

# SELLER'S GUIDE

PITT | REAL ESTATE





## WHY HIRE A REALTOR TO SELL YOUR HOME?

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

## Contact Us

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## Our Commitment

Selling your home can be a stressful time, but it doesn't have to be. We commit to helping you sell your home by:

- Smoothing the way for your listing and sale with guaranteed satisfaction
- Providing knowledgeable pricing and staging to make sure your home puts its best foot forward
- Using our unique marketing systems to maximize your property's exposure
- Guaranteeing satisfaction - our relationship is dependent on meeting and exceeding your needs
- Staying ahead of trends in the real estate industry through comprehensive, industry-leading training curriculum and research resources

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# MEET YOUR AGENT

## BRAD PITT, FOUNDER OF PITT REAL ESTATE



In his seven+ years in residential real estate, Brad has helped over 400 families find the home that is right for them. Brad stands out as being honest and straight to the point. He knows the real estate process and lays everything out on the table so that his clients feel confident about the home they choose. Throughout the process, his clients quickly find that Brad is extremely organized, clear with communicating his strategy or solution to a problem, and available at all hours of the day to make sure the client receives top-notch service.

Born in London England, Brad moved to the U.S. in 2012. He left home looking for a challenge- he wanted to push himself to achieve all he could. With that mentality, he dove into the highly competitive commercial real estate market of Washington D.C.

Brad thrived in this position and learned a lot about what makes a good deal. However, he felt a switch to residential real estate would be more fulfilling because he could use his skills to help people make one of the most important decisions in their life, buying a home.

In 2016 Brad started working in residential real estate. He was attracted to Charlottesville because the beautiful landscape and welcoming small-town feel fit the lifestyle he had imagined for himself. Looking forward, Brad is excited to continue helping people make Charlottesville home."



## Rebecca Linville

### *Real Estate Assistant*

A native of West Virginia and graduate of WVU School of Business, Rebecca now embraces Charlottesville as her home. She fell in love with the area's breathtaking beauty and incredible, hospitable community. Rebecca's business education and her enthusiastic, can-do attitude coupled with her attention to detail is key to her ability to meet client's expectations. As a member of the Keller Williams Realty family and assistant to Bradley Pitt, Rebecca looks forward to helping clients find the perfect home.

# MY PROMISE

## THE PITT REAL ESTATE DIFFERENCE

### Available 24/7

Seriously. Any time of the day or night, I'll answer your text, call, or schedule you an appointment. Whenever you need me, I will be there for you. Speed is essential in every market. I work for my clients and on their time, and I am able to accommodate any showing appointment with help from my full-time showing assistant, Rebecca. The question is, how soon can you get there?

### Honest & Integrity

I keep my word, and I honestly mean it. Buying or selling a home is one of the most stressful times in your life, and the last thing you want is to work with someone you don't trust or respect. I will always advise you as if you were a family member or friend. One of my goals is to make you a client for life.

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## I Listen.

It's shocking how few agents truly listen to their clients. It is always my goal to understand the needs of my clients, whether they are buying or selling today or in the future. I keep in touch with my clients over the years. I will always repay your trust if you choose me as your agent by providing you with a service that best meets your situation and timeframe. Realtors often work paycheck to paycheck, and are under pressure to make the next sale. It is a blessing that I am not in that position, and I always put my clients first. When you're buying or selling a home, it can be one of the most stressful experiences of your life. I'm here to protect your investment, no matter what your timeline may be. It is my mission to become your lifelong agent.

### 5-Star Negotiations

I make things happen to the highest standards. Most agents dread pressure and competitive situations, but I thrive in them. It's my goal to secure the home or terms that are best for my clients. Clients love the British edge I have. My hospitality management background, coupled with my desire to make my clients proud, makes a winning combination.

### Quality Service & Market Expertise

My team and I take pride in our service. Your memory will always be attached to the places you received the highest quality service, and it's my goal for you to feel that after going through my process. I am also an expert on the Charlottesville and surrounding markets and have the best connections in the area. Market knowledge is crucial, and can mean the difference between a good and an excellent service. Over the past seven years, I have built relationships with top local businesses in order to better service my clients.

# THE PROCESS

## SELLING YOUR HOME AT A GLANCE

### Seller Consultation

- Meet with Brad
- Identify selling goals



### Listing Appointment

- Tour home
- Comparative Market Analysis
- Set listing price
- Sign listing agreement



### Prepare Home Listing

- Repairs and improvements
- Home staging
- Professional photography



### List & Market Home

- Marketing communications
- Social Media
- Showings
- Open House



### Offers & Negotiations

- Accept, deny, or counter offer
- Negotiate repair requests
- Accept the best offer and sign the contract



### Inspection & Appraisal

- Inspection and repairs
- Title search and property survey
- Buyer's final walkthrough



### Closing

- Review closing statement
- Deed is delivered to buyer, title is transferred and costs are paid
- Sign closing documents
- Hand over the keys



# LET'S GET STARTED

## CHOOSING THE RIGHT AGENT

What makes Brad stand out from the rest?



- Motivated
- Competitive
- Organized
- Resourceful



- Direct
- Honest
- Ethical



- Full-time Agent
- Available 24/7
- Flexible to showing times



- Well-connected in community
- Knowledgeable about the area



- Track record of consistent sales
- High-level negotiator

- Premium Zillow Agent with a strong social media presence
- Backed by Keller Williams Realty team support & has his own full-time showing assistant
- Ramsey Trusted Pro (Dave Ramsey's preferred local Realtor)
- Member of MAPS Coaching since 2016, a top real estate coaching firm
- Will make the process fun & enjoyable for you!



### Seller Consultation

Set up a seller consultation with Brad at his office, by phone, or by Zoom. As part of this meeting, Brad will discuss your home, answer any questions, and set up a listing appointment to visit your home.

# LISTING APPOINTMENT

LET'S DISCUSS YOUR GOALS & MAKE A PLAN

- SCHEDULE** a listing appointment and a tour of your home with Brad.  
Date / Time:  
  
\_\_\_\_\_
- DISCUSS** any potential repairs, upgrades, or staging before listing your home.
- REVIEW** a Comparative Market Analysis (CMA) for your home pricing.
- PREPARE YOUR HOME** to be photographed and put on the market.
- SIGN** a listing agreement with a price that has been agreed upon.



# SET UP FOR SUCCESS

## PREPARING YOUR HOME TO SELL

### First Impressions

Just as first impressions are important when people meet, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they are willing to offer on the property, or if they will be interested in making an offer at all.

### Cleanliness

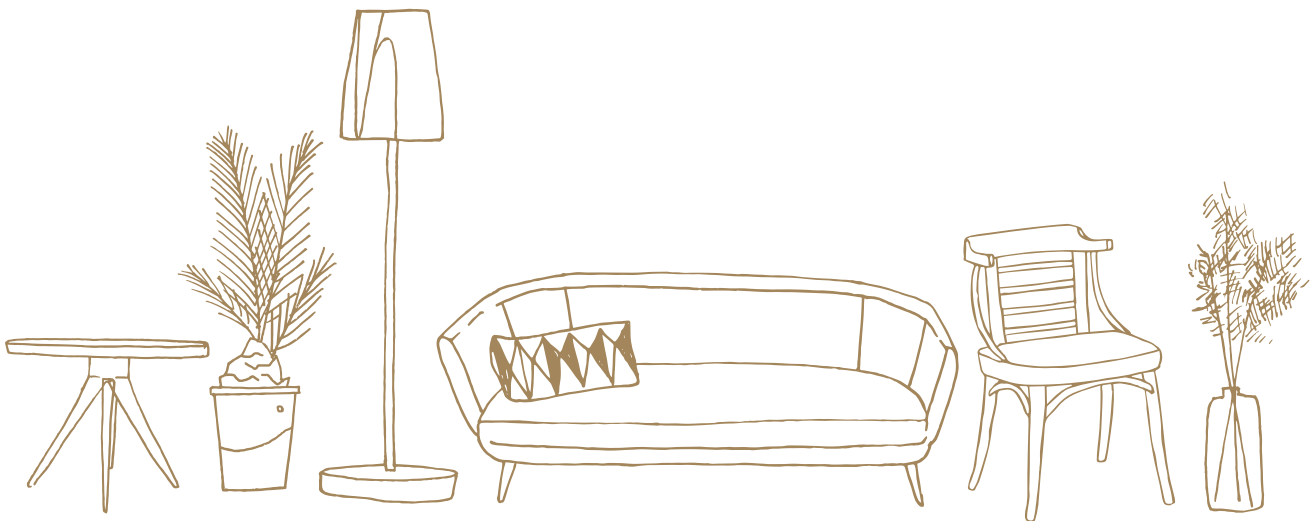
Buyers are easily distracted and they will tend to focus on the negatives over the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to distract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

### Repairs

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list - when you have time to price-drop and to use a little bit of elbow grease - will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the thing on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.



# PRICING TO SELL

More than anything else, price sells! Pricing your home properly from its first day on the market is crucial to your success as a seller. 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 of better features will reduce the number of showings and won't bring an offer. It's that simple.

Our goal is to price your home correctly from the start. Doing so will save you time, and most importantly, money.

Market knowledge is the only solution to correct pricing. The familiarity and experience I have with our local market helps to yield the most accurate, reasonable listing price for your home.

- Location
- Market
- Age
- Condition
- Improvements

# RECENT SOLD



An elegant condo at Walker Square, only a stone's throw from the pool and clubhouse. This unit offers convenience at its finest. UVA campus and medical center, West Main St., and downtown mall are all within walking distance.



**4 Days on the Market**

- 1116 Sq Feet
- 2 Bedrooms
- 2 Bathrooms
- Stainless Steel Appliances
- Granite Countertops

**\$400,000**

**HIGHEST SOLD UNIT  
IN WALKER SQUARE**



A spacious, well maintained, townhome minutes from Harris Teeter, Target, CVS, Starbucks, CHO airport, NGIC, research park, and only 15 minutes to downtown Charlottesville.



**6 Days on the Market**

- 2344 Sq Feet
- 3 Bedrooms
- 3.5 Bathrooms
- 15 Minutes to Downtown Charlottesville

**\$390,000**

**SOLD \$5,100  
ABOVE MARKET  
VALUE**



A modern ranch home with one level living on 2.8 acres with no HOA! Built in 2020, this home is the perfect move-in ready starter home.



**2 Days on the Market**

- 1300 Sq Feet
- 3 Bedrooms
- 2 Bathrooms
- 2.8 Acres
- 10x20 Back Deck

**\$330,000**

**SOLD \$20,000  
ABOVE MARKET  
VALUE**

# STRATEGY TO SELL

## MARKETING YOUR HOME

The marketing plan that Brad creates for you will be tailored to your home. As each home and location is unique, each plan should be tailored to it.

### Email Marketing

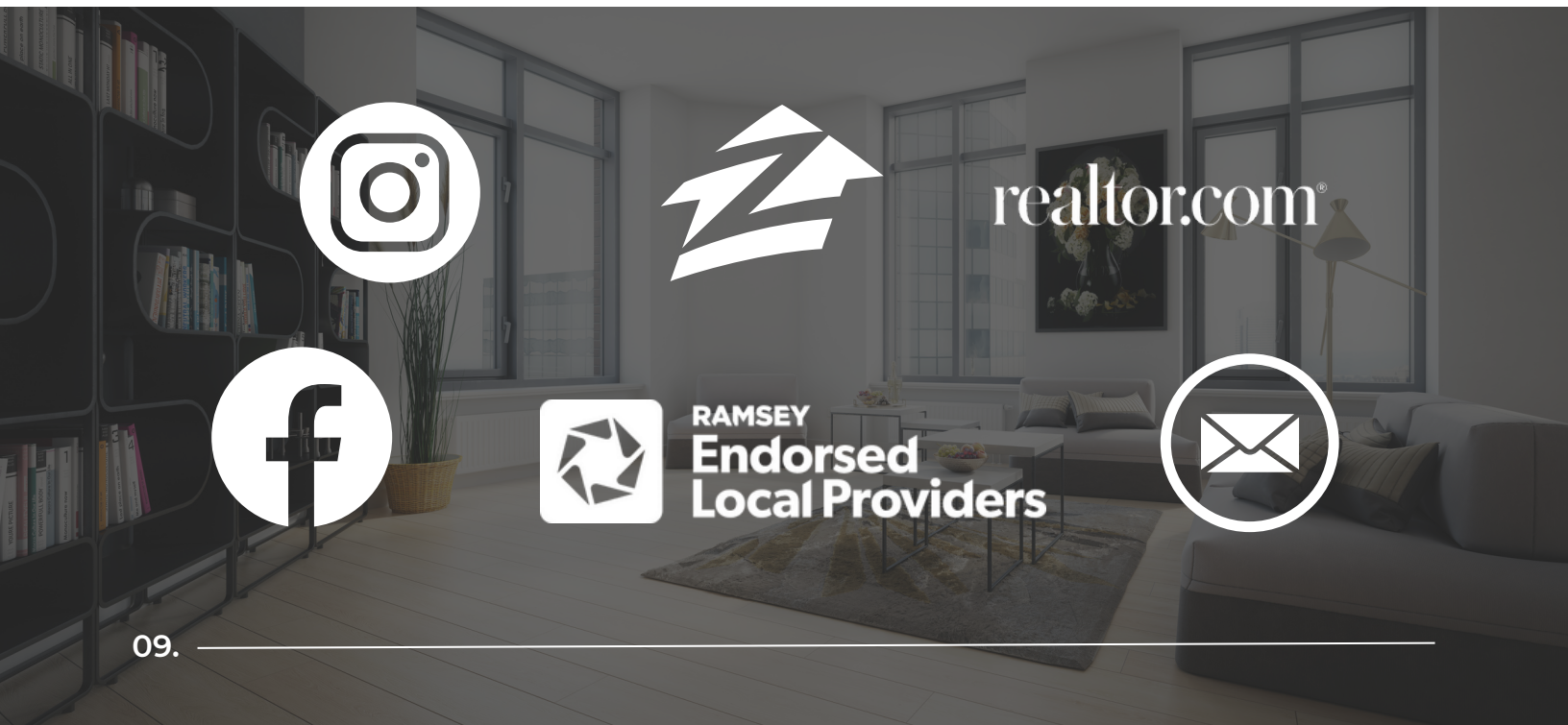
Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

### Network Marketing

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

### Social Media Marketing

We use a variety of social media networks like Facebook and Instagram to get the word out about your listing.





# PHOTOGRAPHY

It is so important for your home listing to stand out from the competition, so professional photography is imperative to selling a home. 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 a professional photographer for all of our listings and we make sure that the photos showcase your home so that it looks amazing!



*\*Actual Client Photos*



# 7

## EASY CURB APPEAL TIPS

01. Fresh coat of paint on the front door.
02. Decorate the front porch with seasonal flowers and/or greenery.
03. Pressure wash the driveway and pathways.
04. Update exterior light fixtures.
05. Keep the lawn, landscaping, and garden tidy.
06. Add or replace house numbers.
07. Add a welcome mat.

# LISTING YOUR HOME



## MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and realtor.com where potential buyers will be able to find your home.



## Signage

A For Sale sign will be placed out in front of your home, as well as Open House signs before and open house takes place.



## Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



## Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home. They are also a great way to receive instant feedback to find out what buyers like, or do not like, about your home. If we need to do any additional staging or decluttering, we can make necessary changes quickly.

# THE OFFER PROCESS

## AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

### 1 ACCEPT THE OFFER AS WRITTEN

If you feel as though the offer is just right and further negotiation is unnecessary.

### 2 DECLINE THE OFFER

If you feel as though the offer is not close enough to your expectations to further negotiate this offer.

### 3 COUNTER OFFER

If you can agree to most of the offer but want to change a few details, we can counter the buyer with the new terms. You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED  
BY BOTH PARTIES YOU ARE  
OFFICIALLY UNDER CONTRACT





# NEGOTIATING

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you. Whether it's skillfully advocating for the best terms, leveraging market insights, or finding creative solutions, Brad's reputation as a master negotiator is well-deserved. His clients can trust in his expertise to navigate any real estate transaction and achieve optimal outcomes.

## CASH OFFER

Some sellers accept a lower priced cash offer over a high priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often much simpler process.

## CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

## CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

## CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections, and home sales, and the terms can be negotiated between the parties. They allow the buyer to back out of the contract without penalty if the terms are not met.

# CONTRACT TO CLOSE

## STEPS BEFORE CLOSING

*Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract!*

### Inspection

Property inspections are done to make sure that the home is in the condition for which is appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

### Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs..

### Appraisal

If the buyers is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size, and condition to determine the current value of the property.

### Final Walk Through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. The last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

**NEXT STEP... CLOSING!**

# CONGRATULATIONS

## YOU ARE CLEARED TO CLOSE

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispensed, and property ownership is formally transferred to the buyer.

### Items to Bring to Closing:

- ✔ Government issued Photo ID
- ✔ House Keys
- ✔ Garage Openers
- ✔ Mailbox Keys



# TESTIMONIALS

## CLIENT SUCCESS STORIES



This was our second time working with Bradley and we are so happy we returned to him. He is incredibly responsive and fully dedicated to understanding your needs. Each time my husband and I had a concern or question along the way selling our home and buying a new house, Bradley was there to explain and guide us. He was always upfront and honest with his opinions and did everything he could to get us into the house of our dreams. He was a wonderful advocate for us in both negotiations, as well. We fully trusted him to make decisions that were in our best interest! Thank you for another wonderful home buying experience, Bradley! We love our new Crozet home!



Bradley was great to work with first when we purchased our home and then again when we decided to sell. He is very knowledgeable, responsive, and straightforward. I appreciated his advice on the process and how he negotiated for us. I would highly recommend Bradley to anyone!



Brad made our selling experience simple, seamless, and FAST! Our house only lasted about a week on the market, despite our concerns on finding a buyer for a 2-bedroom house. Brad was quick to answer any of our questions and concerns. He was so knowledgeable about the entire process, but was able to break everything down for us to understand. 10/10 would recommend Brad to anyone looking to buy or sell their home.



Brad is a real estate rock star. The whole process of selling was super fast and easy. He's the Brad Pitt of real estate agents! Great experience. Professional and courteous.



Bradley was a fantastic realtor! Him and his team, knew so much about the area, we toured homes from Waynesboro, to Standardsville, and then down to Palmyra. Bradley was very patient, knowledgeable, and really worked for us. We felt he wasn't pushing to sell a home, he was truly trying to find what would fit our needs the best. He also got the exact deal we were looking for when purchasing the home. Couldn't have been better. 100% recommend for the Charlottesville area, the best!



Bradley and his team were super helpful through out the entire process of my first home buying experience. Bradley immediately began searching for the right home for me and help negotiate me into the one that fit my budget and needs. I would highly recommend him to anyone who is looking to buy or sell a home in the greater Charlottesville/Albemarle area. Bradley was very knowledgeable of the area as well as the home buying process which made it easy to trust his suggestions and advice.



Bradley was very good about learning our tastes in homes and sending us good fits as soon as they were on the market. We probably wouldn't have gotten the house we did if we hadn't acted as extremely fast as we did, all with Bradley's guidance. Bradley helped us know what we needed to try and sway sellers, and when we didn't win a bid he helped us keep high spirits and kept us on track for the next house that came. We are SO happy with the house that we ultimately bought- it was the best fit of the the ones we looked at. We couldn't have done it without a real estate agent (which I've been telling all my diy-home-searching friends), and I'd recommend Bradley as an agent to anyone looking to buy their dream home.

# PRE-PHOTO SHOOT CHECKLIST

*In today's market, professional photographs are a requirement for every successful listing.*

*Follow this checklist to help get your home photo-ready, as well as preparing to show to potential buyers.*

## BEDROOMS

- Make the beds
- Remove all personal items
- Put away all toys and declutter
- Remove clutter from surfaces
- Store away any cords and chargers

## KITCHEN

- Clean countertops and surfaces
- Hide garbage can
- Take all dishes out of the sink
- Clean off the outside of the fridge
- Remove rugs, towels, and potholders

## GENERAL

- Remove pet bowls, toys, etc.
- Clean whole house
- Turn off ceiling fans
- Turn off all TVs and screens
- Open blinds for natural light

## BATHROOMS

- Clear off the countertops
- Put the toilet seat down
- Remove shower/ bath toiletries
- Remove dirty towels and floor mats
- Hide plungers and cleaning items

## EXTERIOR

- Close garage doors
- Remove toys from yard
- Clean/ tidy landscaping and mow grass
- Pressure wash driveway / walkways
- Remove all vehicles from the driveway

# MOVING CHECKLIST

## CHANGE OF ADDRESS

- US Postal Service
- Driver's License
- IRS
- Social Security
- Voter's Registration
- Banks / Investments
- Insurance / Doctors
- Friends and Family
- School

## 2 WEEKS BEFORE MOVE

- Submit Postal Change of Address
- Empty fuel from lawn mower / tools
- Create a room by room packing calendar
- Make home repairs
- Plan meals to use up food in the fridge
- Assemble a folder with important info about your home for the new buyers

## MOVING DAY

- Give movers a tour & inform them of any specific instructions
- Dispose of all trash
- Finish the final cleaning
- Take a walkthrough of each room to make sure nothing is left behind
- Celebrate!

## 1 MO BEFORE MOVE

- Reserve Truck / Movers
- Get boxes, tape, etc.
- Notify utility companies of final meter reading date
- Notify cable company, security, and other services
- Begin cleaning out closets, attic, and garage
- Analyze items to throw away or donate
- Begin to pack infrequently used items

## 1-5 DAYS BEFORE MOVE

- Gather all of the keys to hand over
- Take video walkthrough of your empty house
- Have cash on hand to tip the movers
- Pack suitcases for every person moving with enough clothes & personal items for a few days



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