



# PEARSON SMITH

## R E A L T Y

### OUR **SELLING** STRATEGY



Your happiness is our mission!  
Our entire team is dedicated to  
providing you with the highest  
level of service by selling your  
home in the shortest time with  
the greatest return.





# ABOUT PSR

The E4Realty Group of Pearson Smith Realty (PSR) was a team of real estate agents founded in 2011 by Eric Pearson. Eric started by making a list of qualities that he would want in a Realtor® and built a team that fit the profile; honesty, integrity, knowledge, and passion. After seeing the positive results and feedback from his team members, Eric started to wonder how he could help even more agents succeed. He brought his ideas to Chuck Smith, then a Vice President and Chief Administrative Officer of one of the area's top consulting firms, who also happens to be his uncle. Together, they developed a unique business plan that would allow agents to work in a collaborative environment while promoting individual success. Always focusing on what is best for the agent, Pearson Smith Realty was then formed in December of 2014 based on a core set of values that we strive to achieve every day.

## OUR MISSION

Pearson Smith Realty's mission is to create a culture that motivates and assists real estate professionals in building a business focused on providing a level of service that exceeds all client expectations.

## OUR VISION

Build a premier real estate brokerage through smart and controlled growth, never setting limits on the success we can achieve or the lives we will impact.

OVER  
**2701**  
HOMES SOLD

OVER  
**7702**  
HAPPY CLIENTS

OVER  
**575**  
DEDICATED AGENTS

VOTED **BEST OF LOUDOUN** BY LOUDOUN TIMES MIRROR IN 2017

RANKED IN THE **TOP 10** BROKERAGES BY VOLUME IN THE DMV

# WHY HOMES DON'T SELL

## HOME MARKETABILITY



Like any product, your home's appearance will have an impact on whether it sells. Buyers quickly bypass homes that are dirty, cluttered, and in need of repair. Taking the time to conduct a thorough cleaning, stage, and make repairs to your property will yield a higher sales price with fewer days on market.

## POOR QUALITY PHOTOS



Research shows that today's homebuyer shops on the Internet and spends the bulk of their time searching through listing photos. Poor quality listing photos will result in limited showings and offers.

## UNREALISTIC PRICING



Be wary of real estate agents that promise a high price, but provide little to no sales data to support their suggested sales price. This is a commonly used strategy to obtain listings. The overpriced listing then languishes on the market for months until it is reduced to market price. The buyer then makes a lower offer because the listing has accumulated excessive days on market.

## NO ACTIVE MARKETING



The average agent enters the property into the Multiple Listing Service, installs a yard sign, and then waits for the home to sell while they move on to their next client. Most real estate agents devote very little time or money toward marketing client properties. Agents typically promise exposure on many websites. What they don't tell you is that you will get a basic, free ad on most of these websites. Free ads will typically offer limited or no photos, no virtual tours, no lead capture points, and placement at the end of search results for your geographical area. Poor advertising of your property will lead to low offers or no offers.

## LACK OF FOLLOW-UP



The average real estate agent has zero sales experience. Typically agents lack the time, motivation, or skills necessary to proactively sell your home. Agents tend to wait for the phone to ring instead of making the calls necessary to get your home sold. In today's market, having a skilled advocate who can pick up the phone to clearly and concisely work to overcome buyer objections is critical to getting a home sold.

# OUR PROVEN SYSTEM

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## PROFESSIONAL PHOTOS

The quality of your listing photos will dramatically affect the interest in your property and the ultimate sales price. Our professional photographers shoot well over 100 photos for every listing. The best shots are color corrected and adjusted for contrast and sharpness. Ninety of home buyers search online during their home buying process. High quality photos can lure potential buyers to your home; likewise, bad photos can deter a potential buyer.

## METICULOUS & DETAILED FOLLOW-UP

The average real estate agent lacks the time, motivation, and skills necessary to sell your home. Pearson Smith Realty has a systematic and detailed process for following up with agents and prospective buyers.

We proactively call agents and buyers who have seen your property so that we can answer questions, overcome buyer objections, and highlight important property features that may help stimulate a sale.

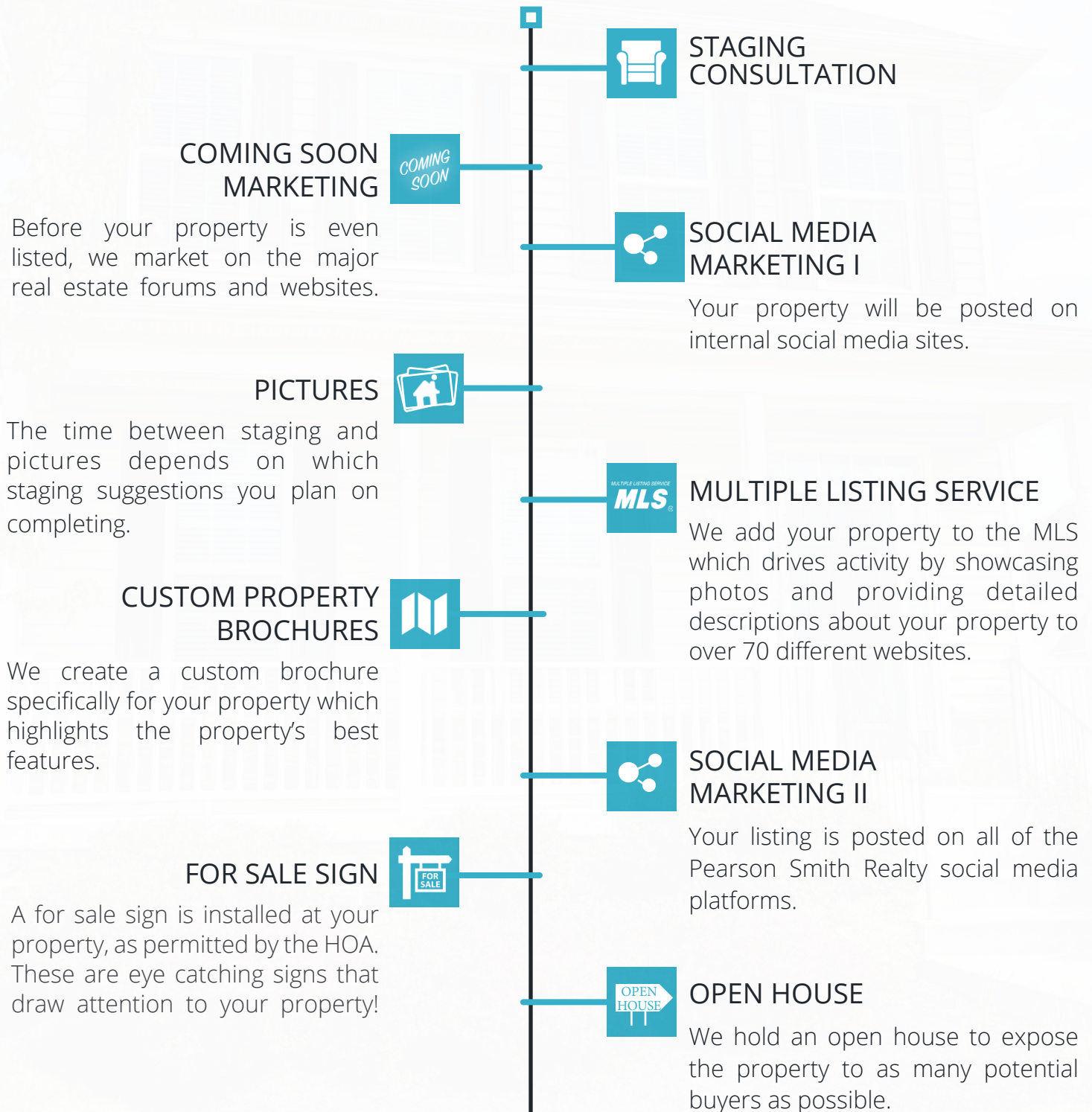
## CONTINUOUS MARKETING

Pearson Smith Realty provides continuous marketing from even before you list until the day your home goes under contract. We have a full-time marketing professional working to make sure your property receives premium exposure. Property ads are changed and tweaked throughout the listing term to maximize exposure. We continuously run property ads for each listing until it sells.

## MARKETABILITY ASSESSMENT

Before placing your home on the market, we will conduct a thorough and detailed Home Marketability Assessment to identify simple and cost effective changes, repairs, and improvements that should be completed prior to listing. The marketability assessment will include recommendations for repairs, decluttering, staging, and a photo shoot preparation.

# LISTING MARKETING TIMELINE



# STAGING CONSULTATION

Do I need a staging consultation? In short, the answer is yes! Every home can benefit from a staging consultation. In general, people become attached to their homes and have a hard time separating themselves and making changes to their home. A stager will be able to take an unbiased approach to making your home “buyer friendly.”

## WHAT WILL THE STAGER DO?

The stager will walk through your entire home and take thorough notes about your house. They will then produce a full staging consultation report which provides you with a list of items that you can change or update to make your home more marketable. These changes can range from de-cluttering your kitchen to removing wallpaper from the bathroom walls.

After reviewing the staging consultation report with your agent, you can then make an educated decisions on which items you would like to implement. Based on this decision, you can create a tentative timeline for scheduling pictures and activating your listing in the MLS.

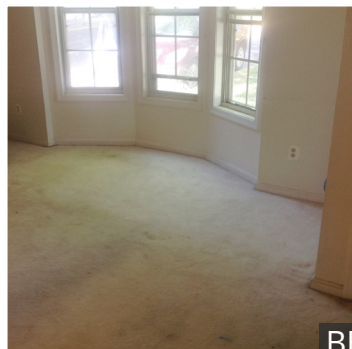
BEFORE



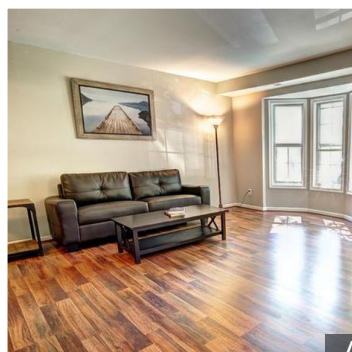
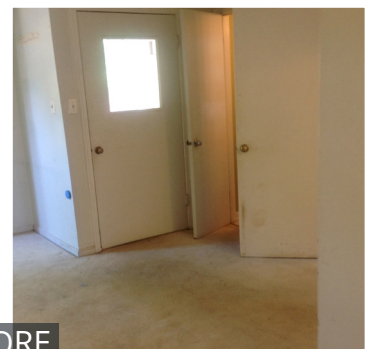
AFTER

In the example to the right, the owner replaced the flooring and the front door as suggested by the stager. The impact of these changes significantly increased the visual appeal of the home and therefore increased the final sales price of the home.

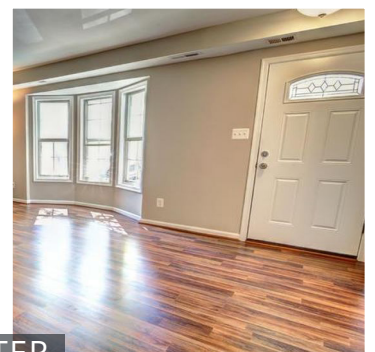
In the example above, the stager suggested that the owner paint the cabinets white to tie in the white appliances. Also by doing this, the home was updated to reflect current market trends and buyer interests.



BEFORE



AFTER



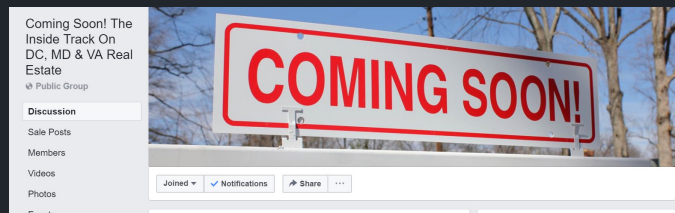


# COMING SOON MARKETING



WITH YOUR APPROVAL, YOUR HOME IS POSTED ON EXCLUSIVE REALTOR® FORUMS BEFORE IT IS LISTED IN THE MLS.

COMING SOON MARKETING  
CAN REDUCE THE AMOUNT  
OF TIME YOUR HOME  
SPENDS ON THE MARKET



## BENEFITS

Creates the illusion of exclusivity and maximizes the exposure of the property to potential buyers.

Promotes your home to agents and potential buyers prior to going in the MLS and officially starting your Days on Market (the higher number of days on market usually means lower selling price).

Enables you to accept early showings, feedback, and offers prior to going active on the market.

Allows you the opportunity to make adjustments to the price based on the feedback prior to going on market.



# SOCIAL MEDIA MARKETING

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## facebook

New listings, open houses, broker's opens, and price reductions are broadcasted to our enormous network of agents, buyers, and local residents.

## Instagram

Follow us on Instagram to see pictures of our newest listings, company events, and happy clients closing on their new homes.

## twitter

We tweet new listing announcements, open houses, and broker's open notifications to our vast network of followers.

## Pinterest

Follow us to see our listings, moving advice, home décor ideas, and much more.

# PHOTOGRAPHY

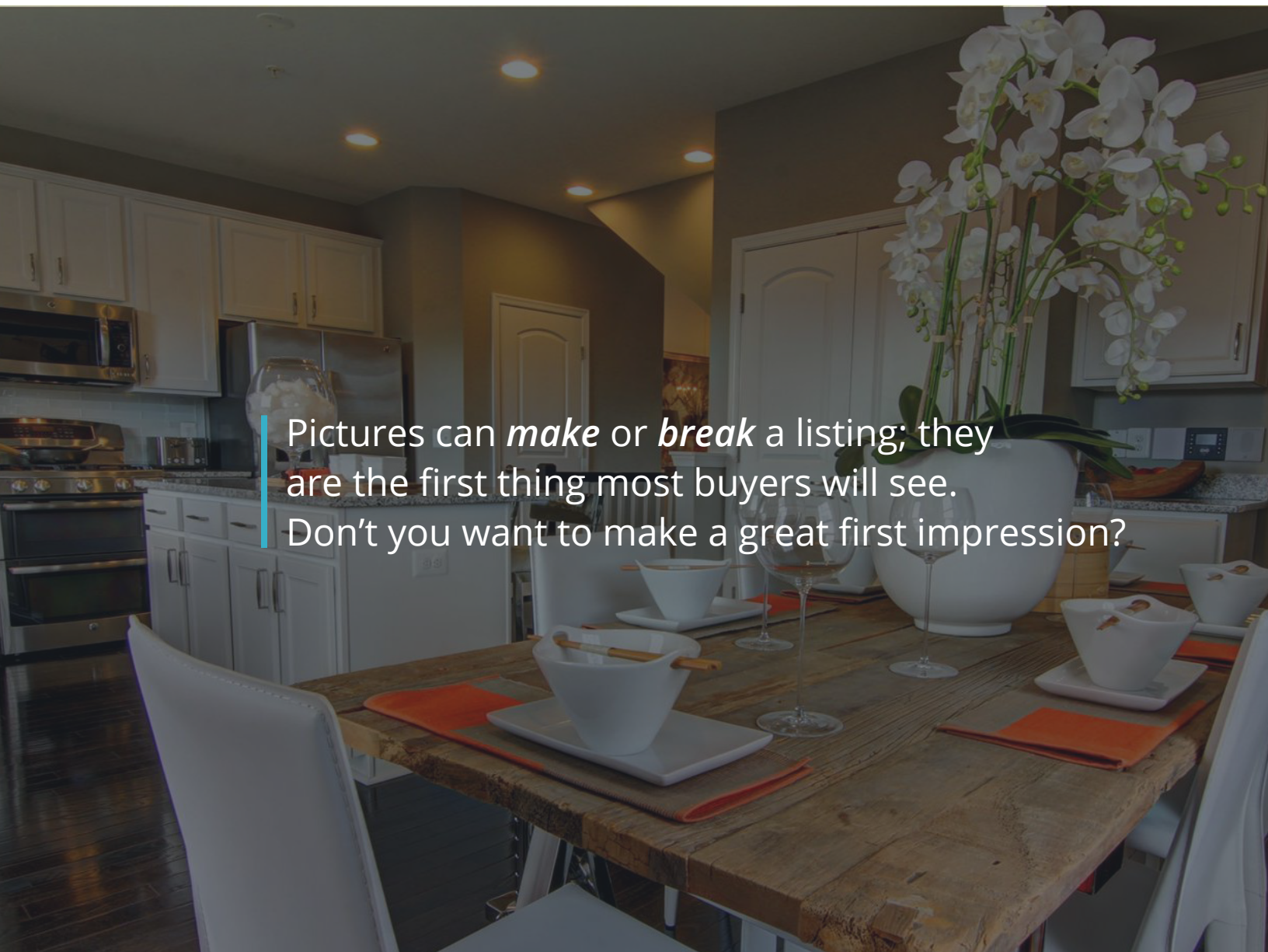
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## EQUIPMENT & EDITING

Our partners use top of the line digital single-lens reflex (DSLR), cameras to capture the best angles of your home. The photographer then selects the top photographs from each scene and carefully edits them for color, clarity, composition, and sharpness.

## PARTNERS

Our photography partners are as dedicated to each one of our clients as we are. With years of experience in the industry, they have created an art form out of capturing the beauty and uniqueness out each and every home they photograph.



Pictures can *make* or *break* a listing; they are the first thing most buyers will see. Don't you want to make a great first impression?



# FUSION PHOTOGRAPHY

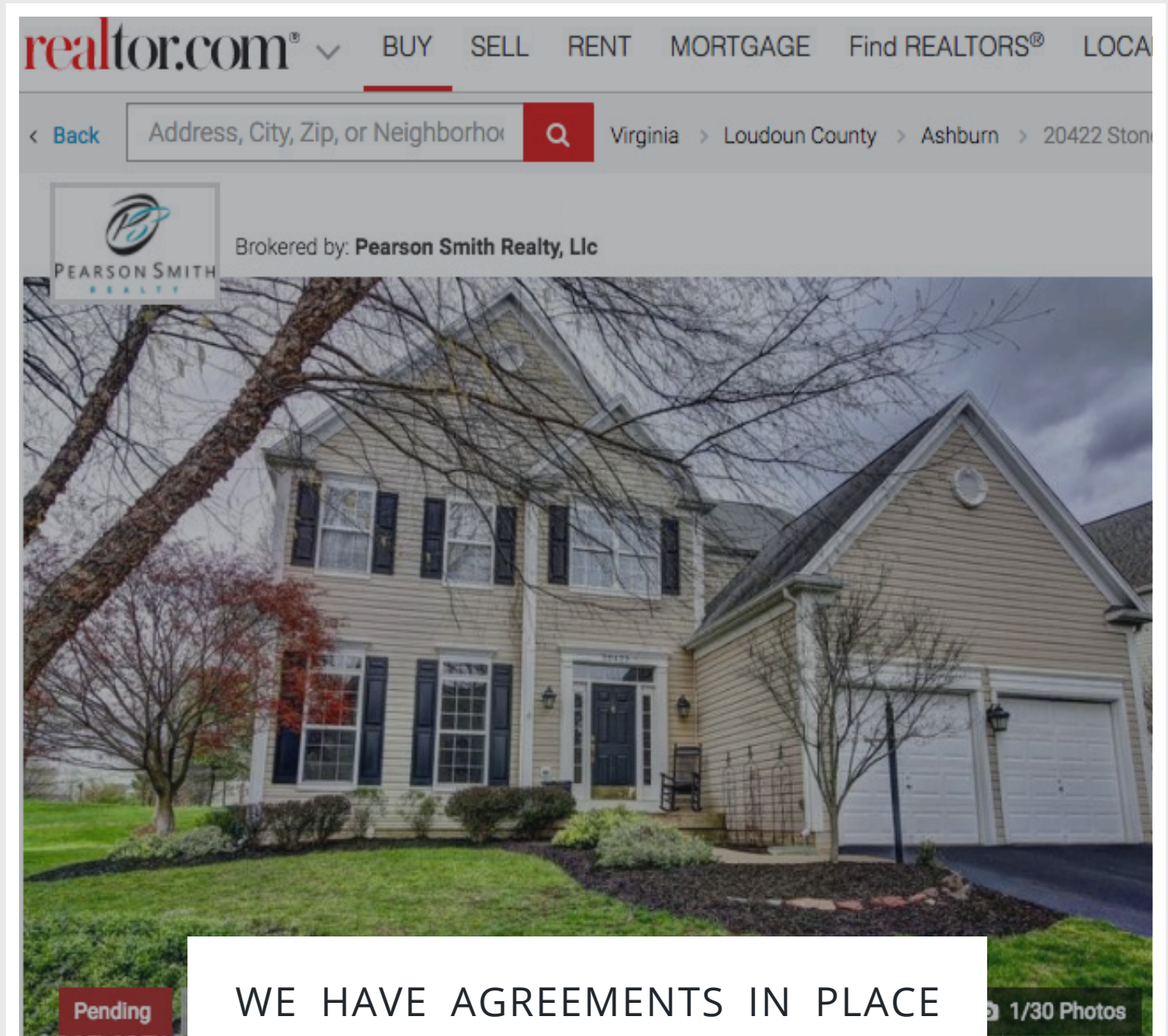


## WHAT IS FUSION PHOTOGRAPHY?

Fusion Photography is a photography technique that assembles multiple carefully photographed exposures into a master exposure, which far surpasses the dynamic range available in a traditional photograph, digital or otherwise. Advanced DSLR cameras take pictures at +4, +2, 0, -2, and -4 exposure intervals to capture the best shadows and highlights from each scene.



# PREMIUM ONLINE PROPERTY EXPOSURE



WE HAVE AGREEMENTS IN PLACE  
THAT ENABLE US TO MARKET  
YOUR PROPERTY ON HUNDREDS OF  
POPULAR REAL ESTATE WEBSITES.

# PREMIUM REAL ESTATE TOOLS

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## IMPREV MARKETING MATERIAL

High quality marketing material is key! Imprev is a system that we use to generate high quality print and digital marketing material unique to your property. We can create everything from brochures to YouTube videos.

## L2L DIGITAL MARKETING

Listings-to-Leads is a tool that provides digital marketing material for your property. It can produce virtual tours, Facebook ads, eFlyers, single property websites, and much more!

## HOME SNAP FACEBOOK ADS

We run locally targeted Facebook ads specifically for your newly listed property. By targeting a specific people we optimize the effectiveness of the ad and get your property in front of prospective buyers.

## SHOWING TIME SHOWING MANAGEMENT

You can now confirm showings right from your phone! No need for back and forth calls. You set the time that works for you and the system will schedule appointments around it.

## DOTLOOP TRANSACTION MANAGEMENT

Review and e-sign your real estate documents and contracts all in one secure platform. This makes the process of ratifying a contract much quicker and smoother.

## UPDATER MOVING TOOL

We don't stop helping you once you sell your property. We also offer support during your moving process from one property to the next.

WE USE TOP OF THE  
LINE REAL ESTATE TOOLS  
THROUGHOUT EVERY STEP OF  
THE HOME SALES PROCESS

# WE HAVE A LIST OF BUYERS

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A photograph of a man and a woman from behind, looking at a house. The image is darkened to serve as a background for the text.

WE HAVE **OVER 60,000 LEADS** WITH  
OVER 1,500 COMING IN MONTHLY

We use a top of the line real estate system to track all of our clients and leads. This allows us to quickly see exactly what our current buyer clients are looking for based on their previous searches. This system strategically creates a report that matches our listings with potential buyers. After we run the report we will know which of our buyers could be interested in your house even prior to listing it!



# OUR COMMITMENT

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IT IS OUR MISSION TO PROVIDE THE AREA'S BEST REAL ESTATE SALES AND MARKETING SERVICES POSSIBLE. WE STRIVE TO EXCEED ALL CLIENT EXPECTATIONS WITH OUR SUPERIOR CUSTOMER SERVICE AND COMMITMENT TO DELIVER CUSTOMER SATISFACTION. OUR GOAL IS TO USE OUR EXPERTISE AND KNOWLEDGE OF THE REAL ESTATE MARKET TO MAXIMIZE THE SALES PRICE OF YOUR HOME.



PEARSON SMITH  
R E A L T Y

43777 CENTRAL STATION DRIVE, SUITE 390, ASHBURN, VIRGINIA 20147  
OFFICE 571-386-1075 FAX 571-386-1081