

YOUR GUIDE TO HOME SELLING



WITH THE
MARJORIE ADAM TEAM



We recognize that the decision to sell your home is an important (and often stressful!) one. We have put this guide together to answer some questions about the home selling process and what it's like to work with our team. We look forward to meeting with you to go over your questions and needs. Thank you in advance for considering our team—we can't wait to work with you!

Marjorie



MarjorieAdamTeam.com



Facebook.com/MarjorieAdamTeam



Instagram.com/TheMarjorieAdamTeam



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THE TEAM DIFFERENCE

When you are looking to sell your home, you need a knowledgeable team to help you throughout the process. There are so many moving parts and activities involved in the sale of a home. Finding a team who can successfully devote the time and energy required of each task can be a real challenge. Marjorie has designed a real estate team made up of individual specialists. Each member focuses on what they do best and how they can better contribute to your goal; getting your home sold as soon as possible and at the best price. Instead of hiring one agent to attempt to tackle everything, The Marjorie Adam Team is not only excited to work with you, we will ensure that you are informed, comfortable, and as stress-free as possible throughout the process.



- MARKET RESEARCH
- LISTING CONSULTATION
- STAGING CONSULTATION
- PREPAIRING HOME
- MARKET ANALYSIS
- CEMENT MARKETING
- QUALITY PHOTOGRAPHY
- PROPERTY VIDEOS
- ENTER IN MULTIPLE LISTING SERVICE
- DESIGN PRINT MEDIA
- CREATE DIGITAL MEDIA
- DESIGN SOCIAL MEDIA
- PROVIDE CUSTOM SIGNS
- MANAGE MATERIALS ON SITE
- MANAGE ONLINE LISTING
- IN-PERSON SHOWINGS
- VIRTUAL SHOWINGS
- OBTAIN FEEDBACK
- PROVIDE UPDATES
- COMMUNICATE WITH BUYERS AGENTS
- COMMUNICATE WITH INTERESTED PARTIES
- PRESENT ALL OFFERS
- NEGOTIATE OFFERS
- ORDER HOA PACKET
- OVERSEE FINANCING
- NEGOTIATE INSPECTIONS
- COMMUNICATE WITH SETTLEMENT AGENT
- FACILITATE REPAIRS

COULD ONE AGENT DO ALL THIS? CERTAINLY NOT WELL!



THE ADAM TEAM & NEST



NEST REALTY IS #1 LOCALLY

For the **EIGHTH YEAR IN A ROW**, Nest Realty is the **NUMBER ONE FIRM** in the Central Virginia marketplace.

- **#1 in TOTAL VOLUME** In 2020, Nest Agents sold 85% more real estate than our closest competitor.
- **#1 in TOTAL TRANSACTIONS** In 2020, Nest Agents helped 76% more happy clients than our nearest competitor.

Stats only matter when they bring you value. Once again, on average, **NEST AGENTS SELL HOMES FASTER AND CLOSER TO LISTING PRICE THAN THE COMPETITION.**

AVG. DAYS ON MARKET

47 vs 71
NEST REALTY MARKET
*Excludes new construction sales

AVG. SALES PRICE/LIST PRICE

98.9% vs 97.8%
NEST REALTY MARKET
*Excludes new construction sales

THINGS TO KNOW ABOUT NEST'S HISTORY

Small real estate brokerages in Virginia aren't supposed to win national awards. Nest Realty has proven that theory wrong...twice.

In August 2009, Inman News honored Nest Realty with its Most Innovative Brokerage Award at the Inman Real Estate Connect Conference in San Francisco. Inman is the industry source for real estate technology and innovation news. The Most Innovative Brokerage Award recognizes the single real estate firm in the country that best utilizes technology and innovation to enhance the real estate transaction and experience for consumers and real estate professionals. Nest was honored again in November 2009 when Hewlett Packard presented Nest with an HP Technology Award for the effective use of technology in real estate. Nest's success is no fluke. It's all part of our commitment to create a progressive real estate brokerage focused on raising the bar on professionalism, service, and performance.

NEST'S TROPHY CASE

Most Innovative Brokerage, Inman '09
Hewlett Packard Technology Award, '09
Inc. Magazine's "Top 5000" List, Since '13
Top 5 National Brokerages, '12

"Best of Virginia" List, '12
Albemarle Family Favorite Award Winner
Charlottesville Welcome Book Winner
AMA EMMA Award (Overall Marketing), '12

WHY LIST WITH THE MARJORIE ADAM TEAM

Our team sets goals high above the standard of most Realtors. Our priority is to ensure that our clients receive the highest level of service and enjoy the best selling experience. Our team excels and specializes in the skills of negotiation, pricing, marketing, and client experience. Since forming in 2005, The Marjorie Adam Team has grown, not just in size, but also in ability and experience. All members of the team play a significant and vital role in your real estate selling experience.

From the time you sign the listing agreement and up until you celebrate your closing, The Marjorie Adam Team will tirelessly represent you and your best interests. When you work with our team, you can expect far more than what the average Realtor will provide.



WE HAVE A RECORD OF **SUCCESS.**

HOW DO SALES OF THE "AVERAGE" AGENT COMPARE TO OUR TEAM?

76

ON AVERAGE, THE MARJORIE ADAM TEAM SELLS 76 HOMES ANNUALLY.

12

THE AVERAGE AGENT SELLS JUST 12.

18X

THE MARJORIE ADAM TEAM CLOSED OVER \$27,000,000 WORTH OF BUSINESS IN 2020. THAT'S MORE THAN 18 TIMES THE AVERAGE AREA REALTOR. *

LOCAL HOMES SOLD

1450+

GET YOUR MONEY'S WORTH. IT DOESN'T COST MORE TO WORK WITH THE BEST!

*Source: CAAR MLS 2018-2020. Zillow



CLIENT PERSPECTIVE

We loved working with the Marjorie Adam Team with both buying and selling our first home. Marjorie is experienced, professional, and knowledgeable and we felt that she had our best interest at heart. Her team is phenomenal. Brittney kept us up to date with any upcoming deadlines. When it came time to sell the home, Marjorie was terrific suggesting the best way to stage the house and providing a market analysis on setting our selling price. Jacques did a wonderful job with photos and was incredibly mindful - he even worked around a sleeping baby and our fur babies! Our house was under contract with asking price in five days and we had a pretty smooth closing. Any hiccup that came along, Marjorie smoothed out immediately. She and her team really do go above and beyond - for example, they have a truck you can use to help move!

-Whitney & Ryan

OUR TEAM'S HISTORY



Jacques and Marjorie were raised in Charlottesville, watching their mom, Danielle Devereux, provide attentive, thoughtful service to her Central Virginia real estate clients.

This inspired Marjorie to join her in 1996, working together as mother and daughter to help countless families with their real estate needs.

Marjorie wanted to enhance the experience for her clients, so she worked with her brother Jacques to create The Marjorie Adam Team in 2005.

As business grew, Brittney joined the team in 2014. Bethanny joined us in 2017, really taking our team to the next level.

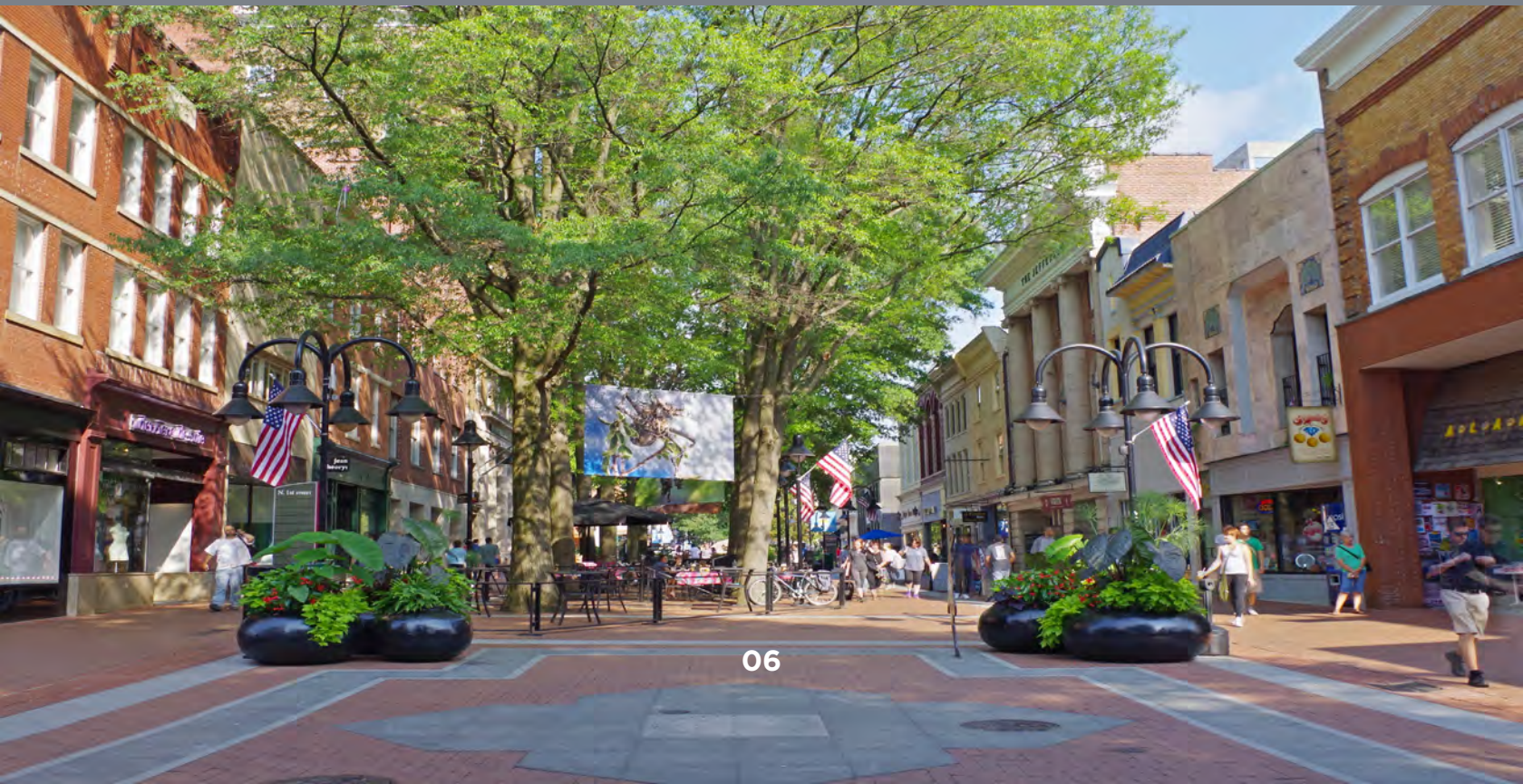
We're not just your real estate advocates—we're also your neighbors and soon-to-be friends. For us, going above and beyond means building lifelong relationships, not just closing the sale. This is more than just a job for us. It's our passion.





OUR LOCAL INSIGHT

We grew up in Albemarle County and have sold homes in and around Charlottesville since 1996. We specialize in not only Albemarle, but also our surrounding counties and Charlottesville's downtown offerings. Years of living and working in this area provide a certain understanding only locals can obtain. This knowledge and experience helps to provide the tools we need to better position your home's market presence and to consistently attract home purchasers.



MEET THE MARJORIE ADAM TEAM



MARJORIE ADAM

Team Leader/Associate Broker/ABR,CRS

Marjorie is a graduate of Susquehanna University, where she received a degree in photojournalism. She entered the world of real estate in 1996 when she went to work with her mother, who was a Top Producing Realtor. In 2005, she established The Marjorie Adam Team. Together, the team takes great care of their clients and offers superior service. Marjorie's strengths are negotiation, strong communication, and thorough market knowledge. She consistently ranks among the top 1% of Realtors in the market thanks to the strength of her team and great clients. Outside the office, Marjorie enjoys spending time with her husband Philippe, two children, Alex and Lucas, and her four dogs.



JACQUES GATES

Realtor/Marketing Director/Buyer Specialist

Jacques attended the University of Virginia and Penn State, where he studied psychology, art, and graphic design. He entered the real estate world in 2005 when Marjorie asked him to join her team. As a member of the Marjorie Adam Team, Jacques focuses on his strengths and areas of interest, which include graphic design, photography, marketing and working with buyers. Jacques has enjoyed adapting the team to be on the forefront of cutting-edge real estate marketing, as well as his knowledge of construction. Jacques has attended hundreds of home inspections and focuses on the condition of the home. Jacques and his wife Kate have two daughters, Emilie and Chloe and spend most of their weekends on the soccer field.



BRITTNEY WILLS

Director of Closings

Brittney is a native of Western North Carolina with a keen eye for detail and a knack for handling even the most stressful situations with poise. Brittney moved to Charlottesville with her husband Heath and two children, Eily and Kavan, in 2012. In 2014, she joined The Marjorie Adam Team as the Client Care Coordinator. Brittney ensures our clients' real estate experience with the Marjorie Adam Team is above expectations. By monitoring every detail of the transaction with skill, precision and deep knowledge of the closing process, she helps the team deliver amazing service and client support all the way to the closing table and beyond.



BETHANNY SHAFFER

Realtor, Listing Partner, Accredited Staging Partner

Bethanny moved from Pennsylvania to Charlottesville in 2013 and joined the Marjorie Adam Team in 2017 as the Listing Manager and Buyer Specialist. Holding a degree in Criminal Justice, she never imagined her path would lead her to real estate, but she's sure glad it did. Her kind personality, attention to detail, and ability to multi task ensures that our clients are handled delicately and punctually every step of the way. Bethanny is also a licensed home stager, giving our clients the tools they need for their homes to show at their very best to beat out the competition. In her spare time, she enjoys spending time with her husband, Nolan; their son, Brooks; and their dog, Rooster.



CLIENT PERSPECTIVE

We worked with the Marjorie Adam Team on three transactions, most recently to sell our Charlottesville home and to relocate to a new home in Western Albemarle. They helped us value our existing home with a mix of local market data and their own extensive experience; prepare our existing home for sale; locate a new home that met the growing needs of our family; and navigate each step in the process with confidence. Each time, Marjorie, Jacques, and the rest of the team delivered a first class real estate experience.

-Chas and Lisa

HOME SELLING TIMELINE

1

PRE-LISTING APPOINTMENT

2

PRICING ANALYSIS

3

LISTING PREPARATION

4

MARKETING PERIOD

5

OFFER AND NEGOTIATION

6

CONTINGENCY PERIOD

7

CLOSING!

THE ADAM TEAM'S MARKET ANALYSIS

We know the trends, inventory levels, and market stats. But, that's just the start of it. We are out and about listing homes, showing homes, and selling homes every day. You can be sure that our team is on top of the local market conditions and that we will bring relevant experience and knowledge to the table.

OUR COMPARATIVE MARKET ANALYSIS (CMA) TAKES THE FOLLOWING INTO ACCOUNT:

YOUR PROPERTY'S FEATURES:

- Location
- Square footage (finished and unfinished)
- Standard features like bedrooms and bathrooms
- Overall condition

ACTIVE COMPETITION:

- New and re-sale
- Replacement costs
- Price, location, features, and condition
- List to Sale price ratios
- Market activity
- Days on the market

RECENT SALES:

- Sold price
- Price, location, features, and condition
- Assessment ratios
- Market time
- Price changes

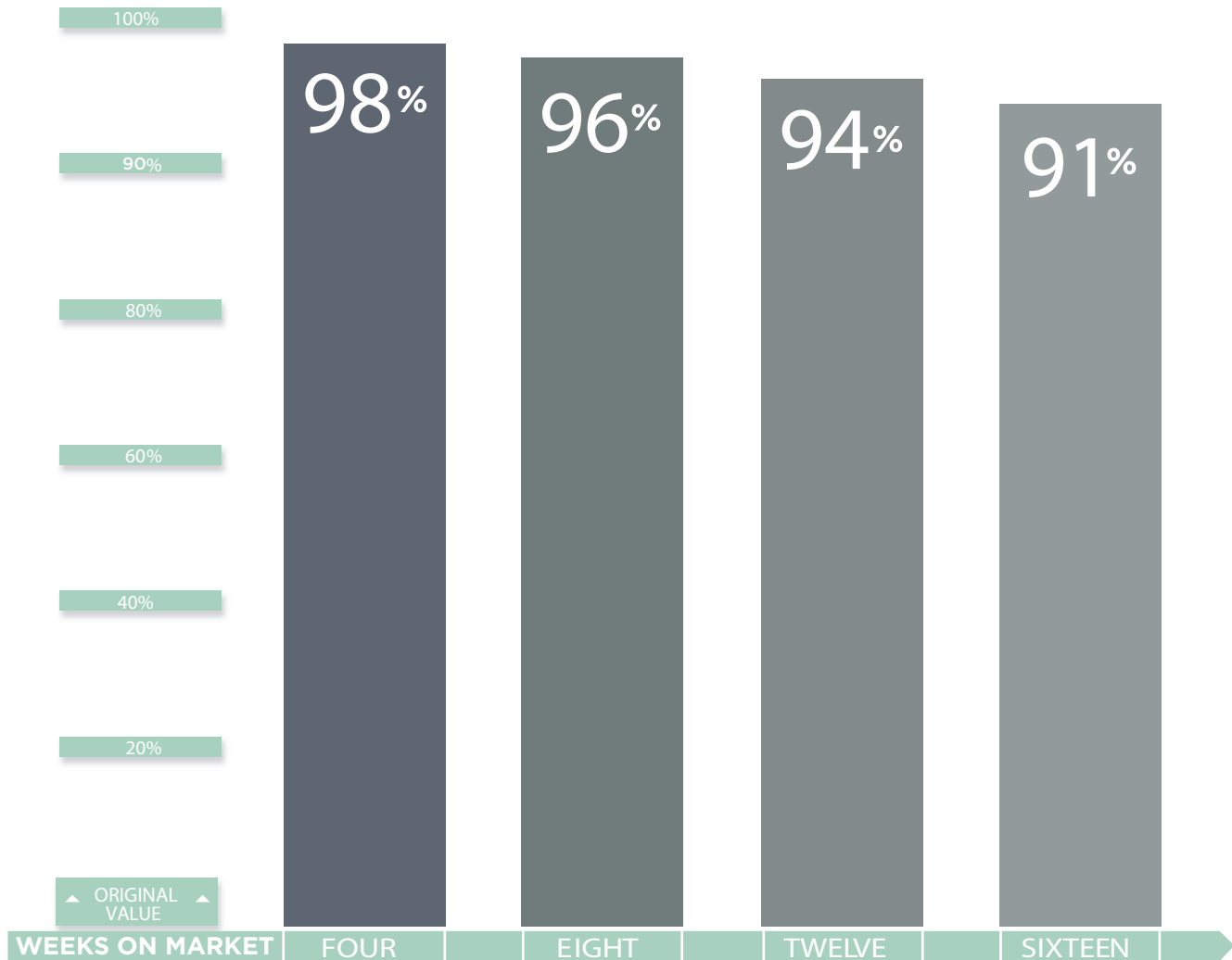
MARKET CONDITIONS:

- Inventory levels/supply and demand
- Macro-and-micro-level economic factors

DETERMINING VALUE

Understanding your home's value is an essential factor in getting your home sold. By combining our local market expertise with a data driven approach, our team will work with you to develop a pricing strategy that minimizes your time on the market.

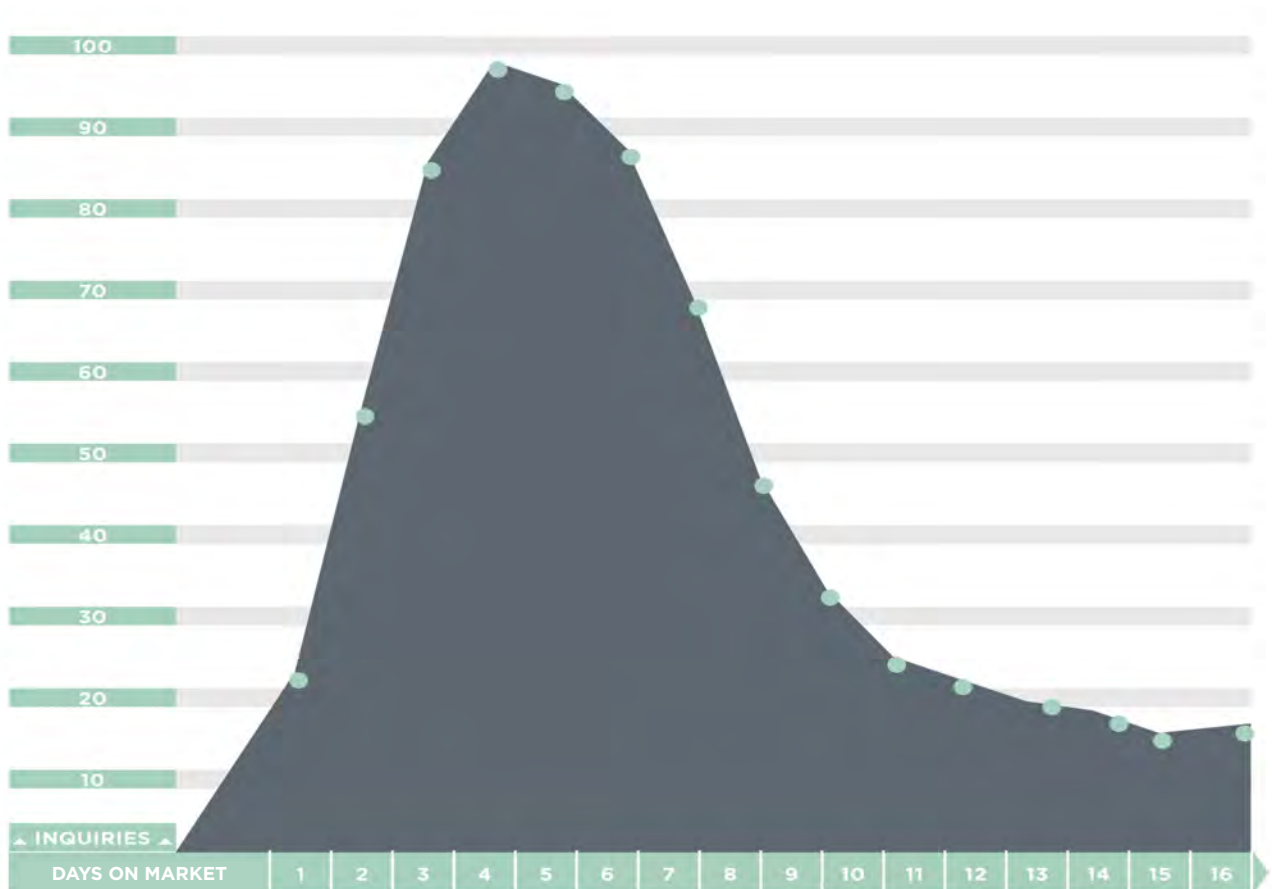
THE VALUE OF ACCURATE PRICING: MARKET TIME VERSUS SELLING PRICE



DETERMINING LIST PRICE

One of our strengths is our market knowledge. We will recommend a listing price that is in line with the current market conditions. On one hand, if you price your home too high, it could keep buyers from even looking at your home. On the other hand, if you price your home too low, you would be leaving money on the table. It's a complicated process with countless variables. What makes things even more complicated? Everyone—from your neighbors to the local assessor to you—has a different opinion of value. In addition, each potential buyer values your property differently, depending on their needs and financial resources. Unlike oil, steel, and orange juice, real estate is not a commodity. No two homes or parcels of land are exactly the same. Because every property has its own nuances, it's key to have an experienced professional gather and analyze the data to help you determine the right listing price. We will help you capitalize getting your home on the market at the right price from day one.

INTEREST SHOWN IN A HOME THE FIRST WEEK ON THE MARKET





HOME CONDITION

In our current market, prospective buyers desire homes that have not only been well-maintained, but also have been perfectly staged to show the space's potential. We have expertise in working with home owners to prepare your home so that it wows today's buyers. Having a licensed professional home stager on our team also sets us apart from all the other Realtors!

HOME INSPECTION

When a buyer shows interest in your home, we want you to be confident that your home not only looks good on the surface, but also that it is sound within. We recommend knowing that your home's systems and structure are also ready for the market. A home inspection prior to listing will guarantee that your home is fit from the peak of the roof to the concrete of the foundation. We will work with you to understand the systems in your home prior to putting your home on the market to determine what, if anything, needs to be repaired or investigated before your home sells and the buyers inspection occurs.

STAGING

To get top dollar for your home, your home needs to be seen at its very best so that it stands out from similar homes in the marketplace. We want your home to distinguish itself from the competition. Bethanny creates a detailed staging plan for our clients to do just that.

Staging a home means having the home shown in its best light—and we take the time to view your home just as a potential buyer might. When you live in your home, you don't always see it the same way as a buyer or Realtor might. Because a potential buyer will only spend a few minutes in your home, we want to make sure that they remember all the fine details of your home and not just a recollection of your personal items or thoughts about what needs to be done to the home to make it theirs.

Bethanny Shaffer, Accredited Staging Partner

83% of buyers had an easier time visualizing their life in a staged home*

National Association of REALTORS®

CONDITION & PREPARATION

HERE'S A CHECKLIST OF SOME OF OUR TOP HOME-STAGING TIPS:

GET RID OF CLUTTER

- Remove half of books from bookcases
- Pack up those knick knacks
- Remove all items (not for daily use) from counters
- Place any 'must-have' items in a box and store in a closet

TOUCH IT UP

- Freshen up a room with a new coat of paint
- Patch any holes and repair damage to walls
- Re-caulk or repair any damaged trim or woodwork
- Paint the front door with a fresh coat

LET THERE BE LIGHT

- Wash your windows inside and out
- Add floor and table lamps to lighten dark rooms
- Replace any burned out light bulbs
- Remove screens if you don't use them

ORGANIZE

- Remove off-season clothes from your bedroom closets and align hanging clothes
- Re-organize kitchen cabinets, making sure plates and glasses are neatly stacked
- Remove everything from closet floors
- Fold and organize towels and linens

MAKE IT SPARKLE

- Clean out cob webs and air vents
- Polish your chrome faucets and mirrors
- Replace worn rugs and hang up fresh towels
- Hire a professional to do a deep clean of your home

DE-PERSONALIZE

- Remove magnets and photos from the refrigerator
- Use personal photos and family heirlooms in moderation
- Remove exotic artwork or wall décor
- Remove personal items from your bathroom countertops

THE FIDO FACTOR

- Hide litter boxes and pet toys
- Steam clean carpets to remove pet odors
- Repair any pet damage to your home
- Remove animals for each showing

MAXIMIZE CURB APPEAL

- Pressure wash your front walkway and repaint front porch
- Keep your lawn green and free of weeds
- Freshen up your entry by adding a new welcome mat and some potted plants
- Put down a fresh load of mulch

FIX IT NOW

- Fix doors that don't close properly
- Replace broken or cracked floor tiles and windowpanes
- Repair any minor plumbing or electrical issues

GO WITH THE FLOW

- Re-arrange furniture to demonstrate a room's functionality
- Place furniture in a way that dictates logical traffic flow
- Remove over-sized or unused furniture to make rooms feel bigger
- Store unnecessary furniture, lamps, and bookshelves



CURB APPEAL

Bethanny and Marjorie will work with you to assess your home's current condition inside and out and will offer guidance as to exactly what is needed to be done in order to increase the appeal of your home to the widest group of buyers. First impressions set the tone.

We want your home to stand out amongst its competition. Today's buyers are influenced by HGTV's perfectly decorated homes and the area's builder models that are staged to sell. With expectations at an all-time high, your home needs to be ready. Buyers spend weeks searching relentlessly for the home of their dreams...we want them to find yours.



PRE-LISTING CONDITION CONSULTATION

When selling your home, you spend lots of time and effort to get your home to look its best. An offer comes in and, after some negotiation, the offer becomes a contract. After the contract has been signed, the buyer will apply for their loan and set a time to have the home inspected.

Often a seller can be concerned about what a home inspection will reveal and what the buyers will ask to have repaired or replaced prior to closing. Depending on what the inspection reveals, renegotiation of the price or terms may happen.

When you list your home with The Marjorie Adam Team, we will walk through your home to see if there are any recommended repairs or work that should be completed before your home hits the market. We will discuss if professional entities should evaluate any issues further or if a pre-listing inspection is something to consider. This is just one of the many services that you will receive when you list your home with us.



MARKETING YOUR HOME

How consumers effectively receive real estate marketing information evolves quickly. What worked in years before has been replaced with more reliable and timely resources. With the Marjorie Adam Team, you can rest assured that your property is promoted effectively.

The key to any successful real estate marketing strategy is to create maximum exposure—both to potential buyers, as well as their agents. It is important to give potential buyers what they want in a clear and concise manner. Our marketing program is built upon a combination of strategies that are based on measurable market trends.

MARKETING STATS:

A study by The Wall Street Journal found that homes with great photography:

- Increased likelihood of selling for homes above \$300,000
- Sell for anywhere from \$934 to \$116,076 more than homes without great photos
- Received 61% more views online than competing homes



MARKETING YOUR HOME: PHOTOGRAPHY & DESIGN

One of the foundations for our marketing campaigns is great photography. We believe that your home's first showing is online. Quality pictures are vital to help generate 'in person' showings.

Jacques takes and selects the photographs that reflect your home's best attributes. Those photographs, in combination with the facts and features of your property, provide him with the necessary tools to make your home stand out to buyers.

A photograph of a modern, two-story house with a gable roof and large windows. The house is light blue with white trim. The text is overlaid on a semi-transparent grey box.

TOP FIVE SOURCES BUYERS USE TO FIND HOMES ON THE MARKET:

01 INTERNET

02 REAL ESTATE AGENT

03 YARD SIGN

04 FRIEND/RELATIVE

05 HOME BUILDER

MARKETING YOUR HOME: WEB & MOBILE

Over the last two decades, there has been a dramatic shift in not only how home buyers search for real estate, but also how much information they can have at their fingertips. The internet's role in real estate is undeniable: The National Association of Realtors' studies have shown that nine out of ten home buyers used the web in their home search.

Our website, MarjorieAdamTeam.com incorporates Internet Data Exchange (IDX) and syndicate your property listings throughout the internet. IDX listing syndication enables us to broadcast your property to over 50 of the most well-known real estate websites in the world. IDX also allows your home to be shared and displayed on the websites of other local and regional real estate brokerages.





MARKETING YOUR HOME: SOCIAL MEDIA/EMAIL



OUR BROAD AND TARGETED APPROACH

We create a variety of eye-catching social media posts to draw a broader audience to your home. We also rely on our years of experience working with other agents to send targeted emails featuring your home to the agents who we know sell in your area—just another way to keep your home top of mind.

Just listed!

1036 Martin Street
All brick home on the desirable Lenoir Drive neighborhood with a detached garage.
3 beds | 2 baths | 1,669 SQFT | .37 acres

Just listed!

3080 Sun Valley Drive
Well-maintained & conveniently located home in Sunset Overlook on 9.50-acre lot!
4 beds | 2.5 baths | 5,224 SQFT | .25 acres

THE MARJORIE ADAM TEAM
NEW TO THE MARKET

1052 Blackburn Bluff

5 BEDS 3.5 BATHS 4,000 SQFT 0.51 ACRES

PROPERTY FEATURES

- Hardwood floors throughout main level
- Hardwood case in kitchen opens to the dining room
- Large master bedroom suite with an attached full bath
- Large deck overlooking pond in the wooded back yard

WE HOPEFULLY SERVE YOU

1708 Hyland Creek Drive

A classic contemporary home in Hyland Ridge
5 beds | 4.5 baths | 3,362 SQFT | .45 acres

Just listed!

MARKETING YOUR HOME ON THE WEB



MARKETING YOUR HOME: DIGITAL MEDIA



PROFESSIONAL VIDEO WITH DRONE

Video creates a great opportunity to educate, inform, and connect with potential buyers for your home. Our videos are well known for their content and clarity. Each shoot is scheduled to allow the time to capture the proper lighting and incorporate the most admirable features of your home. The use of a drone also allows us to give a more birds eye view of your property and surrounding area. Our brokerage was one of the first real estate firms in Virginia to utilize video to spotlight properties and neighborhoods.

360 WALKTHROUGH AND FLOORPLANS

360 degree walkthroughs take photographs beyond the still frame and transform them into a 3-D presentation of your home. This incredible process gives potential buyers the opportunity to “visit” and “navigate” your home from the comfort of theirs. This is a tool we use for homes that may have a challenging floorplan for buyers to visualize. From this platform a digital floor plan is created to include in the marketing of your home.

MARKETING YOUR HOME BROCHURES AND ADS

Jacques works hard to strategically market your home to potential buyers. He uses a combination of online platforms and his experience with graphic design to create promotions that are unique to your home.

THE MARJORIE ADAM TEAM



1116 ST. CHARLES COURT CHARLOTTEVILLE, VA 22904

The King of the Hill of the beautiful and elegant 2 story home with a walk out and a two car garage. This home is a true masterpiece. The exterior is a mix of brick and stone. The interior is a mix of hardwood floors, granite countertops, and stainless steel appliances. The kitchen is a chef's dream with a large island and a walk in pantry. The living room is a true showstopper with a large fireplace and a view of the mountains. The bedrooms are spacious and bright. The bathrooms are luxurious and modern. This home is a true gem and a must see.




3 BEDS 2.5 BATHS 1,916 SQFT .15 ACRES



GENERAL INFORMATION

Address: 1116 St. Charles Court
 Bedrooms: 3
 Bathrooms: 2.5
 Sq. Ft.: 1,916
 Lot Size: .15 Acres
 Year Built: 2018

BUY SELL MOVE

Marjorie Adam
 434.326.1881
 marjorieadamteam.com



2732 Proffit Crossing Lane
 Charlottesville, VA 22904




Come Home to Proffit Ridge

Introducing 2732 Proffit Crossing Lane, a stunningly beautiful and spacious home in the heart of Proffit Ridge. This impressive and modern home features a large open floor plan, a gourmet kitchen with a large island, a walk-in pantry, and a breakfast room. The living room is a true showstopper with a large fireplace and a view of the mountains. The bedrooms are spacious and bright. The bathrooms are luxurious and modern. This home is a true gem and a must see.





FOXCHASE **MLS# 583762**
 Spacious Custom Home on a .69 Acre Lot
 6 BR, 5.5 BA, 6,700 Finished Sq Ft | 1,229 Unfinished



FLORDON **MLS# 604166**
 Beautiful Oasis in Sought After Flordon Neighborhood
 5 BR, 3.5 BA, 3,827 Finished Sq Ft | 433 Unfinished



WALBENABLE **MLS# 682937**
 Private Home on 9 acres in Ivy with Mountain Views
 4 BR, 3 BA, 3,518 Finished Sq Ft | 732 Unfinished



MEADOWBROOK HILLS **MLS# 690818**
 Custom City Home on a 1.11 Acre Landscaped Lot
 6 BR, 4.5 BA, 5,857 Finished Sq Ft | 1,384 Unfinished



KESWICK **MLS# 699592**
 Further Manor - Custom Built, Thoughtfully Designed
 5 BR, 6 BA, 8,235 Finished Sq Ft | 852 Unfinished



LEWIS HILLS **MLS# 695482**
 Custom City Home on a Spacious 2.44 Acre Lot
 5 BR, 3.5 BA, 4,088 Finished Sq Ft | 860 Unfinished

Contact the Marjorie Adam Team to BUY or SELL your home!

We Actively Support:    

434.326.1881 • MarjorieAdamTeam.com

NEST REALTY Charlotteville, VA 22902




Property Features

- Open kitchen with island, granite countertop and stainless steel appliances
- Hardwood floors throughout
- Walk in closet in master bedroom
- Spacious living room with fireplace
- Large master bedroom with walk in closet
- Full finished basement with recreation room
- Full finished second floor with two bedrooms
- Full finished third floor with two bedrooms
- Full finished fourth floor with two bedrooms
- Full finished fifth floor with two bedrooms





GENERAL INFORMATION

Address: 2732 Proffit Crossing Lane
 Bedrooms: 3
 Bathrooms: 2.5
 Sq. Ft.: 1,916
 Lot Size: .15 Acres
 Year Built: 2018

BUY SELL MOVE

Marjorie Adam
 434.326.1881
 marjorieadamteam.com



2732 Proffit Crossing Lane
 Charlottesville, Virginia 22911

Welcome to 2732 Proffit Crossing Lane. Stunning details greet you at every turn in this beautiful, timeless home. The impressive entryway, complete with beckoning staircase, practically begs to display your art collection. Pass through into the breathtaking chef's kitchen, complete with six burner range and custom cabinetry galore. Entertain guests in the spacious kitchen and stunning family room, connected by a classic, handsome fireplace. Natural light bathes the oversized breakfast nook from three sides, giving you the feeling of true harmony with nature. One door leads to your private screened porch, which looks back into a wooded oasis. Almost 4200 finished square feet, inside plus more than four acres to enjoy, give you plenty of room to work or play. The incredible walk-in closet and relaxing master bathroom welcome you to relax at the end of a long day. This is your sanctuary.



THE MARJORIE ADAM TEAM 434.326.1881 • MarjorieAdamTeam.com

NEST REALTY Charlotteville, VA 22902

MARKETING ESSENTIALS

MARKETING YOUR HOME TO REALTORS

We pride ourselves in maintaining great relationships with the other agents in our area. We aggressively market your property to our Realtor network using e-marketing, and detailed market statistics, to ensure top-of-mind awareness to those Realtors who are most likely to have clients qualified to purchase your home.

CUSTOM SIGNAGE

According to the National Association of Realtors, after the internet and a Realtor, real estate signage is the third most useful information source for buyers when searching for a home. We take advantage of this advertisement opportunity and create a mini billboard unique to your home, highlighting its best attributes inside and out. These signs are memorable and stand out from the competition.

VIDEO WALKTHROUGHS

For those situations where the interested buyer cannot be on site at the home showing, we are equipped to provide a video walkthrough. We can give the interested party the opportunity to “visit” the home at a time where either schedules or distance complicates this part of the process and allows buyers to compete from a distance.

FOR SALE!

THE MARJORIE ADAM TEAM

Upgraded Eat-in Kitchen • Family Room with Gas Fireplace • Detached Two-Car Garage

1863 CLAY DRIVE
MARJORIEADAMTEAM.COM

4 BEDS 3 BATHS 2,995 SOFT .19 ACRES

THE MARJORIE ADAM TEAM
434.326.1881



CLIENT PERSPECTIVES

Thank you so much for “going the extra mile” so many times for us. The photography and level of service on the house we sold was phenomenal! You helped us quickly find a great home and did a wonderful job walking us through the tumultuous buying process. Thank you!

-Sidney and Dana

Good market research, very professional staging and marketing, responsive team-- all combined to enable us to sell our house in a tough market and in a tough price range. Definitely recommend from seller's perspective.

-Jan





NEGOTIATION

SO WE'VE RECEIVED AN OFFER...NOW THE REAL WORK BEGINS!

Not all offers are created equally! Upon receipt of the offer on your home, Marjorie will work with you to go through all of the details and all of the variables to consider to prepare our acceptance or counter offer. Obviously price is a major factor, but we also must look at:

- Are the purchasers pre-approved?
- How quickly does the purchaser want to close?
- What are the purchasers financing needs?
- How much are they putting down?
- What inspections are the purchasers asking for?
- Are there unusual contingencies in the offer?
- Do the purchasers have a home to sell?
- What are the current negotiating trends?

MARJORIE & THE CORE TRAINING, INC.

When it comes to tough negotiations, Marjorie is the Realtor you want on your side. On top of having over two decades of experience in real estate locally, Marjorie is a Real Estate Coach with The CORE Training, Inc., an industry renowned accountability coaching program, coaching Realtors nationwide. In doing this, she stays ahead of the national trends and issues Realtors are seeing across the country. With this additional experience, you can be confident that you are working with a Realtor who is constantly learning and evolving her skills and knowledge.

Given these additional resources Marjorie will sell your home more efficiently than the average Charlottesville Realtor.

THE MARJORIE ADAM TROPHY CASE

- Associate Broker Since 2014
- Consistent Top Producer Since 1998
- CAAR Honor Society Since 2003
- 2008 Sales Person of the Year, CAAR
- 2004-2012 Re/Max Platinum Club
- 2013-20 Charlottesville Family Favorite Realtor
- CORE Real Estate Coach Since 2014

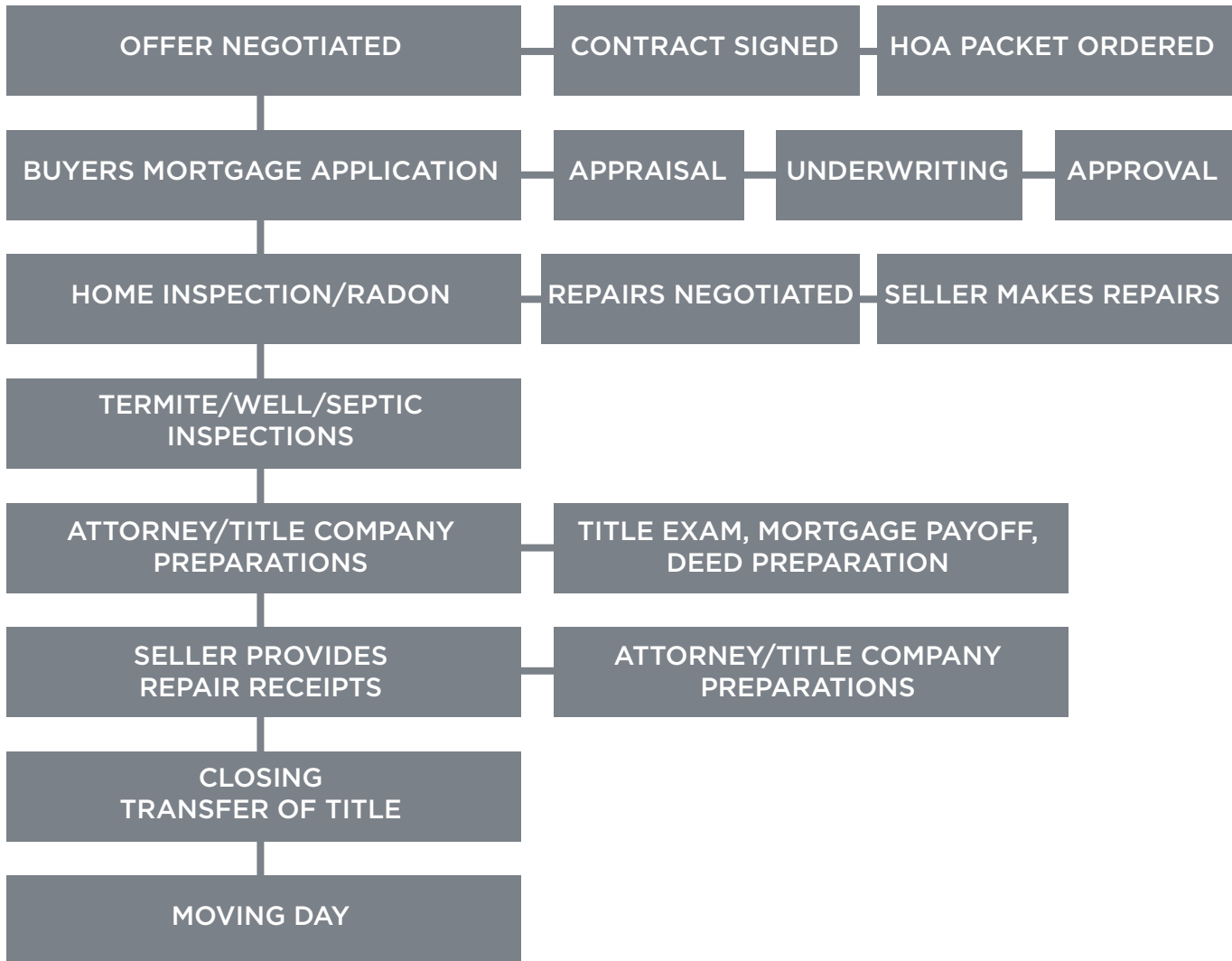


CLIENT PERSPECTIVE

I cannot say enough positive things about my experience with the Marjorie Adam Team. I told Marjorie what I wanted to do with my home, and she made it happen. Marjorie is incredibly smart, professional, and fun to work with - what a powerful and perfect combination. While I know she and her team are incredibly busy, the attention I received during the sale of my home made me feel like I was their only client. I will definitely use Marjorie Adam and her team the next time I require the assistance of a Realtor. In my mind, she is the best in the business.

-Kendra

HOME SALE CLOSING PROCESS: THE NEXT STEPS





FROM CONTRACT TO CLOSE WE ARE BY YOUR SIDE EVERY STEP OF THE WAY

Once you have negotiated and signed a contract, our next job is to stay on top of each and every step of the process to ensure your sale closes successfully. There are countless details and loose ends to handle, and you can be confident that Brittney will be as proficient during the post-contract stage as we were during the marketing phase. Brittney and Marjorie will continue to keep you up to date on the closing process and will work diligently to ensure that your closing is as smooth and problem-free as possible.

We stay on top of all contingency deadlines, and we handle all the essential communication within the transaction. Most importantly, we will keep you informed every step of the way. We want you to have confidence that everything is being taken care of.

CLIENT PERSPECTIVE

The Marjorie Adam Team should simply be named The A Team. They are the best. During our sales process, they acted like friends, families and during the process, there was not a single moment they did not keep their smile, positive attitude and always helped out. They did a superb job and closed the sale with minimum effort from our side. -Christer



OUR CLIENT COURTESY TRUCK

Our Client Courtesy Truck is another example of how we go above and beyond to serve our clients' needs. By offering the use of our complimentary truck, we help our clients before, during and after their home sale. First we alleviate some of the added stress and expense that can surround getting a home ready for the market. Once we have been through the de-cluttering and staging process, you may have some items you need to move into storage, sent to a friend's house, or donated, and we have our truck that you can use to help accomplish this. When it is time to move locally for closing, our truck can be used in addition to, or instead of a local moving company.

BUY **SELL** **MOVE**
WITH US. WITH US WITH US.



SELLING WITH US: OUR COMMITMENT

We will use our individual talents and collective skills to take you step by step through the home-selling process, promptly answer all your questions and address your concerns as they arise. Selling your home will be an enjoyable experience when you work with us!

OUR COMMITMENT TO THE COMMUNITY

We are very much part of this community and donate from every home sale and purchase. Additionally, we have donated our time as a team to the local food bank and donate to many other charities individually.

Blue Ridge Area
FOOD BANK

UNIVERSITY
of VIRGINIA
Children's Hospital

Albemarle
SPCA

PIEDMONT
HOUSING
ALLIANCE



OUR PROMISE TO YOU:

YOU WILL LOVE WORKING WITH US. WE GUARANTEE IT!

We look forward to helping you get your home SOLD!

-The Marjorie Adam Team

LIVE WHERE YOU LOVE.



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