network engaged. This leads to selling your home faster and for a higher price.





PRINT MEDIA

BUYERS READ THE NEWSPAPER, TOO

Many real estate companies have shied away from using traditional means of advertising, instead choosing to market homes online only. While online advertisements are very important, print media remains a reliable way of reaching prospective buyers in the local area.

Our brokerage Jamie White Real Estate not only displays your home on all websites, but also showcases your home in Charlottesville area newspapers and publications.

Jamie White Real Estate regularly displays your home in local publications.



Abode

CAAR **Real Estate**
Weekly

cville
ARTS | NEWS | MEDIA

Charlottesville Family 

CHARLOTTESVILLE
HOME
DESIGN ■ IMPROVE ■ GARDEN ■ LIVE

The Daily Progress

OPEN HOUSES

WELCOME YOUR BUYER INSIDE

We will hold an open house on the first Sunday after you are listed and then hold regular open houses until your home is sold. Many buyers look for homes without agents and they often attend open houses.

A well-run open house involves putting out lots of signage early in the week, advertising it on the web and really selling your home on the day.

JAMIE AND HIS TEAM ARE SALES EXPERTS

At the open house, we'll sell your home to anyone who walks through the door! We'll show visitors all the best features of your home and neighborhood.

We'll let them know how fast your home is going to sell and create the urgency to get you an offer.

We see an open house as a great opportunity to get in front of potential buyers and promote the heck out of your home.

Q: DO OPEN HOUSES WORK?

A: Yes! They are a great way to promote and advertise your home.







NEGOTIATION

THE EXTRA MILE

Negotiation is one of the most underrated skills when choosing a realtor but it's one of the most important differentiation points.

Jamie understands the importance of negotiation and has worked hard to perfect his skills.

His aim is to leave you feeling like he went the extra mile to get the most for your home.



**JAMIE WHITE IS GOING TO NEGOTIATE HARDEST
AND GET YOU THE MOST MONEY FOR YOUR HOME.**

ABOUT JAMIE

BEST OF C-VILLE 2013, 2014 & 2016

Jamie was born and raised in London, England, and graduated from college with a degree in Accounting & Finance. He worked as a financial analyst at a number of London investment banks, giving him expertise in finance and investments. While on vacation in 2006, he met a girl from Virginia in a bar in Paris. They fell in love and two years later they married, moving to the USA shortly thereafter.

Jamie got his real estate license in 2012 and joined Montague, Miller & Co. Realtors. He gained a reputation for listening to his clients' needs and really caring about finding them the right home.

In 2018 Jamie started his own brokerage, Jamie White Real Estate, and built a team of passionate and hardworking people. Buying and selling real estate can be intimidating. Our mission is to go the extra mile for our customers while using our expertise to make it an easy and enjoyable experience.





STAGING TIPS

BOOST CURB APPEAL

- Pressure wash siding and walkway
- Mow lawn and reseed as needed
- Repaint front porch
- Hang easy-to-read house numbers

REMOVE CLUTTER

- Clear kitchen countertops
- Create open space in closets
- Remove items from garage
- Clear bathroom countertops

DEPERSONALIZE

- Remove exotic artwork
- Use family photos in moderation
- Remove refrigerator magnets
- Redecorate with neutral colors

MAXIMIZE INTERIOR SPACE

- Arrange furniture to open up space
- Create open traffic flow
- Arrange to create balance
- Remove oversized furniture

REPAIR IT

- Fix squeaky doors
- Touch up holes in drywall
- Repair trim and windowpanes
- Make plumbing/electrical fixes

LIGHT IT UP

- Open blinds for natural light
- Replace burned-out light bulbs
- Move lamps into dark rooms
- Keep lights on in the evening





TESTIMONIALS

It was a pure joy working with Jamie and Brad on the purchase of my home. They know their stuff, are prompt and considerate with responses, and made the process totally painless for me. Jamie is a straight shooter, who keeps things realistic, which I greatly appreciated. As an added bonus, he has a great sense of humor, so you will also be entertained! I can't recommend these guys highly enough!

-LISA GAUDET

To simply describe Jamie as an excellent realtor would be an injustice. He is a magnificent realtor – a trustworthy businessman and a diehard negotiator.

-KRISTIN FLOYD

Jamie and his team were great to work with. I sold my home and it sold quickly and easily. The pricing was appropriate, and the pictures taken showcased the house wonderfully. I appreciated the responsiveness of Jamie and his team, and was always able to reach someone when I had a question. They were helpful, friendly, and a pleasure to do business with. I would recommend Jamie to others based on my experience.

-SARAH STURM

Jamie's team was wonderful to work with. They were knowledgeable, friendly, and extremely patient with us as we navigated the home buying process for our first home. Thank you for helping us find our first home – we feel that it's a great fit!

-ELISE CRUZ



FAQ

SELLING PROCESS

HOW CAN I GET A QUICK SALE?

Appropriately priced homes generate a buzz that will get lots of showings and offers, while a poorly priced home will be ignored. Your home needs to be professionally evaluated to correctly set its listing price and attract buyer interest.

HOW IS MY HOME'S LISTING PRICE DETERMINED?

Jamie will evaluate your home using a comparative market analysis, a technique that determines the value of your home based on comparable sales in your neighborhood.

WHAT IS A CONTINGENT OFFER?

A contingent offer means that an offer on a home has been made and the seller has accepted it, but certain provisions exist that would void the contract upon the occurrence of certain events. Many buyers include home inspection and financing contingencies.

WHAT ABOUT THE HOME INSPECTION?

Home inspections are the buyer's responsibility and are generally not scheduled until after an offer is made. It is to your advantage to wait until this late stage as well, since any findings must be disclosed.



SHOWING YOUR HOME

WHAT IF I'M ASKED TO DO AN IMMEDIATE SHOWING?

There may be times when prospective buyers are sitting in their agent's car wanting to see your home right then and there. Chances are they were driving through your neighborhood, saw the sign and had their agent call to set up an immediate showing. If it's convenient for you, great. If not, ask them to come back when it suits you.

WHAT IF SOMEONE VISITS MY HOME WITHOUT AN APPOINTMENT?

If someone knocks on your door to see your home, do not let them in! Even if they say they are with an agent, it is better to be safe and ask them to make an appointment for another day. If they do not have an agent, please give them our contact details. We'd love another client!

WHAT IF A VISITOR SHOWS UP LATE?

If agents are showing multiple properties, they often ask for an hour window in which to show your home, but are sometimes still early or late. In this situation, please try to accommodate the agents, as we want them to feel good about showing your home. However if it's really inconvenient, it's ok to ask them to return at a later time or date.

HOME WARRANTY

WHAT IS A HOME WARRANTY?

When you list your home for sale you can purchase a service contract that will protect you against breakdowns while your house is on the market. This contract can also cover the buyer for the first year of occupancy.

WHAT ARE THE BENEFITS OF A HOME WARRANTY FOR SELLERS?

If you are selling an older home, a warranty covers unexpected repairs during the listing period. Some of the things that are covered include internal plumbing, electrical wiring, air conditioning, heating systems, washer, dryer, dishwasher, refrigerator and range.

HOW DO I MAKE A WARRANTY CLAIM?

It's very similar to insurance — you call a claims line. The warranty company sends a contractor to make the repair and you pay the deductible.



GUARANTEE

OUR COMMITMENT TO YOU

Selling your home isn't always smooth sailing. If you're unsatisfied at any point during the process, we want to know about it so that we can put things right immediately.

We're committed to taking great care of you and making sure you have an excellent experience selling your home. Referrals are a huge part of our business, and we want you to think of us when your friends and family are looking for a realtor.





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