

DEBORAH BROWN

ASSOCIATE BROKER, REALTOR®











DEBORAH BROWN

Associate Broker | REALTOR®, ABR



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/DeborahBrownRealtor



/Historic-Homes-In-Richmond



/DeborahBrownREMAX



My Listings



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"Care, obedience, loyalty, professionalism, negotiation skills, experience and trust are but a few of the qualities I bring to the table on behalf of my clients. Satisfied past client referrals continue to grow my business. Your satisfaction is my number one priority." - Deborah S. Brown

My 27 years full time industry experience includes working in an environment that captured 40% of market share in the 300K and above residential homes and farms arena. I work with transferee buyers and sellers. Investors, first time homebuyers, VA, FHA, VHDA buyers, rural, urban, and suburban area buyers and sellers benefit from my knowledge and conscientious work ethic.

My team partner assists me with marketing, web design, advertising, etc. Sellers benefit by consistent exposure of their homes on more than 900 search engines and web sites including DebBrownRVA.com, MidAtlanticEstates.com, Realtor.com, Richmond.Com, The Real Estate Book.com, Zillow.com, Trulia.com, and HomesInRichmond.com. I also run two YouTube channels and add each home I market to them. My DebBrownRVA YouTube Videos are designed to have your home show up on the first page of Google search!

My hobbies include gardening, learning new piano music, observing art and reading. I enjoy the theatre and musical performances of all types.

Professional Affiliations:

- National Association of REALTORS® member
- Virginia Association of REALTORS® member
- Richmond Association of REALTORS® member
- ACORN Certified Historic REALTOR®
- Real Estate Buyers Agency Council

Professional Achievements:

- ABR (Accredited Buyer Representative)
- CDPE (Certified Distressed Property Expert)
- \$100,000,000+ in sales volume over course of career
- Centurion Award
- RE/MAX 100% Club
- Numerous "Distinguished Achiever" Awards RAR
- Numerous Industry Awards

WHAT MY CLIENTS ARE SAYING

"Deborah worked hard to market and sell our family home. She went above and beyond the call of a realtor on our behalf. She was very knowledgeable about the values in our neighborhood and was patient with us as we went through the process of listing our home. She is an excellent realtor and we would highly recommend her! " ~Lisa and Loretta

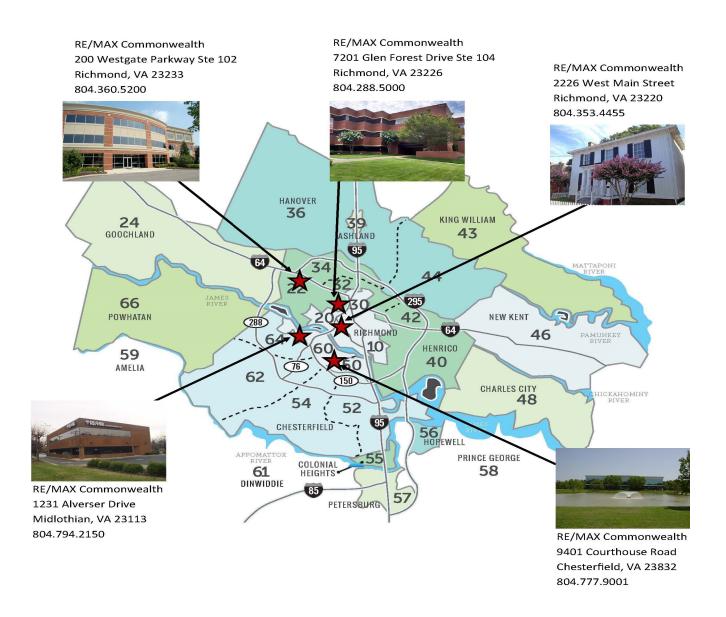
"I feel she was an outstanding professional woman, and always conducted herself accordingly. I would STRONGLY recommend her to friends." ~L. Gabriel

"We've purchased three homes and sold one with Deb's assistance. She's very knowledgeable of the real estate process and the local market. She's a hard charger and works very tirelessly to ensure you have the best home buying, or selling, experience. We always feel like she is representing our interests and working for (with) us. Our real estate transactions were always trouble free. Deb is the best! " ~Shana B.

"Thanks so much for your diligence in perseverance in getting Littlers' property to settlement! It's been wonderful working with you because you are responsive and proactive and I will heartily recommend you to others!" ~K. Hanks

"Thanks so much for your expertise, energy and enthusiasm! We were very pleased with the time and personal attention you gave to us. We enjoyed getting to know you. What can I say except thank you so very much for selling our house. And, we will be in touch when we sell the Fan house. ~Mike & Bonnie D.

RE/MAX COMMONWEALTH



RE/MAX Commonwealth was founded in 1991 in Richmond, Virginia. RE/MAX Commonwealth Group was founded in 1995. We have 150 full time successful agents and 5 strategic locations. All RE/MAX Commonwealth agents have courtesy keys to all offices for convenience to you. We have experienced professional support staff to assist, all ready to serve you.

RICHMOND, VIRGINIA



RE/MAX COMMONWEALTH

LOCAL EXPERTS. LOCAL SUCCESS.

RE/MAX Commonwealth Associates average 15+ years experience and out produce the average REALTOR® by a 3 to 1 margin. They have the benefit of top staff and the latest technology, all designed to assist our clients and customers with the full spectrum of real estate sales, including title services and mortgage needs.

RE/MAX Commonwealth has an in-house marketing team and an extensive on-line presence to ensure the most effective marketing for every listing, as well as access to an extensive database of listings for homebuyers.

WE HAVE

EXPERIENCE





WE GET RESULTS

When ranked by most transaction sides per agent, RE/MAX Commonwealth is:

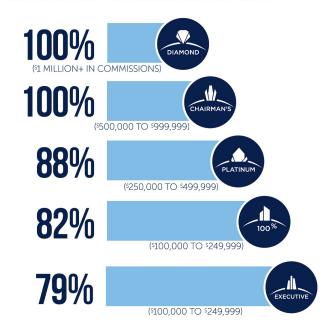




Rankings calculated by RE/MAX based on 2015 REAL Trends 500 data, citing 2014 transaction sides for the 500 largest participating U.S. brokerages.

WE CELEBRATE SUCCESS

Percentage of all local RE/MAX award winners who are RE/MAX Commonwealth Associates



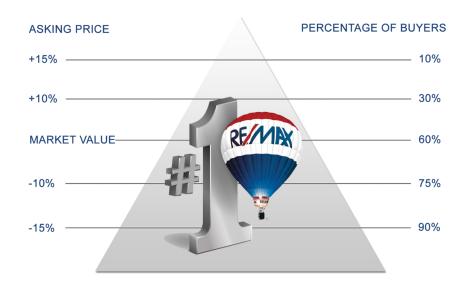
All figures are full year or as of year-end 2014. Residential transaction sides may include some leases, estimated to be less than 1%. Among full-year agents.

RE/MAX VS. THE INDUSTRY

	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	U.S. NATIONAL TV SHARE OF VOICE?	COUNTRIES ⁴	OFFICES WORLD WIDE	AGENTS WORLDWIDE
RE/MIK	16.6	890,000+	53%	95+	6,751	98,010
EBA	9.0	116,533	0%	30	2,300	33,400
COLDWELL BANKER U	8.5	705,322	11%	37	3,000	86,000
(E) BERKSHIRE HATHAWAY Benederlan	7.6	Not released	32%	1	1,100	35,000
Ortage 2	7.5	394,989	4%	65	6,900	101,200
RELLER WILLIAMS	6.7	700,000+	0%	11	700	112,000
Better Homes Handsorlen	6.7	57,335	0%	2	280	9,150
FINTER COMPANIES	6.4	72,340	0%	1	227	11,290
Sothebys	6.1	87,420	0%	44	760	16,600
Welchert Realize	No data	Not released	0%	1	388	18,000

62015 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2014, as applicable. Except as noted, Coldwell Banker, Century 21, ERR, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-14, Annual Report for 2014; Keller Williams, Weichert and Berkshire Haithaway HomeSenvices data is from company websites and industry reports. Long & Foster data from 2015 REAL Trends 500. Transaction sides per agent calculated by RE/MAX based on 2015 REAL Trends 500 data, diting 2014 transaction sides for the 1,480 largest participating U.S. briderages. Caldwell Banker includes NRT. Berkshire does not include HomeSenvices of America. *Pétier Williams reports all transaction sides and does not itemize U.S. residential transactions. *Percentage of TV advertising impressions among national real estate brands. Source: Nielsen Monitor-Plus / R25-54 GRR to Unrequivalisated for add placed through nationwide buys (not including Spanish Hanguage television). Sport TV GR Ps are equivalised to national ratings for competitors running national campaigns. *Based on lists of countries daimed at each franchisor's website, excluding daimed locations that are not independent countries (i.e. territories, etc.) 190428

PRICING AND TIMING



Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for a home. Values can be impacted by a wide range of reasons but the two largest are location and condition. Generally, fair market value can be determined by comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their home as special which tempts them to put a higher price on the home, believing they can always come down later, but that's a serious mistake. Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range, and look for the best value in that range.

Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair Market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.
- It is very important to price your property at competitive market value at the signing of the listing agreement.
- Historically, your first offer is usually your best offer.
- The value of your property is determined by what a BUYER is willing to pay and a SELLER is willing to accept in today's market.
- BUYERS make their pricing decision by comparing your property to other properties sold in your area.

ONLINE LISTING DISTRIBUTION

96% of home buyers begin their search online.

When I list your property, detailed information about your home will appear on over 100 websites!



























































































































































WHAT GOES ON BEHIND THE SCENE

I will...

- 1. Submit your home to the Multiple Listing Service (CVRMLS), immediately notifying 5,000 cooperating REALTOR© salespersons of the Richmond Association of Realtors that your home is available to the actively seeking buyer pool.
- 2. Place additional photos as well as two YouTube videos of your home on my websites. I advertise utilizing *The Real Estate Book* and *Estates and Homes Magazine* depending upon the home. Open Houses are advertised in *The Richmond Times Dispatch* printed and online versions. As well, your home will appear on many websites including Richmond.com, Netscape.com, MSN.com, Yahoo.com, HomesInRichmond.com, Realtor.com, Trulia.com and Zillow.com. My mobile websites for searching for homes and obtaining additional useful information are www.DebBrownRVA.com and www.MidAtlanticEstates.com. Social media is utilized as well to market your home on Facebook.com/historic-homes-in-richmond as well as Facebook.com/DeborahBrownRealtor.
- 3. Submit copies of your listing to our company sales staff for their potential buyers.
- 4. Engage our support staff to submit the listing to the www.REMAX.com International Internet sites, and also our relocation departments. We are members of ERC Employee Relocation Council.
- 5. Develop comprehensive color portfolios, which include features and benefits of your home. Brochures are mailed to key top producing agents and our prospective buyer databases.
- 6. Suggest and advise you how to stage your property to make it more marketable to the buyer and more competitive in the marketplace.
- 7. Constantly update you as to changes in your market position, keep you abreast of new competing listings, what has been selling: keep you informed as to how you "stack up."
- 8. Install the internationally recognizable RE/MAX hot air balloon sign on your property. A flyer box, flyers, and finance sheets will be placed out front of your home if desired. Directional signs are placed as required.
- 9. Follow up with the salespeople who have shown your home for candid feedback.
- 10. Hold public open houses if desired.
- 11. Pre-qualify all prospective purchasers. Require pre-approval letter by reputable lending firm when offer is presented to us, with tri-merged credit report and documented funds to close.
- 12. Represent your best interest upon the presentation of all contracts by the buyer's agent and buyers, assist you and advise you in negotiating the best possible price and terms for your home.
- 13. Handle the follow up and keep you informed after the contract has been fully executed every step of the way. Inform you of all the closing procedures, home inspection, appraisal, attorney selection, title company, termite inspection, water potability test if necessary, septic & well inspections if applicable, the buyers loan progress, as well as providing all the highest and best market data to the appraiser if he or she will accept said data.
- 14. Deliver your check at closing. I will contribute a portion of earned commission to Children's Miracle network in YOUR name.

MARKETING PLAN

Install an Information Box and stock it with flyers about your home and financing information so that potential purchasers can call for appointments and are well informed of your home's specifics, plus the audio tour number that captures interested purchaser's cell numbers.

Advertise depending upon the home and circumstance in the *Richmond Times Dispatch*, *Style Weekly*, *Metro Magazine*, *The Real Estate Magazine* printed and online, *Estates and Homes* for luxury homes, *Preservation Magazine* for historic homes and Loopnet for commercial property.

Www.DebBrownRVA.com offers multiple photo tours and two YouTube video slideshows of your interior rooms, thus exposing your property more effectively. The DEBBROWNRVA branded YouTube content are designed specifically to have you show up on page one of Google searches.

I use my sales skills, experience, and expertise to qualify buyers. I maintain direct control of buyer leads so that nothing falls through the cracks.

Engage 100,000 plus RE/MAX agents and other top-producing agents in the top 1% of the Richmond Association of Realtors network. Notify the ERC Employees Relocation Council network for transferring buyers, and of course our RE/MAX global referral network. There are RE/MAX offices in over 100 countries and territories. Our office relocation department is a member of International Relocation Council (INRELCO), Employee Relocation Council (ERC), Mid-Atlantic Relocation Consultants (MARC), and RE/MAX VIP network. These memberships mean more buyers for you. Information about your home will be part of our relocation packages.

Across North America, our customers can access employment rates, crime statistics, cultural, religious, and school information in any town or city. This links the consumer directly to a local RE/MAX office, via e-mail, which drives more traffic to our listings.

RE/MAX National advertising:

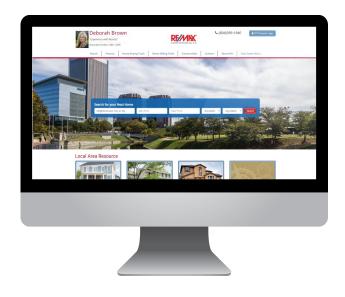
"NOBODY IN THE WORLD SELLS MORE REAL ESTATE THAN RE/MAX!" That is a true statement currently advertised around the world! RE/MAX garnered 142 of the 500 positions on the list of "The 500 Largest brokers in the U.S.! RE/MAX grabbed 54% of the 221 slots on the "Big Broker".

RE/MAX International began in 1973; David Liniger started a real estate company that would hire ONLY full-time professionals. He wanted a real estate company where homebuyers and sellers could walk into any office in any market, confident they would receive the level of professional service that a transaction of such magnitude demands. For more than 40 years, RE/MAX has sought the top 20 percent of Associates who do 80% of the business in residential property sales. Our agents average 16 plus years in the business.

Deborah Brown's Pledge - We Care

"We at RE/MAX Commonwealth care about people and their needs. I believe that if I consistently exceed my client's expectations and I serve you with care, obedience, truthfulness, conscientiously and professionally with honed skills, I WILL continue to be at the top of my industry. I love my work and enjoy meeting new people and facing new challenges. I have been in the real estate business for 27 years selling the American Dream. I would like to add you to our family of satisfied clients. I would appreciate the opportunity to do business with you."

SEARCHING ONLINE



www.DebBrownRVA.com



www.MidAtlanticEstates.com

VOICE PAD ~ INNOVATIVE TECHNOLOGY

MORE INQUIRIES- MORE SHOWINGS- FASTER SALE AT THE HIGHEST PRICE



RE/MAX Commonwealth offers the most innovative and powerful tool to sell your home...Voice Pad. Voice Pad provides smartphone users with a mobile site where they can get instant access to information about your property by scanning the QR code on the For Sale sign, or texting to 804.377.0777. Voice Pad also provides an audio presentation with details about the property to learn about the features of your property, or even schedule a showing on the spot. It's fast, efficient, and you never have to worry about an empty flyer box! Even Spanish speaking inquiries can immediately contact a bilingual agent, eliminating language barriers. Allow me to put the power of VoicePad to work for you!

I also have an independent mobile search site, www.MidAtlanticEstates.com which is designed to allow buyers to search the most current information from the MLS from their mobile device, 24 hours a day.



PROFESSIONAL PHOTOGRAPHY

First impressions are everything; and a homebuyers' first impressions come from online listings and marketing materials, with 98 percent of buyers saying that photographs are among the most useful features on real estate websites and marketing materials. Now more than ever, it is critical that what buyers see is professional and irresistible.









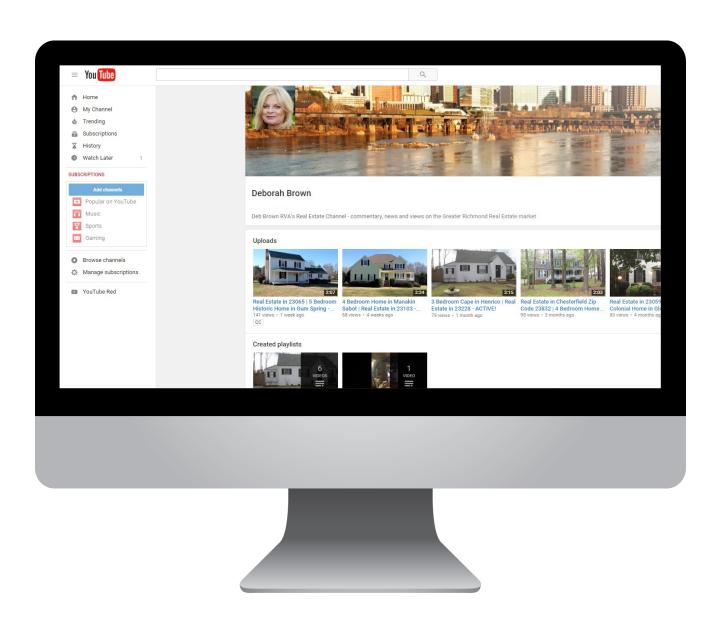
PROFESSIONALLY DESIGNED MATERIALS

I provide professional marketing materials including brochures, print and digital marketing pieces, multimedia presentations, and various other advertising pieces — all customized to the unique features of **your** property.



VIRTUAL TOURS

A picture is worth 1,000 words, but just one minute of video is worth 1.8 million words. Professional virtual tours are like a 24/7 online open house for your listing. The result? More qualified leads, less time on market, and better selling prices. My virtual tours are distributed to online portals via MLS, along with placement on our social media outlets, website and my two YouTube channels for maximum exposure.



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My Listings

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