

*Seller Strategy Guide*

# David Gray

**A REALTOR® You Can Trust**



- Top 1% REALTOR in Northern Virginia
- 100+ 5-Star Reviews on Zillow
- Gray Realty Group has sold over \$200,000,000 in residential sales

# GET TO KNOW DAVID

I've been an entrepreneur since I was 19, building two startup companies before diving into real estate in 2012. I've never been one for the traditional 9-to-5—I've always loved being my own boss and creating opportunities.

I was born and raised in Virginia but spent much of my twenties in Chicago, where I gained valuable experience in business and life. Eventually, I met my wife, Kelli, and together we've built a life filled with family, hard work, and a love for sports. We have three amazing sons, and our household is full of energy, competition, and passionate support for our favorite teams—the Baltimore Orioles and Washington Capitals.

Baseball has always been a big part of my life, and I'm fortunate to share that passion by coaching. Helping young athletes develop their skills, teamwork, and love for the game is something I truly enjoy.

When we're not caught up in sports or work, we love spending time at Surfside Beach, SC. It's our favorite place to unwind, make memories, and enjoy the coast.

Real estate has been my passion for over a decade, and I take pride in helping clients navigate one of the biggest investments of their lives. Whether you're buying, selling, or investing, I'm here to provide expert guidance with a personal touch.

Let's connect and make your real estate goals a reality!





# HOME SELLING ACTION PLAN

**Selling your home requires a well-planned strategy to maximize value and attract the right buyers. Here's a step-by-step approach to ensure a smooth and successful sale:**

01

## Preparing Your Home for the Market

- Assess the condition of your property and identify renovations that offer the best return on investment.
- Conduct a comparative market analysis (CMA) to determine pricing based on current market trends.
- Set a competitive listing price and estimate potential proceeds.

02

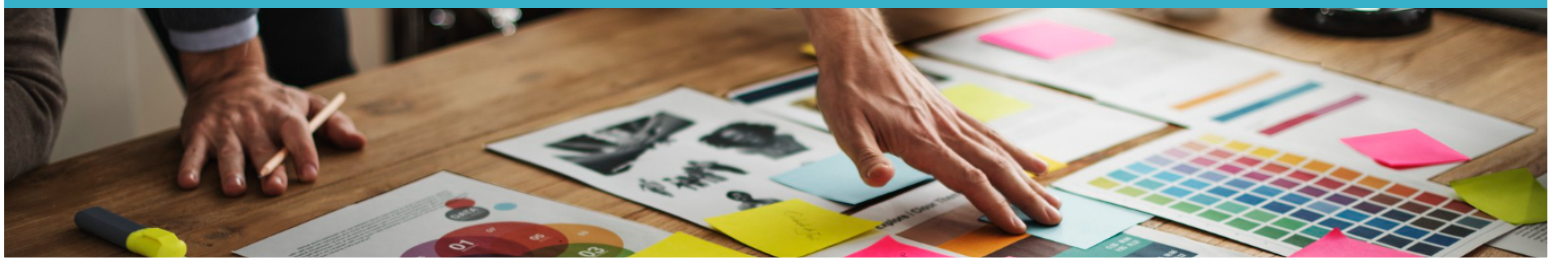
## Pre-marketing & Staging

- Develop a “Coming Soon” marketing plan to generate interest before the home hits the market.
- Schedule a professional staging consultation to optimize furniture placement and enhance appeal (if applicable).
- Order high-quality photography, floor plans, and virtual tours to showcase the home online.
- Design custom property brochures highlighting key features, upgrades, and warranties.

03

## Listing & Marketing Execution

- Input the listing into the MLS and syndicate it across major platforms like Zillow, Redfin, and Trulia.
- Fully utilize the highly effective Zillow Showcase Feature which sets us apart from other brokers
- Announce the listing to a network of local real estate agents and coordinate off-market showings.
- Run targeted social media ads to reach potential buyers.
- Host a strategically planned open house to attract strong offers early.



# HOME SELLING ACTION PLAN

04

## Managing Offers & Negotiations

- Gather and analyze buyer feedback to make strategic adjustments if needed.
- Set an offer deadline if multiple offers are expected.
- Negotiate the best possible terms, ensuring sellers get the most value from their property.

05

## Contract to Close

- Oversee home inspections, appraisals, and buyer financing to ensure a smooth process.
- Work with the title company to clear any issues and prepare for closing.
- Coordinate final walkthroughs and deliver keys to the new owner.
- Ensure seller proceeds are wired directly upon closing.

06

## Beyond the Sale

- Provide ongoing support and resources even after closing.
- Keep sellers informed on future real estate opportunities.

**By following this action plan, sellers can navigate the selling process with confidence while maximizing their home's value.**





# WHO YOU HIRE MATTERS



Choosing the right real estate agent can make all the difference in selling your home quickly and for the best price. A skilled agent brings expertise, a strong marketing strategy, and a deep understanding of negotiations to ensure a smooth transaction.

When selecting an agent, consider their track record, market knowledge, and ability to communicate effectively. A dedicated agent doesn't just list your home—they actively market it, connect with buyers, and guide you through every step of the process.



**Hiring the right professional ensures you get the best results and a stress-free experience.**

# QUESTIONS TO ASK AN AGENT

**The INDIVIDUAL agent you hire makes a difference!**

Whether or not you decide to hire me to sell your home, it's important to me that you are able to make an educated decision when choosing a real estate professional. Here are some sample questions you can ask to help you determine whether an agent is right for you:

1. Why should I hire you to sell my home?
2. What resources will you use to find potential buyers for my home?
3. How many homes, on average, do you list per month?
4. What is the average days on market?
5. What is your ratio of listings taken to listings sold?
6. How long have you been in real estate?
7. What marketing experience and training do you have?
8. Do you do any work in addition to real estate?
9. Do you have any references from past clients?
10. How many homes have you sold?



## Top Award for Prince William County Realtor



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