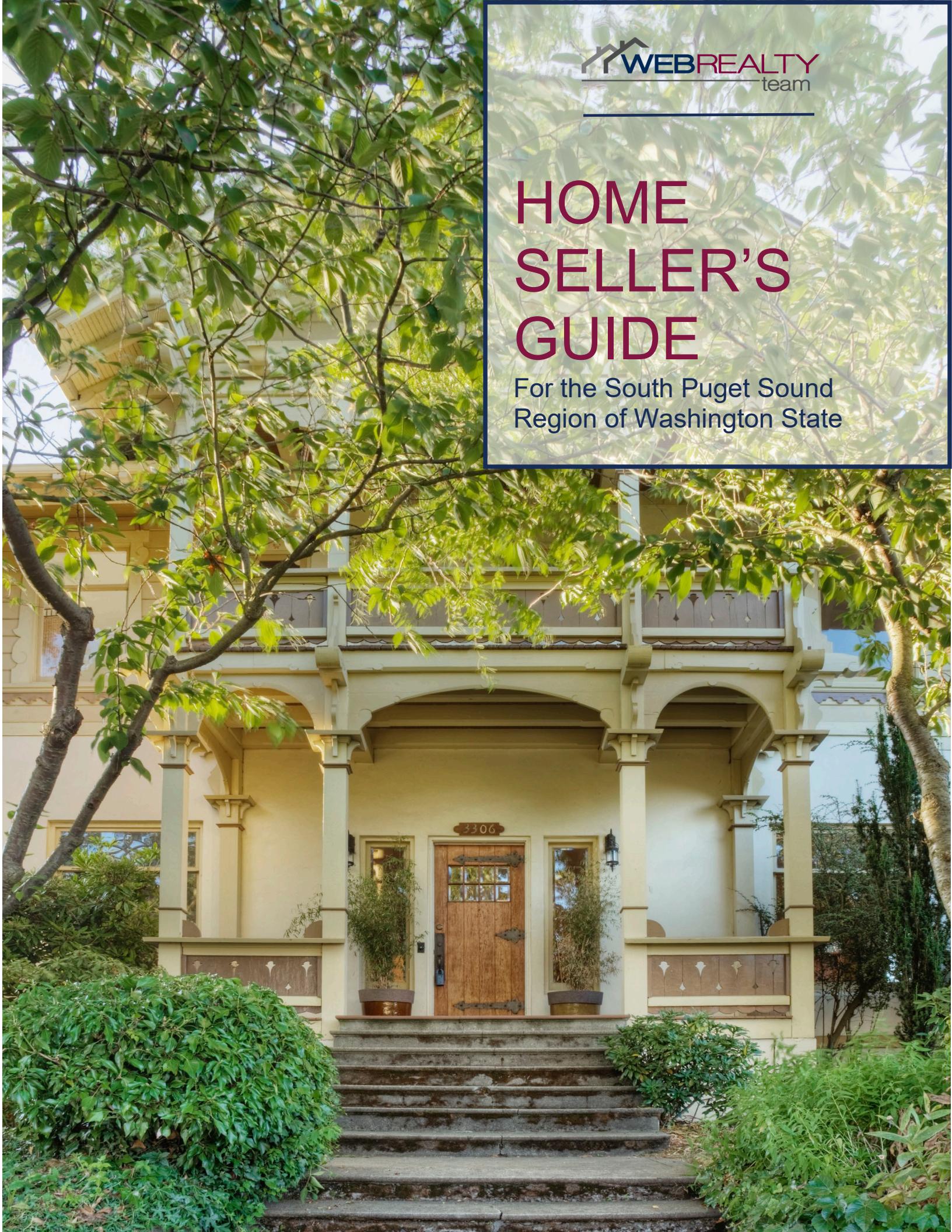




HOME SELLER'S GUIDE

For the South Puget Sound
Region of Washington State



GUIDE

A GUIDE TO THE HOME SELLING PROCESS

Welcome

Are you considering selling your home or curious about the value of your home?

This guide intends to help you get ready and understand the selling process so you can make the best choices for yourself and your family.

Our experience is that many homeowners think all REALTORS® do the same thing. If you have talked to more than one REALTOR®, then you probably have a similar perception.

At WEBREALTY, it is not about just what we do that is different... **it's also how well we do it.** We use innovative strategies and techniques proven to sell your home for **as much money as possible in the quickest time possible.** Developed since 1978 and constantly evolving, our systems involve Marketing Depth, Speed, Quality, Quantity, Timing, and Consistency. Putting this together results in the outcome we are after, which is the most amount of money in the least amount of time and with the least amount of hassles.

Going further, we will outline several specific skills, strategies, and actions to achieve these results.

Read on, or for a personal conversation about your particular situation, email us at sellers@webrealtyteam.com.



Doug Burger – Designated Broker/Owner

Preparation

Is Key to Selling Your Home For Top Dollar

Just as first impressions are essential for people, they can make or break for a home. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they are willing to offer on the property or even if they'll be interested in buying it at all.

Therefore, to get you the most money possible for your home, we at The WEBREALTY Team put a ton of care into its **preparation** before we put it on the market. Quality preparation that will leave buyers with the best impression of your house involves three elements:



3 Elements Of Home Sale Preparation

1. *Repairs*

There are several reasons to complete repairs on your home before you put it on the market.

Ultimately, buyers will **pay more** for a home to avoid the work of fixing it, and they will **pay faster**.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions for which buyers will ask.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Please think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to upset the new owners too.

2. *Cleanliness*

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out hundreds of thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the **perceived value** of your home, which means a lower offer amount and more time on the market for you.

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3. Staging

According to a recent study by the National Association of REALTORS®, 96% of buyer agents reported that **staging had some effect on their clients' view of homes**. They said that staging made it easier for their clients to visualize the properties as a future home and were more likely to overlook property faults.

And these effects turned into cash for sellers just like you. The survey revealed that 52% of buyer clients were willing to offer more on a staged home than a similar non-staged home — as much as **20% more than the asking price!**

But a picture is worth a thousand statistics. Take a look at the images below. Which home gives **you** a better first impression?



Trick question! It is the same home! The left photo was from the MLS listing of a property that expired on the market. Professional photos after someone staged the house, and **it sold over the asking price.**

Pricing Your Home

To Sell It Fast & For More Money

You may have heard that there's not much housing inventory right now, which means that prices for homes have gone up across the board. That is excellent news for you as a home seller! The **timing is perfect** for you to get the most return on your investment into your home.

But even in today's market, there are still homes that sit, waiting for an offer, for months and months. This time spent on MLS means that you are still making your mortgage payments, and you are still not getting equity out from your home. In the meantime, the next home you want to buy is continuing to go up in price!

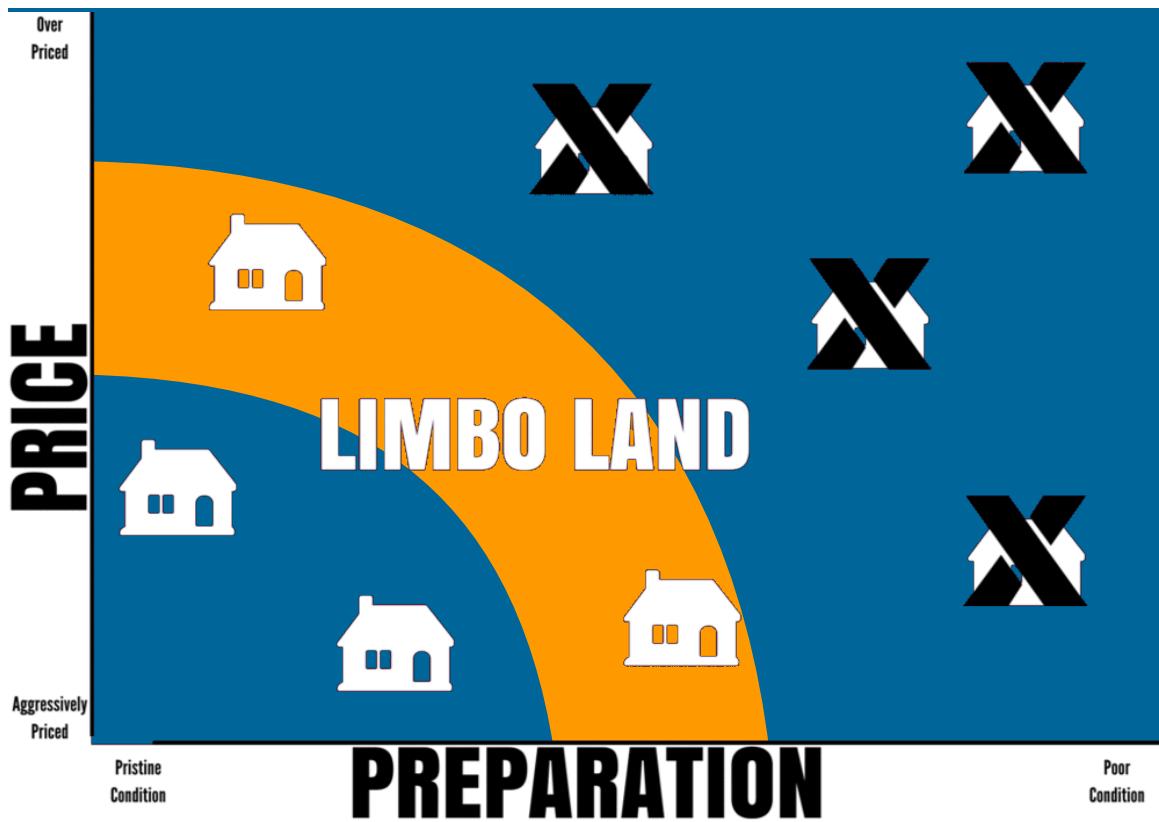
Perhaps even worse is what buyers and buyer agents think about homes that have been on the market too long. Remember how important first impressions are? When a home has been on the market for a long time, buyers tend to think:

"Something must be wrong with that home."

That thought will scare away many buyers, and it will prompt the ones who remain interested in trying to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." Please take a look at the graph on the next page to see what we mean.

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The intersection of the two axes — price and preparation — represents homes "in the market." These are priced competitively and prepared nicely, and these are the homes that will net the most money for their sellers.

As you move farther away from the intersection, the homes become too pricey and in too much disrepair. These homes show poorly and are guaranteed not to sell.

The curve in the middle of this graph contains homes in what we at The WEBREALTY Team call "Limbo Land." Homes in Limbo Land are either priced just over their market value, have not been adequately prepared to show, or both. These properties are the ones that will stay on the market for months and ultimately sell for way under the asking price.

Sound complicated? The good news is that having sold thousands of homes, we have developed a specific strategy to help you avoid the dreaded Limbo Land and get your home sold.

Promotion

Marketing Your Home to Sell

In the "old days," real estate agents marketing their sellers' properties would put a sign in the yard, put a listing in the MLS, and pray that it sold. Even today, many real estate professionals think syndicating listings to search portals like Zillow, Trulia, Realtor.com, etc., is a job well done.

And that might be enough to sell your home in today's hot market. But if that's all an agent does to market your home to potential buyers, then they're not fulfilling their fiduciary responsibility to you: to get you the **most money possible for your home**.

You see, you have a distinct advantage in wanting to sell your home right now: there isn't much inventory, but there are a ton of buyers. An intelligent agent will use this classic example of supply and demand to create an auction environment for your home.

Getting multiple offers on your home will allow you to choose the best one for you, the one that has the right price, the proper closing and occupancy time for you, and the right conditions. This outcome isn't possible if your broker convinces you to sell the home before it's even officially listed!

The key to creating an auction environment is **timing and promotion**. We have to get your home in front of the people most likely to purchase it and do so in the quickest time possible. By doing this strategically, buyers sometimes scramble to find an open spot on the showing schedule with back-to-back showings and people waiting in their cars for the previous showing to leave.

At The WEBREALT TEAM, we have a two-part promotion process for each of our listings. The first part is what we call our "initial-launch" sequence, and the second is "post-launch" marketing.

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Marketing Your Home to Sell (continued from the previous page)

The initial-launch activities take days of preparation to do just right. We only get one shot to make the best first impression, so it's critical to get it right. Using the latest technologies, our marketing experience, and our know-how, we expose your home to hundreds of public search portals and dozens of high-traffic social media outlets within just a few hours.

Within hours of launching the marketing, we have exposed your home not only to the thousands of potential buyers we have in our database but to the thousands of potential buyers working with other brokers in the Northwest Multiple Listing Service. Not only buyers in the South Sound, but buyers worldwide, are made aware of your home. We leave no stone unturned, including marketing to LinkedIn, YouTube, Pinterest, Facebook, Google, Twitter, Instagram, and Craigslist. Just a few of the public search portals we syndicate to through the NWMLS include...

Realtor.com Zillow Trulia Redfin Coldwell Banker Century21 RE/MAX
Compass Keller Williams Berkshire Hathaway Better Homes and Gardens
John L Scott Windermere EXP Realty Weichert

While our initial market blast is vast and fast, we don't stop there. If your home does not sell in the first week, our post-launch marketing plan keeps your home top-of-mind with not only the current buyers but buyers just entering the market. The marketing plan covers at least 20 different postings throughout all of the outlets mentioned above and goes out week after week until your home sells. During that time, we are communicating with you the feedback we're getting and making suggestions that may help sell your home faster. Keep in mind, if the house was prepared for the market correctly, priced correctly, and marketed correctly, it should take days, not weeks or months, to sell your home.

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What to Do Now to Sell Your Home



Call, Email, or Visit Us Online | <https://webrealtyteam.com/selling>



The entire team at WEBREALTY was incredible before, during, and after the sale of our home. They worked with us to ensure the property was fully ready and set up in the best possible way to showcase it to potential buyers. Every question we had was answered quickly, accurately, and with an explanation as to "why." Not only that, our home had its first offer (well above the asking price) in just 15 minutes after listing! And ultimately, our home sold that same evening with an offer that exceeded our expectations tremendously.

I don't think you could hope to have a better real estate experience than the one my wife and I had with WEBREALTY. Highly, highly recommend this company. Thank you for all your hard work.

John Smigaj