

Ray Gernhart
AND ASSOCIATES



Thinking about Selling Your Home?
Let This Step-by-Step Guide
Make It as Stress-Free as Possible!

SELLERS GUIDE

www.talktoray.com

THE HOME-SELLING PROCESS.

Find a Great Realtor - Your home is likely one of your largest assets, and you want to capitalize on your equity as much as possible. Ray Gernhart and Associates can walk you through every step you need to take to maximize your profit, from listing at the right time of year to helping you determine your list of nonnegotiables.

Make Smart Home Improvements - With the help of Ray Gernhart and Associates, decide what items around your home need updating, fixing, or replacing. Determine your budget and time frame for improvements first, and then do the things that have the most positive impact on your list price. At this point, it's all about return on investment!

Determine Proper List Price - Listing at the right price is critical. Overshooting on asking price can limit interest, which can squash a bidding war. Often listing too high can actually lose you money. Again, lean heavily on us. Use our local knowledge and pricing strategies to earn you the biggest payoff.

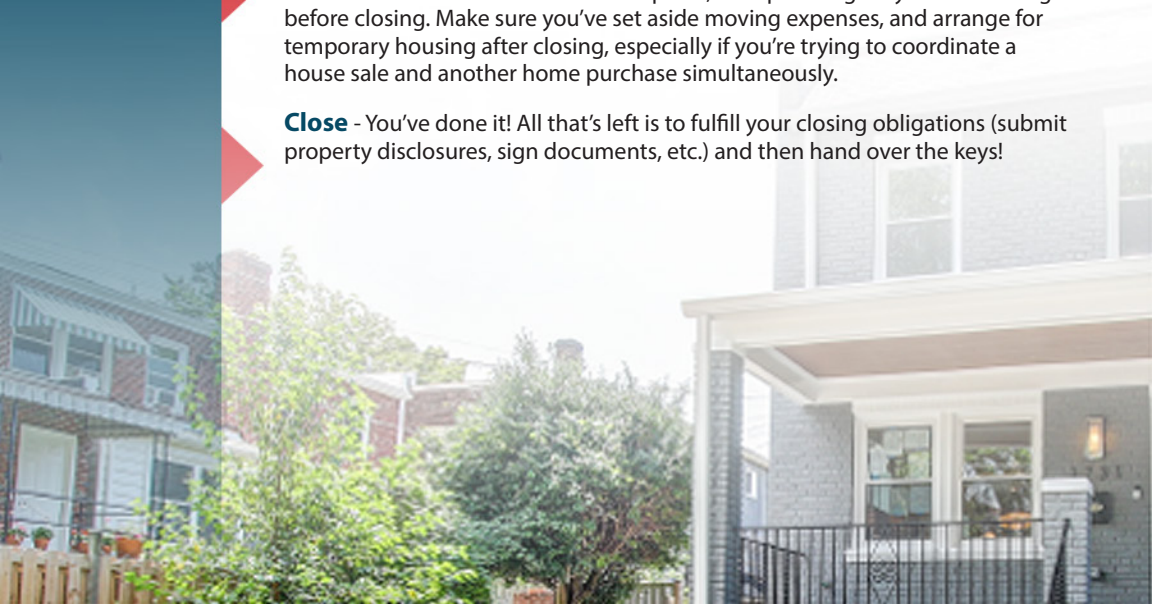
Stage Your Home - We help you decide what level of staging makes sense for your home, if any. Whether you rent all the staging furniture and decor or just artfully arrange your own belongings, proper staging can make a home look desirable in listing photos and virtual walk-throughs and drum up more interest. If you do decide to stage, use our industry connections to find the best staging company.

Market Your Home - Work with us, and you won't do any of this heavy lifting. We'll advertise across multiple channels, schedule your professional photos, write an amazing listing description, and coordinate all your showings.

Navigate Negotiations - With the home inspection, appraisal, and buyer financing, there are bound to be at least some hurdles along the way. You want to negotiate smartly, meaning you appease the buyer but don't concede too much financial ground. This is yet another time to rely on our expertise and guidance.

Coordinate Your Move - To avoid panic, start planning for your move long before closing. Make sure you've set aside moving expenses, and arrange for temporary housing after closing, especially if you're trying to coordinate a house sale and another home purchase simultaneously.

Close - You've done it! All that's left is to fulfill your closing obligations (submit property disclosures, sign documents, etc.) and then hand over the keys!





Year after year, our agency is consistently ranked as one of the **TOP RE/MAX TEAMS** in the Greater Washington Area

What Should You Look for in a Real Estate Agency?

Selling your home is a big deal—emotionally, financially, and logistically. Make sure you're working with the right team. Here's what to expect from an agency:

Knowledge. Intelligence. Expertise. Our agents possess the wisdom that comes with almost four decades of industry experience. We help first-time home sellers, as well as those who've been through the process before. We're proud of the expertise and client-centered approach we offer, which has earned us numerous accolades over the years.

A Personal Approach. Our agents take pride in being accessible, listening carefully to our clients' needs, and providing thoughtful responses to your questions. That personalized approach is at the heart of who we are, and it translates into a better, more satisfying, more lucrative experience for the home seller.

Collaborative Service. When you partner with Ray Gernhart and Associates, you have a whole team behind you. Our agents provide home-selling guidance, review all contracts, negotiate each point, and work with you throughout the sales process to help you achieve the best financial and personal outcomes.

Strategic Thinking. Our experienced team uses proprietary software to collect real estate data and to identify important trends. We use this information to build market condition reports that we share with clients, giving them a big-picture outlook and greater confidence throughout the decision-making process. We also utilize every technological tool (FaceTime, Zoom, virtual tours, and more) to help buyers safely and confidently learn about your house.

How We Help Our Clients

1. When handling updates and repairs, we help you determine what's worth spending money on in order to maximize market value.
2. We personally help oversee remodel work and repairs to get your property "sale ready."
3. We ensure your property is marketed to the fullest extent. We list on over three hundred websites, promote on social media, employ push ads, and more. We cast the widest net possible to bring you the most buyers and the highest price.
4. We are there every step of the way, and we're always available for questions.

Agents who put you first.

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We've been in business for **more than 35 years**, coordinating thousands of new home sales and purchases during that time. Whether moving in or out of the District of Columbia, Maryland, or Northern Virginia, we help ease families through the transition of moving. We're proud that each year **nearly 70% of our clients come from referrals**. (In fact, we've been doing this so long our team has started working with the children of earlier clients!) We earn that trust because we take a uniquely personal approach to real estate—one that puts the best interest of the client first.

Our agency brings together unparalleled market knowledge and industry-leading technology, including everything required for virtual tours, to help a buyer comfortably and safely find your home.

Our experienced agents are located across the Mid-Atlantic region, enabling us to provide firsthand knowledge of neighborhoods throughout the DMV. We also have connections with some of the region's top builders, lenders, and attorneys, facilitating a smooth, low-stress process.



Experience Home Buying the Way It Should Be.
Call Ray Gernhart and Associates Today!

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Each office independently owned and operated.