



CASEY SAMSON

TOP PRODUCER



CASEY SAMSON
SAMSON PROPERTIES
KCSAMSON@AOL.COM
703.508.2535

CASEY DOESN'T LIST HOMES, CASEY SELLS HOMES



THE FOLLOWING PAGES CONTAIN THE TOOLS, TECHNIQUES
& SUPPORT YOU WILL NEED TO SELL YOUR HOME



CASEYSAMSON.COM

State of the art technology | Old school knowledge

96% Listing Success Rate*

&

*Listings SOLD for 100.89%
of the Original List Price*

Results Count

** Industry average is 68%*

4.5% FULL SERVICE LISTINGS

Why pay 6%?

Full Service Means Full Service!

Samson Listings Include:

- Listings in MRIS
- State of the art Fusion Photography
- Showcased Listing on Realtor.com, Zillow & Trulia
- Professional Open Houses
- Mobile Marketing & Youtube Videos
- Enhanced Listings on Major Websites
- Directional & Yard Signs
- Professional Full Color Brochures and Flyers
- Property Unique URLs
- Seasoned Negotiator
- Virtual Tours & Virtual Floor Plans
- ½ page ad in Sungazette
- Member of TAN – Top Agent Network
- Email local realtors with property flyers and updates
- Full time assistant with focus on listing marketing



Communication with sellers is critical!

Sellers Receive:

- Showing request via text
- Confirmed showing via text
- Instant feedback from showing Realtors
- Weekly Showing Time reports with traffic updates and feedback.
- Market updates every other week.
- Their own webpage that helps them track showings, traffic and feedback.

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LISTING MAINTENANCE PROTOCOL

- Setting expectations about market conditions and pricing adjustments if necessary.
- Set up automated MRIS emails so they are constantly getting emails from you.
- Make sure home is featured on Zillow, Trulia and Realtor.com
- Make sure listing is accurate (i.e. gas instead of electric)
- Make sure price is under \$50k threshold. Example: A home listed at \$855 misses huge market of \$800-\$850 buyers.
- Directional signs are up
- Every showing reported gets personal email and follow up call. Copy seller so they know you are on it and see responses.
- Communication with sellers with weekly market updates:
 - % of homes active vs UC
 - Number of competitors sold in previous week
 - Traffic at open house
- Check brochure and flier inventory
- Make sure directional signs are up.
- Make sure pricing adjustment schedule is adhered to.
- Be aggressive with incoming contracts. Sellers may be offended today but wish they had the contract tomorrow.
- Seller meeting at 30, 60 and 90 days.
- Listen to sellers concerns and react to them.

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STATE OF THE ART WEBSITE



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ABOUT CASEY

BUYERS

SELLERS

SEARCH HOMES

QUICK SEARCH

BLOG



96% LISTINGS SUCCESS RATE IN 2013!

CASEY'S LISTINGS



Custom Home in Vienna
www.413Upham.com
\$1,299,000
Status: Sold



New Construction in Vienna
www.809Desale.com
\$1,300,000
Status: Sold



Exquisite Vienna Home
www.1827Beulah.com
\$1,175,000
Status: Active



Luxury Home on a Great Lot
www.3450VirginiaOaks.com
\$1,295,000
Status: Active



Luxury McLean TH, great location!
www.7749Legere.com
\$825,000
Status: Active

SELLER SECTION
INCLUDES:

5 WAYS TO INCREASE
PROFITS

HOW TO VALUE YOUR
HOME

HOW TO SELL FOR

MORE THAN YOUR
APPRAISAL

BUYER SECTION
INCLUDES:

QUICK SEARCHES BY
SCHOOL DISTRICT

HOW TO WIN THE
CONTRACT IN 2014

SHOWCASE LISTINGS

"CALL CASEY AT 703-508-2535"
 3450 Virginia Oaks Dr, Oakton, VA 22124
 Open House: Sun Oct 26, 1:00pm - 4:00pm

↓ \$1,275,000
 5 Bd | 5 Full, 1 Half Ba | Single Family Home
 5,750 Sq Ft | 0.91 Acres
 Brokered by: Samson Properties
 Save Listing | Tour

33 Photos

Samson Properties



3450 Virginia Oaks Dr...

FOR SALE

\$1,275,000

5 bd, 6 ba, 5,750 sqft

Open: 10/26 1-4pm

34 Photos

\$1.5M

\$2.1M

3450 Virginia Oaks Dr
 Oakton, VA 22124
 CALL CASEY AT 703-508-2535

\$1,275,000

Estimate My Monthly Payment

Get Your Mortgage First

Check Mortgage Rates

View Your 3 Bureau Credit Scores for \$0

Status: Active

Beds: 5 Bed

Baths: 5 Full, 1 Half Bath

House Size: 5,750 Sq Ft

Lot Size: 0.91 Acres

Year Built: 2001

Photo 1 of 33

Tour | Larger Photos

Share on: Facebook, Twitter, Email, Print, Save Listing

Tell me more about this property

Message (optional): I would like more information regarding this property at 3450 Virginia Oaks Dr in Oakton.

First Name: Last Name:

Email: Phone Number (optional):

Request More Details

Privacy Policy

Listing Agent
Casey Samson
 4.5% Full Service Listings, Professional Buyer Representation
 Phone: (855) 945-9359
 Email Agent
 View Agent's Website & Agent's Other Listings

"VISIT WWW.3450VIRGINIAOAKS.COM If you are looking to move into Oakton, this is your big chance. If your not, you may know someone who is. Have them give me a call. Call Casey Samson at Samson Properties at 703-508-2535."

Listing Broker
Samson Properties
 Click here to see all current homes on the market.
 Phone: (855) 574-8258
 Email Office
 Visit Broker's Website & Broker's Other Listings



Agent's Other Listings

See All Listings

10610 Marbury Rd, Oakton, VA 22124
\$824,900
 5 Bd | 3 Full | 1 Half Ba | 4,448 Sq Ft

Virginia - Oakton - 22124 - 3450 Virginia Oaks Dr

VIEW LARGER

MAP BIRD'S EYE STREET VIEW

3450 Virginia Oaks Dr,
Oakton, VA 22124
5 beds • 6 baths • 5,750 sqft

Stunning 5BR stone front home w/beautifully landscaped lot in sought after West Oaks. Large custom patio & nearly 1 acre lot with mature trees. Located on a quiet street, this custom home has 5.5BA, 3 car side load garage, & 3 fireplaces. 5,218 sqft of elegant living space. Brazilian hw floors t-out most of the main lvl. Breathtaking foyer with grand chandelier and spiral staircase. 2 story LR with floor to ceiling stone fireplace. Gourmet KIT, breakfast room, sunroom, library, formal DR and FR. The luxurious MBR suite with a fp, sitting room, huge WICs and MBA w/ sep soaking tub/shower. Unfinished LL ready for your inspiration. Slate patio w/outdoor fp & Viking gas range and more!

More

OPEN HOUSE
 10/26 1pm-4pm

- FACTS**
- Lot: 0.91 acres
 - Single Family
 - Built in 2001
 - 506 days on Zillow
 - HOA Fee: \$16
 - Cooling: Central, Other
 - Heating: Forced air, Other
 - Price/sqft: \$222
 - MLS #: FX8457987
 - View Virtual Tour

GET MORE INFORMATION

Casey Samson
 Recent sales Samson Properties (703) 350-4810

Your Name: Phone: Email:

I am interested in 3450 Virginia Oaks Dr, Oakton, VA 22124.

Contact Agent

☐ I want to get pre-approved

Learn how to appear as the agent above



Open Houses

Sunday October 26, 1:00 PM to 4:00 PM see details

Request a private showing

Overview Photos (33) Schools & Neighborhood Property History Payment Options

Property Details

Stunning 5BR stone front home w/beautifully landscaped lot in sought after West Oaks. Large custom patio & nearly 1 acre lot with mature trees. Located on a quiet street, this custom home has 5.5BA, 3 car side load garage, & 3 fireplaces. 5,218 sqft of elegant living space. Brazilian hw floors t-out most of the main lvl. Breathtaking foyer with grand chandelier and spiral staircase. 2 story LR with floor to ceiling stone fireplace. Gourmet KIT, breakfast room, sunroom, library, formal DR and FR. [Read More](#)

General Information

Beds	5 Bed	Baths	5 Full, 1 Half Bath
House Size	5,750 Sq Ft	Lot Size	0.91 Acres
Price	\$1,275,000	Price/sqft	\$222
Property Type	Single Family Home	Year Built	2001
Stories	4	Style	Colonial
		Garage	3 car garage

- Bedrooms**
- Bedrooms: 5
 - Master Bedroom on Upper 2 Level
 - 4 Bedroom(s) on Upper Floor 1
 - Bedroom 2 on Upper 1 Level
 - Bedroom 4 on Upper 1 Level
 - 1 Bedroom on Upper Floor 2
 - Bedroom 3 on Upper 1 Level
 - Bedroom 5 on Upper 1 Level

- Bathrooms**
- 5 Full Bath(s)
 - 4 Bath(s) on Upper Floor 1
 - 1 Half Bath
 - 1 Bath on Upper Floor 2
 - 1 Half Bath on Main Floor

- Kitchen and Dining**
- Breakfast Room
 - Kitchen - Breakfast Bar
 - Eat-In Kitchen
 - Kitchen on Main level
 - Family Room Off Kitchen
 - Gourmet Kitchen
 - Separate Dining Room
 - Dining Room on Main Level

UNIQUE URL

WWW.1332WOODSIDE.COM

WWW.413UPHAM.COM

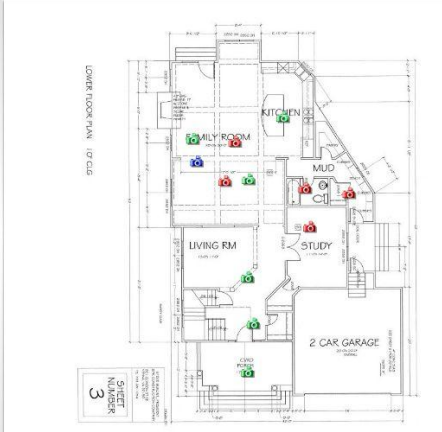
*Each of my listings will get a unique
URL and have a Virtual Walk-Thru
Video uploaded to YouTube*

Casey Samson
Samson Properties
703-508-2535 (direct)
E-mail | Visit Website
View Contact Info

New 5BR Custom Home in Vienna

413 Upham Place NW
Vienna, VA 22180

The **BLUE** icon is the picture shown. Click the **RED** icons to see other pictures



10 foot ceilings on the main level and 9 foot ceilings on the upper and lower levels.

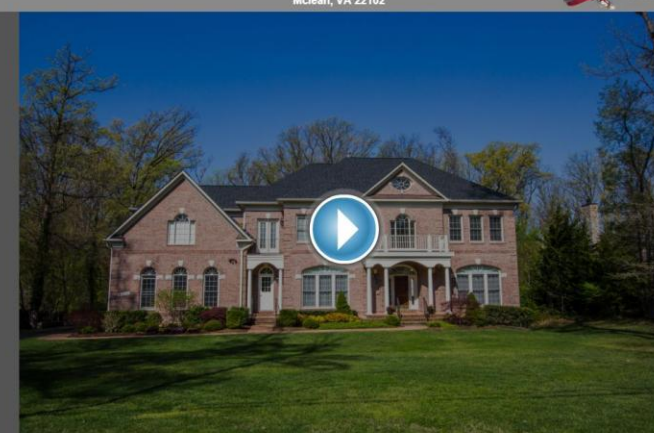
MEDIA

- Photos
- Walk Thru™ Video
- FloorPlan
- Printable Materials
- More Info
- Area Map

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703-508-2535 (direct)
E-mail | Visit Website
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Stunning!

1332 Woodside Drive
McLean, VA 22102



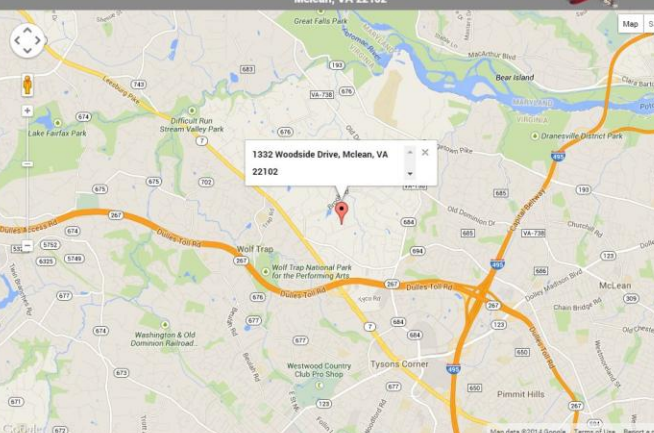
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Stunning!

1332 Woodside Drive
McLean, VA 22102



MEDIA

- Photos
- Walk Thru™ Video
- Printable Materials
- More Info
- Area Map

*Interactive floor plans take pictures into the
home on a room by room basis.*

OPEN HOUSES ARE THE #2 SOURCE OF BUYERS

11 out of our first 14 open houses in 2014 sold at our first open house

*Directional signs deliver buyers to your door
When buyers arrive at YOUR home they will see my
name and my phone #, color flyers & a QR code
directing them to your full listing via their smart
phone.*



Sundays
are
“Game Days”



SIGNAGE IS THE #3 SOURCE OF BUYERS

MOST companies have
their office number on
them. Buyer calls go to
the duty agent looking
for leads.



MY cell phone
number is the
ONLY number on
my sign.

