

HOME SELLER GUIDE

Steven Joseph
Broker / Owner
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571-445-0099

STEVEN JOSEPH
REAL ESTATE

ABOUT ME...

Steven Joseph
Broker / Owner



Steven earned a BA and MBA from Canisius College in Buffalo, NY, and has served on a variety of volunteer organizations throughout his career. To him, there is nothing more satisfying than spending time with his family, especially his Golden Retrievers Bella and CeCe. Steve is a bit of a domestic artist. He knows his way around the kitchen, he's handy with concrete and carpentry, and has a bit of a green thumb too.

With more than 25 years of sales and marketing experience, Steve is the founder of the team. His personal and professional character are most apparent as he perfectly blends seller needs with the appropriate buyers and investors. His ability to work swiftly and effectively in our ever-changing market is clear as he regularly provides higher offers than the competition; creating a "win-win" for sellers, buyers, and investors.

"I have always enjoyed real estate and truly value the process. Whether educating clients on home buying, navigating property restoration, securing top dollar for sellers, or helping families find their new home, my goal is always the same: to provide direct, principled support. I am committed to delivering a high level of service to every client, every time."

On one side he is a calming advisor, educator, and problem solver. On the other side, he is equal parts relationship manager and strategist, with a "go get it" attitude. His integrity and work ethic are simply unmatched, and he is prepared to help you with your journey today!

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PERSONAL PROFILE

Changing Lives One Home at a Time

Results-driven and client-focused Real Estate Broker with an MBA and proven track record of scaling a high-performing agency through an aggressive market. A consensus-building leader who excels at adapting to the needs of each client.

Achievements

- 8x Platinum, Top Producer Club, Northern Virginia Association of Realtors
- Top 2% producing agent in Northern Virginia
- More than $400 million in lifetime sales
- MBA and BA



Skills & Interest

- "Humanize" the process
- Expert negotiator
- Property evaluation and valuation
- Mechanical systems review
- Practical advisor
- Cross channel precision target marketing
- Digital content creator

Stay Connected

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LOCAL EXPERTS

We're not a typical brokerage. At our core, we prioritize personalized service, flexibility, and client satisfaction over corporate agendas. With deep expertise in the Northern Virginia market, from Bristow to Arlington and everywhere in between, our team delivers tailored guidance, competitive fees, and an unwavering focus on what matters most to you. Experience the difference a truly client-centered approach can make.

Real estate is about more than transactions—it's about building lasting relationships. Our team brings a wealth of local knowledge, market insight, and a personalized approach to every client interaction. By listening first and focusing on your goals, we're committed to making your real estate experience smooth, transparent, and successful.

CORE VALUES

With more than 25 years of sales and marketing experience, I am the founder of the team. My personal and professional character are of the upmost importance to me. My ability to work swiftly and effectively in our ever-changing market is highlighted by the pillars of my business:

Hands-On Approach

I listen to you and process your needs. I do not assign clients to another agent. I will personally see your objectives through completion.

Experience

I draw from first-hand field experience, having personally participated in hundreds of transactions throughout my career.

Trustworthiness

My priority is fostering an environment of reliability, honesty, and transparency.

Integrity

To me it means doing what's right, even when it's difficult, and holding myself accountable to the highest ethical standards.

Commitment

Simply, I do what I say I am going to do, while establishing mutually understood expectations.

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ARE WE *"REALLY"* DIFFERENT?

ABSOLUTELY YES!!! Large real estate brokerages often face challenges due to their size, which impacts the ability to provide personalized, client-focused service. Their transactional approach often overshadows the delivery of core services and professionalism. This unlocks opportunities for smaller, more agile brokerages, like us, to provide tailored, client-centric experiences.

What I see in the field from the competition:

Less Perosnalized Service
Agents are juggling multiple clients, leading to slower response times or less tailored service.

Limited Agent Autonomy
Agents have less autonomy in decision-making, restricting their ability to tailor strategies to specific client needs or market conditions.

Agent Turnover
High turnover rates among agents can disrupt the client-agent relationship and hinder the smooth progress of a real estate transaction.

Corporate Focus Over Client Needs
Other brokerages prioritize company growth and profit over individual client satisfaction.

Higher Fees
Larger brokerages often have higher overhead costs, which can translate to higher commission rates for clients.

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STRATEGY

GREAT MARKETING SELLS HOMES

In today's real estate market, distinctive marketing is more important than ever. With most buyers beginning their search online, a strong first impression is critical. Exceptional online presentation draws buyers in, encourages them to explore every detail, and motivates them to schedule a showing. That initial "wow" factor builds excitement—and once buyers step inside, they are ready to fall in love.

Effective marketing creates demand. When a property attracts significant attention, it signals value, creates competition, and ultimately drives stronger offers. By highlighting the features, assets, and amenities buyers care about most, we position your home to stand out in a competitive marketplace.

At Steven Joseph Real Estate, we've continually adapted our marketing strategies while others have fallen behind. Our proven approach increases exposure, builds momentum, and maximizes your return. In fact, some clients find themselves admiring the final marketing package so much, they momentarily wonder why they are selling at all.

What follows is a comprehensive, step-by-step strategy designed to maximize your property's exposure to the market; while delivering the most qualified ready, willing and able buyers; and ultimately maximizing your sales price with the most favorable terms. While each of these elements is important on their own; collectively they become a powerful and unmatched tool in real estate.

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DIGITAL MARKETING





Social Media

With the help of social media, we boost engagement on your listing. Our social media accounts are constantly being updated with our new listings, open houses, and sold properties. Tactics like paid promotions, targeted marketing, and algorithms get our posts right in front of your buyer.

Hashtags are included to attract more interest and increase market spread. Social media blasts include property description, listing address, price, and highlights of the best selling features of your home. #WelcomeHome #SJRE

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DIGITAL MARKETING



Listing Syndication

Listing your home across syndicated channels is the digital equivalent of placing a "For Sale" sign on every street corner in the country. By distributing your property data to high-traffic platforms like Zillow, Realtor.com, and Redfin, you maximize visibility and ensure your home reaches the widest possible pool of qualified buyers.

This increased exposure often leads to a higher volume of inquiries and showings, which inherently drives competitive bidding. In a market where the first few days are critical, broad syndication creates the necessary momentum to secure the best possible price and terms for your sale.

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DIGITAL MARKETING

Photography

Professional images are an integral part of finding the right buyer since the first time they see your home will very likely be in a photo. You want to have a "wow" first impression on your buyers, and professional photos will get you there. At Steven Joseph Real Estate, the use of professional photographers is our standard— no smart phone photos here.







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DIGITAL MARKETING

Aerial Photography

We use state of the art drone technology to capture multi-dimensional views of your entire property. Aerial photography sets your property above and beyond the rest and allows buyers to obtain a much better feel for the lay of the entire property footprint.



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DIGITAL MARKETING

3D Tours

With virtual tours, potential buyers will have the ability to move around between rooms at will and control their viewing angle within each position. Giving them control will improve their experience and encourage them to dwell within the virtual tour longer. These are a great alternative to seeing the home in person for shoppers with busy schedules.





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DIGITAL MARKETING

Produced Video

Produced videos are an effective way to showcase your property and neighborhood. Studies show that listings promoting videos typically review more offers and sell at higher prices. Consumers are more likely to sit through a video than flip through photos or read descriptions so your overall marketing engagement will increase when using them.

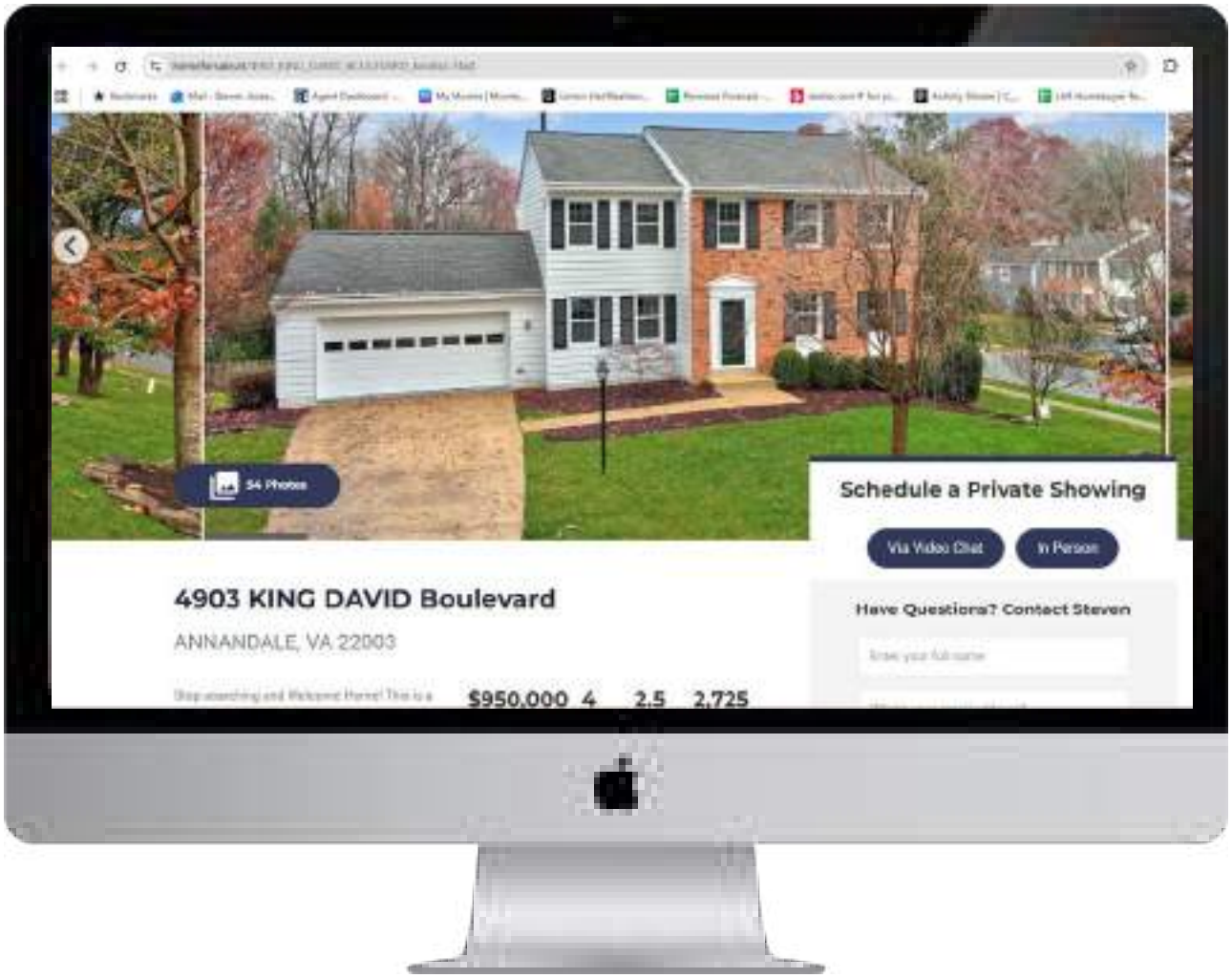


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DIGITAL MARKETING

Personalized Website

A unique property website is a key tool we use to reach new prospective buyers and spread the word about your property. It is a one page customized website that showcases listing photos, home details, videos, maps, and 3D tours all in one place for easy viewing. This effective marketing tool gives Steven Joseph Real Estate an inside view about the consumers browsing your site. It also provides an opportunity for us to collect buyer information with our lead capture form.



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PRINT MARKETING

Signage

Our modern and sleek yard signs are attractive and add value to your property. Information is easy to see and complements your home.





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PRINT MARKETING



Flyers, Brochures, & Postcards

Once professional photos are taken of your property, we will hand select the images that best represent your home and lay them out in an eye-catching flyer. Our marketing materials will be available to potential buyers following showings, at open houses, in flyer boxes, and at our office.

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STAGING

Staging & Enhancement

In the modern real estate market, first impressions happen on a smartphone screen long before a buyer ever sets foot on a property. Digital staging—the process of using graphic software to add furniture and decor to photos of empty rooms—has become an essential bridge between a vacant house and a buyer's imagination.









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TIMELINE

A Guide Toward a Succesful Closing

1. STRATEGIC PLAN

- Sign listing agreement
- Set listing timeline and offer deadline (if applicable)
- Determine pricing strategy
- Decide if any repairs/ improvements are needed

2. PREPARATION

- Prepare property for marketing and showings
- Pre-listing inspections (if applicable)
- Photography and video
- Creation of marketing materials
- Complete disclosure package
- Final de-clutter and cleaning of home (before photos)
- Pre-open escrow and check title

3. MARKETING

- Submit listing for national listings distribution
- Website, video, photography, and all on-line marketing launched
- Open house schedule syndication and invitations sent
- Direct and email marketing initiated
- Signage and advertising
- Advertising amongst our network of top agents in the area

4. SHOWINGS

- Setup and prep home prior to each showing
- Broker showings
- Open houses
- Evening showings
- Showings by appointment

5. OFFERS

- Provide buyers with disclosure package
- Review offers
- Review buyer's financial qualifications
- Consideration of offer terms
- Negotiations, counter offers, addendums
- Accept offer

6. ESCROW

- Open escrow account
- Buyer's EMD good-faith deposit
- Preliminary title report and documentation review
- Contract and escrow timeline
- Home buyer's inspections
- Appraisal and lender review
- Complete signed documents
- Additional negotiations and terms
- Order loan payoff information

7. CLOSING

- Review file and confirm all paperwork
- Review and sign closing documents
- Moving and clean property for transfer
- Loan funding and final cash deposits
- Close of escrow
- Proceeds to seller
- Cancel utilities and insurance - provide forwarding address
- Review items to convey
- Transfer keys to buyer

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HOME PREP CHECKLIST

Getting Your House Ready for Sale

Preparing your home for sale doesn't have to be overwhelming. This checklist highlights simple features, tips, and tasks you can consider to enhance your home's appeal. A little progress each day will help your home feel fresh, inviting, and ready to make a strong first impression from the moment buyers walk through the front door.

Curb Appeal

- Mow Lawn
- Trim shrubs
- Edge gardens and walkaways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter, or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walkways using bleach and water or another cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove outdoor furniture that is not in good repair
- Make sure pool or spa sparkles
- Check for flat-fitting roof shingles
- Repair broken windows and shutters
- Replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

Inside Prep

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace
- Clean out and organize closets; create space by packing clothes and items you won't need until after you move
- Remove extra furniture, worn rugs, and unused items; keep papers, toys, and other belongings picked up—especially on stairways
- Repair minor issues such as loose door knobs, cracked molding, leaking faucets or toilets, squeaky doors, and closets or screen doors that are off their tracks
- Add dishes of potpourri, or place a few drops of vanilla or bath oil on light bulbs; pour bleach down drains and in toilets to improve scent
- Secure jewelry, cash, and other valuables

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Room Details

KITCHEN

- Ensure appliances are spotless inside and out (try baking soda for cleaning or Bar Keepers Friend for stains)
- Confirm all appliances are in proper working order
- Clean often-overlooked areas, including the top of the refrigerator and under the sink
- Wax or sponge floor to brilliant shine; clean baseboards
- Unclutter countertops and remove countertop appliances
- Organize cabinets and pre-pack items you won't need before you move

BATHROOMS

- Remove all rust and mildew
- Ensure tile, fixtures, shower doors, etc. are spotless and shining
- Check that all fixtures are in good repair
- Replace loose or cracked caulking or grout
- Use bright, soft lighting to create a clean, spa-like feel

LIVING ROOM

- Create a cozy, inviting atmosphere
- Remove chipped or worn furniture
- Replace or remove frayed or worn rugs

DINNING ROOM

- Polish any visible silver and crystal
- Set the table to help buyers imagine entertaining in the space

BEDROOMS

- Arrange furnishings to create a spacious feel with clearly defined sleeping, sitting, and dressing areas
- Dust, wash bedding, and ensure beds are neatly made

Room Details

GARAGE, ATTIC & STORAGE

- Sell, donate, or discard unnecessary items
- Organize belongings to create more floor space by hanging tools and using shelving
- Clean the water heater and drain sediment
- Replace the furnace filter
- Ensure inspection areas are easy to access
- Clean and paint concrete floor and walls
- Provide strong overhead lighting
- Tidy and organize workspaces
- Remove access packing and moving materials
- Make energy-efficient insulation visiable and accessible
- Ensure vents are clean and in proper working order
- Keep a flashlight nearby in case buyers want to view the attic or crawl space
- Empty dehumidifier

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When it is Time to Show The Home

- Open all draperies and shades, turn on all lights
- Replace burned-out or mismatching light bulbs
- Pick up toys and clutter; ensure beds are made and clothes are put away
- Give the carpets a quick vacuum
- Add some strategically placed fresh fruit or flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor free
- Make sure all trash is disposed of in neatly covered bins
- Head out 10 or more minutes before the show time for buyers to arrive and focus on the home
- If appropriate, notify close neighbors of your sale so they can keep their properties in order
- Take down family photos, personal awards, names or unique family identifiers; you want someone to envision themselves as the owner of "their" home
- Do not over do it on the scents

NOTE: Signage and shoe covers will be provided and replenished as needed throughout the active listing. Agents and prospective buyers do not always follow the instructions. This includes showing times. Prepare to be flexible with home buyer and agent schedules within +/- 15 minutes for each showing.

Also, it is required by Virginia law to disclose homes with security cameras and recording devices.

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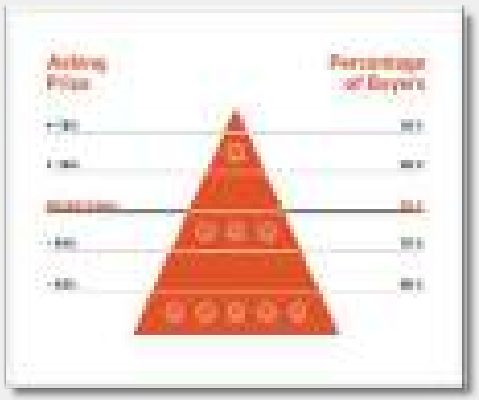
PRICING STRATEGY

Intelligent Pricing & Timing

Deciding on the best listing price for your home is one of the most important and challenging steps in the selling process. If your home is listed at a sales price that is above the current market value, prospective buyers who would otherwise be candidates to purchase your home, may turn away or lose interest.

Where Do We Price The Home?

Pricing a home for sale is as much art as science, but there are a few truisms that never change. Your best chance of selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and to their agents.



- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are location and condition. Generally, fair market value can be estimated by considering the comparables—other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake. Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.

With a sign in the yard, full description and photos in the local Multiple Listing Service, broad online distribution, open houses, broker's caravan, advertising, and email outreach to your listing agent's buyers, your home will receive the greatest level of attention and interest during the first two weeks on the market.

If showings or offers are limited during that initial period, it’s often an indication that the home is overpriced or not comparing favorably to similar properties. Since location can’t be changed, the two most effective adjustments are improving the home’s condition or lowering the price. Intelligent pricing isn't about getting the most for your home—it's about getting your home sold quickly at fair market value.

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SHOWINGS

Showing Your Home

We will work with you to determine the most effective way to make your home accessible to buyers. Your instructions and pertinent information will be shared with real estate professionals via the Multiple Listing Service in an area designated for Agents Only.

Safety First

We want to show your home, and you want your home shown! One of the first things we will discuss is how to manage showings in a way that works best for you, your family, and your daily schedule. A vacant home makes scheduling simple, while occupied homes may require a more thoughtful approach. Either way, we will offer guidance to keep showings both safe and effective.

For your security, never allow a stranger into your home. When your property is listed in the Multiple Listing Service (MLS), details and photos may be visible online. While showings are managed through licensed real estate professionals using approved procedures, it is possible that buyers may knock on your door.

Please make sure everyone in your household understands that no one should enter your home without a scheduled appointment, or proper notice.

- Real estate professionals will have access to an electronic lockbox
- Real estate professionals should have business cards
- Your Agent will receive a notice when an electronic lockbox is opened and closed with the name and license number of who opened the lockbox

Other Considerations

- Be kind to your potential buyer and leave during any home showing. Agents use showings to help their clients envision living in "their" home. Showings offer time for them to discuss concerns and answer questions. Privacy is appreciated and allows buyers to feel comfortable in your home.
- Home showings include broker tours, private appointments, open houses, buy-paid home inspections, and appraisals.
- Keep the home clean and decluttered. If you're living in your home, buyers will expect it to look as if someone lives there. However, keeping your home clean and tidy is essential during the listing period. Enlist the family in finding a suitable method of doing a quick tidy up. A basket that out of place items go in can be helpful—just pop it in the car when you leave.
- Be mindful of smells. Pets, kids, foods and the fridge all are common sources of smells that can be distracting or unpleasant. While your home is on the market, consider avoiding cooking especially pungent foods, consider fresh pet beds, and a freshly scented odor eliminator for problem areas.
- Take pets out, if possible. Consider a walk for your dog and crate for the cat.

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OPEN HOUSE

Conducting Open Houses & Safety Tips

Open houses offer a wonderful opportunity to showcase your home to a large number of buyers in a short period of time. Many buyers plan their schedules around open houses, making them a valuable marketing tool. While we encourage sellers to consider hosting open houses, it is equally important to ensure your home and belongings remain protected throughout the process.

Store or Remove Valuables

I personally conduct each of my open houses. However, not everyone who comes to an open house, comes with the intention of finding a home. Unfortunately, an open house can be an opportune time for a thief to get away with your valuables. Make sure to take care putting away or removing your:

- Jewelry
- Portable devices
- Keepsakes
- Art
- Weapons
- Prescription drugs
- Tools
- Special children's toys
- Small items of value, easily pocketed



Do A Walk Through

Before and after your open house, take a walk-through of the home and yard with your Realtor. Before opening, confirm that valuable items are secured and placed out of sight. Afterward, ensure all rooms and closets are clear, and that doors and windows—including those not used during the open house—are locked.

Open houses can be an effective part of a successful selling strategy, and taking a few simple precautions helps protect your home while maxizimizing exposure to buyers.

Safety in Numbers

It is common for us to have two team members conduct your open house, especially if your home is occupied, two stories or spacious. Visitors will feel welcomed and this will help keep both parties safe and your possessions secure.

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VENDORS

Professional Services & Tradesmen

At Steven Joseph Real Estate, we are determined and dedicated to helping you get the most money for your home when you sell, and to be as happy as possible when you buy.

Qualified List of Pros

We recognize that most homes aren't perfect—or may need a few updates to truly shine. This presents an opportunity for us to share our expertise and resources with you. As part of our service, we provide access to a vetted network of trusted professionals, each committed to delivering quality workmanship and reliable service.



Our network supports both pre-sale, preparation, and post-sale purchase improvements, helping you maximize your home's value before listing and confidently transorming your next home after closing.

Our trusted professionals include:

- Electricians
- Plumbers
- Roofers
- Hauling services
- Cleaning professionals
- Home inspectors
- Flooring specialists
- Windows and glass installers
- General contractors
- Handyperson services
- Gardeners and landscapers
- Chimney sweeps
- Locksmiths
- And more

Your Steven Joseph Real Estate professional is here to help you before the sale, after your purchase and every time you have a real estate need.

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GIVING BACK

Humble, Kind, & Grateful!

The truth is, I come from a humble background, and my journey has not always been easy. Those experiences have shaped my values and reinforced the importance of giving back. I believe stongly in supporting the community where I live and work, and I am grateful for the opportunity to partner with organizations that make a meaningful difference. Giving back isn't just something I do, it's part of who I am. My goal is simple: to leave our community better than I found it, especially for our children and future generations.

PWCS
PRINCE WILLIAM COUNTY PUBLIC SCHOOLS
LAUNCHING THRIVING FUTURES

Inova

Haymarket Regional
FOOD PANTRY

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High School Scholarship

SPARK
SUPPORTING PRINCE WILLIAM COUNTY PUBLIC SCHOOLS



Gainesville High School

LCPS
LOUDOUN COUNTY
PUBLIC SCHOOLS EST 1870
— ENGAGE · EMPOWER · ENRICH —



Gainesville Middle School

HOUSE OF MERCY



Patriot High School

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TESTIMONIALS

Steve did a fantastic job selling our home. From start to finish, he was professional, knowledgeable and always able to answer our questions. He made the whole selling process smooth and stress free.

- THERESA BIELECKI





Steven did an outstanding job and my home sold within 36 hours for above asking price. His expertise and professionalism made for a seamless, stress-free experience.

- ELLEN McNAMARA

His vast knowledge and attention to detail, coupled with his manner of client service makes for a less stressful experience, and is a step by step “how to do it right” plan of action on both sides of the buy and sell process.

- COL. DONALD ROBINSON II (RET.)



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