

Jonathan's driving concern is selling your home for the highest price possible, as quickly as possible, while ensuring you're comfortable and confident, from start to finish.

A PERSONAL-YET-DATA-DRIVEN APPROACH

It's not true that a home poorly listed will sell itself; it's critical that your home is well-positioned with proper timing and marketing. **When you list your home for sale with Jonathan, he will consult with you to develop a comprehensive marketing plan based on market conditions and your personal criteria for the sale.** This begins with a thorough tour of your property, and an in-depth discussion about your goals and timeline. He will review market trends in your local area, recent sales of comparable properties, current active listings in the neighborhood, plus homes that have not sold and have been taken off the market.

UNDERSTANDING YOUR GOALS TO CREATE A STRATEGIC PLAN

The DC metro real estate market is complex. A successful sale of your home requires thoughtful planning and execution. Jonathan will create a strategic plan for your review to ensure everyone is aligned before putting anything into place.

THE PLAN INCLUDES:

- Staging: is it needed? If so, how much? Who will pay?
- Print & Digital Marketing: Jonathan will cover all costs related to marketing your home, including:
 - Photography and virtual tour production
 - Brochures and direct-mail promotions
 - Print and online advertising (including Realtor.com, Trulia.com, Zillow.com, Craigslist, etc.)
 - Social Media (Facebook & Instagram)
- Open houses & private showings for the public and other brokers, timely reporting of visitor feedback
- Signage

Jonathan has the assistance of a Marketing and Operations Associate plus in-house Washington Fine Properties Transaction Coordinators to ensure that all milestones, timelines and deadlines are met.

FINDING YOUR BUYER

When everything is agreed to, the wheel begin to turn!

- **Jonathan personally shows all of his listings - no lockboxes or automated appointments. This ensures your property is expertly represented for every showing.**
- **If you choose, there will be an open house every weekend, rain or shine, until your home sells.**

He will personally and promptly follow-up with all prospective buyers and their representatives, and will advise on how best to proceed when you do receive an offer. If you decide to make a counter-offer, Jonathan will help you structure the terms and negotiate with the Buyer's agent to advocate for and achieve your best outcome. His role is that of a consultant and adviser, so all decisions will ultimately be yours. Jonathan believes in a service-forward, client-centric approach and handles all communication in a timely and expeditious manner, with close attention to all deadlines.

RATIFICATION AND PRE-SETTLEMENT

Ratification means that all parties have signed a complete agreement, when the occurs, your are "under contract." The date of ratification sets the clock running on a number of important deadlines. Jonathan will diligently ensure that the transaction progresses smoothly to each step, acting as liaison, coordinator and advisor.

SETTLEMENT

The final step of the sales process is the Settlement, also called the Closing. One of the most important elements of Jonathan's representation is to ensure that every single detail is understood and in-place when you arrive for Closing, and that there are no surprises at this meeting.