

# A Seller's Guide



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## 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 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 its ear. By using algorithms based on number of clicks, by referencing general quantities, by scoping regions 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 and how to incentivize them
- How to access the greatest pool of Buyers for you
- Marketing strategies
- The road to your success



### WE WILL

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Listen to you</li><li>• Save you time</li><li>• Be with you at every turn</li></ul> | <ul style="list-style-type: none"><li>• Be available</li><li>• Minimize stress</li><li>• Achieve your highest possible net profit</li></ul> |
|---|---|

# 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. 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 and far more enjoyable than the alternative. 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 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
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## 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

## **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
- Accessibility of money
- Location/micro market
- Price points
- Product type
- Size of the Buyer pool
- Competing inventory
- Psychology of Buyers

The market is always moving, it stops for no one and does not 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 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 do not provide any certainty in terms of accuracy. A process for aggregating this information and 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

## **5. The First Few Days Are The Most Important**

Regardless of your timing issues *the first few days on the market are the most important* time. Maximizing market impact and increasing the probability of competing Buyers will generate an offer, or offers, at the right price. 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 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 evaluating 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**
- **Paying too much**
- **Missing something else**
- **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

## 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.

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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 your 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 will enable Barbara and me to guide you to the best possible position to attain your goals.
2. During a transaction there are several decisions and deadlines, It is vital 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 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 instills them with confidence in your property.

# ELEMENTS OF MARKETING

## Advertising On The Internet:

Time to revisit 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 initial online presence needs to be complete, accurate, and internet friendly. This is the benefit of the online Real Estate services and the benefits stop there. Online services 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 of the best 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 clients. Previewing property gets 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.





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Before we meet (or meet again) there are some questions we would like to ask you to think about. Our goal is to get to know you and your situation so we can fairly decide if we will be able to help you, and for you to decide if you would like to work with us. We need to make sure we can represent you by guiding a process in which you make all the decisions. Our goal is to determine if we can help you achieve the highest price the market will bear with the least amount of hassle and on your schedule.

#Beds\_\_\_\_\_ #Baths\_\_\_\_\_ Sq. Ft. \_\_\_\_\_ Style \_\_\_\_\_ Lot Size\_\_\_\_\_ Basement?\_\_\_\_\_

How long have you owned your home?

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Have you done any updates to the home since you bought it?

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If you were going to stay in the home for another 5 years is there anything you would do to it?

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For a moment pretend to be a Buyer looking for a home . On a scale of 1-10 how would you rate its condition?  
1=poor,10=perfect

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What would it take for your home to be a 10?

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At what price do you want to list? \$\_\_\_\_\_

Have you had a recent appraisal?\_\_\_\_\_ Have you recently refinanced?\_\_\_\_\_

Why are you selling?

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When do you need to move and how long do you want this process to take?

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Is there anything else you would like me to know about your home?

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## YOUR REAL ESTATE EXPERIENCE

Have you sold a home before? \_\_\_\_\_ How many times? \_\_\_\_\_

When did you sell your last home? \_\_\_\_\_ What were your experiences with that sale?  
What was good & what was not so good?

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What are you looking for in a broker? If you could wave a magic wand and have the selling process go just the way you wanted what would that look like?

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Are you looking to buy another property before, during, or after you sell? And if so, do you have anybody assisting you in that process?

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# **COMPARATIVE MARKET ANALYSIS**

## Evaluating Your Home

### **Refer to key concepts #4 Right Price.**

You are the one who has to decide what price to list your home. It is our job to give you the tools and information to find the right price. We can put together a comparative market analysis with or without seeing your home but we prefer to take in as much information as possible. Touring your home with you will enable us to highlight the uniqueness of your home. We can also discuss possible improvements that will perhaps bring a profitable return. Our process is in many ways guided by the knowledge that no two properties are alike.

We will help you find a range within which we think you should list your home. List price can have a measurable impact on the number of Buyers who will be captivated. Success is largely reliant on getting as many Buyers as possible to view the property. We cannot control the velocity of the market, the number of Buyers in the pool, or the number of comparable properties for sale when we list, but we can provide a strategy to optimize the possibility of success. No matter what is happening in the market, there are no guarantees. All markets, whether hot or cold, require a strategy.

## 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 (as needed) regarding agent feedback, number of views, or any other pertinent information.
- Vendor oversight

Costs we will cover include:

- Professional cleaning when vacant
- Staging consultation (not the actual staging)
- Professional photography
- High quality brochures
- Management of all advertising and internet presence



## TESTIMONIALS

The old cliché of “went above & beyond” applies to their great work on my condo sale & relocation. Their skills compliment each other perfectly & they were genuinely committed to a quality result. Highly recommend!

**Alan M. Shapiro**

alanmshapiro@sbs-imports.com

(206) 465-1550

“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**

jwong184@gmail.com

(617)785-7776

roychan712@gmail.com

(617)785-9843

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

**John Ueding**

johnueding@gmail.com

(425)615-9744

“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. They were 100% there for me.”

**Mya Rohrbach**

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## References

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### Alan Shapiro

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## TRUSTED COLLABORATORS

<b>House Cleaners</b> <ul style="list-style-type: none"><li>Mrs. Clean 206-992-2660</li><li>Maria Morales 206-359-5462</li></ul>	<b>Painters</b> <ul style="list-style-type: none"><li>Richard Kennedy Painting 206-683-9666</li><li>Queen Anne Painting Co. 206-522-5152</li><li>Sergio Herrera 206-853-9345</li></ul>	<b>Local Mortgage Brokers</b> <ul style="list-style-type: none"><li>The Koehl Team Gina Koehl Senior Mortgage Specialist 425-274-2063 <a href="mailto:gina.koehl@apmortgage.com">gina.koehl@apmortgage.com</a></li><li>Susan H Langendorfer Evergreen Home Loans 206-440-1000</li><li>Carla L. Sanders Loan Depot 425-898-5109 <a href="mailto:canders@loandepot.com">canders@loandepot.com</a></li></ul>
<b>Inspectors</b> <ul style="list-style-type: none"><li>Jeffrey Tosh 206-696-4356</li><li>Randy Near 206-351-1841</li><li>Dylan Chalk 206-713-5715</li></ul>	<b>Plumbers</b> <ul style="list-style-type: none"><li>Mr. Simmons Plumbing 206-937-5888</li></ul>	
<b>Home Owners Insurance</b> <ul style="list-style-type: none"><li>Orca 206-818-4133</li><li>Snapp &amp; Sons 206-282-3425</li></ul>	<b>Stagers</b> <ul style="list-style-type: none"><li>Spade &amp; Archer 206-707-9142</li></ul>	Looking for a different service? Please reach out, we would love to refer you!
<b>Landscaping/Gardening</b> <ul style="list-style-type: none"><li>Creative Landscape Concepts 425-343-4318</li></ul>	<b>General Contractors</b> <ul style="list-style-type: none"><li>Rom Cunningham 206-853-7694</li></ul>	
<b>Locksmiths</b> <ul style="list-style-type: none"><li>Mr. Rekey 206-623-3388</li></ul>		



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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
- Inspector Referral Form
- Buyer Earnest Money Law
- Seller Earnest Money Law
- Windermere Fraud Alert
- Lead Based Paint
- Sewer Treatment Capacity Charge
- Listing Agreement
- Purchase and Sale Agreement