



# SOLD.

## JAKE MAINES

FROM START TO SOLD.  
ALL THE DETAILS YOU  
NEED TO SUCCESSFULLY  
LIST & SELL YOUR HOME.





# WELCOME

*Hi, I'm Jake and I'm here for you.*

Home is a physical space, an investment, and a place you've created countless memories with loved ones.

When it's time to sell your home and begin a new chapter, let me help ease this process.

Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can navigate the process with ease. We'll outline and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, finding the right buyers, negotiating the best terms for you and creating a smooth close, I will be your guide.

*Jake Maines*

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# JAKE MAINES

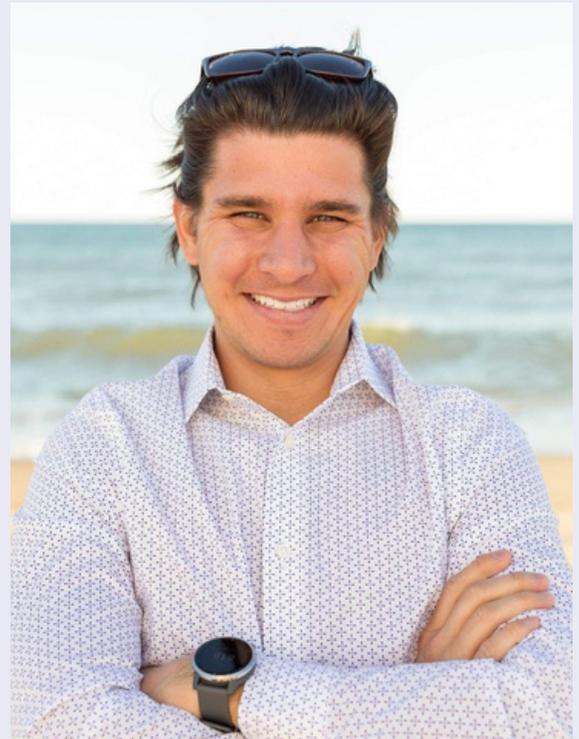
## ABOUT ME

Jake is more than just one of the area's top 250 Realtors. Jake treats every client like they're family.

His Networking Happy Hour has been named the gold standard for networking events in the 757, he volunteers and raises thousands of dollars for many local charities, & he has recently been named one of Inside Business's Top 40 Under 40 & Old Dominion University's Top 40 Under 40.

Maines will go above and beyond!

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## SANDRA A.

Jake is an outstanding realtor and colleague. Having met him in 2022 at one of his networking events, I knew by his professional manner that he would conduct business in a highly respectful way. In 2023, I contacted him to talk through various real estate options and he took on a tremendous task in advising our family regarding renovating a damaged home and getting it ready for market. Jake comes alongside his clients with strategy, wisdom and great experience! A plus that also comes with Jake's business approach is a positive outlook on even the toughest of sale situations.

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# WHY HIRE A TEAM?

When it comes to buying or selling a property, having a real estate team on your side is a game-changer. We bring a wealth of experience and expertise to the table!

When it comes time to take your largest asset to market, it's vital to have a variety of perspectives to build your specific marketing plan. We will work to build a plan just for your home. Each listing is vetted through our team, which ensures success in our marketing.

Our job is to get you the best deal possible. We will use our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.

## SAY HELLO TO OUR TEAM...



ASTRID



BEN



CHRIS



ZACK

# SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

It doesn't have to be. It can be the glorious beginning of a new chapter.

I will do the heavy lifting to get you the most money for your home, while you continue to write that new chapter.

Our modern approach to marketing takes the stress out of SOLD.

Let our team be a part of this exciting journey!

LISTING  
CONSULTATION  
| SET PRICE

PROFESSIONAL  
PHOTOS AND  
VIDEO

OPEN HOUSE |  
OFFER  
PRESENTATION

CLOSE ON THE  
HOUSE (AND  
CELEBRATE)

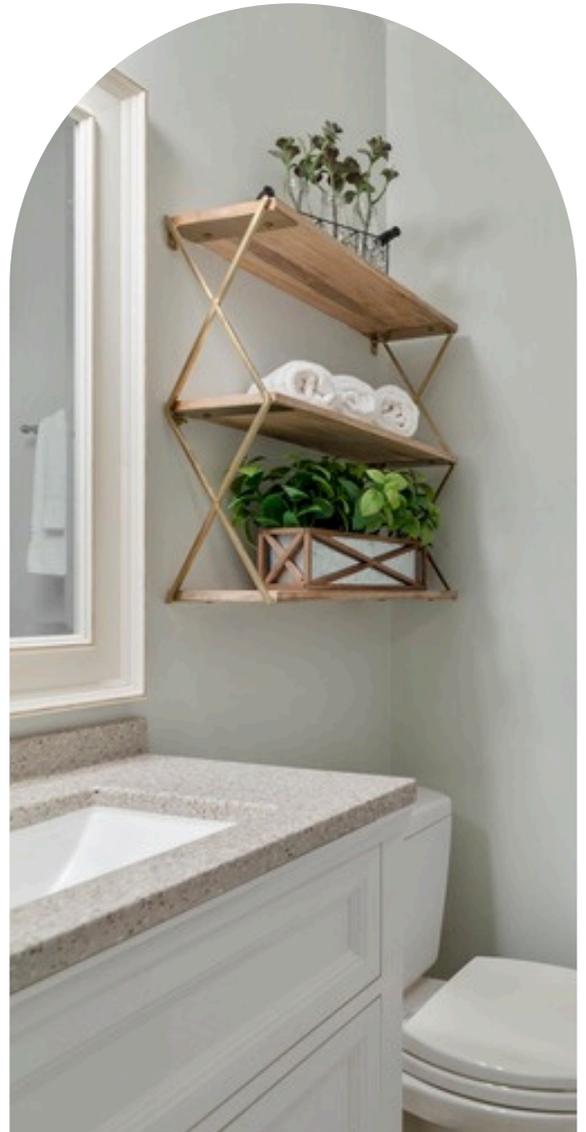


# LISTING CONSULTATION

This is where we create a plan together.

We will discuss your goals and I will help you navigate any concerns.

I'll prepare materials for your review, including an overview of our marketing campaign and a comparative market analysis to show you what is selling in your area, and your home's potential.



Before we meet...

- Think about your timeline?
- What do you hope to net from your home sale?
- What concerns do you have about listing or buying?
- How can I make this process smooth?

# HOW DOES A REAL ESTATE TRANSACTION WORK?

**BUYER**

BUYER'S  
REALTOR

SELLER'S  
REALTOR

**SELLER**

## LOAN EVALUATION

BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**FIND YOUR DREAM HOME!**

## OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

## PURCHASE NEGOTIATION

SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON.

## INSPECTION PERIOD

BUYER BEGINS 10-DAY INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

## GOOD FAITH DEPOSIT

BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

## SELLER'S DISCLOSURES

SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY AFFECT THE VALUE

**SALES AGREEMENT EXECUTED**

## LOAN APPLICATION PROCESSED & APPRAISAL ORDERED

### TITLE SEARCH

CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

## CLOSING DOCS ISSUED

LENDER PROVIDES LOAN ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

## CONTINGENCIES SATISFIED

ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF.

## FINAL WALK THROUGH

1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE



**TRANSACTION CLOSED**





# SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in. We will work together to ensure this does not happen for your property.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

## NOTES

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# AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved, one representing the seller, the other representing the buyer. Each agent works to create circumstances that are agreeable to their clients.

Typically, seller's offer 3% of the purchase price to their agent and 3% to the buyer's agent. New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that seller's offer a co-broke to a buyer's agent, here's why:



- **It makes your listing more appealing.** When every other listing is offering a buyer's co-broke, agents are motivated to get their clients into yours.
- **It creates a smoother transaction.** A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

**You are not required to offer a buyer's co-broke**, however, when you allow the buyer to roll their agent's commission into the purchase price of the home it greatly reduces the amount of cash they are required to bring to the table. Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers a co-broke. A buyer's co-broke has always been a pre-negotiated seller concession, but now the choice is yours in how you choose to handle their compensation.

# PREPPING THE HOME

Cleaning & prepping your home to sell can increase its value by 3%-5%

## 01 *Kitchen*

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

## 02 *Family Room*

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

## 03 *Bedrooms*

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

## 04 *Bathrooms*

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

## 05 *Backyard*

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

## 06 *Front Entry*

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

## 07 *Throughout*

- Wipe down all blinds
- Touch up any drywall or paint
- Begin packing, remove 30% of items in closets

## 08 *Final Clean*

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

# *Pre-List* TO DO LIST

## BATHROOMS

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## KITCHEN

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## BACKYARD

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## FAMILY ROOM

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## FRONT ENTRY

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## BEDROOMS

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## MISCELLANEOUS

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# “IT’S NOT WHAT YOU KNOW, IT’S WHO YOU KNOW”

The old saying could not be any truer, and it’s one that I hold close. That is where the idea for the Networking Happy Hour began. In 2021 I started a monthly networking event to build my rolodex and help others to do the same. It is a way to connect with others in the area, give back to the community as well as spotlight some of the amazing establishments in our area.

Networking Happy Hour draws a big crowd from all sorts of industries, and it sure comes in handy! Whether the grass needs a last-minute trim, or you’re hoping to go as far as renovating kitchens and bathrooms before listing, We have the connections that can take care of it.

Our rolodex is now your rolodex!





## PROFESSIONAL PHOTOS

You never get a second chance to make a first impression?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



# *Shocking Truths...*



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

# GOING TO MARKET

## *Three Step Marketing Process*

Homes perform best when they go to market on Thursday. To roll out all the stops with our marketing, professional photos, video, and virtual tour must be taken at least one week prior. When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums.



### THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL: They see a postcard in the mail and then an ad pops up talking about the same house. Buyers click on the link where they can take a full digital tour.

03

OPEN HOUSE: They'll be invited to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

# ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility as possible using a variety of tools to ensure your home is seen by **thousands of potential buyers***

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

# OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

# OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





# CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that you can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



# COMMON

## 01 *Inspection Contingency*

Some contracts have a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

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## 02 *Financing Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

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## 03 *Appraisal Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

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## 04 *Home Sale Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

# CONTINGENCIES



# CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



*What you*  
**CAN EXPECT**

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

*Jake*

# what others ARE SAYING



★★★★★

RILEY H.

Jake was an awesome to work with! We had to sell our condo in Virginia Beach area sooner than expected. He got photos done, helped us finalize things while we were no longer in VB and we even closed in a 1 month! Would recommend for all 757 folks, thanks!



★★★★★

ERIC K.

After my previous realtor had my house on the market for months I switched to Jake who got me an offer in a day. He went above and beyond what I expect a realtor to do and kept in constant communication. Jake is THE guy for real estate in VA Beach!

# READY TO LIST?

Set your appointment here:



**JAKE**  
**MAINES**



GET IN CONTACT



**JAKE MAINES**

**REALTOR**

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