

References

These are some of my clients, please call them . . .

Kevin & Gitty Stafford
425-239-9722

Mike and Michelle Weils
360-425-8098

Justin and Sarah Gau
360-652-4761

Jim and Bobbe Bonner
360-653-3932

Dennis and Judy Morris
425-335-2108

Louis and Paula Filger
425-346-2062

Marilyn Knight
425-239-6844

Real Estate Agency

Washington State Law requires any licensed Real Estate Agent to provide you with the pamphlet entitled, "The Law of Real Estate Agency" before providing any real estate brokerage services. It describes what my duties to you are under Washington State Law. I take my responsibilities to you very seriously and you should too.

We will discuss Agency today. Please read the information and ask me any questions. There will be a Test!!!

It is also important for you to understand that I am self-employed. I do not get paid until your transaction closes. . All expenses related to the transaction are paid directly by me, (ie. signs, advertising, gas, flyers, recordings, B & O and E & O insurance, transaction fees etc.)

5 Reasons a Property Sells

1. Location
2. Price
3. Terms
4. Condition
5. The Agent YOU Select

You Control Four of These

You should select your Realtor based on experience, reputation and results.

Marketing



Marketing Your Property

Marketing is just one ingredient of a successful real estate transaction. Service during the listing contract and management of the transaction from the time you accept an offer to closing is a vital ingredient in the process.

Selling a house is a team effort.

My job is to provide recommendations, professional guidance and manage the marketing and transactional aspects of the sale. This includes regular contact with you during the listing, managing the marketing, and most importantly, managing the transaction once we get an acceptable offer. Other phases are handling the negotiation for the price and terms, inspection, appraisal, escrow, title insurance company and working with the lenders, selling agent and buyers to do everything possible to make sure the transaction closes.

Your job is to set the price and make sure the property is in "SHOW CONDITION" at all times. It is also your job to let me know when you have had a showing and keep me informed of your concerns.

Communication is the key to a successful transaction.

- ✓ *I will call you regularly. We will discuss market activity, advertising, and feed back from agents. Whenever your home has been shown, please call me with the agent's name and telephone number, note the date on their card. I will call the Agents to request feedback on the showing. These calls are made during normal weekday business hours. All information, positive and negative, will be shared with you.*
- ✓ *I will help you to negotiate offers and once one has been accepted I will help you through the inspection and appraisal process and be in constant communication with the buyers lender, escrow and title company. You will be kept informed of progress and all developments in the transaction.*
- ✓ *I will keep you informed of the progress from signing at escrow to closing and inform you when your sale closes.*

Marketing Your Property

Internet

Your property will be widely advertised on the Internet. Times have changed and more than 70% of all Buyers search for their new property on line without ever going to an open house first or picking up a newspaper or Real Estate magazine. Exterior and interior pictures will be available for viewing your home. Accurate and complimentary marketing remarks are critical and essential to attract Buyers and Realtors to your property. Internet exposure includes most importantly the Multiple Listing Locator (MLS), Windermere.com, sheliassimmons.com, Realtor.com, TheRealEstateBook.com, HomesandLand.com and many others.

Photo Gallery

A Photo Gallery will be compiled for your home. In today's environment this is one of the most important marketing tools we have to gain the maximum exposure for your property. Buyers tell me they do not pause to look at a property that doesn't have pictures.

Color Brochure

A color brochure (flyer) will be designed for your property. The flyers are in color on good quality paper. These flyers will be available on the sign and inside for the potential buyers and are distributed to area agents.

Real Estate Book/Homes & Land/Paper

Your property will be advertised regularly one of these publications. The first appearance is dependent upon magazine deadlines. Magazine Ads are ran 2 months in a row, then one month off. Newspaper ads are usually ran on Sundays.

I have found The Real Estate Book and Homes and Land be most successful means of advertising property next to the Internet. They are color publications. Timing and location are the deciding factors use to determine which publication to advertise in. Newspaper ads are small and short lived so are used sparingly.

Marketing Your Property

We will spend time “staging” your property. Having it “show well” is very important so we may need to make some changes and rearrange some things to show your property to the best advantage. These changes will make it easier for you to stay prepared for showings and make your house show better with the least amount of inconvenience and help prepare you to move.

The First 24 Hours After Signing the Listing Contract

- ♦ *Input your property into the Multiple Listing Service (MLS). This makes your property available to every agent in our MLS and transmits to many public sites such as Windermere.Com and Realtor.Com*
- ♦ *Install Key Box to allow agents access to your property. This keybox tracks showings, allowing me to download a report showing who opened the box and providing contact information,.*
- ♦ *Order sign—the sign will go up within the first 1 to 3 days.*
- ♦ *Schedule Real Estate photographer to meet me at your property to take pictures for the MLS, Internet, Photo Gallery, Color Brochures, Postcards and other advertising.*

The Next Few Days

- ♦ *Design, print and deliver flyers (brochures) for the sign and interior.*
- ♦ *Order preliminary title (reviewed when it is received to determine if there are obvious concerns)*
- ♦ *Make property information packets with the Form 17 Property Disclosure, Preliminary Title Report, CCR's, etc and submit to HouseForms.com*

Marketing Your Property

The Next Few Days . . . continued!

- ♦ *Design and order postcards for direct marketing to agents targeted with reverse prospecting.*
- ♦ *Evaluate printed marketing opportunities to determine best placement of ads and timing. Write the advertisements and schedule with chosen publications. Ad appearance will be dependent on the publications print schedule.*
- ♦ *Evaluate timing and schedule Broker's Open house to promote your property to area agents. A Broker's Open will be held after the first 30 days on the market.*

The Next Few Weeks, What to Expect

- ♦ *Feedback & Follow-up . . . Please call or e-mail me when you have a showing-if your property is vacant we check your keybox report every few days. It is best if you make these calls during business hours and call my office number so I will be able to write down the information. If I am unavailable please leave a message. Having this information and the reports I get will allow me to follow-up with the agents who have shown your property. Sometimes it takes several tries and several days to reach agents or get a call back, I will try 3 times. If there is something of importance to share with you about the showing I will reach you quickly. Otherwise the comments will be compiled on in the Marketing Tracking Report that you will receive at approximately 30 day intervals.*
- ♦ *Of course I will be in touch with you on a weekly basis by e-mail or telephone and you may feel free to contact me.*

Marketing Your Property

The Next Few Weeks . . . Continued

- ♦ *About Showings—Agents will usually try to call to let you know approximately when they will show your home if it is occupied. When the property is vacant they will not call to make arrangements.*
- ♦ *Being on Time for Appointments—It is important to understand why sometimes agents can't be at your property in the time frame they requested. Sometimes the buyer is late or they stay longer at one or more houses throwing the agent's schedule off. Some people will look at a house in five minutes others way take 30 to 40 minutes. We have no way of knowing this so it can throw our schedules off. Your understanding is appreciated.*
- ♦ *No Shows—Sometimes a buyer changes direction on us in mid stream with what they want to see so an Agent has to go to entirely different areas and may not have time to call you and cancel the appointment. We apologize for the inconvenience should this occur.*
- ♦ *Short Notice—Occasionally, especially with the easy access of cellular phones and wireless internet connections, agents may call on short notice to show your home. They may even come to the door and knock if they are driving through the neighborhood with a customer. If at all possible please allow them to come in . . . just ask them to give you 5 minutes to tidy up. A little clutter or food preparation will not prevent your home from selling but missing a showing opportunity could.*

Marketing Your Property

The Next Few Weeks . . . continued

- ♦ *Always try to be away from the house when agents are showing. If this is impossible for any reason go to one corner of the house out of “earshot” so that the buyer feels comfortable making comments about the house and talking to their agent. Let the Agent show the home and be very cautious about having any conversation. The one thing you may want pointed out may be the very thing the Buyer isn’t to keen about! It also makes potential Buyers and the Agents very uncomfortable to have you pointing things out. Remember though neither the Agent or the Buyers know your home as well as you do, the Agent does know the Buyer. This is critical.*
- ♦ *A Note about Valuables and Firearms etc.—Put them away, especially small things like jewelry. I have never had any problems in this regard but make it a practice not to invite trouble.*

Keeping on Top of Condition

- ♦ *Just like any showroom, your home needs to appear in “perfect” condition every day. That’s difficult and I understand! Setting the stage and mood really does help a house to sell. If you have a dark room leave the light on, if it is cold outside make sure it’s warm inside. Things like soft music and the smell of baking cookies enhance the Buyers image of the home.*

Marketing Your Property

Things to do and expect:

- ♦ Shampoo carpets
- ♦ Repaint or touch-up interior walls
- ♦ Power wash walks, patio & garage pad
- ♦ Have septic tank pumped & certified*
- ♦ Spruce up landscaping/fresh bark
- ♦ Pack up things & clothes you are not using

Your buyer will probably have an inspection and there may be some negotiation over items the buyers want to have addressed. Expect to correct reasonable concerns such as structural problems or safety issues. Some examples of common items identified during an inspection follow;

- ♦ Furnace may need serviced
- ♦ Fireplaces may need to be cleaned and inspected
- ♦ Water in the crawl space
- ♦ Hot water tanks w/o earthquake straps
- ♦ Hot water tank not vented outside as required
- ♦ Broken seals in aluminum windows
- ♦ Exterior Siding problems/Concerns over LP siding
- ♦ Water damaged bathroom floors
- ♦ Earth (or beauty bark) to wood contact outside
- ♦ Missing (or just need to be cleaned) rain gutters, down spouts or splash blocks
- ♦ Moss on the roof/roof certification/replace defective roof (if older roof)
- ♦ Exterior paint
- ♦ An Appraisal – lender required to determine value and condition for the bank – work orders could also be required by the appraisal.

Even though everyone's goal is to close on time, often an extension is necessary for various reasons. There is often some last minute thing that can crop up or paperwork issue that can create a delay.

Service Companies

Fresh and Clean Carpet Cleaning
425-334-0930

Cus Septic Service
360-435-5531

Turnkey Maintenance & Repair
425-514-8181

Allied Waterproofing
425-258-1212

Complete Gas Services
425-259-8187

Pratt Pest Management
1-888-599-7378

Pricing Your Property

Pricing Strategy

- ◆ *Determining price is the most critical step in preparing your property for sale, so you can get the highest return in the least amount of time.*
- ◆ *Pricing strategy depends on market conditions relevant to your property at the time it is put on the market.*
- ◆ *A well priced home in marketable condition often sells quickly once it is on the market.*
- ◆ *Pricing your home correctly from the onset will maximize your opportunity to reach the most qualified buyers.*

Market Activity and Time

- ◆ *Property receives its best exposure during the first three to five weeks on the market.*
- ◆ *Multiple listing service (MLS) statistics show that the longer a home is on the market, the lower the selling price.*

Targeting the Right Buyer

- ◆ *When your price is too low you could lose thousands of dollars on your family's largest investment*
- ◆ *Overpricing a property is risky; qualified buyers who might find the home just right won't even see it because it is out of their price range. Buyers looking at the higher price range will be comparing it to those properties and an overpriced property will just make those look better.*
- ◆ *Agents hesitate to show an overpriced home.*

In the end it is all about price!

Pricing Your Property

Key Market Factors

How long will it take? There is no easy answer. I can estimate the time based on the MLS statistics, marketability of your property and current market conditions. Recognizing the key factors influencing the market gives us significant control over the time it takes to sell your property.

Things you can control:

- ◆ *Price*
- ◆ *Condition of the property*
- ◆ *Terms you are willing to accept*
- ◆ *The Agent you hire to represent you*

Things you can not control:

- ◆ *Location*
- ◆ *Competition*
- ◆ *Market Conditions*

Pricing your home is a critical factor.



Pricing your home is like fishing.

Make sure your bait is in the water unless you want to bet on flying fish!



How You see your house.



How a Buyer sees your house.



How the Tax Assessor sees your house.

Conclusion

To be a successful seller you need to think like a buyer. If you were a buyer, what would you pay for a property?

- ✓ *What the Sellers are asking?*
- ✓ *What the Sellers said they want to meet their financial needs?*
- ✓ *What the Sellers have invested in the property?*
- ✓ *What similar properties have sold for.*

When it comes to pricing your property remember . . .

- ✓ *Buyers are more likely to view properties priced right.*
- ✓ *Your price should be based on sold properties.*
- ✓ *Overpriced properties help sell those that are priced right to sell.*
- ✓ *Many agents will suggest a high price just to get a listing contract.*

Sellers determine the list price, Buyers determine the sales price.