**Pages: About Us**

Text overtop of top photo:

**We are not in the real estate business.  
We are in the relationship business.**

**Meet Our Family**

Insert photos of Heather and Kristian w/phones and email links

**Built on Trust. Committed to Excellence.**

Heather and Kristian passion for real estate began with the purchase of their first home in Haymarket. We obtained our real license and started helping our family and friends with their real estate needs. Our business grew quickly through our commitment to building relationships and having a positive influence in the community. To better serve our clients, we decided to launch North Real Estate, a boutique independent real estate company. What started a simple vision is now a powerful and growing brand.

**Our Value Proposition**

At North Real Estate, we put together a team of individuals with specialized skills to deliver the most value to our clients. Our value is shown in the various aspect of our business which is shown below.

* Locally established brand with a reputation of integrity
* Proven experience and expertise
* Strong relationships and network
* Negotiating the best deal for our clients
* Intimate home buying and selling experiences
* Innovative and creative problem solving
* Customized marketing and optimization across the top websites
* Focused on real estate market trends and developments

Our business is built upon working by referral.

**Agent Profiles**

**Heather North**

Title - Broker

Cell – 540.836.7514

License # - 0225024189

Email: heather.north@northrealestatehomes.com

Heather North is a trusted real estate broker who helps our client achieves their real estate goals. She is passionate about real estate and customizes services to suit our clients’ needs. Her wealth of experience in the industry enables her to deliver the best experience for our clients.

She earned her Master’s in Business Administration (MBA) from George Mason University and previously worked for PricewaterhouseCoopers providing consulting advice to clients including Fannie Mae. She is known for her loyalty, integrity and professionalism. As a licensed real estate broker, she built her business by referral and exceeding client’s expectations. As a client of our brokerage, you will receive personalized attention and service, expertise, and a dedicated team.

Our team will make sure your transaction is managed with unparalleled service and expertise.

Heather is recognized for her market knowledge, experience, negotiation skills, strong work ethic, and positive attitude. These qualities enable her to earn the client’s trust and confidence. Contact Heather for a consultation about your unique real estate needs. She looks forward to working with you.

**Kristian Smith**

Title – Vice President of Sales and Business Development

Cell – 301.876.1535

License # - 0225228868

Email: [kristian.smith@northrealestatehomes.com](mailto:kristian.smith@northrealestatehomes.com)

Kristian Smith’s front-line experiences in multiple industries including coaching, financial and restaurant management have perfected his ability for success in the real estate industry. With over twenty years of experience in serving the public, he understands the best way to serve our clients. His primary focus is providing a seamless experience while going above and beyond for every real estate client.

His contagious enthusiasm and loyalty to the community has allowed him to have an edge in the local industry. Kristian has built a network of business professionals that will easily assist our clients with all of their real estate needs.

Kristian’s philosophy on the real estate industry is simple, “treat people the way you would like to be treated”. My commitment is to our clients and by doing the right thing at all times. With his strong work ethic and commitment to his faith, it allows him to overcome any challenge. He has made a tremendous impact on the lives of our clients and is always strategically thinking on ways to better serve them. We look forward to working with you!

Contact Kristian for a consultation about your real estate goals.

**Pages: Buying Page**

Text overtop of top photo:

**Your journey to buying a home starts here.**

**Left column, put MLS Search box and the Dream Home Finder button**

**Buying Your Home with North Real Estate**

When buying a home, we want to get to know you so we can find the right home for you.

**GETTING STARTED button (links to Contact form)**

**Find the Dream Home**

Are you searching for your dream home? We are here to serve you to find the perfect home to suit your needs. We recommend that our clients prepare a property wish list. Then, we will assist you with locating the right communities and floor plans that you prefer. In addition, we will share with you updates on homes that may be getting ready to come on the market which gives you an advantage on all possible homes for sale.

**Our Relationships and Network**

We have strong relationships and a network of trusted professionals that are available to serve you. Whether you need a lender, insurance agent, settlement company, and moving company, we are always here for you. We will develop a customized plan so our partners can best serve you.

**Negotiating the Best Deal**

Once we found your dream home, then we will develop a customized comparative market analysis showing you the homes that are under contract and sold recently. This will enable us to make an informed decision on the offer sales price and seller subsidy towards your closing costs. Our team of experienced professionals can help you with making the right offer with competitive terms and conditions.

**Contract Acceptance and Next Steps**

We will provide valuable advice during the negotiations so your contract is signed and ratified. Once ratified, we guide you through the process from performing the home inspection, scheduling the termite inspection, completing financing and appraisal, reviewing homeowner’s association covenants, and making sure all is ready for a smooth closing. We will assist you with obtaining the settlement statement to determine the funds required to bring to settlement.

**Trusted Advisor and Building a Life Together**

We look forward to being your trusted real estate advisor for any of your needs in the future. Whether you want to know the current value of your home or understand changes in interest rates, we are always here for you. Our business is more than transaction, it’s about building a life together and making memories.

**What the Experts Say:** Read a great article on Buying vs. Renting. **READ NOW** (button)

Link to: *https://www.nar.realtor/field-guides/field-guide-to-buying-vs-renting*

**Buttons at bottom of page:**

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## Right Column add Search Homes box and Dream Home Finder button

**Pages: Selling Page**

Text overtop of top photo:

**We help our sellers find the right buyer.**

**Sell Your Home with North Real Estate**

Whether you are ready to sell or interested in learning the market value of your home, we will guide you through the process with our experience.

**GETTING STARTED button (links to Contact form)**

**Develop a Customized Selling Strategy**

When you are thinking about selling your home, it is important to choose the right brokerage company and agent to represent you. At North Real Estate, our team will develop a customized selling strategy to maximize the market value of your home and generate the greatest return for you. We will provide a tailored home enhancement checklist to your home and connect you with our business partners to get your home “market ready”. Our approach is distinct from our competitors and offers you the best value in the market place. Together, we will help you “sell” not “list” your property.

**Understanding the Market and Pricing Your Home**

Our proven experience and market knowledge as well as your input will enable us to customize the right pricing strategy to suit you. We will perform a comparative market analysis (CMA) and analyze market trends to assist you with making the right decisions. Our team will take professional photos, design a virtual tour, and develop high polished brochures to increase exposure in the marketplace. Once we have your home on the market, then we will follow up with you throughout the process by providing showing feedback, discussing market dynamics, and determining the next steps to get you a great offer.

**Marketing Your Home to Buyers**

Our team will develop a customized marketing strategy to help you maximize your market exposure. Marketing tactics may include any of the following: staging the property, developing a unique features sheet, sending postcard mailings, customizing a domain name, holding open houses, among others. The best investment to marketing your home is the professional photography and videos of your property. Prospective buyers search online using MRIS, Zillow, Realtor.com, and other sites to begin their home search. We will leverage our network of trusted partners, agents and brokers, to market your home in the local community and expose your home right away to potential buyers. Additionally, we will uniquely leverage our website where buyers search for properties.

**Guiding You Through the Process**

Our team will work diligently with you to get your home sold. We value ongoing and candid communication and feedback with our clients. From negotiating the sales contract terms and conditions to contract acceptance and all the way through to a successful settlement. We are always here for you.

**Client Appreciation Program**

Even after your closing, we will be there to assist you with all your real estate needs. On a monthly basis, we will send you valuable information in the mail from “staging your home” to “making the right financial decisions”. We look forward to being your resource for all types of businesses, whether related to real estate transaction or not. We have partnered with the best professionals and we look forward to serving you.

**What the Experts Say:** Read a great article on Home Staging. **READ NOW** (button)

Link to: ***http://realtormag.realtor.org/home-and-design/staging-tips***

**Buttons at bottom of page:**

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