



— WASHINGTON —  
**LIFESTYLE**  
— HOMES —

Thank you for giving us the opportunity of presenting our pre-listing packet.

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The following information is to provide you with valuable knowledge in listing your home. Selling a home can seem like a complicated process; however, we are here to simplify your move and achieve your real estate goals.

Should we decide to work together, you will get a personalized, professional service, and:

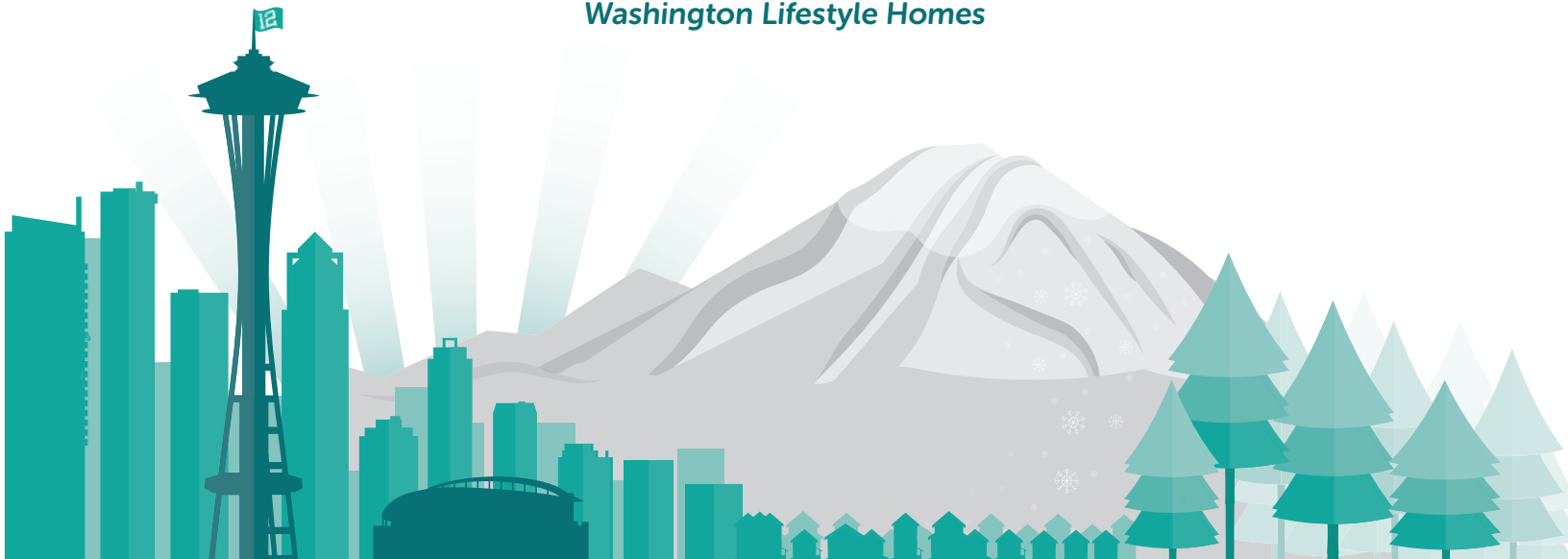
- A highly experienced and successful REALTOR® to direct your home sale
- A dedicated team supporting you in the process
- A service that keeps your best interests in mind, listening to your needs and ensuring you fully understand the process
- Proactive communication to guide you through the selling process
- Professional negotiations to secure selling your home for the right price under the right terms
- Step-by-step involvement to ensure a smooth transaction from start to finish

Enclosed, you will find the following: things you should know about selling your home, plus, our values as a team and how they benefit you.

We look forward to getting to know you and discussing your real estate goals. Again, we thank you for the opportunity to present you with this information.

Respectfully,

**Washington Lifestyle Homes**



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## OUR RESUME

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Formerly known as *Homes by Jennica*, *Washington Lifestyle Homes* has been committed to providing a unique home buying, and selling experience since 2010. Beginning with only one agent, the business has grown in to a team of people who are dedicated to communal and personal prosperity, focused on growth, and committed to making clients a priority.

As the team has flourished, so has the neighborhood around it. Through partnerships with local businesses and organizations, *Washington Lifestyle Homes* has been able to give back to the society that has inspired its morals. The group actively seeks for opportunities to engage with the community by creating spotlight videos of local businesses, holding booths at public fairs, teaching homebuyer & seller classes, and attending events to support causes they are passionate about.

Team members also participate in organizations within the Real Estate industry such as the local Young Professional Network, Women's Council of REALTORS®, National Association of REALTORS®, Tacoma-Pierce County Association of REALTORS®, and the REALTOR® Political Action Committee. At *Washington Lifestyle Homes*, each individual has dedicated themselves to business practice with the mission and values in mind. These goals were proudly created as a team, and remind everyone that Real Estate is more than selling and buying homes – it is also a large part of building the community.

We invite you to read what others have to say!  
Find our reviews on Facebook, Zillow, Realtor.com & Yelp.



# WHY CHOOSE US?

## Our Mission Statement:

Helping our community buy and sell real estate.

## Our Vision:

Achieve exceptional results, raising the standards & positively impacting our neighborhoods.

## Our Values:

1. Support the **cultures** in our community.
2. Prosper through **innovation**.
3. Inspire **self-empowerment** and team **collaboration**.
4. Invest in our clients, as they invest in their **future**.

## Past Performance:

We closed 48 transactions in 2017 and plan to close 101 in 2018.

## More Money in your Pocket:

Our team's listings average within 98% of the listing price, netting you more proceeds!

**Referrals:** 88% of our business comes from past clients and referrals from our sphere of influence. Clients refer us to their loved ones, friends and co-workers because they know they will be taken care of with our professionalism and superior customer service.

## Team:

We have a team of licensed agents, full-time sales agents, a Director of Operations + Marketing Admin, a Transaction Coordinator dedicated to you.

**Internet Marketing:** Our team uses the most up to date and efficient internet marketing. We are constantly putting new and improved technology systems in place devoted to providing your home the best internet marketing.

**Track Record:** Collectively, our team has many years of experience. This allows us to adjust our business and systems,

through knowledge of different Real Estate Cycles.

**Availability:** We are always available when you need us to get the job done with quality service. Our team prides ourselves for being present to our clients, every step of the process.

**Communication:** We update you twice a week scheduled throughout the transaction, then periodically weekly as needed. These updates include but are not limited to: information on new competing listings & sales, offers on your property, day to day showing feedback and open house feedback.



# —SERVICES DURING THE SALE OF YOUR HOME—



## Manage The Listing

- ✓ Market your home with professional photos and staging advice
- ✓ Properly advise the competitive listing price of your home in the current real estate market
- ✓ Handle inquiries about your home
- ✓ Screen and verify qualified buyers
- ✓ Present all offers and counteroffers
- ✓ Provide net proceeds for each offer
- ✓ Communicate effectively and efficiently, respond quickly and professionally



## Manage Transaction

- ✓ Direct and ensure that the timing and scheduling of all processes and deadlines are met
- ✓ Ensure that all negotiations are done with your best interest in mind (Note: there are at least two rounds of negotiations in the transaction)
- ✓ Work with the appraiser to "fight for your price"
- ✓ Oversee the closing and possession process
- ✓ Stand by to assist with any questions that may arise during the transaction process



## Manage Risk

- ✓ Supervise your risk liability before, during, and after the transaction
- ✓ Coordinate all disclosures and forms
- ✓ Order home warranty during the sale of your home to protect you in the process while your home is on the market

## Manage Expectations

- ✓ Listen to your wants and needs through effective communication to ensure you are getting the quality of service you seek
- ✓ Fulfill your expectations to the best of our ability throughout the listing and transaction



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# MARKETING PLAN

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To reach a large volume of potential buyers when presenting your home, we use a variety of platforms to inform and encourage home buyers to schedule a showing. An active marketing plan makes the difference and you can count on us 7 days a week to be promoting your home to potential buyers.

- ✓ **Submit your home to the MLS** (Multiple Listing Service). The MLS promotes your home to top agents in the area, and a large network of out of state agents from referral partners in the area. Before submitting your home to the MLS, we provide you with a copy for your approval beforehand.
- ✓ **Price your home** competitively and expertly.
- ✓ **Develop a comprehensive list** of features & benefits of your home to display on feature cards for agents to use with their potential buyers while touring your home that they may not be aware of simply by seeing the home. Often, these highlight benefits of living in that community and aspects of the home that are small yet notable.\*
- ✓ **Suggest, advise and provide** you with a list as to any changes necessary that may make your home more salable or marketable, ultimately resulting in a higher net proceed for you.
- ✓ **Advertise your home** on over 350 websites, including [www.Realtor.com](http://www.Realtor.com), [www.Trulia.com](http://www.Trulia.com) & [www.Zillow.com](http://www.Zillow.com).
- ✓ **Syndicate & promote** your listing through KWLS (Keller Williams Listing Service), our social media platforms, Craigslist.\*
- ✓ **Pre-qualify** all prospective buyers with a trusted lender.
- ✓ **Promote your listing** through our database of prospective buyers.
- ✓ **Have our professional photographer take high resolution color photos** to market through online platforms, mail outs and printed materials.\*
- ✓ **Provide exposure** through a professional installed sign, lock box, and designed high quality perma-flyer.\*
- ✓ **Request showing feedback** from all agents and apply their feedback to the most effective way to market your home.
- ✓ **Host public Open Houses** and market to our entire sphere of contacts.
- ✓ **Promote your property to agents** nationwide through various networking groups and masterminds.
- ✓ **Provide regular status reports** to include actions taken, actions needed, feedback on showings, and changes in the market conditions that may affect the sale of your home.

*\*Please see further representation on next page on selected items*





# HOW WE SHOWCASE YOUR HOME

819 S Proctor, Tacoma WA 98405




Ideal location, beautiful craftsman charm, with upgrades you desire! Open concept, hardwoods throughout & oversized windows. Main floor w/ two large bedrooms & full bathroom w/ vintage style black & white tile, bead board & pedestal sink. Full kitchen remodeled w/ new flooring, cabinets, countertops, backsplash, & appliances. The nicest finishes & well designed. Upstairs w/ bonus & 3rd room. Covered patio for entertaining & fully fenced backyard. Garage w/ shop space, 220 power & 10ft door.

**1,850 SQ FT**  
**1925 YR BUILT**  
**4 BEDROOMS**  
**2 BATH**

FOR MORE INFORMATION OR TO VIEW THIS HOME CALL OR TEXT: **Washington Lifestyle Homes 253-693-8480**




**JUST LISTED - IN YOUR NEIGHBORHOOD**  
819 S Proctor Street, Tacoma WA 98405  
Another home listed by WA Lifestyle Homes

Listed for: \$340,000


**YOUR FREE HOME ESTIMATE IS WAITING FOR YOU!**

I've created a website designed especially for you and your neighborhood. On the site, you can access an instant home estimate, review local market activity and search for properties. If you are considering the sale of your home, I invite you to call me for a presentation that describes my property marketing program. If you're not selling, you can always call me if you have real estate questions or need contractor referrals. All the best.

*WA Lifestyle Homes*

GO TO: [RealEstateHomePrice.com](http://RealEstateHomePrice.com) ENTER KEY: ABC-DEF-123

WA Lifestyle Homes  
REALTOR  
[www.WALifestyleHomes.com](http://www.WALifestyleHomes.com)  
BRE #: 108317




Visit my website on your smart phone  
[www.WALifestyleHomes.com](http://www.WALifestyleHomes.com)

Full kitchen remodel with Stainless Steel appliances & granite countertops



Backyard oasis with large deck for entertaining



## Perma Flyer

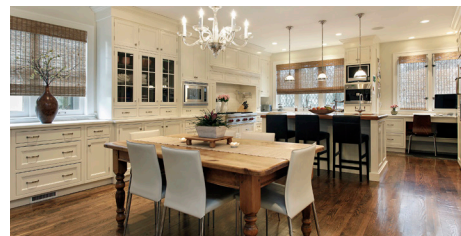
We create a large, durable, permanent flyer as a tool to enhance the visibility for those driving or walking by. Secured to the "For Sale" post outside of your home, it provides the basic relevant and important information necessary for potential buyers.

## Just Listed Postcards

Once your home is active on the market, we send out postcards to those living within the area notifying them that your home is currently for sale. These successfully showcase the listing which engages potential buyers Feature Cards.

## Feature Cards

These feature cards highlight benefits of the home that potential buyers may not be aware of by simply walking through the home.



## Professional Photos

We hire a professional photographer to ensure that the pictures we post best display your home. The photos taken of your home are often the first impression, and it is essential that the first impression be positive. We use a minimum of 25 photos that will be posted on all of the websites and marketing materials we use to market your home.



# — ONLINE MARKETING & EXPOSURE IN DETAIL —

## NWMLS, Our Website, Syndication, Social Media & Our Database

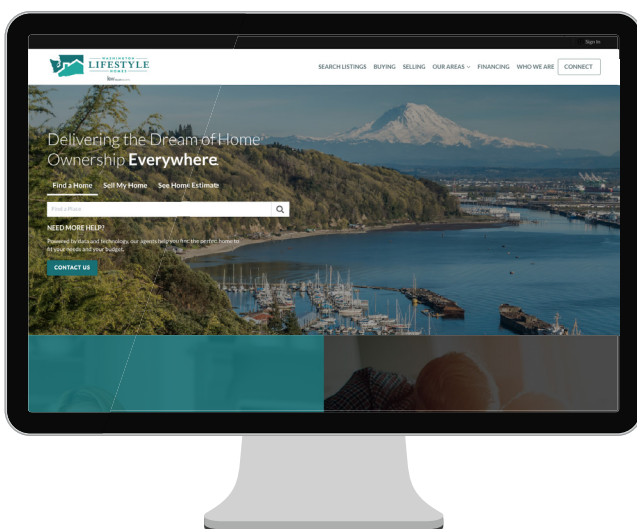
While we exhibit your home through a variety of platforms, we work closely with the Northwest Multiple Listing Service (NWMLS), Keller Williams Listing Service (KWLS) & our website.

There are fundamental marketing tools that we use that provide the buyers and buyers' agents with all details about your property. Not only are they able to view the professional photos that we have, but they can also review the building information, utility sources, types of rooms, tax information and much more. Buyers' agents can send these property profiles to their clients if the criteria fits what they are looking for.

Our website is also of great value. Many people rely on their mobile devices as much as, if not more than, their computers. Through the help of our website being mobile friendly on all devices, potential buyers are able to conveniently come across your listing on the go.

Through the use of our exclusive access to the Keller Williams Listing System, your home listing will circulate and be made available to over 350 popular search websites. This allows your home to be extensively marketed online to draw as much attention as possible.

Another way in which we market your home, is by appealing to our exclusionary database. We post your listing on our business Facebook page, Instagram, and our monthly newsletter that goes to our entire sphere of contacts. Our goal is to make your listing viewed by as many people as possible, making your home selling process productive and beneficial.



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# COMMUNICATION

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## PROMISE & RISK FREE LISTING

What is a common fear for sellers when listing your home with a real estate agent and the listing paperwork comes out for signing?

Selling your home is an extensive and complicated process. Much of the work is not actively done on your end, so it is easy to feel like you are in the dark during the process. We make it our responsibility to keep you informed every step of the way.

Aside from critical information and action required messages that you will receive at any point in time as necessary, every Monday we will email you an update on progress that has been made and what to expect next. These dependable emails are important when items are being processed to move to the next stage.

You are concerned about being locked in to a lengthy listing agreement with a less-than-competent real estate agent. This can cause frustration and take the time away from selling your home.

### Our Guarantee:

When you list your home with Washington Lifestyle Homes, you can cancel your listing at anytime, given a five-day notice. We carry a strong opinion about real estate services: if you are unhappy with the service you are receiving, you should have the right to terminate your contract for working with that agent.

We are truly confident you will be satisfied with the service and results we will provide for you, so we want you to feel the same way when hiring us!





# —PRICING YOUR HOME IN TODAY'S MARKET—

When selling your home, one of the hardest things can be deciding on the price. **You've called us in as experts to sell and price your home and we intend to do just that.**

We are truly dedicated to getting your home sale as profitable as possible. Chances are, you paid market value when you first bought your home. However, markets change and today we have to consider the current market conditions.

## **The role of a real estate agent in pricing:**

- There is no "exact price" for real estate.
- We won't tell you what we think your home is "worth".
- **The market determines value; however, we will decide how we want the home to appear on the market and select a corresponding price together.**

The most revealing fact is the price buyers have been willing to pay for homes similar to yours. These are called comparable sales and are available to every real estate agent in our area.

The best practice in getting the most money and the quickest sale with the fewest problems is to price your home properly. The data is available and gives clear direction towards reaching the ideal price. The best way to select a REALTOR® is to find the person with the best strategy for marketing your home.

## **The pricing target:**

Our goal is to select a price that brings together what buyers are willing to pay, and at the same time generate the most revenue.

## **Rule of thumb:**

- If you are getting showings but no one is writing an offer, it generally means that you are in the range of 4-6% above market value.
- If you notice that there are a lot of drive-bys but there are fewer showings, it could imply that these potential buyers do not want to view the home. Often, this means that your home is 6-12% over market value.
- If there are no showings, then your house is likely priced 12% or more above what the market will produce for your property.



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# RISK OF OVER-PRICING

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## **You will lose the buzz that a new listing generates.**

Agents are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Because of this, most activity on your home will take place in the first 30 days.

## **You will lose most qualified buyers.**

Some potential buyers will not make an offer because they probably will not choose to see your home if it is not in their budget. They will be viewing the homes that are priced within their price range, knowing they cannot afford more than they are pre-approved for.

## **Overpricing helps sell other competitively priced homes.**

Your home may be used as an example to demonstrate the good value of other homes. Your objective should be to enter the market in a position that will attract prospects, not drive them towards making an offer on another home.

## **Your home may become stale on the market.**

Prospective buyers may wonder why it has been on the market for so long, questioning if there is something wrong with the home, even after you lower the price.

## **You lose strong negotiation power.**

When buyers see that a property has been on the market for a long period of time, they assume they can get a bargain. Extremely low offers are likely at this point.

## **Justifying the Appraisal**

Even if you do get an offer, the buyer's lender will send out an appraiser and they must be able to justify the price to the market.

As you can see, pricing your home correctly from day one will make a tremendous difference in how fast it sells and for how much. We make it our goal to study the market and price our clients' homes so we can make an efficient and productive sale.



### **When is the best time to sell my home?**

When the timing is right for you. Often the misconception is that Spring/Summer is the best time to sell based on higher prices. The truth is, the market is driven by supply and demand. Many people with this perception may wait until Spring/Summer to sell their home only to be competing with more homes at the same time. Winter can allow for you to sell your home with less competition that buyers will choose from. Every real estate market is different, based on area, timing, and demand. We will sit down and discuss the right timing based on your individual situation and needs for selling the home.

### **What steps should I take to prepare my home for sale?**

Before starting on projects that you think will add value to your home, set up time with our team to complete a walkthrough. We will advise you on what can be done for the least amount of money with the best return to your bottom line. We will also discuss outside curb appeal, positive first impression to buyers, the little things that will count and provide you with our "Preparing Your Home Checklist" to assist you in the process.

### **What should I disclose to potential buyers?**

It is important and strongly advised that when preparing your seller disclosure form, that you disclose anything you are aware of in regards to the home. If you are aware of defects or needed repairs, it is always better to be upfront and honest. This can help to avoid any legal issues that may arise.

### **What is the MLS and how does it work?**

The MLS stands for Multiple Listing Service. The MLS is a database that provides access to real estate professionals to all homes on the market, regardless of the real estate firm. In WA State, we are required to list all homes we sell through the MLS.

### **How much is my home worth?**

The value of your home is based on a combination of factors. Those factors typically include, comparable sales within your area over the last 90-180 days, supply & demand of homes and any special features or upgrades completed.

### **Why is the assessed value different than what you say my home is worth?**

Assessed value and market or appraised value are not one in the same. Assessed value from the county is based on an automated valuation the local municipality completes. They use this automation to determine your yearly taxes based on the rate in your area. The assessed value holds no impact to how much your home is worth other than what the potential buyer will need to pay in yearly taxes.

### **Should I price my home higher to leave room for negotiations?**

A well priced home based on market value, will always stand better than one overpriced. If a home is priced too high, buyers will begin to ask questions, "What is wrong with the home?", "Why has it not sold yet?" In turn, will weaken your position for negotiating rather than helping to leave room.



### **What happens if the appraised value comes in too low?**

The appraisal is completed to protect the buyer's lender from ensuring the price agreed upon in the contract is appropriate for market value. In the case the appraiser is not able to justify the sales price, there are four options:

- 1** Seller agrees to adjust price to appraisal value. This typically is the most common option as once an appraisal is completed on a home, in some financing cases it can stay with that home for up to six months.
- 2** Buyer agrees to pay the difference between the appraised value and contract price. This is very uncommon as the appraisal is there to protect bank and buyer from paying more for the property than what can be supported.
- 3** The transaction is cancelled. If buyer and seller cannot find a solution with the above two options, this in most cases in the next step at a standstill.
- 4** We can challenge the appraisal. In any case of a low appraisal, it is our standard to fight for your value. However, it is not always a success as the appraiser is having to change their original evaluation of the home that they have certified.

### **Should I be present during showings at my home?**

No. Buyers want to imagine themselves in your home, they want to look around without feeling the pressure of someone watching or uncomfortable they are in someone's home.

When you stay in the house during a showing, it no longer allows them to see themselves there, they view it as your home. Give them the time to be excited about making it their home.

### **Can I back out of my contract with one buyer and accept a new, higher offer from a second buyer?**

No. Once you have agreed to terms with a buyer, it is now a binding contract. There may be legal ramifications, if as the seller, you do not uphold to the agreed upon terms. If we do receive another offer after reaching agreement with a buyer, we can ask that offer to go into back up position. This will allow them to hold the first right to buying the home should the original agreed upon offer fall through.

### **When do I need to move out of my home?**

When the contract is being negotiated, the move out/close date will be clarified. In most cases, the seller is asked to vacate the home on the date of closing by 9pm.



### **How often will our property be advertised?**

Our primary focus is to market your home to potential buyers around the clock, 24 hours a day, 7 days a week. The WA Lifestyle Homes Team knows how to maximize the power of the internet for our clients. We also use traditional methods such as brochures, yard signs, and direct mail.

### **What responsibilities do we have while you are marketing our home?**

Your part in marketing your home is keeping the house clean and neat. A large part of the home's appeal involves staging. Staging includes everything from the placement of your furniture to the fragrance of the home. We will help you through this process by offering advice on how to stage your home well.

### **Will you be present at all showings of our home?**

At open houses, a member of our team will be present. However, at general showings, potential buyers will bring their own agents to see your home. The majority of buyers prefer to only have their own agent present.

### **What if another agent estimates we can sell our home for a higher price?**

Some agents will evaluate your home at a higher listing price in order to generate business. However, an overpriced home will not sell. When you choose to work with WA Lifestyle Homes, we will conduct a market analysis before recommending an asking price for your home. Once we have come up with a price, we will explain why we think that price is a good fit for your home. We will offer you our professional opinion, but ultimately the decision is yours.

### **What will happen after an offer is submitted on our home?**

We will review each offer with you and negotiate the best deal for you. Once you accept an offer, our team will guide you through the closing process to ensure that everything proceeds smoothly.



# QUESTIONS TO ASK YOUR REALTOR®

We want you to feel comfortable, have a strong understanding of the process and gain knowledge from us during this time. If interviewing other agents, we feel that these are important questions to ask before making a commitment.

- 1** Will I receive updates on real estate activity in my area, including price changes, comparable houses that have sold, and houses that have been listed in my area?
- 2** How will my home be marketed? Can you provide me a outline on what will make my home sell for the top dollar?
- 3** How will my house be featured to prospective buyers?
- 4** How many homes have you sold this year? How many homes are you on track to sell this year?
- 5** How many homes have you sold within your career in Real Estate? Are you a real estate agent or a Realtor®?
- 6** How long have you been a REALTOR®?
- 7** Are you a full-time REALTOR® or part-time REALTOR®?
- 8** Do you prospect for buyers specific for my home and how do you do it?
- 9** Do you have full time staff working to get your listings under contract & closed? Can you explain your team structure?





# —HOW WE CELEBRATE YOUR TRANSACTION—

Traditionally, a gift is given once a buyer or seller closes on a transaction as a form of gratitude. However, at *Washington Lifestyle Homes* we express our client appreciation in a different way.

In lieu of a closing gift, we are prepared to build a relationship that will benefit you, even after your transaction has ended. Our agents use their knowledge of the market to continuously provide market updates and an annual report of your homes' value. We strive to keep you informed on one of your biggest investments and how much it is worth.

By eliminating a closing gift, we are able to continue to support organizations in our community on a larger scale. Some of our partnerships include:



*Washington Lifestyle Homes* also offers experiences such as client parties, community events, and even buyer/seller classes to educate you further on the home investment process. We believe it is important for you to gain knowledge through and after this process which is why we will continue to offer complimentary real estate advice as the years go by. Referrals are frequently given as well for inspectors, plumbers, etc. to ensure that you have every contact you could need to maintain your home.

All in all, we feel that a closing gift is not only an end to a transaction, but also a sign of ending a professional relationship. However, our intention is to build a long lasting relationship as your neighborhood real estate source.



# WHAT MAKES YOUR HOME SELL

We know what makes your home sell for top dollar.

## What determines a sale for the highest price

1. How it is priced.
2. How it shows.
3. How it is marketed.
4. Communication

### 1 How It is Priced

#### 5-5-5 Pricing Strategy

**Our real estate team uses the most accurate method available to price your property.**

The right price for your property is not determined by any one agent or seller - it's determined only by current market conditions.

We access accurate, up-to-date MLS data to select up to 5 active, 5 pending, and 5 sold properties that are most comparable in features and amenities to your property. Combined with our in-depth knowledge of market statistics, this method assures we price your property correctly, so it sells for the price you deserve.

### 2 How It Shows

**We make listings shine.**

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see - and they've already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



Photography



Photo Editing



Staging & Repair



Virtual Tours



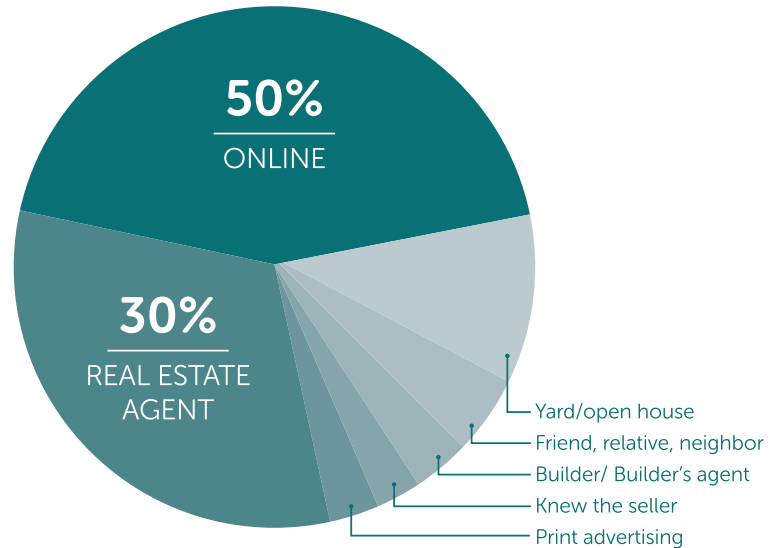
# WHAT MAKES YOUR HOME SELL

## 3 How It is Marketed

### We'll Sell it faster & for more money

We annually review data from the NAR's profile of buyers and sellers that tells us exactly where buyers first found the actual property they purchased.

With that data, we adapt our marketing strategy and resources to match where the MOST buyers are finding properties just like yours, so that we can sell it faster and for more money.



### Real Estate Professionals

#### We market your property to the top agents

30% of buyers first found their home through a real estate agent sending, showing, or notifying them about it. Although we promote your property to local agents, we focus our marketing efforts on the 20% of agents locally, statewide, nationally, and international that sell 80% of all homes.

#### 5 ways to make sure all agents know about your home:



Electronic Fliers



Paper Fliers



Virtual Tours



Realtor Office Meetings



Communication

### Online Advertising - Overview

#### Our system, your edge.

Almost 50% of buyers first found the home they purchased online. We have the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up faster than the competition.



Brokerage Websites

Our technology allows us to showcase your property on all major brokerage websites.



Listing Portals

We get your property featured more often on the most popular sites.



Classified Services

Most agents overlook this powerful tool or they just do the bare minimum.



Search Engines

We are experts in both organic and paid results, Nobody knows search engines better!



Social Media

FB, Instagram, & Twitter, to just name a few of the places we share, promote & pay to showcase your property.



# WHAT MAKES YOUR HOME SELL

## Online Advertising - Brokerage Websites



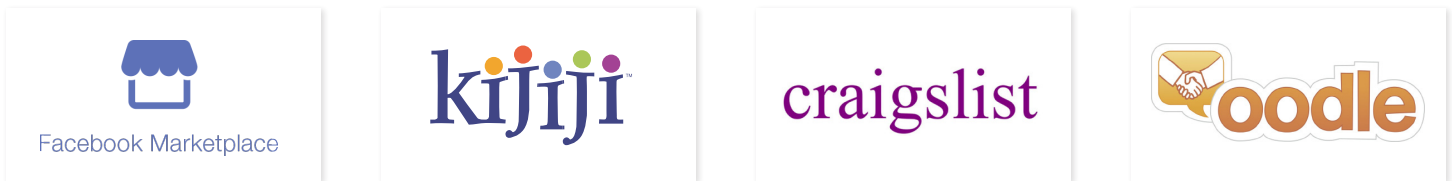
## Online Advertising - Listing Portals



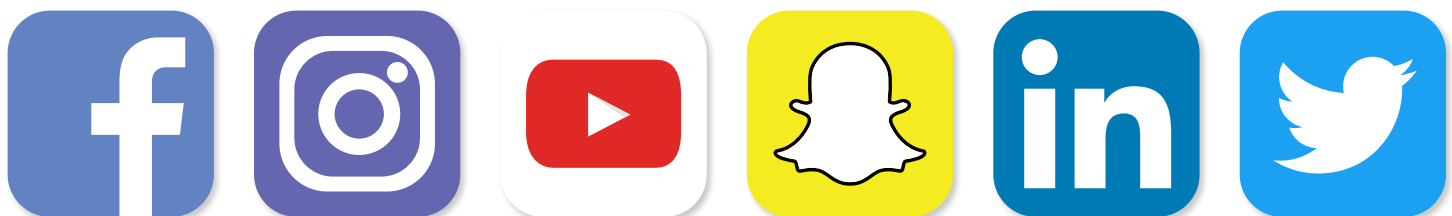
## Online Advertising - Search Engines



## Online Advertising - Classified Services



## Online Advertising - Social Media



# WHAT MAKES YOUR HOME SELL

## Traditional Marketing - Overview

### Reaching buyers at every opportunity.

Roughly 20% of buyers found the home they actually purchased through one of these four traditional marketing channels:



#### Yard Signs

Approximately 10% of buyers found the property they actually purchased from onsite advertising like signage



#### Open Houses

About 5% of buyers found their property through open houses.



#### Networking

A small percentage of buyers find the property they purchase through word of mouth



#### Print

Only 1% of buyers found the property they purchased through print advertising.

## Our Database

Our databases contains thousands of active potential buyers looking for properties right now.

## 4 Communication

### See everything.

Complete transaction transparency. Get twenty-four hour access to our client portal that shows you all the tasks we have completed, the places your property is being marketed, and the feedback we have gotten on your property from agents and from buyers.

For the first time in real estate, you'll know what services you are getting from our listing team for the fees you are charged.



# WHAT MAKES YOUR HOME SELL

## Communication - Overview

**Crystal Clear Communication, Because transparency throughout the transaction matters deeply to us.**

We know no one likes to be left in the dark, so we use technology that keeps everyone in the transaction process well-informed with the most important information - from buyers and sellers to other agents.

## Communication - Buyers

**We make it easy for buyers to find your house.**

Our cutting edge tech gets your listing in front of buyers. When a buyer visits our website, we can see exactly what they are looking for, and they'll automatically get emailed new listings that match their searches. We'll know when they view your listing, favorite your home or request a showing.

## Communication - Showing Feedback

**See who has shown your property with feedback from local agents.**

Whenever an agent shows your listing, we aggressively attempt to reach them to provide you the unfiltered feedback you need to compete in this market.

## Communication - Marketing Feedback

**Asking great questions to inquiries on your home can turn a lead into a buyer.**

Log into your private seller portal to see all the places we are marketing your home. Click the links and see your home showcased everywhere that matters.

## Communication - Market Activity & Updates

**See what is happening every week in your area.**

Whenever a new listing comes on or off the market you will know. Together, we will use this information to make marketing, pricing, and showing alterations to help your home sell faster.

## Next Steps

**Here's what will happen now:**

- 1.** Choose your price and review CMA
- 2.** Complete the agreement
- 3.** Choose start date
- 4.** Marketing takes over

