

# EHRIN FAIREY

REAL ESTATE THAT GIVES BACK

REALTOR® | GA & SC  
TOP RESALE AGENT OF THE YEAR  
TOP MARKETING STRATEGY  
YOUR MILITARY PCS EXPERT

COMPLIMENTARY AGENT PACKET FOR  
LISTING YOUR HOME



**SOUTHEASTERN**  
RESIDENTIAL

**YOUR SOURCE FOR AUGUSTA REAL ESTATE**



# EHRIN *Fairey*

TOP RESALE AGENT AND TOP  
MARKETING STRATEGY AT



NEXTMOVE  MILITARY

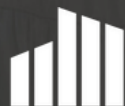


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SOUTHEASTERN  
RESIDENTIAL

## Location:

Licensed in Georgia and South Carolina serving the Greater Augusta region

## Background:

Realtor | Air Force Reservist | Leader

## Education & Certifications:

REALTOR | Masters in Intelligence Studies | B.A. in International Relations

## Community Involvement

VP of Marketing, Association of the United States Army - Fort Gordon Chapter

Realtors of Greater Augusta

Home Builders Association of Greater Aiken-Augusta

Veteran of Foreign Wars - Evans Post

National Association of Home Builders

Georgia Association of Realtors

National Association of Realtors

Leadership Columbia County

Next Move Military

Mil-Estate

## Awards & Recognition

Top Resale Agent - 2023

Top Marketing Strategy - 2023

Top Listing Agent

Top Selling Agent

Top Producer

Creating Your Community Award - 2022 and 2023

Leadership Council

Chairman's Circle Award

Rookie of the Year Award

Hello!



I'm EHRIN FAIREY.

Ehrin chose to be a REALTOR for the opportunity to serve others, provide connections, and ultimately play a part in growing the greater Augusta area.

BUYERS, when you choose to find your home with Ehrin, you can expect:

- Tailored searches delivered to you inbox daily
- A thorough presentation and discussion on the home buying process in Georgia
- Detailed market analysis for the property you are looking to purchase
- Expert advocate and negotiator to leverage your unique strong suits to get your offer accepted
- Connection to the top home inspectors, lenders, and closing attorneys so you have the best team supporting you every step of the way
- Concierge service and quality communication
- Partner with Ehrin to give back to our community!



# Real Estate that Gives Back

Ehrin has a heart to help make the greater Augusta area an even better place than it already is. She does this by partnering with non-profit organizations, event involvement, and fundraising. In 2020, Ehrin lost her baby girl, Teagan Hope, unexpectedly at just 20 weeks. Though the pain and loss was incredibly difficult to walk through, Ehrin is committed to sharing hope with others who are facing difficult life circumstances. Ehrin views real estate not only as a great investment for her clients, but a way in which the community can be impacted for good. She partners with multiple non-profits and outreach opportunities in the area.



## Giving Dashboard

68 Families | \$20,520 donated

As of March 2024

When you buy or sell a home with Ehrin, you choose to partner with her to make a difference! A portion of the commission will go to supporting non-profit organizations based on the purchase price of your home.



# TESTIMONIALS

Ehrin is the best realtor. Her work ethic is impeccable. Very protective of my interests and made me feel I was her only client. **I will recommend her every time!** - Carlos C.

We have purchased several homes over the years and Ehrin is by far **the best and most professional realtor we have ever had.** - Scott G.

Ehrin is the **GOAT!** - Anonymous

It felt like a **relationship** and not at all transactional. I've added her to my network of Realtor referrals because of this! - Beth R.

**THE BEST realtor in the area, hands down.** She really paid attention to what we were looking for and found us a house that wasn't even on our radar before. Incredibly patient, caring, knowledgeable - all the things you want in a realtor! - Faith S.

If we ever need to buy another house, **Ehrin will be the first person we turn to. Could not recommend her enough.** She was wonderful. - Emily B.

# STATISTICS

**TOP 3%**

AUGUSTA  
MARKET

**5 STAR**

CLIENT  
REVIEWS

# Ehrin's Responsibilities

With Ehrin, you will find a full-time, exceptional Realtor who is dedicated to serving her clients and greater Augusta! She believes in exceeding the standard, a hard work ethic, and integrity. She is committed to helping you meet your real estate goals and protect your best interests. She strives to excel in communication, customer care, and professionalism.

## Expert Guidance

- Research the comps in your area & complete a competitive market analysis to determine the best list price or purchase of the your property.
- Suggest quality professionals, including attorneys, handymen and inspectors.
- Guide you in making informed decisions leading to a satisfactory sale or purchase.
- Present and respond to all offers in a timely manner.
- Negotiate the best price & terms available, always keeping your specific needs in mind.

## Responsiveness

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines

## Accounting

- Track & receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

## Loyalty

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed





# SELLING IN TEN STEPS



1

## DISCOVERY & RESEARCH

We will tour your home and give our insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2

## LISTING APPOINTMENT, PROPERTY CONDITION AND STAGING

We discuss the value of your home, property condition, staging, expectations of selling agent, sign documents and enter into contract. You're ready to list!

3

## PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, we make sure everything is prepared for launch day.

4

## LAUNCH DAY

It's time!  
Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

5

## BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed until we reach a sales agreement.

6

## OFFER ACCEPTED

Once an offer has been made, we will review all terms and conditions and respond as needed.

7

## INSPECTIONS

Your buyer will probably hire an inspector to review your home. The inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

8

## LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

9

## CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. We will review the figures and the buyer has a final walk through of your home usually 24-48 hours prior to closing.

10

## CLOSING

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. We are there to help after the sale of your home - whenever you need us!

# DISCOVERY & RESEARCH



## 4 FACTORS THAT AFFECT THE

## *Saleability of Your Home*

### Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value:  
*location, design, amenities, competing properties, economic conditions.*

- Factors that have little or no influence:  
*price the seller originally paid, and amount spent on improvements*

### Market Conditions

The real estate market is always fluctuating, and as your agent we will be able to discuss the pros and cons of listing during varied market conditions.

### Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed, or if professional staging is required, we will be there to assist and offer guidance.

### Market Exposure

Our focus will be on what we're able to control - market exposure and negotiating offers. We want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing plan, your home will get noticed in any market.

## LISTING APPOINTMENT, PROPERTY CONDITION AND STAGING

We discuss the value of your home, property condition, staging, review the calendar of expectations, sign documents and enter into contract. You're ready to list!



# PROPERTY CONDITION AND STAGING

*You only get one chance to make a first impression.*

When real estate agents talk about staging your home, they're referring to a method of preparing a property for sale on the real estate marketplace. Staging is designed to showcase a home's best assets, impress buyers, and sell it quickly for the highest possible price.

- Home staging refers to preparing your home to sell so it appeals to the most potential buyers who will pay the highest possible price.
- Relative to the amount of time and money involved, staging may be one of the most lucrative projects you ever undertake.
- The living room, kitchen, bathrooms, bedrooms, and outdoor living spaces are all important areas to focus on when staging your home.

## *Home Staging Tips*

1. Clean & declutter - A clean home shows potential buyers that you've taken good care of the property.
2. Depersonalize - Buyers need to be able to envision themselves in your home, so remove all the family photos, keepsakes, and refrigerator art.
3. Focus on Fresh - Make your home feel fresh and inviting.
4. Wallpaper, Paint, & Flooring - Painting your home with warm, neutral colors and cleaning your floors allow your home to look well maintained.
5. Lighting - Take advantage of your home's natural light. Open all curtains and blinds when showing your home.
6. Furniture - Make sure furniture is the right size for the room, and don't clutter a room with too much of it.
7. Exterior - The exterior and the entryway—which factor into the home's "curb appeal"—are important points of focus because they heavily impact a buyer's first impression.
8. Final Touches - Put fresh flowers in vases, let fresh air into the house for at least ten minutes beforehand so it isn't stuffy and light a few candles (soft and subtle fragrances only) makes your home warm and inviting.





## *Enhance your home's interior and exterior appeal*

### *Interior:*

- Cleaning every room and removing clutter. This alone will make your house appear larger and brighter.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters and closets.
- Removing all personal photos from the walls, and patch the holes where they removed.
- Re-surfacing soiled or strongly colored walls with a neutral shade, such as off-white or beige, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks and signs of dampness in the attic and basement.
- Repairing holes or damage to plaster, wallpaper, paint and tiles.
- Replacing broken or cracked window panes, molding or other woodwork.

### *Exterior:*

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walks neatly cleared of ice and snow in the winter.
- Adding colorful annuals near the front entrance in spring and summer.
- Re-sealing an asphalt driveway.
- Keeping your garage door closed.
- Applying a fresh coat of paint to the front door.





# UNDER CONTRACT PROCESS



## OFFER ACCEPTED

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, due diligence, inspection, appraisal, and loan conditions. The under contract process can normally take anywhere from 30-60 days.

## INSPECTION

One of the most crucial steps in buying a home is performing an inspection. The buyers elect to do this if they choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. It should take anywhere from 1-4 hours depending on the size of your home. After inspection, the buyer's agent will send an inspection objection requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety are pertinent.

## APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. After the appraisal, we wait for the loan conditions deadline for the buyer and are that much closer to the closing table.



# CLOSING PREPARATION

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it. Below is a list of items that buyers, lenders, and closing attorney might request during this phase of selling your home.

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## GATHER:

Manuals for appliances

Receipts of work done to the home - including all major & minor renovations

All keys and garage door openers

Surveys previously done

A list of utility providers & average costs per month

Alarm instructions

## HOA COMMUNITIES:

Check in with the HOA to see if there are any restrictions or policies when listing or buying the property.

If you have any known info regarding assessments, certification letters or HOA covenants, please have those available for buyers.





# SELLERS: CLOSING 101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.



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## A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

## WHAT TO EXPECT

The closing attorney will look over the purchase contract and identify what payments are owed and by whom/ prepare documents for the closing; conduct the closing/ make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

## YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

## AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- Copies of all closing documents
- All home improvement receipts on the home you sold

# RELOCATION

Southeastern is proud of our relocation department that positions us as a leader in bringing in clients to and from the Augusta and Charleston markets. We strive to be a resource for companies of all sizes as they relocate employees. We partner with companies as they sell the job to the employee and we sell the area. We have partner brokers all around the world.. we can help you move ANYWHERE!

We are members of the following global relocation organizations:

- Worldwide Employee Relocation Council (WERC)
- Relocation Directors Council (RDC)
- Military Referrals



# EHRIN SPECIFIC NETWORKS

Ehrin is part of an elite, national network of veteran and military Realtors who focus on providing exceptional service to military families PCSing throughout the country through Next Move Military and Mil-estate.





SCAN ME



FOLLOW ME ON SOCIAL AND REACH OUT ANY TIME YOU HAVE A QUESTION REAL ESTATE RELATED! I'M HERE FOR YOU!



EHRIN  FAIREY  
REAL ESTATE THAT GIVES BACK

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RESIDENTIAL

THANK YOU FOR CHOOSING EHRIN TO HELP YOU BUY YOUR HOME!