

DISCOVER A NEW LEVEL OF MARKETING EXCELLENCE

THE SOLD By Lily Team

MD, VA, DC Realtor · Certified Stager

PRESENTED BY

LILY VALLARIO



A PREVIEW OF LILY VALLARIO

AND RE/MAX REALTY GROUP

MEET LILY VALLARIO

The fact that Lily Vallario recently received a Lifetime Achievement Award in her field speaks volumes about her consistent success as a real estate professional covering the Washington D.C. Metropolitan Area. However, she prefers to measure that success by the satisfaction of her discerning clientele rather than by the over 800+ homes she has sold since embarking on her real estate career in 2004. Taking a personal interest in every client, she listens to their needs and concerns, analyzes every aspect down to the smallest detail, and proceeds to meet and exceed their goals and expectations.

Lily's marketing savvy also comes into play when she is selling homes. Not only is she knowledgeable in traditional forms of print, electronic, and internet advertising and marketing, but she is also a Certified Home Stager. That means her clients' homes are always presented in the most attractive, design-conscious way possible. Lily is also supported by a Full-Time Assistant, a Buyer Agent, a Marketing Specialist, and a Staging Crew. Her team offers exceptional service, support, and marketing that are second to none. Lily's years of experience have made her an expert negotiator, so while her team performs many other tasks, she takes the reins when it's time for contract negotiations. When negotiating the purchase or sale of a home, it pays to have in-depth knowledge of the local and regional real estate market. Lily's market knowledge is unsurpassed because, as she says, "I breathe real estate. I'm immersed in it every day. I take the time to learn about the market so I can educate my clients and have a clear advantage going into each home search and transaction, and I am always by my clients' side, protecting their interests through the entire process".

Whether the client is a first-time form buyer or seller, an affluent professional, or a seasoned investor, Lily offers a comprehensive package of expertise to ensure an efficient, expeditious transaction. In addition, she speaks Spanish fluently. That's a real advantage in the diverse D.C. Metro marketplace.

When not assisting clients, Lily enjoys spending her time with her husband and six children. Lily says, "We love trying new restaurants in town and discovering new foods and cuisines". In addition, they enjoy boating from their home on the South River and entertaining friends and family in the summertime.







LILY VALLARIO

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MEET THE TEAM



SOPHIA CHEDRAUY
Buyer Agent Specialist



ALBERTO VALLEJO
Operations Manager



ISABELA VANEGAS
Transaction Coordinator

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FULL SERVICE REAL ESTATE

When you hire Lily, she will become your home's:

MARKETING MANAGER

- Showcasing your property with the finest marketing
- Developing and implementing a fully-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

CONCIERGE

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

NEGOTIATOR

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

CLOSING MANAGER

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

DEDICATION AND COMMITMENT

"Lily is very knowledgeable, very patient, and accommodative to any situation. She is organized and very focused, anything and everything is doable with Lily, and she will try everything in her capacity to achieve the best outcome. Her team is excellent in every deal; selling our house was seamless, and the process they took us through was effortless for us, as they did all the work diligently and tirelessly, without any confusion. I will recommend Lily without a second thought. She is a one-stop shop. She answered every question and never kept us waiting, always on time. Our experience will be one to remember and the best. We will always be thankful for the services that were rendered to us."

- Diana Somervell

"Great service, above and beyond expectation. She successfully resolved every little issue we had during the process and made something that was supposed to be stressful, really pleasant. She provided good advice, which resulted in an acceptable offer within days of going into the market."

- Sergio and Clarissa

"I don't even know where to begin! Lily and her team have been going above and beyond for our family in selling and buying homes. Lily is like family to us now. The way she treats her clients are so genuine and she puts 100% effort into everything that she does. I can't thank her enough for being the best Realtor ever. She pays attention to detail, and overall, my experience was amazing. I've already recommended her to all my friends and family to do business with her. If you're still looking for a Realtor, look no further because Lily and her team are truly the best. Once again, thank you so much, Lily and team!"

- Jenny Carolina

"Lily is a great resource and very talented person. She knows her market areas well and goes above and beyond to bring a buyer quickly for the seller. Her vision on home preparation and staging - getting the right appliances, selection of upgrades in the house, and doing whatever it tales to make a property the best for quick sale is an asset for any seller."

- 5-Star Zillow Review

RE/MAX REALTY GROUP

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 key to maximizing the success of selling and buying a home.

RE/MAX Realty Group is committed to supporting Lily Vallario and her clients with the highest level of service through their extensive marketing and networking platforms, innovative technology, and commitment to their community.

RE/MAX Realty Group is the #1 Broker for closed sales volume in the D.C. Metro Area and offers its quality real estate services throughout its 8 offices and over 100 agents.

OUR PHILOSOPHY

RE/MAX Realty Group 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.



COMMUNITY SUPPORT

RE/MAX agents are well-known locally, nationally, and internationally for their involvement in community programs. They are committed to working in their local community, serving the client's real estate needs as well as being a part of the daily lifestyle.



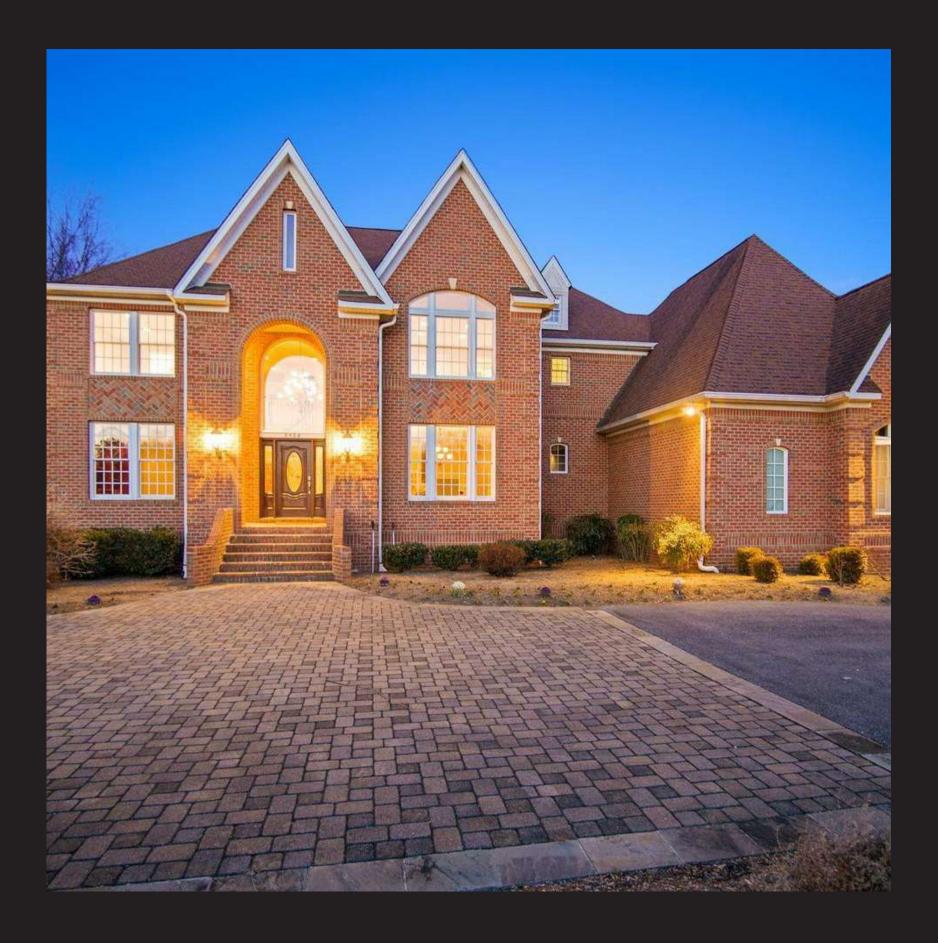
CHILDREN'S MIRACLE NETWORK

Since partnering with Children's Miracle Netweok Hospitals in 1992, RE/MAX agents have raised more than \$160 million for the charity's hospitals in the US and Canada. Donations help fund pediatric medical equipment and treatments, healthcare services, and charitable care. For some agents, these donations are very personal, helping kids in their own families and neighborhoods.

Change Kids' Health. Change the Future.

Give Today!





THE POWER OF THE RE/MAX NETWORK

RE/MAX

LEADS THE INDUSTRY

MARKET SHARE AND AGENT PRODUCTIVITY

RE/MAX associates average more sales than any other real estate agents in the world.

BRAND NAME AWARENESS

RE/MAX Real Estate is the most recognized brand in real estate. Their national advertising campaign positions the RE/MAX name in front of millions of buyers and sellers all over the country and is designed to keep the brand, as well as remax.com, top-of-mind when someone decides it is time to buy or sell their home.

ADVERTISING

In the United States, RE/MAX has the real estate industry's strongest presence in national television advertising, helping to make the RE/MAX hot air balloon one of the most recognizable logos in the world.

WEBSITE TRAFFIC AND ONLINE SEARCHES

Remax.com is the highest visited real estate franchise website in the world, attracting over 77 million visitors annually who can view your home in over 43 languages.

PROFESSIONAL EDUCATION

RE/MAX agents lead the industry in professional designations, awards, and recognition.

NUMBER OF COUNTRIES SERVED

RE/MAX has a presence in over 115 countries with over 135,000 agents, and numerous partner organizations around the world.

RE/MAX FOUNDATION

48 YEARS OF OUTSTANDING AGENTS & OUTSTANDING RESULTS

From a single office that opened in 1973 in Denver, Colorado, RE/MAX, LLC has grown into one of the leading global real estate franchisors, a subsidiary of RE/MAX Holdings (NYSE: RMAX) with over 135,000 agents in more than 115 countries and territories.

The global network of franchisee-owned and -operated offices are run by the world's most productive real estate sales agents. Through their efforts, they've made it possible to say that nobody in the world sells more real estate than RE/MAX when measured by residential transaction sides.

Still based in Denver and led by CEO Adam Contos, its parent company, RE/MAX Holding Inc., is publicly traded on the New York Stock Exchange as RMAX. Dedicated to innovation and change in the real estate industry, RE/MAX launched Motto Mortgage, a ground-breaking mortgage network, in 2016 and acquired booj, a real estate technology company, in 2018.

For more than 48 years, RE/MAX agents help Children's Miracle Network Hospitals® support millions of kids each year.

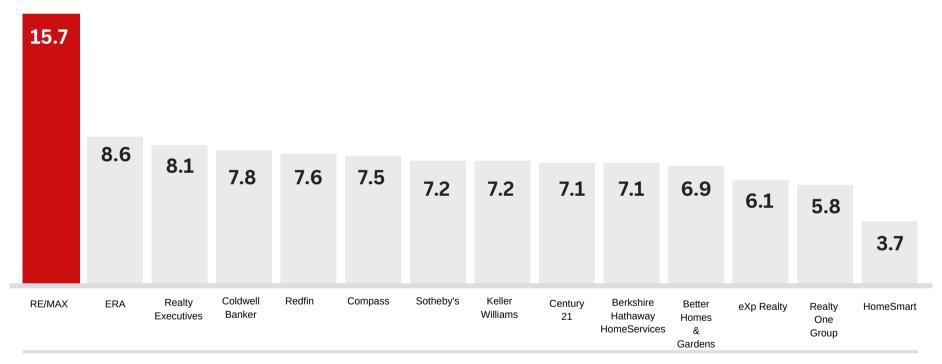
Customer service - built on a foundation of drive, experience, and education - is the cornerstone of RE/MAX success. The RE/MAX track record built over the past 45 years is proof that a focus on the customer's needs backed by the ability to deliver, remains as important as ever.

In other words, great things happen when driven individuals come together and treat real estate as a profession. And that, in a nutshell, is RE/MAX.

RE/MAX LEADS THE INDUSTRY

Among the country's largest real estate brokerages, RE/MAX agents average more home sales than agents at any other national real estate brand.¹





TRANSACTION
SIDES PER AGENT 1

U.S. TRANSACTION SIDES ²

BRAND AWARENESS (UNAIDED) ³

COUNTRIES & TERRITORIES

OFFICES WORLDWIDE AGENTS WORLDWIDE

15.7 979,522 37.3% 115+ 8,664 135,000

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RE/MAX

OUTSELLS THE COMPETITION

Among the country's largest real estate brokerages, RE/MAX agents continue to outperform the competition in both transaction sides and sales volume.*

DOUBLE THE OTHERS

RE/MAX agents averaged more than twice as many transaction sides as competitors.



DOUBLE THE OTHERS

RE/MAX agents averaged 67% more sales volume than the average for competitors.



*Based on 2021 REAL Trends 500 data, citing 2020 transaction sides and sales volume for the 1,753 largest participating U.S. brokerages (ranked by transaction sides). ©2021 RE/MAX, LLC. Each Office is Independently Owned and Operated.

LOCAL EXPERTS, GLOBALLY CONNECTED

Tapping the global scope and phenomenal presence of the RE/MAX international network gives RE/MAX a unique and powerful advantage over any other real estate company in the world. Having access to thousands of international referral sources is key to finding qualified buyers and sellers. Through a network of over 135,000 associates in over 115 countries, RE/MAX has the inside track of buyers and sellers around the globe.

NORTH AMERICA

- Canada
- Mexico
- · United States

CENTRAL AMERICA

- Belize
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama

CARIBBEAN

- Anguila
- · Antigua and Barbuda
- Aruba
- Bahamas
- Barbados
- Bonaire
- British Virgin Islands
- Cayman Islands
- Curaco
- Dominica

- · Dominican Republic
- Guadeloupe
- Grenada
- Haiti
- Jamaica
- Martinique
- · Puerto Rico
- · St. Barthelemy
- · St. Kitts & Nevis
- St. Lucia
- · St. Maarten
- Trinidad
- · Turks & Caicos
- US Virgin Islands

SOUTH AMERICA

- Argentina
- Bolivia

- Ecuador
- Paraguay

- · St. Martin
- · St. Vicent

- Brazil
- Chile
- Colombia
- Peru

- Suriname
- Uruguay
- Venezuela

EUROPE

- Albania
- Armenia
- Austria
- Azerbaijan
- Belarus
- · Belgium · Bosnia and herzegovina
- Bulgaria
- Croatia
- Cyprus
- · Czech Republic
- England
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary Iceland
- Ireland
- Italy

- Kosovo
- Latvia
- · Liechtenstein
- Lithuania
- Luxembourg
- Malta
- Montenegro
- Netherlands
- · North Macedonia
- Norway
- Poland
- Portugal
- Romania
- Scotland
- Serbia
- Slovakia
- Slovenia Spain
- Sweden
- Switzerland
- Turkey
- Ukraine

MIDDLE EAST

- Bahrain
- Egypt
- Israel
- Kuwait
- Lebanon Oman
- Qatar
- Saudi Arabia
- · United Arab Emirates

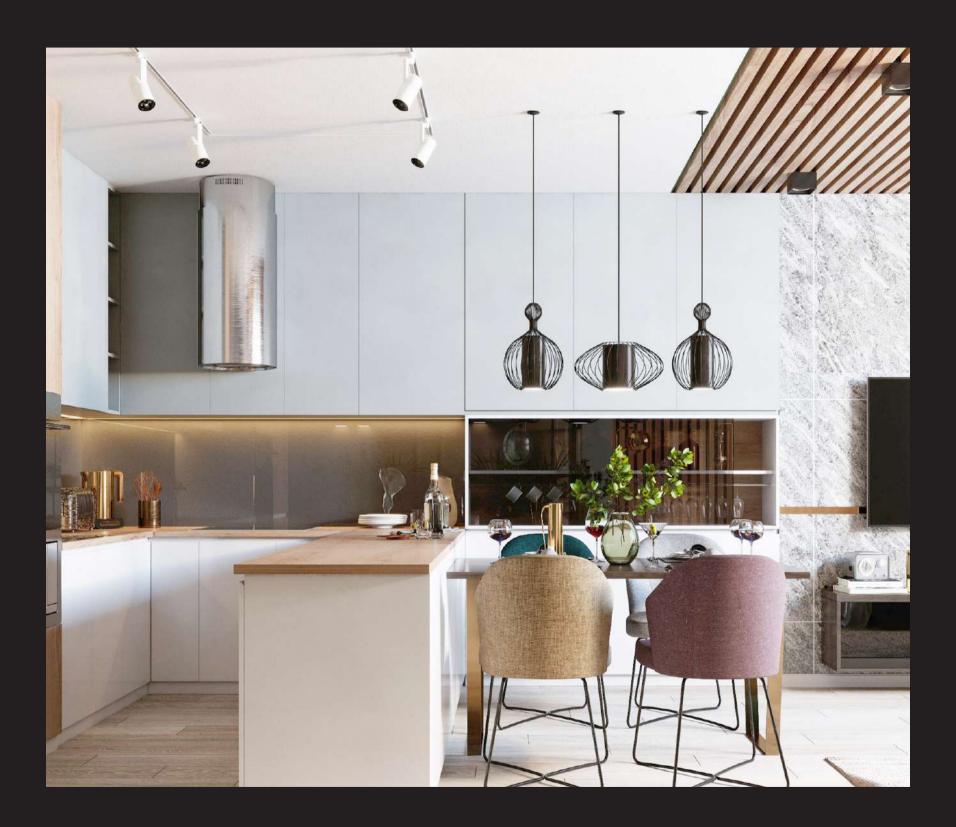
AFRICA

- Angola
- Botswana
- · Cape Verde
- Ghana
- Kenva
- Mauritius
- Morocco
- Mozambique
- Namibia
- Nigeria · Seychelles
- · South Africa
- Swaziland Tanzania

- Tunisia
- Uganda
- Zambia
- Zimbabwe

ASIA/PACIFIC

- Australia
- China
- Guam India
- Indonesia
- Japan Malaysia
- · Mongolia
- New Zealand Philippines
- · Republic of Palau Singapore
- · Republic of South Korea
- Sri Lanka
- Taiwan Thailand





DETERMINING THE VALUE OF YOUR HOME

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

Before implementing any marketing strategies, it is critical to go through a process of discovery - determining the fair market value, understanding the barometer of current market conditions, and reviewing the variety of factors that will help us prepare your home for sale.





DISCOVER A NEW LEVEL OF MARKETING FOR YOUR HOME

MARKETING FOR MAXIMUM EXPOSURE

Selling your home can be a very exciting experience, but it can also be an emotional one. As a REALTOR®, I have found the best way to sell a home is through partnership and teamwork - combining the understanding of your requirements and goals with my knowledge, expertise, effective marketing strategies, and extensive brokerage resources.

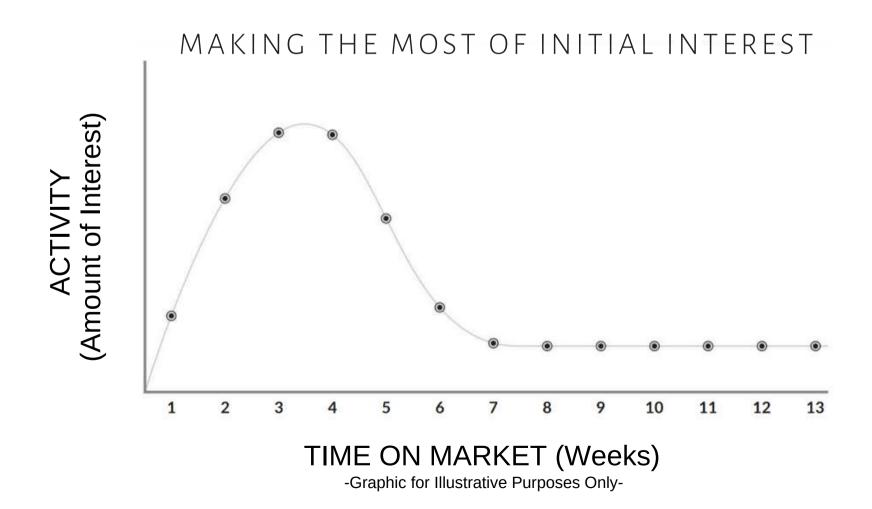
Together we will:

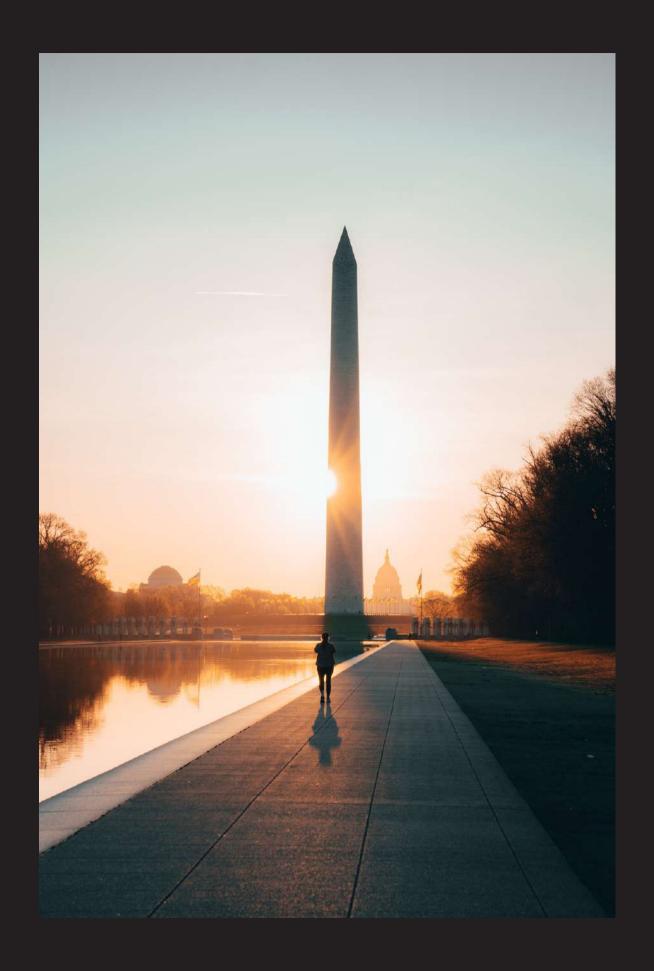
- Prepare for the "Window of Opportunity"
- Leverage the attributes of your location
- Prepare and present your home ready for sale
- Highlight your home's features through professional photography
- · Showcase your home to the market through professional and strategic marketing
- Maximize the exposure 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 know 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.

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





MARKETING YOUR LOCATION

According to the real estate convention, the three most important criteria to consider when buying a property are LOCATION, LOCATION, and LOCATION. 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 when determining price and are 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 homeowner'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, and critical steps to maximize its value - together we will review, recommend, prepare, and create an environment that is appropriate for the type of buyer looking to purchase your home. No matter home stunning, loved, or well-maintained your home is, 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 print or web, these photos are often the first impression that a potential buyer will receive.

Take advantage of new technology to showcase the true essence of the property within its environment, especially since your buyer may be from outside your local area. Lifestyle videos provide a realistic depiction of the intended space and livability.

A photoshoot is a time when a home must shine - both figuratively and literally. A fully prepared home, 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 Maying

PROFESSIONAL AND STRATEGIC MARKETING

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 REALTORS® 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.



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 buyers.

LOCAL ADVERTISING

For some homes advertising locally can be the best way to generate interest, especially when a home has features that are particularly important to the local community.

NETWORKING AND REFERRALS

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

NOTIFY TOP LOCAL AGENTS

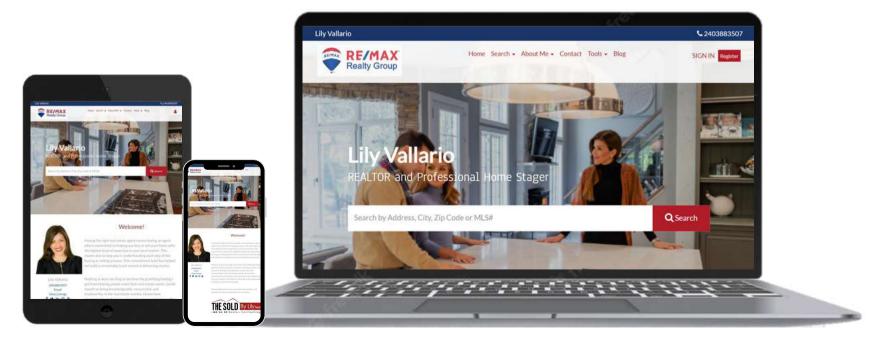
Contacting and connecting with top local agents in the area is more than just a professional courtesy, more often than not it is all you need to do. REALTORS® are in constant communication with their clients, they will know if there is a buyer or a listing available for purchase.

WEB EXPOSURE

95% of buyers look at homes online as their first step in the home-buying process. This trend will only 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.

VIIRTUAL TOURS / ONLINE VIDEO MARKETING

Creating a digital experience and footprint is an integral part of advertising in the 21st century.



PROFESSIONAL PRINTING AND DIRECT MAIL

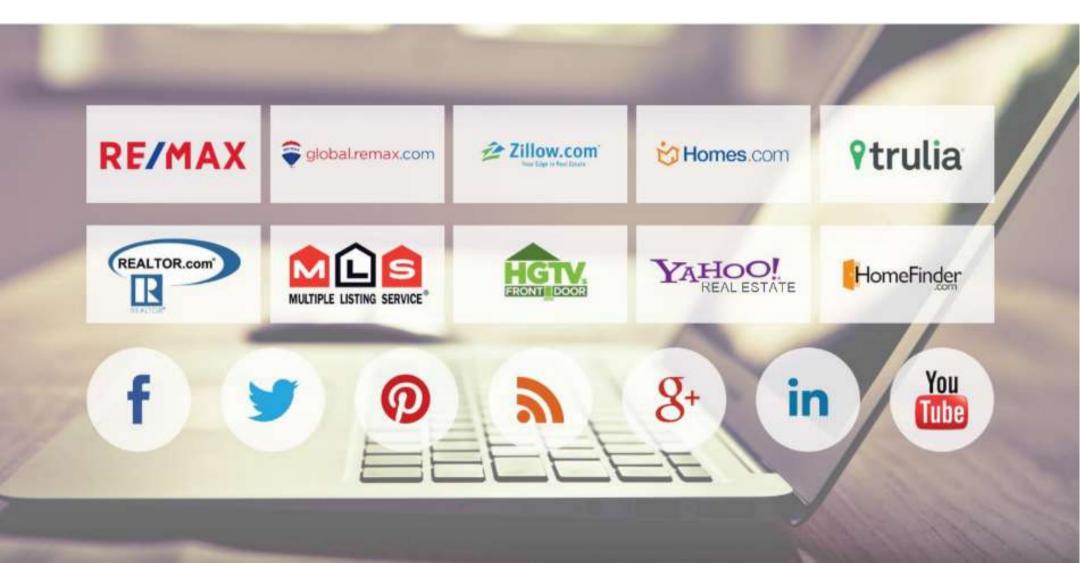
The power of showcasing your home and its unique features through professional photography and sophisticated marketing materials is crucial to setting your home apart from the competition. Promotional materials that feature your home and are mailed to your neighbors, potential buyers, and other REALTORS®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

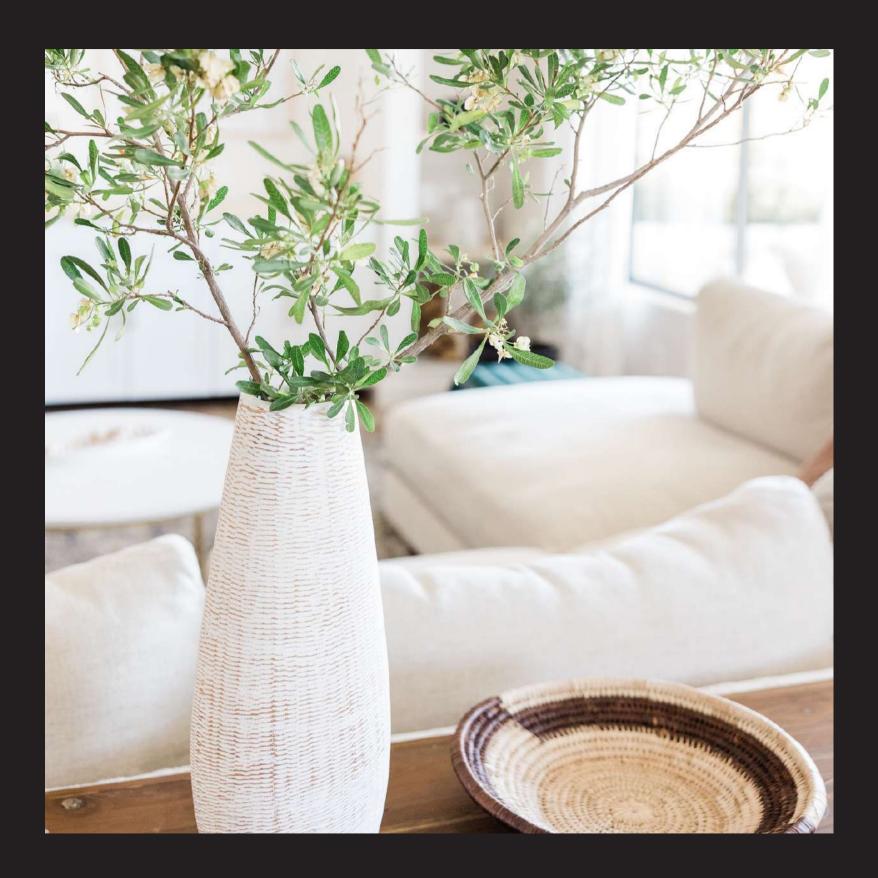
Your neighbors will be first to tell their friends and family about your home - they already love their community so they are your biggest advocates! Also, knowing where the poteltial buyers are locally is powerful - after all, 78% of homeowners purchase within a 10-mile radius of their present home.



A PLATFORM FOR 24/7 EXPOSURE

With 95% of home buyers beginning their search on the internet, we will want to ensure that your home will receive maximum online exposure. As part of my marketing plan, your home will receive unparalleted exposure to consumers and REALTORS ®, accross the globe, through my extensive online partnerships.





SHOWING THE HOME

Your home needs to be 'show ready' at all times - this can be difficult to balance if you are still living in the home. However, we must ensure preparations are 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 us to add around your busy schedule.

From boosting curb appeal to highlighting focal points, adding 'lived-in' vignettes, letting in the light, adding touches of nature, moving your favorite chair out of the way to keep a good flow between rooms, to adding an inviting aroma of fresh baked cookies or scented candles all help in showing the home to its best potential.

After each showing, we will review and discuss buyer feedback to determine whether any potential changes in home preparation and marketing strategy are needed.

MARKET ANALYSIS

The market analysis report is compiled from a system that tracks your showings, all REALTOR® and buyer feedback, as well as my 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 I am here to guide you through this final process - to keep in constant communication, track proceeding, and keep things on schedule.



DISCOVER A NEW LEVEL OF MARKETING TO FIND YOUR NEW HOME

MARKETING FOR YOUR NEXT HOME

If you are looking to buy or sell another property, let my 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 real estate, it takes more than just searching for a home on the internet, so allow my extensive network of connections, strong marketing skills, and exceptional knowledge to open the right doors.









DEFINING YOUR GOALS AND OPTIONS

In the search for your perfect home, we must define the goals and reassess your requirements so that we 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 we 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, I will make recommendations based on my 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 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, we can better evaluate each home and review together the important criteria of homes visited.

And when you find that perfect home, I 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, they will protect and represent your best interests.



On behalf of myself and my team, I'd like to thank you for giving me the opportunity to present this preview of the marketing services we 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 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.

LILY VALLARIO | 240 388 3507 | TEAM@SOLDBYLILY.COM