

Envirian of Warrenton[®] Property Management Division

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Envirian[®]
of Warrenton

Envirian of Warrenton® Mission Statement

Providing outstanding service to clients is the hallmark of Envirian of Warrenton®.

Our goal is to use systemized processes to make the experience hassle-free.



Helping our agents go beyond a client's expectations is the standard operating procedure at Envirian of Warrenton®.

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Envirian of Warrenton® Property Management Services

- Advise on lease details and rental charges
- Suggest what you can do to get your home ready for marketing
- Advertise for prospective tenants
- Provide all necessary lease documents and negotiate the terms
- Collect and distribute all money accordingly
- Provide the resident with 24-hour emergency services
- Supervise all repairs and improvements as required
- Provide quarter and annual financial reports
- Provide owners with a personalized website to track management process and area home sales



Envirian of Warrenton® Marketing Strategy

You will receive the highest return on your property.
You will be advised on current market trends
“Should I sell or rent?” “How much should we charge?”

Just Listed

- ◆ Enter listing into MLS system
- ◆ Take home and property photos for MLS
- ◆ A professional “For Rent” sign will be placed on the property
- ◆ Install lock box
- ◆ Create and place home flyers at property



Mass Marketing

- ◆ Place property on Envirian of Warrenton® website
- ◆ Forward listing to vast number of internet home search websites
- ◆ Contact current renters-in-hand about new listing
- ◆ Show property to prospects 7 days a week
- ◆ Obtain an acceptable tenant for your property ASAP!

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Envirian of Warrenton® Selection of Qualified Tenants

- We recommend only fully approved prospects for your property
- We conduct credit checks through one of the major national credit bureaus
- We verify work history and current salary data
- We check with current/previous landlords to obtain information on timeliness of payments and condition the property was left in
- We honor any no pet/no smoking rules you want followed



Envirian of Warrenton® Leasing and Terms

- Create a legally binding lease agreement
- Provide Lead Based Paint Disclosures if necessary
- Provide/manage check-in and out inspection documentation
 - Negotiate the terms on your behalf
 - You pay us after we collect the rent!



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Envirian of Warrenton® Owner Statements

- You will receive a quarterly Owner's Statement
- Itemized monthly income and expenses
- Owner's Report shows monthly figures
- Provide annual financial reports and photos upon request
- We help you at tax time by providing you with the needed IRS form 1099-MISC showing all rent income collected on your behalf



Envirian of Warrenton® Maintenance and Repairs

- Protect the value of your property by assuring that all needed repairs are done in a timely manner to guard against further deterioration
- Maintain qualified contractors and utilize their services only when necessary
- Perform periodic interior and exterior inspections of your property and let you know how things look
- Supervise all repairs and improvements as required



Determining The Rental Value Of Your Home

A Comparative Market Analysis (CMA) is essential to determine the value of a residential property. Location and characteristics of the property are the key elements in determining value; therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent rentals of comparable properties, and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able tenant in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value (pending market conditions) or potential tenants may not even take a look. Naturally, if you want to rent quickly, your asking price should be very near or below the value—specifically the value of your current market.



The following are a few things to keep in mind about pricing:

- ◆ Realistic pricing will achieve maximum price in a reasonable time.
- ◆ Your cost or profit desire is irrelevant; the market determines the price.
- ◆ Properties that remain on the market for a long time do not get shown.
- ◆ A property that is priced right from the beginning achieves the highest proceeds.



The Importance Of Intelligent Pricing

Determining the best asking price for a home can be one of the most challenging aspects of renting/selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective tenants/buyers who would otherwise be prime candidates to rent/purchase your home. As Figure 1 illustrates, more renters/buyers purchase their properties at market value than above-market value. The percentage increases as the price falls even further below market value. By pricing your property at market value, you expose it to a greater percentage of prospective renters/buyers, thus increasing your chances for a sale and ensuring a final sale price that properly reflects the market value of your home.

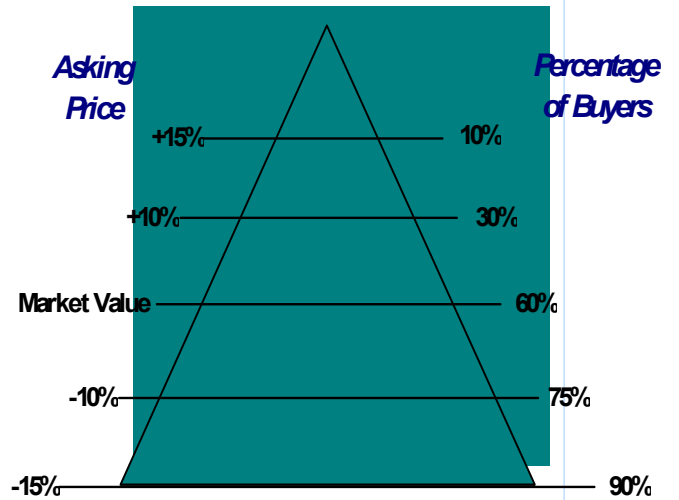


Figure 1. Percentage of Buyers by Asking Price

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential renters/buyers when it is first listed on the market (Figure 2). Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. Eventually this may lead to a below-market value sales price (Figure 3), or even worse, no sale at all. Therefore, your home has the highest chance for a fruitful sale when it is new on the market and the price is reasonably established.

Figure 2. Activity vs Timing

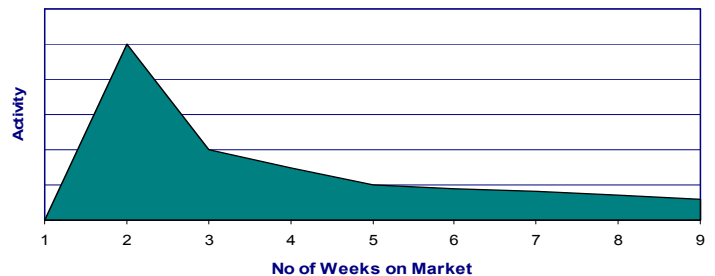
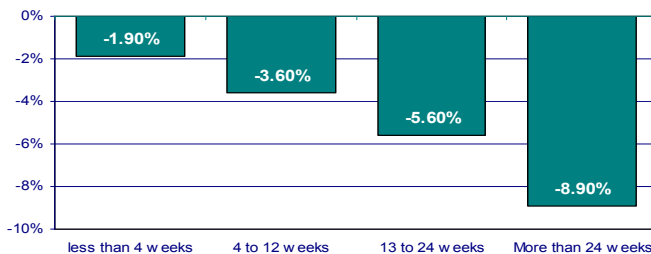


Figure 3. The Effect of Overpricing



We can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and conditions of competing properties. These are key factors in getting your property rented/sold at the best price, quickly and with minimum hassle.



Key Marketing Factors

How long does it take to rent/sell a property? Some properties rent/sell in a few days, others may take several months. By recognizing some key factors that influence marketing a home, you can get significant control over market time.

The proper balance of these factors will expedite your sale:

Location

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

Competition

Buyers compare your property against others in that neighborhood. Renters/Buyers interpret value based on available properties on the market.



Timing

The real estate market may reflect a "buyers" or "sellers" market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

Condition

The property condition will affect price and speed of sale. Optimizing physical appearance and preparing the home for marketing maximizes value.

Price

If the property is not properly priced, a rental/sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.

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Envirian Of Warrenton® Understands The Importance Of The Internet

- Envirian understands that, statistically, 86% of home searches start on the Internet and that 81% of those customers will also use an informed agent to complete that process.
- Envirian is a technology-based real estate company connecting on its Internet platform with Envirian's virtual and physical offices internationally; and we will use these resources to your advantage
- Envirian has an open international extension of its listing systems that automatically delivers listing to Envirian's "Universe-of-Homes.com" for international exposure.
- Envirian focuses on the importance of the Internet base and delivers listing to hundreds of Web browsers that redistribute them to thousands of visitors daily. A few include: Netscape, AOL, Google, HGTV, Business.com, Ask.com, earthlink, nytimes, yahoo and more...
- Envirian assists nearly 500,000 annual Web visitors nationwide who use Envirian's exclusive Internet mapping platform in their home searches.
- Through vendor and affiliate relationships a minimum of \$500,000 is expended annually in Internet exposure, development and advertising.
- Envirian provides immediate agent telephone direct response (within seconds) to a customer's request for home viewing request giving your listing immediate attention for tours or answering questions.
- Envirian creates online Web pages for buyers' personal home searches and allows clients to follow their selected home sale comparables with others in the marketplace.
- Envirian provides clients an online transaction checklist to track the progress of their home sale or purchase from contract ratification through closing.



Preparing Your Home

Your home has Just One Chance to make a great impression with each potential renter/buyer. And it can! The following “tricks of the trade” will help you keep track of what needs to be done. The whole idea is to present a clean, spacious clutter-free home—the kind of place you’d like to buy. Accomplish a little every day and before long your home will be ready to make the impression that can make the sale.

Your Home’s Curb Appeal

- Mow lawn and trim shrubs
- Edge gardens and walkways, weed and mulch
- Sweep walkways and driveway
- Add color and fill in bare spots
- Remove stains from your driveway
- Stack woodpile neatly
- Remove any outdoor furniture not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for raised roof shingles
- Repair broken windows, shutters and torn screens
- Hose off exterior wood or siding
- Touch up exterior paint, repair gutters and eaves
- Clean up window or evaporative coolers
- Paint your front door
- Add a new front door mat
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

General Interior Tips

- De-clutter—remove extra furniture, worn rugs, items you don’t use; keep papers, magazines, toys, etc., picked up—especially on stairways
- Add fresh coat of paint in neutral colors
- Shampoo carpeting or replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Wash all windows, vacuum blinds
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and item you won’t need again until after you’ve moved
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors that are off their tracks
- Secure jewelry, cash and other valuables



Preparing Your Home

The Living Room

- Make it cozy and inviting; discard chipped or worn furniture and frayed or worn rugs

The Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

The Kitchen

- Make sure appliances are spotless inside and out and in perfect working order
- Clean often-forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant shine, clean baseboards
- Clear off all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

The Bathrooms

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate, shining and in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

The Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping and dressing areas

The Garage and/or Basement

- Sell, give away or throw out unnecessary items
- Provide strong overhead light
- Tidy storage or work areas
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filters
- Make inspection access easy (i.e., breaker box)
- Clean and paint floor and walls

The Attic

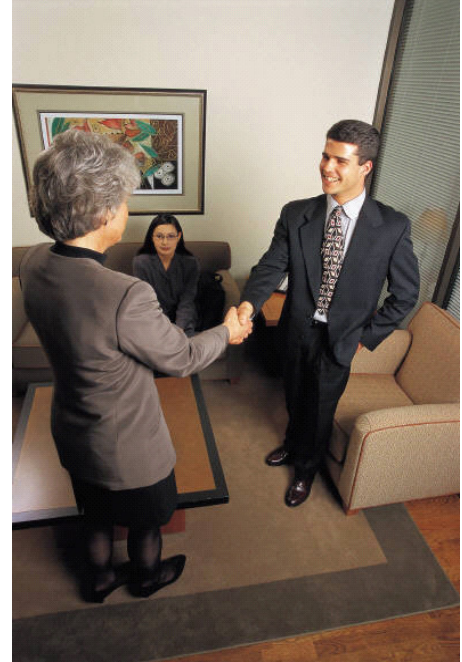
- Tidy up by discarding or packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

When An Appointment Is Made

Agents from many real estate firms will want to show your home. Please allow any agent who calls to show your home at the suggested time. If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door. You will increase your odds for a sale by allowing the greatest number of qualified buyers to see your home. You do not want to miss an out-of-town transferee because your home was not able to be shown.

During a showing:

- Open all draperies and window shades during daylight hours.
- Turn on all lights and replace bulbs with high wattage bulbs where needed.
- Open windows 30 minutes before showing to circulate fresh air.
- Open all doors between rooms to give an inviting feeling.
- Place fresh flowers on kitchen table and/or in the living room. Place some air fresheners around the home to provide a fresh clean aroma.
- Make sure the kitchen and bathroom sparkle.
- Make sure all trash is disposed of in neatly covered bins.
- Confine pets and/or restrict from view. Eliminate pet odors.
- Store all jewelry and small valuables in a safe place out of sight.
- Reduce the number of personal items and photos to present a more open feel. This allows buyers the opportunity to visualize their own belongings in the home.
- Make beds and pick up clothes. Make sure bathrooms are clean, with towels folded and the toilet lid down.
- Give the carpets a quick vacuuming.
- Turn off television and turn on radio music at a low volume.
- If you have children, have all toys neatly stowed or organized.
- Whenever you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it!



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“Making your home venture as rewarding as possible is what I do.” Sandy is ready to be your guide into the housing market. Start to finish, from researching the best tenant to negotiating the best deal, she is eager to assist. Not all Realtors are the same, communication, honesty and patience are essential to Sandy’s career. The decisions are yours to make, she is merely your professional advocate that will guide you through the entire process side by side. With experience in both buyer’s and seller’s markets through out the years, Sandy will fight for the highest and best deal for her clients. Once a tenant is obtained, Sandy manages the details proactively to ensure satisfaction from all parties to eliminate stressful surprises. Sandy’s dedicated loyalty and diligence are much appreciated by landlords and tenants alike.

Sandy is a native to Northern Virginia and has more than 10 years of sales and customer service experience. She utilizes technology in a fast and effective manner to ensure her clients are always on top of the market. She is also particularly knowledgeable within the investment and foreclosure world. Along the lines of “Real Estate being the best financial investment you can make,” Sandy invests in and/or manages properties all over Northern Virginia.

Sandy’s personal life is shaped by her husband and children. Having grown up in this area, she has close ties to her family and community. She enjoys participating in activities at her children’s school and sports leagues. She also enjoys vacationing with her family each season to enjoy other areas and activities.

If you are ready to make a move, or just have questions, and want a private consultation, please give Sandy a call today!

Sandy Harris, 703-217-2468 or sandy.harris@envirian.com

