

SELLER'S GUIDE

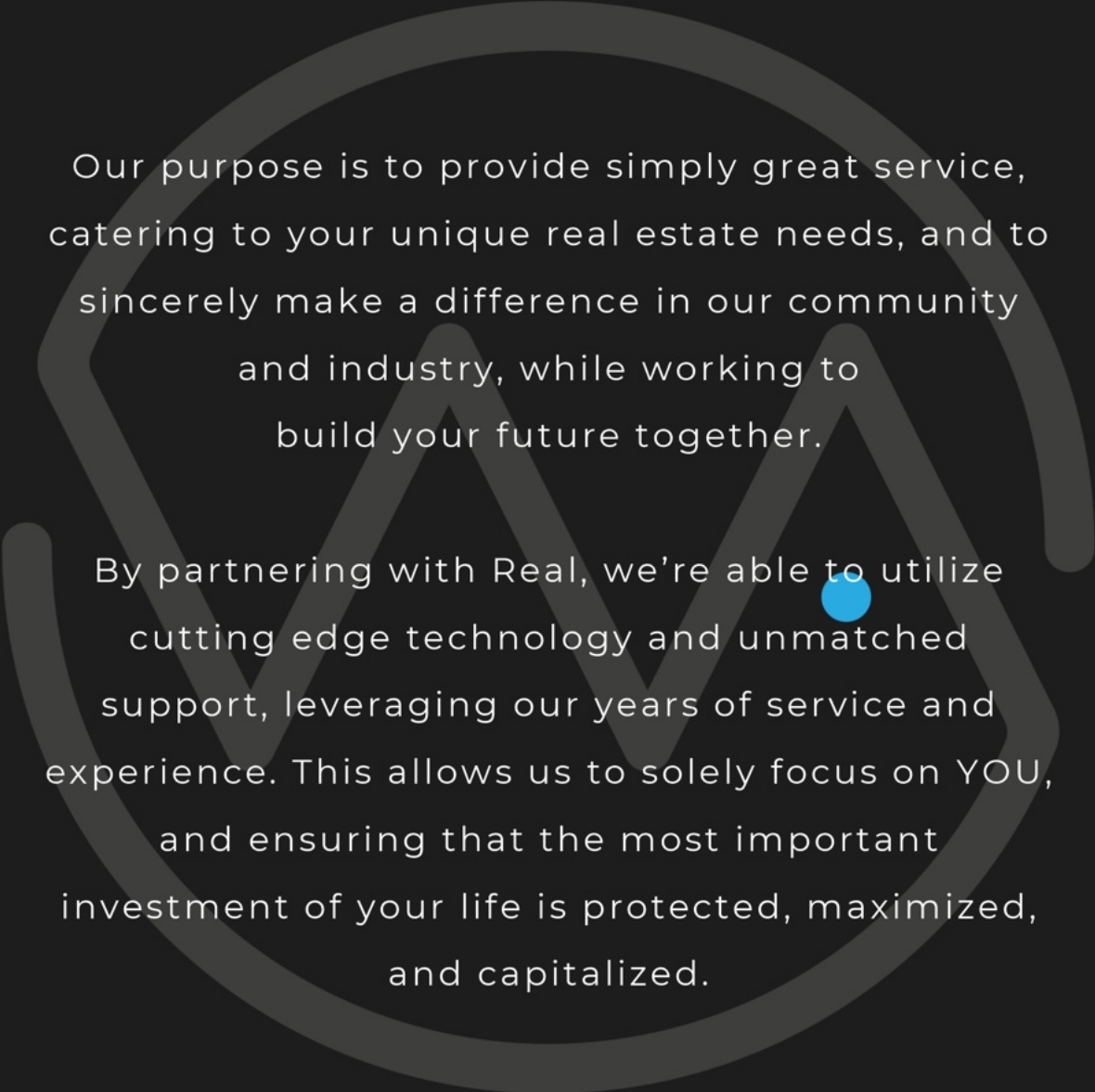
THE COMPLETE GUIDE TO SELLING YOUR HOME



WILLIAMS AVE.
REAL ESTATE

BROKERED BY

real



Our purpose is to provide simply great service,
catering to your unique real estate needs, and to
sincerely make a difference in our community
and industry, while working to
build your future together.

By partnering with Real, we're able to utilize
cutting edge technology and unmatched
support, leveraging our years of service and
experience. This allows us to solely focus on YOU,
and ensuring that the most important
investment of your life is protected, maximized,
and capitalized.

BRINGING YOUR DREAMS HOME

TEAM LEADERS & LISTING SPECIALISTS



JESSICA KLEIN & CORY WILLIAMS

With a dynamic team approach, and over 12 years combined experience, we have developed & perfected a proven process to help you navigate the selling process confidently, ensuring the most important investment of your life is protected & maximized.

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BRINGING YOUR DREAMS HOME

TEAM STATS

Our listings sell
for an average of
103.1% of List
Price.

We have sold
over 360 homes,
all across Eastern
& Western WA.

Over
\$158,000,000
Sold In Volume
As A Team

100% 5 Star
reviews from
our past clients!

Hundreds of
hours invested
into continuing
education.

A modern living room with a dark brick fireplace, a green armchair, and a white sofa. The room is dimly lit with a warm glow from the fireplace and a small table with candles.

THE **PASSIVE** AGENT'S MARKETING PLAN

1. SIGN IN THE YARD
2. LOCKBOX ON THE DOOR
3. LIST ON THE MLS
4. PRAY!

VS.

THE **ACTIVE** AGENT'S MARKETING PLAN

1. PROVEN PROCESS CURATED TO EACH CLIENT'S HOME & GOALS
2. PERSONALIZED STRATEGY SESSION
3. PROFESSIONAL & CURATED HOME EDITING WALKTHROUGH
4. PRE-INSPECTION FOR PREP & INCREASED DEMAND
5. FULL TIME TEAM SUPPORT STAFF
6. INDIVIDUALIZED & PROFESSIONAL STAGING
7. PROFESSIONAL CLEANING SERVICES PRIOR TO MEDIA
8. PROFESSIONAL MEDIA - PHOTOS, DRONE, VIDEO & MORE
9. PRINT, WEB, & SOCIAL MEDIA SPONSORED MARKETING
10. PROPERTY WEBSITE JUST FOR YOUR LISTING
11. EXPERT NEGOTIATION

THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

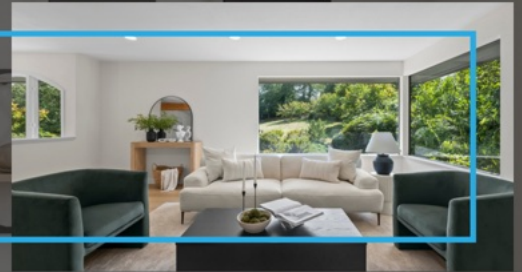


INSPECTION

AN INSPECTION PRIOR TO LISTING ALLOWS US TO FIND ANY HIDDEN ISSUES AND NEGOTIATE FROM THE STRONGEST POSITION WITH BUYERS.

STAGING CONSULT

WE'LL WALK ROOM BY ROOM WITH YOU TO BEST PREPARE YOUR HOME FOR PHOTOS AND SHOWINGS.

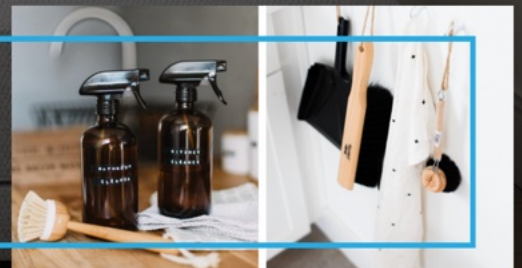


GET READY

DEPERSONALIZE AND DECLUTTER, PREPARE YOUR HOME FOR BUYERS.

CLEANING

WE'LL SEND IN OUR TOP NOTCH PROFESSIONAL CLEANING TEAM TO DEEP CLEAN YOUR HOME SO IT'S SPARKLING!



MEDIA

WE HIRE THE VERY BEST MEDIA TEAM TO SHOOT YOUR HOME, SHOWCASING EACH SPACE, INSIDE & OUT!



FINAL CHECK & MARKET CLIMATE DISCUSSION

WE'LL SIT DOWN TO GET A SENSE OF THE IMMEDIATE MARKET & COMPETITION TO PLACE YOUR HOME COMPETITIVELY TO MAXIMIZE DEMAND.



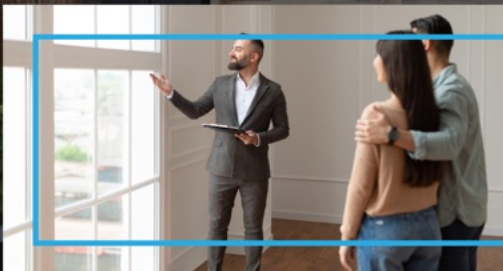
GO LIVE!

PRINT, SOCIAL MEDIA AND ONLINE MARKETING IN ADDITION TO EMAIL BLASTS, EVERY BUYER WILL SEE YOUR HOME!



SHOWINGS

AGENTS WILL SHOW YOUR HOME BY APPT TO PROSPECTIVE BUYERS. BE PREPARED FOR A BUSY FEW DAYS!



OFFER REVIEW

WE'LL GAME PLAN AN OFFER REVIEW STRATEGY TO ENCOURAGE HIGHEST AND BEST.



THE MARKETING

Marketing your home is the most important piece to getting it in front of as many buyers as possible, on multiple platforms. The more buyers you have see your home, the better chance you have of getting the highest price for it.



VISUALS

Photos, flyers, and postcards get your property noticed!

SOCIAL MEDIA ADS

Your home is distributed across all of our online platforms, with paid targeted ads to reach buyers on all platforms.



EVENTS

Open house opportunities allow for buyers to tour who don't have an agent available, and allow your neighbors the opportunity to send friends and family.



MARKET FACTORS WITHIN YOUR CONTROL

- PRICE
- PROPERTY CONDITION
- AVAILABILITY FOR SHOWINGS



FACTORS YOU CAN'T CONTROL

- COMPETITION
- BUYER'S OR SELLER'S MARKET
- INTEREST RATES
- WHEN THE PERFECT BUYER WALKS THROUGH THE DOOR



THE PRICING

CONDITION

The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are so important. Our team will be able to help in making specific suggestions for you to optimize the physical appearance of your home in order to maximize potential buyers' perception of value.

COMPETITION

Prospective buyers are going to compare your property - both the condition and the price - to other listings in and around the neighborhood. Those buyers will ultimately determine value based on those other properties as well as what they are willing to pay for your property.

TIMING

Property values are affected by the current real estate market - changes can happen almost weekly depending on the time of year. Because we can't manipulate the market, we'll collaborate on a pricing & market strategy that will take advantage of the first few weeks of your property being listed. This is the window of opportunity when buyers and their agents discover your property and are most likely to visit and potentially make offers.

LOCATION

Location is one of the top 3 most important factors in determining value of your property - vicinity to amenities or features of the property aid in this value.

THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Earnest Money
3. Terms
4. Inspections
5. Appraisal
6. Contingencies
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and work to make it as strong as possible

Earnest Money

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walkthrough of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

TESTIMONIALS

Would definitely recommend Cory. We went with him twice to sell our home in the past 3 years, both times he was a pleasure to work with. And in both cases we got our asking price or better. In the second case we worked with him, we were unsure how much to list our home for, leaning on his experience he helped us get more than our asking price which made my wife and I very happy as we had a lot of upcoming moving expenses. He is very knowledgeable and easy to work with. Although we recently just moved out of the WA State area, if we ever moved back we would be happy to work with him again.

Nick S.

Jessica was a very hands on support to me and my girls. She gave me selling advice to help ensure we got all the value we could, and made the process a lot less stressful. She was able to price us appropriately and still negotiate an exceptional offer including a 60 day rent back. I highly recommend working with her!

Ambre G.

We interviewed real estate agents before we decided on Cory Williams. We are so impressed with him! He's very personal, down to earth, never pressured us and is a great negotiator! There were 2 other offers on the table the same night as ours!

Thank you, Cory! Tina R.

We had originally worked on some preliminary details with another national-brand realtor here in Enumclaw. No contract, but ready to go with them. I decided to extend my interviews from 2 to 3 firms, and ultimately chose to work with Jessica and Cory. It just felt right. Small, very welcoming, very professional Williams Avenue RE was just the ticket. Ended up with multiple bids over our asking price and selected a very qualified and anxious-to-buy our home.

A week before the For Sale sign went up we headed off on a 36 day trip to New Mexico..... left all the details and taking care of our property to Cory and Jess. Never once worried about the process in Enumclaw. Natalie and I have bought and sold over a dozen homes and have never been treated as well as with this transaction.

I give an unqualified, hearty endorsement to Williams Ave Real Estate..... small enough to care, experienced enough to know all the ins/outs of the biz, and professional enough to get the best deal for us.

Cory and Jessica are ultimately professional. Thank you so much to both of you for sending professional cleaners to prep my house, sending professional photographers to take photographs that made my house look outstanding. And definitely putting my house up for sale within a weeks time of our meeting, The open house on the Fourth of July weekend was a success! My buyer showed up! Within weeks we had a closing date and I have moved out of my house and I'm now living in my new place! Thank you thank you thank you Williams Ave. I recommend you and I would use you again!

Pam S.

MORE
REVIEWS



BRINGING YOUR DREAMS HOME



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w i l l i a m s a v e r e a l e s t a t e . c o m

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