



JOHNSON & WALKER



SELLER STRATEGY

THE ULTIMATE ROADMAP TO SELLING A HOME



Your home is likely your largest financial investment and one of the most significant transactions you'll ever make. It's understandable that you want to maximize your investment by selling it for the best price and most favorable terms. However, selling a home involves more than just placing a "For Sale" sign in your front yard.

Every home is unique, with distinct features that require careful consideration when selling. When combined with the constantly shifting market, it's crucial to have a team that knows how to position your home effectively in today's marketplace.

Our partnership begins with a seller consultation and continues through to key handover and beyond. With our expertise in property preparation, pricing, and marketing, we'll guide you through the process to ensure you achieve your desired price and timeframe.

As your Realtors, our expertise is in controlling the process, so that you can control the decisions.

JOHNSONANDWALKER.COM

Meet the team



When people inquire about the type of real estate we specialize in, our answer is straightforward:

"The people kind."

Our passion lies in building relationships, which we seamlessly blend with our vast knowledge of Seattle's real estate market. We approach challenges head-on, and our ultimate objective is to ensure that the home selling process is both enjoyable and stress-free.

Drawing from our own personal experiences of the highs and lows of the real estate market, we possess the expertise required to navigate this complex process.

Expect to spend quality time with us, from detailed conversations about the intricacies of home selling to deep analysis of today's market trends. Don't worry though - we'll keep things light and entertaining with plenty of sage humor along the way!

Cassie & Jeremy

Step 1: CONSULTATION

Our first meeting will begin with getting to know you and your specific goals for selling your home. By understanding your objectives and expectations, we can create a **CUSTOMIZED STRATEGY** that meets your needs and addresses any concerns you may have.

Whether you are a first-time or experienced seller, we understand that there are common concerns that come up during the process. Some of the most common questions include:

- Will your home sell quickly and within your desired time frame?
- What is a competitive price for your home in today's market?
- Are there any improvements or updates you should make to maximize your return on investment (ROI)?

We will work with you to address these concerns and any others that may arise throughout the selling process. Our goal is to ensure that you have a stress-free and successful sale of your home.

Step 2: DETERMINE VALUE

After the consultation and an in-person tour of your home, 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 be able to provide you with a suggested list price.



UNDERSTANDING A COMPARATIVE MARKET ANALYSIS

A Comparative Market Analysis (CMA) is a crucial step in determining the right price for your home in the current market. We will carefully analyze a variety of factors to arrive at a fair and competitive price point for your property. This starts with touring comparable homes in your area to identify what sets your home apart and what potential buyers will value most. We also examine market data and statistics, such as recent sales, current inventory, and trends in the local real estate market. With this information, we can provide you with a recommendation for a list price or price range that will help you achieve your selling goals. Our goal is to ensure that your home is priced competitively and accurately from the start, in order to maximize your chances of a successful sale.

IN-DEPTH STUDY INCLUDES:

- Comparable properties that have sold in the last 3-6 months.
- Current available properties that are similar in size and condition to yours.
- Current properties that are pending and sold.
- Size of the property including bedroom and bathroom count plus square footage.
- Condition and finishes throughout the home focusing on kitchens and bathrooms.
- Specific features unique to your home such as view, garage, additional dwelling unit, etc.
- Lot size, access and landscape condition.
- Neighborhood profile including location and schools.
- Proximity to amenities including local establishments and public transportation.
- If a condominium, consideration of monthly dues as well as balance of association reserves.
- Additional amenities such as pool, gym, concierge, parking and storage.



Step 3: PREPARING THE PROPERTY

In addition to the CMA, we will also provide **RECOMMENDATIONS ON UPDATES** and repairs that can enhance your return on investment. These suggestions may range from a quick fix like a fresh coat of paint to more significant upgrades like replacing countertops. Our goal is to offer valuable guidance that will make your home appealing to a broad range of potential buyers. With our project management expertise, we can provide qualified vendors to help with the various projects as well as oversee the repairs and updates as needed.

Step 4: MARKETING

It's important to note that marketing is a crucial component of selling your home. In today's digital age, having an online presence is essential, and we will utilize various marketing channels to showcase your property.

From professional photography and color brochures to Matterport 3D or video tours, we will provide potential buyers with a comprehensive view of your home.

Additionally, we will actively promote your listing on multiple real estate websites, including our own, and leverage our wide network of real estate colleagues to generate more visibility for your home.

Lastly, we will feature your home on our diverse social media platforms, introducing it to our followers and expanding its visibility to a broader audience.



Step 5: LISTING

After you hire us to represent you in selling your home, we will create a personalized listing calendar to keep track of crucial deadlines and tasks needed to prepare your home for the market.

Apart from getting your home ready, you'll also need to decide whether to continue living in the house while it's on the market or to move out. While there are advantages to having a vacant house, especially during the initial weeks of listing, we can discuss your options during our first meeting if you prefer to stay.

Once your home is prepped and ready, we'll begin promoting it to potential buyers and host open houses for both our real estate colleagues and prospective buyers to tour your home.



We'll ensure that you're kept in the loop by sending you a weekly LISTING ACTIVITY REPORT, which will include information on the number of showings, traffic, and online exposure your listing has received. Additionally, we'll share any valuable feedback that potential buyers have provided after touring your home.





What is Windermere Ready?

THERE ARE NO SECOND CHANCES TO MAKE THE PERFECT FIRST IMPRESSION.

We strongly believe in the power of first impressions and are proud to offer the exclusive Windermere Ready program to our clients. This program provides sellers with concierge-level service to prepare their home for sale. We will work together to identify repairs and upgrades that will appeal to today's buyers. If needed, we can also assist with obtaining a loan of up to \$100,000 to cover expenses, with a simple application process, quick funding, no upfront costs, and no payments due until closing. From decluttering and deep cleaning to major repairs or replacements, we'll work collaboratively to ensure your home is set up for success.

➔ ONE-ON-ONE CONSULTATION

During our walk-through of your home, we'll work together to identify potential updates and repairs. Taking into consideration your timeline and needs, we'll assist you in determining which projects will provide the greatest return on investment for the funds invested.

➔ PERSONALIZED PLAN

After identifying the top home improvement priorities, we will connect you with trusted local service providers, obtain bids, help you establish a work schedule, and facilitate access to your home for the necessary repairs or upgrades.



Concierge services for sellers

➔ HIGH-IMPACT UPDATES

Even small changes can make a big difference when it comes to creating a favorable first impression. However, certain updates are particularly valuable, including:

- Landscaping
- Interior and exterior painting
- Floor repair or refinishing
- Carpet cleaning or replacement
- De-cluttering
- Window washing
- Professional deep cleaning
- Steam cleaning tile and replacing caulk
- Updating lighting
- Replacing countertops
- Repairing anything that is broken or worn

➔ STAGING

Once your home is ready for its close-up, we can connect you with professional designers to stage your home, which can have a transformative effect and significantly enhance your bottom line. In fact, according to Forbes.com, statistically, staged homes sell 87% faster and for 17% more than non-staged homes.



Step 6: OFFER RECEIVED

Congratulations, your hard work has paid off, and you've received an offer! Now what? At this stage, we'll assist you in evaluating the contract terms, highlighting any potential red flags, and determining the pros and cons of each offer. We'll also guide you through the offer-negotiation process, [SECURING FAVORABLE TERMS](#), and ensuring that the buyer has the ability to close. Although uncommon, some challenges may arise during the transaction. As your representatives, it's our responsibility to anticipate these challenges and ensure that all parties stay on track to achieve our objective of closing as agreed.

Step 7: ESCROW

An essential element of the real estate transaction process is the involvement of an [IMPARTIAL THIRD-PARTY](#) known as Escrow. The role of Escrow is to receive and supervise the contract documents and funds deposited by buyers, sellers, and lenders, thereby facilitating the closing of the deal. Together with Escrow, we'll monitor your transaction regularly to ensure a seamless and hassle-free closing.

Step 8: CLOSING

After the closing process is finished, you'll likely need resources to assist with your move, such as relocation assistance or professional movers. You might also require a referral for a real estate agent to help you find a new home in your new city. Whatever your needs may be, we're dedicated to maintaining our [RELATIONSHIP BEYOND THE SALE](#) by utilizing our extensive network of vendors and colleagues to assist you. Think of us as your primary resource for all things household-related as you transition into the next chapter of your life.



WHAT ARE THE COSTS ASSOCIATED WITH SELLING?

When considering the sale of your home, you may have questions about the expenses involved. To provide you with a general idea, we've outlined some of the costs that may arise during the process. However, during the market analysis phase of your property, we'll furnish you with a more comprehensive statement to assist you in determining your final net proceeds.

EXPENSE:	AMOUNT:	WHEN TO PAY:
Property preparation	Variable	Prior to closing
Home inspection	\$500 - \$850	On inspection day
Sewer inspection	\$200 - \$300	On inspection day
Septic inspection	\$300 - \$1000	On inspection day
Listing broker compensation	2.5 - 3% of the sales price*	Paid at closing
Buyer broker compensation	2.5 - 3% of the sales price*	Paid at closing
Mortgage payoff	Balance of your loan	Paid at closing
Excise tax (city & state)	1.6% - 4% of the sales price*	Paid at closing
Title insurance	\$1500 - \$3500	Paid at closing
Escrow services	\$1500 - \$1900	Paid at closing
Property taxes	Pro-rated based on closing date	Paid at closing
Utilities	Pro-rated based on closing date	Paid at closing

*Rates and fees quoted are estimated and are variable dependent upon sale price.



JOHNSON & WALKER

Real estate consultants for the people of Seattle



JEREMEY JOHNSON

Managing Broker

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With the knowledge gained from working alongside my grandfather (an avid builder and tinkerer) and working with a contractor over the summers, I gained the confidence to buy my first fixer-upper at age 21. After renovating and renting it out for a few years, I sold it for a profit, acquiring even more first-hand experience along the way. Now on our fifth and current fixer-upper, I'd like to say we've found our forever home (until the next irresistible opportunity arises, of course!).

My own lackluster experience in buying my first home motivated me to become a broker, but with a twist – I vowed to never be “salesy.” Instead, I'm known for being pragmatic and empathetic, always taking the time to sift through my clients' wants and needs to truly understand what they want. My tried-and-true negotiation skills empower my clients to turn their desires into a reality.

I still love remodeling homes, and also enjoy skiing with my family, being an avid Seahawks fan who rarely misses a home game, and training for my next Ragnar race. When it's time to unwind, you'll find me cooking a gourmet meal for our family and friends.



CASSIE WALKER JOHNSON

Managing Broker

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As a passionate and driven real estate professional, there's nothing quite like that moment when everything falls into place for our clients. Being a matchmaker and connecting buyers and sellers with their perfect homes is my forte. Throw in the opportunity to expand my interior design skills with staging and and my cup is filled!

My bread and butter is establishing relationships, connecting people, and coming up with creative, out-of-the-box marketing strategies. With extensive real estate experience, I have built a vast network of connections that provides our clients with a significant advantage. Many have come to appreciate the value of having a resourceful, well-connected broker during intense negotiations.

When I'm not working, I love exploring new cities and returning to my second home, Paris. In my free time you'll most likely find me at Target or University Village enjoying girl time with our teenage daughter. Or in our kitchen indulging in my passion for baking. While I'm no professional pastry chef, some of my mishaps could easily land me a spot on the TV show, Nailed It!

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📷 [johnson_and_walker](#)



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