

YOUR HOME SELLER GUIDE

FROM JUST  
LISTED TO  
SOLD

CHRISTIAN & DOMBROSKI PROPERTIES  
AT SHAHEN, RUTH, MARTIN, & FONVILE REAL ESTATE

## YOUR HOME MATTERS

We believe in going above and beyond to provide top tier service & an exceptional client experience.

You and your home goals deserve special attention. That's why our full service approach to real estate includes connections with top professionals, styling, professional photo and video, and an obsession with keeping our clients pleased.

Selling your home should be seamless and lucrative. We specialize in streamlining the process, from prepping your home for the market to utilizing effective digital marketing strategies that maximize exposure for a swift and profitable sale. Let us handle the details while you focus on what matters most.



CATHERINE CHRISTIAN &  
LINDSAY DOMBROSKI

REALTORS®



(804) 517-1847 Catherine  
(804) 651-5912 Lindsay



(804) 288-2100 office



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5808 Grove Ave Richmond, VA



# Meet Our Team



WE CAN'T WAIT TO WORK WITH YOU

CATHERINE CHRISTIAN

REALTOR®

A native Virginian, Catherine has been serving real estate clients for 17 years throughout Central and Eastern VA while dovetailing 25 years of interior/architectural design experience as a Certified Designer, bringing another level of value to the home selling or buying experience. She attains the skills and experience to successfully execute the sale while curating beautiful homes.

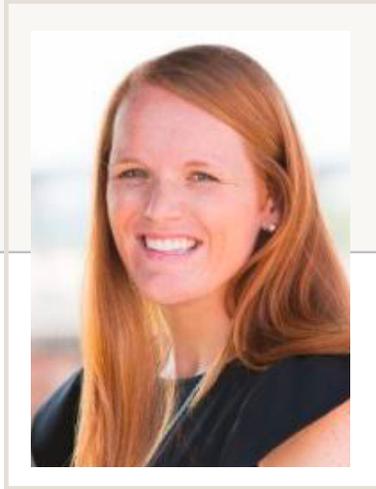
LINDSAY DOMBROSKI

REALTOR®

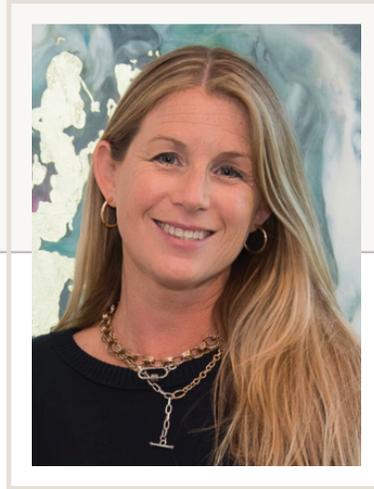
Lindsay, a seasoned realtor and mother of four, knows the ins and outs of finding the perfect family home. Her background in marketing and photography, coupled with her home renovation expertise, ensures that families looking to upgrade will receive exceptional guidance and support throughout their journey.

# OUR SRMF TEAM

## TRANSACTION COORDINATORS



Carolyn Hill



Susan Parsons

The transaction coordinators help keep all transactions running smoothly. They handle behind the scenes paperwork, follow up on important deadlines in the transaction and lay an extra set of eyes on all repair receipts.

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## MARKETING TEAM

The SRMF Marketing Team handles all the creative and marketing needs of the agents and the company. They assist us with our professional multi-page brochures, email blasts, digital ads, and more.



Leni Price

*Ridge Office*



Melanie Blanton

*Bon Air Office*



Natalie Decker

*Grove Office*



Jenna Humphreys

*Williamsburg*



Susan Richardson

*Irvington*

# OUR COMPANY



Shaheen, Ruth, Martin & Fonville was founded by four Managing Brokers, Scott Shaheen, Scott Ruth, John Martin, and Mahood Fonville, that wanted to make a difference and get back to the basics of selling local Real Estate. Their focus was on staying relevant and being ahead of the power curve when it comes to technology, marketing, and training in the Residential Real Estate Arena. "We want our agents to be the best when it comes to representing our clients and working with other Brokers, and three words that best describes our team are Supportive, Ethical, & Professional." as stated by John Martin. When asked why he wanted to start his own company Scott Shaheen said, "We wanted to create a culture and brand that was going to be local! Everything is going back to the roots and being local and home grown"

The company has coverage in the Greater Richmond or Central Virginia, Williamsburg, Hampton Roads, and the Wintergreen markets. To date we have over 187 experienced agents and selectively growing each day. The firm also has a Luxury component that specializes in Estates, Higher-End and Historic Homes, Land, and Waterfront properties.

When asked why makes your company different than other Real Estate Firms, Scott Ruth said, "The agents themselves in our office are the best trained in the industry. With 4 brokers that are available daily with a combined 80 years of experience is unique and not something you will find in another firm. By being practicing broker/owners, we can relate firsthand to the needs of agents, problem solving, and what is needed to help agents be successful."

When asked about the company's core values, Mahood Fonville said, "I believe the core value of Shaheen, Ruth, Martin & Fonville is "The Golden Rule" of life and to treat others as you would like to be treated. In addition, and equally important, is having a balance in your life with your Faith, Family, and Work. Without a balance you will not be happy or successful personally or professionally." Lastly, as stated by Scott Ruth, "We couldn't be happier with our move and the response from the community has been amazing!"

Visit our site at [www.SRMFRE.com](http://www.SRMFRE.com) for information about each of the owners, agents, the firm, and our properties.

## VISIT OUR OFFICES

420 N. Ridge Road, Richmond, VA 23229

5808 Grove Avenue, Richmond, VA 23226

9004 W. Huguenot Road, Richmond, VA 23235

4503 Irvington Road, Irvington, VA 22480

4411 W. Duke Of Gloucester Street, Williamsburg, VA 23185



# Client Testimonials

MEET SOME OF OUR HAPPY CLIENTS

*"Catherine and Lindsay are a fabulous force and I would recommend them to anyone."*

Our experience was exceptional. They listed and sold our home quickly. They were professional and also kind, fun, and easy to deal with. I recommended them to several neighbors and will miss checking in with them every day.

- HAPPY SELLER



*"We were always in awe of their detailed knowledge of every step of the process."*

They were always truthful about the pros and cons of decisions that had to be made and were always available! Catherine and Lindsay made us feel like their only client. Another added bonus is that they incorporate their design background to assist you in making your home look its absolute best!

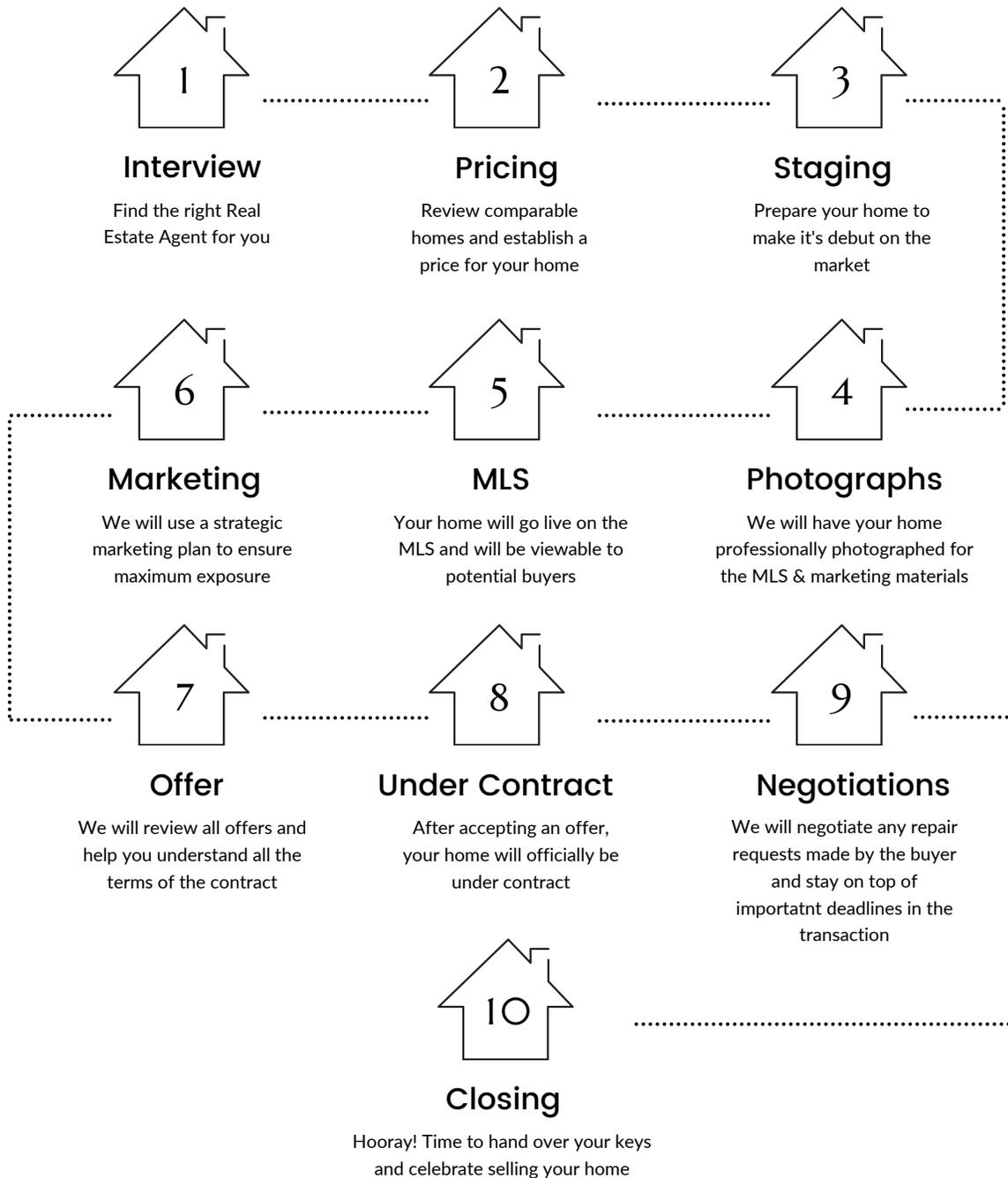
- HAPPY SELLER



FINDING YOUR HOME

# Our Proven Home Selling Timeline

## THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

# Our Proven Home Selling Timeline

## OUR SIGNATURE PROCESS

### STEP ONE

#### Listing Consultation

After viewing your home, we will suggest recommended improvements, and present you with a Comparative Market Analysis. Together, we will determine the best listing price, whether staging could benefit the home, and when your home will go active on the market.

### STEP TWO

#### Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by a top local real estate photographer. These professional photos and videos will be used for the MLS listing and our marketing materials, which means high-quality is a must!

### STEP THREE

#### Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and execute our unique marketing plan, specific to your home.

### STEP FOUR

#### Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers. We have a checklist towards the end of the guide to help you prepare your home for showings.

## STEP FIVE

5

### Receive an Offer

You will be notified when an offer is received. We will review all offers together and will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

## STEP SIX

6

### Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will be by your side to negotiate any repairs requested and protect your best interests. If repairs are necessary, we have contacts for trusted tradesmen.

## STEP SEVEN

7

### Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong. We also prepare a packet of information for the appraiser to justify our listing price.

## STEP EIGHT

8

### The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete and funds can be transferred!



FROM JUST LISTED TO SOLD

# Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



Create deluxe multi-  
page marketing  
brochures



Informative &  
engaging MLS listing  
description



Email blast to all Real  
Estate Agents in the area



Strategic & targeted  
post card campaign



Hold Open House 1-2 weeks  
after placing property on the  
market, if agreed upon



Print ads - Metro Biz  
& Estates and Homes



Professional photography and  
videography



Target one-to-one social  
media advertising



Floor plans and  
feature sheets

We will work together to establish a winning marketing plan for your home. We approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.



# Our Services

## THE CHRISTIAN & DOMBROSKI PROCESS

### LISTING + MARKETING

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- MLS Listing
- Online Syndication
- For Sale Sign + Lockbox
- Staging Consultation
- Professional Cleaners
- Contractor & Vendor Lists
- Pricing + Marketing Strategy
- Professional Photos + Drone
- Professional Videography
- Open House, if desired
- Direct Mailer Postcards
- Deluxe Printed Flyers
- Custom QR Code Flyer
- Custom Property Website
- Email Blast to Realtors
- Online + Social Media Ads

### ADMINISTRATIVE + SUPPORT

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- Listing + Contract Preparations
- Legal + Regulatory Compliance
- Project Manage Renovations/Updates
- Coordinate Property Inspections
- Coordinate Appraisals
- Complete Disclosure Package
- Buyer Screening
- Lender Screening
- Professional Negotiation + Support
- Transaction Management
- Coordinate Title + Escrow Services
- Weekly Check-ins + Market Updates
- Post-Sale Support



# About Your Home

## HELP US UNDERSTAND YOUR HOME

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✓ What drew you to this home when you bought it?

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✓ What is your favorite feature of your home?

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✓ What do you like most about your neighborhood?

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✓ What are some nearby attractions and amenities?

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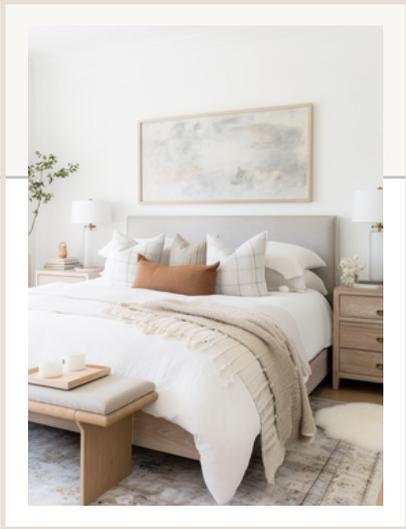
✓ What don't you like about your home?

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HELPING YOU NAVIGATE THIS SEASON

# About Your Situation

UNDERSTANDING YOUR GOALS



01

## Your Why

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Why are you moving? What is the deadline for needing to move by?

02

## Your Plan

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What will you do if your home doesn't sell in the expected timeframe?

03

## Obstacles

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Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, our number one goal is to help you achieve your own. We make it our priority to understand your situation when it comes to selling your home so we can accomplish your goals.



OUR STRATEGY

# Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTORS®, you can trust our pricing strategy to be unbiased, and with our skill set, we can list your home at an accurate price, which will benefit you in the long run. We will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy, based on several factors and we will protect your best interests at every turn.

## THE TOP THREE

# Pricing Factors To Consider

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*01.*



### The Market

Your local area's current housing market conditions will play a large factor in helping determine the best listing price for your home.

*02.*



### The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area based on condition, features, and location.

*03.*



### Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

# Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price. Our goal is to attract the greatest amount of buyers as soon as your home hits the market so that we can find an offer that works best for your future plans.

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*Our goal is to price your home correctly the first time.*

## SELLING YOUR HOME

# Photo Prep Checklist

### PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house, we can recommend a great, professional cleaner
- Remove personal accessories like photographs, diplomas, etc.
- Check all of your light bulbs! You want them in working order and matching Kelvin values.
- Shutters and blinds should all be set to matching angles
- Remove 30% of items from all closets. Buyers will want to be able to see the floor of closets and pantries.
- Replace any bright or character themed bedding with whites or neutrals.
- Clear counter spaces in kitchens and bathrooms
- Wipe down all ceiling fans and blinds
- Remove your furry friends from the areas being photographed. Store away pet supplies, food bowls, toys, etc.
- Cut the lawn, make sure your patio furniture is arranged, and outdoor toys are tidy or stored away.
- Sweep the porch and exterior area. Re-paint the front door, if necessary.



## YOUR HOME MATTERS

Thank you for choosing us to help you in the task of selling your home. We look forward to working with you to help you achieve all of your real estate goals.



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