

SELLERS GUIDE



JOHNSON & WALKER

Real estate consultants for the people of Seattle



WE CONTROL THE PROCESS, YOU CONTROL THE DECISION



Your home is often your single biggest asset and one of the largest financial transactions you'll ever make. Of course, you'll want to make the most of your investment and sell it for the best price with the most favorable of terms. But there is more to selling a home than just placing a "For Sale" sign in the front yard. House preparation, marketing, and contract negotiation are only a few of the details that go into selling a home.

With Johnson & Walker we're ready to guide you through every step to achieve your goals of selling. We will partner with you from the moment you set the listing price to the day you turn over the keys. With 87% of buyers finding their home online, our number one priority is to ensure we help you make the very best first impression.

Our collaborative philosophy is that we will control the process so that you can control the decision.



↓ STEP 1: CONSULTATION

Our first meeting will begin with asking you several questions about your objectives for selling your home. As we begin to understand your goals and expectations, we will develop a customized plan to achieve your needs and address any fears .

Whether you're selling for the first or fourth time, we find that most sellers have very similar concerns including:

- Will your home sell when you need it to?
- What is a competitive price for your home in today's market?
- Should you make any improvements to your home to maximize return on investment (ROI)?

Our priority is to address these and any other questions you may have.

🏠 STEP 2: DETERMINE VALUE

After the consultation and in-person home tour, we will put together a Comparative Market Analysis (CMA) which is an in-depth analysis of your neighborhood's housing data. Combined with the condition and features of your home we will provide a suggested list price.



UNDERSTANDING THE COMPARATIVE MARKET ANALYSIS

There are many factors that go into a Comparative Market Analysis (CMA). After we have had the opportunity to tour your home, we will take a deep dive into the market analyzing several factors. This starts with us touring comparable properties in your neighborhood to compare and contrast, as well as determine what makes your home unique and attractive to potential buyers. From there we will take a deep dive into the statistics to examine activity. The result of our work is a recommendation to you of a list price range that will achieve your goals of selling your home.

IN-DEPTH STUDY INCLUDES:

- ➔ Comparable properties that have sold in the last 3-6 months.
- ➔ Current active properties that are similar in size and condition to yours.
- ➔ Current pending comparable properties.
- ➔ Size of the property including bedroom and bathroom count plus square footage.
- ➔ Condition and finishes throughout the home including kitchens and bathrooms.
- ➔ Specific features unique to your home such as view, garage, ADU, etc.
- ➔ Lot size, access and landscape condition.
- ➔ Neighborhood profile including location and schools.
- ➔ Convenience to amenities including local establishments and public transportation.
- ➔ If a condominium, monthly dues as well as balance of association reserves.





STEP 3: PREPARING YOUR PROPERTY

Within our market analysis, we will provide you with our recommendations for repairs you may want to make to leverage your ROI. This can be as simple as fresh paint on the walls, or it could include upgrades like replacing countertops. We will give you direct input to help you attract the right buyer, and will be there to support you throughout the process. With our Windermere Ready program, you will have access to top notch vendors to assist with repairs as well as a loan of up to \$50,000 for improvements to be paid at closing.



STEP 4: MARKETING

During this phase, we dive deep into marketing your home with the intent to reach the largest audience as possible with the best first impression. This includes:

- Reviewing staging options and suggestions for your home.
- Professionally photographing the property.
- Designing full-color brochures featuring your property's highlights.
- Online marketing of your listing throughout all relevant real estate websites including NWMLS, Windermere, Zillow, Trulia, Realtor, Johnson and Walker, and many other satellite sites.
- Promoting the listing throughout our social media network via posts with both organic and sponsored reach.

A photograph of four empty glass bottles in a black metal rack, set against a blurred background of a window with warm light. A dark blue semi-transparent banner is overlaid on the left side of the image.

WHAT IS WINDERMERE READY?

THERE'S NO SECOND CHANCE FOR THE PERFECT FIRST IMPRESSION:

We believe so strongly in the power of first impressions that together with our brokerage we have created the Windermere Ready program to provide you with concierge-level service that readies your home for sale. Together we will determine repairs and upgrades that are most likely to appeal to today's buyers, who prefer stylish, turnkey spaces. If needed, we can provide you with a loan up to \$50,000 to help mitigate any expenses incurred, with no upfront cost to you.

From decluttering and deep cleaning to major repairs or replacements, together we'll set your home up for selling success.

➞ ONE-ON-ONE CONSULTATION

We'll walk through your home together and identify potential updates and repairs. With your timeline and needs in mind, we will help you decide on the improvements that will get the biggest return.

➞ PERSONALIZED PLAN

Once we identify the top home improvement priorities, we will connect you with our preferred local service providers, assist with a work schedule and arrange access to your home.

A photograph of four clear glass bottles in a black metal rack, set against a blurred background of a window with warm light. The bottles are empty and have a slightly weathered appearance.

CONCIERGE SERVICES FOR OUR SELLERS

➔ HIGH IMPACT UPDATES

No matter how small they seem, even the simplest changes can make a big difference. However, there are some that are most valuable including:

- Landscaping
- Interior and Exterior Painting
- Floor Repair/Refinishing
- Carpet Cleaning/Replacement
- De-cluttering
- Window Washing
- Professional Deep Cleaning
- Fixture Repair/Replacement
- Cosmetic Updates
- Punch List Repairs

➔ STAGING

When your home's ready for its close-up, we'll have it professionally staged, which can dramatically transform your home and boost your bottom line. In fact, Forbes.com reports that staged homes statistically sell 87% faster than non-staged homes and for 17% more!

OUR STEP-BY-STEP PROCESS PROVIDES A SEAMLESS TRANSACTION

<div>  <div> SAMPLE LISTING ACTION PLAN </div> </div>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
						MOVING DAY!
2	3	4	5	6	7	8
FINAL WALK THROUGH TO PICK UP LEFT OVER ITEMS	SIGN LISTING AGREEMENT	PAINTING SEWER SCOPE	PAINTING	PAINTING	REPAIRS	REPAIRS
9	10	11	12	13	14	15
REPAIRS	COMPLETE SELLER DISCLOSURE FORMS	YARD CLEAN UP	PROFESSIONAL WINDOW CLEANING YARD CLEAN UP	CARPET INSTALL YARD CLEAN UP	PROFESSIONAL INTERIOR CLEANING FLOOR PLAN MEASURE	
16	17	18	19	20	21	22
	STAGING	11:00 AM PHOTOSHOOT	SIGN INSTALL LISTING DAY! 11:00—1:00 PM WRE BROKER TOUR	10:00—1:00 PM BROKER'S OPEN AREA TOUR		12:00—3:00 PM PUBLIC OPEN HOUSE
23	24	25	26	27	28	29
1:00—4:00 PM PUBLIC OPEN HOUSE	3:00 PM REVIEW OFFERS					





STEP 5: LISTING

Once you have hired us to represent you in the sale of your home, and we have determined a listing date, we will put together a customized Listing Action Plan for you. This calendar will help organize and track all of the important deadlines and action items required to prepare your home.

When the work is complete, it is time to send your home to market. A sign will go up, an MLS keybox will be installed, and brokers will begin contacting you to schedule showings (if your home is not vacant). There are some benefits to having a vacant house during the first few weeks of marketing, and we can discuss these options during our initial consultation meeting.

In addition to the aforementioned marketing that will be conducted to promote your listing, we will also hold several open houses inviting our colleagues and the public to tour your home.

Each week you will receive a listing market report that helps track activity, showings, and exposure to the public through social media and other venues.



JOHNSON & WALKER LISTING MARKET REPORT 1500 Main Street

PROPERTY INFORMATION			
LIST DATE	PRICE	PRICE PER SQUARE FOOT	DAYS ON MARKET
October 18th	\$850,000	\$295.53	9

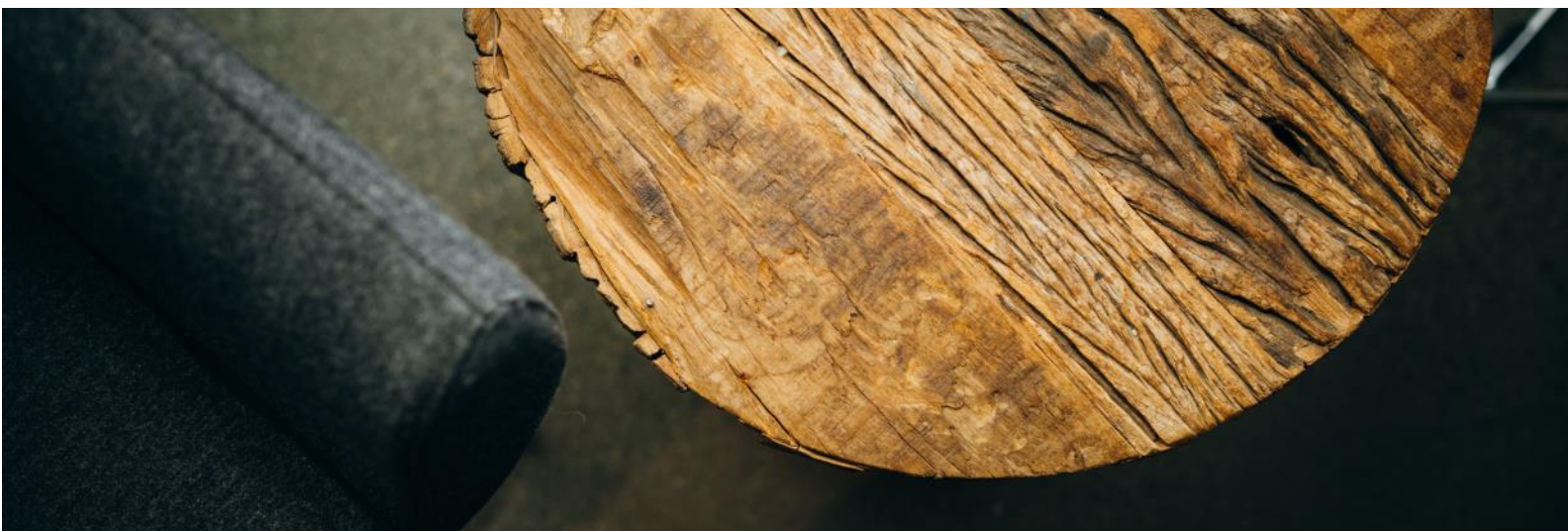
COMPARABLE PROPERTIES (4 Bed Homes in Phinney Ridge)			
	ACTIVE	PENDING	SOLD (since 10/18/19)
October 27th	8	1	1

PHINNEY RIDGE PRICE COMPARABLES			
	HIGH	LOW	MEDIAN
October 27th	\$1,625,000	\$759,950	\$874,000

SEPTEMBER SEATTLE MARKET STATISTICS			
	AVERAGE DAYS ON MARKET FOR COMPARABLE PROPERTIES (4 Bed in Phinney Ridge)		MONTHS SUPPLY OF SINGLE FAMILY HOME INVENTORY (for the greater Seattle area)
	OF LISTINGS SOLD ABOVE LIST PRICE (for the greater Seattle area)		OF LISTINGS SOLD IN 15 DAYS OR LESS (for the greater Seattle area)

NWMLS ACTIVITY (since 10/18/19)	
Broker views	483
Broker sent to client	65
Client views	195
Client favorites	3
Client possibilities	4

SHOWINGS ACTIVITY (since 10/18/19)	
Broker showings	19
Open House visitors (10/19/19)	20
Open House visitors (10/20/19)	10
Open House visitors (10/26/19)	5
Open House visitors (10/27/19)	3



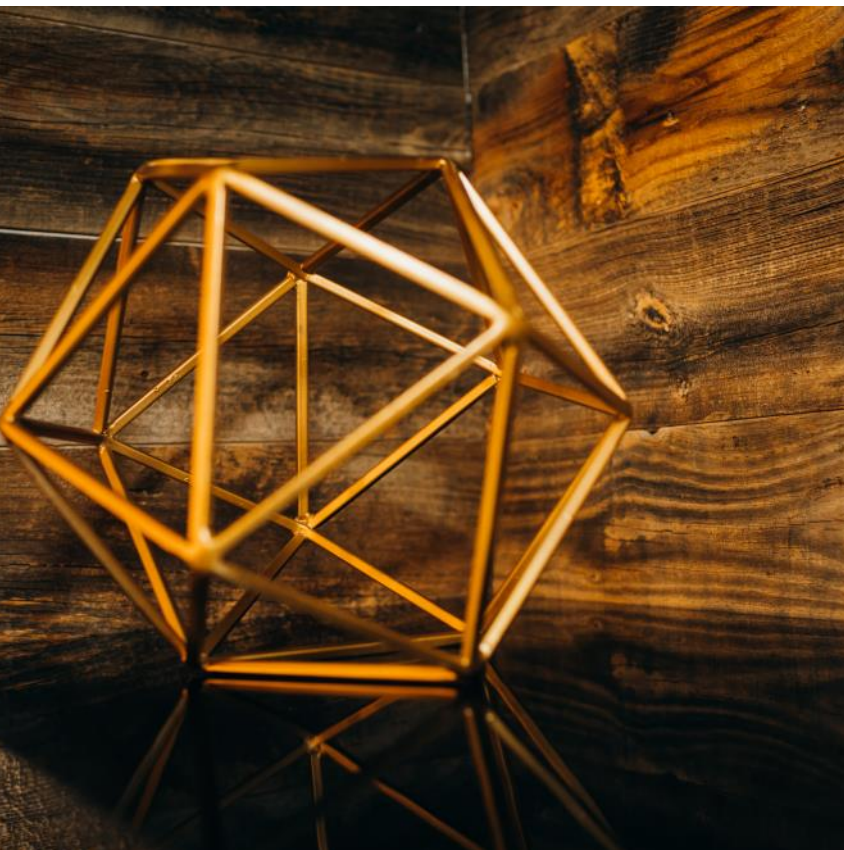


LUXURY MARKETING

WINDERMERE'S GLOBAL CONNECTIONS DELIVER UNIQUE EXPOSURE ANYWHERE IN THE WORLD.

Based on condition and price your property may qualify for our Premier (\$1.75+ million) or W Collection (\$3+ million) programs which include additional benefits such as:

- Featured presentation at our Luxury Breakfast with exposure to hundreds of local Windermere Brokers working with buyers in high-end markets.
- Custom signage and marketing materials.
- Global exposure through Luxury Portfolio where your listing will be translated into 9 languages and over 60 currencies. You will also have the exposure to over 3 million high-net-worth visitors from over 200 countries world wide.
- Professionally translated listing to be featured on Juwai.com, the #1 property portal within China with over 2.6 million visitors monthly.
- Printed advertising opportunities including Puget Sound Business Journal, Pacific Northwest Magazine, Luxe Interiors & Design, Windermere Living, Seattle Chinese Times, Lifestyle Northwest, Alaska Beyond (Alaska Airlines magazine), The Wall Street Journal, Unique Homes, and Galerie.



STEP 6: OFFER RECEIVED

Hooray—you received an offer! Now what? At this point, we'll help you measure the pros and cons of an offer including which parts are solid, and which components are unreliable. We will also highlight any potential red flags. We'll guide you through the offer(s) to negotiate secure favorable terms, and ensure the new buyer has the ability to close on-time. While rare, sometimes a few hurdles will present themselves during the transaction. Our job is to foresee these hurdles and ensure that all parties get back on-track to reach our goal of closing on time.

STEP 7: ESCROW

Escrow is an important neutral third-party which receives and oversees the contract documents and funds deposited by buyers, sellers and lenders to facilitate the closing of a real estate transaction. In partnership with escrow, your transaction will be managed daily by our team to ensure a smooth closing.

STEP 8: CLOSING

Once closing is complete, your move will most likely require resources such as movers and relocation assistance. Perhaps you need a referral for an agent to assist you with buying a home in your new city. We are committed to continuing our relationship beyond the sale with our vast community of vendors, and are your go-to source for anything household related as you transition and begin your new journey!



ABOUT US

Having seen firsthand the highs and lows of the Seattle real estate market since 2002, Jeremy and Cassie are experts in both Seattle and Eastside neighborhoods. Get ready to spend some quality time with this duo, from in-depth conversations about the nitty gritty details to some serious fun when you're out and about touring homes!



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STERLING PROFESSIONALS

Jeremy began his career in real estate in 2002, and met Cassie while volunteering as a mentor for Big Brothers Big Sisters. While they shared a common passion for supporting their community, they also discovered how much they enjoyed working alongside each other and decided to partner up in real estate in 2005. With extensive experience in both sales and property management, their home has always been at Windermere, the premier brokerage of the Pacific Northwest.

OUTSTANDING PERSONALITIES

It doesn't take long for their clients to spot their differences. Jeremy is the calm, cool, and collected negotiator who is always one step ahead. Cassie is the energetic, dynamic, and outgoing marketer who is there to help you weigh all of your options. As a team, Jeremy and Cassie are your advocates and coaches, and each step of their process is designed to empower you with sound knowledge and experienced insight.

PACIFIC NORTHWEST ROOTS

Cassie was born in Bellevue, Jeremy was born in Ballard, and today they live in Northeast Seattle with their daughter. Together, they partner with both buyers and sellers throughout Seattle and the Eastside in the very neighborhoods they grew up in.

SERVICE MINDED

Jeremy and Cassie might not officially be in the nonprofit world anymore, but they love staying involved in the community they were born and raised in. Cassie currently serves as a governing board member with YouthCare and in addition to contributing to the Windermere Foundation with each real estate transaction, they also support several organizations including Innovators Network for Fred Hutch, Stewardship Partners and Northwest Parkinson's Foundation.



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