

**Barbara Sipos and associates**

RE/MAX Choice  
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Dear Home Seller,

Since the spring of 1999 our Northern Virginia real estate market has been heavily weighted in favor of sellers. The interest rates and creative financing options were excellent. The inventory was low and the buyers were plentiful, creating a "Seller's Market". Home prices skyrocketed.

Suddenly, in July, 2005, the steady stream of buyers dwindled to a trickle. Homes, which had been selling in days, with multiple offers, were now sitting on the market for months. Serious sellers had to lower their prices. This state of the market continues today with a large inventory of available properties and steadily climbing interest rates.

The good news . . . **Barbara Sipos and associates of RE/MAX Choice** will list your home for **4.5%** commission instead of the typical 6%, saving you thousands of dollars. If we sell your home ourselves, the commission drops to **3.5%**. If the seller finds a buyer, **2.5%** is all you'll pay for our services. At the same time, you retain the experience and knowledge of an award winning 20 year veteran of the Northern Virginia real estate community.

Example:

Sales Price..... \$800,000	Sales Price ..... \$800,000.
Commission..... 6%	Commission ..... 4.5%
Total Brokerage fee: \$48,000.	Total Brokerage fee: \$36,000.

Savings ... \$12,000

Instead of paying for services that you can perform yourself, we have put together an option that allows for a reduced commission and still provides the essentials for marketing your home most effectively and the expertise of a team of seasoned professionals. With the savings, you can lower your asking price, offer buyer incentives and/or offer a bonus to the selling agent

Attached is a detailed list of the services and materials we provide to the seller. If this option sounds appealing to you, you may call us directly 703-978-9400 x260 and/or complete and return the attached Property Information form and we'll get started.

Yours truly,

Barbara Sipos

Log on to our website at [www.nova-realestate.com](http://www.nova-realestate.com) for lots of FREE information and access to the Northern Virginia Multiple Listing System.

## 20 Steps to Savings and Success in Selling Your Home

- 1 . We will fax, e-mail or mail a detailed **Property Information Form** to be completed by the seller and returned.
- 2 . We will use the property information to prepare a **Comprehensive Market Analysis** and fax, e-mail or mail it to the seller.
- 3 . We will complete an **Estimate of Net Proceeds to Seller** form and fax, e-mail or mail to the seller.
- 4 . We will provide the seller with a 2 hour **Marketing Presentation and Staging Consultation** designed to:
  - A. Answer questions about the market analysis.
  - B. Discuss pricing and sign the Listing Agreement.
  - C. Provide an informative brochure with home selling advice.
  - D. Stage the property to show at its best.

At this appointment, the seller provides two set keys (one for lockbox, one for file) and a **\$500 retainer fee** which is applied to commission at settlement.

- 5 . We will take **photos** of the exterior and interior of the property for marketing purposes. There is an additional fee of \$200 for a Virtual Tour.
- 6 . We will provide 100 copies of a two page **Color Brochure** with photos to give to potential buyers.
- 7 . We will provide a **24 Hour Toll Free Audio Information Extension**, and audio tour sign rider.
- 8 .We will provide 100 **Brochure Box Fliers** and Brochure **Box** to be attached to outdoor signpost.
- 9 . We will provide the seller with a **CD** of the brochure and brochure box flier to print additional copies if needed.
- 10 . We will **Set Up** the property one day prior to entering the Multiple Listing Service.
  - A. Install **Lockbox**.
  - B. Install **Sign Post** and **For Sale Sign**.
  - C. Install **Brochure Box** with fliers
  - D. Install **Audio Tour Extension Sign Rider**.
  - E. Provide **Home For Sale Directional Signs, Open House Sign Rider** and **Open House Directional Signs**.

- 11 . We will list your home with the **Northern Virginia Multiple Listing Service, Realtor.com, WashingtonPost.com** and **Realty Times**.
12. We will host one **3 Hour Open House** with **Advertisements** in The Washington Post and WashingtonPost.com. There is a fee of \$100 plus the cost of advertising for each additional Open House. (You can do this yourself, it's easy.)
13. We will provide **Weekly Updates** regarding real estate activity in the neighborhood . . . new listings, under contracts, price reductions, etc.
14. We will be available for **Consultation** 7 days a week from 9:00 AM. -7:00 PM.
15. We will **review and present** all offers.
16. We will guide and advise the seller during **Negotiations**.
17. We will **coordinate and schedule** all inspections, repairs, appraisal, pre-settlement walk-through and settlement.
18. We will **monitor the Loan Process and Title work** of the buyer to insure a timely and smooth settlement.
19. We will **request and review the HUD 1**(itemized closing costs) and review with the seller.
20. We will attend the **Settlement** with the seller.



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