

DISCOVER A NEW LEVEL
OF MARKETING
EXCELLENCE



RICHARD PEARRELL

YOUR CERTIFIED LUXURY HOME MARKETING SPECIALIST





A PREVIEW OF RICHARD PEARRELL

YOUR CERTIFIED LUXURY HOME MARKETING SPECIALIST

MEET RICHARD PEARRELL

Richard spent much of his career in Relationship Banking, retirement counseling, investments, and insurance advising to high net worth clients. He is committed to applying his holistic approach and high level of consultation, attention to detail, and investment strategy to his clients in the real estate market.

Richard, a native of Virginia and lifelong resident of the DMV, joins eXp with an inherent passion for real estate. After many years of buying, selling, renting, and investing in the real estate arena for himself, Richard is excited to share his passion for real estate with others by helping them achieve their home buying dreams.

Richard resides in the District of Columbia with his husband, Charles, and their Labradoodle, Lucy. He enjoys traveling, spending time with friends and family, real estate investing, and tinkering with home automation in his spare time.

Richard prioritizes getting to know his clients and building solid relationships in order to understand their needs, wants, and emotions when it comes to the love of a home. He strives to motivate and pay attention to others' point of view and never push or pressure a prospective client. To be there every step of the way to answer questions and provide detailed information so that his clients are comfortable and knowledgeable throughout the entire process!






RICHARD PEARRELL

GRI, REALTOR® in DC, MD, VA & FL

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FULL SERVICE LUXURY REAL ESTATE

When you hire Richard Pearrell, he will become your home's:

MARKETING MANAGER

- Showcasing your property with the finest marketing
- Developing and implementing a customized marketing plan
- Determining the best price in line with market forces
- Communicating regularly so you are informed

LIAISON MANAGER

- Introducing new buyers to your property
- Pre-qualifying the buyers to avoid time wasters
- Providing you with timely updates on viewings and feedback

NEGOTIATOR

- Presenting and negotiating on your behalf with potential buyers
- Advising you on the merits of each offer
- Always keeping your best interests as first priority

CLOSING MANAGER

- Providing information to the buyer in a timely manner
- Only accepting certified bank drafts
- Liaising with your lawyer/notary and delivering necessary documentation
- Facilitating answers, resolving any issues during the closing process, and ensuring the process is completed seamlessly

CONCIERGE

- Providing you with access to experts, including legal advisors, insurance experts, builders, landscapers, interior designers, rental experts, home stagers, painters, handymen, home inspectors, and moving services

DEDICATION AND COMMITMENT

JUST ASK RICHARD'S CLIENTS:

"We couldn't have asked for a better Realtor as first time home buyers. Richard knew exactly the types of homes we were looking for and helped guide our decision making in a very competitive market. Most importantly, Richard helped us find a house that could truly be our home, not just a house he could sell. 100% would recommend!"

– Ali Cardi

"Richard provided us with amazing attention and customer-focused service during our recent home purchase. He worked very closely with us in helping put together the most competitive offer, allowing us to be successful in closing the sale. The greatest testament to Richard's commitment and sincere attention to his clients was demonstrated even after the deal was 'done.' He ensured that we were able to get our remaining questions answered about the property and even went so far as helping to hold our five-week-old during the closing so we could get all of the documents in order. We highly recommend Richard for your next home purchase!"

– Recent Client - Zillow Reviewer

"Richard is the best Realtor I have ever met! He has an eye for detail for your home and how to make it show well! He makes himself available to you for all your needs and questions!"

– Russell Jay



THE BRANDS

BEHIND THE AGENT

eXp REALTY

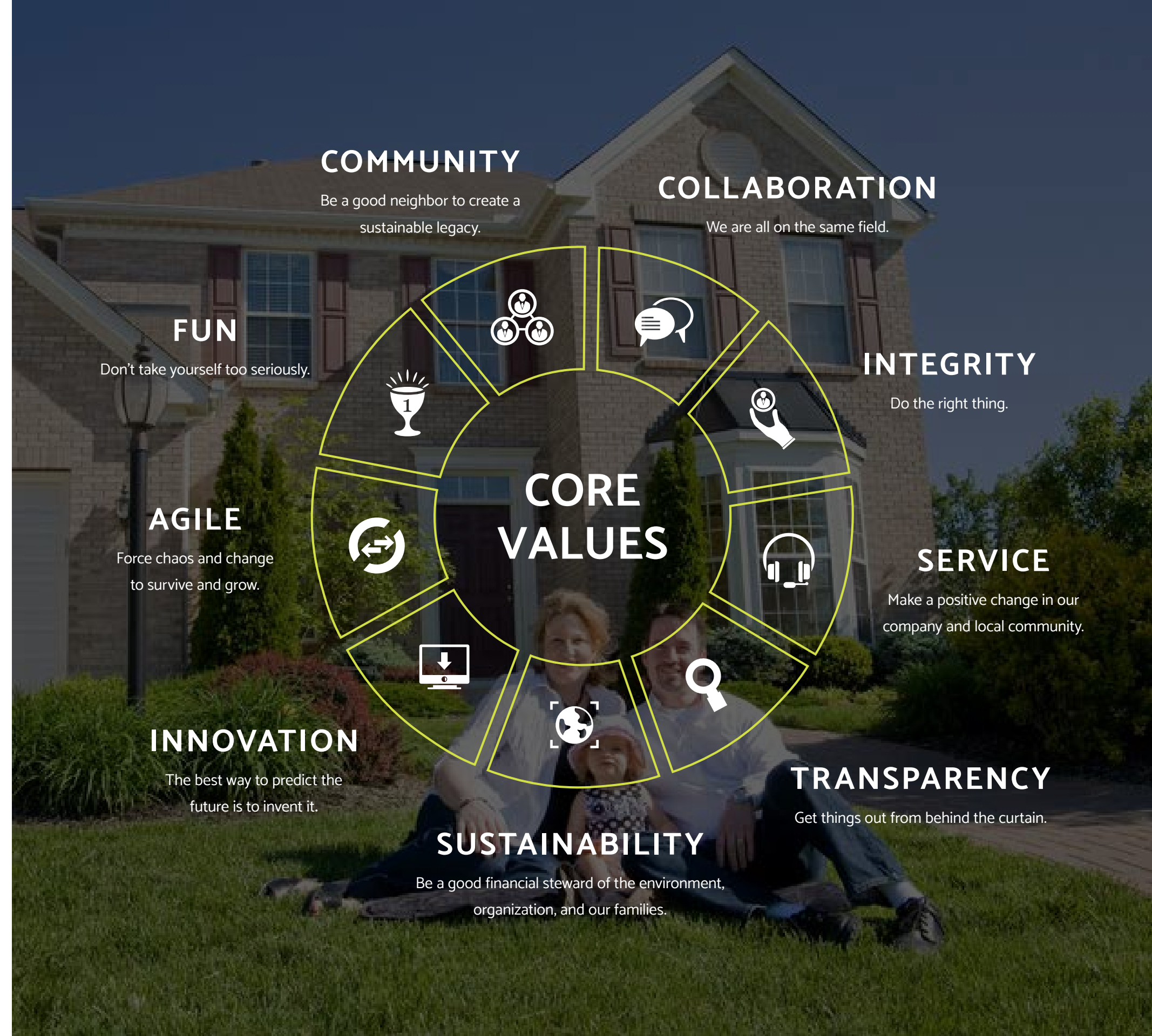
Just as it is imperative to choose the right agent, knowing why they have chosen to work for a specific brokerage is important. What a brokerage offers to both the agent and their clients in terms of service levels and products is also key to maximizing the success of selling and buying a home.

eXp Realty is committed to supporting Richard and his clients with the highest level of service through their extensive marketing and networking platforms, innovative technology, and commitment to their community.

OUR PHILOSOPHY

The success of the eXp Realty philosophy and its commitment to the community has enabled eXp Realty to become one of the world's fastest growing brokerages. eXp Realty's global community is designed by their agents and partners to transform the real estate experience.

eXp Realty is dedicated to providing highly sophisticated marketing platforms, strategies, and solutions – they believe that whether you are buying or selling, their name should immediately signify that you are working with professionals who have integrity, ethics, and quality service. eXp Realty's nine core values were created by agents and staff to support their vision and shape their culture – both professionally and personally. They use these nine core values everyday to create a powerful environment for their agents and clients.



COMMUNITY

Be a good neighbor to create a sustainable legacy.

COLLABORATION

We are all on the same field.

FUN

Don't take yourself too seriously.

INTEGRITY

Do the right thing.

AGILE

Force chaos and change to survive and grow.

CORE VALUES

SERVICE

Make a positive change in our company and local community.

INNOVATION

The best way to predict the future is to invent it.

SUSTAINABILITY

Be a good financial steward of the environment, organization, and our families.

TRANSPARENCY

Get things out from behind the curtain.

LOCAL COMMUNITY SUPPORT

eXp Realty agents take pride in their involvement in community programs. They are committed to working in their local community, serving their clients' real estate needs as well as being a part of the daily lifestyle.

NEW STORY

eXp Realty is proud to partner with New Story Charity to provide 100 homes to families in Mexico. New Story Charity pioneers solutions to end global homelessness so that they can build better, faster, and stronger. They build with local partners, local resources, and local labor. They are on a journey to house 1 million people by 2030. 100% of donations go directly to building homes for families in need. Their key values are 100% transparency, innovation, and building dignity.



INSTITUTE FOR LUXURY HOME MARKETING

The Institute for Luxury Home Marketing is the premier independent authority in training and designation for real estate agents working in the luxury market. Their goal is to ensure that real estate professionals are able to provide high-quality service to discerning buyers and sellers of luxury homes.

The Institute exists to provide only the best resources, training, and guidance to its Members. By working with an agent who is fully certified in luxury marketing is critical as you look to maximize the exposure of your home. As a Certified Luxury Home Marketing Specialist, Richard's knowledge, expertise, and access to a unique and targeted network are second to none.



GOING GLOBAL

eXp is one of the world's fastest-growing real estate brokerages. Founded in 2009, they are now in 14 countries around the world with a community of over 60,000 real estate professionals, all connected through their unique cloud-based platform, eXp World.

RANKED #1 FASTEST GROWING BROKERAGE

2020 Transaction Sides: **238,981**

2020 Sales Volume: **\$72,207,936,907**





HOMES
by RP

KNOWLEDGEABLE

They strive to understand our markets and our clients' needs.

PLAYFUL

They love what they do and it shows.

CONNECTED

Relationships are everything to them; they connect people to their homes and to their communities.

UPSTANDING

Their clients' needs and best interests are at the heart of everything they do.

EFFECTIVE

They set a high bar and move mountains to exceed expectations.

PASSIONATE

They believe that working with "all heart" can change the world.

HOMESbyRP

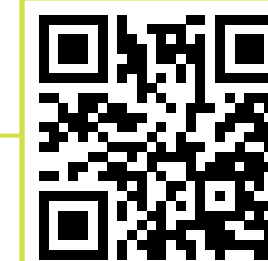
Their Mission is to provide "Excellence in Real Estate Services" to all of their customers and clients by conducting all of our business with the highest levels of professionalism, honesty, and integrity.

Their team approach is designed to use their combined knowledge, experience, and skills to provide the expertise and service their customers and clients deserve.

Their goal is to ensure a smooth process for their customers and clients in the purchase or sale of real estate. They accept all challenging and difficult situations related to real estate transactions as opportunities to use their professional skills. They find solutions that best achieve the real estate needs of their customers and clients.

What They Do

- They guide their clients through what can be a stressful and emotional process.
- Their experienced agents strongly negotiate for you.
- To alleviate stress, they anticipate steps to ensure you're informed and ready to take action.
- Their local agents know that real estate is more than a house structure: it's a community.





DETERMINING THE VALUE
OF YOUR HOME

THE OBJECTIVE

Our mutual objective is to sell your home:

FOR THE HIGHEST POSSIBLE PRICE › IN THE SHORTEST AMOUNT OF TIME › WITH THE MOST FAVORABLE TERMS

Prior to implementing any marketing strategies, it is critical to go through a process of discovery - determine the fair market value, survey current market conditions, and review the variety of factors that will help you prepare your home for sale.

Selling luxury homes requires a different level of expertise and strategy, and exceptional marketing to the right buyers is key to maximizing the true value of your home.





A FOCUS ON YOUR HOME

LUXURY MARKETING FOR A NEW LEVEL OF EXCELLENCE

YOUR TRANSACTION TIMELINE

Backed by a proven process, Richard's listings spend fewer days on the market than the industry average. A swifter sale means a more seamless seller experience and greater value for you.



LUXURY MARKETING FOR MAXIMUM EXPOSURE

Selling your home can be a very exciting experience, but it may also be an emotional one. As a real estate professional, Richard has found the best way to sell a home is through partnership and teamwork – combining the understanding of your requirements and goals with his knowledge, expertise, effective marketing strategies, and extensive brokerage resources.

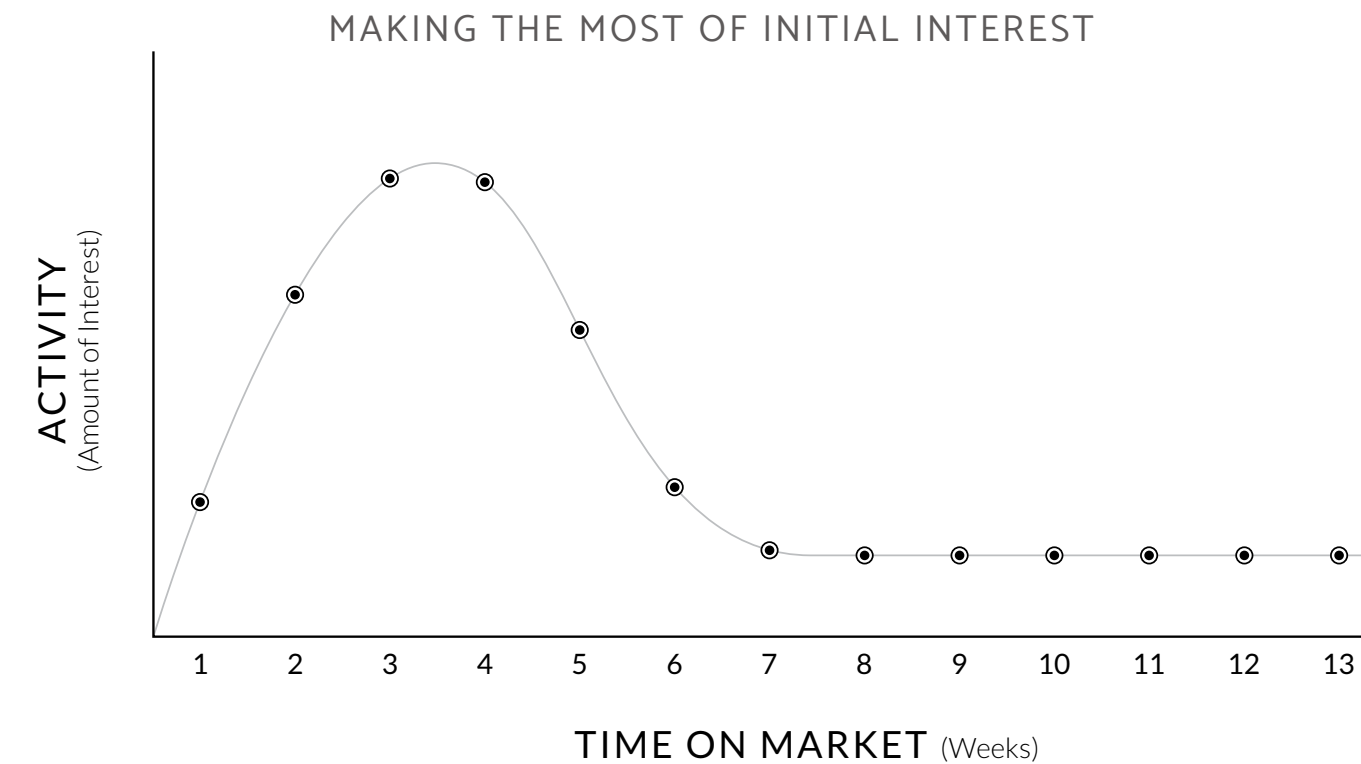
Together you will:

- Prepare for the “Window of Opportunity”
- Leverage the attributes of your location
- Prepare and present your home ready for sale
- Highlight your home’s features through professional photography
- Showcase your home to the market through professional and strategic marketing
- Maximize the exposure of your home through our extensive network
- Leverage the brokerage’s reputation and recognition
- Cooperate and communicate to maintain your home’s perception of value
- Promote your home locally, nationally, and internationally
- Maximize your home’s web exposure
- Always prepare your home so that it is ready to be shown to potential buyers
- Discuss and review the market’s analysis of your home – feedback is essential to knowing the perceived value and potential for negotiation
- Finalize your sale
- Find your next dream home

THE WINDOW OF OPPORTUNITY

The “Window of Opportunity” is the period in which your home will receive its maximum exposure – typically when your home is new on the market.

In order to capitalize on this window, it is crucially important that your home is ready for sale: priced at Fair Market Value, is prepared to showcase its features and attributes, and a marketing strategy is implemented to further increase its exposure.



- Graphic for Illustrative Purposes Only -



MARKETING YOUR LOCATION

According to real estate convention, the three most important criteria to consider when buying a property are: LOCATION, LOCATION, LOCATION. In fact, buyers are often attracted to a general location, a neighborhood, or even a certain street, well before settling on a specific home.

Understanding your location's positives and negatives is important to know when determining price and is actually very significant in the marketing of your home. Misconceptions, preconceptions, and knowing the nuances of your home can make a significant difference in how a home is marketed, when it's shown, and how it is positioned – one person's displeasure can be another's delight!

PREPARE TO PRESENT YOUR HOME

First impressions are lasting. Preparing your home is one of the most difficult, emotional, yet critical steps to maximize its value. Together you and Richard will review, recommend, prepare, and create an environment that is appropriate for the type of buyer looking to purchase your home. No matter how stunning, loved, or well-maintained your home, it is important that you view it with critical objectivity, and whether it needs simple changes or major repairs, these should be addressed before the home is listed.

PROFESSIONAL PHOTOGRAPHY

Photography must reflect your property. Whether in print or on the web, photos are often the first impression that a potential buyer will receive. A photoshoot is the time when a home must shine – both figuratively and literally. A fully prepared home that is clean, tidy, with clear sightlines, and shot in its best natural light will speak volumes to the viewer before and after the home is visited.

HOME STAGING

According to The National Association of REALTORS®, 83% of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home, and 44% say it increases the dollar value offered. Additionally, 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market.

DIGITAL TOOLS

Using current technology helps showcase the true essence of the property and its environment. Lifestyle videos, 3D virtual tours, and aerial and drone footage all provide a realistic depiction of the intended space and livability.



YOUR MARKETING TIMELINE

Sophisticated and professionally prepared marketing is essential to maximizing your home's exposure and requires more than just listing the property for sale on the Internet and the local real estate professional's listing service. It needs to be a carefully prepared, strategically implemented plan. Your home must become a highly prized item, launched on the market with maximum impact, to create the right exposure and reach the right buyers.

STAGING

Appliance upgrades
Furnishings
Virtual staging

FLOORPLAN

Traditional floorplan
Virtual walkthrough

SIGNAGE

Townhouse sign
Window decal
Open house sign

PRINT CAMPAIGN

Postcards
Brochures
Advertising
Public relations

EVENTS

Broker' open house
Open house
Special events

COMING SOON

Coming soon sign
Digital ads
Email outreach
Direct mail campaign

IMAGERY

Daytime photography
Twilight photography
Aerial footage
Lifestyle video

LISTING LAUNCH

HOMESbyRP.com
MLS
Syndication

EMAIL CAMPAIGN

Property announcement
Open house invitations
Company email
Inclusions

DIGITAL CAMPAIGN

Social media promotion

PROFESSIONAL AND STRATEGIC MARKETING

YARD SIGNS AND DIRECTIONAL SIGNAGE

The trusted yard sign is the #1 way to show your home is for sale. It is fast, effective, and easy to spot. Directional signs help guide people to the home.

PUBLIC AND PRIVATE SHOWINGS

Broker tours and open houses are ways that other real estate agents see your home and recommend it to their potential buyers. This is why preparing the home is so important – sometimes, real estate agents are more particular than the buyer.

LUXURY ADVERTISING

For luxury homes, local advertising is not sufficient - these unique, often specialist-appreciated homes need exposure to the elite and discerning. We showcase your home to these affluent buyers through publications such as The Wall Street Journal, Unique Homes, Fine Portfolio DC, Home & Design, and the James Edition.

NETWORKING AND REFERRALS

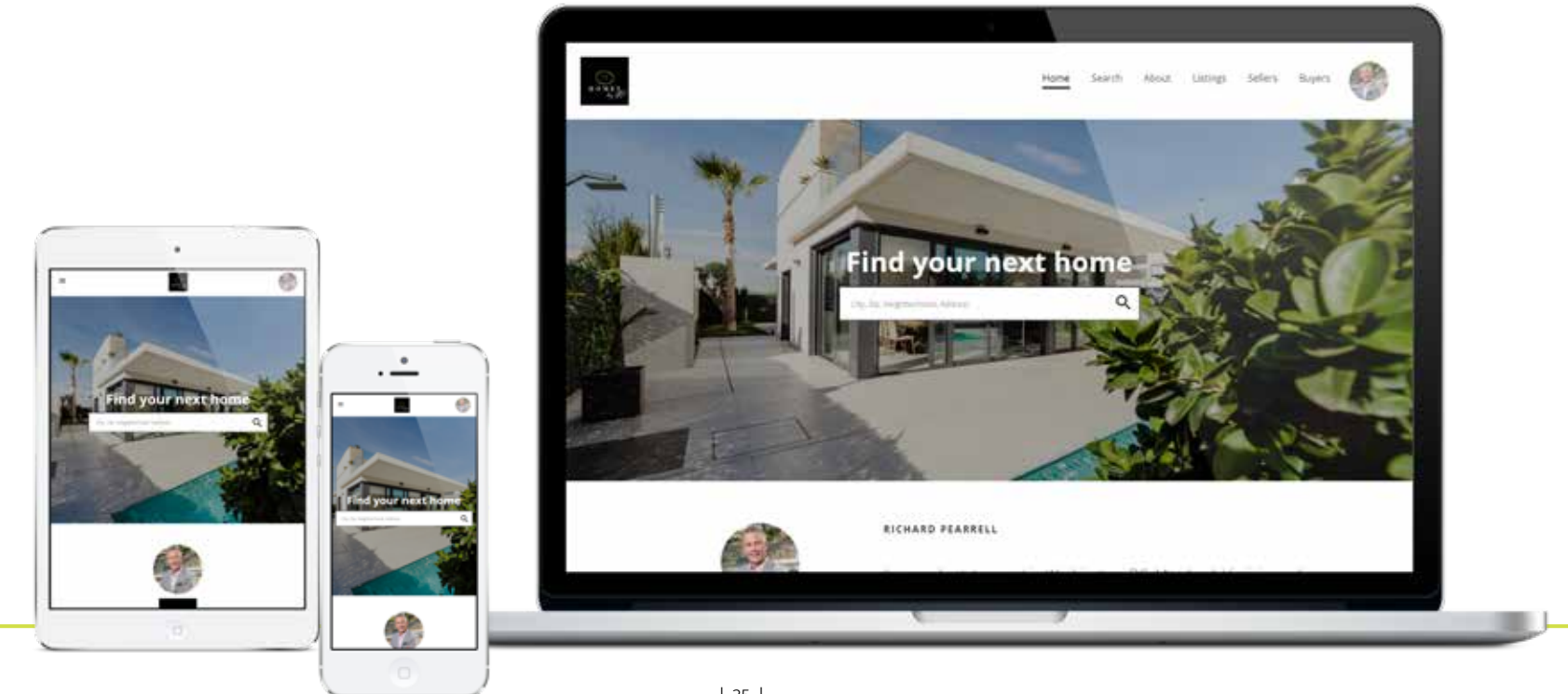
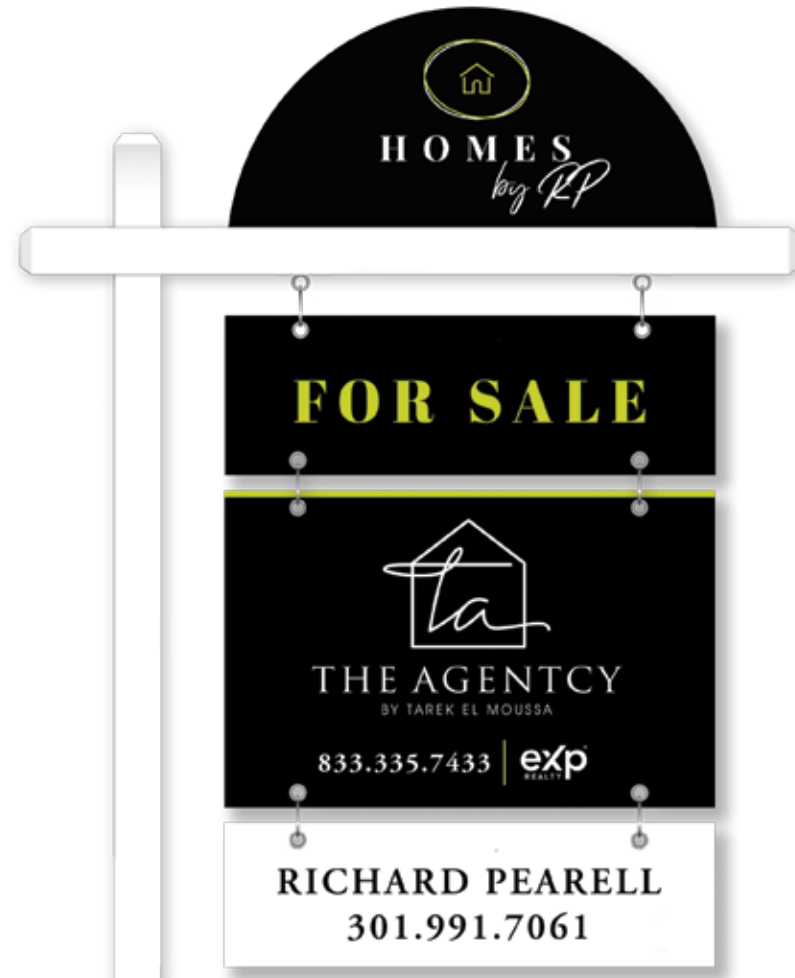
Real estate agents have a large database at their disposal, especially their networks with other agents. Referrals are especially important in the luxury market, as you will want to work with a well-respected agent with an extensive network of contacts.

CLHMS DESIGNATION AND MEMBERSHIP

Working with an agent who is fully certified in luxury marketing is critical as you look to maximize the exposure of your home. Knowledge, expertise, and access to a unique and targeted network are second to none.

WEB EXPOSURE

95% of buyers look at homes online as their first step in the home buying process. This trend will continue to increase over time. Placing your home online allows the home's exposure to be seen locally, nationally, and internationally, whether it is on a computer, tablet, or cell phone.



PROFESSIONAL PRINTING AND DIRECT MAIL

The power of showcasing your home and its unique features through professional photography and sophisticated marketing materials is crucial to setting your home apart from the competition. Promotional materials that feature your home and are mailed to your neighbors, potential buyers, and other real estate professionals is one of the most powerful ways to spread the message that your home is for sale.

Your neighbors will be first to tell their friends and family about your home – they already love their community, so they are your biggest advocates! Also, knowing where the potential buyers are locally is powerful – after all, 78% of homeowners purchase within close proximity to their present home.



A PLATFORM FOR 24/7 WEB EXPOSURE

With 95% of home buyers beginning their search on the Internet, you want to ensure that your home will receive maximum online exposure. As part of my marketing plan, your home will receive unparalleled exposure among consumers and real estate professionals across the globe through Richard's extensive online partnership.



DIGITAL TOOLS

CUSTOM CREATED FLOOR PLANS

Floor plans are being requested frequently because potential buyers want more information at their fingertips. Is the layout conducive to family needs? Will my oversized furniture fit in each room? Does this house give my family the capacity to grow? Help potential buyers visualize your property without necessarily being on site.

MATTERSPORT 3D WALK-THROUGHS

3D Showcase is an online experience for homebuyers to move through a property and see it from any angle. Our distinct Dollhouse view gives homebuyers a completely unique sense of the property.

CLOUD CMA REPORTS

This online Comparative Market Analysis (CMA) report is always current and will show the latest market data. Buyers and Sellers are able to see how the market is trending in their zip code.





SHOWING THE HOME

Your home needs to be 'show ready' at all times – this is difficult to balance if you are still living in the home. However, ensure the preparation is done up front – unnecessary items removed, space has been created, and a plan implemented for the best times to show the home, then the final prep and inviting touches are easy for Richard to add around your busy schedule.

Every buyer will be pre-qualified. During the showing, a fully guided tour will be provided to ensure that the features and nuances are showcased and explained to maximize the value of perception.

MARKET ANALYSIS

Richard's market analysis report is compiled from a system that tracks your showings, all real estate professional and buyer feedback, as well as his marketing effectiveness on your home. This report provides you with an in-depth analysis and a comprehensive list of actions, recommendations, and objectives.

FINALIZING THE SALE

A myriad of details must be attended to before the sale becomes final, including offers, counter offers, inspections, disclosures, contingencies, loan documents, insurance, mortgage approval, and escrow items. This final step can be overwhelming with all its moving parts.

Whatever the next step may be, know that Richard is here to guide you through this final process – to keep in constant communication, track the proceeding, and keep things on schedule.





CLOSING COSTS

Fees vary by state, county, purchase price, loan amount, and even whether they are paid by Buyer or Seller. From your attorney to property surveyors, there are a number of costs to anticipate throughout the selling process. Here are some of the standard fees you can expect to incur.

TYPE	PRICE ESTIMATES (If Applicable)	ESTIMATED COST*	
Title Charges		Buyer Pays	Seller Pays
Settlement/Closing Costs	\$300 - \$1,900	\$1,200	\$430
Owner's Title Insurance	.25% - 1%	\$1,071	\$0
Lender's Title Insurance	.30% - 1%	\$2,675	\$0
Title Abstract/Search	\$170 - \$500	\$250	\$0
Closing Protection Letter	\$35 - \$75	\$50	\$0
Location Survey	\$250 - \$500	\$270	\$0
Processing Costs	\$150 - \$500	\$0	\$0
Deed Preparation	\$150 - \$400	\$0	\$400
Recording & Transfer		Buyer Pays	Seller Pays
Mortgage Recording Charges	\$60 - \$300	\$156.50	\$0
Deed Recording Charges	\$30 - \$100	\$31.50	\$0
Recordation Tax	.5% - 1.5%	\$0	\$10,127
State Transfer Taxes	.5% - 1.5%	\$10,127	\$0
City/County Transfer Taxes	\$.60 - 10 per \$100	\$0	\$0
Lien Certificate	\$50 - \$125	\$0	\$0
Broker & Misc		Buyer Pays	Seller Pays
Broker Commissions	6% (3% Buyer/Seller)	\$0	\$41,905
Transaction Charges	\$0 - \$1,495	\$0	\$395
Bank Expenses	\$300 - \$1,000	\$0	\$0
Building Move In/Out Charges	\$500 - \$1,000	\$0	\$0

*Based on a \$698,414 home — average value of a single family home in Washington, D.C. per Zillow Research data (September 2021).

DISCLAIMER: Information is provided for illustrative purposes only. No guarantee or other assurance concerning the accuracy or completeness of the information provided here and within or the applicability of the data input to your particular situation. The data and information produced are provided "AS IS" without representation or warranty from of any kind. User assumes the risk that data and/or calculation errors may occur. To ensure that all figures and calculations are correct and relevant to your situation, we encourage you to contact an escrow officer to discuss your specific title insurance needs and to verify all costs and fees prior to closing.



DISCOVER A NEW LEVEL

OF LUXURY MARKETING TO FIND YOUR NEW HOME

MARKETING FOR YOUR NEXT HOME

If you are looking to buy another property, let Richard's knowledge of your requirements, needs, likes, and dislikes be the foundation of a new search – from finding the perfect buyer to locating your next perfect dream home.

In the world of luxury, it takes more than just searching for a home on the Internet, so allow Richard's extensive network of connections, strong marketing skills, and exceptional knowledge open the right doors.



**EXCLUSIVE
LUXURY
NETWORKS**



**STRATEGIC
ONLINE SEARCH
TECHNOLOGY**



**INSIDE LOCAL
KNOWLEDGE &
CONNECTIONS**



**SUPERIOR
PROSPECTING
CAPABILITIES**

DEFINING YOUR GOALS AND OPTIONS

In the search for your perfect home, you must define the goals and reassess your requirements so that you approach the search with complete insight. This will enable the creation of an appropriate action plan and expected timeline.

- Where are you thinking of moving – local or out of state?
- Do you have a budget?
- What do you and your family need from your next home?
- Are you looking for a turnkey or renovation property?
- What are your essential requirements during our search?
- Are there any financial considerations?
- When is the ideal time for you to move?

This information will enable a qualified search. Equally, it is important to ensure that you research the true value of homes and that their current selling price reflects an amount that the property is “worth” to you.

LOCATING THE RIGHT PROPERTY

When helping you look for a property, Richard will make recommendations based on his experience and local knowledge, in addition to having access to a variety of technology, a wide network of area agents, and homes not yet on the market. A comparison chart and thorough objective inspection of each home, combined with such factors as market data and resale potential, will help in narrowing your search. By building a checklist, you can better evaluate each home and review together the important criteria of homes visited.

And when you find that perfect home, Richard will help negotiate the best offer based on the condition of the home, length of time it's been on the market, activity, location, and urgency of the seller. Ultimately, Richard will protect and represent your best interests.





I'd like to thank you for giving me the opportunity to present this preview of the marketing services I can offer you and your property.

I'd be pleased to assist you with the sale of your present home and the purchase of your next home, and the next one, because I'm not just providing a service, I'm building a relationship. Please let me know when I can be of service.

Call me before you make any important real estate decisions; you'll be glad you did.



HOMES
by RP



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