Guide to Selling Your Home

ROB GRAHAM
Branch Manager / Broker
Windermere Real Estate Co.



RG | ROB GRAHAM

Meet Rob



Rob Graham / Branch Manager / Broker
robgrahamrealestate.com

EXPERIENCE, TECH SAVVY, RESULTS

Since joining Windermere in 2005, I have received my certification as an Accredited Buyer's Representative and as an Internet Marketing Expert. I love crunching the numbers to keep on top of trends and utilizing the latest tech innovations to give you every advantage. My focus is on getting the best results while keeping you informed and educated throughout the process. I have come to appreciate that each client is unique and no one approach is right for all. It is my job to get to know each of my clients well to make sure I am serving their unique needs. I strive to maintain a limited portfolio of clients at any given time to allow each the full attention they deserve.

ROLE AS MANAGER

My role as Branch Manager since 2017 is quite varied. One minute I may be helping a broker with a difficult transaction, the next helping a broker come up with a viable marketing plan. Coming from a coaching, and mentoring background my greatest thrill is watching brokers mature in their careers. Part cheerleader, part coach, it's my job as branch manager to create an environment where 50 independent contractors can thrive.

AWAY FROM THE OFFICE

Born and raised in New Jersey, I have called Seattle home since 1998. I have my Master's Degree in School Psychology and worked in both the Highline and Shoreline School Districts before coming to real estate. As a former athlete I enjoy an active lifestyle; anything that gets my heart pumping. When not working I love spending time with my wife Lindsay, daughter Sydney (Age 4) and son Jace (Age 2). I retired from volunteering at Children's Hospital - a position I enjoyed for over ten years. For the past ten years I have been involved with Camp Erin of King County sine 2008. I am also ongoing contributor to the Windermere Foundation, a program that helps children from low income families. Giving back to the community is something I've always held in the utmost regard.

> "He looks after everything and with remarkable efficiency and promptness."
>
> **ORLY S.**



Selling your home

Your home may be your single biggest investment; selling it is one of the largest financial transactions you'll ever make. So when you sell, you want to get the best price and the most favorable terms in the shortest amount of time. There are many decisions to make and strategies to consider in order to maximize your return with a successful sale. I will guide you through these before we list your home; then I'll manage every aspect of the transaction, from the first open house to the final closing.

AS YOUR LISTING BROKER:

I'll communicate what buyers are looking for and the conditions that will encourage them to buy.

I'll analyze the market and help you set the right price.

I'll provide detailed information about your home to the thousands of Northwest Multiple Listing Service member agents actively assisting buyers.

I'll also target a more specific cohort of agents representing the most likely buyers for your home.

I'll capture buyers' attention and captivate imaginations through elegant visuals and thoughtful storytelling, in both digital and print media.

I'll make sure your home is visible to the large number of people who relocate to our region from across the country and around the world.

I'll quickly separate the qualified buyers from the rest of the pack, saving you time and potential heartache.

Listing timeline

I'll work hard to match the time and effort it takes to prepare your home for market with the current pace of buyer activity so you can achieve the best results from your sale. Below is a sample listing timeline which may vary for your property based on a number of factors.

PRE-LISTING PREP

04 WEEKS TO LIST

- Listing agreement signed
- Pre-inspection conducted
- Staging walk-through held with designer
- Paint or repair jobs begun

03 WEEKS TO LIST

- House cleaning / de-cluttering started
- Landscaping finessed and windows cleaned
- Furniture removed (as needed)

02 WEEKS TO LIST

- Staging installation begun (as needed)
- Photo shoot conducted
- Video + 3D shoot conducted (as needed)

01 WEEK TO LIST

- Marketing collateral designed (flyers and/or brochures, email blasts, website)

LISTED

WEEK 1 / DAY 01

- Property listing published on Northwest Multiple Listing Service
- Listing posted to Zillow, Redfin, Windermere.com, Realtor.com, etc.
- Property website launched
- Just Listed email blast sent
- Listing posted to social media
- Digital and/or print advertising published
- Broker's open house and/or public open house hosted
- Private showings begun

WEEK 2

- Buyer pre-inspections finished
- Offers received
- Offers reviewed
- Contractual negotiations started

Intelligent pricing + strategy

I WILL HELP YOU DETERMINE THE PRICE AND STRATEGY THAT WILL ACHIEVE THE HIGHEST RETURN, BASED ON YOUR PERSONAL GOALS FOR YOUR SALE.



MARKET ANALYSIS AND PRICING STRATEGY

Before listing your property, I'll provide you with the latest sales data for your area and a review of the current competitive landscape. My in-depth market analysis will help determine a recommended price range for your listing. Our pricing strategy will depend on the actual market conditions at the time your property is listed.

Ultimately, the listing price is up to you, but I will walk you through the pros and cons of different approaches so you remain in control of your sale and are best positioned for success.

HOW TO PRICE AND POSITION YOUR PROPERTY FOR MAXIMUM RETURN

- Review active inventory / competing listings
- Analyze comparable properties that were recently sold
- Assess your home's condition and features compared to those of similar properties
- Determine price based on your home's real-time competitive position in the market

WHAT MAY INFLUENCE PRICE PERCEPTION AMONG BUYERS

- Assessed tax value
- Published appraisal
- Homebot estimate
- Other AVM (automated valuation model)



Preparing your home for sale

REPAIR AND CLEANING CHECKLIST

For your home to make the best impression on buyers and fetch the highest possible price, I recommend making some basic repairs before we list it. I'll give you a tailored checklist once I've visited your property, but here are some things you may want to consider.

EXTERIOR:

- Remove peeling and chipped paint; replace with a fresh coat.
- Fix loose trim and fencing.
- Clear gutters and downspouts.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean and repair the roof as needed.
- Clear garage of clutter and tidy shelves.
- Inspect chimney for cracks and damage.

YARD:

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs.
- Weed flower beds; remove or replace dead or diseased plants, shrubs and trees.
- Clean grease and oil stains from driveway.

DECKS/PATIOS:

- Paint or stain worn areas on wood decks.
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees.
- Clean all deck rails and make sure they're secure; replace missing slats or posts.
- Clean outdoor furniture.

FRONT DOOR:

- Polish or replace the door hardware so it shines.
- Add a fresh coat of paint to get rid of nicks.
- If there is one, remove the storm or screen door.
- Make sure the doorbell operates properly and there are no squeaks when the door opens and closes.

WINDOWS:

- Clean all windows inside and out.
- If needed, add a fresh coat of paint to the window trims and sills.
- Make sure all windows open and close easily.
- Replace cracked windowpanes and those with broken seals.
- Make sure window screens are clean and secure; replace any screens with holes or tears.

ENTRY:

- Clean entryway floors and area rugs.
- Downsize clutter in the entry and entry closet to give the appearance of spaciousness.
- Double-check entry lighting to make sure it works.

THROUGHOUT:

Clean all floors, carpets, walls and trim.

Replace burned-out light bulbs.

Empty trash.

Remove family photos, valuables, and prescriptions.

KITCHEN:

Make sure countertops, grout, and sinks are clean and stain-free; replace grout as needed.

Fix dripping faucets.

Organize pantry and cupboards so they appear clean, neat and spacious.

Clean the refrigerator and remove odors.

Clean the oven and cook-top thoroughly.

Set the table.

LIVING/FAMILY/DINING ROOMS:

Give rooms a fresh coat of paint as needed.

Repair cracks and holes in ceiling and walls.

Make sure all wallpaper is secure.

Repaint any woodwork that is worn or chipped.

Clean or replace draperies and blinds; open them to maximize light.

Make sure draperies and blinds open and close.

Steam-clean carpets, rugs and wood flooring, removing any stains or odors.

Remove and replace any items, such as pendant lights or draperies, that you wish to take with you.

Put away toys and hobby supplies.

BEDROOMS:

Repair cracks in ceiling and walls.

Apply a fresh coat of paint if necessary.

Make sure wallpaper is secure.

Clean draperies and blinds; open to maximize light.

Put away toys, clothes, and clutter.

Neatly make up the beds.

BASEMENT:

Check for water penetration or dampness; call for professional repairs if necessary.

Get rid of musty odors.

Clean furnace, hot water heater, and drains.

Make sure light fixtures work.

Arrange storage area in a neat and organized manner.

Make sure stairway handrail is secure.

TIDY EXTRAS:

Use air fresheners or bake treats to make the house smell good.

Plant flowers to brighten a walkway and enrich the entry.

Remove any indoor houseplants that are brown or losing their leaves.

Remove cars, campers and boats from the property.

Remove extra magazines and books from tables.

Tidy and de-clutter all closets.

Hide or retire worn-out throw pillows.

Store any pet supplies.



Staging your home

STAGE TO STAND OUT

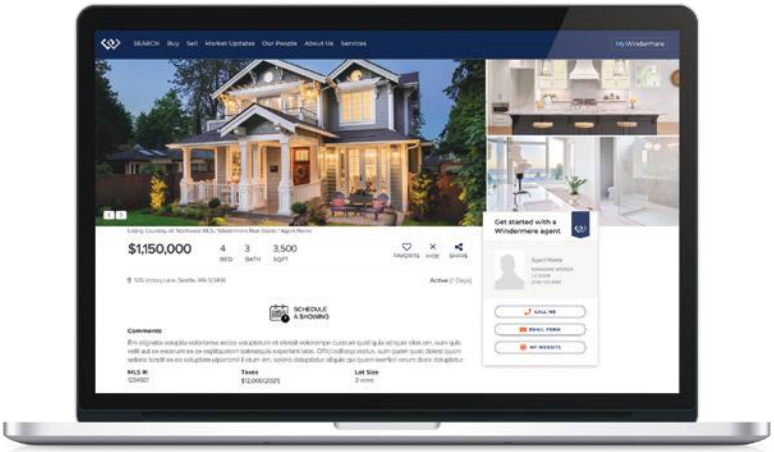
Most homebuyers today are part of the HGTV generation: they prefer professionally curated interior spaces with a modern, minimalist style that "opens up" the rooms of a house or condo. While some home sellers have décor that matches these expectations, the majority of sellers possess a signature style and unique furnishings that make their home distinctly theirs. The role of staging is to present a clear canvas that's less personalized and therefore lets buyers more easily imagine themselves living in the particular space.

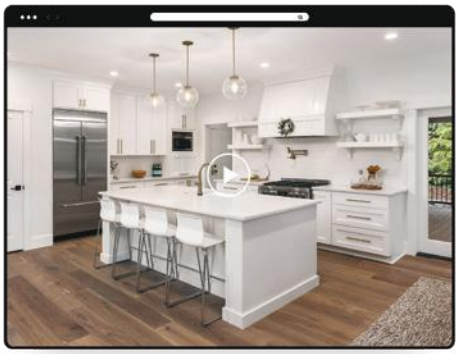
1. **Eight seconds.** That's all it takes for most buyers to form an impression of your home. It's not a long time, so you need to make it count.

2. **You'll make more money.** U.S. Housing and Urban Development reports that a staged home will sell for 17% more on average than a home that's not staged.

3. **Photos.** According to NAR*, over 90% of buyers first search for homes online before deciding to visit. The photos of staged homes will stand out among the rest.

Marketing your home





PHOTOGRAPHY

If home buyers aren't sold on the images they see online, chances are they will move on. And conversely, rich visual storytelling will help a listing stand out, leading to increased buyer curiosity and traffic. That's why I'm committed to hiring one of our region's top architectural photographers to help set the scene when your property is listed. When appropriate we'll also shoot aerial photos via drone; these added visuals will literally elevate your home above the competition.

VIDEO

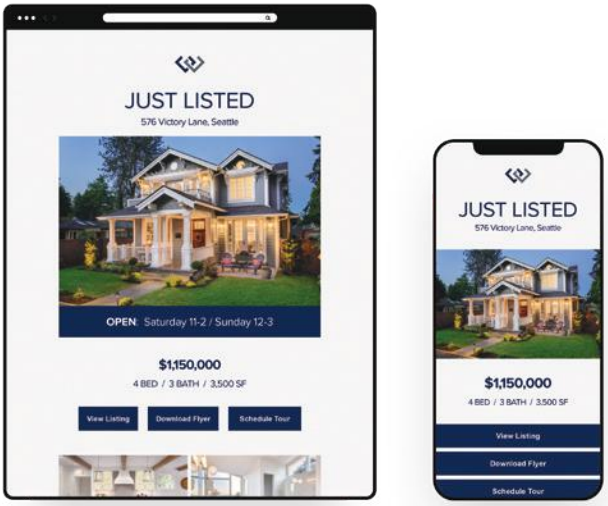
To further tell the story of your home's unique features and lifestyle, I may opt to have a video produced for the property website or to post on social media. Creating a video walk-through of your home allows buyers to experience it as if they were there in person.

3D TOURS AND MATTERPORT

In addition to capturing exquisite photos of your property, I may also post a 3D tour online. This is another way to provide a compelling visual experience that motivates buyers to put your home at the top of their list. Through tools like Matterport, we can provide a floorplan and a self-guided tour that helps buyers visualize how your home's layout and interior spaces will complement their lifestyle.

PROPERTY WEBSITE

I may also create a custom property website that showcases your home more than a typical MLS listing would. Through this unique site, visitors will have a chance to see photos of your property, read about its features and amenities, and even get a sense for the neighborhood and local attractions.

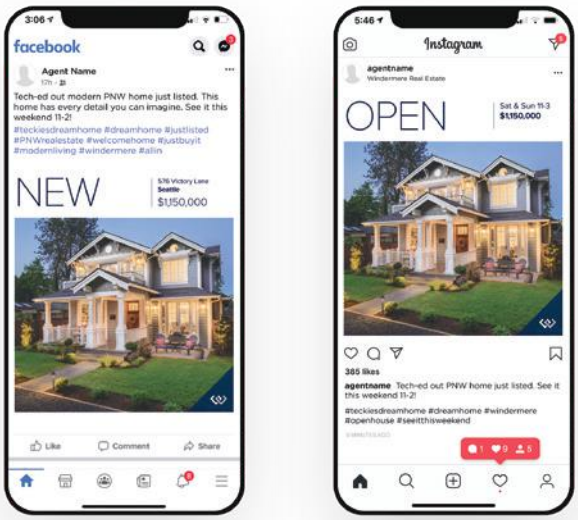


EMAIL

I will utilize my own curated email database of active buyers, previous clients and fellow brokers to send "Just Listed" announcements to generate buzz about your property. I can then send follow-up email campaigns to keep them informed of open houses, broker's opens and other updates pertaining to your listing.

ADWERX





ADVERTISING

I have access to myriad advertising vehicles – digital, social and print – that I can deploy in promoting your listing to the market. I will choose the right message and medium to target the most likely (and most qualified) buyers for your home.

SOCIAL MEDIA

I can also promote your listing on my own social media. From an enthusiastic "Just Listed" post to a video walk-through of the property, audiences can experience the unique attributes of your home and share them with their friends, too.

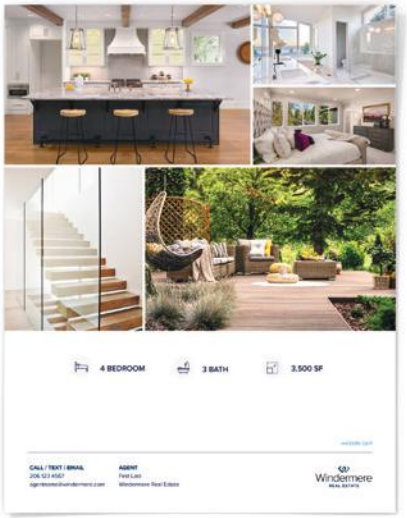
PRINT MATERIALS

Once we've captured great photos of your property, I can create high-end print marketing materials that inspire prospective buyers. These may include brochures, trifolds, informational one-sheets or in-home signage. I may also send Just Listed postcards to neighbors and targeted qualified buyers.













Luxury marketing

GOING ABOVE AND BEYOND FOR LUXURY PROPERTIES

Premier PROPERTIES

When listing your home, I may leverage Windermere's Premier Properties™ program and its many luxury marketing benefits. Under the Premier Properties brand, high-end listings are promoted to luxury buyers using distinctive marketing materials and media. I also enthusiastically promote my luxury listings to Windermere's extensive network of luxury brokers, who represent hundreds of buyers seeking our region's finest properties.

W COLLECTION WINDERMERE

Windermere's W Collection is an elevated property marketing program, tailored to the needs of affluent clients in the ultra-luxury market. If I list your home under the W Collection brand, I'll promote it on the brand's website, using distinctive signage, and via exclusive advertising opportunities and marketing collateral. These will elegantly showcase your home and its most distinctive features to lifestyle-motivated luxury buyers.

WbyWindermere.com

Marketing your home to the world



REACHING LUXURY BUYERS AROUND THE CORNER AND ACROSS THE GLOBE

LUXURY PORTFOLIO INTERNATIONAL®

Windermere and I belong to Luxury Portfolio International® (LPI), a worldwide network of luxury brokers. Through LPI, I can promote my luxury listings to a global audience of affluent buyers. Each year, LPI markets more than 50,000 of the world's most remarkable homes and attracts over three million high-net-worth visitors. Luxury Portfolio's global reach is evident in its extensive collection of homes, with an average price above $2.6 million and an inventory valued at over $58 billion. Through Windermere's affiliation with LPI, I'm able to promote my local luxury listings to a sought-after worldwide network of buyers and agents.

THE WALL STREET JOURNAL.

MANSION GLOBAL

外居乐 waijule.com

居外 Juwai.com

Windermere's luxury listings are promoted to international buyers on websites such as LuxuryPortfolio.com, WallStreetJournal.com, MansionGlobal.com, Juwai.com and Waijule.com. Through these sites your property will be marketed to high-net-worth home buyers around the world.

Showing your home



Once your home is ready to show, I'll begin marketing it to potential buyers and other real estate brokers. If possible, you'll need to leave the home when buyers are present so they feel comfortable asking their agent candid questions.

TIPS FOR A SUCCESSFUL PROPERTY TOUR:

Remove pets. Take them with you or keep them penned in the yard or garage.

Open shades and curtains to let in light.

Turn on enough lights so the home is well-lit.

Remove clutter from tables and bookshelves. Neatness makes rooms seem larger.

Put away items in the yard such as garden tools, bicycles and toys.

Turn on gas fireplaces to create a cozy atmosphere.

Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.

Keep radios and TVs off, or on low volume.

Keep money and other valuables, as well as prescription medications, locked up.

Purchase and Sale Agreement

Once we've found a buyer for your home, I'll guide you through the Purchase and Sale Agreement. This is the contract in which you and the buyer outline the details of your property transfer.

THE PURCHASE AND SALE AGREEMENT USUALLY CONSISTS OF THE FOLLOWING:

- Earnest money receipt
- Financing addendum
- Inspection addendum
- Conditions/disclosure addendum
- Contingency addendum, when appropriate
- Addendum outlining special conditions
- Lead-based paint notification, when appropriate

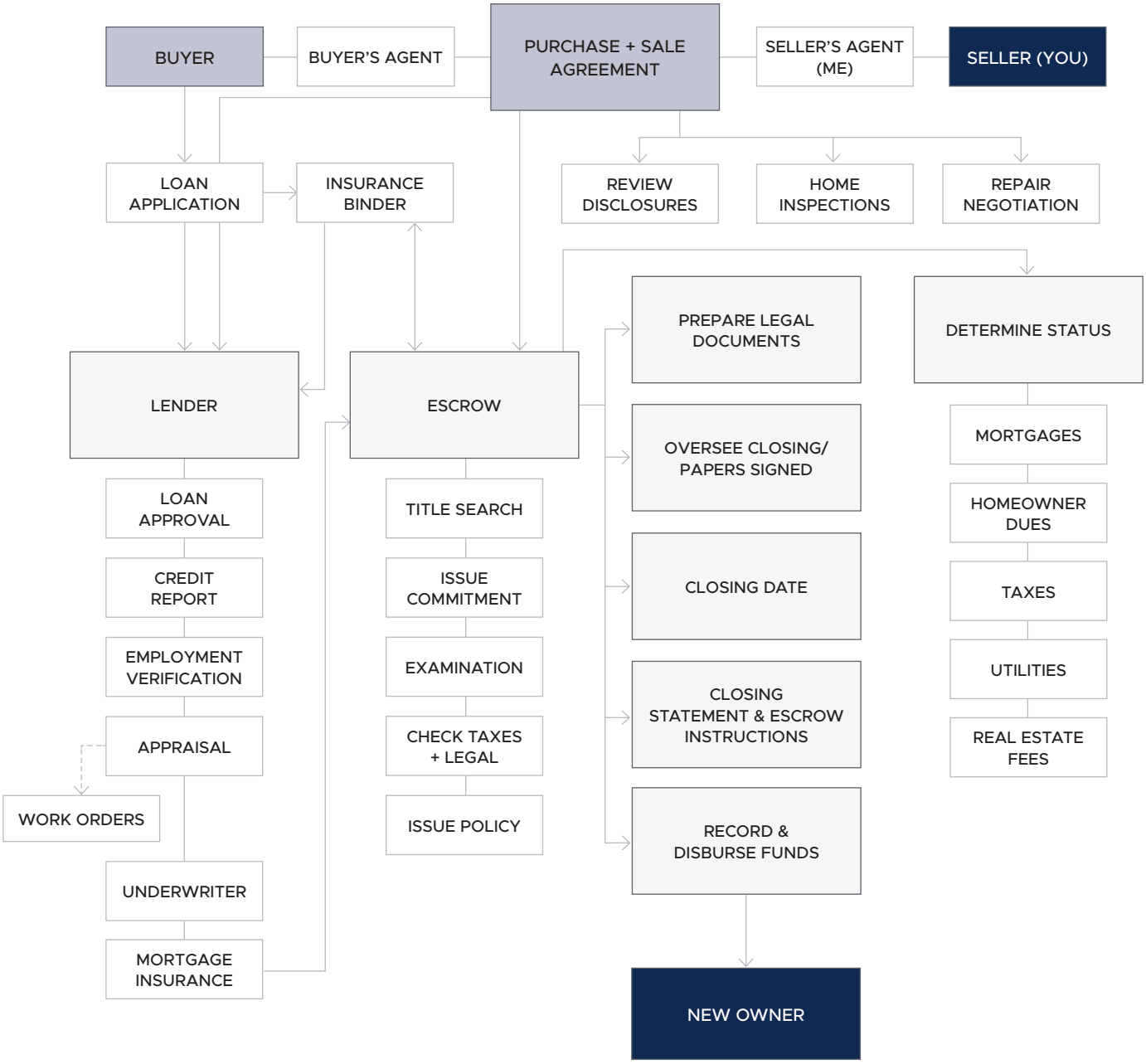
THE FOLLOWING FORMS WILL ALSO BE INCLUDED WITH YOUR AGREEMENT:

- Agency disclosure form
- Property disclosure form



The path to closing

Once you accept an offer, you'll formally begin the process of closing. This period typically takes several weeks, and entails the opening of escrow for the sale, performing inspections and transferring the title and deed of the house to the buyer. It's a complicated process with many moving parts, but I will help manage the details and advocate for your interests.



Home inspection

Once a buyer has decided to make an offer on your home, it may be contingent upon a professional inspection of the entire property — including improvements. The home inspector looks beyond the cosmetics to make sure that the home's general systems operate properly. The inspector will also look for large repairs that are needed and report on the condition of the home.

The standard home inspector's report will review the conditions of the home's heating and cooling systems; interior plumbing and electrical systems; the roof, attic and visible insulation; walls, ceilings, floors, windows and doors; foundation, basement and visible structures. The inspector will also look for cracks in cement walls, water stains that indicate leakage, and any indication of wood rot.

A home inspection also points out the positive aspects of a home, as well as the maintenance that will be necessary to keep it in good shape.

As the seller, you can also elect to hire an inspector to evaluate your home prior to putting it on the market. Many times an inspector can point out major or minor issues with your home that you may be unaware of and that may affect its value.

I work with the best home inspection services and will be happy to give you a list of names from which to choose.

Remember, no home is perfect. If problems are discovered during the inspection, I'll help you negotiate through the process while protecting your interests.



Settlement & closing

Before mutual acceptance, a closing date is agreed upon by you and the buyer. "Closing" is when you each sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. Prior to the closing date, the escrow officer will complete a detailed settlement statement identifying all the expenses associated with selling your home.

THE BUYER PAYS FOR:

- Down payment on the home
- Buyer's escrow fee (according to the contract)
- Lender's extended title insurance premium (ALTA)
- Document preparation (if applicable)
- Prorated property taxes (from date of acquisition)
- Prorated homeowner's association dues (from date of acquisition)
- Recording fees for all documents in buyer's name
- Notary fees, if applicable
- Homeowners' hazard insurance premium for first year
- Inspection fees (according to contract)
- Loan fees as agreed with lender
- Interim interest on new loan, prorated from date of funding to first payment date

THE SELLER PAYS FOR:

- Seller's escrow fee (according to contract)
- Work orders, if required by lender, or agreed between parties (according to contract)
- Owner's title insurance premium
- Real estate service fees (according to contract)
- Payoff of all encumbrances (loans) in seller's name
- Prorated property taxes (prior to date of sale)
- Interest accrued by lender that is being paid
- Prepayment penalties
- Any judgments, tax liens, assessments or encumbrances placed against property title
- Any unpaid homeowner's association dues
- Loan fees that are required by the lender, based on loan types such as FHA or VA (according to contract)
- Recording charges to clear all documents of record against the seller
- Excise tax, if applicable, determined by county and based on sale price

THE SELLER RECEIVES:

- Utility deposits held by gas, electric, cable, telephone and other companies
- Prorated portion of pre-paid property taxes
- Prorated mortgage interest from payments made during the current month
- Fuel rebate for oil or propane remaining in storage tank
- Net proceeds after seller's share of expenses are paid

What my clients are saying

I just had to tell you, that you were awesome. You did all the stuff realtors are supposed to do, but then you did the extras.

– Suzy O.

Rob was absolutely Amazing! The process was tiresome and frustrating, but Rob was there every step of the way.

– Michelle & Ian C.

Excellent. Rob was knowledgable and well prepared. His easy going style was great to work with but I always felt like he was looking out for me.

– Randy P.

Absolutely professional. Above and beyond the expected level of service. I could not have expected better service.

– Stephanie & Stephen L.

Rob is incredibly friendly, has great attention to detail and is very dedicated to his job. I would (and have) recommended Rob to all of my friends.

– Amber & Nate M.

I cannot recall any real estate salesman more industrious and conscientious then Rob. He looks after everything and with remarkable efficiency and promptness.

– Orly S.



I look forward to working with you

THROUGHOUT YOUR TRANSACTION MY ROLE IS TO ADVOCATE FOR YOU AND MY GOAL IS TO GIVE YOU AN OUTSTANDING CLIENT EXPERIENCE.

I'll work tirelessly to educate and advise you about the current real estate market and how its conditions might influence the sale of your home. When the time is right, I'll help you prepare your home to appeal to its best, most qualified prospective buyers. And, once you've received an offer (or offers), I'll negotiate the critical and contractual components of the transaction and deliver creative solutions to whatever challenges may arise.



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Windermere REAL ESTATE
Premier PROPERTIES
W COLLECTION WINDERMERE