

*Seller Strategy Guide*

# *Taylor Tolbert*

A REALTOR® You Can Trust!



PEARSON SMITH  
REALTY



THE TOLBERT TEAM

## *Get to Know Taylor*

After spending 3 years in the corporate sales world, I knew that I had yet to find my passion. With the urging of my amazing wife, I quit my job and obtained my real estate license in February of 2020. I can truly say that I haven't looked back since! Since then, I've worked hard to become a top 1% realtor in NoVA with 200+ transactions and over \$120 million in home sales. I love this business and am excited to keep growing!

What sets me apart is my dedication to my clients - I provide the highest level of service, communication, and expertise on every transaction and treat each client's money as if it's my own. With me you'll have access to a full suite of mortgage lenders and title company partners, and the best systems in the business to help make you successful. You can always count on me to be open and honest with you, and I will be working my tail off to help you accomplish your real estate goals. My goal is to make you a very happy client and true friend for life!



***“Behind the success of every small business is a family.”***

I live in Northern Virginia with my wife Kelsey, our sons Brooks and Jackson, and our dog Maverik. When I'm not working you'll find us out on family walks, eating out at restaurants, or binge watching shows together on Netflix at home. When people ask me what my "why" is, I show them a picture of my family!



# Home Selling Action Plan

1. Preview the property and make note of **condition** and **plan all necessary renovation** with the best ROI prior to listing.
2. Review current market factors and **review CMA** in addition to analyzing historical market trends to predict likely market value and sales timeline for subject property. **Determine a target listing price** and **review estimated proceeds**.
3. Discuss and implement **Pre-Marketing** and **Coming Soon plan** to garner qualified buyer interest prior to activation in MLS and the commencement of DOM.
4. Coordinate and schedule initial **staging consultation (as needed)** and determine highest and best use of existing furniture staging versus furniture rental.
5. **Order resale disclosure package** from Condo/HOA if applicable.
6. Schedule high end **photography**, floor plan, and drone/Matterport session for the property.
7. Create a virtual **video tour** of the property.
8. Design custom property **brochures** to have at the home.
9. Develop a **features list** of the property to include in brochures and directly upload to the MLS. This includes: all home upgrades and renovations, property conveyances, and any conveying warranties/service contracts
10. Schedule **custom sign** and lockbox installation on the property.
11. Brief all local **1000+ PSR agents** within network on the property. Connect with agent that have qualified buyer and **coordinate off market showings**.



# Home Selling Action Plan

13. Create and run **pre-marketing campaign** to drive traffic to the **Coming Soon** listing as well as the first weekend **Open House**. Utilize **weekly email**.
14. Input and **activate listing** in the MLS and notify our **syndication partners** (Zillow, Redfin, Trulia, etc.) and my preferred agent directory. **Post everywhere** on social media.
15. List on **Wednesday/Thursday** to allow population to all partner sites.
16. Plan and conduct first weekend **Open House(s)**.
17. Run **social media** advertisements targeted directly to "most likely to buy" audience.
18. Coordinate **showings** electronically via lockbox and seller showing instructions.
19. Provide showing **feedback** to sellers as showings progress.
20. Announce **offer deadline** (in multiple offer scenario) and **highest and best**.
21. **Receive offers and negotiate** acceptable terms of sale and manage logistics of multiple offers. **Accept an offer!**
22. **Transaction management** - coordinate inspection(s) and fulfillment of any accepted property contingencies. (inspection, appraisal, financing, etc.).
23. Work with settlement company to obtain loan payoff, ensure clear title, and **schedule closing**.
24. Coordinate **final walk through** with purchasers and deliver keys to closing.
25. Attend **closing** and remove lockbox and sign from property.
26. Have seller proceeds **directly wired** into preferred bank account at the time the deed is recorded.
27. Enroll seller into client appreciation program to **maintain relationship** and continue to offer valuable resources.



# Statistics that Matter!

- **6 years** of residential real estate experience
- Extensive **sales** and **marketing** experience with deep understanding of real estate negotiation
- **102.2%** average list-to-sold ratio
- Career avg **DOM** on listings is **<7 days**
- Personally **closed over \$120 million** in sales and **200+ transactions**
- Experience at **all price points** ranging from \$150k to \$3 million
- Part of Pearson Smith Realty agent **local network**
- **#1 agent out of 1000+ agents** at Pearson Smith Realty
- **150+** 5 star reviews on Google

**Over \$120 million  
in career sales!**



**Expertise and  
Experience  
all across NoVA!**

**Awards &  
Designations**  
NoVA Magazine Top  
Producer,  
Best of Zillow  
Premier Agent,  
4x Washingtonian  
Top Producer

# Client Reviews!



I've worked with several real estate agents during my 30+ years investing in both residential and commercial properties and can attest that Taylor is by far the most thorough, competent, and professional agent I have ever worked with. He possesses the combination of hard analytic ability (e.g. accurately valuing properties), interpersonal skills, and a strong grasp of the subtle nuances necessary to close a deal. He understands how the real estate market works and uses sound negotiation methods that serve his principal. During my recent acquisition, Taylor demonstrated all of these skills and put us in a house that we wanted. I recommend Taylor without reservation.

-Chris and Inga P.

Taylor did his homework and research. He was excited about our property, and looked deeply into the features of our home to ensure he was presenting the full package. Taylor used social media and other advertising venues to make sure our property got out in front of any competition. Taylor did a fantastic job and got us the best price for our home. We will definitely refer Taylor to any of our friends or family for real estate sales.

-Terri and Mike M.

We were very happy with the services provided by Taylor and his team in buying and selling our house and our son's house. He was very attentive, prompt,, and helped us all the way in closing the deal. We strongly recommend Taylor for any of your real estate requirements. Thank you Taylor!!

-Bala and Kan T.

Taylor was awesome. He helped us every step of the way with selling our home. Answered all of our questions and got us over asking for our home. We recommend anyone to Taylor who is looking to sell their home.

-Julie and Eric W.

Taylor helped me and my husband sell our townhouse in Alexandria. It was the first time we sold a home, and Taylor made the process incredibly simple. He was professional, friendly, and responsive, often responding in only minutes. I would definitely recommend him to anyone looking to buy or sell a home.

-Shelby K.

# 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?

Not a solicitation  
for recipients in a  
brokerage  
relationship.



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