



A Seller's Guide



OUR PROMISE

When you sell your home you want to get the best possible price with the most favorable terms. It is our job to market your home by reaching the greatest number of qualified buyers as possible. There are many details that go into successfully marketing your property and we are here to guide you through all the options and legalities from beginning to end.

The boom of discount brokers has turned the process of buying and selling real estate on it's ear. By using algorithms based on a number of clicks, by referencing general quantities, by scoping regions that are too big to truly take into account the micro economies within each area, and by employing other general data, the customer has become a commodity. But you are a valued individual customer. As full-service agents our job is not only to guide you through all aspects of the transaction but to ensure that you sell your home for the best price in the shortest amount of time possible. We strive to understand your individual needs and expectations and give you the best possible route to achieve your goal.

WE UNDERSTAND

- Your niche market to set the right price
- What buyers seek out and how to incentivize them
- How to access the greatest pool of buyers for you
- Marketing strategies
- The road to your success



WE WILL

- Listen to you
- Save you time
- Be with you at every turn
- Be available
- Minimize Stress
- Achieve your highest possible net



The Key Concepts

What matters most when selling your home? For most sellers it is finding the right buyer in the shortest amount of time and with the least amount of hassle. And the right buyer is the one willing to pay the right price with acceptable terms. The process can be very complicated and mistakes can be costly. If the process could be wrapped up in a nice tidy box the label on that box would say “READ KEY CONCEPTS before opening”

At the very least understanding these key concepts in Selling Your Home can make the experience considerably smoother. A smooth experience will be far more enjoyable than the alternative. And we are here to make that happen for you.



Key Concepts That Matter Most

Meeting your expectations is a function of a clear mutual understanding of your priorities and motivations and a commitment to cooperation and unparalleled communication. It all starts with good discovery and professional diagnoses. A good ***process*** will allow everything to be put respectfully on the table, especially when the stakes and emotions are/can be high. Understand these KEY CONCEPTS so that the overall experience is a good one.

- 1: Quality Decisions
- 2: Clarity
- 3: Not Everything is Controllable
- 4: The Right Price
- 5: The first few Days are key
- 6: A Well-Prepared Property
- 7: The Four Fears Of The Buyer
- 8: The Online Factor
- 9: Letting Go

Key Concepts In Detail

1: Make Quality Decisions

The most important service a real estate broker can provide is a ***process***. The ***process*** keeps you in control and empowers you to make informed decisions that are right for you and gets your property sold with the *best results*. You should be prepared to make key decisions regarding:

- Condition/Preparation/Positioning of the property
- How the property will be promoted
- List Price
- Contract terms
- Your Negotiation Style
- Accessibility to your property
- Your Timing
- Your Priorities
- Your Emotional Attachment/Detachment to the property

Key Concepts (cont.)

2: Clarity

The most important factor in making quality decisions is a process that brings you to a point of clarity, knowing precisely what you want and the road that leads you. Clarity is being able to see your goal and having the where-with-all to handle the present.

3: Not Everything is Controllable.

The real estate market is like a giant flowing river that varies in velocity and can change at any time based on:

- The economy
- Price points
- Size of the buyer pool
- Accessibility of money
- Product type
- Competing inventory
- Location/micro market
- Psychology of the Buyers

The important thing to understand is that the market is always moving. It stops for no one and it doesn't care about your personal situation or what your neighbor's house sold for a year ago. *The only thing that matters is what is happening now.* Having a process that focuses on what matters in the here and now will give you confidence that you are not leaving any money on the table and that your property will sell in a timely manner.

4: Right Price

While the price of your property is the factor that affects your bottom line the most, the process for determining the right price is probably the most confusing and unnerving. The raw data that is available both to brokers and to the consumer is abundant and complicated. Some information aggregators such as Zillow and other AVMs (automated value methods) have tried to capture as many of the variables as possible to form standardized algorithms for pricing. While they provide some very valuable information they still do not provide any certainty in terms of accuracy. A process for aggregating this information, applying wisdom as it relates to your micro market and the uniqueness of your property is what is going to empower you to price your property so it provides the greatest possible return.

Key Concepts (cont.)

5: The First Few Days Are The Most Important

Regardless of your timing issues *the first few days are the most important* time when a home is on the market. Maximum market impact and increasing the probability of competing Buyers will generate an offer, or offers, at the right price or above. The market always produces a backlog of Buyers lying in wait for new properties to enter into the market. That backlog can be quite large in a Seller's market or very small in a Buyer's market, but it is always there. Every new listing receives some exposure to this Buyer backlog as soon as it hits the market. A process for positioning your property for instant maximum impact and exposure is mission critical in order to get the results you want.

6: A Well-Prepared Property

Having your *property well prepared* to bring to market so that it stands out and presents a higher perceived value will affect how quickly it sells and the amount for which it will sell. Evaluating the functionality of key operating systems as well as the necessity of cosmetic improvements goes a long way towards market preparation. More importantly, having a process that clarifies the effectiveness and cost efficiency of market preparations will help you realize *the best return* on investment based on your priorities.

7: Buyers Are Concerned About 4 Things

Getting the right buyer and keeping them in place through closing is often about *managing Buyer Concerns*. All *Buyers are concerned about 4 things*:

- Losing the ideal property
- Missing something else
- Paying too much
- Something wrong with the property

At any given time, any one of these concerns can dominate the psychology of the marketplace. Having a process that positions your property to minimize all these concerns can help you compete best and increases your probability of selling in a reasonable amount of time at the highest possible price.

Key Concepts (cont.)

8: The Online Factor

Buyers do not buy until they see, smell, hear, and experience a property. **Yet** up to 80% of Buyers shop and, more importantly, **often rule out properties based on what they see online**. The key to successfully promoting your property is a process for creating exposure and awareness, and also generating attraction by peaking potential buyers' curiosity and interest to see more.

9: letting go

For many people selling a home is also a *process* of *letting go* of the box that housed many family memories. It *can* be a difficult event, even if it is an investment. Every property presents a unique situation. Just like with doctors and lawyers there has to be clear understanding and empathy for what it is that you want to accomplish and why. It is key to tailoring a solution that works for you.



There are many moving parts to selling your property. We hope you have found this useful. Your real estate broker should direct a systematic process that will manage those moving parts and, in doing so, put you in the best place to make all the decisions.

We look forward to meeting with you to discuss your situation and how we can best help you.

Johnny & Barbara





Our Duty of Care

Our goal is to help provide insight and resources that will produce clarity for you in the process of real estate transactions. We are proud to say that our clients are our friends and willingly refer us. Our goal is to maintain those relationships with every transaction, past, present, and future.

Our dream is to be known as the 'Myth Busters' of real estate, a team that reveals choices for all classes and demographics. We want to be able to provide everyone we meet with the best possible chance for success and revel in their dream come true.



There Is A Process

The Main Objectives

- Sell your home on your schedule
- Give you the greatest degree of control during negotiations
- Put your property in the best possible condition for showing
- Make the process as stress free as possible

Marketing Strategy

Every aspect of our marketing strategy is based on knowing what we can and cannot control. We have control over condition, price, terms, and presentation. A firm handle on these four elements will enable us to navigate the flow of the market and have the greatest possible advantage.

Every Property Is Unique

Snowflakes, people, and real property all have one thing in common. No two are alike. It is our job and our duty to mold our successful process to your unique situation. Your individual marketing plan will be determined by:

- How we price your property
- How we present your property
- How we communicate
- How we negotiate
- How we manage your transaction

What may be most comforting to you is that in this process you have control over all these decisions.

Communication:

Our communication is key in two basic ways.

1: Clear communication between us will enable Barbara and I to guide you to the best possible position to attain your goals.

2: During a transaction there are several decisions and deadlines to make and keep. It is vital that we are able to contact each other at any given time.

Before we go live with your listing

Pre Inspection:

There are many reasons to do a pre-inspection AND many reasons **NOT** to pre-inspect. We will discuss the pros and cons which are different for every person and property so you can make the best decision.

Staging:

Staging a property properly can many times have a significant effect on a potential buyer. A professionally staged vacant home is often the best route to the largest pay off. The same applies to landscaping.

Photography:

Once your property is ready to go to market it is time for a professional photographer.

Remember Key Concept 8: *The Online Factor*. Pictures are worth...a lot

Preliminary Title and more:

We will open up title and have necessary documents prepared for potential buyers which helps with managing

Key Concept 7: *Buyers Are Concerned About 4 Things*.

Having a listing prepared for agents with as many pertinent documents as possible helps them inform their clients and instill them with confidence in your property.

Elements of Marketing

Advertising On The Internets:

Time to revisit again Key Concept 8: *The Online Factor*.

The moment your home goes live on the Multiple Listing Service search engines from large online services will blast it out to potential buyers. This is why the initial on line presence needs to be complete, accurate, and internet friendly. This is the benefit of the online Real Estate services and the benefit stops there. They are not equipped to negotiate a contract but they are able to send your listing to a vast audience. For this reason staging and pictures need to be the best possible quality.

Open Houses:

Key Concept 5: *The First Few Days Are The Most Important*.

Because of the online factor, open houses will be most effective in the first few days of the listing. This is when the most likely buyers will look. And remember, Buyers do not buy until they see, smell, hear, and experience a property.

Open Houses will also be held for other agents in our large network. Two of the first few days on the market will be held open for agents in all the nearby Windermere offices so they can preview for their many clients and get the word out quickly and efficiently to the most eager buyers looking for your kind of property.

Windermere Real Estate represents approximately 70% of the real estate market in the Seattle area and continues to grow through collaboration and cooperative marketing.



Brochure:

For the duration of the time your property is on the market there will be high quality brochures available for all perspective buyers and their agents.

Silent Talkers:

Small informative signs will be strategically placed about the property, where necessary, to bring attention to valuable aspects of the home that might be otherwise overlooked.

Windermere Sign:

With your permission a distinctive Windermere sign will be placed in front of the home calling attention to the sale for people driving by and neighbors.

Networking:

The power of networking among agents, and particularly among Windermere agents cannot be overlooked. The Windermere network alone covers 11 states and every category of buyer and seller. Your listing will be distributed across all applicable parts of our network when it goes live on the North West Multiple Listing Service attracting qualified buyers looking for your home.



Our Fee

6%-What we provide

In addition to diligent communication and a commitment to your decisions and goals we will:

- Guide you through the negotiation process
- Manage the transaction to your specifications
- Provide daily reports (or as needed) regarding agent feedback, number of views, or any other pertinent information.

Costs we will cover include:

- Pre-Inspection (if applicable)
- Professional cleaning when vacant
- Professional photography
- High quality brochures
- Management of all advertising and internet presence





Trusted Collaborators

House Cleaners

- Mrs. Clean 206-992-2660
- Maria Morales
206-359-5462

Inspectors

- Jeffrey Tosh
206-696-4356
- Randy Near
206-351-1841
- Dylan Chalk
206-713-5715

Home Owners Insurance

- Orca 206-818-4133
- Snapp & Sons
206-282-3425

Landscaping/Gardening

- Creative Landscape Concepts 425-343-4318

Locksmith

- Mr. Rekey 206-623-3388

Painters

- Richard Kennedy Painting
206-683-9666
- Queen Anne Painting Co.
206-522-5152
- Sergio Herrera
206-853-9345

Plumber

- Mr. Simmons Plumbing
206-937-5888

Stagers

- Spade & Archer
206-707-9142

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Carla L. Sanders

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Testimonials

“We could not have imagined a better home buying experience than the one we had with Johnny and Barb. From the first time we met, they were knowledgeable, responsive, patient, and understanding. As first time home buyers who are new to Seattle, we needed all these qualities from our real estate agent. Perhaps most importantly, they never pressured us to do anything but to make the best decision for ourselves; they truly had only our interests in mind. As an added bonus, both Johnny and Barb also have a great sense of humor and are fun to be around. All this to say: Our only regret in buying a place is that we won't get to work with Johnny and Barb--until our next real estate move!”

Joanne Wong/Roy Chan

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roychan712@gmail.com (617)785-9843

“I can't think of two harder working, more genuine people to buy a house from.”

John Ueding

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“Both John and Barbara were amazing during this entire process. They were both very understanding that I had a lot of questions as this was my first purchase.”

References

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Please contact us for the following:

Disclosure Packet:

- Disclosure Rights And Obligations
- Fair Housing
- Law Of Real Estate Agency
- Affiliated Business WRE Form 31
- Inspector Referral Form
- Buyer Earnest Money Law
- Seller Earnest Money Law
- Windermere Fraud Alert WRE Form 49
- Lead Based Paint
- Sewer Treatment Capacity Charge
- Listing Agreement
- Purchase and Sale Agreement