



---

**RE/MAX**  
ALLEGIANCE

---

HOME SELLING  
GUIDE



Elena Gorbounova  
LLM, BROKER Associate/REALTOR®  
MCNE, GRI

(703) 625-7888  
ElenaYSC@gmail.com  
www.YourSkylineConnection.com

# The Real Estate Leader

#1 RE/MAX®

RE/MAX sells more real estate than any other brand in the world

#1  RE/MAX  
ALLEGIANCE

The number one RE/MAX brokerage on the east coast

#1 RE/MAX®

RE/MAX is the number one brand in real estate





## Elena's Story

Being born and raised in Russia, I have a strong global view which I apply to working with the diverse multicultural clients in the Northern Virginia market. Being a Senior Lecturer for 10 years at the Department of Foreign Languages, at the State University in Russia, gave me a chance to travel extensively throughout Europe, Asia and Africa, further enhancing these skills and experiences. I also acquired practical experience, as well as extensive and profound knowledge regarding United States asylum and refugee policy, while doing my Legal Law in Masters in American University, Washington College of Law. My background in foreign languages and law helped me enhance my knowledge in diverse cultures, traditions and understand Real Estate law.

I would be honored if you allow me to use my Real Estate knowledge and extensive negotiating expertise to help you, your family and friends with your real estate needs and aspirations. As you know, working with an agent who knows your community can be vital to the success of your transaction. I am dedicated to helping you every step of the way with energy, enthusiasm, persistence and determination. As a results-oriented professional, I balance aggressive strategies, real estate knowledge and negotiating skills to satisfy each and every client. My commitment to achieving the results that you desire is paramount to me because I want to be your real estate agent, not only for one transaction, but for many years to come. Therefore, you can count on me to be your true real estate professional and I promise to be there for you whenever you need me.

**Total Transactions: 670**

**Total Career Volume: \$90,470,423**

**Year Licensed: 2005**

**Chairman Club (2018), Platinum Club  
(2014-2019), Lifetime Top Producer**

**TOP 3% of All RE/MAX Agents Nationwide**

LLM (Legal Law in Masters), MCNE (Master Certified Negotiation Expert),  
GRI (Graduate, Realtor Institute)





# Testimonials

“ Elena worked so hard work to sell my condo! It is a weight lifted and she made the process easy, understandable, and really fought for me throughout the negotiations! I appreciate Elena’s excellent customer service and negotiation skills. Elena truly made herself accessible for questions at any hour of the day and I feel I received an education working with her! Thank you to Elena for helping me to complete the renovation project with confidence and for ensuring I received the sale price reflective of that work! Elena is amazing!”

Victoria Glick, Falls Church, VA

“ Elena is an impressive professional. Her get-things-done attitude and ability to back it up with action produced a quick sale above our asking price. From day 1, Elena used data to provide fact-based advice that gave me confidence in our marketing plan, including but not limited to our asking price and the apartment fixes/improvements essential to the property generating timely offers. She always operated with a sense of urgency, which furthered my confidence that she was going to do everything in her power to make the sale. For example, in order to ready the apartment for pictures and an open house, Elena not only provided me advice regarding reliable handymen and cleaners that I should consider hiring, but she also helped me ensure that they delivered in a timely manner. In summary, Elena exceeded my expectations at all turns and would be my first choice should I need a sales associate in the future!”

Rick Collins, Falls Church, VA

“ My expectations for this team were beyond aggressive- I needed to relocate for work, and I needed to do it within 60 days. To my absolute shock and awe- Elena and Kirill were able to help me obtain a CASH offer within 30 days of listing my home. They never missed a beat – upholding the highest standards of excellence, professionalism; and most importantly, a positive attitude. In fact, their mantra was “We will achieve the desired result.”

When you’re going through a stressful life event, you need more than experience and market expertise...YOU NEED HEART and SOUL!! I am humbled by their compassion and forever grateful for their talent, patience, and support. My words pale in comparison to the experience you will have when you work with them. Thank you, Elena and Krill!”

Shawna Hawkins Falls Church, VA

“ You want someone with the Industry know-how on your side! I’ve used Elena’s expertise for over 10 years now, and every single time she has produced great results! Whether it is listing a property or looking for a rental property, Elena has been my go-to Realtor. She is focused, consistent, and results-driven! Her knowledge in the field of Real Estate is insurmountable! Want excellent results in a timely manner? Call Elena and you will soon find out why she is your best pick for all your Real Estate needs!”

Maikan Kone, Fairfax, VA

“ Elena simply rocks - she is the Wonder Woman of real estate. She will sell your home, and do it faster than you can imagine! She is always on the ball, and will answer your e-mails and texts almost immediately. I would give her 10 stars if I could.”

Jon Hadidi, Alexandria, VA

“ My wife and I wish to thank you from the bottom of our hearts for the exceptional job you did in helping us sell our condominium in record time...and doing so above and beyond our expectations! Your advice and support were outstanding from moment one, keeping us informed through every step of the process. Assisting us in establishing the comparable sale prices, relating them to the current market trends, and providing us with accurate information to set a realistic asking price proved that you do your homework before you ever sit down with a potential client. All of the work that you did before the listing went active to pre-sell my unit (including the new “Coming Soon” tool for realtors) that resulted in an offer from a buyer close to our asking price. You exceeded all of our expectations! Your professional advice and support were perfect in every way. Your assistance in getting the unit ready for sale; advertising the “Open Houses”; Ensuring that a pre-qualified buyer was negotiating with us to purchase our condominium within days; Walking us through each and every step of the “Closing”; My wife and I will never be able to thank you enough for taking us under your wing throughout this pleasant experience.

I am sure that you have heard these words before, but they are worth repeating: Elena, you are the most effective, most knowledgeable, best informed and best communicator of any Real Estate Agent I have ever worked with! Your commitment to sell our unit in such a short period of time at a fair and reasonable price was never in doubt. Choosing you as our real estate agent was one of the best decisions my wife and I have ever made. We highly recommend you to anyone in need of a knowledgeable, energetic professional, who guarantees her clients satisfaction. My wife and I sincerely hope that you enjoy the upcoming holiday season.”

Dave and Donna Khanoyan, Alexandria, VA

“ Elena Gorbounova was our realtor for the rental and sale of our condo at the Northampton. She was terrific!! She is exceptionally skilled in her marketing approach using her own impressive list of contacts. We were so impressed with her ability to anticipate problems and solve them in a professional and expeditious manner. She made the whole process so easy for us keeping us constantly informed, using her legal skills to advise as to contract language, and facilitating the final agreement with skilled negotiations often under difficult circumstances. We are thrilled with the results and highly recommend her and her team.”

Karen & Ken Ogden , Alexandria, VA

“ It was great working with Elena and her team. She is very professional and knows the market very well. She provided sound advice and guidance throughout the process. With her team’s expertise our condo had an executed sales contract in less than a week of being on the market and we closed with no issues in less than 2 months from listing date. We no longer live in the area and her team took care of everything on our behalf. We are very pleased with the quality of service, negotiation skills and overall knowledge of the contract and process from her team. While we have worked with several realtors over the years in different states we can say that Elena has provided the highest quality of service and returned the greatest value. We decided to work with her on this sale as we knew she would deliver and still managed to exceed expectations. Thank you Elena for taking care of everything!”

Patricia and Alan Scott, Alexandria, VA



## Testimonials

“Elena is an agent that just goes above and beyond the regular duties. Most agents I have worked with just do not provide any additional services besides just listing the property in the MLS. I have to prompt them to do additional activities, such as hold open houses, follow up with potential buyers, and even just visit the property. Elena is a go-getter, she does not sit around and wait for direction from me. She is relentless and smart. She knows the Falls Church/ Fairfax market very well and knows what will get your property sold. My property sold in about 3 months once I started working with Elena. I was working with another agent for five months and believe if I was still with her, the property would still be on the market. Elena is very helpful in offering you honest, real feedback on what needs to be done to get your place sold.”

Jennifer Amato Welch, Falls Church, VA

“Elena: the successful closing was a result of your hard work and efforts. I cannot say enough good things about you. You are a Shining Star in NOVA. The last few months working with you has been a fantastic experience - in my whole professional life, I can truly say that you are the best in what you do. I always felt and knew that you “had my back” and so many times you reassured me. Although we’ve only known each other a few months, I feel like you are a dear and trusted friend. Gee, I am going to miss you. Lets please stay in touch. And, if I can ever help you, please do not hesitate to call on me.”

Bradley U., Falls Church, VA

“Elena did a fantastic job in selling our condo. The advice and strategy she provided worked exactly as she described. Elena exceeded our sales deadline and return on investment. She is prompt, reliable and extremely hard working. Elena was quick to get the property marketed, personally hosting open houses, and kept me notified at each step of the process. No one is better in the Skyline real estate market than Elena!

Edward B. Money, Skyline Square, Falls Church, 22041

“I was anxious about selling my Skyline Plaza condo, but Elena seemed so knowledgeable and familiar with the Skyline community that I was reassured. She gave me a thorough guidance in the Skyline community, then asked me to estimate how much my condo should sell for. Because I was so well informed, I guessed the exact price she had chosen! She educated me, encouraged me, and led me by the hand through the process. She even answered a text from me when she was in Russia! Elena sold my condo in one day for more than asking price. She lives, breathes, and eats real estate!”

Emmy Scammahorn, Skyline Plaza, Falls Church, 22041





## Why RE/MAX Allegiance

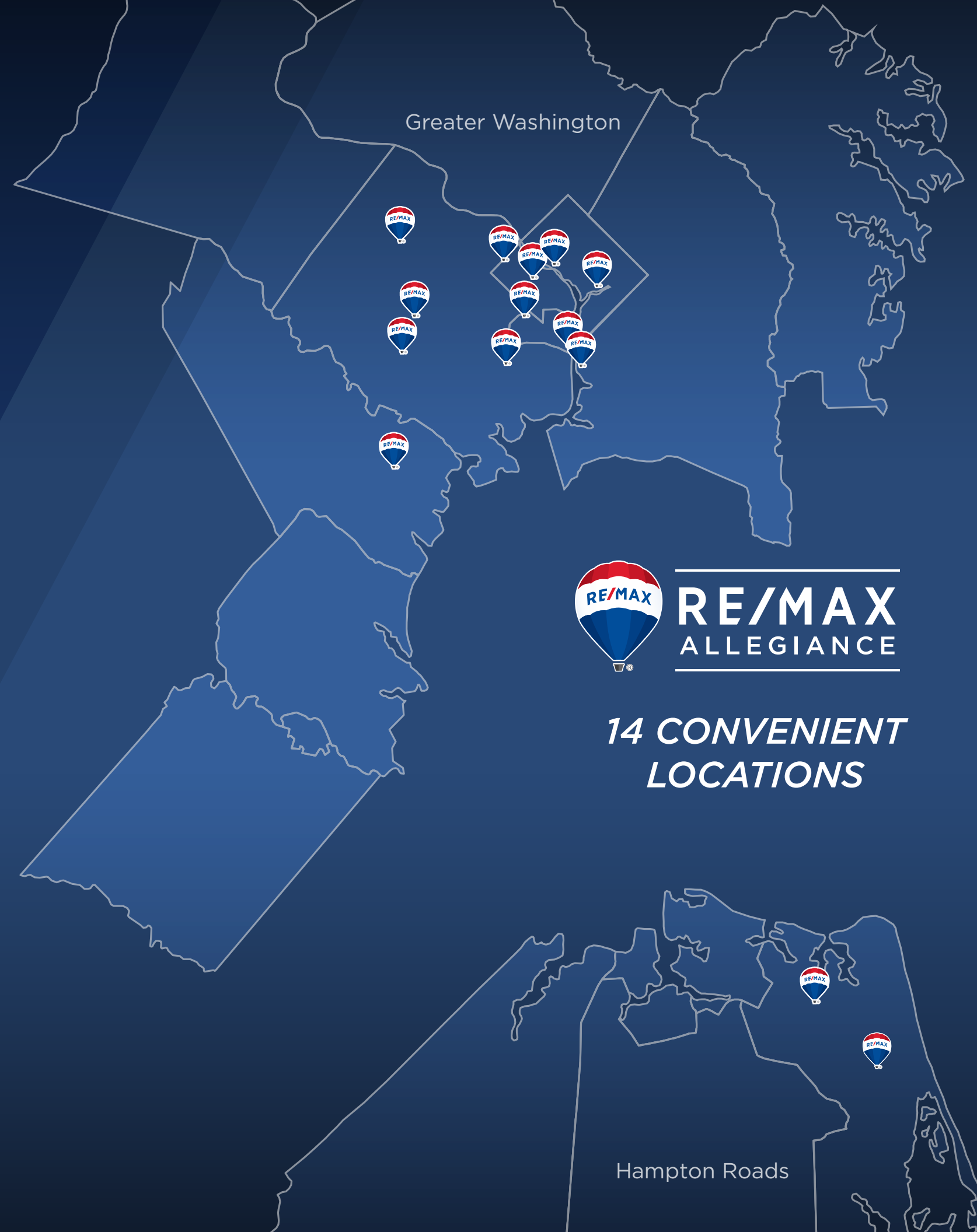
- Number One Selling RE/MAX Brokerage on the East Coast
- The Most RE/MAX Offices on the East Coast
- Top Producing Professionals
- Over 4,000 families served in 2017
- Innovative Technology & Marketing
- Community-Minded Culture

## The Real Estate Professionals

RE/MAX Allegiance was formed in 2003 with the merger of three RE/MAX brokerages, some of which date back to 1978. For 40 years since, we and our Associates have helped hundreds of thousands of families buy, sell and invest in real estate. Today, RE/MAX Allegiance is recognized as the largest RE/MAX brokerage on the east coast and one of the most productive real estate companies in the United States.

We are a full service brokerage specializing in residential sales, commercial sales, leasing and new development projects in the most desirable neighborhoods in Washington, D.C., Northern Virginia and Hampton Roads. Our team of top producing real estate professionals has access to innovative technology and marketing that allows them to achieve exceptional results on each client's behalf.

The experience of our real estate professionals and deep knowledge of the market allow us to deliver the best service throughout all stages of the transaction, ensuring the highest level of client satisfaction.



**RE/MAX**  
ALLEGIANCE

**14 CONVENIENT  
LOCATIONS**



## Get the Local Charm

Whether it is a preferred school system or a preferred shopping district, RE/MAX Allegiance Associates have first-hand community experience to help our clients make the most informed decisions.

### RE/MAX Allegiance is a Local Company

- Many of our Associates were born and raised in our community
- Allegiance Associates are involved in what's happening on the local level
- We are neighbors helping neighbors
- Since we know what it's like to live in the area, we are experts at selling the local charm

### Local Means Local

Local means that our leaders, managers and Associates live in our market area.

This advantage is passed on to our clients. We strive to make sure that every resource we develop, and every dollar that we spend and every decision that we make creates value for our clients.

### Community Connections

- School and Charity Fundraisers
- Partnerships with Non-Profits
- Holiday Events
- Town Fairs
- 4-H Clubs
- Sponsorship of Local Sporting Events
- Local Festivals
- Community Events
- Business Associations
- Children's Hospitals



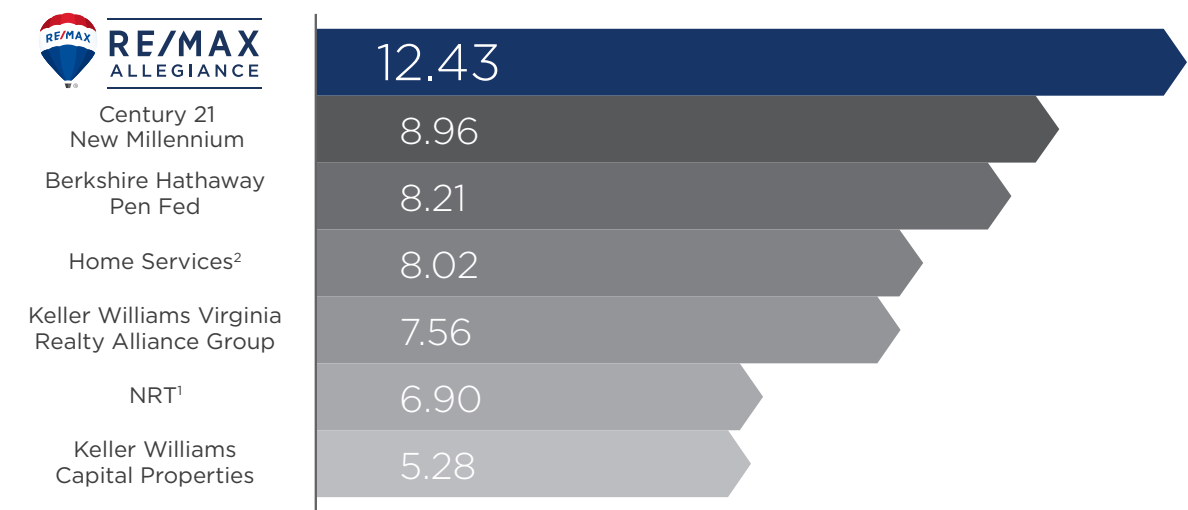




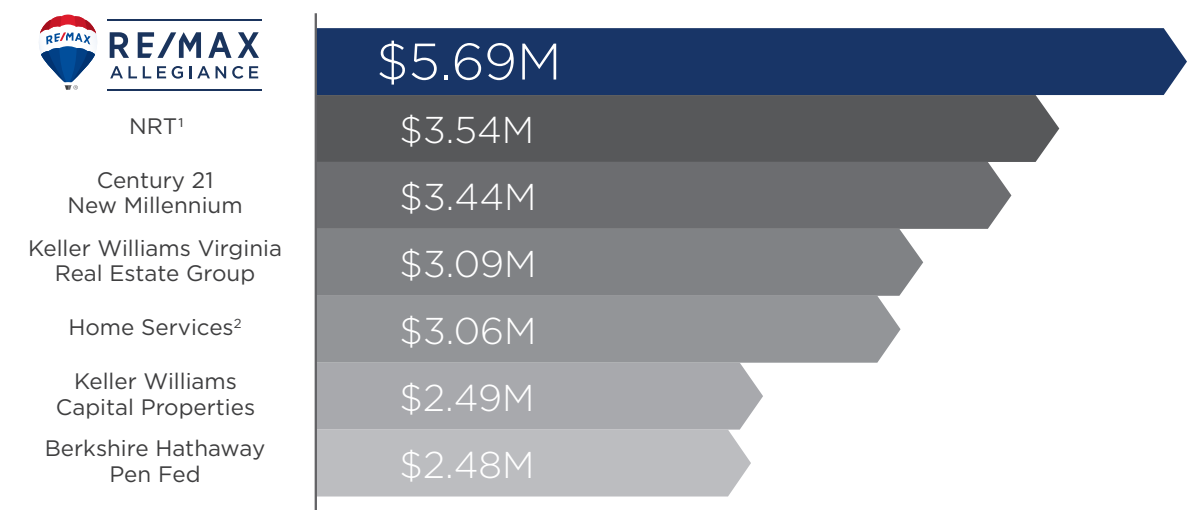
# We Close More Transactions at RE/MAX Allegiance

RE/MAX Allegiance Associates averaged 60% more volume and nearly 40% more transactions than our closest competitor in the Greater Washington market.

## Transactions By Agent



## Volume By Agent



RisMedia 2018 Power Broker Survey. Comparisons made from metropolitan Washington-based non-RE/MAX companies that are listed in the top 200 (ranked by transactions). Each RE/MAX office independently owned and operated. <sup>1</sup> Includes Coldwell Banker Residential Brokerage. <sup>2</sup> Includes Long & Foster.



# Your Satisfaction

Our Sellers Have Spoken and the Industry Has Noticed!

## Satisfaction with Price and Terms

92% of RE/MAX Allegiance Sellers were satisfied or Very Satisfied

## Overall Satisfaction with Service Provided

98% of RE/MAX Allegiance Sellers were Satisfied or Very Satisfied

Compared to

85% of Sellers who used a competitor were Satisfied or Very Satisfied<sup>1</sup>

For two consecutive years, RE/MAX Allegiance has been named one of the top ten real estate firms for service excellence by Quality Service Certification, Inc., an independent third party research company that surveys real estate clients.

<sup>1</sup> National Association of Realtor 2016 Survey of Sellers





# Allegiance Cares

When it comes to helping kids, we feel we had a responsibility. That's why in 1992, RE/MAX leveraged the power of our network to fuel a vital nonprofit, Children's Miracle Network Hospitals. The cause started with a single telethon in 1983 and, with the backing of RE/MAX Associates, now supports 170 hospitals throughout the U.S. and Canada. Helping 62 kids every minute.

Many Associates give on behalf of their clients after each transaction. Bit by bit, it has totaled up to over \$175 million in donations.

Last year RE/MAX Allegiance

**raised** nearly **\$65,000**

for **Children's Miracle Network Hospitals**

and has **raised** nearly **\$1 Million** since the campaign began

Associates and staff **volunteered**

**60,000** hours and **donated** over **\$2,000,000**

to **Community Organizations**<sup>1</sup>

RE/MAX Allegiance is consistently named on the

**WASHINGTON**  
**BUSINESS JOURNAL**

Most Philanthropic List



**Children's  
Miracle Network  
Hospitals®**



**RE/MAX  
ALLEGIANCE**

<sup>1</sup> Based on a survey of Associates and Staff




# RE/MAX International

- Number One in Brand Awareness
- Number One in U.S. Home Sales
- Highest Transaction Sides Per Agent Among Large Brokerages
- Offices in over 100 Countries
- 100,000+ Sales Associates

#1

NOBODY IN THE  
WORLD  
SELLS MORE  
REAL ESTATE THAN  
RE/MAX®



## RE/MAX By The Numbers

16.3

Average Transactions <sup>1</sup>

1,004,000

U.S. Transaction Sides <sup>2</sup>

30.2%

Brand Awareness <sup>3</sup>

110+

Countries & Territories

8,229

Offices Worldwide

124,000

Associates Worldwide

<sup>1</sup>Transaction sides per agent calculated by RE/MAX based on 2018 REAL Trends 500 data, citing 2018 transaction sides for the 1,752 largest participating U.S. brokerages for which agent counts were reported. Coldwell Banker includes NRT. Berkshire does not include Home Services of America. <sup>2</sup>Compass and eXp Realty totals are for residential transactions only and do not include commercial transactions; totals for all other brands include commercial transactions. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?

# RE/MAX vs The Industry 2019

You have a choice in real estate. Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence. Choose RE/MAX.

### NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER AGENT (LARGE BROKERAGE ONLY) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX®	16.3	1,004,000	30.2%	110+	8,229	124,280
REALTY EXECUTIVES	10.3	Not Released	0.4%	11	500	8,000
ERA REAL ESTATE	8.6	128,416	1.3%	36	2,300	40,300
COLDWELL BANKER®	8.0	709,117	15%	44	3,200	94,200
BERKSHIRE HATHAWAY HomeServices	7.9	Not Released	4.5%	3	1,450	50,000
CENTURY 21	7.6	393,184	21.0%	80	9,600	127,500
Better Homes and Gardens REAL ESTATE	6.8	76,844	0.8%	4	360	12,100
kw KELLER WILLIAMS	6.5	1,095,874	8.0%	37	1,000	180,000
Sotheby's INTERNATIONAL REALTY	6.5	123,113	2.1%	72	1,000	22,600
exp REALTY	4.7	74,678	0.1%	2	53	15,570
ONE REALTY ONE GROUP	4.6	51,000	0.3%	2	160	11,000
COMPASS	4.2	34,644	0.1%	1	238	8,155
HOME SMART REALTY GROUP	3.9	56,000	0.1%	1	168	16,000

©2019 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2018, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2018; all other competitor data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent for all but Realty ONE Group are calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,752 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. Transaction sides per agent for Realty ONE Group calculated using company's data included in above chart. <sup>2</sup>Compass and eXp Realty totals are for residential transactions only and do not include commercial transactions; totals for all other brands include commercial transactions. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? 19\_301408







**2018**  
REALTRENDS  
FIVE HUNDRED

Rank 1,752 of the largest brokerages by sides per agent, and what do you find? That the most productive agents are with RE/MAX.\*

Out of the top 100 brokerages ranked this way, 89 are RE/MAX firms. Their agents average 31 home sales in 2017.

*Productivity.  
That's the sign of a  
RE/MAX agent.*

DOMINANT PRODUCTIVITY

TOP 100 BROKERAGES

WHEN RANKED BY MOST TRANSACTION SIDES PER AGENT



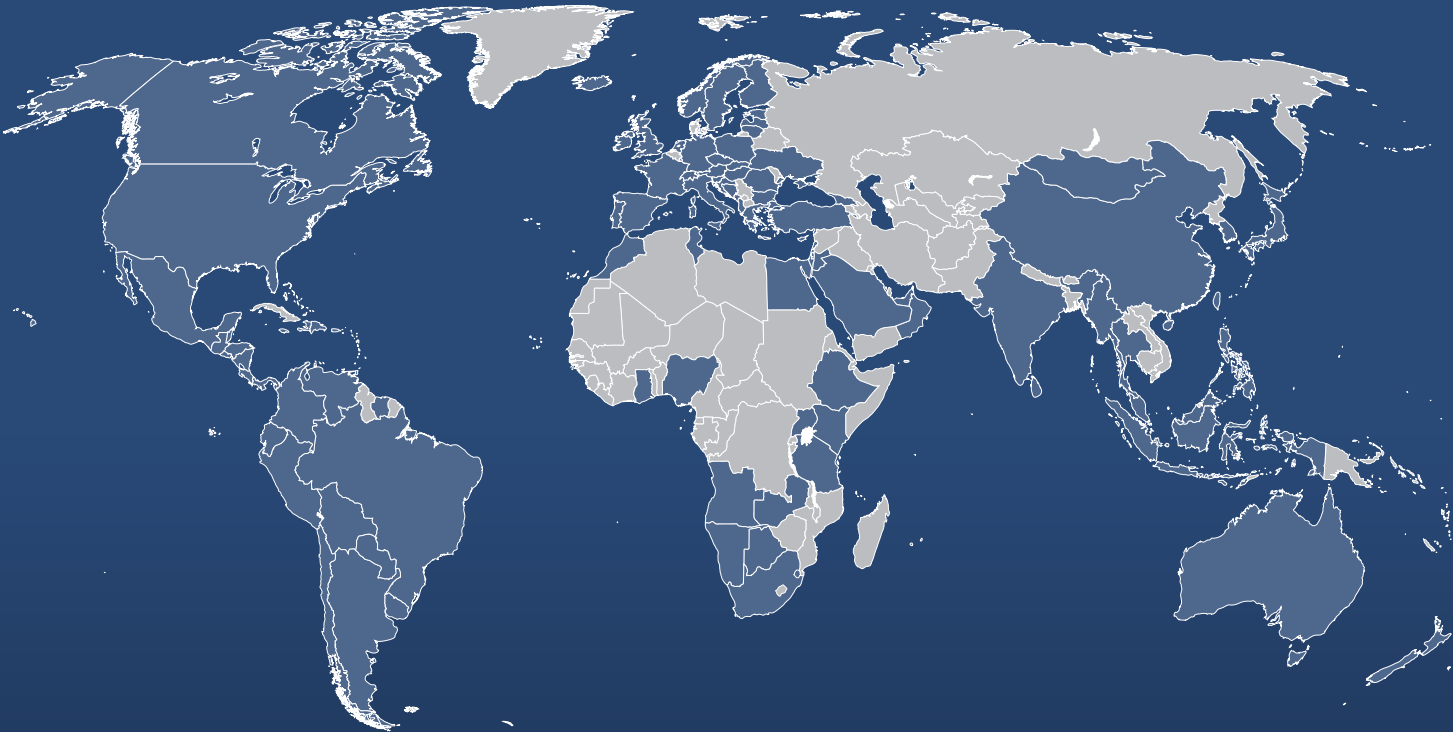
Based on 2018 REAL Trends 500 data, citing 2017 transaction sides and sales volume for the 1,752 largest participating U.S. brokerages (ranked by transaction sides). Averages calculated using brokerages that reported agent counts. ©2018 RE/MAX, LLC. Each office is independently owned and operated.

A National and Global Network of Opportunity

The RE/MAX network is in over 100 countries and territories, making international referrals a reality for clients around the world. The world is your city.

RE/MAX Allegiance Associates cover Maryland, Virginia, District of Columbia and North Carolina.

Global.Remax.com is helping global clients search for property on every inhabitable continent, Global.Remax.com displays listings in over 100+ countries and territories, over 60 currencies and over 40 languages. When it launched in 2011, it was unprecedented and remains so to this day.



WE'RE ON A WINNING STREAK.

For the fifth year in a row, RE/MAX has been listed as the highest-ranking real estate franchise in the annual Franchise 500® ranking by Entrepreneur magazine. (And over the last 18 years, we've captured the top spot 14 times.)

REAL ESTATE RANKINGS		OVERALL RANKINGS
RE/MAX		10 Out of 500
2 HomeVestors		52 Out of 500
3 Keller Williams		77 Out of 500
4 Weichert		105 Out of 500
5 Realty One Group		168 Out of 500

110,000+ agents  
7,400+ offices  
100+ countries

\*Source: 2017 Entrepreneur Franchise 500, based on statistics data from July 2014 through July 2016 provided by companies supplying a full Franchise Disclosure Document. The 2017 "Franchise 500" appears in the January issue of Entrepreneur magazine with rankings based on size and growth, costs and fees, support, brand strength, and financial strength and stability.



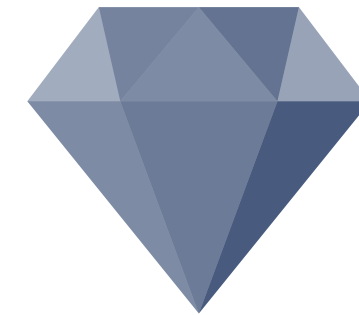


THE  
**RE/MAX**  
COLLECTION

Fine Homes & Luxury Properties

Homes qualify as a RE/MAX Collection home when the list price is twice the average sales price in your zip code. Collection homes deserve white-glove treatment with a refined look and show-stopping photography, and that's exactly what you will get.





# — THE — Allegiance Advantage

## Five Diamond Listing Experience

- Professional Representation
- Maximum Exposure
- Customized Marketing
- Skillful Negotiation
- Expert Transaction Facilitation







## Professional Representation

### The Value of Your RE/MAX Allegiance Associate

As the seller, you can expect the very finest professional representation:

- Professionally licensed, highly-trained Associates who diligently work on your behalf
- Each Associate has received hands-on training
- RE/MAX Allegiance Associates average 15 years of experience

Your Associate is backed by a full-time management team and administrative staff that is a part of your dedicated team.



# Maximum Exposure

## Local, National & Global Internet Presence

An overwhelming majority - 93% of all home buyers search online before contacting an agent. Buyers also continue searching on their own while engaged with an agent.

Having Internet exposure through RE/MAX Allegiance and the RE/MAX network is an unsurpassed tool to market your home like no other brokerage firm.



- |                       |                          |   |                            |
|-----------------------|--------------------------|---|----------------------------|
| RE/MAX                | Back At You Media        | IdealEstate                                   | Point2 Homes               |
| The RE/MAX Collection | CirclePix                | ImagesWork by CirclePix                       | Properties Online          |
| RealtyExecutives.com  | Close2Homes.com          | International Property Network with myfun.com | Property Shark             |
| WikiRealty            | DigiPropz                | Juwai   | PropertyPath               |
| Zillow                | DitchTheSapce            | Kahping                                       | PropertySimple             |
| Trulia                | DreamHomeList            | Keyboom                                       | Rate My Agent              |
| HomeFinder.com        | eLookyLoo                | LeadHax                                       | RealQuest Express          |
| Homes.com             | EnclosureSites.com       | LearnMoreNow.com/ FineHomes                   | Relola                     |
| RealtyTrac            | FindAPlace4Me by Paradym | Listingvideos by VScreen                      | Rentberry                  |
| The Real Estate Book  | For Rent                 | LotNetwork.com                                | RentHop                    |
| Homes&Land            | FreedomSoft              | Mashvisor                                     | RentRange                  |
| LakeHomesUSA          | GetInHouse               | MHBay   | rePrnt                     |
| Lands of America      | Guidance Realty          | MyRentToOwn.com                               | SearchALLProperties by L2L |
| Realty Store          | Harmon Homes             | nest.me                                       | Showing Suite              |
| LandAndFarm           | Home2.me by TourFactory  | Nestigator                                    | Sodichan                   |
| LandWatch             | HomeBidz                 | New Home Source                               | TotalExpert                |
| Foreclosure.com       | HomeFacts                | Oodle   | USHUD.com                  |
| Expresscopy           | HomePriceTrends          | Open Real Estate Community                    | Ylopo                      |
| AdWerx                | HomeSpotter              | Orrstown.com                                  | Wallstreet Journal         |
| AgentDesks            | HomeWinks                | ParkBench                                     | Xpressdocs                 |
| Agorafy               | HouseHunt.com            | PennLive                                      | Zonda                      |
| ApartmentList         | Houses.net               | PNC   | Zumper                     |
| Apartments.com        | HousesForSale            |   |                            |
| Assist2Sell           | HouseValueStore          |   | + Thousands More*          |

REMAX.COM  
110 MILLION VISITS  
IN 2018

\*All listings will appear on all licensed brokerage websites along with all licensed agent websites.





# Customized Marketing

## A Powerful Approach

Your Customized Marketing Plan Includes:

- High-resolution professional photos
- Virtual tour
- Submit maximum number of photos to MLS
- Professional property flyer
- Professional property brochure
- Send a “coming soon” email intranet blast to all Associates in my RE/MAX Allegiance market
- Advertise your home to my VIP buyers
- Advertise your home to my preferred investors list
- Advertise your home to all of my business contacts via LinkedIn
- Advertise your home to all qualified buyers in my database
- Request listing to be placed on Allegiance Instagram page
- Promote your home to top Realtors in local offices
- Advertise listings via monthly mailed newsletter

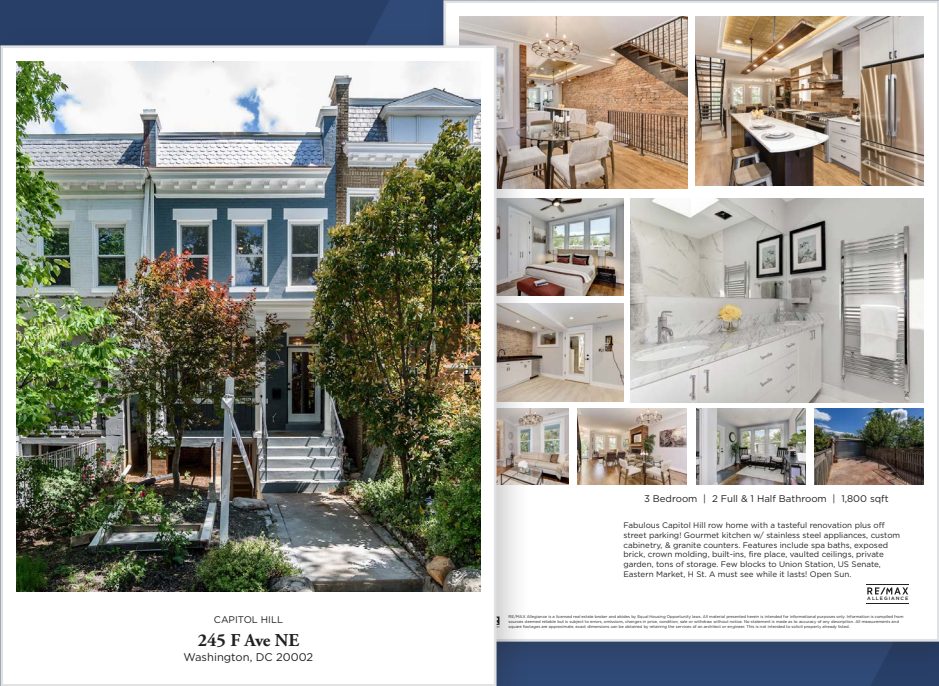
- Install electronic lockbox
- E-mail your home sheet out to Realtors that I’ve previously done business with
- Create a property brochure of features and lifestyle benefits
- Conduct an open house with a licensed Realtor
- Organize a broker cocktail reception
- Create mortgage flyer with payment options
- Send a ‘just listed’ postcard
- Hold an exclusive open house for neighbors
- Set up a seller account on showings.com to make appointment scheduling more convenient
- Set up a seller account on showingtime.com to make appointment scheduling more convenient
- Complimentary consultation with staging service
- Complimentary home staging



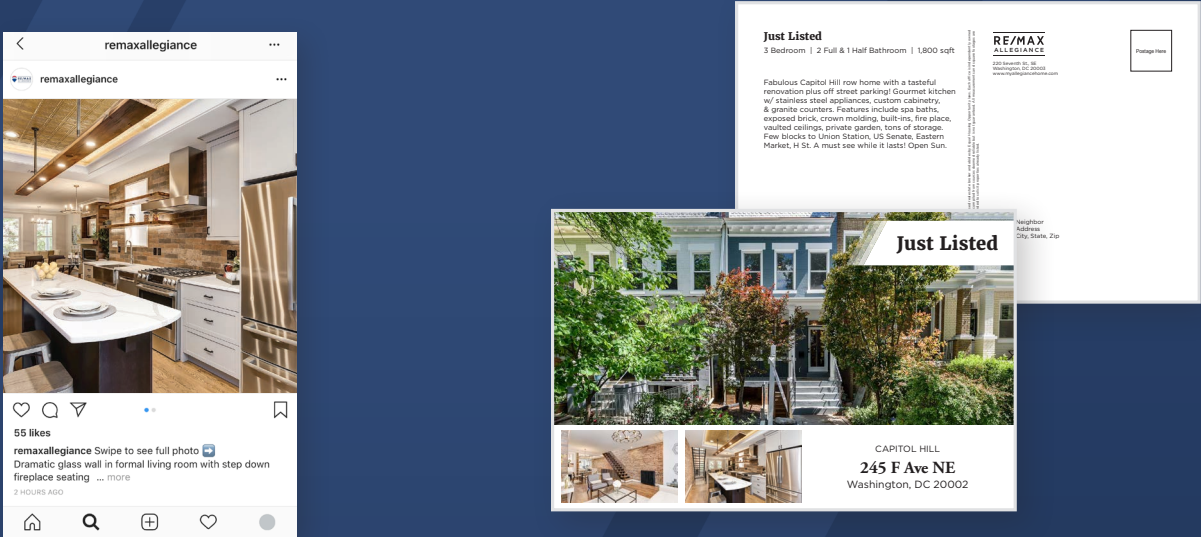
- Qualify all potential purchasers before showings
- Call agents to discuss activity on the comparable properties they have listed in the area
- Provide seller with weekly written activity and feedback report
- Set up seller on e-mail market analysis update of any activity the neighborhood
- Contact agents after every showing to request feedback
- My response to your questions is guaranteed with a Communication Guarantee

Marketing Tools

Your home will stand out and be memorable by using highly attractive marketing material such as brochures, flyers, postcards, social media posts, ads, and more. This material will be professionally designed to showcase your home’s features and help drive buyers to put in an offer.



LISTING BROCHURES, FLYERS, POSTCARDS, AND SOCIAL MEDIA POSTS AND ADS





## Skillful Negotiation

Professionals are on  
Your Team

### First-Round: Contract Negotiation

RE/MAX Allegiance Associates are skillful contract negotiators. This results in your ability to achieve the best possible price and most favorable terms for the sale of your home.

### Second-Round: Counteroffer

After a contract has been signed by both parties, additional negotiation may be necessary to reach a mutual agreement for satisfying contingencies.

Offers and Counteroffers Will be Negotiated, Including:

- Terms of the Contract
- Deposits
- Settlement Date
- Inclusions/Exclusions
- Mortgage
- Appraisal
- Inspections
- Other Contingencies





## Expert Transaction Facilitation

### Working on Your Behalf

- Terms and conditions of the offer presented and reviewed
- Counteroffers and/or multiple offers are negotiated
- Final agreement of terms and price is reached
- Buyer's earnest money deposited
- Home inspection conducted
- Buyer's loan application is processed
- Title search is initiated
- Contingencies are satisfied
- Buyer's loan is approved
- Buyer's pre-closing inspection of the property is scheduled
- Closing documents are reviewed
- Transaction is closed
- Seller is relocated
- Title recorded
- Buyer takes possession of the property





Elena Gorbounova  
LLM, BROKER Associate/REALTOR®  
MCNE, GRI

(703) 625-7888  
ElenaYSC@gmail.com  
[www.YourSkylineConnection.com](http://www.YourSkylineConnection.com)



**RE/MAX**  
ALLEGIANCE

5100 Leesburg Pike, Ste 200  
Alexandria, VA 22302  
[MyAllegianceHome.com](http://MyAllegianceHome.com)