



# SELLER'S *Resource Guide*

THE COMPLETE GUIDE TO SELLING YOUR HOME

A CUSTOM CONSULTATION  
EXCLUSIVELY PREPARED FOR:

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# ALICE & MARK ROBERTSON



COMPLIMENTS OF:

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SELLING YOUR HOME

# ABOUT ME



# AGENT *Responsibilities*



## EXPERT GUIDANCE

- Research the comps in your area & complete a competitive market analysis to determine the best list price for the sale of your property.
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen and inspectors
- Guide you in making informed decisions leading to a satisfactory sale.
- Present and respond to all offers in a timely manner.
- Negotiate the best price and terms available, always keeping your specific needs in mind.



## RESPONSIVENESS

- Act in good faith at all times
- Adhere to your instructions and concerns
- Return calls & emails promptly
- Closely track dates & deadlines



## ACCOUNTING

- Track receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements



## LOYALTY

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed



# Cindy Bennett

## Associate Broker, ABR, GRI, GREEN

The Richmond area is a great place to live and work, which is why Cindy Bennett chooses to call it home. Born and raised in Chesterfield, Cindy has lived there, in the City of Richmond, and now makes her home in Henrico County.

Real estate is a passion for Cindy, but seldom because of houses. She loves helping people achieve their real estate goals. Whether that's buying the perfect first home, finding a great "step down" home, or anything in between; beginning or adding to an income-producing portfolio, or selling a home to get ready for new adventures.

Cindy has been a part of the Maison family since 2019, but she's been in real estate since 2003. She loves Richmond and all the surrounding areas, and has been involved in the community, and making connections in it, for many years.

When Cindy isn't selling real estate, you can find her exploring RVA's great restaurants, working out, or meeting new people.

### CREDENTIALS

BACHELOR'S DEGREE, 1997  
VIRGINIA  
COMMONWEALTH  
UNIVERSITY

ASSOCIATE BROKER, 2006

### LESS TIME

My marketing strategy, tech skills and network will maximize your property's exposure to qualified buyers.

### EASY PROCESS

Let me navigate the complexities of the real estate transaction and you can enjoy a seamless experience.

### MORE MONEY

Through building demand, and targeting the marketing to attract qualified buyers, your property will sell for the highest marketable price possible.

20

Years In Business

246

Clients Served

61

Repeat Clients

31

Clients Served in 2022

## Connect With Me

 CindyBennettRealEstate

 @CindyBennettRealEstate

[www.cindybennett.net](http://www.cindybennett.net)

# MEET THE TEAM



## Allie Wilckens

### REAL ESTATE ASSISTANT AND TRANSACTION COORDINATOR

Born and raised in Goochland County, Allie graduated from Virginia Tech with a bachelor's degree in management and real estate in May of 2021. She's known she wanted to pursue real estate in Richmond since middle school. Throughout high school and college, she held a few different retail jobs which taught her a lot of valuable lessons, but even in this short time working within the real estate industry she knows this is what she wants to do. Allie started working with Cindy in October, as her real estate assistant and transaction coordinator (and so far, she's loving every minute of it).

In her free time, she loves spending time with friends and family, relaxing with a good book (from start to finish if she can), and making sweet treats from time to time. She loves music, and many genres ranging from mainstream pop to country. (If you were to make her choose a favorite artist, it would be hands down Taylor Swift!)

She looks forward to working with you when you choose Cindy to represent you with your real estate needs.

[allie@cindybennett.net](mailto:allie@cindybennett.net) | 804.512.5772 | [www.cindybennett.net](http://www.cindybennett.net)



SELLING YOUR HOME

# VISUALIZE *Success*

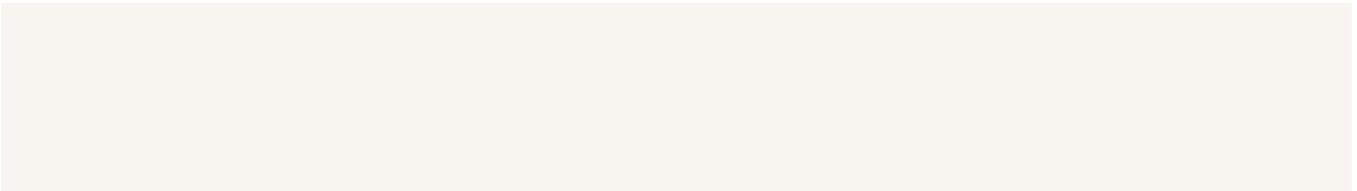
# VISUALIZE

*Your Dream Scenario*

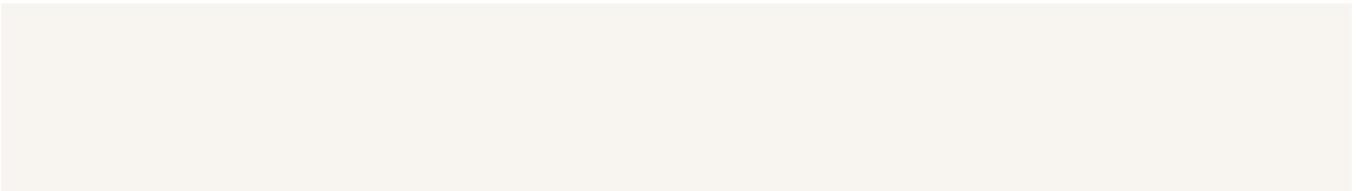
What's the one thing that has to happen to make that dream scenario a reality?



How can I make that happen for you?



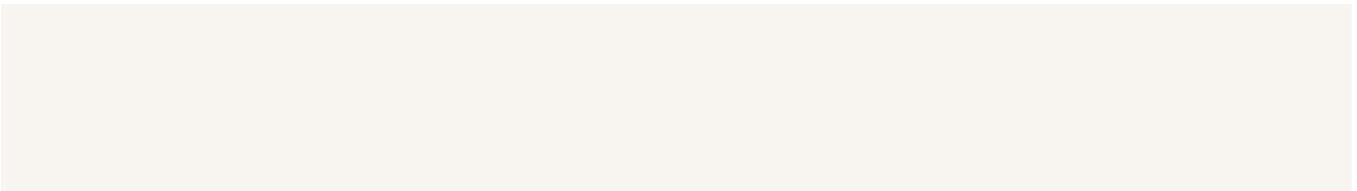
Why is that important to you?



If we could add just one more thing to make this process even better, what would it be?



Why is that important to you?



# THE PROCESS

## *to Sell Your Home*

# 1

### DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

# 2

### LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

# 3

### PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

# 4

### LAUNCH DAY

It's time! Your home's profile is posted online. A yard sign is placed on your property. All marketing materials we've agreed upon will be rolled out.

# 5

### BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed via until we reach a sales agreement.

# 6

### SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

# 7

### INSPECTIONS

Your buyer will hire an inspector to check your home and is likely to recommend repairs and/or upgrades. We will negotiate on your behalf.

# 8

### LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and wait for approval.

# 9

### CLOSING PREPARATION

The lender's requirements are met and closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-28 hours prior to closing.

# 10

### CLOSING

The final step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property.

SELLING YOUR HOME

# MARKETING

*Your Home*



# YOUR MEDIA PLAN

## *Details*



### PROPERTY BROCHURE

Develop a property brochure to be distributed during property showings



### JUST LISTED FLYER

Produce a just-listed flier to feature during property showings



### JUST LISTED POSTCARD

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods



### COMING SOON & JUST LISTED EMAIL

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers



### PAID, BOOSTED FACEBOOK ADS

Leverage boosted ads to reach nearby active and passive buyers



### CUSTOM PROPERTY WEBSITE

Create a dedicated website for your property to support highly targeted marketing efforts



### FACEBOOK & INSTAGRAM POSTS

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses



### FACEBOOK & INSTAGRAM STORIES

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos



### REVERSE PROSPECTING AND NETWORKING

Reaching out via phone, email, and social media directly to agents who may have a potential buyer, and those who have buyers in that precise market

# SALABILITY *of Your Home*

The factors that are impacting to the salability of your home are listed below, which include Price Point, Property Condition, Market Conditions and Market Exposure.

I will help to assist you with all of these factors to form a strategy for selling your home quickly and to negotiate the best price.



## PRICE POINT

Pricing your home for the current market is important for maximum exposure and a sale.

**Factors that determine a property's value:**

*location, design, amenities, competing properties, economic conditions*

**Factors that have little or no influence:**

*price the seller originally paid, amount spent on improvements*



## PROPERTY CONDITION

The condition of your property will influence the selling price and how quickly it sells.

If repairs are needed and/or professional staging is required, I am there to assist through offering experience, guidance and network of professionals.



## MARKET CONDITIONS

The real estate market is always fluctuating. As your agent, I will discuss the pros and cons of listing during varied market conditions.



## MARKET EXPOSURE

As an experienced realtor, I understand that market exposure is the key to selling your home quickly and to receive the best offers. My focus is to get the most qualified buyers into your home and in the least amount of time. With my comprehensive marketing plan, your home will get noticed in any market.

# YOUR PROPERTY

## *Analysis*

2143 GREENLAND DR.



### YOUR HOME IN GREENLAND HILLS

Your home is **10% larger** than the average property sold in GREENLAND HILLS

Your home has the **AVERAGE** number of bedrooms compared to the average property sold in GREENLAND HILLS

Your home has **ONE more bathroom** than the average property sold in GREENLAND HILLS

Based on this information and the condition of your property, your home should command a slightly higher list price than the average property in GREENLAND HILLS.

### PROPERTY DETAILS

 3 BEDROOMS

 3 BATHS

 2,000 SQ. FT.

 LAST SOLD FOR  
\$400,000 IN 2010

# WHAT'S HAPPENING *in Greenland Hills*

## ABOUT GREENLAND HILLS

Greenland Hills is an extremely desirable neighborhood and is attractive to young professionals and families moving to the area.

## FROM 2010 TO PRESENT

Average list prices have increased

**+25%**

Days on the market have decreased

**-20%**

## LIST PRICES ANALYSIS

The average price homes in this area sell for is higher than the average list price. That means many buyers are willing to pay more than the asking price to live in your neighborhood!



Avg List Price

**\$425,000**

TOTAL ACTIVE

**9**

TOTAL PENDING

**12**

AVG. DAYS ON  
MARKET

**42**

AVG. LISTING PRICE  
PER SQ. FT.

**\$452**

What else are buyers looking for? Based on my analysis of recent successful sales, they're more interested in:

- HARDWOOD FLOORING
- OPEN-CONCEPT LAYOUTS
- BRIGHT KITCHENS
- FLEXIBLE OUTDOOR SPACE

# COMPARABLE PROPERTIES

*Sold in your neighborhood*



**3124 GREENLAND DR.**

-  3 BEDROOMS
-  3 BATHS
-  2,000 SQ. FT.
-  LIST PRICE \$400,000
-  SOLD FOR \$400,000 IN 20 DAYS



**4214 GREENLAND DR.**

-  3 BEDROOMS
-  3 BATHS
-  2,000 SQ. FT.
-  LIST PRICE \$400,000
-  SOLD FOR \$400,000 IN 20 DAYS



**2314 GREENLAND DR.**

-  3 BEDROOMS
-  3 BATHS
-  2,000 SQ. FT.
-  LIST PRICE \$400,000
-  SOLD FOR \$400,000 IN 20 DAYS

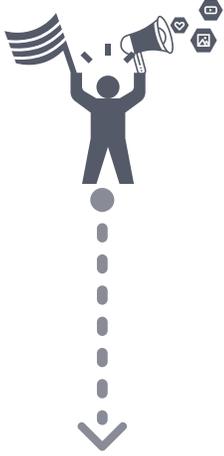


**2341 GREENLAND DR.**

-  3 BEDROOMS
-  3 BATHS
-  2,000 SQ. FT.
-  LIST PRICE \$400,000
-  SOLD FOR \$400,000 IN 20 DAYS

# STRATEGIC PROMOTION

## *Campaigns*



### COMING SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram & Facebook
- "Coming soon" callout campaign to highly qualified buyers



### JUST-LISTED CAMPAIGN

- Launch listing on my website, MLS and other syndication websites
- Professional yard signage and takeaway flyers
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign
- "Just listed" callout campaign to highly qualified buyers
- Open house three days after listing



# OPEN HOUSE

## Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area.

By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.



### YARD SIGNS

Placing a yard sign and directional signs on key corners, all with balloons and riders



### GETTING ON THE PHONE MORNING OF

The morning of our open house, I will get on my phone to call and text to remind everyone about attending.



### SCHEDULING MULTIPLE OPEN HOUSES

Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers



### MULTIPLE MARKETING METHODS

Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house



### MULTIPLE MARKETING METHODS

Personally knocking on your neighbors' doors to invite them to attend and tell their friends



### CAPTIVATING STAGING

Staging is what creates a "wow factor" when a buyers through the door of your home. It's what creates an emotional response and often influences whether or not an offer is made.



SELLING YOUR HOME

# PREPARING

*Your Home*

# PREPARE YOUR HOME

*to get the highest offer*

Make sure to pay attention to the following in the exterior and interior.  
This will ensure that we receive the highest price for your home.



## EXTERIOR PREP

- Keep the lawn immaculate
- Prune the bushes, weed the garden, and plant flowers
- Clean and align the gutters
- Pressure wash home siding
- Inspect and clear the chimney
- Repair and replace loose or damaged roof shingles
- Repair and repaint loose siding and caulk gaps
- Keep walks free of ice and snow in winter
- Add colorful annuals near the front entrance in spring and summer.
- Re-seal an asphalt driveway.
- Keep garage door closed
- Apply a fresh coat of paint to the front door
- Buy a new welcome mat

## INTERIOR PREP

- Clean every room and remove clutter
- Hire a professional cleaning service while the house is on the market
- Remove items from kitchen counters and closets
- Remove all personal photos from walls
- Re-surfacing soiled or strongly colored walls with a neutral shade
- Apply same neutral color scheme to carpets and flooring
- Check and repair cracks, leaks and signs of dampness in the attic and basement.
- Repair holes or damage to plaster, wallpaper, paint and tiles
- Replace broken or cracked window panes, molding or other woodwork

# ONE HOUR SHOW READY

## Checklist

While your home is on the market, it is possible that there will be short-notice showings. Although I'll always try my best to schedule well in advance, a qualified potential buyer could be in the area, wanting to add you to their tour once they see your sign.

Here is a checklist you can use to easily get your home ready fast!

### 1 HOUR SHOW READY CHECKLIST

- Make the beds
- Grab a basket and put personal items of clutter in your car
- Wipe down toilets and put the lids down
- Wipe down all counter tops and sinks & mirrors
- Make sure bathroom towels are clean, match & straight
- Vacuum all carpeted areas, sweep all surfaces
- Sweep front steps, wipe mat & clean front door windows
- Straighten sofa pillows
- Close doors to rooms
- Open all blinds & turn lights on in the house
- Make sure the house temperature is comfortable
- Light scented candles for a fresh and welcoming scent



# INFORMATION PREP

## Checklist

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

### INFORMATION PREP CHECKLIST

- Manuals for appliances
- Receipts of work done to the home - including all major & minor renovations
- All keys and garage door openers
- Surveys previously done
- A list of utility providers & average costs per month
- Alarm instructions

### HOA COMMUNITIES

- Check in with the HOA to see if there are any restrictions or policies when listing your condo/townhome

If you have any known info regarding:

- Assessments
- Certification Letters
- HOA Covenants



SELLING YOUR HOME

# CLOSING

*Process*



# NEGOTIATING THE SALE

## Successfully



### DISCLOSE EVERYTHING

Be proactive to disclose all known defects to buyers as they will be discovered. Disclose early to avoid legal problems later.

### RESPECT THE BUYER

Remember to respect the buyer, as this will be their next home. This is a big decision and they are nervous of any unknowns.



### ASK ALL OF YOUR QUESTIONS.

If you have any questions, ask so they can be clarified. Offers may include complicated terminology, and be sure to reference the Real Estate Terms To Know section.

### RESPOND QUICKLY

The mood for the buyer to buy is exactly when the offer is made - don't delay!.



### MEET HALFWAY

if there are disagreements about small expenses - split the difference and move on.

### STAY CALM

Remember to always keep your cool and know that we will come to a happy outcome.



# UNDER CONTRACT

## Process

### INSPECTION



### OFFER ACCEPTED

Now that you've accepted an offer (!), the Under Contract process will begin. The dates and deadlines to be aware of include:

- Title deadline
- Due diligence
- Inspection
- Appraisal
- Loan conditions

The under contract process can normally take anywhere from 30-60 days.



Performing an inspection is one of the crucial steps of buying a home. The buyers can decide if they want to do this, which normally they will. The buyer's agent will set up a day/time that works for you to conduct the inspection.

The inspection will generally take 1-4 hours.

After the inspection, the buyer's agent will send inspection objections requesting specific repairs or replacements needed. You can then decide which items to agree to fix, repair, replace or give a credit. Safety and health issues are the most crucial and less room for negotiation.

I will be there to guide and negotiate on your behalf during the inspection process.

### APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. If the appraisal comes in low, I will be there to guide you on our next moves to make.

Once we have received an appraisal, we wait for the loan conditions deadline for the buyer.



# CLOSING *Process*



## REMEMBER TO BRING

- A valid government issued picture ID
- Cashiers check for any repairs negotiated to Buyer
- Personal checkbook (just in case)
- House keys to all doors
- Punch codes for gates, fences, door locks, and garage doors
- Garage door opener(s) and any other remotes or devices that control systems
- Mailbox and any other spare keys
- Access information for smart locks, thermostats, doorbells, or appliances



## WHAT TO EXPECT

The escrow officer will look over the contract to:

- Determine what payments are owed and by whom and prepare documents for the closing.
- Make sure taxes, title searches, real estate commissions and other closing costs are paid.
- Ensure that the buyer's title is recorded
- Ensure that you receive any money due to you



## YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable



## AFTER CLOSING

make sure you keep the following for tax purposes

- Copies of all closing documents
- All home improvement receipts on the home you sold

# AVOID THESE COMMON *Seller Mistakes*

## GETTING EMOTIONAL

It's hard to say to give the advice to not get too emotional, because after all, it has been your home. In order to make the process as smooth as possible, detach from being the homeowner and become just a salesperson. Look at it as only a transaction from a financial prospective and eliminate all of the emotion from it.

## SETTING AN UNREALISTIC PRICE

Setting the right price is the key to selling your home as quickly as possible. Utilize the the comparative analysis tools to determine a fair offering price. Although you may think your home is worth more, remember to set a realistic price inline with comparable properties. If set too high, it's likely to be sitting on the market for a long time.

## NOT DEPERSONALIZING

Depersonalizing your home is all about neutralizing, or removing your personal taste from your home decor so that buyers can mentally see themselves moving in. If there are pictures and other personalized pieces, it will be harder for a potential buyer to picture themselves living in the home.

## NOT DECLUTTERING & STAGING PROPERLY

A home has a better chance to be sold when staged properly that is clean, neutral interior decor, depersonalized and decluttered. Decluttering will help to show off your home's best assets, maximizing space and highlight organization.

## NOT PREPARING FOR THE SALE

Prepare your home so that it is cleaned and staged well to get offers and the best price for your home. Make sure little repairs that you may not think are a big deal (i.e. broken doorknobs) are fixed. Otherwise it might reflect in an offer or reduce your chances of getting any offer.

## HIDING MAJOR PROBLEMS

Make sure to fix problems ahead of time or price the property below market price to account for them. Keep in mind that all problems will be revealed during the buyer's inspection. By taking care of repairs before will help to not raise additional doubts or questions on "what else do I need to look for"?



SELLING YOUR HOME

# RESOURCES

*For You*

# REAL ESTATE TERMS

## *to Know*

Here is a list of the real estate terms that you may hear. Read over these so you are familiar and always in the know when discussions are being held with other parties and professionals.



### APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.



### APPRECIATION

Increase in the value or worth of an asset or piece of the property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.



### CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the close.



### CLOSING COSTS

The fees a seller and buyer pay to complete a real estate transaction.



### ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.



### HOME INSPECTIONS

An examination of the condition of real estate property. A home inspector assesses the condition of a property, including its heating, cooling systems, plumbing, electrical work, water and sewage.



### MLS

A computer-based service that provides real estate professionals with detailed listings of most homes current on the market. The public can access much of this kind of information through websites like Zillow.



### ZONING

The local laws dividing cities or counties into different zones according to allowed uses. From Single-Family Residential to Commercial to Industrial.



### TITLE

Ownership of real estate or personal property. A Title is evidence by a deed recorded in the county land records office.



# MY TRUSTED VENDORS

## APPLIANCE REPAIR

RVA Repairs  
rvarepairs.com  
(804) 591-7350

## HANDYMAN SERVICES

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## MORTGAGE LENDER

LIBERTY MORTGAGE  
libertymortgage.net  
(214) 329 9685  
AJosh Crowley

## ATTORNEY

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## HEATING & COOLING

Gundlach Plumbing & HVAC  
website.com  
(214) 329 9685  
Ask for Chris

## MOVING & STORAGE

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## CARPET CLEANING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## HOME INSPECTION

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## PAINTING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## CONTRACT/BUILDER

Whitney Construction  
website.com  
(214) 329 9685  
Ask for Chris

## HOME WARRANTY

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## PLUMBING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## ELECTRICIAN

Award Electrical  
website.com  
(214) 329 9685  
Ask for Chris

## HOUSE CLEANING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## ROOFING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## FLOORING

Flooring RVA  
flooringrva.com  
(214) 329 9685

## LANDSCAPING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

## STAGING

COMPANY NAME  
website.com  
(214) 329 9685  
Ask for Chris

SELLING YOUR HOME

# CLIENT *Reviews*



# CLIENT TESTIMONIAL

## Reviews

ANNIE JAMES



"Jessica was very professional and helped me throughout the entire process of selling my home. I couldn't have done it without her!"

JOHN SMITH



"Incredible service, patient and a fierce negotiator. You can't go wrong with Jessica!"

KAYLA GARCIA



"I feel confident I was able to get the best price for my home, and it was only on the market for 10 days!"

JOSH CAMPBELL



"Jessica is professional and knowledgeable. She did a great job in marketing my home and it was an easy process. I recommend Jessica to my closest friends for all of their real estate needs."

SELLING YOUR HOME

# GET IN TOUCH

*Contact Info*



804 690 8273



[cindybennett.net](http://cindybennett.net)



[cindy@cindybennett.net](mailto:cindy@cindybennett.net)



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Richmond, Virginia 23226

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 [instagram.com/cindybennettrealestate](https://instagram.com/cindybennettrealestate)

 [pinterest.com/thecindyb](https://pinterest.com/thecindyb)

 [linkedin.com/cindywbennett](https://linkedin.com/cindywbennett)

CINDY BENNETT  
REAL ESTATE