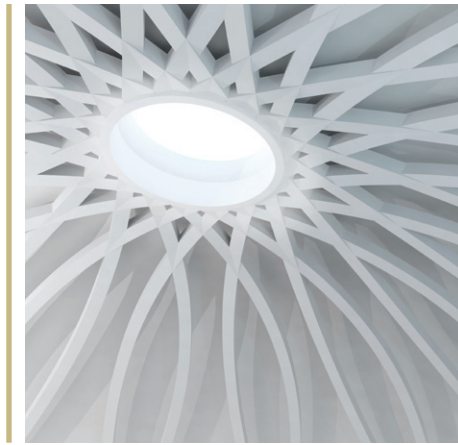





WASHINGTON
FINE PROPERTIES

CHENEY
& CO.

Matt Cheney | Realtor®
 Washington Fine Properties
 MattCheneyHome.com
 O: 202-274-4692
 C: 202-465-0707
 matt.cheney@wfp.com



19 Years
 Experience

1,000+
 Transactions

With nearly two decades' experience navigating DC and nearby Virginia and Maryland real estate, Matt Cheney is widely respected as an exceptional leader in all aspects of today's luxury home sales.

A trusted client advocate, Matt has skillfully guided buyers and sellers through over a thousand successful transactions. His calm personality and keen negotiation prowess ensure success in an increasingly competitive high-end market.

Those who partner with Matt benefit from his savvy marketing skills, discretion, and vast local knowledge. His promotional toolkit includes effective online marketing and targeted social media placement. In addition, his passion for video production brings next-level exposure to his sellers' properties.

Licensed in Washington D.C., Maryland and Virginia, Matt has twice been named a GALA Salesperson of the Year. He's also been recognized as one of Washingtonian Magazine's "Top Real Estate Agents."

Matt was raised in Bethesda. He lives in Wesley Heights with his wife, Natalia, their two daughters, Piper and Charlie, and their chocolate lab, Duke.



ASSOCIATIONS



CREDENTIALS

- Licensed Broker in Washington D.C., Maryland and Virginia
- MS in Real Estate from Johns Hopkins University (MSRE)
- Certified New Home Marketing Professional (CMP)
- Graduate, Realtor Institute (GRI)
- 2X Awarded GALA Salesperson of the Year
- 5X Awarded GALA/MAME New Homes Sales Million-Dollar Club

Media/Publication Mentions: *Bisnow, Curbed DC, Delta Assoc. Quarterly Condo Report, Northwest Current, UrbanTurf, Washington Business Journal, Washington Post, Washington Life, Washingtonian*

EDUCATION



The Frederick Gunn School

ST. LAWRENCE UNIVERSITY



Sales averages of past five years.

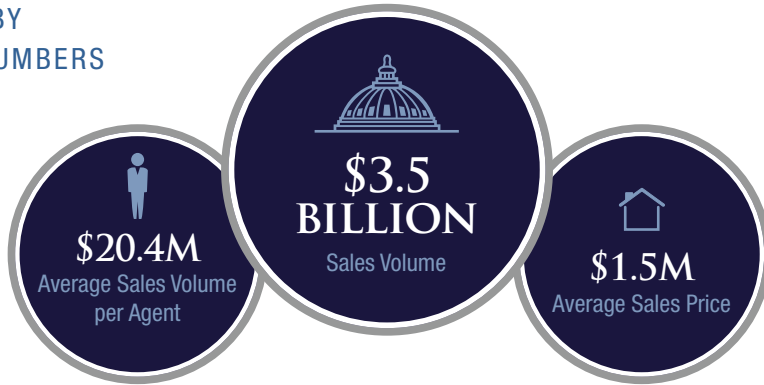
101.6%
of listing price

33
days on market

CHENEY
& CO.



2021 BY
THE NUMBERS



- 155 Agents
- 2,393 Transactions
 - » 1,283 Listings Sold (52%)
 - » 1,110 Selling Side (48%)
- 99%
 - » Average Sales Price to Last Listing Price
- 31 D.O.M (Days on Market) to Sale
 - » Company Average

WASHINGTON FINE PROPERTIES
DIFFERENTIATING FACTORS

Our People - A firm comprised of the most accomplished agents, each highly respected in the communities they serve

Our Track Record - Record performances in all price ranges, as well as by neighborhood

Teamwork - Networking, information sharing, pricing confirmation tours, and weekly company-wide agent meetings

Leadership - Four dedicated, non-selling principals devoted to providing unwavering support to our agents

Marketing And Technology - Cutting-edge, highly effective, and tailored specifically to your property

Our Networks - Proven and tested, we have you covered locally, regionally, nationally, and internationally

Exemplary Professionalism - Displayed company-wide in all aspects of our business

NETWORKS



Success Without Exception

SALES CASE STUDIES

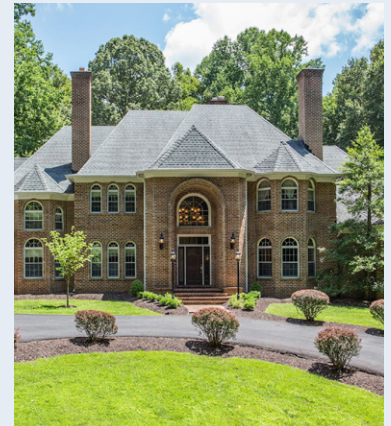
As the practice lead for Cheney & Co., Matt operates as the main point of contact for our clients and team members. The aim of our company is to merge the personal attention of a solo agent with the thorough services of a team model.

REPOSITIONING SPECIALIST



821 N WAKEFIELD | Arlington, VA

\$1,280,000 sold price Previous agent had it listed for 35 days at \$1,275,000 and received one offer \$50K below ask. Cheney & Co. took over the listing, hosted a WFP pricing tour, and recommended cleaning, window screen removal, staging, and a \$6K price reduction. Received an offer in 2 days for \$5K above the original list price.



167 YARNICK | Great falls, VA

\$2,185,000 sold price Previously listed twice by different agents for 211 and 154 days with no offers. Cheney & Co. took over the listing, hosted a pricing tour, recommended decluttering, opening of the pool, tripled the number of showings (16) and sold in 139 days.



27 N FENWICK | Arlington, VA

\$910,000 sold price Previously listed Cape Cod that was re-positioned with an agent pricing tour, coming soon promotion, painting, staging and new photography. Received multiple offers and sold above asking price.

ACROSS ALL PRICE POINTS



7700 OLDCHESTER | Bethesda, MD

\$4,200,000 sold price for a custom built 13,000 SF Craftsman with Washington Post coverage, received two offers and is the top sale for the neighborhood for the past five (5) years.



1901 12TH | Logan, DC

\$1,160,000 sold price for a renovated historic rowhome that received four (4) offers and sold 5% above the offered price.



3529 WOODBINE | Chevy Chase, MD

\$1,573,000 sold price for a classic colonial that received six (6) offers and sold 21% above the offered price.

Cheney & Co. has at its disposal a robust network that is supported by a database of 23,000+ contacts.

Success Without Exception

SALES CASE STUDIES

Our clients leverage

Matt's expertise as a new development sales and marketing leader.

- *Marketing strategies*
- *Successful negotiations*
- *Transaction management*

NEW DEVELOPMENT EXPERT



WHITE FLINT PLACE & THE STERLING | North Bethesda, MD

\$250,000,000 sell-out of a New Development of **six hundred fifty (650)** new luxury condominium units in three sixteen (16) story high-rise towers developed in two phases and winner of multiple home-building sales and marketing awards.



FOXHALL RIDGE | Palisades, DC

\$44,300,000 sell-out of a New Development of **thirty two (32)** townhomes with no supporting comparative sales or previously built models and winner of multiple home-building sales and marketing awards.



LANIER STATION | Lanier Heights, DC

\$5,900,000 sell-out of a New Development of **eight (8)** condominiums.



Sales and marketing success in Presale, Condominium Conversion, Finished Product, Presale through Settlement and Close Out

DEVELOPMENTS/NEIGHBORHOODS

- Foxhall Ridge | Palisades, DC
- Lionsgate at Woodmont Corner | Bethesda, MD
- The Sterling at the Metro | North Bethesda, MD
- City Vista: K & L | Mt. Vernon, DC
- Ten Ten Mass | Mt. Vernon, DC
- The Gallery at White Flint Place: East & West | North Bethesda, MD
- Cityline at Tenley | Tenleytown, DC
- Cooper Lewis | Logan, DC
- Langston Lofts | U Street, DC
- Lofts 14: I & II | Logan, DC
- 1441 Rhode Island Avenue | Logan, DC
- Lanier Station | Lanier Heights, DC
- Lincoln Park Terrace | Capitol Hill East, DC
- Landmark Lofts at Senate Square | H Street, DC
- The Wooster and Mercer Lofts | Rosslyn, VA
- Vista on Courthouse | Court House, VA
- Park Potomac Place | Potomac, MD

“
Our projects at White Flint were some unique times in the condo market. On the one hand we could not move fast enough to close the units, and on the other hand we had to resell almost half the building when the market turned. Your approach and expertise helped make selling 650 units at the Gallery and Sterling condominiums possible.”

» North Bethesda
Real Estate Developer

A Proven Marketing Strategy

A comprehensive, strategic approach for connecting with prospective buyers through the implementation of a powerful marketing campaign customized for your property.

VIDEO

95% of buyers use the Internet as part of their home search, and the most desired content type is video. Our commitment to video is evident on the Matt Cheney YouTube channel, featuring three video series, including the custom *Matt Cheney Presents* listing videos. These videos are also promoted through social media platforms for maximum exposure.



For all of our listings, we create:

- *Matt Cheney Presents* Listing Video
- Professional photography
- 3D Matterport scans
- Architectural styled floorplans
- Social Media Posts
- Email Blasts
- Brochures/Collateral
- WFP Print & Digital Advertising



Onsite
with
MATT CHENEY

To learn more about the neighborhoods we serve, watch *Onsite with Matt Cheney*.



The Capital
LUXURY
UPDATE
with
MATT CHENEY

To learn more about luxury market trends, watch *The Capital Luxury Update with Matt Cheney*.

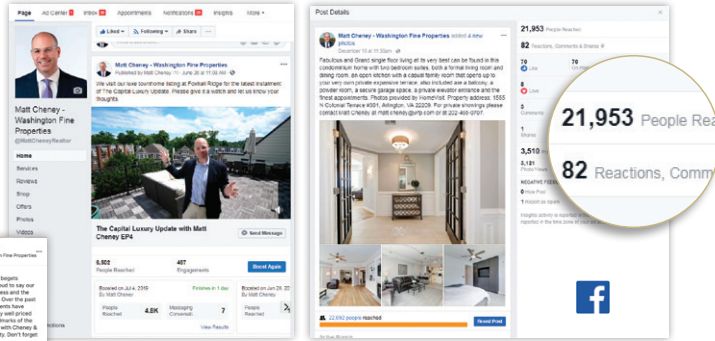
IMAGE GALLERIES

In addition to our videos, we produce professional photography, 3D Matterport scans and architectural floorplans which are used in the marketing efforts, as well as provide exceptional online galleries to aid prospective buyers.

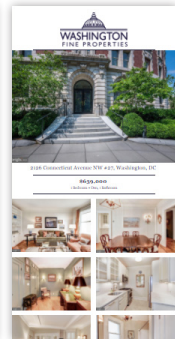
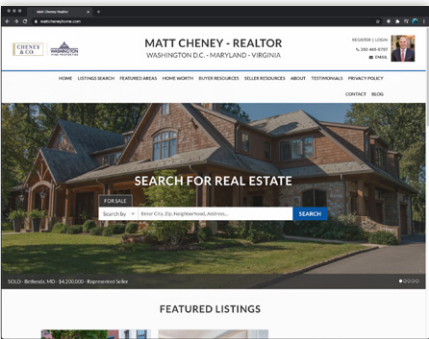


SOCIAL MEDIA

We maintain active accounts with strong followings on top social media platforms.



- Matt Cheney - Washington Fine Properties
- matt.cheney
- Matt Cheney - Washington Fine Properties
- MatthewCheney
- mattcheneyrealtor



WEBSITE & EMAIL

Our fully responsive website features cutting-edge technologies and our email blasts are informative, concise and full of photos. Our robust network is over 23,000 contacts and constantly growing.

PRINT COLLATERAL

We produce a wide range of materials to market your home including professionally printed brochures and direct mail pieces.



The Washington Post

A lodge-style home in Bethesda has mountain states' flair



Renovated two-bedroom on corner lot near U Street NW with Tesla charging port asks \$1M



ADVERTISING

We maintain a digital advertising program supported by print ads in the finest regional, national, and international publications - as well as generate valuable press coverage.

Property Marketing for Sellers

THE SELLING PROCESS

“
When it came to selling our house, he provided us with a network of appraisers, assessors, stagers, movers and title companies who would help in the process. Most importantly, Matt was always there for us and two steps ahead of every question. He coordinated between the various actors (contractor, assessor, title company) and us to schedule all activities and made sure no step was omitted. We highly recommend putting yourselves in Matt's hands for house buying and selling.”

» Washington D.C. Rowhome Seller and Co-Op Apartment Buyer



Decide To List

- » Private Placement Program
- » Pre-market property tours

Upgrades, Repairs, Painting, Cleaning, Decluttering, Landscaping and Staging

- » Industry partners and vendors
- » Removing window screens can increase sunlight in the home up to 30%
- » Staging can increase the value of the home up to 10%

Listing Paperwork

- » Price and Listing Template
- » Organize Documents

Marketing Schedule & To-Do List

- » ***Dedicated Property Marketing team member***

Professional Photography, Floor Plans, 3D Experience and Brochures

Market Roll-Out and Bright MLS Listing

Open Houses, Agent Tours, Feedback

- » Negotiations
- » Offer Acceptance

Ratified Contract

Contract To Close

- » ***Dedicated Contract to Close team member***

Settlement

Property Search for Buyers

THE BUYING PROCESS

Decide To Buy

Pre-Approval

- » Get Finances in Order
- » Establish Budget

Begin Search

- » Preview Homes
- » Establish Needs and Wants

Offer Strategy

- » Comparables
- » Contingencies
- » Title Company
- » Earnest Money

Negotiation

- » Reject / Counter
- » Accept

Under Contract

- » ***Dedicated Contract to Close team member***

Contingencies

- » Home Inspection
- » Financing
- » Appraisal

Loan Approval

- » Submit Documents to Lender
- » Insurance

Final Details

- » Utilities
- » Cashier's/Certified Check
- » Walk Through

Home Owner



“
We would absolutely recommend Matt to anyone searching for a home. We were first-time home buyers, and Matt was extremely knowledgeable and detailed when explaining the nuances of residential real estate to us. He was extremely flexible and generous with his time and gave us solid advice throughout the entire process. We can't thank him enough!”

» Virginia First-Time Homebuyer

CHENEY & CO.



“*Matt is a consummate professional, easy to work with and very knowledgeable. He exceeded expectations by successfully marketing and selling out all eight condo units in Lanier Station at proforma in what was a very complex and challenging new condominium development. Most importantly, he was patient and communicated in a way that instilled trust within our partnership.*”

Separately, he helped my family and me find and purchase our current home at a very favorable price. We will work with him again and strongly recommend him to others!”

» Washington D.C.
Real Estate Developer and
Bethesda Homebuyer

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