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Selling Your Home with Nest Realty

A STEP-BY-STEP GUIDE



Part Real Estate Brokerage, Part Marketing Agency, *100% Focused on You*

We help people buy and sell real estate,
but that's only part of our story.

We're a different kind of real estate brokerage. Our difference is born from our belief that buying and selling real estate is the most important financial decision you will ever make. This belief guides us to measure success by something more than the number of yard signs we plant, how many agents we hire, or the awards we win. For us, true success comes from helping people move easily and joyfully into the next chapter of their lives.

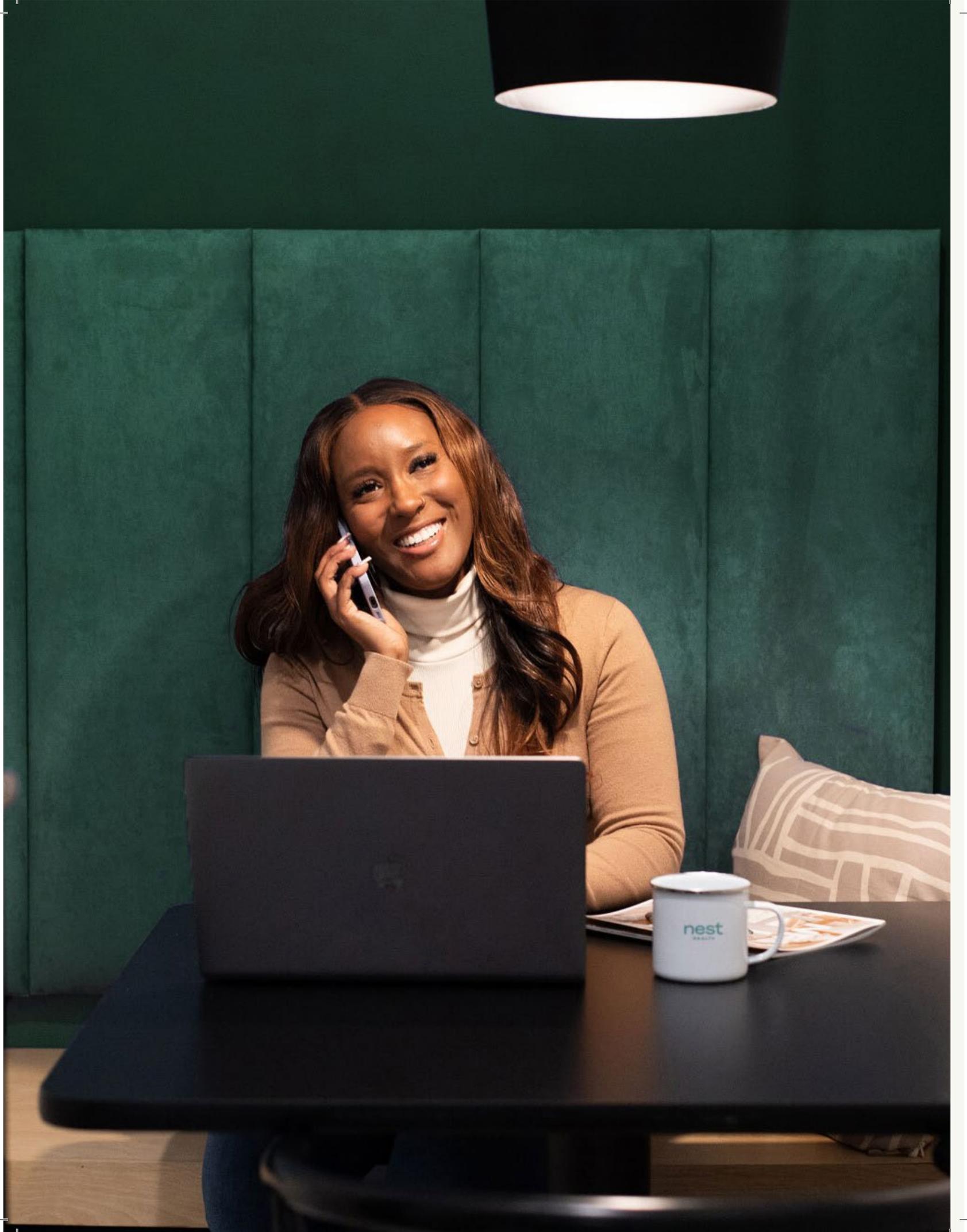
So "the process" of buying or selling real estate becomes one that's happy, exhilarating, fun...and worth sharing.



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THE ROLE OF A NEST AGENT

Uncompromised *Representation*

We are dedicated to providing Uncompromised Representation™ throughout the entire process. From researching and analyzing market conditions to interpreting the current real estate climate specific to your home sale—we act as your trusted guide, market expert, and champion. Because at the end of the day what really matters is our experience and our focus on you.

Here's what we do on your behalf during the listing and sales process to ensure your success:

- Research, analyze, and stay abreast of market conditions.
- Interpret the real estate climate pertinent to your home sale.
- Educate you in all the details surrounding the home sale process.
- Promote your home with sophisticated marketing and tools to targeted buyers.
- Coordinate appraisals, inspections, and repairs.
- Negotiate professionally with all parties.
- Champion your objectives, serving solely as your advocate.
- Facilitate paperwork and disclosures, helping you with unfamiliar regulations and terminology.

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540.712.2733

nestrealty.com



Sold

A Track Record of Success

As one of the top three most productive real estate firms in Staunton, Waynesboro, and Augusta County, our 25+ experienced agents create an expansive local networking opportunity.

To ensure optimal exposure, we harness our vast network of local and national connections to amplify engagement, generate interest, and secure the highest possible price for your property.

\$65M+

Total annual sales in our
Augusta office

200+

Happy clients annually

500+

Agents in our national
Nest network

6

Offices covering the
entire Virginia market



THE LISTING PROCESS

Our Goal is Simple, *Our Approach is Effective*

We're here to guide you through every step of the journey, combining local market expertise, exceptional marketing, and a personalized approach to meet your goals. We'll provide insights and tools to make your home selling experience seamless and successful.

When we list your home, we focus on the three key details we can control to ensure it's positioned favorably in the market. Together, we'll determine a pricing strategy and develop a targeted marketing plan to sell your home as quickly as possible and for the highest possible price.

THREE KEY DETAILS TO LISTING YOUR HOME:

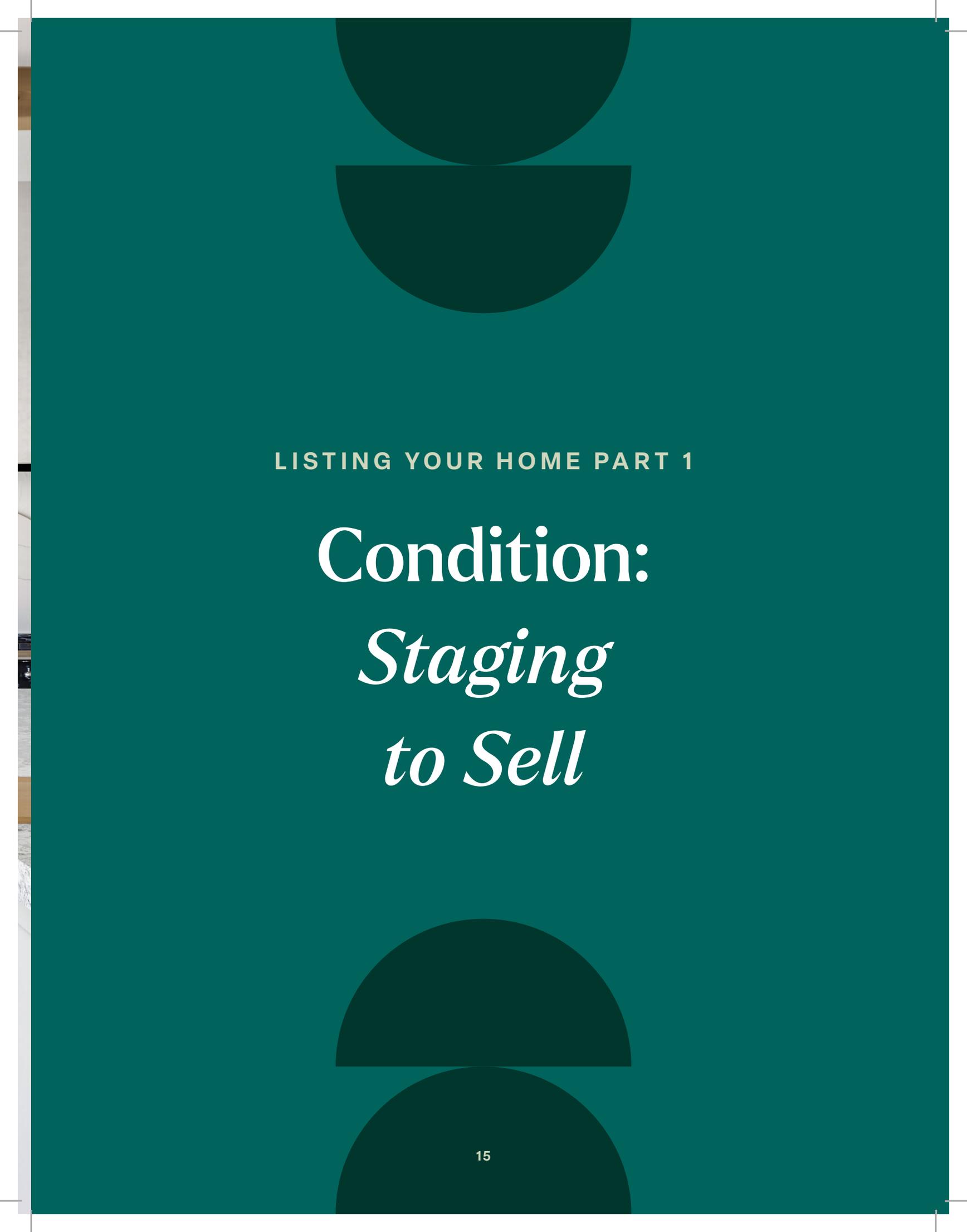




Home Sale Timeline







LISTING YOUR HOME PART 1

Condition:
*Staging
to Sell*



Showing a Buyer Their Future Home

Whether it's staging, minor repairs, or strategic updates, presenting your home in its best light is essential. Buyers often make decisions within moments of stepping into a home, so ensuring it shines from the first showing to the last is our shared priority.

We encourage every seller to see their home through the eyes of potential buyers. As part of our comprehensive condition evaluation, we'll work together to identify the key features that will attract buyers and enhance your home's value. Equally important is recognizing any updates or changes that could further elevate your home's appeal.

86%

of buyers find it easier to visualize a staged property as their future home.

63%

of staged homes sold faster than non-staged properties.

By working together to optimize your home's condition and presentation, we can ensure it stands out and resonates with buyers, helping them envision their future in your space.



Considerations

Today's homebuyers are more informed, discerning, and selective than ever before. From viewing hundreds of listings online to touring professionally staged homes, they have a wealth of options and information at their fingertips. To position your home as a top choice, it's essential to understand what buyers expect and how they evaluate the homes they see. Here's a closer look at the factors shaping their search and how we can work together to make your home stand out.

BUYERS ARE VIEWING MORE HOMES

With countless options online, buyers typically search for 10 weeks, viewing hundreds of listings and touring about 10 in person. They know what's out there, so your home needs to make a lasting impression from the first glance to the final showing.

THE IMPACT OF MODEL HOMES

Builder-model homes set a high standard with their flawless staging and design. While not lived in, these homes shape buyer expectations for what a property should look like. Strategic staging and updates can help your home compete with these polished examples.

STYLED SPACES SELL

Buyers are influenced by Pinterest, Instagram, and home improvement shows, gravitating toward properties that feel fresh, clutter-free, and move-in ready. First impressions matter, and thoughtful presentation can spark an emotional connection.

THE PLAN TO STAND OUT

We'll evaluate your home through a buyer's eyes and collaborate on ways to enhance its appeal—whether through minor updates, decluttering, or staging. Together, we'll ensure your home meets buyers' high expectations and attracts the best offers.

Let's Get Prepared

From decluttering and deep cleaning to arranging furniture strategically and adding tasteful décor, these tips can make a big difference in creating a warm and inviting atmosphere. Whether you're preparing for an open house or a private showing, following these staging strategies can increase your chances of making a great impression and securing a successful sale.

Here's a checklist of some of our top home staging tips:

GET RID OF CLUTTER

- Remove half of your books from your bookcases.
- Pack up those knickknacks.
- Take everything you don't use every day off the counters.
- Place any "must-keep" items in a box to store in a closet.

TOUCH IT UP

- Freshen up a room with a new coat of paint.
- Patch any holes and repair damage to walls.
- Re-caulk or repair any damaged trim or woodwork.
- Give the front door a fresh coat of paint.

MAKE IT SPARKLE

- Clean out cobwebs and all air vents/returns.
- Polish your chrome and mirrors.
- Replace worn rugs and hang up fresh towels.
- Hire a professional to do a deep cleaning of your home.

DE-PERSONALIZE

- Remove magnets and photos from the refrigerator.
- Use personal photos and family heirlooms in moderation.
- Store exotic artwork or wall hangings.
- Tuck away personal items from your bathroom countertops.

THE FIDO FACTOR

- Hide litter boxes and toys.
- Steam clean carpets to remove pet odors.
- Repair any pet damage to your home.
- Remove pets for each showing.

MAXIMIZE CURB APPEAL

- Pressure wash your front walkway and repaint your front porch.
- Keep your lawn green, trimmed, and free of weeds.
- Put down a fresh load of mulch.
- Add a new welcome mat and potted plants.

FIX IT NOW

- Address doors that don't close properly.
- Replace cracked floor tiles.
- Mend broken or weathered window panes.
- Repair any minor plumbing or electrical issues.

GO WITH THE FLOW

- Rearrange furniture to demonstrate room functionality.
- Place furniture in a way that dictates logical traffic flow.
- Remove oversized or unused furniture to make rooms feel bigger.
- Store unnecessary furniture, lamps, and bookshelves.

LET THERE BE LIGHT

- Wash your windows inside and out.
- Add floor and table lamps to lighten dark rooms.
- Replace any burned-out light bulbs.
- Remove screens if you don't use them.

ORGANIZE

- Remove off-season clothes from your bedroom closets and align hanging clothes.
- Reorganize kitchen cabinets and line up plates and glassware.
- Remove everything from closet floors and put away any nonessentials.
- Fold and organize towels and linens.



10:22

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Market Update

MID-YEAR UPDATE

87
NEW HOMES ON MARKET

\$605,468
MEDIAN HOME SALES PRICE

23
HOMES SOLD

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15.8%
% OF HOMES LESS THAN 5 YEARS OLD

2,400
AVG. DETACHED SQ. FT.

1,400
AVG. ATTACHED SQ. FT.



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% OF HOMES LESS THAN 5 YEARS OLD

2,400
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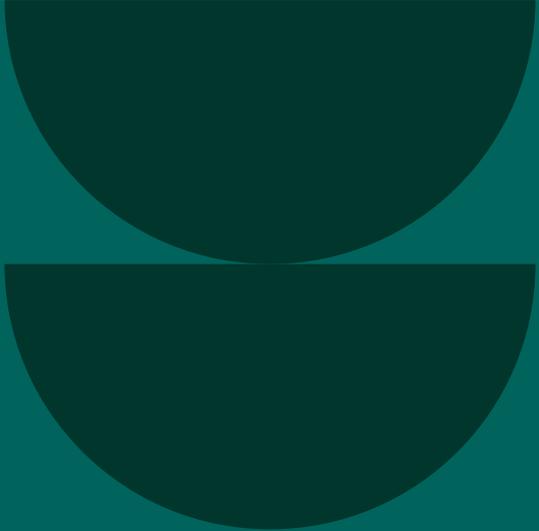
1,400
AVG. ATTACHED SQ. FT.



	2020	2021	% CHG.
Total Sales	\$500,000,000	\$550,000,000	10%
Price per Sq. Ft.	\$200	\$210	5%
Closed on Market	75	80	7%
Avg. Sales Price	\$400,000	\$400,000	0%
Total Volume	\$84,000,000	\$107,200,000	27%



	2020	2021	2022
Total Sales	\$265,000,000	\$265,000,000	\$265,000,000
Price per Sq. Ft.	\$178	\$178	\$178



LISTING YOUR HOME PART 2

Marketing: *Maximizing Exposure*

Just Listed in Aspen Grove

4518 Aspen Grove Lane
3 Bed | 3.5 Bath | 2,100 sq.ft.

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Spacious new kitchen

This spacious new-build kitchen is the perfect blend of modern elegance and functionality. Designed with an open-concept layout, it features sleek quartz countertops, custom cabinetry, and a large center island with ample seating—ideal for both casual dining and entertaining. High-end stainless steel appliances, including a professional-grade gas range and built-in refrigerator, make cooking effortless, while under-cabinet lighting and stylish pendant fixtures add warmth and ambiance.

Beautiful finishes that make a difference



OPEN HOUSE

4518 Aspen Grove Lane



Saturday, October 8th | 2pm - 4pm

Nestled in a serene neighborhood, this stunning mid-century home seamlessly blends classic charm with modern updates. Spanning 2,100 square feet, this three-bedroom, two-bathroom residence boasts an inviting open floor plan, floor-to-ceiling windows, and exposed wood beams that highlight its architectural beauty. The spacious living room features a statement fireplace and flows effortlessly into the dining area, making it perfect for entertaining. The kitchen has been tastefully updated with sleek cabinetry, stainless steel appliances, and quartz countertops, offering both functionality and style.

Mid-century modern updates, including open floor plan, exposed wood beams that add character to the spacious living room and flow effortlessly into the kitchen for entertaining. The kitchen has sleek cabinetry, stainless steel countertops, offering both

of suite serves as a private retreat with ample closet and a beautifully renovated en-suite bath featuring a rain shower and designer finishes. The two additional bedrooms are generously sized and share a stylishly updated bathroom. Step outside to a lush back yard oasis, complete with a covered patio and mature landscaping.

3.5 BATH

BED

Maximizing Exposure

At Nest Realty, we believe great marketing leads to great results. Every home has a story, and our marketing is designed to tell it. Through stunning visuals and thoughtful storytelling, we connect your property with buyers in a way that helps them picture it as their future home.

That's why we take a multi-faceted approach to showcasing your home, attracting the right buyers, and making sure it stands out in today's market. From professional photography and video tours to targeted online ads and printed materials, we focus on presenting your home in the best light.

Beautiful, effective marketing is not the exception at Nest—it's our standard. By positioning your home thoughtfully and creatively, we ensure it rises above the competition and resonates with the right buyers.

96%

of homebuyers begin their home search online.

67%

of buyers prefer to have a floor plan online.

87%

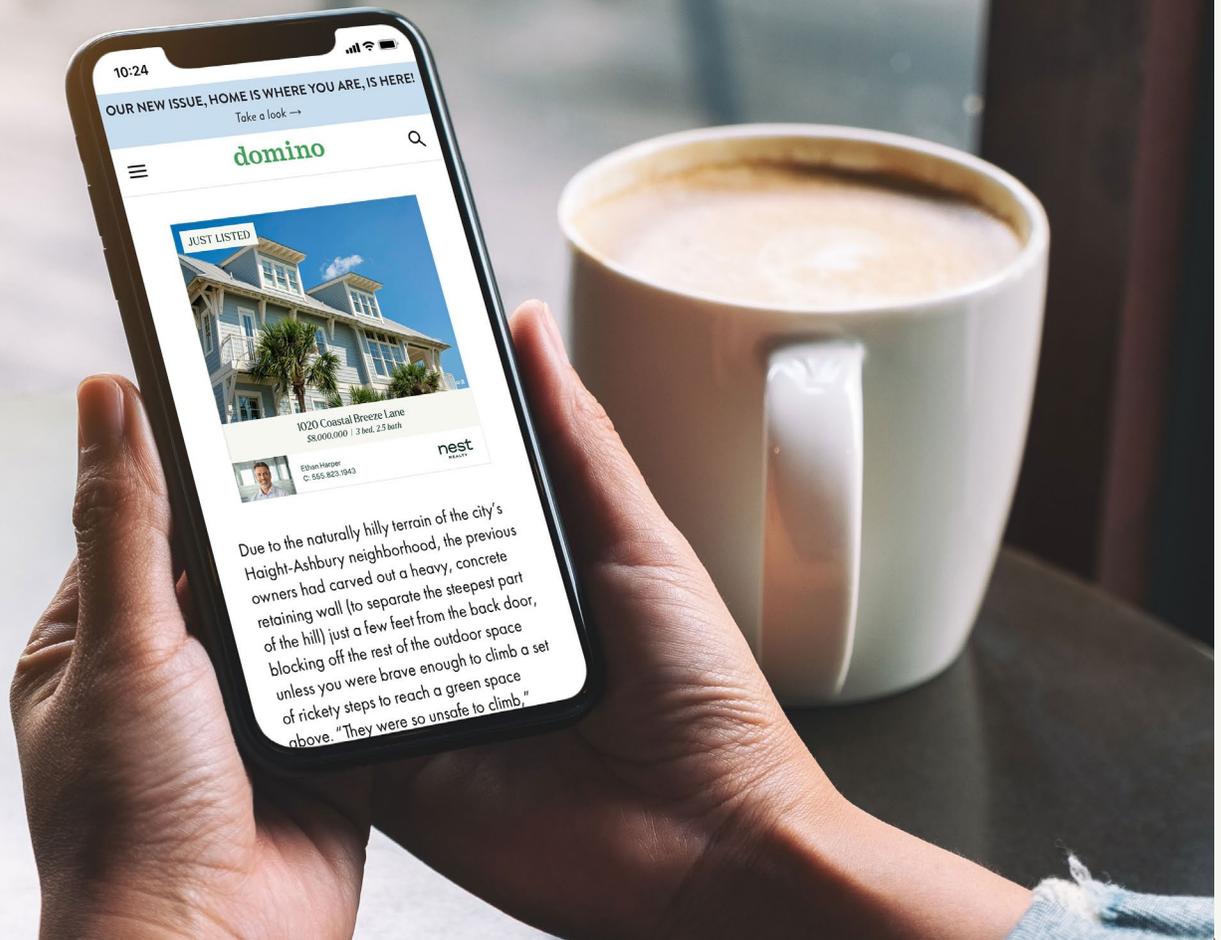
more views go to properties featuring videos or virtual tours compared to those without.

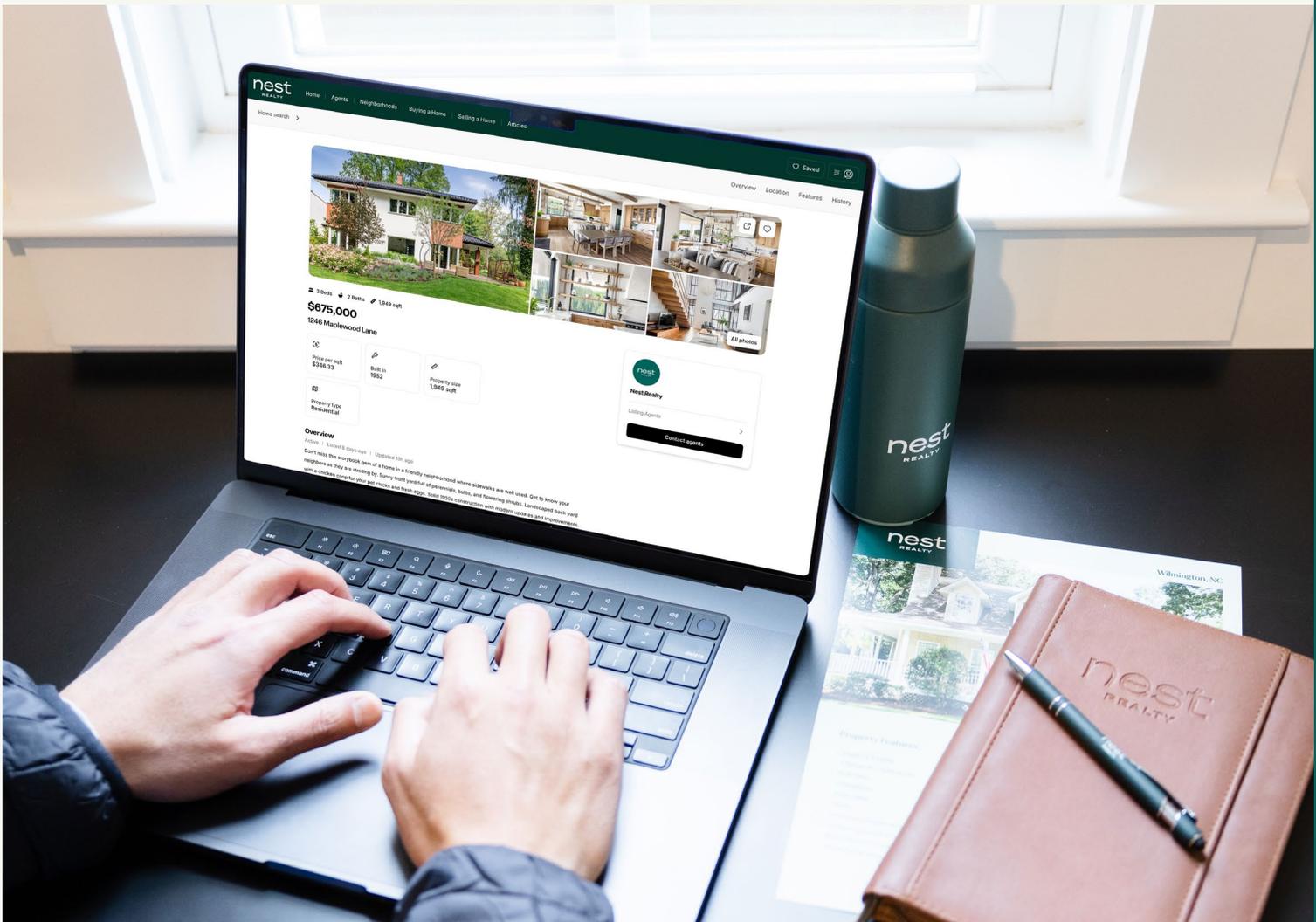
A Multi-Channel Approach

We use a wide range of marketing tools to ensure your home gets the attention it deserves. From digital advertising and social media to email campaigns, we create targeted outreach that attracts serious buyers and buyer's agents.

DIGITAL PRESENCE THAT WORKS

Our website, ShenandoahValley.NestRealty.com, is designed to make searching easy for buyers. Each property gets its own custom page, serving as a mini website with professional photos, detailed descriptions, and robust local insights. Buyers often start their search by filtering properties by price or size, but they also want to know about neighborhoods, schools, and lifestyle. That's why we pair your listing with local guides that provide a full picture of life in the area.





REACHING BUYERS EVERYWHERE

We make sure your home is seen across major real estate platforms like Zillow, Realtor.com, and Homes.com, as well as shared with our extensive social and professional networks. Listings are syndicated to other brokerage websites and showcased to the buyers who are already searching.

RELATIONSHIPS THAT DRIVE RESULTS

Connections matter. With over 300 Realtors in the Greater Augusta Association of Realtors, we leverage our local relationships to keep your property top-of-mind. We actively promote your home to other agents, ensuring their clients know about your listing.

SHOWCASING THROUGH OPEN HOUSES

Open houses are a great way to let buyers experience your home. They create a relaxed, welcoming atmosphere where buyers can envision their future. We also host broker open houses, giving real estate professionals a chance to preview your property and share it with their clients.





THE POWER OF PROFESSIONAL PHOTOGRAPHY

Buyers spend just eight seconds on a listing before deciding to explore further. Professional photography ensures your home stands out, with listings with photos receiving 61% more views and selling faster than those without photos. By partnering with expert photographers, we showcase your home's best features, creating a lasting first impression that captures buyers' attention.



618 Aspen
Lane

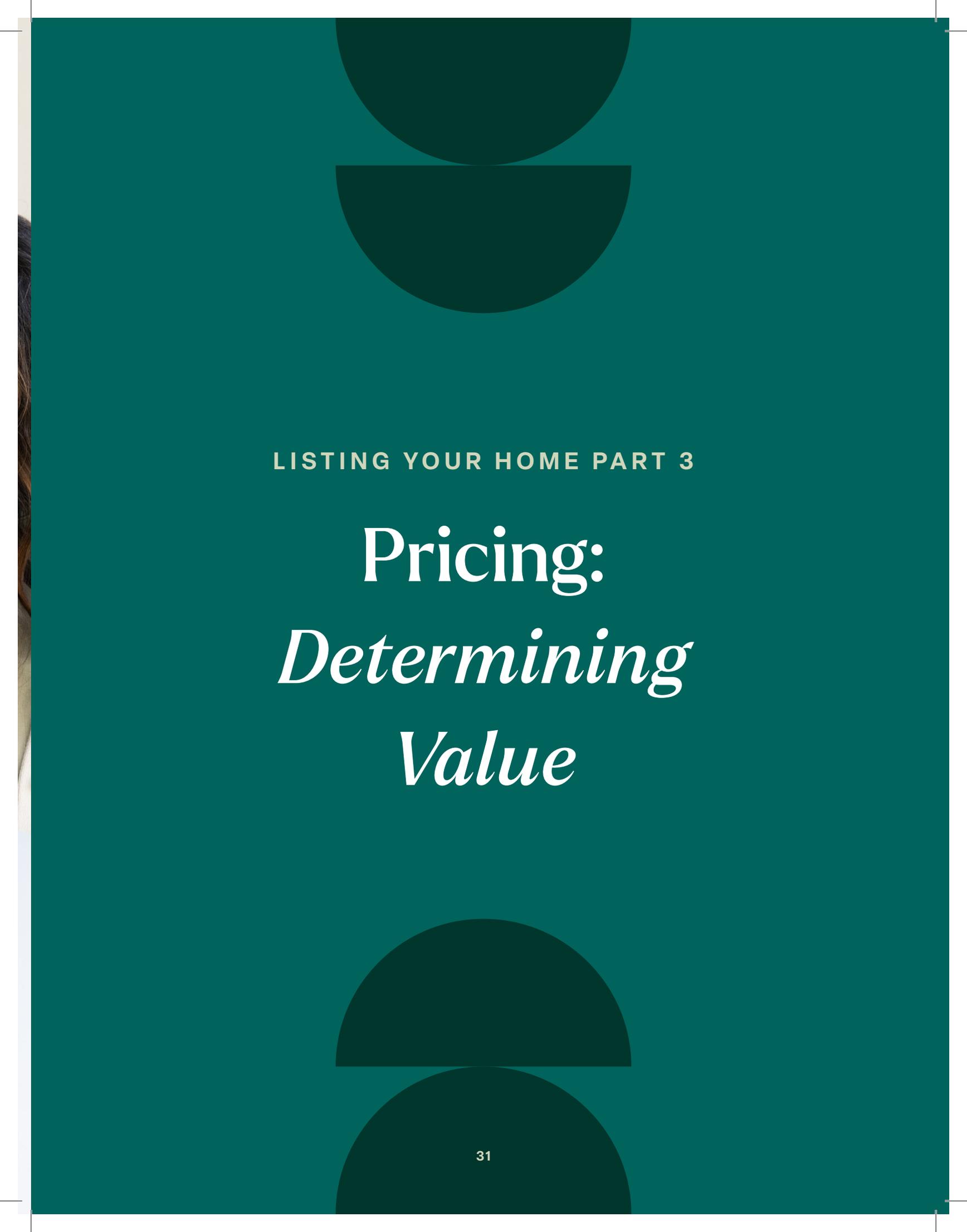


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Average Days on Market
24 vs 31
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#1 Total Volume

2024 Success

nest REALTY CHARLOTTEVILLE



LISTING YOUR HOME PART 3

Pricing:
*Determining
Value*



Determining Value

Pricing your home correctly is one of the most important steps in a successful sale. At Nest Realty, we combine deep local expertise with a data-driven approach to recommend a listing price that reflects current market conditions and positions your home to attract serious buyers.

We're constantly immersed in the Shenandoah Valley market—listing homes, showing homes, and analyzing trends. This hands-on experience allows us to stay ahead of shifts in inventory, buyer demand, and pricing dynamics, ensuring we provide accurate, informed guidance.

It's important to remember that opinions on value can vary widely—from neighbors to assessors to potential buyers—each bringing their own perspective and priorities. Our goal is to cut through the noise and provide clarity, using a thoughtful pricing strategy that aligns with your goals and maximizes your home's appeal.



Priced Right From Day One

Setting the right price from the start is critical to a successful home sale. According to the National Association of Realtors (NAR), 79% of homes that sell within the first week sell at or above the asking price. Pricing too high can discourage buyers and lead to a longer time on the market, which often results in price reductions and diminished interest. Conversely, pricing too low risks leaving money on the table.

At Nest Realty, we know that real estate isn't a one-size-fits-all commodity—each home, parcel of land, and seller has unique characteristics and goals. That's why we take the time to study your property, analyze local trends, and understand buyer behavior. Our commitment to tracking Augusta County's real estate market data ensures we're ahead of shifts in inventory, pricing, and demand.

When you work with Nest Realty, you're partnering with a team that combines deep local knowledge with data-driven strategies to deliver an accurate, competitive listing price. By pricing your home thoughtfully and strategically, we position it to sell quickly, attract strong offers, and achieve the best possible outcome for you.



Calculating a Listing Price

A Comparative Market Analysis (CMA) provides a clear and detailed foundation for determining the right price for your home. How do we arrive at our suggested selling price? We start by analyzing your property alongside similar homes in the market—but that's only the beginning.

Your CMA will take the following factors into account:

YOUR PROPERTY'S FEATURES

- Location
- Square feet (finished and unfinished)
- Standard features like bedrooms and bathrooms
- Overall condition
- Uniqueness
- Floor plans and flow
- Quality of features

ACTIVE COMPETITION

- New and resale (if relevant)
- Replacement costs
- Price, location, features, and condition
- List price to assessed value
- Market activity
- Days on market

RECENT SALES

- Sold price
- Price, location, features, and condition
- Sold price to assessed value
- Time on market
- Price changes

MARKET CONDITIONS

- Inventory levels/supply and demand
- Macro- and micro-level economic factors
- Interest rates
- Consumer confidence
- Area trends and developments
- Time of year



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From Contract to Close

Navigating the real estate sales process can be complex, but we're here to guide you every step of the way. From evaluating offers to negotiating key terms, supervising contingencies, and managing the closing process, we'll ensure everything moves smoothly and in your best interest.

NEGOTIATING ON YOUR BEHALF

Not all offers are created equal. Once we review the contract, we'll work with you to identify what matters most beyond just the price. Key considerations include:

- **Closing Timeline:** How quickly can the buyers close the deal?
- **Financing Details:** Are the buyers pre-approved, and what financing methods are they using (e.g., VA, FHA, USDA)?
- **Earnest and Due Diligence Money:** How much are the buyers offering upfront as a sign of commitment?
- **Inspection Requests:** Are special inspections like radon testing requested?
- **Repairs or Concessions:** Are buyers asking for repairs or financial assistance with closing costs?
- **Inclusions:** What personal property, if any, is part of the offer (e.g., appliances, fixtures)?
- **Homebuyer's Warranty:** Are buyers requesting a warranty as part of the transfer?

Our role is to advocate for your goals, ensuring you achieve the best possible outcome while navigating the many variables involved in the contract process.



Transaction Timeline





Let's Continue the Conversation

We understand that selling your home is one of the most significant decisions you'll make, and we're grateful for the opportunity to partner with you.

To learn more about Nest Realty, our guiding principles, and how we approach the selling process, please visit ShenandoahValley.NestRealty.com. There, you can explore local market trends and see examples of our award-winning marketing.

We look forward to the opportunity to help you achieve your goals.

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