



SASHA FARMER TEAM  
REAL ESTATE



# SASHA FARMER

OWNER, SASHA FARMER TEAM    
VICE PRESIDENT, MONTAGUE, MILLER & CO. REALTORS®



(434) 260-1435



sasha@sashafarmer.com



charlottesville365.com

CHARLOTTESVILLE, VIRGINIA

# Sources of Business Referrals

Human Resources Managers & Reps

New Home Sales Reps

CPA's/Accountants

Divorce Attorneys

Estate Attorneys

Lenders

Headhunters

University faculty, admissions, and deans

Local sports teams



# Human Resources and Business Owners



# *Relocating Employees*

to CHARLOTTESVILLE, VIRGINIA

with a *Professional Real Estate Team.*



SASHA FARMER TEAM  
REAL ESTATE

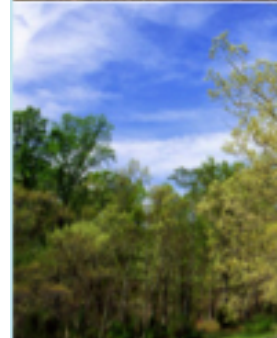


**SASHA FARMER**  
DIRECT: (434) 260-1435

[www.Charlottesville365.com](http://www.Charlottesville365.com)

# Why Choose Us for *Your Relocation*

We are dedicated to collaborating with you to make your recruiting efforts, and employee moves smooth and successful.



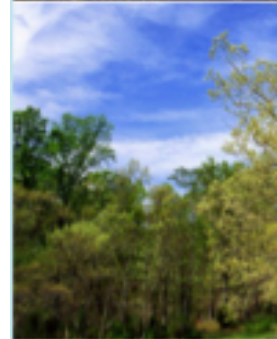
[Charlottesville365.com](http://Charlottesville365.com)



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# Why Choose Us for *Your Relocation*

We are unique because our focus is on servicing the needs of small to mid-sized organizations who transfer only between 1-10 new hires per year.



[Charlottesville365.com](http://Charlottesville365.com)



SASHA FARMER TEAM  
REAL ESTATE

# Why Choose Us for Your *Relocation*

- Your new hires will complete a *Lifestyle* questionnaire.
- Allowing us to focus on the best possible location for them.
  - Do they want to live near a park, malls, water, mountains, shopping, night life
  - Do they want easy access to the airport
  - Do they prefer downtown living or a cozy sub-division close to school
  - Do they have pets?
  - What types of areas attract?



[Charlottesville365.com](http://Charlottesville365.com)



# Lifestyle & Relocation Services

- We pick them up from the airport/hotel to show them Charlottesville, VA
- Based upon their lifestyle, we make suggestions regarding best location, housing, and show homes matching their exact needs



[Charlottesville365.com](http://Charlottesville365.com)



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# Lifestyle & Relocation Services

- They receive a comprehensive relocation guide that includes:
  - Detailed historic information about each Charlottesville County and region
  - Tax and cost of living comparisons
  - Average school scores by County and then organized by school name
  - Very detailed moving checklist organized from 60 days from the move date through the day of the move
  - A list of employers organized by corporation size to help spouses find employment
  - And more



Charlottesville365.com



**THE UNIVERSITY OF VIRGINIA**  
SASHA FARMER TEAM  
get more at [http://sasha.com](http://http://sasha.com)

The University of Virginia is made up of seven colleges in Charlottesville, plus the College of Arts and Architecture, Virginia Tech, and the College of William & Mary. The University of Virginia is a public university with a long history of excellence in education, research, and public service. It is a member of the Ivy League and is ranked as a top university in the world.

**43% Men** **55% Women**

**20% Minority Sub-Total**

**82 percent** Virginia residents  
**88 percent** Living in University housing  
**28.5 years** Average undergraduate student age

**WINERIES**  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
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Buckhorn Vineyard

**BREWERIES & CIDERIES**  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
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Buckhorn Vineyard  
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Buckhorn Vineyard

**SHOPPING**  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard  
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Buckhorn Vineyard  
Buckhorn Vineyard  
Buckhorn Vineyard

**20 YEARS EXPERIENCE**

**77%**

**CHS**

# Lifestyle Tour and Branded Community Expert



## HISTORY

### MONTICELLO

Charlottesville's top history site. Home of Thomas Jefferson, this house is depicted on the reverse side of the nickel and draws nearly half a million visitors each year. Even if you've already toured the house, the grounds offer impressive gardens and commanding views.

Entrance fee: \$24 adults (\$17 Nov-Feb); \$16 children 12-18 from May 27-Sept 2; \$8 children 6-11; children under 6 free. Tours conducted 9am-5pm every day of the year except Christmas. Tips: Arrive when it's not crowded or order advance tickets online. Summer is busiest; September and spring are sublime. Local residents who bring out-of-town guests get in free. 434-984-9822

### UVA GROUNDS

Widely considered the most beautiful college campus in the world. Designed by Thomas Jefferson as the heart of his so-called "Academical Village," the Lawn's centerpiece is the Rotunda. The man himself lived to see it open in the summer of 1825. Seventy years later, the Rotunda burned to its brick shell, then was "restored by architect Stanford White, and restored again to Jefferson's essential design in time for the American Bicentennial in 1976. Free tours of the Rotunda and Lawn include a peek at Edgar Allan Poe's room, #13 of course. The tours meet daily (except during the winter when students are on

vacation and the first of May until after graduation) at 10 and 11am, and 2, 3, and 4pm inside the main entrance of the Rotunda. 434-924-1019 Make sure to stop by The Corner- an enclave of lively shops, bars and restaurants surrounding the university!

### THE DOWNTOWN MALL

One of the few pedestrian malls in America that actually works, it's the commercial and artistic hub of the city. A nine-block stretch of bricks with over 60 restaurants and lots of shopping, it's the place to see and be seen. The nTello Wireless Pavilion (434-245-4910) at the Mall's East End plays host to all sorts of musical entertainment, from BB.King to Willie Nelson, to ZZ Top, to Sheryl Crow and local acts who perform at Fridays after 5.

Walking Tours of downtown are offered by the Albemarle Charlottesville Historical Society- call 434-296-1492 for information

### MONTPELIER

A 40-minute drive north of Charlottesville in Orange County, James Madison's home re-opened in 2008, after a five year effort to restore the home to its original 19th Century conditions. To learn more about this Fourth President and "Father of the Constitution," there are mansion tours

between 10am and 4pm during the summer (winter hours are abbreviated between Nov. and March). Open Tuesday through Sunday, 9:30-5:30pm, except Thanksgiving and Christmas. Adults \$18, kids 6-14 \$7, kids under 6 are free. 540-672-2728

### ASH LAWN-HIGHLAND

Located anywhere else in America, the home of President James Monroe would be a town's huge claim to fame, but standing here in the shadow of Monticello (and Montpelier), it's overshadowed. But as fans of foreign relations doctrines can attest, the "Era of Good Feelings" president was an important one. Tours 9am-6pm April-October and 11am-5pm November-March. \$14 adults, \$8 kids ages 6-11. Locals get in for \$8, or free with full paying nonresidents. 434-293-8000

### MICHIE TAVERN

An actual old tavern that dates from the 1700s, this building was moved 17 miles from Earlysville around the time Monticello re-opened in the 1920s and offers a traditional Southern fried chicken lunch served by staff in Colonial garb. Museum is open 9am-5pm daily with free tours for locals (lunch served 11:15am-3:30pm April-October, 11:30am-3pm November-March). Located just this side of Monticello on Rt. 54. 434-977-1234

# Lifestyle Tour and Branded Community Expert



## WINERIES

Afton Mountain Vineyards  
 Blenheim Vineyards  
 DelFosse Vineyards & Winery  
 Early Mountain Vineyards  
 Glass House Winery  
 Jefferson Vineyards  
 Keswick Vineyards  
 King Family Vineyards  
 Mountain Voce Vineyards & Wne Garden  
 Pippin Hill Farm Charlottesville Winery  
 Pollak Vineyard  
 Prince Michel Vineyards  
 Trump Winery  
 Veritas Winery

## BREWERIES & CIDERIES

Albemarle Cider Works  
 Blue Mountain Brewery  
 Castile Hill Cider  
 Champion Brewing Company  
 Devils Backbone Brewery  
 James River Brewing  
 South Street Brewery  
 Starr Hill Brewery  
 Wild Wolf Brewing Company

## SHOPPING

**SHOPS AT STONEFIELD**  
 (Pier 1 Imports, Brooks Brothers, Trader Joe's, Regal movie theater among other shops and restaurants)

**THE CORNER**  
 (Mincers the Student Book Store, Ragged Mountain Running Shop and other local boutiques)

**THE DOWNTOWN MALL**  
 (lots of locally owned shops and restaurants)

**BARRACKS ROAD SHOPPING CENTER**  
 (Old Navy, Harris Teeter, Kroger, Ulta, Bed Bath and Beyond, Ann Taylor, Banana Republic and more!)

**CHARLOTTESVILLE FASHION SQUARE MALL**  
 (Belk, JCPenney, Sears, Victoria's Secret, Eddie Bauer, Kay Jewelers and much more!)

**HOLLYMEAD TOWN CENTER**  
 (Target, Kohl's, PetSmart, GameStop, Harris Teeter, Bonefish Grill)

## POPULAR CVILLE EVENTS

(a small sample to get you started!)

Albemarle County Fair	The Montpelier Hunt Races
Ash Lawn Opera Festival	First Night Virginia (New Years Eve on the Downtown Mall)
Charlottesville Restaurant Week	Virginia Film Festival
Festival of the Photograph	Crozet Arts and Crafts Festival
UVA Football games	Virginia Festival of the Book
Foxfield Steeplechase Races (The fall Foxfield horse races are more family-friendly)	Charlottesville Marathon and Half Marathon
Women's Four Miler	Tom Tom Founders Festival
The Spirit Walk	Annual Dogwood Festival
Trick or Treat on the UVA Lawn	Fridays after 5

## THE CITY MARKET

Charlottesville's oldest open air market. A must visit. It is truly a taste of Charlottesville. They offer a little bit of everything. Fresh fruits and veggies when in season, handmade gifts, home made baked goods, fresh roasted coffee, dough-nuts, organic bagels, authentic Mexican foods made on location, fresh artisan breads, and much more. Saturdays- 8am-1pm. Located in between Water Street and South Street.



Lifestyle  
Tour  
and  
Branded  
Community  
Expert

Welcome to  
Charlottesville



# System of Follow Up

Introduction

First Call

First Coffee or Appointment- 30 minutes max

Follow Up Letter & Shari's Berries

Add to Database (Calling a Letter a Week)

Top 50 Business People Day (Fridays)

Add to Business Person Happy Hour

Add to Business Person Book Club

Add to Letter of the Heart

Add to Just Listed/Just Sold/Testimonials lists

Show them we Care & Strengthen Relationship- Meet the Team

Show them we Care & Strengthen Relationship- Client Parties

Show them we Care & Strengthen Relationship- Birthday Plan

Thank You Gift for Referral (from local shop)



# Make the Introduction





SASHA C. FARMER, REALTOR®, CRS, GRI, ABR, SRS

245 RIDGE MCINTIRE ROAD, STE 1 · CHARLOTTESVILLE, VA 22903 · 434.260.1435 · SASHA@SASHAFARMER.COM

January 12, 2013

Introduction

Dear \_\_\_\_\_,

Follow-Up

With

Business

Referral

Partner

After

First

Meeting or

Introduction

It was nice to meet you earlier this week at the \_\_\_\_\_. I have enjoyed my association with them for several years and find that I meet lots of great connections through their events!

Throughout my involvement in this group and throughout Charlottesville, I have found that the most successful and influential business people have a database of reliable service providers and vendors that they trust and I am always broadening my list.

If you have a “go to” person in real estate, I understand! However, if you do not have such a person and are interested in exploring the possibility of establishing a mutually beneficial referral relationship with a professional REALTOR®, I would appreciate the opportunity to meet with you to see if we are a match for one another.

I offer a wide range of real estate services including relocation assistance, property tax protest, seminars for employees, lifestyle tours, investment property calculations and advice, divorce and estate work, new and custom homes, site and lot selection, property management, as well as traditional residential and commercial brokerage.

I would love to sit down with you for a 30 minute coffee meeting to learn a bit more about what you do, and who I might be able to connect to you in the future for business opportunities. I would of course love to tell you a little bit more about myself as well.

I am always looking for opportunities to earn business and trust from other professionals in town and I think we’d enjoy working together. Unless I hear otherwise, I will have my assistant Caitlin call you next week to see if we might be able to find some time in our schedules to meet. I look forward to seeing you soon!

Warmest Regards,

*Sasha Farmer*



# First Intro Letter to Business Referral Partners

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## Invite to First Networking Happy Hour

Something that I've looked forward to doing for a while and had planned to kick off in the new year is a **happy hour for business people, great connectors, and just people we'd like to see get to know one another**. We are blessed to know and do business with a set of really top-notch people and are always looking for a good excuse to get together with them.

We have planned a monthly gathering where we'd gather together, get to know some new people, and just share in good company. The invite list is comprised primarily of small business owners, entrepreneurs, and people who are generally doing good business in town and looking for opportunities to do more. My hope is that it would NOT become a cheesy exchanging of business cards, but instead would be a group of already-vetted professionals in town, who might find some things in common and enjoy gathering together for a casual event!

My real estate team is growing. Our trusty team now includes two full-time administrative staff and two full-time, licensed buyers agents. **My goal continues to be to provide top-notch and unrivaled real estate services to buyers and sellers in Charlottesville.**

For buyers, this means instant accessibility to homes (our 3 licensed agents make scheduling a breeze), finding off-market homes for our buyers to pursue if we cannot find their home via the MLS and currently listed properties, excellent representation and negotiation (again, several agents who can have their eyes on the pricing, inspections, and contingencies), a closing coordinator who is one step ahead of both our deadlines and those handled by the other side, and most important of all- an extremely well-respected team whose offers will be looked at seriously and competitively by other agents due to our excellent history of successful closings.

For sellers, this includes professional photography, professional staging advice, competitive and updated pricing, in-house professional graphic design of our marketing materials, direct mail reverse marketing to neighborhoods likely to buy in the target neighborhood, sneak previews on social media sites whose traffic often directly correlates with days on market, enhanced placement on Realtor.com, Trulia, and Zillow, public and brokers open houses, and more. 60% of our listings that sold last year sold in under 45 days. We are aggressive marketers and we are a great match for someone who is serious about selling their home.

My hope is that going into 2013, you will get to know our team a bit better, with an ultimate goal for us to send more referral business back and forth between our businesses. I respect you as a business person and am blessed to be surrounded by such professionals who I can trust to take great care of the many families I work with throughout the year. Be on the lookout for our evite this month and we look forward to seeing you at our kickoff event!

Thank you,  
Sasha





## Browse by tag

! !!!!25 !!!Database  
!!!Referral Source  
!!!Top 25 BP !!Newsletter  
!@Client- Buyer  
!@Client- Buyer Sasha  
!@Client- Seller  
!@Client- xHold !@Investor  
!@Lead !@Lead- HOT  
!@Past Client  
!@Prospect- Buyer A  
!@Prospect- Buyer C  
!@Prospect- Seller A  
!@Prospect- Seller C  
!Book Club !Happy Hour

2 2007 Sale 2008 Sale  
2009 Sale 2010 Sale  
2011 Sale 2011- Referral  
2012 Sale 2012- Referral  
2012/01 2012/03  
2012/04 2012/05  
2012/06 2012/07  
2012/08 2012/09  
2012/10 2012/11  
2012/12 2013 Sale  
2013/01 2013/02  
2013/03 2013/04  
2013/05 2013/06  
2014 Sale 2014/01

B Birthday BP: All  
BP: Attorney BP: Banker  
BP: Builder BP: Commercial  
BP: Contractor BP: CPA  
BP: Dentist/Ortho  
BP: Finance BP: Graphics  
BP: HR BP: Inspector

BP: Int Design BP: Lender  
BP: Media BP: Non-Profit  
BP: Owner BP: Realtor  
BP: Realtor Co-Op  
BP: VIP Partners

C Chamber Chamber Mentee  
Chamber: Ambassador  
Chamber: BWRT  
Chamber: LC  
Chamber: LC 2009  
Charlottesville Tomorrow  
Close Friends Contactually  
CORE- Lender  
CORE- Realtor CRS 2012  
CRS Sellabration 2013

E Errin

F Family Family- Extended

H Highrise Holiday 2010  
Holiday 2011 Holiday 2012

J JLC- Provisional 2011  
JLC- Provisional Committee  
John Rotary Junior League

M Married Meetings

O Opted-Out

Q Q 2012

R Restaurant

S Services Sofa King! SPCA

T Tag Top Producer

U United Way- BOD  
United Way- PRFC  
United Way- WUP UVA  
UVA Undergrad Friends

V VIP VLA 2010

X X 2013 Fall X 2013 Spring  
x 2013 Summer  
x 2013 Winter  
X 2014 Spring



**Show Them We Appreciate Them**



# Shari's Berries- Thank You after Initial Meeting



OUR BRANDS ACCOUNT CART

SEARCH KEYWORD / ITEM #

HEAR ABOUT US ON RADIO OR TV?   
[CLICK HERE!](#)

AUTUMN GIFTING | BIRTHDAY | OCCASIONS | DIPPED FRUIT & SWEETS | DIPS & TOPPING | SPECIALS | [BLOG](#)

Save \$10 on gifts over \$30 with code SAVENOW, plus save \$15 on your next order over \$30!



Full Dozen Hand-Dipped Champagne Strawberries  
**\$39.98**

★★★★★ 4.7 | [123 reviews](#)

### Pick an upgrade

Add Pretzels and SAVE!  
\$9.99 more

Double the Berries and SAVE!  
\$19.99 more

### Complete your gift

4 Cake Truffles  
\$9.99

Just For You Greeting Card  
\$1.99

## Shari's Berries

Thank you so much for taking the time to meet with me today- it was great to finally get to know a little bit more about your business and how we might be able to work together to make connections.

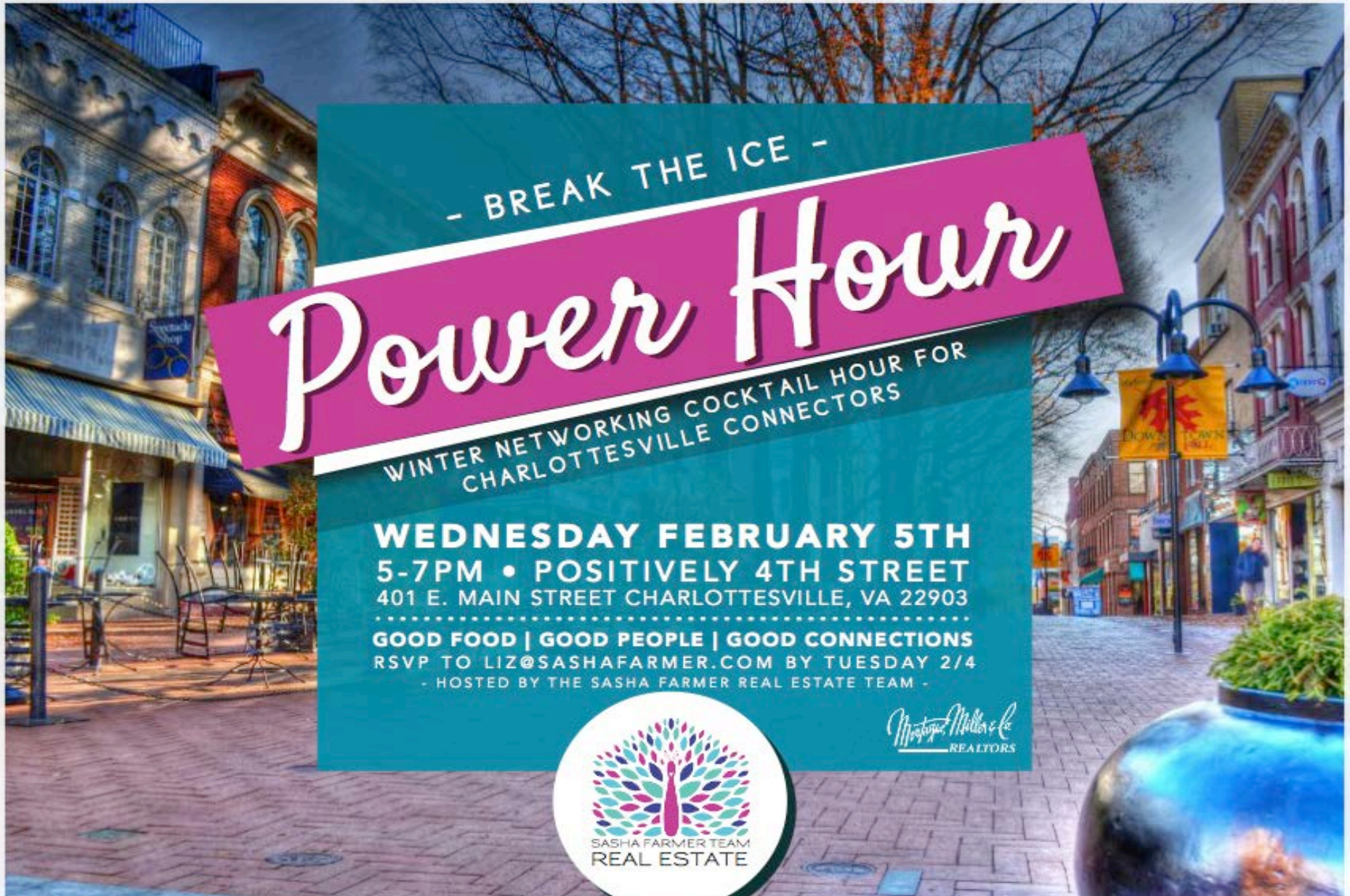
Cheers to what I am sure will be a great new business relationship- our team looks forward to helping your friends and clients and to seeing you soon!



**Show Them We Can Support Them**



SASHA FARMER TEAM BUSINESS REFERRAL PARTNER  
MONTHLY NETWORKING HAPPY HOUR



- BREAK THE ICE -

# Power Hour

WINTER NETWORKING COCKTAIL HOUR FOR  
CHARLOTTESVILLE CONNECTORS

**WEDNESDAY FEBRUARY 5TH**

**5-7PM • POSITIVELY 4TH STREET**

**401 E. MAIN STREET CHARLOTTESVILLE, VA 22903**

**GOOD FOOD | GOOD PEOPLE | GOOD CONNECTIONS**

**RSVP TO [LIZ@SASHAFARMER.COM](mailto:liz@sashafarmer.com) BY TUESDAY 2/4**

- HOSTED BY THE SASHA FARMER REAL ESTATE TEAM -



*Montgomery, Miller & Co.*  
REALTORS

# Business Person Book Club



MONTHLY BUSINESS BOOK CLUB!



# Join Us!



**Host:** Sasha Farmer

**Phone:** 434-260-1435

**When:** Tuesday, June 26 from 5:30 PM to 6:30 PM

**Where:** [Montague Miller & Company REALTORS- Downtown](#)  
245 Ridge-McIntire Road, Suite 1  
Charlottesville, VA 22903


This event has already occurred.

[Send a Message](#)

## Who's Coming?


To Be 10


 **Sasha Farmer** Host  
[Change Your Photo](#)

 **aprilristau**  
replied 574 days ago

 **andrea**  
replied 598 days ago

 **brooke.jenkins**  
replied 600 days ago

 **elizabeth**  
replied 610 days ago

 **azemon**  
replied 610 days ago

 **amanda.hoffman**  
replied 610 days ago

## MESSAGE FROM HOST

[Hide](#)

A quick invite to my close business-minded friends to see if there would be interest in a monthly business book club. This year, I committed to reading 30 minutes a day, and I know others out there also have similar goals!

I thought this would be a great way to get to know some other business people around town, as well as read some of those books that we've all been meaning to get into!

Some of the books that I thought might be good:

- Good to Great
- Getting Things Done
- Never Eat Alone
- Raving Fans
- The Present
- The E-Myth Revisited
- Made to Stick
- Emotional Intelligence
- The 7 Habits of Highly Effective People

I am going to suggest NEVER EAT ALONE for the June Book and hope that some of you can join.

## HOST TIP

### COME TOGETHER



Discover recipes, party ideas, D.I.Y. decor and other inspiration now on Evite Gatherings.

[Get Party Ideas](#)



SASHA FARMER TEAM  
REAL ESTATE



# OUR RECOMMENDED HOME VENDORS

## SYSTEMS



**Plumbing**  
Tom Henley  
(434) 977-8321



**Roofing**  
Rooftop Services  
(434) 975-2051



**HVAC**  
Central Virginia Services  
Mark Page  
(434) 970-2778



**Electrical**  
Tommy Dudley  
(434) 327-3784



**Chimney Sweep**  
Dudley Chimney Services  
Jerry Dudley  
(434) 295-5013



**INSPECTORS**  
**Well Testing**  
Blue Ridge Termite  
and Pest Inspection  
(434) 284-2093



**Structural Engineer**  
Dennis Moler  
(434) 971-3027



**Home Inspector**  
Jim Gannon  
(434) 996-4401



**Environmental Consulting**  
Joel Loving  
(434) 977-1409



**Land Surveying**  
Bob Coleman  
(434) 245-8744



**RENOVATION**  
**Landscaping**  
Meriwether Mowing  
(434) 971-2620



**Interior & Exterior Painting**  
Jess Gunter  
(434) 465-1675



**Flooring**  
Carpet Plus  
Cindy Adams  
(434) 977-7587



**Cleaning**  
Busy Brooms  
(434) 989-3053



**Disposal/Dumpster**  
Cavalier Container  
(434) 975-3867



**Handyman**  
Chad Leake  
(434) 327-8271



**Carpet Cleaning**  
Kayleen Chem Dry  
(434) 566-9894



**REMEDICATION**  
**Radon Mitigation**  
Wolfgang Hermann  
(434) 981-4003



**Mold Remediation**  
Blue Ridge Termite  
and Pest Inspection  
(434) 284-2093



**Septic Pumping/  
Cleaning**  
Cavalier Septic  
(434) 973-8160



**OTHER**  
**Insurance**  
John Farmer  
(434) 296-2656



**Movers**  
Professional Movers  
Ed Giles  
(434) 974-4998

The Sasha Farmer Team and Montague, Miller & Company neither guarantees nor warrants the services and products provided by the above vendors. These vendors have either provided products or conducted work for the Sasha Farmer Team or for our clients. They have met and exceeded expectations on numerous occasions, becoming our preferred vendors as a result.



245 Ridge-McIntire Road, Suite 1  
Charlottesville, VA, 22903





Show Them We Are Great at What We Do



# New to the Market- Mailers

<https://www.merrillshop.com> > Choose Merrill Marketing

JUST LISTED!

**5486** HILL TOP STREET  
CROZET, VA 22932  
**OFFERED AT \$220,000 | 3 BEDROOMS, 2.5 BATHS | PARKSIDE VILLAGE**

Beautiful **MODEL-LIKE** end unit home in **PARKSIDE VILLAGE**, just a stone's throw from **CLAUDIUS CROZET PARK**. This home is completely immaculate with recently **RENOVATED KITCHEN** to include **NEW FLOORS** and **NEW COUNTERTOP**, a spacious kitchen island, stainless steel appliances, and updated lighting, **NEW CARPET** on second floor, **NEW TILE FLOORS** in bathrooms, plus **CUSTOM PAINTING, NEW DECK STAIN, and RECENT LANDSCAPING** - this home is 100% move-in ready! Flowing floor plan plus **FORMAL DINING AREA**, too!



# “Just Solds” – After Every Sale



SASHA FARMER TEAM  
REAL ESTATE

*just sold!*

UNDER CONTRACT: 36 DAYS!



3919 RURITAN LAKE ROAD  
\$290,000 / 3BD, 2.5BA / 3.4 ACRES + BARN

UNDER CONTRACT: 3 DAYS!



985 DRY BRIDGE ROAD  
\$260,000 / 3BD, 2BA / W. IN-LAW SUITE

UNDER CONTRACT: 3 DAYS!



710 CLEOPATRA COURT  
\$600,000 / 4BD, 3.5BA / CHEF'S KITCHEN

UNDER CONTRACT: 36 DAYS!



5486 HILLTOP STREET  
\$225,000 / 3BD, 2.5BA / ROCKING PORCH

Over 80% of the listings sold by the The Sasha Farmer Team in 2014 were sold in 45 days or less!

710 CLEOPATRA COURT **SOLD IN JUST 3 DAYS ON MARKET**  
AFTER MORE THAN SIX MONTHS OF BEING LISTED WITH ANOTHER FIRM.

WE AIM FOR THE HIGHEST PRICE, IN THE SHORTEST TIME, WITH THE LEAST HASSLE.

OUR UNIQUE MARKETING STRATEGY EMPLOYS SNEAK PREVIEWS OF THE HOME, WORD-OF-MOUTH MARKETING, SUPERIOR INTERNET EXPOSURE AND MARKETING COLLATERAL, AND A NETWORK THAT REACHES EVERY FACET OF CHARLOTTESVILLE. IF YOU OR A CLIENT IS SERIOUS ABOUT SELLING A **CHARLOTTESVILLE** HOME CALL THE SASHA FARMER TEAM FOR A PRIVATE CONSULTATION TODAY.



SASHA FARMER TEAM  
REAL ESTATE

# RECENT SELLER TESTIMONIALS

WHAT OUR CLIENTS ARE SAYING ABOUT US!



**710 CLEOPATRA**  
UNDER CONTRACT IN  
3 DAYS ON MARKET  
previously listed for 180+  
with another firm

**"Sasha and her team made the process of selling my home so easy.** I had already moved out of the area when I contacted Sasha to list my home. She kept me informed on the steps and status of the sale. **She sold my home in a week!**  
Thanks Sasha!"

**-Kim Etheredge**



**985 DRY BRIDGE**  
UNDER CONTRACT IN  
3 DAYS ON MARKET

"Sasha is a great agent! She helped us sell our house in no time. The listing looked great, **she used many different ways to get it a lot of attention and bottom line, we had a full asking price offer within hours of posting!** She set up all of the inspections and home repairs needed to get the deal through closing, I would highly recommend her!"

**-Sarah Nucci**



**5486 HILL TOP**  
UNDER CONTRACT IN  
37 DAYS ON MARKET

"Sasha and her team always communicated extremely well with us. **We felt like we were their only clients.** Her team provided us with information and resources in a timely and organized way.

They helped us to understand the whole real estate process. Sasha would go out of her way to contact me on evenings and weekends if she sensed I was getting anxious about anything. **She was a tremendous advocate for us."**

**-Mandy & Ty Chambers**



SASHA FARMER TEAM  
REAL ESTATE

# RECENT SELLER TESTIMONIALS

WHAT OUR CLIENTS ARE SAYING ABOUT US!



**112 STRIBLING**  
UNDER CONTRACT IN  
10 DAYS ON MARKET  
previously listed for 500+  
days with another firm

"Sasha Farmer and her team have been a joy to work with. (We've been referring to them as "rockstars" with our friends)! **When we signed on with them, they managed to get our house, which had languished on the market for two years, under contract in two weeks.** We have been so impressed with their exceptional level of professionalism."

**-Adrienne Bird**



**1020 STONEWOOD**  
UNDER CONTRACT IN  
5 DAYS ON MARKET

**"Sasha was very professional, competent, easy to work with, and used considerable effort in providing assistance through a difficult closing.**

We will, and have already, recommended her to other potential sellers and buyers. We feel fortunate to have read about her (Charlottesville Realtor of the Year) in the Daily Progress, which gave us impetus to change realtors. A wise choice!"

**-Russ & Ruth Bloom**



**484 HERITAGE**  
UNDER CONTRACT IN  
19 DAYS ON MARKET

"Sasha was fabulous to work with. She was patient with us, even when she probably didn't feel like it. I feel her knowledge helped us sell quickly and find our dream home. **She was quick to respond, and always on top of it.** It helped that Sasha knows lots of people in the community."

**-Amy Eastlack**



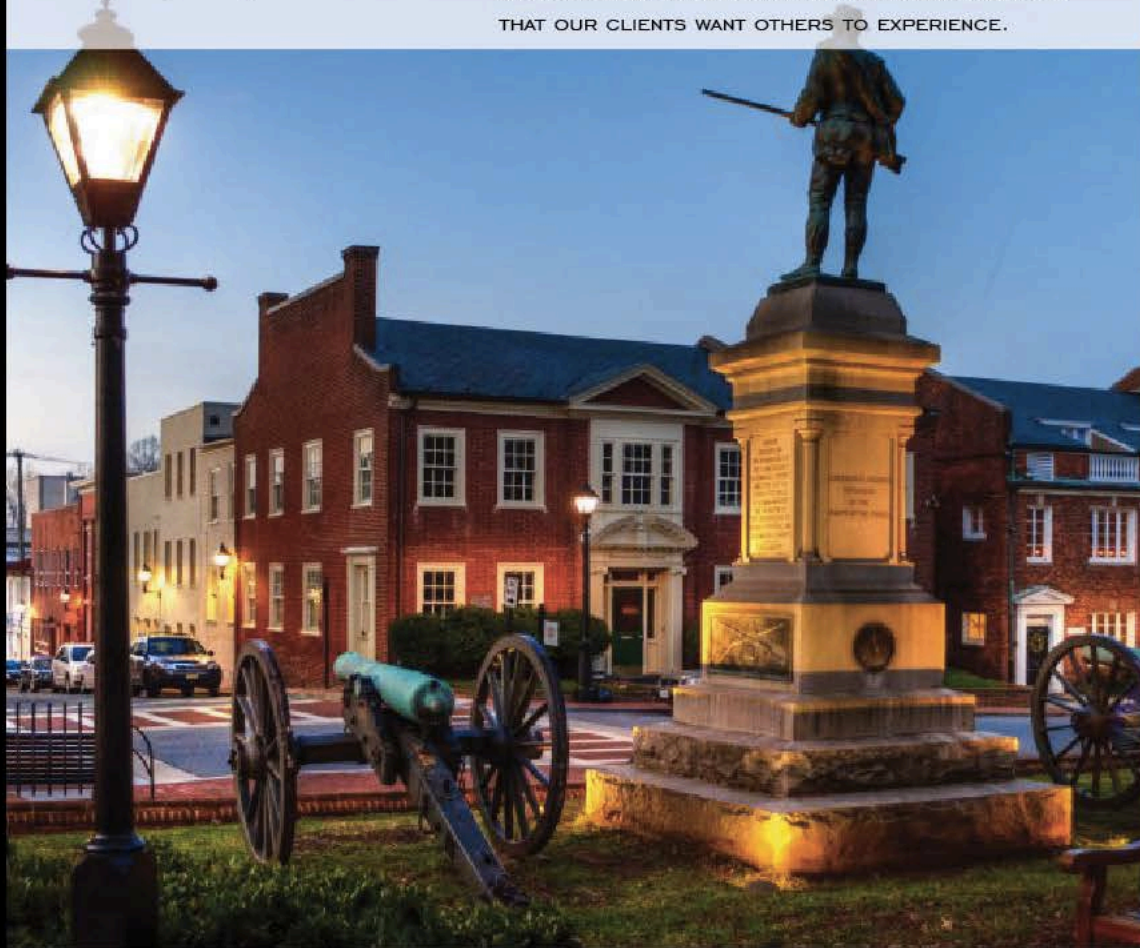
SASHA FARMER TEAM  
REAL ESTATE

**Show Them We Take Great Care of Our Clients**



# Mission:

WE AIM TO DELIGHT AND SURPRISE OUR CLIENTS, DELIVER EXCEPTIONAL SERVICE, AND EXCEED THEIR EXPECTATIONS AT EVERY STEP IN THE TRANSACTION. OUR GOAL IS TO MAKE THE REAL ESTATE PROCESS MEMORABLE AND ONE THAT OUR CLIENTS WANT OTHERS TO EXPERIENCE.



# Meet The Team





# Client Party Invite List



BECAUSE WE  
**LOVE**  
OUR CLIENTS

Please join The Sasha Farmer Team in celebrating YOU!

**SATURDAY, APRIL 4TH**

7:00 pm - 11:00 pm at the music resource center  
105 ridge street, by the lewis & clark statue

RSVP BY MARCH 27TH TO  
CARRIE@SASHAFARMER.COM  
Cocktail Attire

# Client Party Invite List



THE SASHA FARMER TEAM  
INVITES YOU TO BE OUR GUEST

# downtown chili showdown

**BENEFITING: RED SHOE CVILLE**

RAISING AWARENESS FOR THE RONALD MCDONALD HOUSE OF CHARLOTTESVILLE

**SATURDAY APRIL 18TH**

11:30AM - 4:00PM • MAIN STREET ARENA

230 W. MAIN STREET | CHARLOTTESVILLE, VA | 22902

free admission, plus silent disco, first ever blind beer battle and so much more  
\$10 all you can eat chili tasting competition featuring incredible local restaurants and home chefs

FIRST 50 GUESTS OF THE SASHA FARMER TEAM TO RSVP WILL RECEIVE  
A FREE ALL YOU CAN EAT CHILI TASTING WRISTBAND & FIRST 25 RSVPS  
WILL RECEIVE A COMPLIMENTARY BEER TICKET!



rsvp to [carrie@sashafarmer.com](mailto:carrie@sashafarmer.com)



# Client Party Invite List

## Annual Philanthropic Event



# Client Events

## Mid-Summer Bash



THE SASHA FARMER TEAM INVITES  
YOU AND YOUR FAMILY TO  
JOIN US FOR A

*mid-summer*

**BASH**



let's celebrate!

SUMMER

3:00PM  
to  
6:00PM

**JULY 25** SATURDAY

194 GLEBE LANE | SCOTTSVILLE, VA | 24590

**GET EXCITED**

BBQ & SNO-CONES | WATER FUN  
YARD GAMES | BUBBLE MACHINE  
BOUNCE HOUSE & MORE!

JOIN US FOR A DAY OF BACKYARD FAMILY FUN! WE'VE GOT SO MUCH  
PLANNED YOU WON'T WANT TO MISS IT!

special thanks to  
errin & bryan searcy  
for hosting!



SASHA FARMER TEAM  
REAL ESTATE

RSVP  
to  
carrie@sashafarmer.com



**Show Them We Care**



# LETTER OF THE HEART



\*\*\*\*\*  
ONTAGUE MILLER & Co.  
45 RIDGE McINTIRE RD.  
CHARLOTTESVILLE, VA  
22903

\*\*\*\*\*  
SASHA FARMER  
REALTOR®, CRS, GRI, ABR, SRS  
OWNER & LISTING SPECIALIST

CARRIE THROCKMORTON  
DIRECTOR OF MARKETING

JOSH WHITE  
CLIENT CARE COORDINATOR

JOHN FARMER  
ALTOR® & BUYER SPECIALIST

ERRIN SEARCY  
ALTOR® & BUYER SPECIALIST

\*\*\*\*\*



## The Dog Days of Summer...

As you may already know, we were a bit pre-occupied earlier this summer due to an unexpected injury to our sweet hound dog, Trooper. If you've kept up with us on Facebook at all, you would have seen that in June, Trooper had a freak accident, rupturing a disc in his spine- essentially permanently denting his spinal cord, and immediately losing all function in the back half of his body. You also would have seen my heartbroken posts the day the prognosis came out, informing us that there was no procedure that would fix this, and that time, patience, physical therapy, and hope were the remedy. The books and studies revealed that he had a 30% chance of recovery (defined as walking again, at all) yet probably less-so because he is a very heavy dog.

June and July were a comedy of John and I rigging every household apparatus possible- trying wheelchairs, dog ramps, and everything else under the sun- in an effort to get him to be able to have some mobility. The biggest obstacle was in physically being able to maneuver his 75 pound frame in and out of the house without his hind end working- it was no small feat, and I personally had at least a handful of tear-filled days in complete exasperation, stuck in the middle of the street with a pup who'd start out strong while supported by the harnesses, but then would collapse and couldn't make it back home! Every day was a charade of John and I alternating schedules because Trooper couldn't be left alone, flipping him side-to-side to avoid bed sores, doing his physical therapy exercises with him, giving him his medications every 2-4 hours, and praying that the next day would be better. It was also a race- our time to get him walking was short, as his muscles in his thighs and hind end would slowly begin to atrophy, and even if he could regain feeling, it might be too much weight to lift on weak legs. Just three legs – if we could just get to three working legs, that would be all we could ever ask for.

The frustration and fear were overwhelming at times, especially on the days when even a treat wouldn't get his tail to wag. In those more challenging moments, we wondered if we were even doing the right thing. Is he in pain? Will he ever be able to get off of the medications? Can he enjoy a reasonable quality of life again? Is all of this really for HIM? Or for US? The kind words and support we got from our friends and the Charlottesville community were invaluable. Trooper had visitors, treats, babysitters, and a team of people trying to come up with ideas and resources for how to get him walking again, how to keep him moving forward.

And of course I wouldn't send you a story that ended badly! I am thrilled that I can write to you and report that a short (although seemingly neverending) SEVEN WEEKS LATER, our sweet pup is not only walking completely unsupported, but also treacherously stumbling down stairs, trying to catch squirrels and deer again, doing tricks for treats, and bucking around in the yard attempting to encourage people to chase him. It feels like an eternity has passed since we were posting videos of one of his toes twitching while he slept- celebrating a toe twitch as an incredible triumph! This sweet dog is living up to his name, and he just does not give up. *And while it may not look pretty, it's moving forward. Shockingly, humbly, overwhelmingly moving forward.*

I hope that as you encounter challenges and obstacles this year, you'll think of our sweet Trooper and remember that the greater the obstacle, the more glory in overcoming it. The dog days of summer have never been quite as heartbreaking, rewarding, and inspiring as they were for us this year. I hope your summer was just as special.

If you can't fly, then run. If you can't run, then walk. If you can't walk, then crawl.  
But whatever you do, you have to keep moving forward.  
- Martin Luther King, Jr.

Your REALTOR® and friend,

*Sasha Farmer*

# BIRTHDAY PROGRAM

**HAPPY BIRTHDAY**



good for two  
cupcakes from  
The Sasha Farmer Team  
at Pearl's Bakery



711 W. Main St.  
Charlottesville, VA

SASHA FARMER TEAM REAL ESTATE | sasha@sashafarmer.com • charlottesville365.com • (434) 260-1435 | 245 Ridge McIntire Rd Suite 1 • Charlottesville, VA 22903 | *Montague Miller & Co.* REALTORS®

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# BIRTHDAY PROGRAM



# Referral Thank You



**Tell Me What You Thought!**

sasha@sashafarmer.com  
(434) 260-1435

