

SELLER'S *Guide*



Darlene "*Hollywood*" Gaines

**BERKSHIRE
HATHAWAY**
HOMESERVICES

RW TOWNE
REALTY



ABOUT ME:

Darlene "Hollywood" Gaines

As a results-driven REALTOR®, I am committed to delivering exceptional customer service. My clients' needs are always my top priority, and I dedicate my full energy to helping them achieve their goals. With a strong professional network and in-depth market analysis, I stay competitive in today's ever-changing real estate landscape. Over the past year alone, I've successfully represented both buyers and sellers in over \$8 million in sales.

Hard work and dedication were instilled in me from a young age. I was raised in San Diego, California, and after college, I moved to Virginia Beach in 1996. I earned my Real Estate education from the Advanced School of Real Estate in Virginia Beach. In addition to my real estate career, I have proudly served for 28 years with an independent agency of the executive branch of the U.S. federal government. I've been happily married for 32 years, and am blessed with three wonderful children and five beautiful grandchildren.

Deeply involved in the community, I actively support several local charitable organizations, including the Commonwealth ChalleNGe Youth Academy and the SVC Foundation.

As an award-winning top sales producer—I'm proud to represent a firm whose name speaks for itself. Persistent, genuine, and motivated, I'm dedicated to being the best advocate for you. I bring honesty, trustworthiness, and in-depth market knowledge to every transaction. I understand the importance of finding your dream home or securing the best offer for your property, and I take that responsibility seriously. Let's work together to achieve your real estate goals!

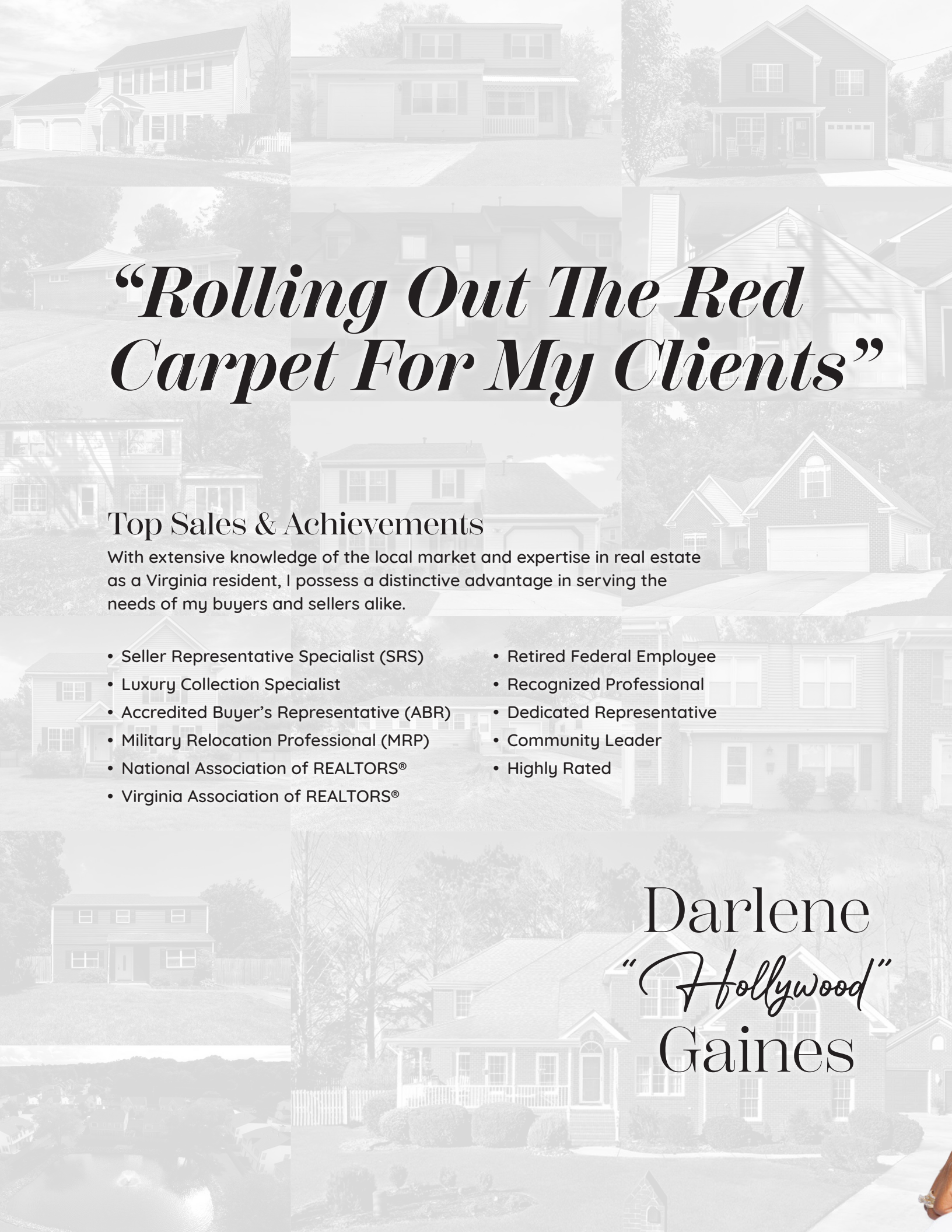


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“Rolling Out The Red Carpet For My Clients”

Top Sales & Achievements

With extensive knowledge of the local market and expertise in real estate as a Virginia resident, I possess a distinctive advantage in serving the needs of my buyers and sellers alike.

- Seller Representative Specialist (SRS)
- Luxury Collection Specialist
- Accredited Buyer’s Representative (ABR)
- Military Relocation Professional (MRP)
- National Association of REALTORS®
- Virginia Association of REALTORS®
- Retired Federal Employee
- Recognized Professional
- Dedicated Representative
- Community Leader
- Highly Rated

Darlene
“Hollywood”
Gaines



\$8M+

SALES VOLUME
SINCE 1999

Top 16%

HONOR SOCIETY 2023
BHHS GLOBAL NETWORK

**Circle of
ExcellenceSM**

AWARD WINNER



When Only *The Best* Will Do

Get to Know RW Towne Realty

For more than 35 years, the sales associates of Berkshire Hathaway HomeServices RW Towne Realty have provided our community with a full suite of real estate services, marketing the finest properties in Southeast Virginia and Northeast North Carolina. Our portfolio offers homes for the first-time and repeat home buyer, historic residences, and luxurious waterfront homes.

The Berkshire Hathaway HomeServices RW Towne Realty difference is evident in our extremely capable and highly motivated sales associates. Each associate is an experienced real estate professional with a proven record of successful sales performance. At RW Towne Realty, we offer expert guidance and extraordinary service to help you with all your real estate needs. We seek life-long relationships with our clients through our reputation of trust, integrity, stability, and longevity.

Our associates continue to raise the bar of real estate offerings and sales to new heights while partnering with the prestigious and most respected brands in the world and our region. We do this by carefully understanding each client's needs and goals while uncovering and leveraging the unique and compelling characteristics of their properties. We develop and execute finely tuned and customized plans designed to reach and entice the most qualified buyers in the marketplace.

All while remaining committed to staying at the forefront of the local real estate market by doing all that we can to anticipate your needs and exceed your expectations. Real estate is all about relationships, and you can rest assured that we will leverage that and our community connections, media outlets and our global network to your advantage.

Working with *Berkshire Hathaway* HomeServices

The Strength of Berkshire Hathaway Inc.

A worldwide holding company based in Omaha, NE. Its chairman and CEO is Warren Buffett, who according to Time magazine's ranking is among the world's most influential people. Berkshire Hathaway is continually ranked as one of the world's 100 most respected companies; it ranks at No. 8 in Fortune magazine's 50 Most Admired Companies survey; and is No.18 in Harris Interactive's reputation study of the 60 Most Visible Companies.

The storied Berkshire Hathaway name represents strength, integrity and trust, and is universally respected. Berkshire Hathaway HomeServices brings together that world-class brand name with the proven operational excellence of HomeServices of America, leveraging the company's talent, experience, assets and relationships in the process of becoming the world's most valued real estate franchise system.

Business Philosophy

Strength, integrity and trust are the pillars upon which Berkshire Hathaway was founded, and we pride ourselves on adhering to the highest standard of professional and personal ethics. Our clients can act with confidence, knowing that their real estate needs will be handled in a discrete, professional and highly efficient manner. The goal of our organization is to provide world-class client service that consistently outperforms even the highest expectations.

“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust”

Warren Buffett
Chairman and CEO Berkshire Hathaway, Inc.



Your Real Estate *Agent's* Role

A real estate agent's job is to help guide you through the complexities of buying or selling a property. You need to think about financing, appraisals, inspections, closings and more. As your agent, I am committed to protecting your interests throughout the entire transaction with integrity, honor, professionalism, and expertise.

As a seller, your real estate agent will...

- Go over the market conditions to help you set the right price for your home compared to other recent sales in your neighborhood
- Find the best places to market your property including the local Multiple Listing Service, websites, social media, etc.
- Help prepare or "stage" your home for sale by suggesting small improvements that can make a big difference—anything from arranging furniture, to choosing paint colors
- Arrange to have professional photos and videos taken and make sure they're included in your home's advertising
- Facilitate open houses and listing tours
- Coordinate inspections, appraisals, and other issues to ensure a smooth closing
- Provide negotiating expertise
- Help resolve any issues that arise with the buyer that could delay closing or void the contract
- Work with you and the buyer's agent to reach a closing that is as smooth and problem-free as possible



Steps to *Selling* Your Home

- 1 Seller Consultation
- 2 Positioning Your Home for Sale
- 3 Marketing Your Home
- 4 Reviewing an Offer
- 5 Under Contract
- 6 Closing

1 Seller Consultation

A seller consultation is the first meeting with me, your Berkshire Hathaway HomeService RW Towne agent. As your agent, I will set the stage for an effective and efficient working relationship and explain the selling process. It is at this meeting where we will discuss the list price and positioning of your home. I will explain in-depth the impact of comparable properties on your potential sales price and what the market has seen recently.

At this initial consultation, I will outline the selling process and review any necessary paperwork. Having this information from the beginning will allow you to move forward confidently and quickly.



2 Positioning *Your Home* for Sale

In the competitive real estate market, selling your home quickly and at a good price depends on proper positioning within the market.

A properly positioned home will:

- Create Urgency
- Increase Demand
- Build Negotiating Power

When positioning your home for sale, consider these 5 main factors:

1. Location
2. Condition
3. Competition
4. Terms
5. Listing Price

1. Location

The well-known adage **“Location, Location, Location”** still rings true, but real estate marketing is more than where your home is on a map. Proximity to shopping and dining, distance to major interstates and school zones are amenities buyers are looking for in specific neighborhoods

2. Condition

First impressions are everything. Nearly all home buyers (96%)* use the internet in the search process. This means the first showing of your house typically happens online, so high-quality professional photos are a must to make your home stand out. The exterior and entryway of your home, which factor into it’s curb appeal, are important points of focus. They can heavily impact a buyer’s first impression and may even determine someone’s interest in viewing the inside of the house.

Create an environment that lets buyers feel at home:

- Your front yard immediately reflects the condition of the inside of your house to potential buyers. The yard should be tidy, grass mowed, and bushes trimmed.
- Paint is an inexpensive tool for getting a greater return on your money. Neutral colors photograph well and allow buyers to envision their furniture in the home.
- Take advantage of your home’s natural light. Open all curtains and blinds and turn on all lights for showings (including those in closets) to make your home appear brighter and more inviting.
- Use minimal furniture that is appropriately sized for each room. Buyers need to be able to get a good sense of the space and be able to envision their own furnishings in the home.
- Most people are turned off by even the smallest amount of clutter or odor when buying a home. De-clutter counters, closets, cabinets, the garage, etc. Buyers need to get the impression that the size of the home will fully fit their needs.

3. Competition

How your listing compares to other available properties in your area will influence your target asking price. In real estate, comps (short for comparables) are one of the most important tools used to gauge how much a property is worth.

4. Terms

Your urgency or flexibility will be considered when establishing price in order to meet your goals. In a competitive market, buyers may make requests for repairs or upgrades as part of the offer.

Consider being flexible in negotiations to close the deal.

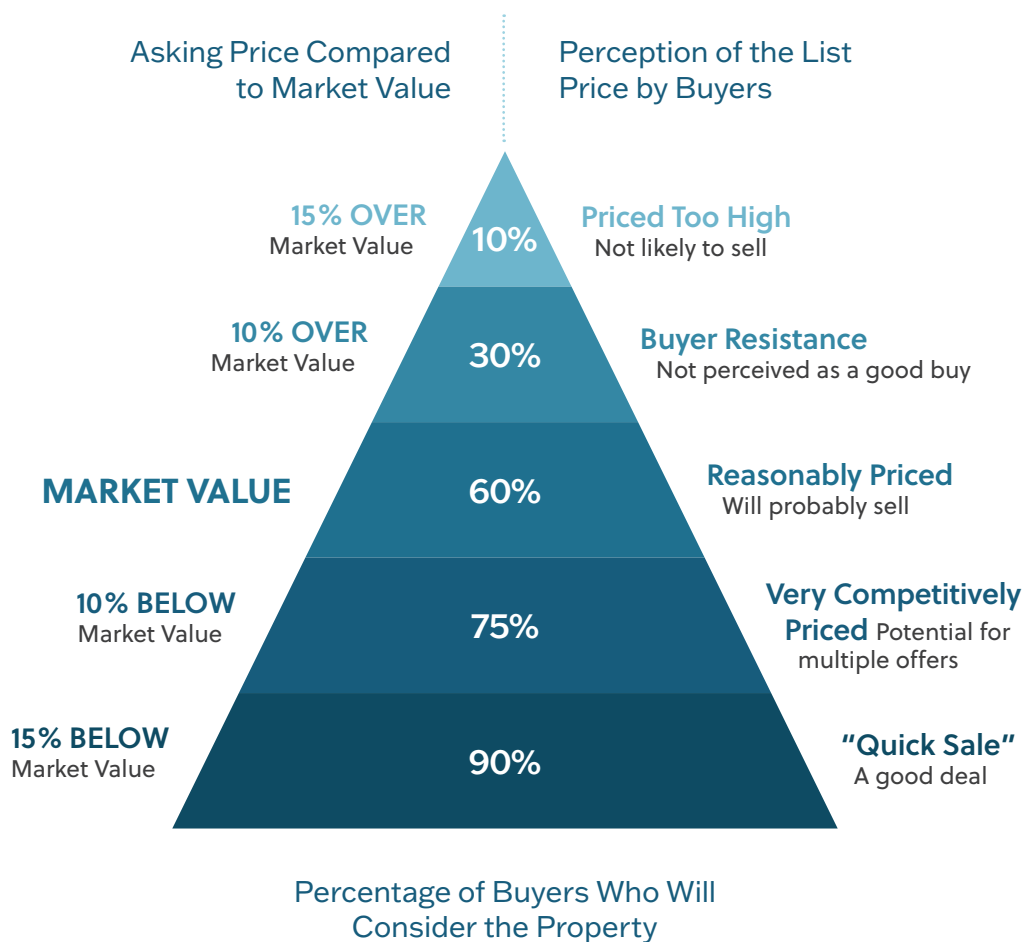
*Source: 2023 NAR Home Buyers and Sellers Generational Trends Report

5. Listing Price

Every house is “sellable” if it is priced accordingly. As a seller, it’s easy to let emotions influence what you believe your home is worth. Setting an unrealistic price for a property is one of the most common mistakes made by home sellers.

As your agent, I will provide a Comprehensive Marketing Analysis, or CMA, to help you understand the fair market value of your home. I will watch the market and determine how your property stands out against the competition.

- **Pricing your home too low** can cost you money, diminishing the return on your investment.
- **Pricing your home too high** will deter informed buyers who would otherwise be prime candidates to purchase your home.
- **Correctly setting your home’s list price** will ensure that you pique the interest of the maximum number of prospective buyers.



3 *Marketing Your Home*

Regardless of price point or location, exposure is everything. As your agent, I will work diligently to identify the most effective marketing avenues for creating a strategic marketing plan that will introduce your home to qualified buyers. I have access to the in-house Berkshire Hathaway HomeServices RW Towne Realty Marketing Team that specializes in creating collateral and content that will bring maximum exposure to your home. Effective marketing is key to ensuring your home stands out in a crowded marketplace and sells quickly at the highest possible price point.

Our Marketing Program is Built on Three Activities:

1. **Promote to Prospective Buyers**

- Print Advertising
- Online (Email Marketing, Social Media, and Web)
- Open Houses
- Other Marketing Materials

2. **Marketing to Other Real Estate Professionals**

- The Berkshire Hathaway HomeServices Network
- Referral and relocation resources
- Multiple Listing Service (MLS)
- Direct promotion and open houses for other real estate professionals

3. **Communication with You**

- Review the results of our marketing activities
- Consult with you to fine-tune our marketing strategy, as needed

Yard Sign

Advertising visible from afar that identifies your property as “For Sale” and garners phone calls from potential buyers



Direct Mail

Creating professionally designed Just Listed mailers delivered to prospective buyers to showcase your property

Print Advertising

Connecting your property on a hyper-local level in publications that potential buyers read



Brochures and Presentations

Combining stunning imagery and engaging content in brochures that highlight your home's value and key features



Featured Property Website

Each listing will have it's own featured property web page that can be shared with clients, sellers, and prospective buyers

Email Marketing

Introducing your home to interested buyers through professionally designed emails that are sent to a targeted audience

Digital Marketing

Target potential homebuyers within a 15-mile radius of your home on social media, premium websites and mobile devices





4 Reviewing an *Offer*

An offer on your home is more than what a buyer is willing to pay. You will need to consider many factors during the evaluation process.

Typically, an offer includes the following information:

- The amount the buyer is offering to pay, also known as the “purchase price.”
- Down payment amounts (if any), plus the type of financing the buyer will obtain to purchase the home.
- Contingencies, including the mortgage commitment, appraisal, and home/environmental inspections.
- Seller concessions such as closing costs, home warranty, and/or buyer agent compensations, etc.
- Inclusions or exclusions of personal property like appliances, curtains, outdoor furniture, pool equipment, etc.
- Potential closing and occupancy dates.

While the final decision to accept, reject, or counter an offer is up to you, I will be by your side to provide invaluable support and guidance throughout the negotiation process.



5 Under Contract

Getting your home under contract is exciting, but you aren't done yet! Once you've reached an agreement, you will work closely with me to understand the next steps and important dates.

Inspections and Repairs

It is a best practice to have your home inspected before listing and correct any issues found. This allows you to market the home as inspected and repaired. Further, it allows you to uncover any issues that may exist prior to accepting an offer.

Even with a previously inspected home, most buyers will have their own inspection. The buyer will submit a list of requested repairs and the repairs list will be negotiated. The seller is responsible for making the agreed upon repairs prior to closing.

Appraisals

If the buyer is purchasing the home by obtaining a mortgage, the lender will require an appraisal. An appraisal is an opinion of value at a specific moment in time. Should the appraisal come in lower than the agreed upon purchase price, the buyer may not be able to secure the loan they need to purchase the home. When this happens, the buyer and seller can agree to renegotiate the purchase price. Some buyers may be able to apply for a different loan or contest the appraisal; however, each situation is unique. Therefore, you need to feel confident that I can help you navigate this situation and outline your available options.



6 The Final Step: *Closing*

Congratulations! You have made it to Closing Day! Closing is the final step necessary to official sell your home and transfer ownership.

Final Walkthrough

Several days before closing the buyer will conduct a final walkthrough of the property with their agent, so it's imperative that your home remains in the same condition as when the buyer first saw it. Additionally, the buyer will review the required repairs (if any) of the contract to make sure they have been completed.

At Closing

- The buyer and seller sign all necessary documents.
- The settlement agent, which can be an attorney or settlement company like RW Towne Title, receives the buyer's mortgage funds and down payment or cash to purchase the home.
- The settlement agent will record the transfer of the deed and reconcile all monies required for settlement and transfer of title.
- You will receive the proceeds of the sale and the settlement agent will pay off your mortgage.
- The buyer will receive keys to the property and be allowed to move into the home.

At Berkshire Hathaway HomeServices RW Towne Realty, we understand that deciding to sell your home is a significant choice, and we appreciate the opportunity to assist you through this life-changing process.



Thank you for choosing me to be a part of your home-selling journey!
I'm here to guide you every step of the way, from start to finish. If you have
any questions or need further assistance, don't hesitate to reach out.

Darlene "Hollywood" Gaines

"Rolling Out The Red Carpet For My Clients"

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