

SELLER Representation

SRE

S E R A F I N
R E A L E S T A T E

Commercial | Investment | Brokerage

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A comprehensive overview of the key topics covered in this presentation on Serafin Real Estate's Seller Representation services and approach.



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YouTube

Serafin Real Estate: Best of Loudoun ...

Welcome to Serafin Real Estate! We're thrilled to announce that we've been honored as th...

Licensed in the State of Virginia

About Serafin Real Estate



Serafin Real Estate is a leading commercial real estate brokerage firm in Northern Virginia. Serving Loudoun, Fairfax, and Prince William counties, our focus is on helping property owners successfully sell their commercial properties. With a deep understanding of the local market and a commitment to providing exceptional service, we offer seller representation, market analysis, and pricing strategies to ensure you get the best possible outcome for your property. Our goal is to make the selling process smooth and efficient, leveraging our expertise to maximize your returns.

What sets Serafin Real Estate apart is our dedication to our client's success. We invest time in understanding every client's unique needs and use our extensive network of buyers and investment professionals to generate significant interest in their property. We believe in proactive communication and transparency throughout the process, ensuring our clients are well-informed and confident in every decision. By providing strategic market insights and expert negotiation skills, we are committed to exceeding expectations and achieving outstanding results for our clients. Choose Serafin Real Estate for a trusted and results-driven approach to selling your commercial property.

Meet the Team



JOE SERAFIN
703.994.7510
jserafin@serafinre.com

Joe is an 18-year real estate industry veteran and owner of Serafin Real Estate, specializing in investment sales, acquisitions, brokerage, and property investment consultation in Loudoun, Fairfax, and Prince William County.

Joe has built a solid foundation through his representation of many developers, private equity firms, and individual investors throughout the years and has successfully closed over \$600M of transactions since his start in the industry. His specific areas of expertise include strategic planning, financial investment analysis, and financial structuring ensuring solid and transparent property investments for his clients.



JENNIFER CUPITT
703.727.6830
jcupitt@serafinre.com

Jennifer is the Office Manager for SRE and assists in the day to day administrative and client care needs of the company. Her organizational skills and process mentality ensures the company's everyday duties are carried through smoothly.



SEAN KLINE
703.963.0608
skline@serafinre.com

Sean has over 20 years of experience in real estate acquisition, negotiation, and investment. He graduated from the United States Merchant Marine Academy at Kings Point, and bought his first investment property in Falls Church after returning from sea tours in Operations Enduring Freedom and Iraqi Freedom.



GRANT WETMORE
703.727.2542
gwetmore@serafinre.com

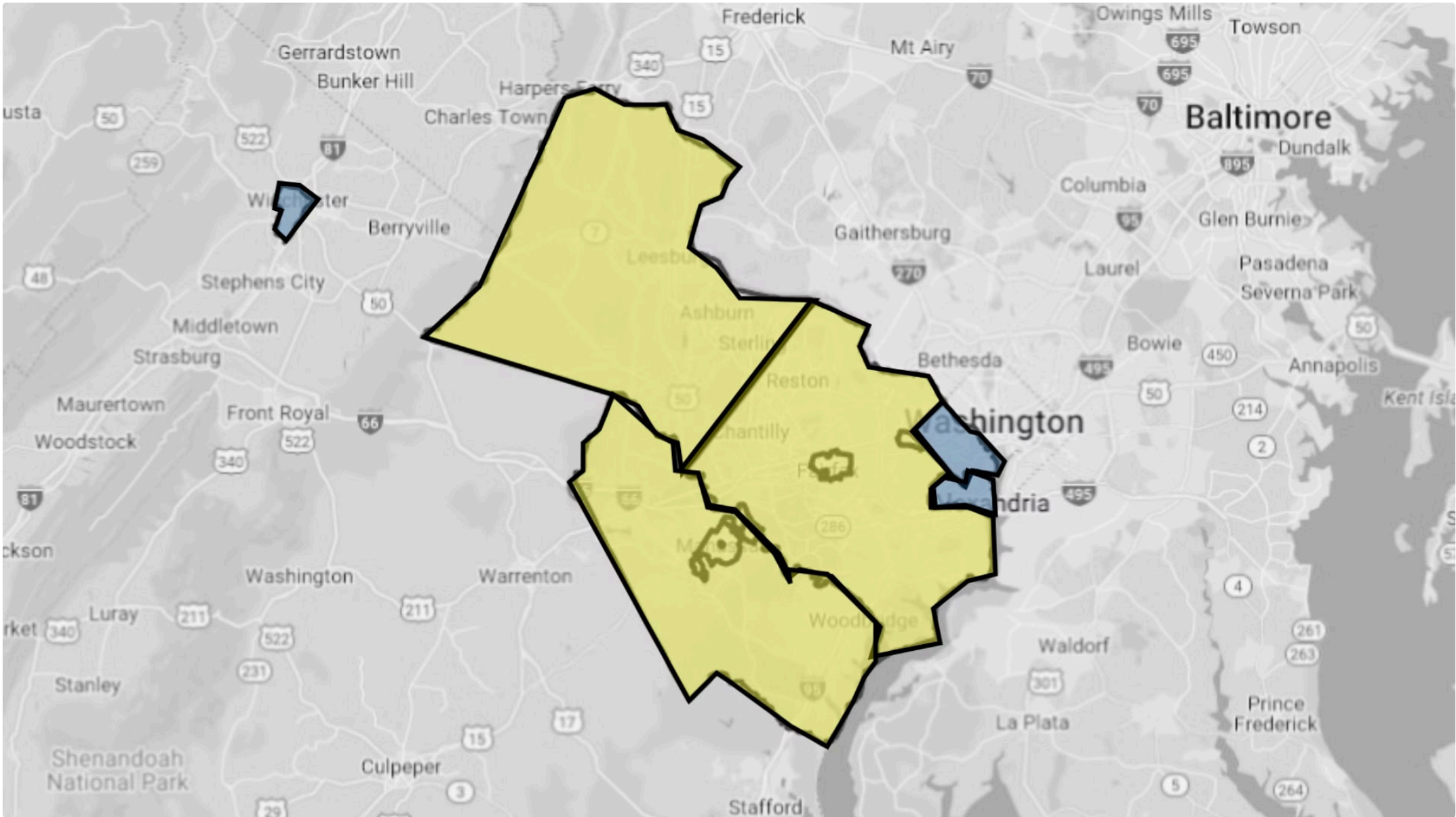
Grant Wetmore is a Sales and Acquisition Advisor at Serafin Real Estate. His prior experience is backed by 20 years in the Banking industry including 10 years within the commercial real estate lending, financial analysis, management and disposition of distressed and foreclosed properties and business evaluation.



PETER POKORNY
703.850.9099
ppokorny@serafinre.com

Peter has over ten years of experience in commercial real estate transactions with an expertise in office and retail leasing. He advises owners, investors and businesses in all aspects of buying and selling commercial properties. Peter's geographic focus includes Alexandria, Arlington, Eastern Fairfax County, and Eastern Prince William County.

Unmatched Local Expertise



Geographically Focused

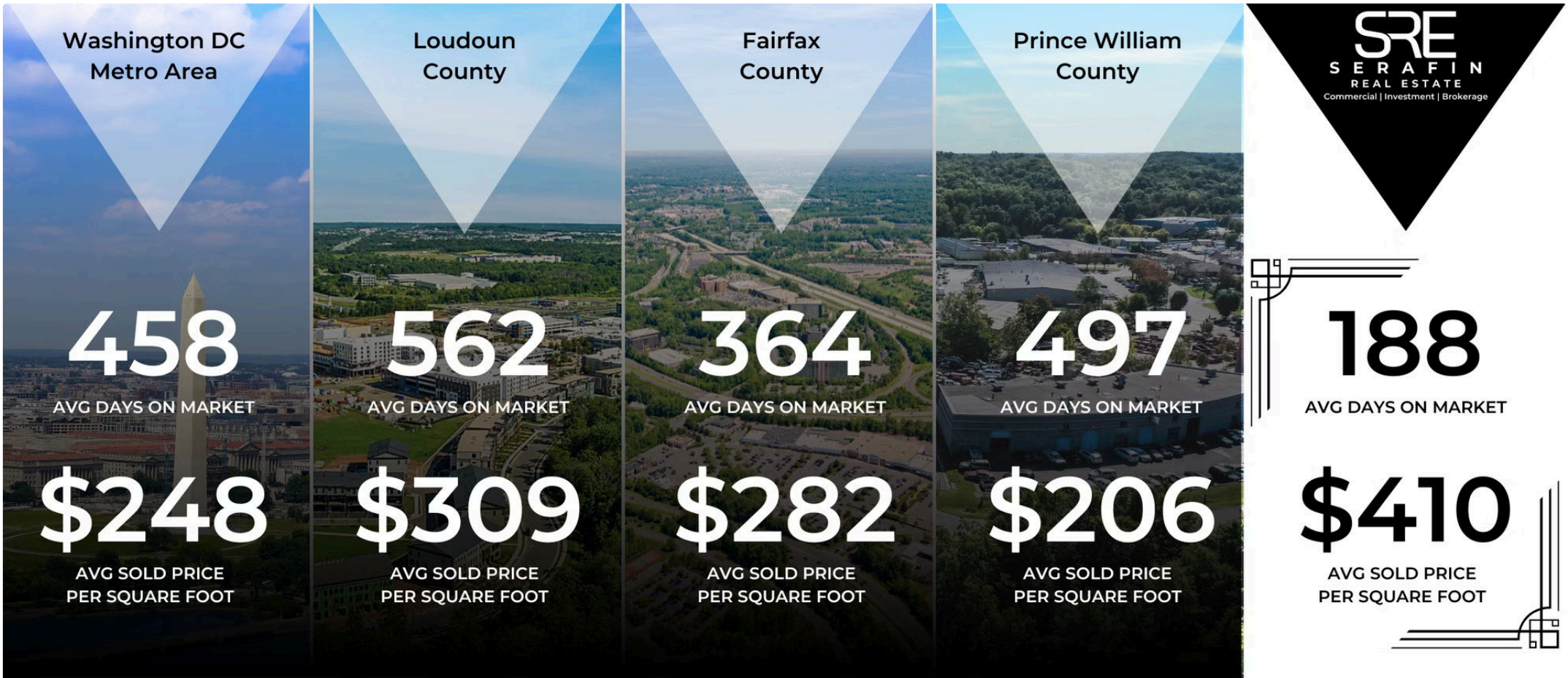
Our focus is strictly on commercial properties in Northern Virginia.

Mastering Local Nuances

Tailored strategies maximize your property's potential.

Your Local Advantage

Our community connections and market insights deliver record-breaking results for clients.



Serafin Real Estate has sold commercial properties **9 - 12+ Months Faster** and **25% - 50% More** than the local market average.

Numbers are based upon sold commercial properties from 2020 - 2023. Information researched via Costar and internal systems of Serafin Real Estate.

Award-Winning Performance



Best of Loudoun

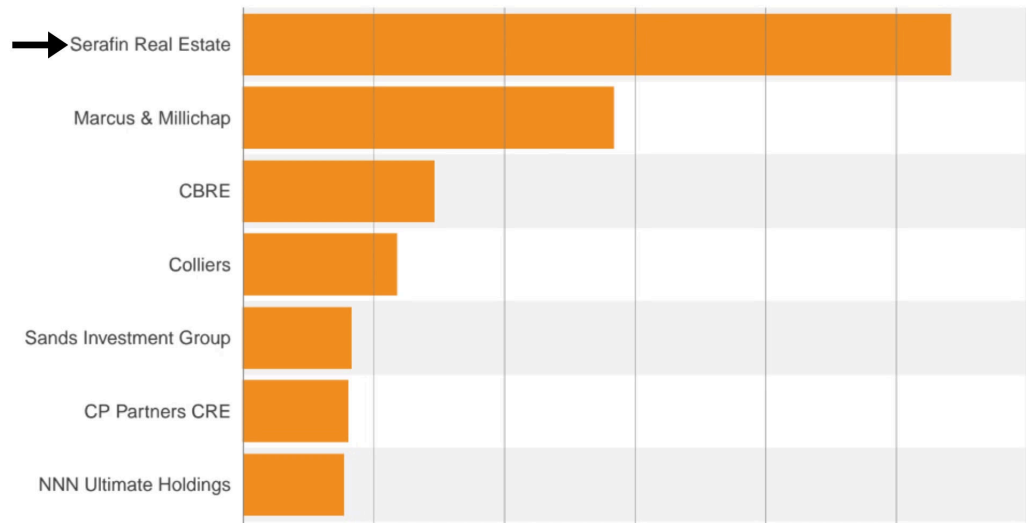
Three consecutive years as the top Commercial Real Estate Company in Loudoun County, recognized for our exceptional service and results.

| Company | Sale Transactions (3Y) | Sale Transactions SF (3Y) | Sale Transactions Volume (3Y) ↓ |
|---------------------------------------|------------------------|---------------------------|---------------------------------|
| Serafin Real Estate | 25 | 147,985 | \$51,601,000 |
| Commercial Group Realty | 32 | 149,140 | \$48,370,300 |
| Marathon Realty Group Inc. | 31 | 186,059 | \$47,813,403 |
| Paladin Real Estate | 4 | 10,300 | \$24,725,000 |
| Vaaler Commercial Real Estate | 13 | 67,181 | \$21,784,940 |
| Alliance - CRE, LLC | 8 | 45,866 | \$17,185,000 |
| Thomas & Talbot Estate Properties,... | 9 | 18,774 | \$12,288,125 |
| Lansdowne Real Estate Company | 12 | 66,899 | \$11,103,055 |
| Lakewood Management | 1 | 46,805 | \$10,750,000 |
| Anderson Commercial Real Estate | 11 | 45,942 | \$10,570,000 |
| Richland Investment Group LLC | 1 | 47,877 | \$8,000,000 |
| Morrissey Commercial | 11 | 24,231 | \$7,148,265 |
| Pearson Smith Realty | 9 | 24,659 | \$6,254,000 |
| Everly Real Estate | 4 | 11,418 | |
| Green Stone Properties | 2 | 22,000 | |

CoStar Group™

Highest Sales Volume

Unmatched sales volume among all commercial real estate brokerages based in Loudoun County, demonstrating our market dominance.



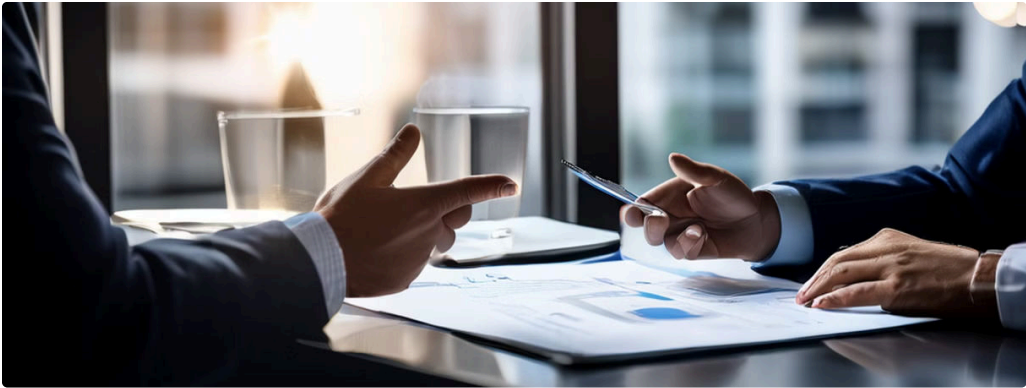
Top Selling Brokerage

Joe Serafin holds the distinction of being Virginia's top-selling broker for Early Education properties, showcasing our niche expertise.

FEATURED IN:



Why List with Serafin Real Estate



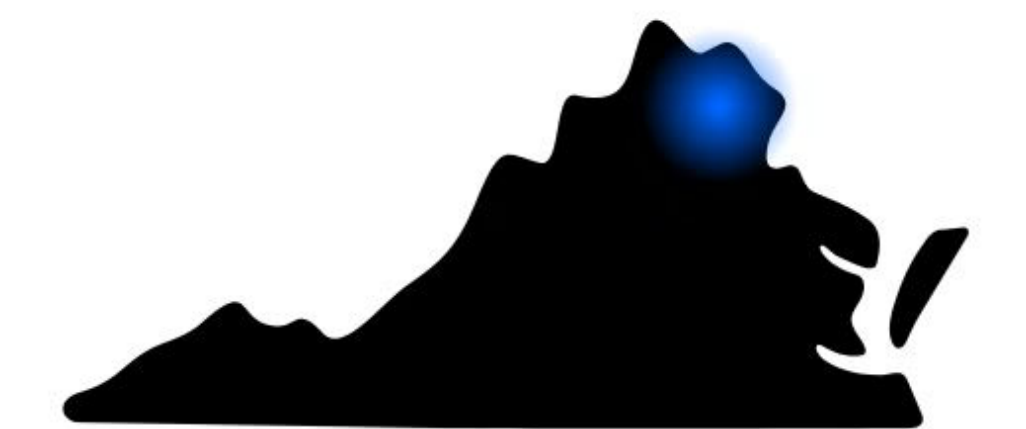
Unbiased Advice

We put our clients FIRST. If it is not beneficial to the client, due to the timing or market condition, we will be completely upfront and honest to make sure the client is put in the best situation, even if this means to not sell until the economic and market conditions improved to the seller's benefit.



Proven Results

We have achieved some of the highest price per square foots and lowest cap rates for our clients in our market. Maximizing our clients' return is a top priority. We creatively structure deals to maximize net profit for our clients by tailoring terms and strategies that align with their financial goals and market conditions.



Local Market Expertise

Our brokers are born and raised in the Northern Virginia area, and our company focuses very specifically in Loudoun, Fairfax, and Prince William County. This allows us to have the best understanding of our local market.



State-of-the-Art Technology
















Technology is ever changing and improving in the CRE world. We ensure to have the best and most innovative software to market our clients' properties effectively and efficiently. Utilizing AI in commercial real estate brokerage provides access to accurate trends and forecasts, enhancing decision-making processes, optimizing property valuations, and driving efficiency and profitability for our clients.



Maximum Exposure

Our network and proprietary technology reaches nationally and globally, providing our clients with the best chances of receiving the highest and best price for their property.

The SRE Difference

| FEATURES & BENEFITS |  | National CRE Firms |
|--|---|---|
| 100% of Marketing Costs Covered for Exclusive Listings |  |  |
| Premium Subscription Services on the Major CRE Listing Platforms |  |  |
| AI-Sourced Technology to Uncover Targeted Buyers |  |  |
| Only Focused on Properties in Northern Virginia |  |  |
| Weekly Status Reports on Leads and Sales Activity |  |  |
| Local Network of Lenders & Title Companies |  |  |
| Internal Transaction Management |  |  |

\$643M+

Sold Transaction
Volume

\$120M+

AVG Available Listing
Inventory

100%

5-Star Reviews

Cutting-Edge Marketing Strategies



AI-Powered Targeting

We utilize advanced artificial intelligence algorithms to identify and target the most qualified buyers for your property, ensuring maximum exposure to serious prospects.



Multi-Channel Digital Campaigns

Our marketing efforts span across various digital platforms, including social media, email marketing, and targeted online advertising, to cast a wide net for potential buyers.



Virtual and Augmented Reality Tours

We create immersive virtual experiences of your property, allowing potential buyers to explore the space remotely, increasing engagement and interest.



Data-Driven Pricing Strategy

Using real-time market data and predictive analytics, we develop a pricing strategy that maximizes your property's value while ensuring a timely sale.

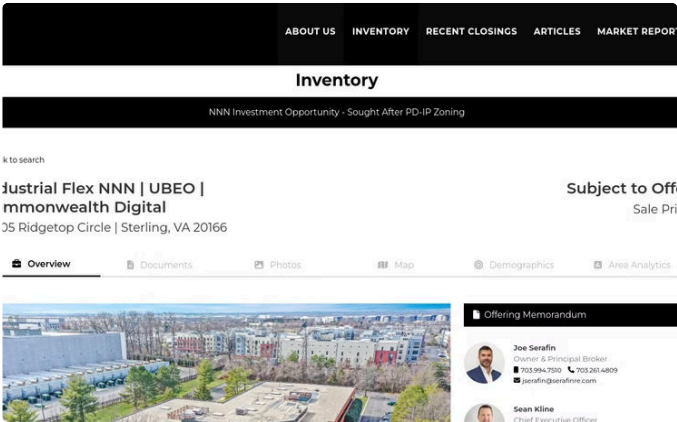


Marketing Examples



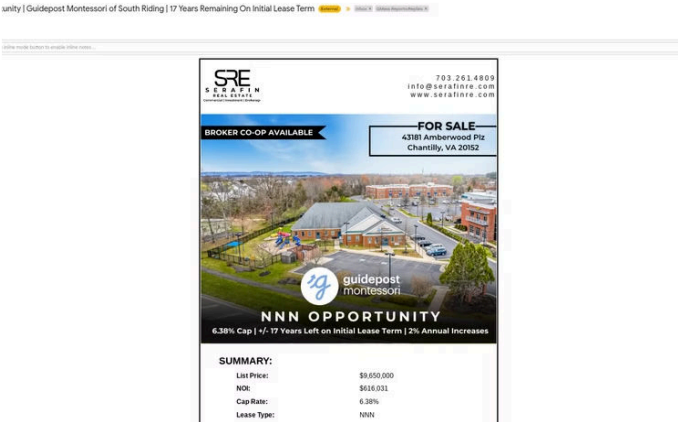
Offering Memorandums

Our Offering Memorandums showcase your property's true potential, leveraging deep market expertise and captivating visuals to empower informed investor decisions.



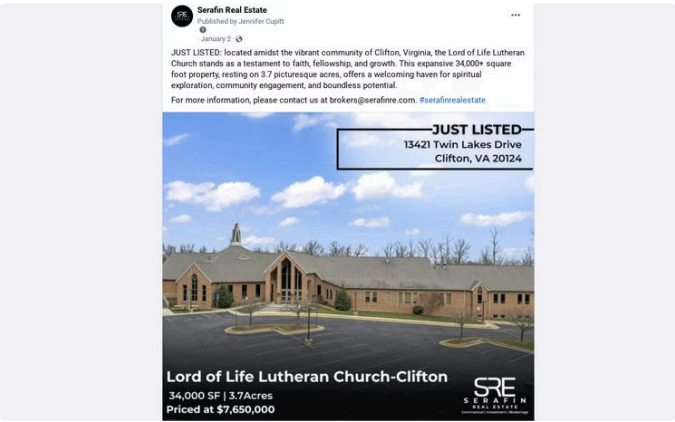
Property Website

Our Property Website service transforms your listing into an immersive online experience. Leveraging cutting-edge tools, we craft a custom-tailored site that showcases your property's finest features and captivates potential buyers.



Email Campaigns

Our expert digital marketing team crafts targeted email campaigns to showcase your property's unique features and connect with the right buyers. By leveraging our extensive lead database, we drive qualified traffic to your custom property website and keep your listing top-of-mind.



Social Media

Leveraging the power of social media, our team crafts visually compelling content to showcase your property and reach a targeted audience of potential buyers. Through strategic targeting and paid advertising, we ensure your listing stands out and generates significant interest.



Targeted Mailings

From customized postcards and brochures to personalized letters, our targeted mailings showcase your home's unique features and highlight its desirability. By strategically timing these communications, we ensure your listing stays top-of-mind.



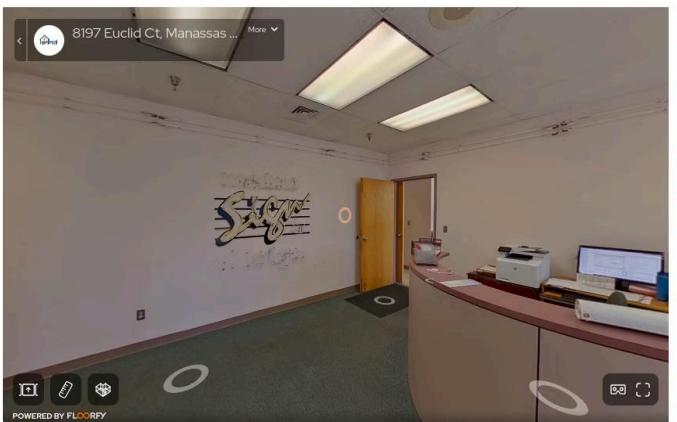
Signage

If the situation seems appropriate, for example, on vacant and/or owner-user buildings, we use eye-catching signage that fits into the zoning regulation.



Floor Plan Renderings

From either a detailed site plan or a simple picture of the fire escape plan, our graphic design department renders visually appealing floor plans.



Video & Virtual Tours

We showcase your property with an exterior video and virtual tour walk-through.



Aerial Photography

Aerials show the property in its totality and gives a great perspective of the property.

The Listing & Sale Process

1

STAGE 1: LISTING PREPARATION

The listing preparation stage is crucial to ensuring a successful sale. It begins with a comprehensive consultation and property evaluation to fully understand the unique features, condition, and potential of your home. Once the listing agreement is executed, we'll work closely with you to gather all necessary materials, such as professional-quality photographs, videos, and virtual reality walk-throughs.

During this stage, you'll also provide us with any other information or documentation that will help us craft the most compelling marketing materials. Our team will then use this information to prepare a tailored marketing strategy that showcases your home's best attributes and appeals to the right buyer demographic.

2

STAGE 2: ON THE MARKET

Once the listing preparation is completed, we'll launch a targeted, multi-channel marketing campaign to reach the most active buyers in the market. This includes outreach to our extensive network of real estate professionals, listing your property on the top real estate sites, executing email blasts to our buyer database, and running strategic Google and social media advertising campaigns.

Throughout this stage, our dedicated team will be diligently following up on all leads and qualifying potential buyers to ensure we connect with the most serious and qualified individuals. We'll provide you with regular updates on the marketing progress and buyer interest, so you can stay informed every step of the way.

3

STAGE 3: NEGOTIATING

Once we've generated strong buyer interest and received offers on your property, we'll carefully review each offer, analyze the terms and conditions, and work to secure the highest possible sale price and most favorable contract for you.

Throughout the negotiation process, we'll provide expert guidance and advice to help you make informed decisions. Our goal is to navigate the complexities of the transaction and protect your interests at every turn, while also maintaining a positive relationship with the buyer's agent.

4

STAGE 4: UNDER CONTRACT

Once an offer has been accepted and the contract is signed, our work is far from done. We'll expertly manage the due diligence process, ensuring all inspections are coordinated and completed on time.

Throughout this stage, we'll communicate regularly with the title company and any other relevant parties to ensure the buyer fulfills all their contractual obligations. Our goal is to keep the transaction on track and resolve any issues that may arise before closing.

5

STAGE 5: CLOSING

As the sale of your home enters its final stage, our team will work diligently to ensure a seamless closing process. We'll start by confirming that the buyer's funds have been wired to the title company on time, providing you with the peace of mind that the transaction is progressing as planned.

Next, we'll coordinate closely with the title company, overseeing the transfer of ownership and making certain that all necessary paperwork is completed accurately and efficiently. Our goal is to handle every detail, allowing you to focus on the excitement of your next chapter.

Testimonials



"I can't say enough about Joe and his team at Serafin Real Estate. I tried to sell my very unique property in the past. I had a couple of brokers who wouldn't even list the property and another broker who had the property listed for years with no results. I then listed the property with Serafin Real Estate and saw almost immediate traffic. Joe really invested time and thought into my property and put together a very effective marketing package. The results were fantastic. Joe was able to sell my property when no one else could. Kudos to Joe and the entire team at Serafin Real Estate and if you are looking to list a commercial piece of real estate I wouldn't even waste my time with anyone else. Thanks Joe!" ~ **C. COOK**



"Joe Serafin and the team at Serafin RE have represented our group in several transactions. They are prompt, professional, and skilled in their advocacy. This brokerage is refreshingly unique, in that they approach transactions as invested partners, rather than a disinterested intermediary only concerned with maximizing their fee. In taking this approach, the client truly sees the value-add of having Serafin RE involved; moreover the reason Principal Broker Joe Serafin has such a strong network of buyers, is readily apparent. He has invested decades, in developing relationships and connections with buyers and investment professionals who know and trust him. When we look to buy or sell, our group is committed to our continued partnership with Serafin RE." ~ **PRAXIS CAPITAL**



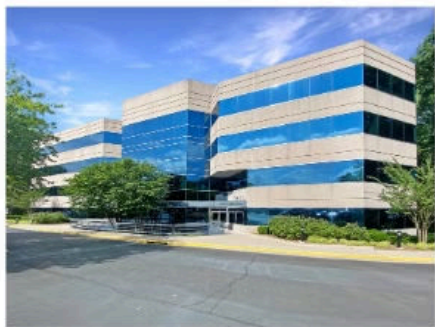
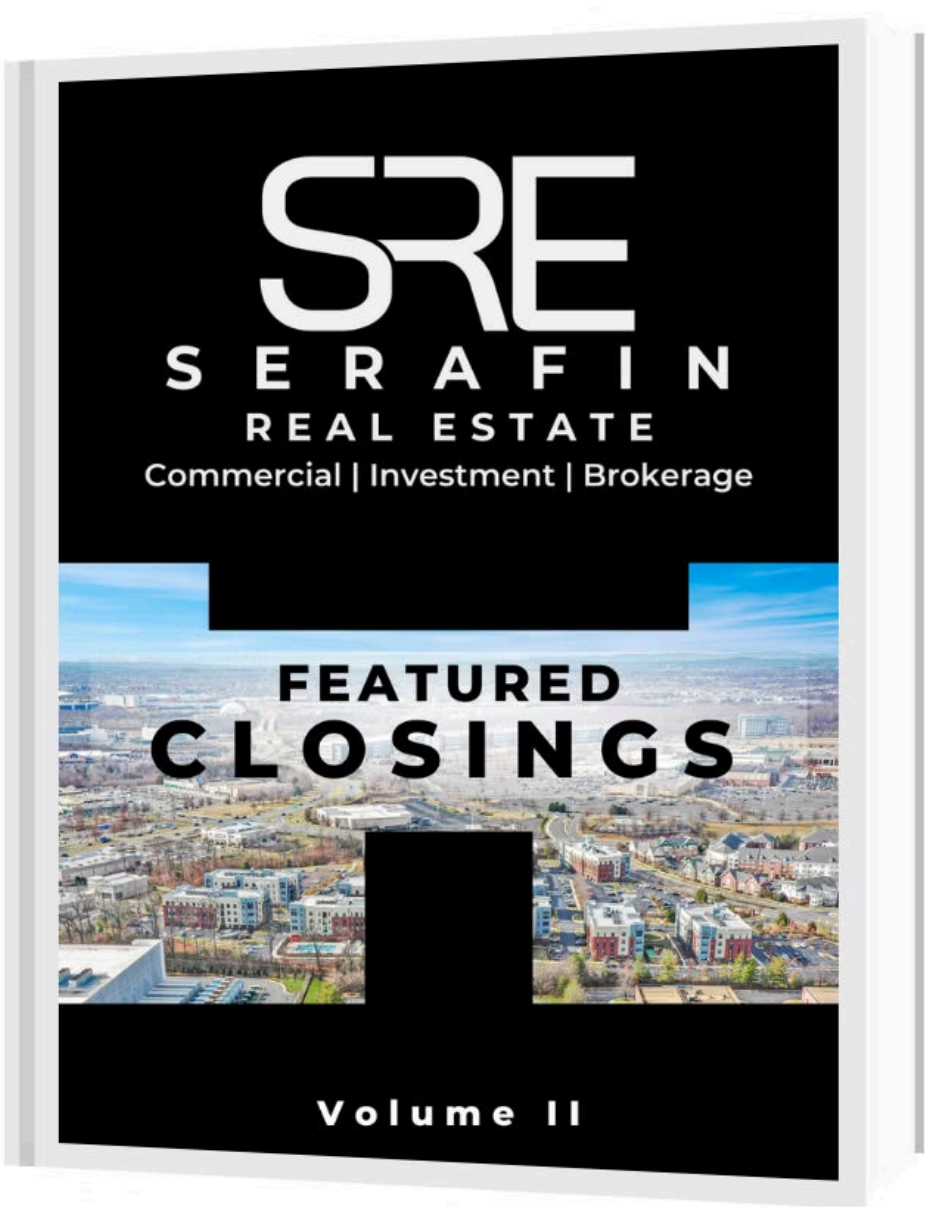
"Dedicated, Researched, and Seasoned: Joe was amazing! We can't speak highly enough of our experience with Joe and the Serafin Real Estate Team. From start to finish he was very responsive, resourceful, and a constant professional. They treat you like family, and work as hard as they can for you. His selling price analysis was a precise exercise in which his knowledge of the Northern Virginia area provided insight into our market. This resulted in a final sale well above our original expectations. In addition, he knew how to market our property. He was a guiding hand in every step of the process all the way up to closing. I now deeply understand the importance of having a great agent and considered myself fortunate to have Joe Serafin as our Commercial Real Estate Broker. If you truly want the best results I strongly recommend using the Serafin Real Estate Team, I promise, you won't be disappointed." ~ **D. HILLS**



"Joe and his team did a great job selling my property. From promotion of it nationally to looking at creative alternatives to sell it in a tough market. Ultimately it was their creativity that found us a buyer! No to mention they are fun people with whom to work." ~ **M. Cowell**

Featured Closings

[Click here](#)



Case Study #1

46386 Logan Way, Sterling, VA 20165

Maximizing our Seller Client's Return by Creatively Structuring the Sale



CHALLENGE

Several years ago, a customer purchased an early education center our company had listed with a past client. They expressed interest in selling both the real estate and the associated childcare business. The challenges posed by the pandemic, coupled with their extensive tenure in the industry, have inclined them toward retirement. Our objective is to strategize an effective sale of both assets to maximize their returns.

ACTION

Leveraging our insights into the local market and the evident shortage of investment properties, we prioritized the sale of the business and aimed to secure a robust triple net lease. We identified and engaged an operator familiar to us within the industry, finalizing the business sale under a new 10-year lease with terms we recognized as appealing to investors. With the business transaction in place, we promptly shifted our attention to marketing the property to known active investors in the market.

RESULT

After evaluating multiple offers, we opted to move forward with an investor whose performance and reliability we were confident in. This approach not only secured favorable business sale proceeds for our client but also garnered a property sales price as an investment that surpassed the seller's anticipated overall profit. By articulating the advantages of this strategy to our client, the resultant net purchase price was over \$300,000 greater than if we had combined the sale of the real estate with the business.

\$3,150,000

Closed!

Case Study #2

10371 Central Park Ave, Manassas, VA

Creativity and New Approaches to Get the Job Done for Our Client



CHALLENGE

NVMS occupied about 20,000 SF of a 46,000 SF Industrial Warehouse building they owned. The remaining square footage was being leased to OCCS, a swimming league that held meets at their Olympic-size swimming pool constructed at the property - a prime example of a Special Purpose Use. After unsuccessful attempts to sell the property with other brokers, NVMS enlisted SRE to handle the sale.

ACTION

At that time, industrial properties weren't as sought after as they are now, so crafting a strategic plan to boost our client's sale price while devising a fresh marketing approach to attract a new audience was crucial. We proposed a sale-leaseback option for the 20K space to our client and managed to secure a 15-year NNN lease with OCCS, who were initially on a 3-year short-term lease. Convincing OCCS was a feat, given their committee and board required unanimous approval.

RESULT

This strategy allowed us to focus on investment buyers, presenting them with an appealing cap rate, brand-new 15-year NNN leases at closing, and a perfect long-term buy-and-hold opportunity. Following numerous negotiation rounds, including discussions with the buyer's bank committee, our client successfully closed on the property—a milestone that was not accomplished by past efforts with several other brokers.

\$8,500,000

Closed!

WHAT IS YOUR PROPERTY WORTH?

If you are considering selling your property, please contact us for an Opinion of Value.



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