

Listing Information Package

Courtesy of:

Ryan Francescutti | REALTOR®
Managing Broker, Seniors Real Estate Specialist®

WINDERMERE NORTHLAKE
17711 Ballinger Way NE
Lake Forest Park WA 98155

(206) 799-7165

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www.LFPHomes.com



My Objectives Are the Following:

1. To get your home sold and get you where you want to go on time.
2. To put you in a strong negotiating position so that we can maximize your net proceeds.
3. To make the sale go smoothly and to eliminate surprises.

The Following Is My Plan for Marketing Your Home:

1. **Comparative Market Analysis:** I will prepare a CMA using relevant local comparable sales which will help us determine your home's value. We can then decide on the perfect pricing strategy for your home and situation, given the current market conditions.
2. **Pre-Inspections:** With your approval, I will schedule a pre-listing whole home inspection and sewer scope. This "seller protection" strategy will reduce your risk of surprises when negotiating with a buyer. It will also potentially eliminate a buyer's inspection contingency which will make your transaction go even more smoothly. I feel so strongly that this will eliminate surprises later in the transaction that I will pay for these inspections myself.
3. **Pre-Listing Walk Through:** Together, we will review your home's interior and exterior and make a home preparation checklist for any necessary and/or optional repair items. Further, I will assist you with staging and furniture arranging to prepare your home for "show." If your home is vacant, we can discuss the pros and cons of hiring a professional staging company. At no cost to you, I will provide professional house cleaning services, either before listing or after move-out.
4. **Professional photos and 3D Virtual Tour:** I will hire a professional photographer who will take numerous digital still photos as well as Matterport 3D photos. These, along with a floorplan sketch, will be featured on an individual property website specifically tailored to showcase your home.
5. **Windermere Sign:** I will arrange installation for a Windermere yard sign on your property, the most recognized and respected real estate brand in Washington.
6. **Color Flyer:** I will prepare and deliver a professional 2-sided color flyer for placement in your home and in the flyer box on the yard sign. I will routinely verify that the flyer box is sufficiently stocked.
7. **Lock Box:** I will place a lock box on your property to increase showing accessibility and to provide you with the security of knowing who has shown your home.

8. **Pre-Title Commitment:** I will order and review a pre-title commitment to make sure there are no red flags that could cause title problems at closing.
9. **Multiple Listing Service (MLS):** I will accurately and completely enter your home's details and descriptive comments into the MLS, giving your home exposure to 23,000 Real Estate Brokers in Western Washington.
10. **Online Marketing System:** I will enter your home into Windermere's marketing/information system. Windermere was involved in the sale of over 30% of all homes in the Puget Sound Area last year. Your listing will not only be published to Windermere.com but also syndicated to all the major real estate brokerages in the area such as Redfin, Coldwell Banker, John L. Scott, etc. Your listing will also be published to key real estate related non-brokerage websites such as Realtor.com, Zillow.com, Trulia.com, and many others. Your listing will be a Featured Listing on the front page of my personal website and on my Windermere Northlake office website.
11. **Broker Open House:** I will hold your house open (with your permission) specifically for other Brokers. I will market the Broker Open through the NWMLS and make it fast and easy for them to preview your home on behalf of their clients.
12. **Public Open House:** I will hold your house open (with your permission) and market the open house through multiple online sources.
13. **Buyer/Broker Survey:** After each showing, I will solicit feedback from all agents who have previewed or showed your home and forward the comments to you.
14. **Weekly Update:** Every Wednesday, I will send you an Activity Report that summarizes all website activity throughout that week. I will also send a Competition Chart that shows changes in your specific market. We will discuss the results of showings and feedback and I will suggest and advise you of any needed changes to make your property even more attractive to buyers given the current market conditions.
15. **Negotiation:** I will present all contracts and assist you in negotiating the best possible price and terms.
16. **Transaction Management:** I will manage the details of your sale to ensure that your contract closes on time and that you can move on time. I will handle all follow-up items, and keep you informed on all mortgage, title, and other closing procedures.
17. **Closing:** I will review the settlement statement that escrow provides to ensure its accuracy.

Ryan's Sales & Marketing Guidelines



Help Me Increase the Marketability of Your Home

Just like any other showroom, your home needs to appear in perfect condition for every showing. I understand that can be difficult, especially when you have children or pets, but a home remaining unsold on the market can be more trouble than keeping the home tidy. Remember, if Buyers aren't drawn to the image created by the front of your house, they'll never see inside.

Showing and Previewing

Etiquette in the industry is for the buyer broker to contact you before they preview or show your home. We have an online ShowingTime system that we use which streamlines the appointment process and I will help you set that up. Brokers should not show up unannounced, but I cannot guarantee that a Buyer Broker will not "break the rules" and come without an appointment or with very short notice. The bottom line is to always be prepared, because the showings are NECESSARY to sell your home!

When a broker requests an appointment to show your property, you will get a message via the ShowingTime system. Please approve it as soon as possible or suggest an alternate time if the request is really inconvenient. Again, the more flexible you can be means more showings, and therefore likely a quicker sale. I receive a copy of the messages so I will know who is requesting the showing and when the appointment is scheduled. I will follow up with the brokers to solicit feedback after their showing.

It is important to understand why brokers can't always be at your home at the time arranged. Sometimes their client is late for the appointment, or they stay longer at a house, throwing the schedule off. Some people view a home in 5 minutes, others for an hour or more.

Unfortunately, having your home on the market means some brokers will just drive by or maybe stop by to see if they can show your home to their clients while they are driving through your neighborhood. If at all possible, please allow them to come in – just ask them to give you 10 or 15 minutes while you 'tidy-up'. Tell the broker that they can walk around the exterior of your property with their clients while you are getting it ready. Ask the broker to use the keybox before entering so we can log who has accessed the home. However, DO NOT let buyers come into your home unless they are accompanied by a broker. This is for your safety and to protect your belongings.

When showing your home, it's best to leave so the Buyer feels more comfortable looking and making general comments about your home to their broker. Please be cautious in talking to the customer and/or Buyer's broker. Casual remarks that you feel are harmless could possibly either cause the Buyer to eliminate your home and/or jeopardize your negotiation position.

Ryan's Sales & Marketing Guidelines



Please Protect Your Valuables

I am not responsible for any losses during the listing period, and while I have had no problems in the past and the risk is minimal, I strongly urge you to lock all items of value in a safe place. This includes jewelry, cash, and *prescription drugs*.

Vacant Homes

Should your home be vacant, I will pick up the cards and make flyer deliveries to your home on a weekly basis. Check with your insurance company to make certain your vacant house is covered while on the market.

Offers

If you receive a call from another broker who has an offer, please contact me immediately. All offers need to be presented through me to represent your best interests. Washington State Law requires me to present all offers to you regardless of their substance.

My Commitment To You Is Service And Results!

Sincerely,

Ryan Francescutti

Ryan Francescutti



Ryan Francescutti | REALTOR®

Managing Broker, Seniors Real Estate Specialist®

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PURPOSE

I am a REALTOR® because I absolutely love helping home buyers and sellers make smart, educated, and empowered decisions so that they can make the most confident and stress-free move possible.

PHILOSOPHY

Communication is key to an open, honest, and successful relationship, be that personal or business. First and foremost, my basic underlying goal with all my clients is to simply *listen*. I take great care to listen to your wants and needs so that I can fully understand your situation and help you make well informed choices. Understanding your goals from the very beginning and keeping you informed of all the details during the entire process will help us avoid many of the common pitfalls that can occur during a purchase or sale. Whether I am listing and selling your home, or helping you find and buy a new home, or both, my promise is to always keep an open line of communication throughout the transaction.

EXPERIENCE AND BACKGROUND

I have been a REALTOR® since January 2002, and in 2006 I earned my managing broker's license. In 2012, I proudly earned my Seniors Real Estate Specialist® accreditation which gives me the expertise to guide those who are making late life moves. Whether one has been in the real estate business for 10 years, 20 years, or even more like I have, the only guarantee is change. I know that I am at the forefront of the technological and market changes that are occurring, and you can count on me to be the most proficient broker you'll find when searching for or marketing a property.

I have a bachelor's degree in economics from the University of Washington and I have lived in the Seattle area nearly all my life. My office is in Lake Forest Park, where I also live with my wife and where we raised our two beautiful daughters. I am familiar with the real estate market throughout the Puget Sound, but I specialize in North King and South Snohomish Counties from Seattle to Everett, and from Bellevue to Snohomish. Whether you are looking to buy or sell, please contact me today for a no obligation consultation.

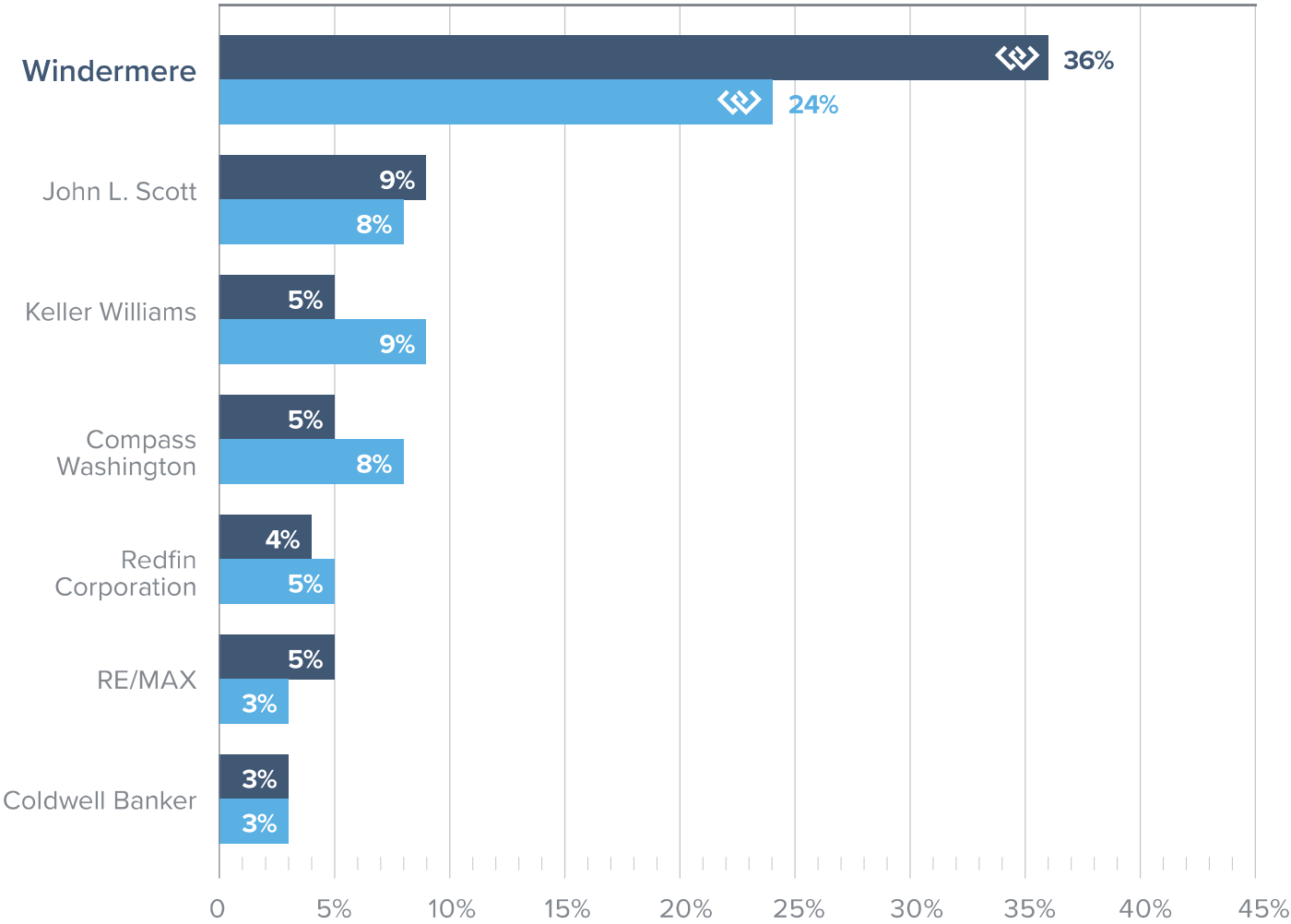


Market Share *by Volume*

LAKE FOREST PARK, KENMORE

Area 720

■ Representing Sellers ■ Representing Buyers



Data reflects all new and resale single-family residences and condominiums sold in 2023 via NWMLS.



How I Help Sell Your Home

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

MY SERVICES

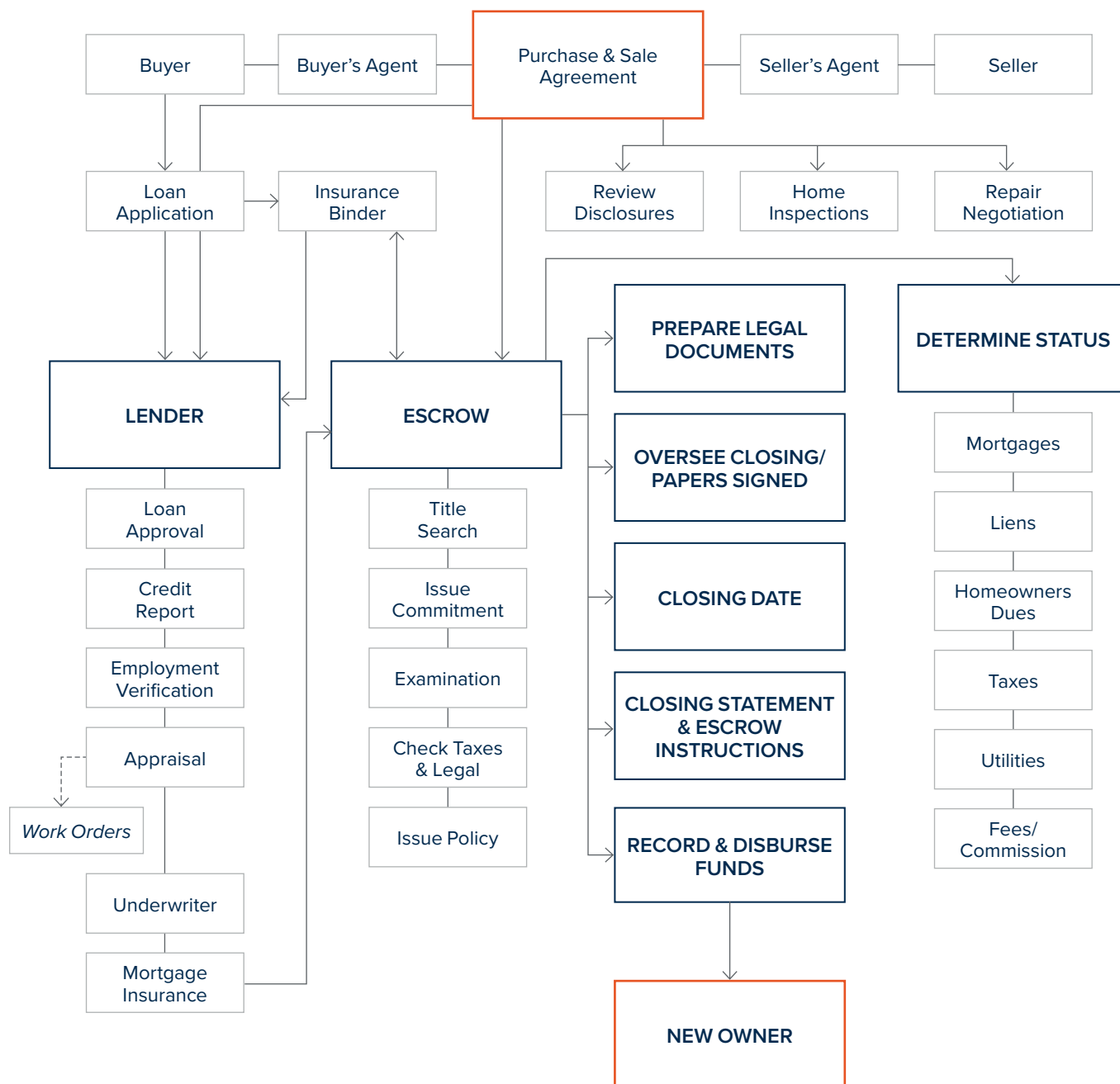
- › Explain basic real estate principles and paperwork
- › Do a Comparative Market Analysis (CMA) to help determine your home's value
- › Help determine the right selling price
- › Assist you in preparing your home for sale
- › Market your home to buyers and other agents
- › List your home on Realtor.com, Windermere.com and other real estate websites
- › Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- › Assist you with the purchase and sale agreement
- › Negotiate with buyers and their agents on your behalf
- › Track contingencies and ensure contract deadlines are met
- › Work with the escrow company to ensure all documents are in order and on time

YOUR BENEFITS

- › Be more likely to get the highest return on your investment
- › Decrease your days on market
- › Understand all the terms, processes and paperwork involved
- › Have exposure to more buyers and agents with qualified buyers
- › Have current market information to make informed decisions
- › Have a skilled negotiator on your side
- › Have peace of mind that the details are being handled



Coordinating the Closing





Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

DANGERS OF PRICING ABOVE MARKET VALUE:

- › True target buyers may not see your property because it's listed out of their price range.
- › Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- › It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

YES

WE CAN CONTROL:

- › Price
- › Terms of Sale
- › Condition of Property

NO

WE CANNOT CONTROL:

- › Location
- › Competition
- › Market Conditions

HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- › Analyze current market conditions and sales prices of comparable properties.
- › Discuss your goals and needs.
- › Advise you about ways to make your property more attractive to buyers.
- › Create a comprehensive marketing plan targeting the most likely buyers.
- › Market your property to other agents, and get their feedback on its price and presentation.
- › Keep you up-to-date on sales activity and market conditions.



Market Preparation Guide

Properly preparing your home for sale is one of the best ways to make a favorable impression that will help it sell more quickly and for the best price. I can help you stage your home or refer you to an accredited staging professional. But there are a lot of things you can do yourself, both before and during showings, to improve its appeal.

BEFORE SHOWINGS

- › Turn on all interior lights, even during the day, and exterior lights at night.
- › Make the temperature comfortable—approximately 68 degrees.
- › Keep pets in a separate area, and change litter boxes daily.
- › Put money and other valuables out of sight.
- › Keep curtains, drapes and shades open.
- › Open all doors inside the home, except closets.

DURING SHOWINGS

- › A buyer will likely spend more time previewing your home if you're not there.
- › If you can't leave the home, try to stay out of the way, and keep children quiet and out of the way.
- › Don't precede or follow potential buyers through your home.
- › Let the sales associate show and sell your home.

Here's a checklist to help you identify areas in your home that may need improvement in order to make the best impression on potential buyers.

ENTRY, LIVING, DINING, FAMILY ROOMS

- ☐ Traffic Patterns
- ☐ Furniture Arrangement
- ☐ Window Coverings
- ☐ Fireplace
- ☐ Floors/Carpet
- ☐ Walls & Ceilings

KITCHEN

- ☐ Countertops
- ☐ Cabinets—Exterior & Interior
- ☐ Appliances
- ☐ Faucets & Sinks
- ☐ Floor
- ☐ Walls & Ceiling

BATHROOM(S)

- ☐ Tub
- ☐ Shower Enclosure
- ☐ Tile & Grout
- ☐ Sinks & Counters
- ☐ Toilet
- ☐ Faucets
- ☐ Floor
- ☐ Walls & Ceiling

BEDROOM(S)

- ☐ Traffic Patterns
- ☐ Furniture Arrangement
- ☐ Window Coverings
- ☐ Closets
- ☐ Floor/Carpet
- ☐ Walls & Ceiling

YARD

- ☐ Lawn
- ☐ Hedges & Shrubs
- ☐ Flower Beds
- ☐ Fences & Gates
- ☐ Walks & Driveways

HOME EXTERIOR

- ☐ Paint
- ☐ Trim Paint
- ☐ Porches, Decks, Railings
- ☐ Brickwork
- ☐ Siding
- ☐ Front Door
- ☐ Roof

BASEMENT

- ☐ Stairway
- ☐ Floor
- ☐ Storage Areas
- ☐ Finished Areas
- ☐ Windows & Window Coverings

GARAGE

- ☐ Storage
- ☐ General
- ☐ Doors
- ☐ Windows
- ☐ Window Frames
- ☐ Lights



Timing the Market

A commonly asked question is, “Is there a best time to put your home on the market?” The answer is “Yes.” The best time to market your home is exactly when you are ready.

What is important is to have a good game plan and time for preparation. When you are ready, I will be there to assist you with information that will help you get the greatest return on your investment.

Let’s talk about your personal goals and current market conditions to determine when the time is right for you.

I WILL

**DETERMINE HOW MUCH
YOUR HOME IS WORTH**

**PROVIDE INFORMATION
ON MARKET CONDITIONS**

**PREPARE YOUR HOME
FOR SHOWINGS AND
FOR SELLING**



Controlled Access

Easy access for buyers to see the interior of your home increases marketability and shortens market time. For added security, we use mobile-activated key boxes to provide access to your home, offering you peace of mind.

BENEFITS

CONTROL TIMES PEOPLE ARE ALLOWED IN

CONTROL WHO IS ALLOWED IN

TRACK AGENTS AS THEY SHOW THE HOME

IMMEDIATE FEEDBACK FROM AGENTS WHO HAVE SHOWN THE HOME



Professional Photography

The old adage says, “A picture is worth a thousand words.” There is a reason that some adages become old ... because they are so true.

Statistically we know that 97 percent of buyers use the Internet during their home search, and 89 percent of them cite photos as a “very useful” aspect of their online search*. If they don’t like what they see, many potential buyers won’t bother to see your home in person.

In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.

Professional photographers have the lighting, equipment, and know-how to showcase your home’s most flattering aspects.

This helps your home stand out from the competition, increasing buyer interest and potentially your final sales price.

**National Association of REALTORS® 2020 Profile of Home Buyers and Sellers*



Marketing

Flyers and Signage

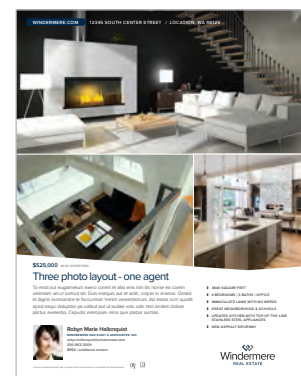
Selling your property means the careful orchestration of advertising, marketing and public relations. My goal is to reach precisely the right target audience through key local and national contacts.

One way to achieve this goal is to pique interest with the full-color marketing materials I use to showcase your home. Whether I am presenting your information in a postcard mailing to the neighborhood or in an informative flyer, each piece will exude quality and professionalism.

Another way is to display a Windermere yard sign, which for over four decades has become synonymous with quality listings. 41% percent of buyers say yard signs are among the information sources they use during their home search.*

What better way to tell the story of your home?

** National Association of REALTORS® 2020 Profile of Home Buyers and Sellers*





Open Houses

One powerful way to create traffic and exposure for your home is by holding open houses. Fifty-three percent of buyers describe open houses as an important information source when looking for a home.*

The more people that see your home, the faster it will likely sell, and open houses help achieve that goal. They also allow me to answer any questions about the home or neighborhood while I'm face-to-face with potential buyers. Neighbors also love to attend open houses, which can lead to increased word of mouth and greater exposure.

Furthermore, open houses allow me to hear feedback directly from buyers and agents, which can be valuable in gauging interest and addressing concerns for future showings. All in all, open houses are an important tool in getting your home sold quickly and at the best price.

* National Association of REALTORS® 2020 Profile of Home Buyers and Sellers

BENEFITS

YOU CHOOSE THE TIMING

**AGENT IS PRESENT
THE ENTIRE TIME**

**GREATER EXPOSURE
FOR YOUR HOME**

**OPPORTUNITY TO ANSWER
BUYER QUESTIONS**

**CREATES
NEIGHBORHOOD "BUZZ"**

GATHER VALUABLE FEEDBACK



The Importance of Brokers Opens

According to the National Association of REALTORS® 2020 Profile of Home Buyers & Sellers, 28 percent of the buyers heard about the home they bought from a real estate agent.*

Inviting agents to tour your home as soon as it comes on the market is a great way to make sure real estate agents are aware of the features and benefits of your property.

It's just one more way in which I can leverage my connections with real estate professionals to sell your home quickly and for the best price.

**MARKET YOUR HOME
TO AGENTS WITH
QUALIFIED BUYERS**

**GENERATE "BUZZ" IN
THE INDUSTRY**

**GET VALUABLE FEEDBACK
FROM LOCAL PROFESSIONALS**

* National Association of REALTORS® 2020 Profile of Home Buyers and Sellers



Realtor.com®

All Windermere listings are featured on Realtor.com®, the most trusted real estate website in the country. While many websites aggregate the listings of various brokerages, Realtor.com® is by far the most comprehensive, with 99% of all “for sale” properties from U.S. multiple listing services.

As the official website of the National Association of REALTORS®, Realtor.com® empowers consumers to make smart home buying, selling, and renting decisions by leveraging its direct, real-time connections with multiple listing services around the country.

realtor.com®

UP TO 30 MILLION UNIQUE VISITORS EACH MONTH

LISTINGS FROM EVERY MAJOR MULTIPLE LISTING SERVICE IN THE U.S.

THE INTERNET'S LARGEST REAL ESTATE MARKETPLACE


Windermere
REAL ESTATE





The Path to Closing

Once a buyer and seller have agreed to the details of a home sale, there's one final piece—the closing.

“Closing” is when you and the buyer sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. My job is to manage those complex details to make it as easy as possible for you.

I WILL

**COORDINATE WITH CLOSING
SERVICE PROVIDERS**

**WORK WITH THE
ESCROW COMPANY**

**HELP FACILITATE
A TIMELY CLOSING**

**GUIDE YOU THROUGH
THE PROCESS**

PROVIDE TIMELY UPDATES



Considerations for Title Review

In order to properly prepare your home to go on the market, we will order a title report from a reputable title company.

A buyer has the future in mind when they buy a house, but with homeownership comes the need to protect the property against the past as well. A title report will provide peace of mind for all parties involved.

TITLE REVIEWS DISCLOSE

**UNFORESEEN LIENS
OR JUDGMENTS**

BOUNDARY DISPUTES

UNRESOLVED TITLE ISSUES

**COVENANTS, CONDITIONS
AND RESTRICTIONS (CC&RS),
AND EASEMENTS**



Guiding You Through The Inspection

Home inspections are a critical part of the home buying and selling process.

Inspections take the mystery out of selling your home and may make it easier for prospective buyers to imagine themselves living there. By making repairs and disclosing the home's condition to a prospective buyer before negotiations begin, you can create an atmosphere of good faith and instill confidence about your home's condition. This, in turn, may help sell your home faster and at a higher price.

A home inspection benefits all parties involved by providing insight into the condition of the home, thereby helping to reduce the overall listing time of your property.

I CAN HELP YOU

**FIND A REPUTABLE
INSPECTOR AND HOME
REPAIR CONTRACTORS**

**PREPARE FOR WHEN
UNKNOWN PROBLEMS
ARE DISCOVERED**

REVIEW INSPECTION OPTIONS

**NEGOTIATE FAIR AND
APPROPRIATE SOLUTIONS
IF NECESSARY**



Keeping You Informed

Good communication is key to a successful working relationship.

I am committed to keeping you up-to-date on the events surrounding the sale of your home. This will enable you to make informed, timely decisions based on the continuing flow of information.

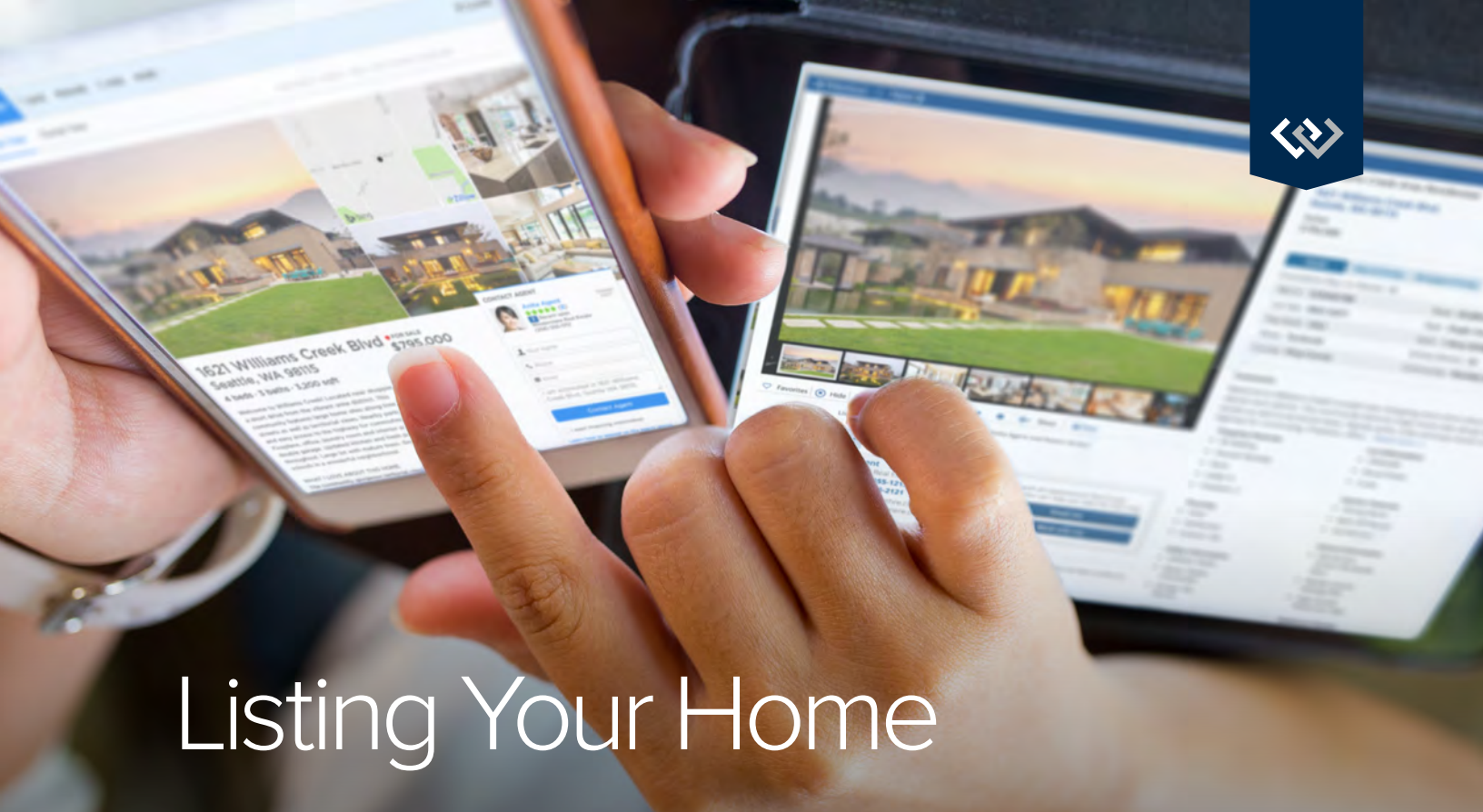
YOU CAN EXPECT

MARKET ACTIVITY UPDATES

**FEEDBACK FROM AGENTS
THAT TOUR YOUR PROPERTY**

**INFORMATION FROM
AGENTS WORKING WITH
QUALIFIED BUYERS**

**OPEN HOUSE
ATTENDEE FEEDBACK**



Listing Your Home

Uploading photos and detailed information about your home quickly and accurately is an important part of getting it sold.

Once you have listed your property, we will immediately upload photos and information about your home on the Multiple Listing Service (MLS). Within minutes, every real estate agent in the system will know that your property is on the market.

Simultaneously, your property will be listed on Windermere.com, which receives more than one million page views every month. Windermere listings are also accessible through top real estate sites such as Realtor.com®, Zillow and Trulia.

realtor.com®

trulia®

Zillow.com®



Marketing

Your Home Online

According to a national survey*, 97 percent of home buyers use the Internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

I will post your home on Windermere.com, and because I am a member of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on real estate search sites like Realtor.com®, Trulia and Zillow, with approximately 75 million combined unique monthly visitors.

Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.

Windermere.com



Combined nearly 75 million unique monthly visitors

* National Association of REALTORS®
2020 Profile of Home Buyers and Sellers



Office Websites

Another way to get your home sold quickly is through detailed information and tools on our Windermere office website.

FEATURES

- › Online collaboration with your Windermere agent
- › A full roster of our agents' bios and contact information
- › Information about every MLS listing available in your area
- › Enhanced search capabilities and image viewer
- › A "save your favorite" feature
- › Automatic email notifications of new listings that match your search criteria
- › Open House search
- › Our office's featured listings
- › Share tools for email and social media

BENEFITS

- › Learn about the buying or selling process
- › Stay up-to-date on real estate news, home tips, and market activity through the Windermere blog
- › Use the mortgage calculator
- › Receive emails of new listings that match your search criteria
- › Brush up on real estate terms
- › Find information about any agent in our office



How Do Realtors® Help Sellers?

PRICE

- › Provide market overview
- › Produce Comparative Market Analysis
- › Design price strategy
- › Help determine inclusions & exclusions

REPAIRS & UPGRADES

- › Recommend home improvements and/or staging to increase value
- › Recommend repairs to home

SAFETY

- › Install lockbox for controlled access
- › Document all showing activity
- › Make safety & anti-theft recommendations

MARKETING

- › Design & implement marketing plan
- › Hire & schedule:
 - › Professional cleaner
 - › Photographer
- › Schedule:
 - › Sign installation
 - › Pre-inspection
 - › Home measurements
- › Host broker open houses
- › Host public open houses
- › Host neighborhood open houses
- › Input home into MLS system
- › Produce property brochure
- › Send home information to syndicate websites
- › Send “Just Listed” postcards
- › Post on social media
- › Send email blast to REALTORS® & industry professionals
- › Run print advertising
- › Promote within office
- › Promote to sphere of influence

CONTRACTS

- › Explain Contract to Buy & Sell
- › Explain listing agreement
- › Explain required disclosure documents
- › Explain deeds
- › Explain title work
- › Assemble H.O.A. documents
- › Obtain Owners & Encumbrance Report
- › Obtain & review Buyer's Qualification Letter

COMMUNICATION

- › Conduct pre-listing interview to determine needs
- › Guide through inspection process
- › Guide through appraisal process
- › Explain closing procedure
- › Schedule & manage vendors
- › Guide through TRID requirements
- › Track due diligence deadlines

- › Provide a weekly showing report
- › Coordinate with:
 - › Lenders
 - › Appraisers
 - › Inspectors
 - › Title company

NEGOTIATION

- › Price
- › Inspection resolution
- › Appraisal resolution
- › Title resolution
- › Multiple offers
- › Seller concessions
- › Earnest money
- › Inclusions & exclusions
- › Conditional sale contingency
- › Survey resolution
- › Due diligence resolution
- › Closing & possession date



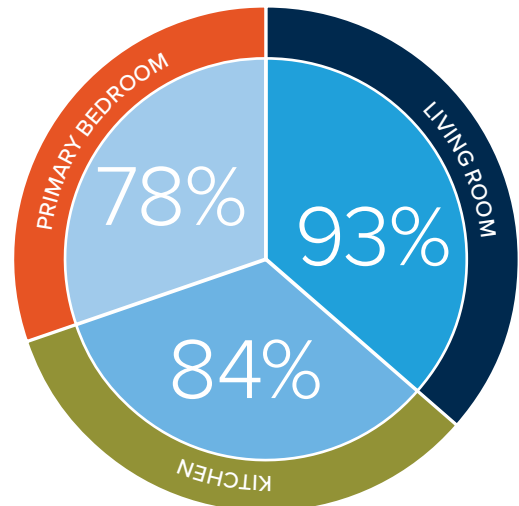
Staged for Success

A well presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market.

- › 83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home
- › 25% of buyers' agents say that staging a home increases the dollar value offered
- › 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market
- › 95% of agents recommend that sellers declutter their home before putting it on the market

Source: *The National Association of Realtors®
2019 Profile of Home Staging*

MOST COMMONLY STAGED ROOMS





Supply and Demand

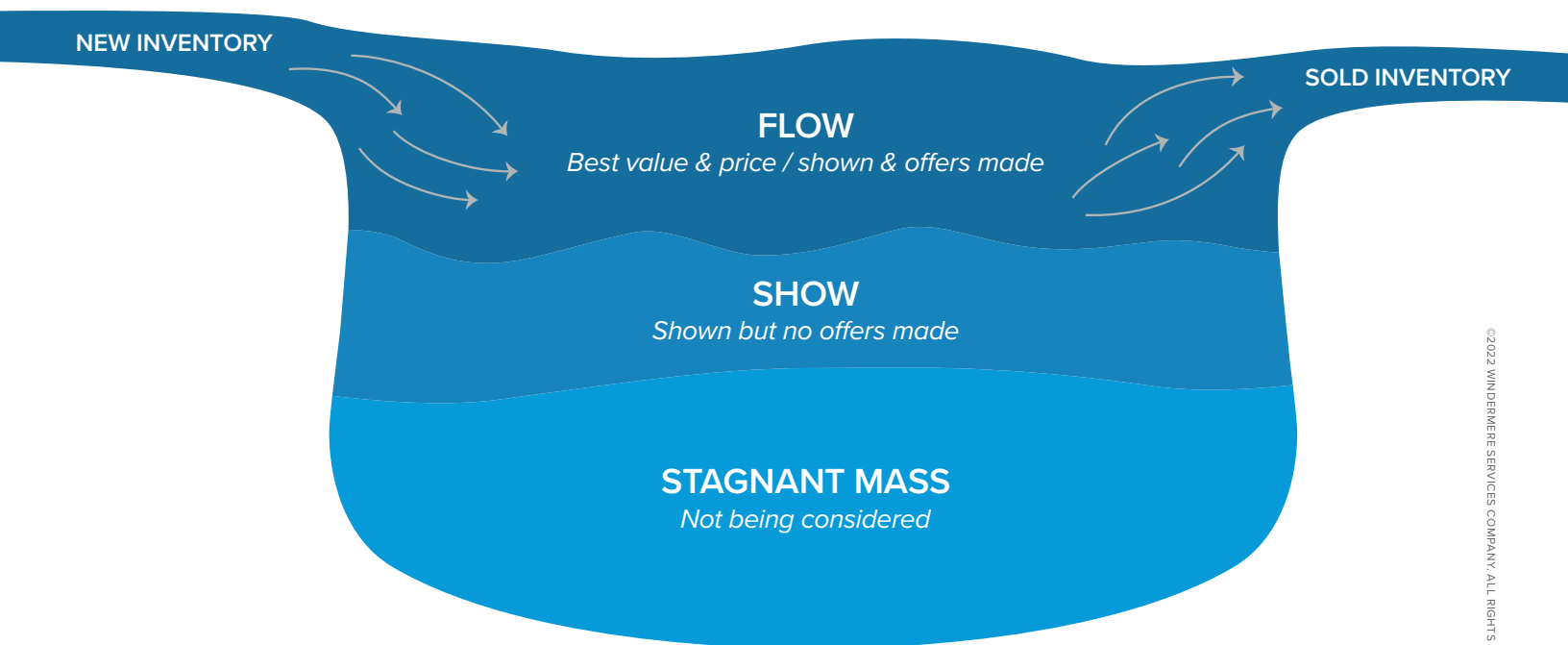
The Pond Analogy

The real estate market can be compared to a pond. A pond has an inlet where the water comes in, and an outlet where the water runs out, and the water that is trapped and left behind. At the top of the pond, the water is moving along but as you go deeper the water slows and the bottom is a stagnant mass.

Understanding Fair Market Value

MARKET

DATE





My Provided

Five Points of Value

1

ENHANCE HOME VALUE

We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.

2

PRICING STRATEGY

I'll help you with a pricing strategy — not pricing too high so you scare buyers away, or too low so you leave money on the table.

3

MAXIMUM EXPOSURE

My marketing plan will give you maximum exposure so we attract more buyers and more contracts. The more buyers and contacts you have, the higher your property will sell.

4

NEGOTIATE THE BEST CONTRACT

I'll help you negotiate the best contract. Negotiation is an important skill in any market.

5

TRANSACTION MANAGER

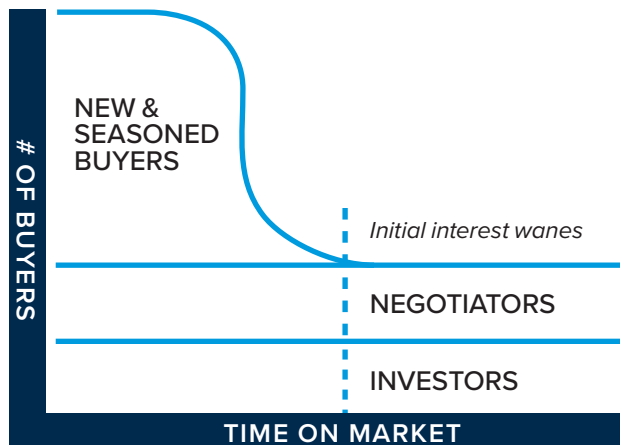
I am your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.



Capitalizing on The First Offer

When selling your home, it's tempting to pass up the first offer from a potential buyer in hopes that higher offers may come. But the first offer can often be the best offer a seller receives, so it's wise not to take it for granted. This chart illustrates the reasons why this typically occurs.

OVERPRICING AND INACTION LEAD TO DIMINISHING RETURNS



Overpricing can occur in any real estate market and doing so will lead to diminishing returns

| | |
|-----------------|---|
| NEW BUYERS | <ul style="list-style-type: none">› Fresh and excited› Focused on value vs. price |
| SEASONED BUYERS | <ul style="list-style-type: none">› Seen it all, experienced, very particular› Focused on value vs. price |
| NEGOTIATORS | <ul style="list-style-type: none">› Focused on price› Want to negotiate |
| INVESTORS | <ul style="list-style-type: none">› Drawn to phrases: "Just reduced", "Must sell"› Looking to build/maximize property ROI› Strong negotiators |



Local Strength

Global Powerhouse

When you sell your home with Windermere, you get more than local expertise. Our affiliation with Leading Real Estate Companies of the World® connects you to a global network of real estate experts to find the right buyer for your home.

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

70+ COUNTRIES / 550 FIRMS / 4,700 OFFICES / 136,000 ASSOCIATES
1.2 MILLION TRANSACTIONS ANNUALLY / \$586 BILLION IN TOTAL SALES

WORLDWIDE MARKETING FOR YOUR HOME

- › Gain access to a network of premier firms responsible for 1.2 million annual transactions in over 70 countries across six continents
- › Windermere.com listings are immediately promoted on LeadingRE.com and 550+ real estate affiliate websites around the world
- › Referrals to international buyers searching for listings in your area

2021 U.S. HOME SALES VOLUME

Volume shown in billions of dollars



The information set forth in the chart is sourced from REAL Trends Top 500 for 2021, realtrends.com. Neither LeadingRE nor its member companies are responsible for the accuracy of third-party data presented herein.


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