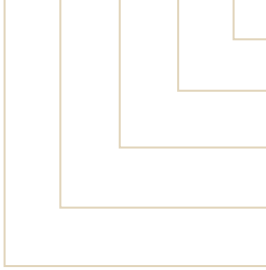




— SELLERS GUIDE

Pacific Northwest Real Estate





— GETTING STARTED

Why You Need an Agent

So you're preparing to list your home for sale in the white-hot PNW market. You've done the research, read the headlines and you like your odds of achieving top dollar for your highly desirable home.

But before you stick a "For Sale" sign in your yard, there are a few things you should know. Although you can certainly try to go it alone and list your home for sale directly, working with an agent will increase your odds of getting the best possible price for your home and selling it as fast as possible. And while you've done the research and think you understand the current market, as a seller you don't have the same constant immersion and bird's-eye view of the market that an agent can bring to the table.

And at the end of the day, who really wants to go it alone when you can have someone in your corner? That means there's only one more thing you need to do: find an agent to work with.

How do you choose the right agent to represent you and facilitate your transaction? How can you trust that this person truly knows what they're talking about and has your best interests at heart? When interviewing and reviewing your options, there are several key components that you should weigh carefully to ensure a successful experience.

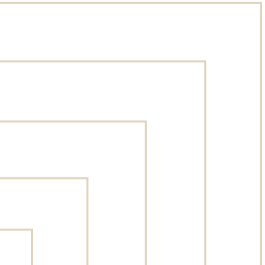
WHAT TO LOOK FOR IN AN AGENT

Relationships & Personality

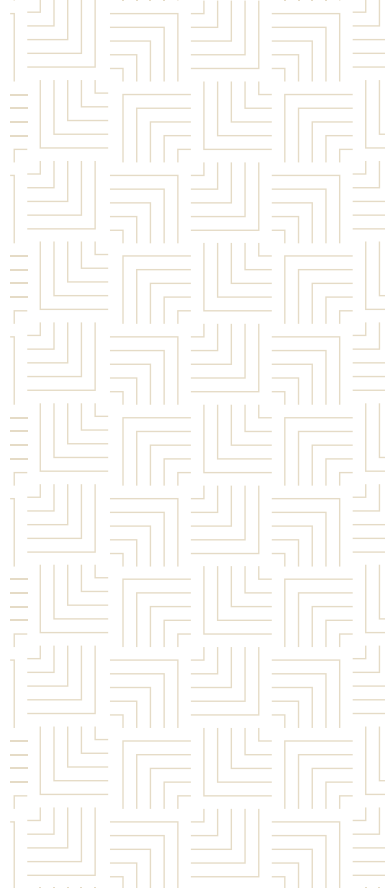
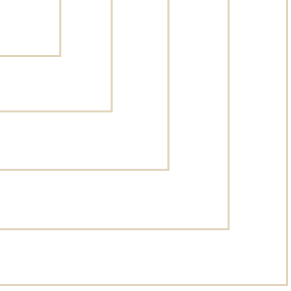
For many, selling a home may seem straightforward — at least conceptually. You list your home for sale and wait for an offer. But there's a difference between a basic "sale" and an economically optimized transaction.

The former is passive, and the latter is active. With an agent working for you, you can take an active role in the outcome of your sale. To do this, you need someone you can connect and communicate with — and most of all, someone you trust. This person will take an active role in the process from start to finish to achieve the best result.

Your relationship with your agent makes all the difference in your experience and outcome. And don't forget that buyers and their agents see it from the other side — personality and reputation matter considerably when your listing agent is approached with an offer.







— THAT'S WHERE I COME IN

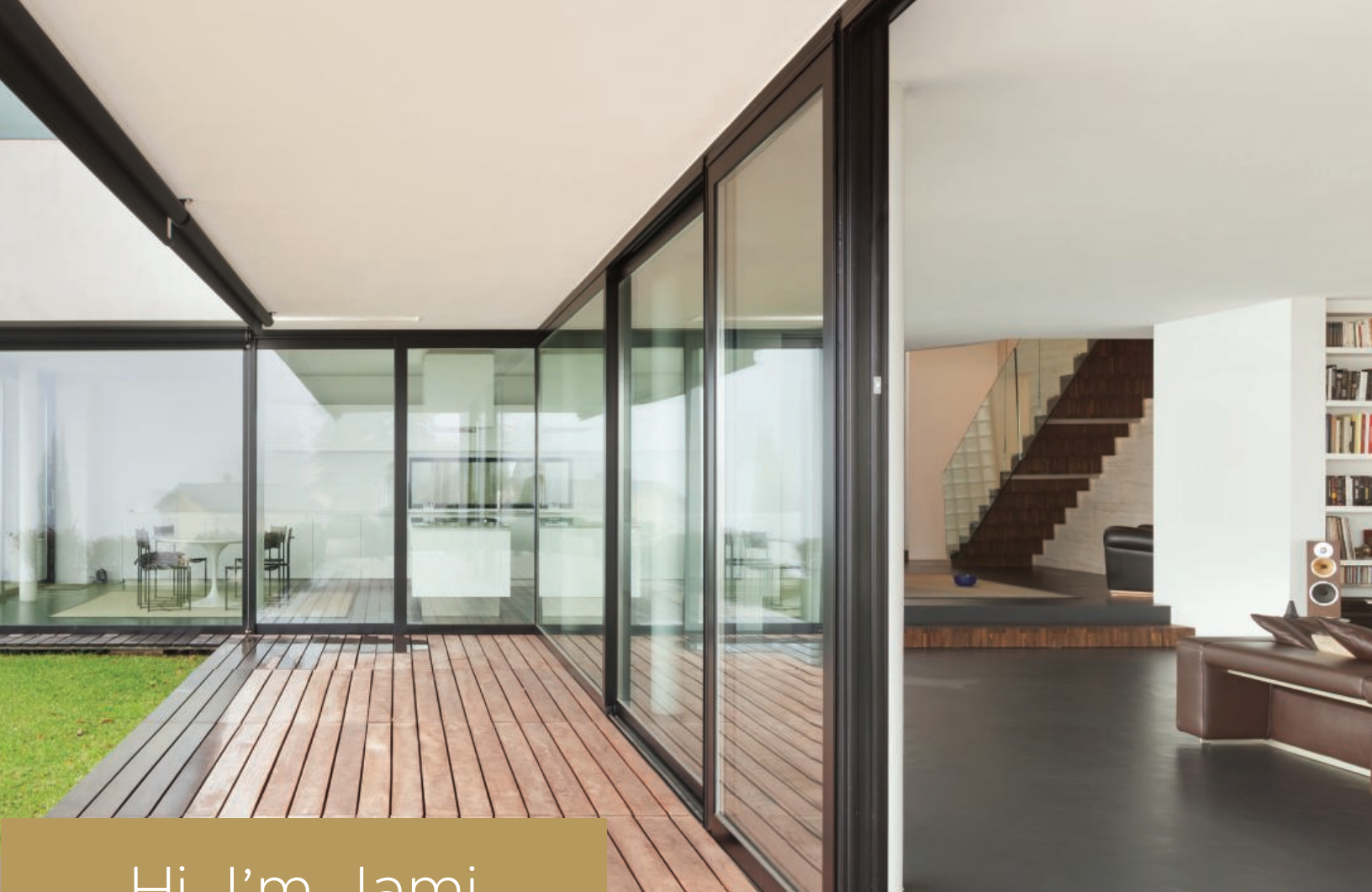
What I bring to the table

I'm a Pacific Northwest entrepreneur of 20 years, recognized in Seattle Magazine as an esteemed Ballard business owner. I'm a passionate real estate agent backed by Windermere, the region's real estate leader in market share, network and standards of practice.

But beyond my professional background, I'm a Northwest native who was born and raised in the shadow of Mt. Rainier and became a downtown Seattle dweller with a love for art, music, food and design.

I'm driven by relentless ambition, laser sharp intuition, strategy and progression. I work hard and dream big. Your investment and transactions are valued as my own. In short, your wins are my wins.

My success is measured in laughter, and I'm fortunate to share that with my husband, two wickedly silly kids, friends and colleagues. Selling real estate complements my greatest strengths, and I'm thrilled to share them with you.



Hi, I'm Jami



It's All About Reputation

I take abundant pride in the quality of my work, knowledge and the experience I provide each client and transaction. I do not take lightly my responsibility to you or the opportunity to shine on your behalf and do what I do best — deliver results!

With that in mind, I'll put the power of my network to work for you. From fellow agents to trusted contractors, I'll get the right people behind you to make your sale a success.

GOALS AND OBJECTIVES

Figuring out exactly what you want



Whether you're upgrading, downsizing or dealing with any number of life's transitions, understanding your financial goals and personal motivations takes priority when coordinating timelines and outlining strategies.

By taking the time to figure out exactly what you want from your sale — the fastest possible closing, the highest offer or a low-stress approach — I'll be able to align my strategies and approach to achieve the outcome you want. Once we've defined your goals, we plan.



Hone Your Strategy

Gone are the “price-post-pray” dinosaur days of real estate sales. If you want results, you need someone who will do the work and do it well. Otherwise, the buyers will do it for you.

Today, at least 95% of buyers are shopping, reviewing and researching listings online with unprecedented access to market information, as well as details and records pertaining to your property specifically. With so many tools at their disposal, buyers are crafting their offers

intelligently and will take the driver’s seat if you’re not already in it. That’s where I can help. For each of my clients, I create a customized plan of action unique to your needs.

Backed by my data-driven tools, networking ties and high visibility — including a powerful social media presence — your home will be marketed to thousands of potential buyers on progressive platforms that far outshine traditional real estate sales practices.





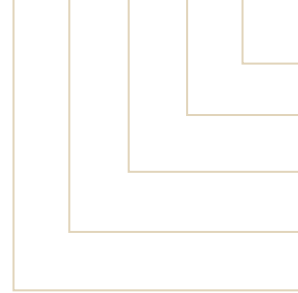
The Marketing Plan

100%

RETURN ON INVESTMENT
FOR REFINISHING ORIGINAL
HARDWOOD FLOORS

4x

THE POTENTIAL RETURN
ON EVERY \$100 INVESTED IN
STAGING YOUR HOME



PUT YOUR BEST FOOT FORWARD

The power of staging

Before we list your house on the market, it's important to make sure you're putting your best foot forward. One of the most effective ways to do this is through updates, repairs maintenance and staging of your property. While this may sound like a lot, taking the time to make these adjustments before listing will make your home stand out to buyers and help them envision what life could be like there.

Additionally, with so many buyers beginning their home search online, having stunning, eye-catching property photos could be the difference between getting a buyer in the door or having them scroll past your listing.

To make the most impactful choices about what to update and how to stage your home, I'll walk through the property and provide you with a custom itemized list of updates or changes necessary for preparing your retail-ready listing. This list may include, but not be limited to, such items as:

- Roof or window replacement
- Hot water heater or furnace replacement or service
- Exterior or Interior paint
- Structural improvements
- Interior updates
- Move-out deep cleaning service
- Landscaping
- Window cleaning service
- Chimney or septic maintenance services

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**95% OF STAGED
HOMES SELL IN 11
DAYS OR LESS**

— GETTING RETAIL READY

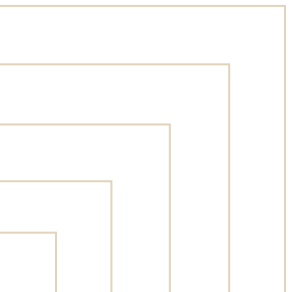
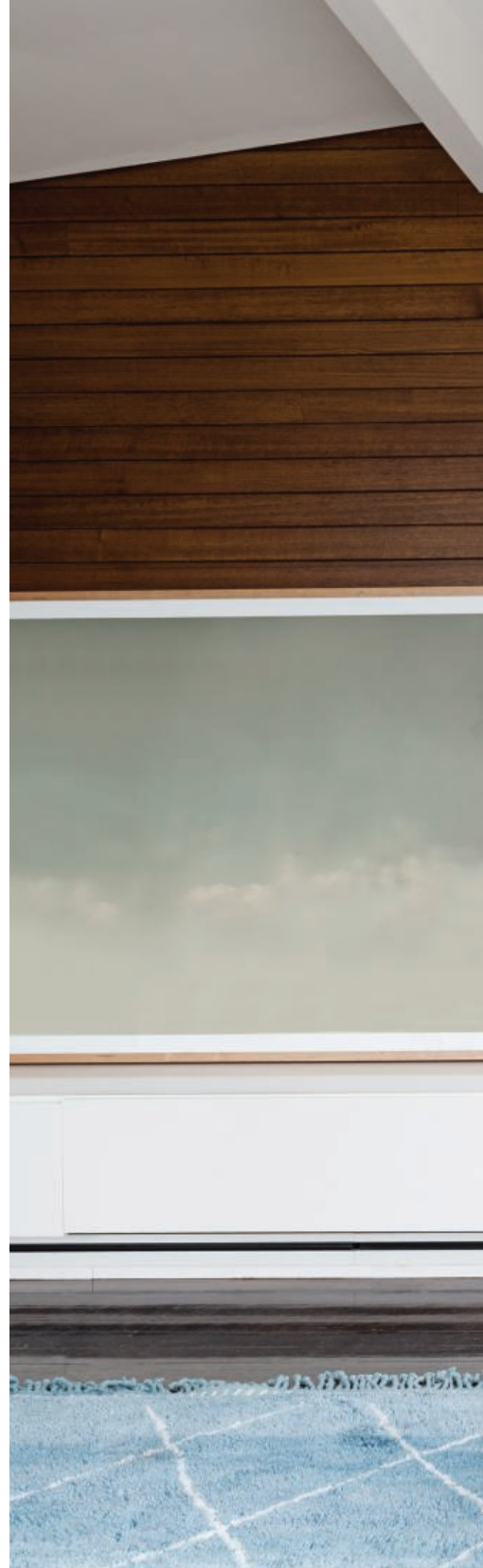
Why you should prepare your home for the market

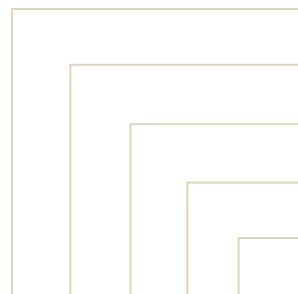
To understand exactly why professional staging, photography and marketing are key to your success, let's look at an example. Say you walk into a fine apparel store. There are two tables. On one table, the items are neatly merchandised and visually appealing; time and care have been taken to optimize the consumers' interest. The styles follow current trends.

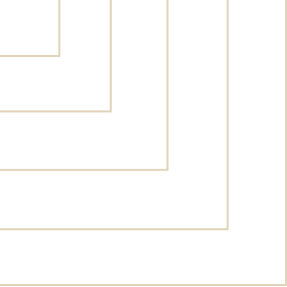
Now, let's walk over to the "wholesale ready" table of merchandise, where the items offered, although acceptable, are disheveled and dated. Both tables of merchandise are priced the same.

From which of the two tables are you more likely to make your purchase? What would it take for you to consider purchasing items from the second table... a significant discount, maybe?

Real estate is no different. Although we are in a strong sellers' market where homes are guaranteed to sell when priced at a fair market value, the appeal you create when properly marketing your home can mean the difference between receiving just one offer or multiple offers and the strength of those offers.







— WINDERMERE READY

A great first impression is priceless

As you prepare to list your home on the market, I want to make sure there are as few obstacles as possible to your home making an incredible first impression on buyers. This is why I utilize Windermere's concierge market-ready program.

Through Windermere Ready, I'll provide you with the same insightful one-on-one property consultation and customized plan for updates. The difference with Windermere Ready is that you don't have to worry about the cost of updates and repairs before selling your home. Instead, Windermere will initially cover up to

\$50,000 in expenses for staging and updating, increasing the final listing price for your home and making it more attractive to buyers — at no upfront cost to you. By investing in your home upfront, you'll receive a much bigger payoff in the end.

According to Forbes.com, staged homes statistically sell 87% faster than non-staged homes and for 17% more. So why wouldn't you take the time to make the best possible impression on buyers?



WINDERMERE 
READY



— PRINT MEDIA

Utilizing the power of the press

Once your home is ready for the market and listed, we'll need to stay active with our message — just like the modern buyer in their home search. Well-executed digital marketing and advertising are essential; however, your print media pieces such as flyers and brochures are equally impactful when buyers walk through your home.

Every piece of print marketing material I create is elegantly crafted, highlighting your home's features on dense, glossy high-grade paper with stunning, high-resolution images.

Some of the materials we can use include one-sheets with quick grab-and-go facts for buyers, longer brochures telling the full story of your property, "Just Listed" postcards to be sent out to neighbors in the area and much more!

Across all these print mediums, we'll show off the professional photos we captured of your property to generate buzz and get buyers in the door.



— OPEN HOUSES

Selling your home with a first-person encounter

As your agent, it's my job to coordinate Open Houses and publicize your listing. One of the most effective tools for this is a Broker's Open, which I will personally host. A Brokers' Open is an event for industry professionals, including my fellow agents, in which brokers will preview your listing on behalf of their ready and active buyers. This allows me to take advantage of Windermere's large network of agents, as other brokers tour your listing and suggest it to their clients for whom the property would be a great fit.

The following weekend after the Broker's Open, a public Open House will be held from 1 – 4 p.m., giving local buyers a chance to tour the property for themselves. We'll also publicize the event to the neighborhood, giving neighbors a chance to visit and spread the word to their friends and family who might be looking to move.

At the end of the day, I'll make sure your listing is not only visible to buyers, but one that they simply can't pass up.



Marketing budget

Once a budget for preparations is set, I will work within your means to cost-effectively market your home. I have a network of vendors and contractors that serve as my sales listing team and are essential to preparing homes for listing. I am more than happy to organize bids and orchestrate services.

When it comes to listing a home for sale, my strengths are displayed in the details. As the seller, YOU are significant to the marketing plan. Having lived and experienced life in your home, I will be asking questions such as: What makes your home special? What will you miss most? What are your favorite nearby restaurants? These intimate details will be used in marketing materials to speak to buyers and help create a connection to the home and neighborhood.

PRICING

How much can you ask for?

We live in the age of accessible data. Although many price estimating tech platforms such as Zillow and Redfin can be great tools when objectively pricing your home, they cannot be relied upon as gospel. The Seattle housing market changes, literally, by the day. Comps, stats and time all play a crucial role when analyzing and pricing the value of your home. With my expertise and market knowledge, I'll help you determine an asking price that will make the most of your home investment, without turning away buyers. I approach pricing in four phases:

- Initial assessment
- Completion of "retail readiness"
- Collective opinion of fellow brokers
- Market analysis 1 week prior to listing the home





TRAFFIC REPORT

Keep tabs on what buyers are saying

Once the listing is live, I'll keep you up-to-speed on how buyers are reacting to your property. You can expect to receive my daily "Traffic Report" each evening detailing the level of interest for the day, including:

- Number of broker inquiries
- Social media previews
- Physical walk-throughs
- Any relevant feedback from buyers and brokers

As your agent, I understand how important it is for you to maintain awareness around your listing. I strive to create a proactive communication environment, and I'm always available if you have a question about your listing.



— ESCALATOR CLAUSE

Reading the fine print

In hot sellers' markets, defined by the region and current market trends, homes are typically listed for sale on Tuesday or Thursday.

An offer review will occur the following week. This gives the market the opportunity to preview your home, conduct any pre-inspections and craft an offer in time to present on the offer review date.

All offers (if any) are then vetted and reviewed before a final decision is made. When the market is competitive and multiple offers are submitted,

buyers may include what is called an "escalator" to the initial offered price.

An escalator is an incremental value that automatically increases the offer by a predetermined amount of dollars above the highest offer, not to exceed an indicated cap amount. Final offer price and terms are then considered. At this point, I will sit down with you and explain in detail ALL elements and potential risks associated with working under the specified terms of each offer.



— OFFERS AND ACCEPTANCE

When your hard work pays off

Congratulations! We have an offer (or multiple offers!) on the table for your consideration. As your counsel, I will present and thoroughly explain all the elements of each offer. Together, we'll vet buyers and determine the offer that is best for you personally.

Once all the terms of the offer have been agreed upon, and all parties have signed, we will enter Mutual Acceptance.

In this phase, the collective team consisting of the listing broker, buyer's broker, appraiser, escrow, financing and title work together

following a very specific timeline to complete the transaction by the contracted close date.

My duty is to ensure all elements of the offer are executed seamlessly and on schedule. Rarely, hiccups may occur. When they do, any additional communications and negotiations will be addressed immediately. At the end of the process, I will make sure you are completely satisfied with your sale, so you can move on to your next endeavor with no second thoughts.





Sold!

The official numbers have been transferred and recorded between title, escrow, and financing. You've signed all the paperwork and handed off the keys.

IT'S TIME TO CELEBRATE!

The success of my business relies entirely on the success and satisfaction of your transaction. I take immense pride in my work, and look forward to the opportunity to partner with you and your loved ones when embarking on the home selling journey!

No matter what, I'll be here for you. Whether you need help purchasing your next home, or you've just got a quick question about real estate, I'm happy to help.



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