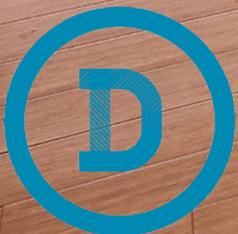


DESIREE

Home Seller Book



# Introducing my approach...

Real estate transitions are adventures. My job is to understand what you want and to apply my expertise to make your journey as satisfying as possible.

My team is special. We are savvy business people with deep reserves of enthusiasm and empathy. We make the journey enjoyable, while netting the most value for our clients. We provide smart representation along with a healthy dose of good humor and sensitivity to the individualized challenges that accompany every real estate transition.

We are dedicated to serving our clients' long term interests. We earn our commission by adding value at every stage of the home buying/selling cycle. In a real estate market like Seattle's, top notch representation more than pays for itself.

Our approach is characterized by:

- **Evidence.** There is no substitute for a fact-based command of the market. What comparable homes have sold? What else is available? How much have actual buyers paid?
- **Reliability and flawless execution.** When we say we will do something, we do it.
- **Clear, direct communication** and regular updates.
- **Clients for life.** We want what's best for you in the long-term. This often means netting you the most money; it sometimes means advising you to stand pat.
- **Win-win negotiation.** Win-win yields fair, satisfying outcomes; it also builds trust and predictability which pays off over the course of a deal.

This book is intended to introduce sellers to my practice of real estate. It is not comprehensive. It is a conversation starter. So let's talk!

Desiree

# Planning & Strategy

I work with every client to devise an individualized selling strategy. Every client has their own agenda, expectations, communication style, and preferences for how they want to do business. What is the right approach for you? We have clients who want to operate in the trenches. We also have clients who opt for higher-level, CEO-style briefings and management.

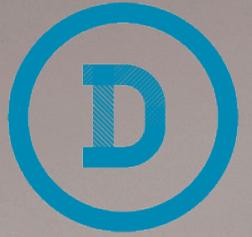
## **Six questions**

As a full-service agent, I will work with you to figure out how our expertise can best serve you. Here are six foundational questions that will directly inform our plan:

- Why are you selling?
- Do you “need” to net a certain amount of money from your sale?
- What is your timeframe and how flexible is it?
- What else do you “need” from this transaction?
- What else do you “want” from this transaction?
- What have you learned from past transactions and the experiences of others that is relevant for how you want to proceed?

Finish this sentence:

*“For this transaction, I hope that....”*



# Preparation & Staging

Buyers are shopping for their home, not your home. How will they be served by the floorplan, the style, the colors, the closets, etc? When preparing to sell your home, we have two tasks:

- Realistically assess appeal and imperfections, and
- Remedy what is feasible and profitable.

## **Fresh Eyes**

Buyers are looking for the possibilities in your home. We help tell a story (in the space and in the marketing) of upside. We identify and emphasize the features that are most desired (and most worth paying for) by active home buyers.

## **Repair, Refresh, Upgrade**

Sellers can pay a little or a lot on their way to market. Some investments payoff, others may fail to increase the value to buyers. Experience has taught us how sellers can maximize the money in their pocket via the right mix of:

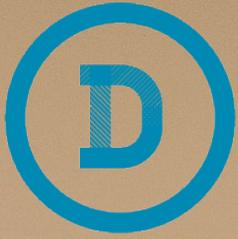
- Reduced clutter
- Furniture placement/additions/removal
- Fresh paint
- Minor remodeling/carpentry
- Gardening
- Cleaning

## **Project Management**

We have refined our design sense for home selling. We have access to furniture and accessories. We coordinate a SWAT team of professional, affordable contractors to quickly and efficiently prepare a home for market. We do not believe in low-quality work, though we recognize that our clients would make different choices for a home they were moving into versus one they are leaving.

Smart management and disciplined choices during preparation are one of the main ways we net you money. We know that it may seem daunting to get your house ready for market, but we can do it!





# Pricing

Home values exist within a range and then a million details converge (supply/demand, staging, marketing, negotiating, etc.) to determine what an actual buyer pays. I help you achieve the best results within that range, typically netting more than the cost of the commission.

Together, we establish price by considering:

- **Comparative Market Analysis (CMA).** We prepare a custom CMA to identify how much real buyers paid for comparable homes in your neighborhood. We also map active listings in your price range. (This data is indispensable for establishing price.)
- **Intangibles.** What other qualities of your home need to be considered? How much do they affect the price?
- **Buyer profiles.** What types of buyers will be most interested in your home? How can we tell a story to maximize exposure and persuasiveness for these people?
- **Your constraints.** What factors in your life (timing, flexibility, priorities) should influence our strategy?
- **Reality testing.** As we zero-in on a price, we consult other heavy-touring agents and conduct exercises (e.g. the shell game) to maintain objectivity. Accurate pricing is one of the best routes to a satisfactory outcome.

# Marketing

Marketing is fun because we get to tell the story of the house, in all its glory. What is awesome about the home? What is most valuable about the home? Who are the buyers that will value it most?

## Telling the story

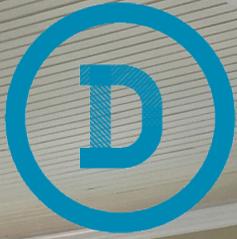
We begin by crafting a story around each home's unique selling points. Then we develop compelling, eye-catching marketing materials to communicate this story.

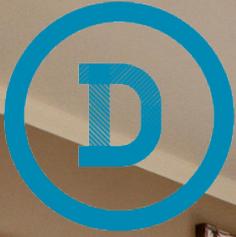
## Broad and targeted reach

We then place those materials in the gaze of buyers. We market broadly to reach a wide audience while carefully targeting strategic niches of buyers based on the unique characteristics of the house.

Marketing that every client can expect includes:

- **Premium photography.** We invest a lot in high quality photos. All of the shots from this book were from our listings.
- **Custom house website and domain name.** These websites are beautiful. They pay homage to the home you are selling while also providing a nice platform to share with friends, acquaintances, and neighbors.
- **Database exposure.** When we list the home with the NWMLS, the listing percolates to other popular databases (Windermere, Redfin, Zillow, etc.).
- **Street Sign & Flyer.** Windermere signs are high quality and attractive. We also prepare one-page color flyers that are attached to the sign and left in the home.
- **Open houses for brokers and the public.** We find ways to get brokers into your home, so they can tell clients and other agents about "the hot new property."
- **Social media coaching.** Often people are turned off by agents "acting like agents" on Facebook. By developing custom websites, we provide the tools and advice so our clients may tell their friends about the home they are selling. While this first level of connection doesn't yield sales directly, the "friends of friends" conversations can be rewarding.



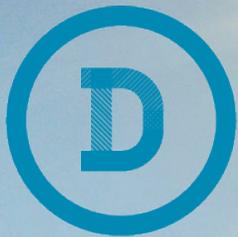


# Negotiation & Closing

Focus, dispassionate analysis, credibility, and creativity are critical once a buyer brings an offer. Buyers are often irrational and exasperating. We are highly skilled in dealing with these circumstances and closing deals. We have accumulated experiences with many transactions, learning to identify red flags as well as creative solutions. As we negotiate with buyers (and their brokers), we are particularly good at keeping our egos in check and winning on behalf of our clients. We do this in two ways:

- **Credibility & Trust.** Professional distance is a hallmark of good negotiation. The importance of representation grows in direct proportion to a seller's emotional stake. Significant value can be gained or lost during negotiation. We stay cool and keep our eyes on the prize.
- **Flawless execution.** The financial and emotional significance of real estate transactions often gives buyers cold feet. And when buyers get nervous, deals go sideways. Technical hiccups or communication lapses can take on lives of their own. Our detail oriented follow-through and commitment to straightforward, timely communication is a critical asset for sellers.

Getting "top dollar" depends on the cumulative interaction of all these tactics (strategy, staging, pricing, marketing, negotiation, etc). Top performance at each step reinforces the others; or (more ominously) blowing one part undermines the rest. For example, a weak marketing plan leaves great staging unseen. The synchronicity of all of these factors is one of the main ways that great agents net more than DIYers and less capable representatives.



# OUR TEAM



**Desiree Loughlin**, Managing Broker

Since 2001 Desiree has worked with many, many clients. She is a trained mediator and skilled communicator who identifies the varied interests of our clients (and those on the other side) to set the table for successful negotiations. She prides herself on her ability to help our clients make confident, smart decisions.



**Rosina Geary**, Transaction Coordinator  
& Client Care Specialist

Rosina keeps all parties organized and updated. She anchors the office and tends to details through all transaction phases. Rosina has a strong background in project management that keeps us all on track!



**Joe Sullivan**, Communications Specialist & Renaissance Man

Joe is a research analyst and writer. He assists Desiree, Kelly, and Millie with storytelling and marketing. He likes evidence, data, and communications materials that clarify and simplify real estate. He is often blown away by the ways that this team transforms homes on the way to market.



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