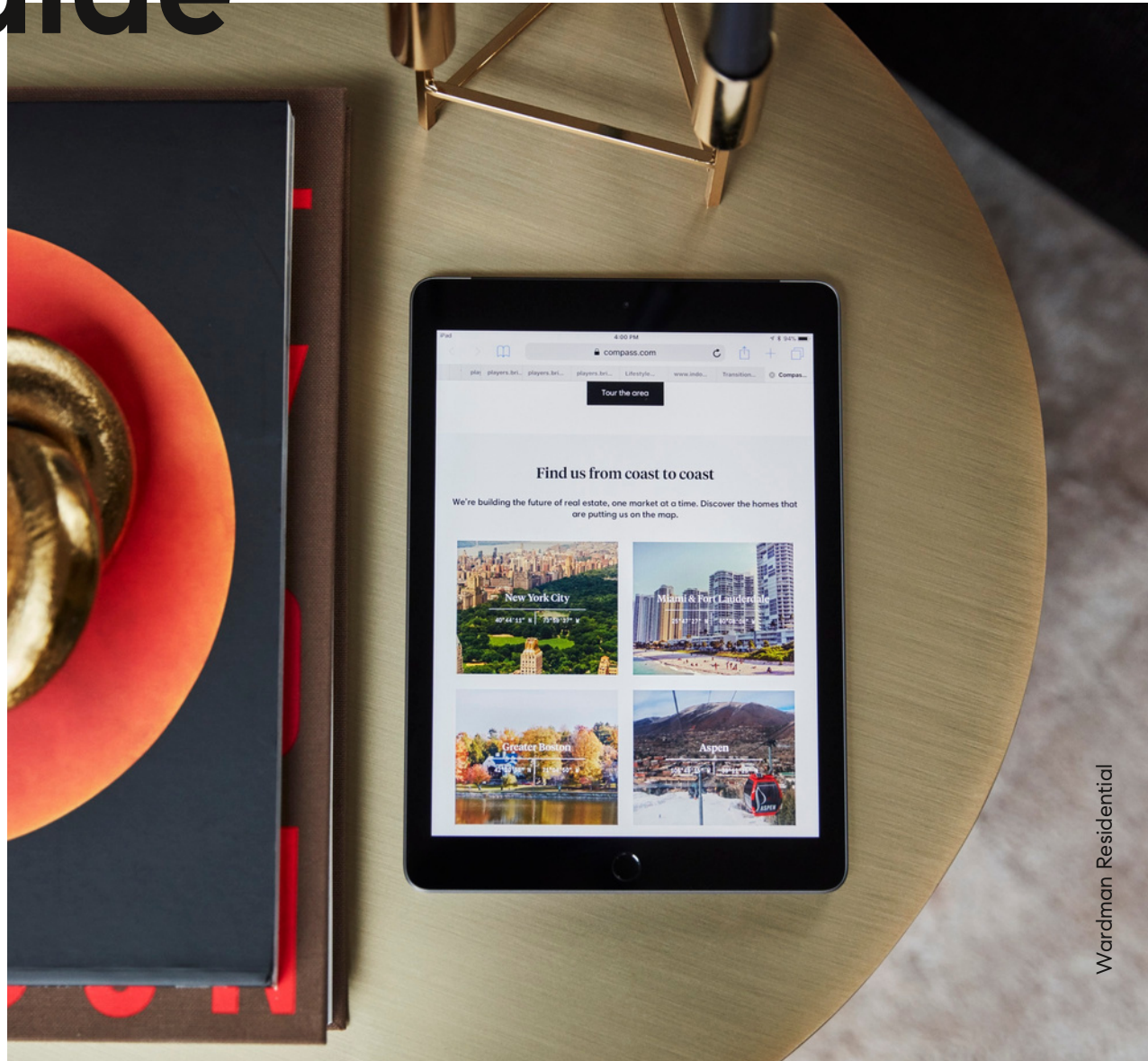


Seller's Guide







Who is Wardman Residential?

Wardman Residential is a team of experienced, licensed real estate agents and support staff with over 101+ years of combined experience to serve the needs of buyers, sellers, investors and developers from end to end. We have a client-centric approach to the industry while blending high touch with high tech at Compass.

We have made real estate personal again. We made something that can be stressful and complicated, easier and more streamlined. We are local. We live locally, we shop locally, we support local. We make this area our home. We know this market inside and out and are excited to share our expertise with you.

Our passion is people. We know how important it is to have someone you like, know and trust guiding you every step of the way. We are committed. We are here for you. We are reachable. We are excited to be taking this journey with you.

Selling Your Home with Wardman Residential at Compass

The Wardman Residential Home Seller's Guide is designed to help you understand the process of selling your home, condominium, or co-op before you put it on the market, as well as assist you in making informed decisions throughout the process. Of course, your Wardman Residential Agent is here to help you each step of the way.

What to expect from your Wardman Residential Agent throughout the process of selling your home:

- Follow our Core Values in all aspects of the selling process
- Meet to preview your home and coordinate a positioning strategy
- Develop a Pricing Strategy to meet your goals
- Create a Marketing Timeline
- Market and represent your home in a professional manner while making your home stand out
- Consistent communication on the market conditions and your home's positioning
- Negotiating an acceptable contract in the least amount of time, netting you the best possible price with the least amount of hassle
- Handle all the details and paperwork from contract to closing

Thank you for trusting our team with such an important decision!



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Our mission

By embracing diversity, we focus on guiding people to achieve their personal, professional and financial goals by utilizing a client and team centric approach.

Our core values

Trustworthy & Integrity

We maintain steadfast integrity across all our efforts.

Organized & Prepared

We are always organized and prepared for every situation.

Team Player

We are team players and never cease to find ways to collaborate together.

Individual Growth

We empower each other through the enforcement of individual growth.

Client Centric

We are client-focused and dedicated to their happiness and fulfillment.

Consistent Branding

We are consistent throughout all our branding and communication

Choosing your Realtor

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We know that selecting the right real estate agent and brokerage is an important decision. This decision should not be taken lightly. Your agent should do more than put a sign in the yard and enter the listing in the MLS. We do more than help people sell their home. We solve problems and create solutions.



Preparing for your first meeting with your Realtor

As the seller, it would be helpful to have the following information readily available to provide to your Wardman Agent.

- Mortgage payoff information (account holder, contact information, and account number)
- Homeowners/condominium association fees and management contact information
- List of utility companies directly paid by you
- List of any upgrades made on the property since you bought the home and the approximate year of those upgrades (any receipts, if available)
- List of any questions you have about the Realtor, market conditions, and of course, setting the list price

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Your Transaction Timeline



<p>01</p> <p>Position</p> <p>Evaluate comparable homes Analyze market trends Competitively price Discuss closing costs</p>	<p>02</p> <p>Prepare</p> <p>Marketing strategy Listing Presentation Inspections Surveys Client questionnaires</p>	<p>03</p> <p>Launch</p> <p>MLS and syndication Networking Signage</p>
<p>04</p> <p>Market</p> <p>Print and digital advertising Print collateral Targeted mailers and email campaigns</p>	<p>05</p> <p>Show</p> <p>Broker events Open house Lead follow-up Gather perspective buyer feedback</p>	<p>06</p> <p>Update</p> <p>Client progress reports Listing statistics Price assessment</p>
<p>07</p> <p>Negotiate</p> <p>Acceptance Contingency removal</p>	<p>08</p> <p>Title Search</p> <p>Inspections Title Disclosures</p>	<p>09</p> <p>Close</p> <p>Buyer's final walkthrough Sign closing documents</p>
	<p>10</p> <p>Post Closing</p> <p>Deed recordation Receive your proceeds</p>	

Getting your home ready for market

Your Wardman Residential Agent will work with you on every aspect of preparing your home for the market including: deferred maintenance, painting, kitchen and bathroom upgrades, professional photography and video tours, and print/digital marketing.

What areas of the home should you focus on the most in preparing it to attract the most discerning buyer:

- Kitchen
- Exterior/Curb Appeal
- Bathrooms
- Family/Recreation Room
- Owner's Suite
- Basement

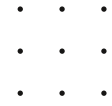
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Home seller's checklist

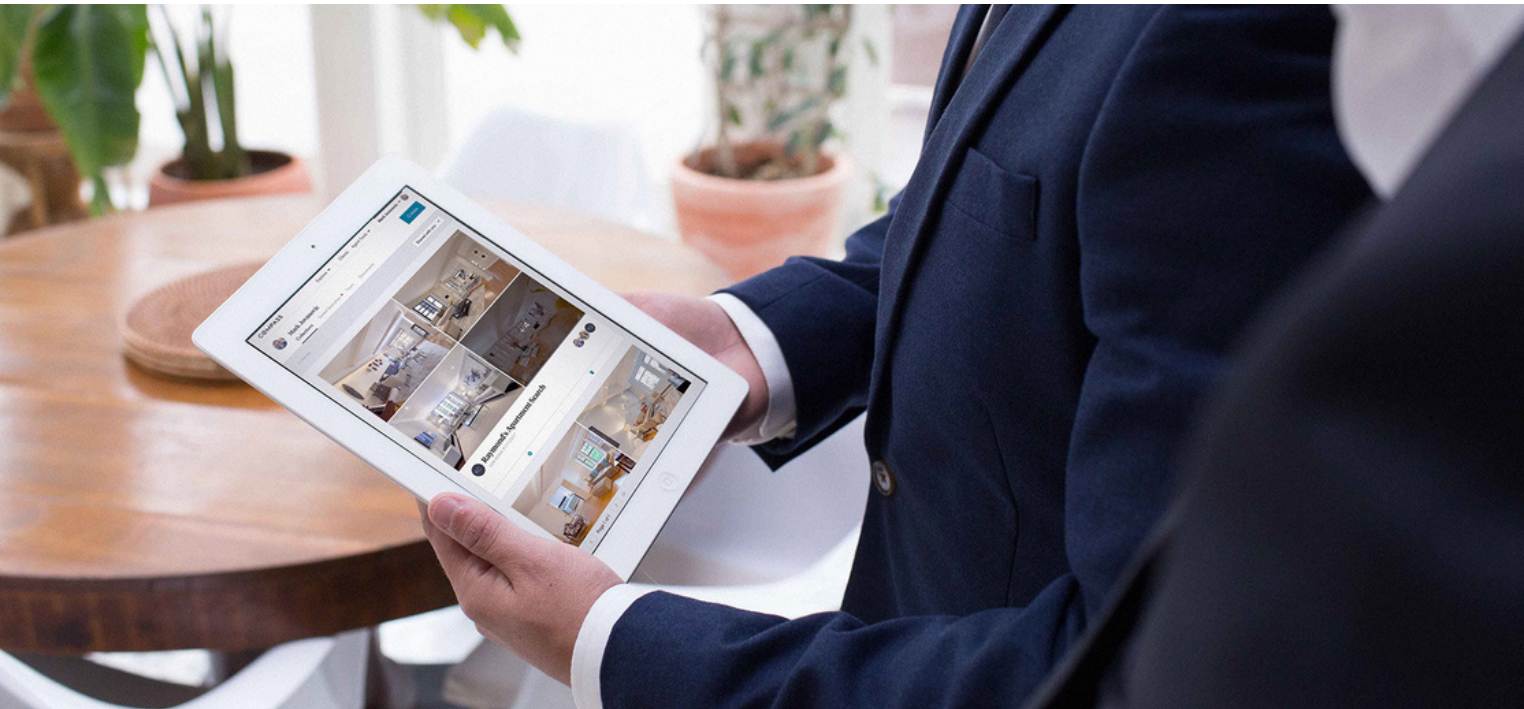
A professional home inspection helps you address issues prior to selling your home, prepare your home for its best showing, and ensure a successful home sale.

- Are all utilities on - water, electric, gas? Pilot lights on?
- Do all interior/exterior lights and electrical outlets work?
- Are windows and doors in good operating condition?
- Are all plumbing fixtures working properly?
- Is the fireplace clean and working properly?
- Is there clear access to the attic and basement?
- Is there clear access to a properly labeled electrical panel?
- Is there clear access to the furnace and water heater?
- Does the HVAC have a clean air filter?
- Are heating and AC systems working properly?
- Are service records available for major systems?
- Are there working smoke detectors on each floor?
- Is all debris removed from gutters and near the foundation?
- Will pets be temporarily removed during the inspection?
- Are keys available to unlock all doors, garages, and sheds?

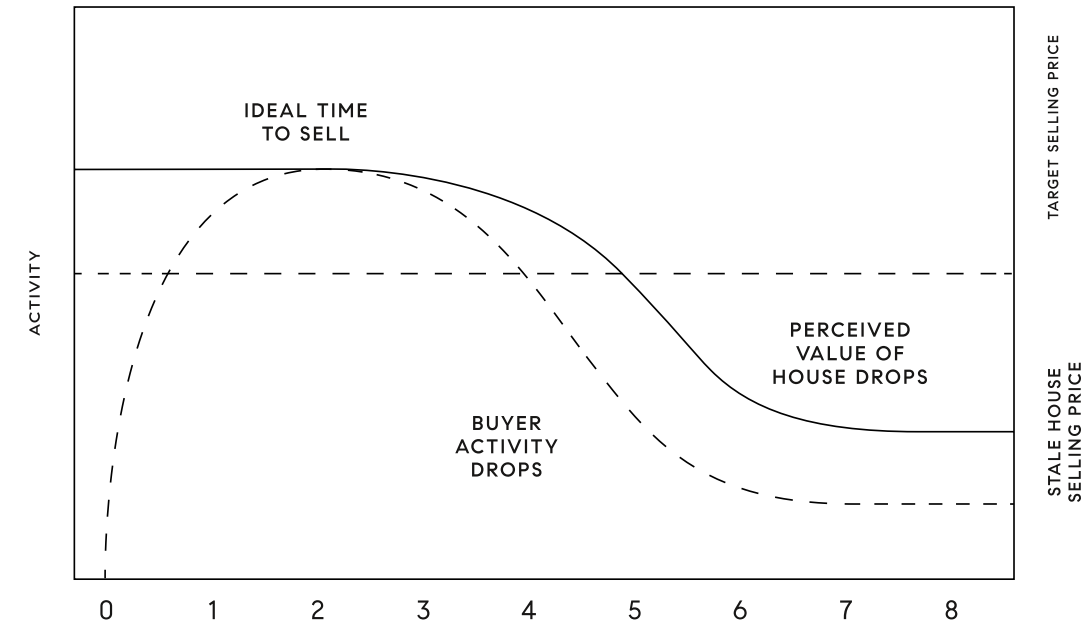
Creating a Pricing Strategy



Intelligent pricing is among the most crucial determinants of a successful sale. By considering both timing and value, we are able to strategically assess your home and advise you on a price range to market your home for maximum impact. After discussing market conditions and comparable nearby sales and properties currently on the market, the seller will set the listing price for the house.



Pricing your property



97-102%

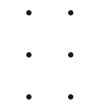
The median original list price to sold price.

7 Days

The period of time during which your home receives peak attention once it's been listed

9%

The average percentage below list price that homes sell for after 24+ weeks on the market



Why Pre-Market Your Home?

Pre-marketing your home is a proven strategy to increase the sale premium and reduce the number of visible days on market. A valuable first step is to test pricing and generate buzz by listing your property as a Compass Coming Soon or Private Exclusive.

01

PRIVACY

Share information and access to your home only with Compass agents and their serious buyers.

02

FLEXIBILITY

Why not test the market privately first? Share details about your home — such as price — on your own terms.

03

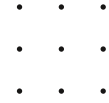
QUALITY

Selling your home with our team helps your home to gain exposure to top agents nationwide, including premium placement on our website.

In addition, we can leverage our state-of-the-art platform and interconnected regional network to strategically market your home to achieve the best outcomes. Together, we can determine which program and approach will be most beneficial for your listing.



Your Marketing Timeline



<p>01</p> <p>Staging</p> <p>Appliance upgrades Furnishings Virtual Staging</p>	<p>02</p> <p>Imagery</p> <p>Daytime photography 3D tour Lifestyle video</p>	<p>03</p> <p>Floorplan</p> <p>Traditional floorplan Virtual walkthrough</p>
<p>04</p> <p>Listing Launch</p> <p>Compass.com MLS Syndication Wardman Residential property page</p>	<p>05</p> <p>Signage</p> <p>Yard sign Window sign</p>	<p>06</p> <p>Email Campaign</p> <p>Property announcement Open house invitations</p>
<p>07</p> <p>Print Campaign</p> <p>Postcards Brochures Advertising Public Relations</p>	<p>08</p> <p>Digital Campaign</p> <p>Paid social media promotion Feature on Compass channels Advertising Feature on Wardman Residential channels</p>	<p>09</p> <p>Events</p> <p>Brokers' open house Open house Special events</p>





Showing Your Home



When you open your home to buyers on the market, you want to show it in the best light so that they can imagine themselves living there and become eager to buy.

Since buying a home can be a decision based more on feeling than on logic, try to follow these tips when your home is on the market:

- Appeal to buyer's sense of sight before stepping into the home with beautiful curb appeal with bright flowers and well-placed planters, a clean front door, a new welcome mat, and a freshly mowed lawn.
- Be out of the home when the buyers come with their agent. You want the prospective buyer to feel comfortable and be able to see themselves living there.
- Have all the lights on and window treatments open allowing as much light as possible.
- Keep your home as comfortable as possible. In the cooler months ensure the heat is turned up and is warm and inviting. If it is summer, ensure the air conditioning is on keeping the home cool and pleasant.
- Create an inviting atmosphere including decluttering the home, play pleasant music at low volumes, and be sure the home is spotless.
- Take your pet with you when you leave, when possible.
- Pay attention to potential odors in your home. Ensure to empty the trash cans prior to showings, and do not use room sprays or candles as some people may have a sensitivity to those artificial scents.
- Be sure to depersonalize your home as much as possible. You want the buyer to see the home and not just be looking at your family photos or collections.
- Ring door bells and camera/recording equipment will need to be turned off or acknowledged in remarks/showing instructions.



Offers & Contract



Receiving a contract is still just the beginning of the home selling process. Typically, closing happens within 30-45 days after contract ratification, although it could be sooner or later depending on the terms of the contract. There are many hurdles to overcome from the time of ratifying the contract to actually getting to the settlement table. Some of these hurdles range from dealing with the inspection issues to financing issues to potential title issues. Your Wardman Residential Team will be with you and guiding you every step of the way.



Buyer Contingencies

Many real estate sales contracts have a number of built in contingencies that need to be navigated throughout the process. Our team focus is to monitor these contingencies to ensure the deadlines are met, negotiate the terms of these clauses, and advise you on your options in progressing the contract forward.

Below are a few of some of the common contingencies you will see:

Home Inspection Contingency: A home inspection contingency period is typically within 5-10 days from the date of the contract ratification and provides all parties a broader picture of the condition of the home. The scope of the inspection covers a general examination of the interior and exterior of the home, as well as the systems. The buyer typically pays for this inspection.

Financing Contingency: This contingency gives the buyer the opportunity to apply for and receive the funds needed to purchase your home. A normal contingency period is 21-30 days from the date of the contract ratification.

Appraisal Contingency: This contingency goes hand-in-hand and is a condition of the financing contingency. An appraisal determines a fair market value of the property.

Home Sale Contingency: This contingency allows a buyer a specified amount of time to find a buyer for their current home while still having a contract on your home. If the buyer is unable to secure a buyer on their home they have the option of voiding the contract for your home.

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Final Walkthrough

The purpose of the final walkthrough is to determine if the conditions of the contract are satisfied and the property is in substantially the same condition as when they made the offer and completed the home inspection. The buyer will be checking to ensure all lights and switches are operational, all faucets and drains are in working order and the major systems in the home are functioning properly. If something is not in substantially the same condition we will work with the buyer's agent to negotiate any repairs.

Settlement



Settlement day is the day all the paperwork for transferring the deed is signed and keys exchanged. Settlement occurs with an attorney or title company representatives going through all of the documentation to transfer ownership, and account for the disbursement of funds from the lender to all pertinent parties. You will receive a final settlement statement with a breakdown of all of the costs associated with the sale of your home.

Below is an example of the seller's settlement costs:

- Attorney's fees (preparation of the deed, settlement fee, and any release fees)
- State deed transfer tax or recordation fees
- Condominium or homeowner association resale document fees
- Broker commission
- Interest up to the date the mortgage loan is paid off
- Prorated taxes/dues/fees up to the closing date



What needs to be done to my house before putting it on the market?

You want to ensure you are preparing your home for the buyer's eye. What does that mean? Buyers want to be able to see themselves living in the home. They want the ability to envision their furniture and future life living in the home. Ensure the home is decluttered, possibly freshly painted, install new carpeting (if needed), and of course, make sure odors are eliminated.

Should we redecorate or stage the home?

We do not necessarily recommend you do a complete remodel of the home decor since you cannot anticipate the tastes of strangers who will tour your home. However, we have found that staging homes are a more effective way to decrease your days on the market, and in some cases, helps the home sell for more money. We have a number of staging companies to assist you in the staging process.

What do I need to disclose about the home's condition?

Each jurisdiction and state have its own rules and regulations in terms of property disclosures. Most areas require the sellers to provide either a residential property disclosure or disclaimer statement. However, we recommend if you are aware of any defects, that you repair them prior to listing your home for sale. We are here to walk you through this each step of the way.

How much is my home worth and can I determine this by reviewing third-party websites?

Unfortunately, the short answer is no. Third-party websites typically use a mathematical algorithm that incorporates data from multiple regional sources to determine an estimated value. These types of algorithms cannot take into consideration the variables of the unique selling features of the home or the current market conditions of the area. The best way to determine your home's value is by consulting with a local real estate expert who will provide you with a competitive market analysis specifically for your home and neighborhood.

Should I price my home higher to leave room for negotiations?

Real estate sales does not follow the same logic as other types of sales. The most important step in negotiations is to get potential buyers into the home for a tour. Well priced homes that show well will typically have the most showings within the first 2 weeks the home is being actively marketed, and they typically will sell quickly and for close to the listing price. A seller who prices their home too high eliminates buyers who may not qualify for the higher list price which creates a more challenging scenario by not getting as many buyers touring the home thereby extending the days on the market.



What our clients are saying

"Evan and Tom have been neighbors the last 12 years. We know them and trust them as well knowing their reputations as great realtors in the area. They were very knowledgeable about the DC market and in particular the building we lived in. They made the whole process painless. It makes a huge difference when you are working with people you trust. I would highly recommend them to anyone interested in either buying or selling a home."

"Charles Cornell did a great job selling our home. He guided us through the experience with market savvy and personable, clear communication. He and his team swiftly implemented all processes along the way. From the listing date to closing date was only about a month even though the "seller's edge" in the market had cooled a bit at that time. Charles is truly professional in every way and we enjoyed working with him."

"Ilyse was a godsend to me in helping find a "unicorn" condo on a limited budget when supply was low. Patient yet incredibly attentive, I swear she intuited all my many wants into several beautiful choice condos. She carefully did her research including even making cold calls on details of the properties so we could make the best bid. Her fantastic recommendations from a quality mortgage company to home inspectors to a home warranty company made the process as simple and efficient as it could possible be. We had to close fast and we did! I ended up with my dream home at a great price and could not be happier!!"

"As a first-time homebuyer, working with Joe was nothing short of AMAZING! He took great care of my Husband and !! Joe's knowledge of VA lender's and the VA loan process made our entire home buying experience really easy. Joe's knowledge of the area and his ability to find you just the home your looking for is a credit to his experience and dedication to making his clients happy!"

"I'm so glad that we went with Daniel in the home buying process. He was very responsive, flexible, and knowledgeable. We initially planned on buying during the summer but moved up the timeline with the soaring interest rates. He was very accommodating to our needs. He knows the DMV area and houses very well, and I felt like I can turn to him for any questions. I highly recommend him"

"Overall - Reza Akhavan and his team were superb in their support for us during our home buying process. I really appreciated both his knowledge of the markets and his manner. He never pushed and often pointed out issues that were important for us to know as home buyers. In this crazy market, he helped identify potential properties and assisted with the negotiations, securing our new home and saving us \$25,000 in the final stages through his knowledge of the market. We would 100% recommend Reza and his team!"

"We worked with Chelsea and RJ. They were very helpful finding and closing on a home quickly. Chelsea was very responsive, negotiated well, and even helped with an issue after the closing. We would absolutely recommend them to work with!"

"Worked with Wardman Residential to sell our condo, and we placed it on the market and had it under contract shortly after. We then worked with them to buy our new house and close on it tomorrow morning. We had a great experience with them and highly recommend them."

"I have nothing but good things to say about Wardman Residential. Their team made me feel comfortable and unintimidated as I navigated the process of buying a home for the first time. Tom Bauer was personable and attentive, providing great insight into the real estate market in the DMV area. He made a point of listening to me and truly understanding what I was looking for, making sure that I did not settle for anything less than exactly the home I wanted. Whenever he was not available he made sure another member of the Wardman team was able to help me. I would gladly work with Tom and Wardman Residential again and would recommend them to anyone in search of a home in the DMV!"

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COMPASS

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