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# LISTING PRESENTATION



CFSP

Certified  
Full-Service  
Professional™

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# Full-Service Excellence

Going beyond your expectations before, during and after the transaction to deliver an extraordinary experience.



**Welcome  
Ábaco Strategy  
Your Trusted Real Estate Partner.**

I know your time is valuable. At Ábaco Strategy, the pressures of deliverables and deadlines are demanding, and your customers expect nothing but the best from you. That's where I come in. With over 26 years in the IT industry, I understand the fast-paced nature of your work—and I'm here to make your real estate transaction smooth and stress-free.

While you stay focused on your career, let me handle one of the most important financial decisions you'll make. Whether you're buying or selling in Northern Virginia or the surrounding areas, you can count on me for **"Experience, Professionalism and Client Focused Service."**

I am committed to ensuring your investment is sound and your real estate experience is one you'll remember for years to come. Our goal? To be your trusted real estate partner for life.

**Let's connect and make your real estate goals a reality!**

Sincerely,  
**Randy Haddadin**  
Realtor®



## Exclusive Real Estate Incentives for Ábaco Strategy Employees

As an Ábaco Strategy employee, I am here to **guide you through every step of your real estate journey**. While you stay focused on your work, let me handle one of the most important financial decisions you'll make—**selling your home**. Take advantage of **special incentives** designed exclusively for Ábaco Strategy employees to help you **save money and maximize your investment**.

### Ábaco Strategy Employee Incentives:

- Employees wanting to sell their home, I will be able to help them save money by reducing my compensation when listing their home.
- For sellers I will purchase a **home warranty for 1 year to offer potential buyers**.



Let's connect and discuss how I can help make your real estate experience **smooth, stress-free, and financially rewarding!**

I also have trusted partners in the following markets: **Maryland, Washington DC and NYC**. As a former Realtor in **Florida**, I have strong connections in **South Florida**.

## About Randy

### Randy Haddadin: From IT Expertise to Real Estate Excellence

Randy Haddadin began his career in the IT field during the Internet boom, securing his first consulting position at a pivotal moment in technological advancement. Specializing in client-server and network support, he quickly developed a strong business acumen, exceptional communication skills, and a results-driven approach to problem-solving. His ability to assess needs and fulfill critical business requirements earned him the trust of high-profile clients, including **Accenture (formerly Andersen Consulting), Ernst & Young, Bell Atlantic, and several public sector agencies such as DHS, FDA, CMS/Medsys, and EBT just to name a few.**

These experiences provided a seamless transition into the real estate industry. While IT and real estate may seem like vastly different fields, Randy identified a core similarity: **both require understanding client needs, finding solutions, and delivering exceptional service.** When asked about the parallels between the two industries, he explains, *"In IT, the client had a problem, and my job was to solve it. Real estate is no different—the challenges may vary, but the goal remains the same: helping clients achieve the best possible outcome."*

Many assume that being a Realtor simply involves finding homes and closing deals. However, as every real estate professional knows, **it's a step-by-step process filled with challenges that require patience, expertise, and problem-solving.** From navigating negotiations to overcoming unforeseen obstacles, success in real estate demands the same dedication and strategic thinking Randy mastered in IT.

**A Commitment to Excellence in Real Estate** Randy finds real estate both rewarding and challenging, and he credits much of his success to the exceptional mentors and colleagues he has worked with over the years. He believes that to truly excel in this business, one must continuously learn from the best and strive for excellence. As a licensed Realtor in Virginia with a Graduate Realtor Institute (GRI), Accredited Buyer Representative (ABR) and Certified Full Service Professional (CFSP) designee, Randy is committed to providing his clients with the highest level of professionalism and expertise. He understands that buying property is one of the biggest investments a person will make, and with ever-evolving technology, laws, and industry trends, working with a knowledgeable and skilled agent is more critical than ever.

For those looking to navigate the complexities of real estate with confidence, **Randy Haddadin is the trusted partner you need.**



A man with grey hair and glasses, wearing an orange sweater, and a woman with long brown hair, wearing a brown sweater, are sitting at a wooden table and high-fiving. The background is a blurred living room with a blue sofa and bookshelves.

# Home Selling 101

1

**Work With a  
LISTING  
AGENT.**

2

**Decide When to Sell**  
Consider work, school  
schedules, and other  
key factors.

3

**Set the Best Price**  
Use Comparative  
Market Analysis  
to determine the price.

4

**Prepare Your  
Home for Sale**  
Make any necessary and  
essential repairs and  
updates, declutter, etc.

5

**List Your Home**  
Create an eye-catching  
property listing prior  
to private showings  
and open houses.

6

**Market Your Home**  
Use staging, photos,  
videos, online and  
traditional marketing  
to attract buyers.

7

**Review Offers**  
Assess the pros and  
cons of the offers  
and negotiate for the  
best terms.

8

**Close the Sale**  
Sign paperwork, close  
the deal and receive  
your funds.



# As Your Listing Agent,

here are some of the most important tasks I'll handle for you.

Conduct a  
Comparative  
Market  
Analysis.

Competitively  
price your  
home to sell.

Create a  
complete  
home  
marketing  
plan.

Coordinate  
**SHOWING  
TIMES.**

Negotiate  
all offers  
per your  
instructions.

Provide  
complete  
transaction  
management.

Keep you  
informed  
every step  
of the way.

## Some of my other tasks...

- ✓ Research MLS sales activity.
- ✓ Research Days on Market for similar properties.
- ✓ Complete curb appeal assessment.
- ✓ Discuss how qualified buyers will be vetted.
- ✓ Explain brokerage's role in the transaction.
- ✓ Measure total square footage.
- ✓ Compile list of completed repairs and items to be maintained.
- ✓ Order your For Sale signs.
- ✓ Assess interior decor and suggest changes.
- ✓ Discuss print/online ads.
- ✓ Design property marketing flyers.
- ✓ Create buyer feedback report.
- ✓ Review MLS regularly to ensure property remains competitive.
- ✓ Notify my referral network (including international relocation network) about listing.
- ✓ Provide weekly progress reports and share feedback to determine if any changes are needed.
- ✓ Create a net sheet to evaluate offers.
- ✓ Explain each offer's pros and cons.
- ✓ Establish a timeline for loan approval and closing.
- ✓ If needed, order and supervise inspections including lead paint, asbestos, termite, mold/mould and sewer systems.
- ✓ Confirm verifications of deposit.
- ✓ Verify with buyer's agent that loan processing is on track.
- ✓ Help resolve any issues with buyer after the sale.
- ✓ Stay in touch with you after the sale with relevant information regarding real estate and other interesting topics.
- ✓ ...and many more!

# Historical Real Estate **Offers of Compensation** (Previously)





# Post-Settlement Real Estate **Offers of Compensation**



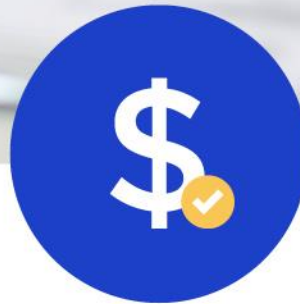
# What a **Buyer's Agent** Does



Brings a bigger pool of stronger buyers.



Reduces the number of those "just looking."



Encourages the buyer to make a fair and strong offer.



Helps expedite the entire process ensuring the deal doesn't fall through and closes on time.



Recommends professionals (mortgage lenders, title, insurance, etc.) to ensure a smooth closing.



# The 7 Vital Stats

**MARKET:**

Total Active Residential Listings		
Average List Price		
Average Sales Price		
List vs. Sales Price Ratio		
Days on Market		
Number of Expired Listings		
Overall Appreciation or Depreciation		

# Comparative Market Analysis



# THE COMPLETE HOME MARKETING PLAN



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# Marketing Your Home

I am committed to getting your home sold to the strongest buyer in a timely manner. Below are the steps I will take:



Competitively price your home.



Optimize condition and viewing of the home.



Prepare and submit accurate information to the MLS.



Proactively promote the property to my database.



Create maximum exposure for the property.



Connect with the best agents and tap into my nationwide network.



# Leveraging My Expertise

**My business is built on referrals.** My goal is to serve you in such a way that you will be delighted enough to refer your friends and family for years to come.



## Connecting you to others

Not only am I an expert in our local market, I'm also part of a network of top agents — expanding access to local and out-of-area buyers in the U.S. and Canada.



## Network of local pros

I have relationships with the best local service providers to get you the plumber, painter, etc. you need — **not just during the transaction, but after as well.**



## My Experience/Expertise:

- I'll negotiate the best deal for you.
- I'm trained by the top business coaching company in North America.
- I have a fiduciary duty of care to you and will be your advocate during the transaction.



# Property Enhancement

Next up, we will maximize the value of your home with:



## Property Enhancement Checklist

— small tasks to get your home in top shape. Examples include painting the living room, repairing the back gate or power washing the siding.



Recommendations for minor and essential repairs, as well as improvements, to **help sell your property for the highest price possible.**



**Access to a list** of the most reliable and dependable home improvement professionals in the marketplace.



# Property Enhancement Checklist

You can rely on my network of the most reliable and dependable home improvement professionals in the marketplace.

## LIVING AREAS

### TIDY UP!

- ☐ Remove piles of papers and magazines from tables.
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces.
- ☐ Straighten bookshelves.

### CLEAN UP!

- ☐ Clean and deodorize all carpets, spot cleaning where necessary; wash all floors.
- ☐ Polish all furniture.
- ☐ Wipe down lighting fixtures, making sure all bulbs are working.
- ☐ Wash window treatments.
- ☐ Clean fireplace, if applicable.

### PATCH UP!

- ☐ Patch and paint walls and ceilings, if necessary.

### THE FINISHING TOUCH!

- ☐ Display linens on table.
- ☐ Add fresh flowers, potpourri or a scented candle.
- ☐ Rearrange pictures to highlight specific areas.
- ☐ Add lamps if room is dark.

## BEDROOMS

### TIDY UP!

- ☐ Straighten children's play area and store extra toys.
- ☐ Remove extra furniture and rearrange to define areas.
- ☐ Make closets more appealing by storing seasonal clothes elsewhere.
- ☐ Be sure all clothes are hanging up and not lying around the room.

### CLEAN UP!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary.
- ☐ Wash window treatments.
- ☐ Wipe down lighting fixtures, making sure all bulbs are working.

### PATCH UP!

- ☐ Patch and paint walls and ceilings, if necessary.

### THE FINISHING TOUCH!

- ☐ Add decorative pillows to beds.
- ☐ Add a plant.

## OTHER ROOMS

### TIDY UP!

- ☐ Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- ☐ Box up and store (or dispose) of any unnecessary items.

### CLEAN UP!

- ☐ Sweep and clean floors.
- ☐ Remove cobwebs from walls, window sills and ceilings.
- ☐ Wash windows, inside and out.

### PATCH UP!

- ☐ Make sure furnace, air conditioning and hot water heater are in working order.

## HERE COMES A BUYER

Before each showing, be sure to complete these last-minute touches to make your home stand out and look great!

### EXTERIOR

- ☐ Pick up after pets.
- ☐ Pick up lawn tools, toys, etc. lying around the yard.
- ☐ Clear driveways and walk areas.

### INTERIOR

- ☐ Open curtains for daytime showings and close curtains for nighttime showings.
- ☐ Open windows to "freshen up" your home.
- ☐ Do a quick tidy up.
- ☐ Play instrumental music.

### ADDITIONAL OBSERVATIONS:

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# Clear and Open Communication

Once your home is on the market, I'll be there to guide you every step of the way.

**You'll receive a copy of the MLS printout**  
to review for accuracy.

**I'll call regularly**  
to report showing activity and give buyer feedback.

**We'll meet periodically**  
to review market conditions and adjust our marketing strategy as needed to get your home sold.

**Transparency is key.**  
I'll keep communication lines open to ensure you are comfortable and confident with every part of the transaction.



# Negotiating and Structuring the Sale



## MY PROMISE TO YOU:



**Carefully review and present all offers** for your consideration.



**Qualify prospective buyers and research their lending options** to increase the likelihood that they can secure financing.



**Negotiate the strongest terms** to create a solid transaction that will close on time without any surprises.





# Complete Transaction Management

Once we've secured a qualified buyer, I promise to smoothly navigate you through the transaction.



**Count on me** to manage all the details of your real estate transaction on a daily basis.



**I'll make sure your home closes in a timely fashion** and with as little stress as possible.



# Service After the Sale

My business is built on relationships, so I aim to provide you with outstanding service and care before, during and after the sale! Even after your closing, I'll be there to assist you with all your real estate needs.



Consider me your **source of referrals** for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be **happy to serve you.**



You'll receive **valuable information** from me in the mail or via email on a monthly basis to keep you **educated and informed.**



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