
The HOME SELLER'S *Guide*



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REAL ESTATE

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I 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.

I am ready to guide you through every step to achieve your goal of selling. I 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 homes online, my number one priority is to ensure I help you make the very best first impression from "Buyers Eyes".

My collaborative philosophy is that I 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 I 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)?

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



STEP 2: DETERMINE VALUE

After the consultation and in-person home tour, I 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 I have had the opportunity to tour your home, I will take a deep dive into the market analyzing several factors. This starts with me 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 I will take a deep dive into the statistics to examine activity. The result of my work is a recommendation to you of a list price range that will achieve your goal 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 are 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 my market analysis, I will provide you with my 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.

I 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, I 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, and many other satellite sites.
- * Promoting the listing throughout our social media network via posts with both organic and sponsored reach.



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, and **CONCIERGE SERVICES** of High Impact Updates and Staging.

**MY STEP-BY-STEP PROCESS
PROVIDES A SEAMLESS TRANSACTION**



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SAMPLE
LISTING ACTION PLAN

1	2	3	4	5 MOVING DAY
6 FINAL WALKTRHOUGH PICK UP LEFT ITEMS	7 LISTING DOCS SIGNED	8 PAINTING SEWER SCOPE	9 PAINTING	10 PAINTING
11 REPAIRS	12 COMPLETE SELLER DISCLOSURE FORMS	13 YARD CLEAN UP	14 PROFESSIONAL WINDOW CLEANING YARD CLEAN UP	15 CARPET INSTALL
16 PROFESSIONAL INTERIOR CLEANING FLOOR PLAN MEASURE	17 STAGING DAY	18 11:00AM PHTOSHOOT	19 SIGN INSTALL LISTING DAY 11:00-13:00 WRE BROKER TOUR	20 12-3PM PUBLIC OPEN HOUSEÇ
21 1-4PM PUBLIC OPEN HOUSE	22	23	24 13:00 REVIEW OFFERS	25
26	27	28	29	30

31

Notes : SPECIFICS FEATURES TO POINT OUT TO PHOTOGRAPHERS STAGING HIGHLIGHTS



✍️ STEP 5: LISTING

Once You have hired me to represent you in the sale of your home, and i have determined a listing date, I 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 I can discuss these options during our initial consultation meeting.

In addition to the aforementioned marketing that will be conducted to promote your listing, I will also hold several open houses inviting my 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.



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



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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 Collections (\$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 exposure to over 3 million high-net-worth visitors from over 200 countries worldwide.
- 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, I'll help you measure the pros and cons of an offer including which parts are solid, and which components are unreliable. I will also highlight any potential red flags. I'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. My 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 DAY

Once the 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. I am committed to continuing my relationship beyond the sale with my vast community of vendors, and am your go-to source for anything household related as you transition and begin your new journey!





COMMISSION LEVELS

SILVER - 5% COMMISSION

- **Marketing Materials**

Colored 2-sided Flyer

Yard Arm Sign with "never out" flyer box

Silent Talkers around the home

Just Listed & Just Sold Postcards (to 50 of the nearest neighbors)

- **Professional Photographs**

- **3D Virtual Tour with Floor Plans**

- **Open Houses: 1st weekend (Saturday & Sunday) for 3 hours each.**

- **Contractor Referrals for fixes & repairs**

GOLD - 6% COMMISSION

- **All of 5% Commission Items**

- **Windows Cleaned inside & out**

- **Full Home Deep Clean**

- **1 Month Of Professional Staging**

- **1 Month of Outdoor Furniture Staging**

- **Brokers public Open House - Wed or Thurs. 11 am - 2 pm
Prior to the weekend.**

ABOUT ME



STERLING PROFESSIONAL

For almost a decade, I've enjoyed my career in Real Estate services. It's a "people business" that is based on relationships, which I look forward to each and every day. I've had the pleasure of serving YOU...the members who trust Windermere to help them improve their lives. I've also enjoyed being a representative of my organization: out in the community, hosting events, leading the charge, and volunteering my services with countless non-profit organizations. No matter what I do and whom I serve, my goal is to "wow" you and earn the privilege of being your real estate advocate for life.

SERVICE-MINDED

I am a product of both sides of the Pacific Ocean, grew up in mainland China and made frequent trips to the US, later making Greater Seattle home and getting my MBA at the University of Washington. My multicultural experience allows me to seamlessly connect and build bridges in a refreshingly genuine way. I enjoy using my hands-on knowledge and expertise to help guide you through the process of buying and selling. I truly care about each and every real estate transaction of which I'm a part.

OUTSTANDING PERSONALITY

On my days off, I enjoy spending time with my husband and our two boys. We have incredible conversations at the dinner table and even while walking our dogs, Elle & Joey, a French Bulldog and an American Staffordshire. I also enjoy scenic drives, getaway weekends, rustic and hip coffee shops, wine tasting (especially reds), cooking, golf, and time spent with my friends and family.

All in, for you.®