



Selling Your Home



SETTING THE STANDARD



EXTENSIVE ARRAY OF SERVICES



ONLINE MARKETING



UP-TO-DATE MARKET STATISTICS



LOCALLY OWNED & OPERATED



BEST IN INDUSTRY SELLING PROCESS



REALTORS® WHO UNDERSTAND YOUR UNIQUE SELLING NEEDS

JOYCE SHIPLEY & JASON HELTON
REALTORS®



Why Windermere?



SETTING THE STANDARD

We deliver the best in our industry, including:

- ◆ Exceptional Service
- ◆ Unsurpassed Integrity
- ◆ A Strict Code of Ethics
- ◆ Premium Tools and Services
- ◆ Marketing Expertise
- ◆ Top-Level Negotiation Skills
- ◆ Contract Management Expertise



WE ARE LOCAL

- ◆ Neighborhood Insight
- ◆ Locally Owned and Operated
- ◆ Committed to Our Community





Services

Helping find a buyer for your home is only one facet of serving as your listing brokers. Below is an overview of our services that is custom tailored to meet your needs.

PRICE

- ◆ Provide Market Insight and Overview
- ◆ Produce Comparative Market Analysis (CMA)
- ◆ Design Price Strategy

PREPARING TO SELL

- ◆ Recommend Home Improvements
- ◆ Access to WPP Market Ready Program
- ◆ Design Customized Marketing Plan
- ◆ Schedule and Manage Vendors for Home Improvement Needs

MARKETING

- ◆ Input Your Listing on the Multiple Listing System
- ◆ Send Listing Information to Syndicate Websites
- ◆ Market Your Home in Person and Online
- ◆ Print Materials and Advertising

CONTRACTS

- ◆ Review and Discuss All Contracts Associated with Your Home Sale

COMMUNICATION

- ◆ Keep You Informed of All Showing Activity
- ◆ Guide You Through Inspection and Appraisal Process
- ◆ Review Closing Procedures and Timelines
- ◆ Coordinate Communication with All Parties
- ◆ Request Feedback on Home Showings

NEGOTIATION

- ◆ Negotiate All Aspects of the Contract
 - Price
 - Inspection, Appraisal, and Title Resolution
 - Multiple Offers
 - Contingent Offers
 - Earnest Money
 - Inclusions and Exclusions
 - Closing and Possession Date





Online Marketing



It's important to maximize online exposure. According to a national survey, 95% of home buyers use the internet to search homes (National Association of REALTORS® 2017 survey).

As Windermere Professional Partners agents, we will also promote your listing on:

- ◆ Windermere.com
 - 1 million average monthly visitors
 - 500,000 property listings
 - Enhanced search capabilities
- ◆ WindermerePC.com
 - In-depth Pierce County information
 - City and neighborhood pages
 - Listings, local information, crime reports, school info, and more!
 - 17,000+ average monthly views
 - Features popular searches and open house search
- ◆ Social Media Promotion
 - Targeting online buyers (WPP Online Marketing Program)

Blog
Facebook
YouTube
Instagram



Windermere.com
WindermerePC.com
Realtor.com®
Trulia.com
Zillow.com



Market Statistics

Using Up-to-the-Minute Market Data to Make Informed Decisions

Our expertise is fueled by access to Windermere's experts...



Matthew Gardner, Chief Economist

Windermere's chief economist, Matthew Gardner, has been a real estate economist for more than 30 years. He specializes in residential market analysis, financial analysis, and land use and regional economics. His study and interpretation of this economic data, and its impact on the real estate market, gives us unique insights into short and long-term housing trends and are important to consider when buying or selling a home.



Windermere Professional Partners Statistics

Local statistics by county and city.



FROM SALE TO SOLD | See benefits of pricing your home correctly right from the start and the consequence if you don't.



MEDIAN SALES PRICE | Markets don't increase or decline in a straight line. See what is happening, real-time in the market.



MARKET UPDATE | Weekly statistics meetings and top education for calculating local and specific stats.

Our marketing and decision making is driven by the real-time numbers.





BEST IN INDUSTRY

Selling Process



Pricing & Positioning Your Property for the Highest Return

- ◆ Analyze current market conditions and price of comparable properties
- ◆ Work with you to identify your goals and needs
- ◆ Advise and assist you on ways to make your property more attractive to buyers
- ◆ Create a comprehensive marketing plan



Order a preliminary title review on your property.

Title Review



Open Houses

- ◆ REALTOR® will be present the entire time
- ◆ Provides greater exposure for your home
- ◆ An opportunity to answer buyer interest and increase interest
- ◆ Gather valuable feedback to help better market your home



Listing Your Home

- ◆ Your online presence will be launched, including listing your home on the Multiple Listing Service and all syndicated websites
- ◆ Solicit feedback from other agents on price and the home's presentation
- ◆ Keep you up-to-date on sales activity and market conditions

Offer & Contract Management



- ◆ Review all offer(s) received and discuss all important aspects of the contract
- ◆ Discuss and understand all timelines associated with the contract
- ◆ Qualify all buyers prior to offer review





Guide You Through Inspection

- ◆ Buyer will perform inspection within the agreed upon timeframe in the contract
- ◆ Review and discuss inspection requests from the buyer
- ◆ Negotiate seller's response to the buyer
- ◆ Coordinate any repairs to the home if applicable



Help with Your Path to Closing

- ◆ Coordinate with title and escrow
- ◆ Help facilitate a timely closing
- ◆ Provide updates and keep you informed of all timelines within the contract
- ◆ Facilitate transfer of keys to the buyer



Windermere Professional Partners is the **leading** company related to **reputation, professionalism,** and **performance.** We make the business better, **help people** reach their **dreams,** and **change lives.**





All in, for you.

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