

SIMPLE · CERTAIN · SUCCESS



The Maximum Payoff Guide *for* Sellers



Ed Lang

100s of resources to help you make the most money when selling your home



The Maximum Payoff Guide for Sellers

For most people, the sale of their home is the most important financial transaction of their entire life.

Who you select to represent you in this transaction can have a tremendous effect when it comes to getting what you deserve from the sale of your home. The information in this guide will help you make the right choice in a Realtor®. A Realtor® that will do all they can for YOU.

Many Realtors® think their most important job is satisfying the customer. We do not believe in working with customers; we believe in taking care of our clients. In fact, to improve our systems and processes, we go well beyond. We're obsessed with serving our clients in a way that leaves them feeling thrilled, not merely satisfied.

Our main objective is to provide you as a seller the most amount of money in the least amount of time and with the fewest hassles. Our unmatched expertise, phenomenal service and aggressive marketing allow us to achieve that goal time and time again with our clients.

There are many factors involved in selling a home, but it really boils down to four things: Aggressive marketing, a sound pricing strategy, knowing the numerous options that are available to you, and finally, having an agent who is fully invested in your best interests. This guide will cover these elements in great detail, so grab a cup of coffee, kick your feet up, and prepare to be blown away!



What are your **Goals** when selling your home?

- ① *That my home will sell!*
- ② *That I get the most money for my home.*
- ③ *That it sells in a reasonable amount of time.*
- ④ *That the whole process is smooth and enjoyable.*
- ⑤ *That I receive consistent communication.*

Let us know what is most important to you, and we'll do our best.

"Ed and team sold our home in less than a week, and for well over our price. They told us what to expect, and then handled all the details with minimal stress, and they kept in contact with us throughout the process. Ed and team truly delivered!"

- Gary and Jennifer, Centreville, Va



51% of Homes Expire, Cancel or Lower Their Price. Don't Choose A Realtor® That Can Fail You.

In today's ever-changing Real Estate market, you need every possible advantage to sell your home for top dollar.

We study the market daily so we can help advise our clients to make the best decisions, opt for the most effective improvements and set the best price that will attract the most potential buyers. These are 5 of the major factors that affect your sale:

- ✓ *Location*
- ✓ *Condition*
- ✓ *Pricing Strategy*
- ✓ *Exceptional Marketing*
- ✓ *Timing*

We cannot change your location, but what we can do is advise about how your home can show in the best condition possible. We can also expertly help you price your home correctly. Finally, we will provide you with the most proven marketing strategies in the business.

Selling one of your largest investments is a huge step and the right Realtor® can make the process quick and easy. Don't list your home with someone who can fail you. **Hire the Realtor® that will get it sold in the least amount of time for the most amount of money!**

Stats by National Association of Realtors®



How to Recognize Ineffective Real Estate Practices

Real Estate has been practiced for over 100 years and this is the way most agents operate today...

1. Advertise themselves
2. Place a sign in your yard
3. Create a flyer for your property
4. Post your listing on the MLS
5. Use an unpredictable SHOTGUN marketing approach
6. Try an Open House
7. Price your home based on CMA
8. Utilize an OUTDATED Comparative Market Analysis
9. Provide you with no communication



These traditional methods in real estate have proven less and less effective as times have changed. In today's market, you need an expert with the knowledge and experience to get your home sold. We utilize the latest technology, consumer innovations and a unique team system to market your home for all it is worth and get you what you deserve.

Think about this

Would you entrust your life to a surgeon who only had 11 successful surgeries and still practices with equipment and knowledge from 1950?

If you and your family were about to vacation overseas, would you trust a pilot who flies just once or twice a year and who doesn't understand the proper way to use aviation technology?

In Real Estate, there are well known facts about how most agents conduct business. The pitfalls are typical and unfortunate.

Most agents...

Promise too much to too many customers, and therefore lose focus.

Have little or no support staff and end up wasting time, energy and money.

Sell very few properties due to lack of efficiency. Have very limited resources.

Why Homeowners Don't go back to the same Real Estate Agent

According to the National Association of Realtors® Profile of Home Buyers and Sellers, 69% of all homeowners DO NOT go back to the same Realtor®! Why?

1. Lack of Communication
2. Too many promises, nothing delivered
3. Little to no marketing of my home
4. Priced my home unrealistically
5. Hard to get in contact with
6. No advice on how to stage my home
7. Less experienced than what they appeared
8. Most buyers they brought weren't qualified
9. Lack of professionalism
10. Failed to keep me up to date on the market
11. Didn't show my home
12. Too busy for me, handed off to assistants
13. Didn't listen to what I wanted
14. Poor negotiating skills
15. Sold my home for too low a price
16. Left out important details
17. Lack of representation
18. Forced to deal with unlicensed assistants
19. My home never sold
20. Did not deal with agent they listed with

"You handled our listing exactly as promised which resulted in a full price contract. You found us the best place in the neighborhood at a phenomenal price. Your team kept us informed every step of the way. You and your team are #1 in my opinion."
– Renee & Steve Royle
Chantilly, VA

Scan this QR Code
to see some of our
Google reviews



Getting Homes Sold

How important is the number of homes your Realtor® sells per year?

Success in Real Estate equals getting homes sold. The track record of your Realtor® is the only measure for future performance.

While the average Realtor® sells only 5 homes every year, Ed Lang averages 39 homes per year and has personally sold over 1500 in his career.



Ed Lang

Ed Lang Awards

GRI, CRS, NVAR Lifetime Top Producer,
Remax Circle of Legends

Scan this QR code to see some of our Sold Homes.



Sells 39+ homes per year!

Average Agent only sells 5 homes per year!



Getting You More Money

When you list your home, how close will it sell to the original asking price?

When you hire us to market your home and negotiate your contract, we will net you MORE MONEY for your home than other Realtors® in the area.



Average Agent



We focus on Proven Principles for selling Real Estate for more money than the average agent. Our proven, repeatable marketing system will get your home sold for the most amount of money, in the least amount of time and with the least amount of hassles.

Stats from Northern Virginia Association of Realtors®



A Guaranteed Marketing Approach

Our team approach employs proven systems and resources to aggressively market and sell your home.

Why? Because we work in an environment that demands quality service and guaranteed results. Therefore, we expertly handle every detail from initial contact to closing. Each person on the team has a specific responsibility to you, our client, in the process of selling your property. Our team approach makes the possibility of getting your home sold fast, and for top dollar, a REALITY.

Expert Advisors

Based on our industry research surrounding indisputable laws of selling real estate in a new market, our system focuses on critical points and marketing that ensures your home sells for the highest price during the peak marketing time frame.

Advanced Property Marketing System

Our exclusive marketing system is built and designed around the principles that govern best practices in other industries. By applying these principles, we are able to maximize the saleability of your property.

Professional Copy

As critical marketing professionals we recognize the need for professional copy. This best conveys the beauty and emotion of your home. That is why we only use the most professional copy in all of our advertisements.

Expert Negotiators

All of the marketing in the world is useless if we can't successfully negotiate a win-win deal for all parties, especially you, our client. By ensuring it is a win-win situation, we increase all parties commitment to a successful closing.

Social & Multimedia Marketing System

We all understand that social media has overtaken traditional Internet traffic in it's effectiveness to reach the consumer. This means better exposure for our clients' homes. We are prominent on Facebook, YouTube, Instagram, Pinterest and other social platforms where 90% of your audience is.

Multiple Professional Property Videos and Photos

When searching for a home, buyers make decisions based on what they see.

If your home is being advertised without amazing videos and photos, it is overlooked 79% of the time. Buyers want to see what they are getting and the more stunning videos and photos they see, the better. You can have the best description in the world but without videos and photos, your property will not sell. We use a full-time professional photographer, professional graphic designer, and videographers.

We understand how buyers think and where they look to find their perfect home. 94% of buyers begin their search for homes on the Internet and most search through videos and photos before reading descriptions. We know buyers will stop and look at multiple professional videos and photos. It's important to understand what the buyer is looking for and we want to show them every aspect of your home.

Benefits to Sellers

- We post multiple property videos and photos in all of our Internet advertising to give buyers the full spectrum of your home.
- By posting the maximum number of videos and photos on the MLS, we get buyers and other Realtors interested in YOUR property.
- We'll take photos inside and out to show the best of what your home has to offer.
- Unlike other Realtors, we will come back and retake the exterior pictures on a sunny day to be sure your home shows in the best light.

Benefits to Buyers

- Buyers get to see your home from every aspect through the multiple videos and photos posted online.
- Buyers are more apt to see a home in person after liking what they see online.

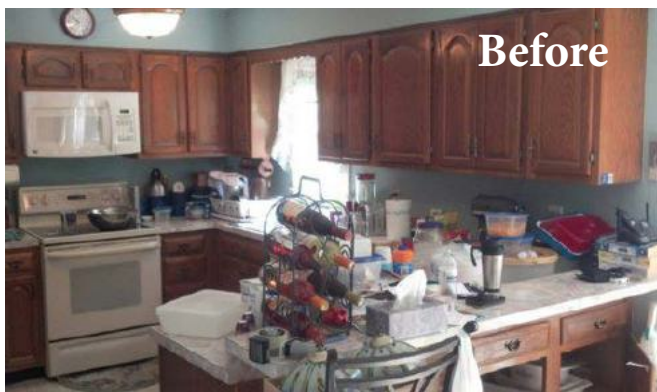
Scan this QR code
to see video of
one our homes



Staging Works

The benefits of staging are 6% higher sales prices and 24% shorter market times!

As a benefit to our clients, we employ a professional stager. It helps our listings sell consistently for higher prices, and it helps them to sell faster! In life, perception often means more than the reality... and in home sales it is no different.



See for yourself
how professional staging
can completely change
the look and feel and
attract more buyers!

Scan this QR Code
to see some of our
client stories



Home Prep Works

By helping our clients prepare their home for sale, we typically earn them 2x-3x their Return on Investment.

Although it would seem logical to offer buyers a credit to paint walls or replace flooring, for many reasons it doesn't work. Buyers in NOVA are generally very busy, and don't have the time, the additional cash, or the desire to fix up a home after they move in.

The buyers willing to take on those additional responsibilities expect 2-3 times the cost of these improvements, as a credit or price reduction.

If our sellers are interested in maximizing their profits, we have the perfect solution. Our team of contractors and stagers will have your home ready to win over the buyers in just a short time.

We keep the process simple, smooth, and affordable, and have done it hundreds of times, so we know what works. If the upfront money is an issue, our contractors typically can be paid from closing funds. This is not a requirement, but it is a great solution we provide to our seller clients.

Scan this QR Code
to see some of our
client stories



Videos are #1 in Generating Buyer Interest

When buyers are surfing for homes, nothing is more important than video. Not the words, not the still photos, not the property description.

We use the latest and most popular video technology to attract prospective buyers to your home. Home video tours, 3D Matterport walk-throughs and floorplans, Drone video of your lot and community, and the brand-new technology, GPR360. All of this and more are part of our marketing tool bag!

Take a look at the samples below...



Just Listed Video Tour – Emeric Court



Just Listed Video Tour – Fieldsman Lane



Community Highlight Reel – Fairlakes



3D Matterport Tour – Emeric Court

We Maximize Effective Real Estate Web Technology

The industry's leading lead syndication site.

In order to obtain the farthest reach for your home, we utilize the most advanced syndication network, ListHub. The ListHub Network is the Industry's leading syndication site. In addition to the sites that Bright MLS already syndicates to, we use ListHub to syndicate to an additional 75 top real estate websites.



Maximizing Social Media Marketing



Facebook



Pinterest



YouTube

Scan this QR Code to see our **Facebook** page



Scan this QR Code to see our **Pinterest** page



Scan this QR Code to see our **YouTube** channel



Multiple Listings Done Right.



When we post your property on local MLS systems, we make sure the description is engaging and the videos and photos present your property in its best light. We always use a professional photographer and experienced graphic designer to assure that your property is shown in the best possible light right from the start. Each new listing gets its own Individual Property Website! We get it done right!



VA02270922
 14406 Picket Oaks Rd, Centreville, VA 20121
 Residential Sale
 Agent: Terrence
 Closed: 12/28/22
 \$919,000
 12/29/2022 11:01 AM

Close Price: \$919,000
 Close Date: 01/02/23
 List Price: \$915,000
 Contingent: No

Structure Type: Detached
 Year Built: 1995
 Style: Basic Contemporary
 Level: Colonial
 Builder: Unknown
 Units: 1
 Units: 1

Location
 The City: Centreville
 County: Fairfax
 MLS Area: Fairfax
 In City Limits: No

Taxes and Assessment
 Tax Annual: \$8,353 / 2021
 Tax Assessed: \$1,213,000 / 2022
 Land Assessed: \$482,500
 Ground/Imp: Assessed

Waterfront / Water Access
 Rooms
 Mobile Home
 Green Features
 Features



Scan this QR Code to see one of our sold homes



We Install Multiple Yard Signs

- With multiple signs in your yard, we are able to attract more drive-by buyers and help them with their home search and financing options immediately.
- Our signs are lit at night for 24 hour maximum exposure.
- Open House signs generate tons of traffic too!



Multiple Local Homes Sold Annually

We've sold more homes throughout Northern Virginia than we can possible include on this document.

Fairfax County

CL#	Address	City & State	Close Price	Bed/Bath	Area	Grade	Finished	COPT %
CL#	205 Visions Pkwy #1826	Manassas	\$700,000.00	3 / 2				1,821
CL#	205 Visions Pkwy #711	Manassas	\$255,000.00	3 / 2 1/2				1,621
CL#	1558 Creek Run Dr	Centreville	\$399,999.00	3 / 2 1/2				1,642
CL#	14526 Oak Cluster Dr	Centreville	\$525,000.00	4 / 3 1/2				1,670
CL#	12466 Sweet Leaf Ter	Haymarket	\$451,200.00	3 / 3 1/2				1,672
CL#	13122 Ashcut Ln	Manassas	\$499,999.00	4 / 3 1/2				1,673
CL#	13113 Prairie Hollow Ln	Centreville	\$390,000.00	3 / 2 1/2				1,678
CL#	1888 Ridge Water Ct	Centreville	\$435,000.00	3 / 2 1/2				1,680
CL#	12708 Dogwood Hill Ln	Haymarket	\$399,999.00	3 / 3 1/2				1,684
CL#	1906 Glenallen Tr	Springfield	\$412,900.00	4 / 3 1/2				1,685
CL#	13634 Braggston Ter	Centreville	\$375,000.00	3 / 2 1/2				1,691
CL#	1907 Indian Rock Rd	Centreville	\$470,000.00	4 / 2 1/2				1,696
CL#	14521 Oakme Dr	Centreville	\$417,000.00	3 / 2 1/2				1,716
CL#	13062 Swallowwood Ln	Chantilly	\$442,000.00	3 / 3 1/2				1,756
CL#	3337 Indian Rock Rd	Centreville	\$285,000.00	3 / 2 1/2				1,792
CL#	19346 Dorian Dr	Centreville	\$508,000.00	4 / 2 1/2				1,784
CL#	1351 Fair Valley Dr	Haymarket	\$225,000.00	4 / 2 1/2				1,832
CL#	2397 Lagan Wood Dr	Herndon	\$459,900.00	3 / 3 1/2				1,832

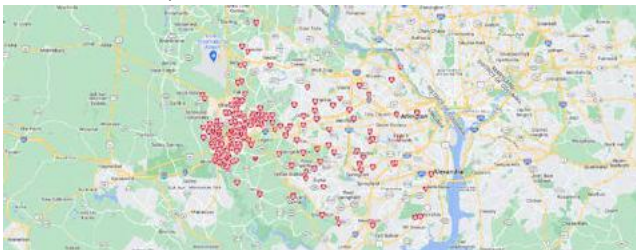
Loudoun County

CL#	123 Laura Anne Ct	Stafford	\$430,000.00	3 / 3 1/2				1,290
CL#	2985 Cypress Ridge Ter #1116	Leesburg	\$270,000.00	2 / 2 1/2				1,156
CL#	112 Prospect Dr SW	Leesburg	\$430,000.00	4 / 2 1/2				1,288
CL#	71 Vandewater Rd	Stafford	\$379,900.00	3 / 2 1/2				1,390
CL#	18 Drury Cir	Stafford	\$390,000.00	3 / 2 1/2				1,330
CL#	104 Ginger Sq NE	Leesburg	\$349,000.00	4 / 3 1/2				1,400
CL#	4327 Funglin Ter	Chantilly	\$359,000.00	3 / 3 1/2				1,560
CL#	4400 Kings Arms Sq	Ashburn	\$439,900.00	4 / 3 1/2				1,596
CL#	3330 Magnolia Circle SE #411	Leesburg	\$155,000.00	3 / 2 1/2				1,640
CL#	131 Peachfield Ct	Stafford	\$399,000.00	4 / 3 1/2				1,660
CL#	34 Simons Ln	Stafford	\$174,900.00	3 / 2 1/2				1,740
CL#	685 Springhouse Sq SE	Leesburg	\$349,000.00	4 / 3 1/2				1,864
CL#	21945 Thompson Sq	Stafford	\$465,000.00	3 / 2 1/2				1,925
CL#	41995 Brookstone Ter	Stafford	\$479,000.00	4 / 3 1/2				2,004
CL#	24930 Mineral Spring Ct	Ashburn	\$385,000.00	5 / 3 1/2				2,268
CL#	452 Washington St W	Herndon	\$377,900.00	4 / 3 1/2				2,400

Prince William County

CL#	Address	City & State	Close Price	Bed/Bath	Area	Grade	Finished	COPT %
CL#	1703 Thomas View Ct #A3032	Manassas	\$95,000.00	3 / 2 1/2				1,220
CL#	12047 Shenvale Cr	Stafford	\$560,000.00	3 / 3 1/2				1,428 0.04 / 1499
CL#	1515 Stonehill Rd	Manassas	\$301,000.00	3 / 2 1/2				1,440 0.03 / 1479
CL#	8611 Terrace View Ct	Manassas	\$299,900.00	4 / 2 1/2				1,452 0.04 / 1502
CL#	11174 Sycamore Ct	Manassas	\$234,900.00	2 / 3 1/2				1,500 0.06 / 2718
CL#	11174 Sycamore Ct	Manassas	\$555,000.00	3 / 3 1/2				1,600 0.06 / 2718
CL#	7997 Rebel Walk Dr	Manassas	\$222,000.00	2 / 3 1/2				1,600 0.06 / 2702
CL#	15638 John Deere Cir #152	Woodbridge	\$277,000.00	2 / 3 1/2				1,600
CL#	125 Belmont Bay Dr #331	Woodbridge	\$350,000.00	2 / 2 1/2				1,515
CL#	1639 Manassas D.	Manassas	\$321,000.00	4 / 3 1/2				1,540 0.04 / 1750
CL#	1639 Manassas D.	Manassas	\$599,000.00	2 / 3 1/2				1,540 0.04 / 1750
CL#	1516 Burlington Ct	Manassas	\$235,000.00	2 / 2 1/2				1,540 0.06 / 2400
CL#	12153 Calhoun Cr	Stafford	\$129,999.00	2 / 2 1/2				1,552
CL#	1514 Campbell Ct	Manassas	\$380,000.00	3 / 3 1/2				1,572 0.13 / 2794
CL#	13579 Riton Ridge Ln	Stafford	\$325,000.00	3 / 3 1/2				1,584 0.2 / 1864
CL#	12507 Hyloma Ln #1700	Stafford	\$226,000.00	2 / 2 1/2				1,600
CL#	1651 Diane Ct	Manassas	\$584,900.00	4 / 2 1/2				1,600 0.06 / 2400
CL#	1932 Midland Loop	Stafford	\$409,000.00	2 / 2 1/2				1,648 0.09 / 2926

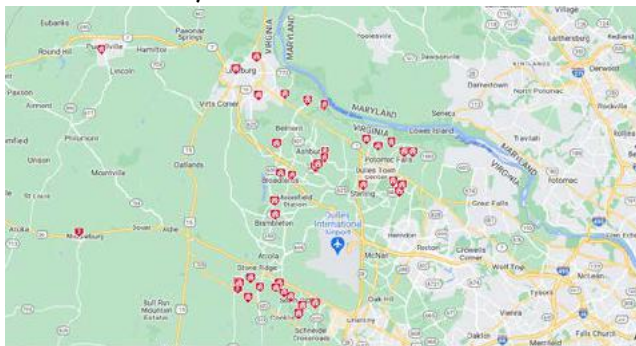
Fairfax County



Prince William County



Loudoun County



"The Ed Lang Team was awesome! All information, guidance, recommendations, and support by Ed and his team were timely, accurate, and beneficial to my decision making – kudos to the entire Ed Lang Team!"
 – Kevin & Sarah O'Neil, Manassas, VA

We've sold over 1500 homes throughout Northern Virginia. Far more than we can possible include on this document.



We Love to Give Back to the Community

Annual Events

- Toys for Tots Movie
- Thanksgiving Pie Giveaway
- Back to School Fairs
- Earth Day Event
- School Carnivals
- Community Easter Egg Hunts
- HOA Pool Parties
- Summer Picnics



Ongoing Charities

- Children's Miracle Network
- Adopt-A-Highway
- Fairfax County Public Schools
- ASPCA
- Blue Ocean
- World Wildlife



Agent Realtor® Comparison



Individual Property Web Site for every one of our Listings!	Ed	Agent 2	Agent 3
Experienced agent w/over 1500 homes sold	✓		
Database of over 22,000	✓		
Respond - 7 days per week	✓		
Licensed Realtor® w/GRI and CRS designations	✓		
NVAR Lifetime Top Producer	✓		
Real estate team of professionals	✓		
Regular scheduled feedback to seller	✓		
Remax leading brand over 50 years	✓		
Professional photography	✓		
Drone videos	✓		
GP360 videos	✓		
Matterport walk-through tours	✓		
3d - house floorplans	✓		
Full Service Contractors/ Option to pay at closing	✓		
Professional Stager - Included	✓		
Choice of marketing plans Gold, Platinum, Platinum Plus	✓		
Complimentary advice -CPA, Attorney, Appraisers, etc	✓		
2nd Opinion price from Appraiser	✓		
100 +, 5-star real estate reviews	✓		
Largest worldwide Network of Agents- Remax	✓		
Sold every home listed in the past 5 years	✓		
Individual property website	✓		
Work directly with team leader	✓		
Selling success in all types or markets	✓		
Home detailing	✓		



Client Reviews

Ed and Mike are phenomenal seller's agents. They went above and beyond at every step, which resulted in a sales price far exceeding our expectations, while other homes nearby stayed on the market! They became great friends to our family but always remained professional. Words can't express how much we appreciate and recommend them.

~ Charles and Shallen Gorman

Mike and Ed were amazing. They told us just what to expect, and helped us prepare our home for sale. Their guidance, marketing and expertise were unparalleled. We've already recommended them to numerous friends.

~ Sreenivas and Ramneek

Ed and Mike came highly recommended by SEVERAL friends and it's pretty easy to see why. I will never buy or sell a house without Ed in our corner.

Whether you are looking to buy or sell a home, you can trust them to always work in your best interest. A rare find!

~ Tom and Chelsea

We started using Ed as our Realtor® more than 20 years ago. Over the years we have used him and his team in numerous real estate transactions, not only for ourselves but for family members and friends as well. Ed's knowledge of the real estate market and his expert negotiation skills has made every transaction a very positive one for us! Ed is not only our Realtor®, he's our friend. The entire Ed Lang Team is very friendly and professional. We very highly recommend!!

~ Rob and Shari

SCAN FOR MORE REVIEWS



Client Stories



Google Reviews



Zillow Reviews



3

Service Plans to choose from

GOLD • PLATINUM • PLATINUM PLUS

Offices in Fairfax, Prince William, and Loudoun Counties
NorthernVirginiaHomes.com



SOLD

**SIMPLE
CERTAIN
SUCCESS**

