



SELLERS GUIDE

FOR HOME SELLERS IN OR + SW WA





“Kristen was immediately extremely knowledgeable and informative, and a fantastic advocate throughout the whole process. She was efficient, a great communicator, and very supportive. It's obvious that she really cares about her clients. Highly recommend.”

— Erin S.



“Kristen was knowledgeable, professional, and went above and beyond to help us sell our home and above asking! She guided us through the process, as we'd not yet sold a home, answered all our questions, and explained the process along the way.”

— Ashley M.



“Kristen is a wealth of information. Incredibly genuine, with facts from personal experience she tells you how to get the best deal and make it worth it. Cannot recommend her more, working with her has been really heartwarming!”

— Valeria U.



We're glad you found us — and we're ready to learn exactly what you need to make your move a success.

Selling a home is a big decision, and you deserve a team that's honest, professional, and fully invested in your goals. That's who we are. We're purposeful in our approach, straightforward in our communication, and rooted in the communities we serve. Our results speak for themselves, but our commitment to you is what sets us apart.

You focus on your next chapter. We'll handle the rest.

MARKET LEADER IN COLUMBIA COUNTY

OVER 50 YEARS OF COMBINED EXPERIENCE

70-100 HOMES SOLD PER YEAR

5-STAR ZILLOW BROKERS



ESTABLISHING THE DIFFERENCE

WHY OUR TEAM

Because experience, education, and a business-minded approach matter when you're trusting someone to sell one of your biggest assets. You deserve a team that understands the strategy behind every decision—and isn't afraid to guide you with clarity and confidence.

50+

Year of Combined
Experience

90%

Referral or
Repeat Client

\$90M

Sales Volume
Per Year



Jessica Venable

Transaction Coordinator, Licensed in OR

Jessica brings over a decade of real estate and marketing experience to our team. A licensed Oregon Broker with a BFA in Graphic Design, she pairs sharp contract knowledge with an eye for detail that keeps every file running smoothly. Her organization, follow-through, and commitment to doing things the right way make her an essential part of the client experience — and someone you'll be grateful to have behind the scenes on your transaction.

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Brenda Blinsky

Broker, Licensed in OR

Brenda is a newly licensed real estate agent who primarily serves the Oregon Coast, including Astoria, Warrenton, and Seaside.

She is currently mentoring under and supporting Kristen Spellman in Columbia County, gaining hands-on experience while delivering reliable care to clients throughout the region.

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TEAM LEADER, LICENSED IN OR + SW WA

KRISTEN SPELLMAN



Kristen Spellman is a seasoned Washington and Oregon realtor known for her straight-forward guidance, sharp contract knowledge, and unwavering commitment to her clients' goals.

With 6+ years of experience across residential, luxury, multi-family, manufactured/RV, and commercial properties, she brings a business-forward mindset to every transaction — and the patience, clarity, and determination her clients rely on.

As the owner of Pacific NW Broker, Kristen leads with honesty, professionalism, and a deep connection to the communities she serves. When she's not negotiating deals or advising clients, you'll find her exploring the Pacific Northwest with her family — the place that inspired her career and continues to ground her work today.

100+ 5-STAR GOOGLE REVIEWS

RESIDENTIAL + COMMERCIAL BROKER

PACIFIC NW ENTHUSIAST

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THE COMPANY WE KEEP

OUR BROKERAGE

The company you choose to represent you is equally as important as the agent you select. A strong brokerage provides the systems, compliance support, and expertise that protect you throughout the process. When you're selling a major asset, you deserve a team backed by structure and a reputation you can trust.

50+

US States and
4 Canadian
Provinces

74%

Increase in Closed
Transactions
in Q1 2024

\$7.5B

Closed
Volume
in Q1 2024

Why Real Broker?

Real's core values shape everything we do. We believe kindness is a strength, collaboration moves us further, and innovation should make the real estate experience better for both agents and clients. The technology we build isn't just a tool — it's designed to streamline the process, elevate communication, and support a higher standard of service.

TECH + HUMANITY

COO NAMED AN INMAN FUTURE LEADER IN REAL ESTATE

FAASTEST-GROWING PUBLICLY TRADED BROKERAGE

A MISSION TO REVOLUTIONIZE RESIDENTIAL REAL ESTATE



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SETTING THE STAGE

Speaking to our audience is the priority. Every buyer—at every price point—has expectations, and it's our job to help you meet them. We start with a Listing Consultation where we clarify your goals and build a strategic, action-driven plan to get your home sold.

LET'S GET STARTED

THE CONSULTATION

Step 1: Evaluating Your Goals

Our first step is to listen. To be able to guide you, we need to understand your goals. Working to sell any home is truly a partnership between our sellers and our team.

Step 2: Pre-List Repairs

Next, we work together to create a list of maintenance and repair items that are needed to get a home market-ready. Anything in the home that is in disrepair and can be easily fixed should be addressed before going on the market.

Step 3: Discuss Staging Needs

Staging lets us present homes in a way that highlights the best features, creating an ambiance that allows buyers to envision themselves living there. Some homes benefit from whole house staging and others simply need a refresh.

Step 4: Getting Market Ready

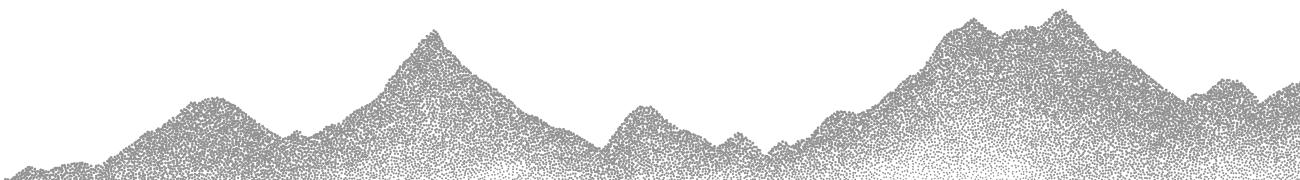
Our extended team of professionals includes painters, contractors, stagers, landscapers, etc. Once we have agreed on what work needs to be done, we're here to assist in making it happen.

Step 5: Pricing Evaluation

We will provide an in-depth evaluation of market conditions, trends, comparable home sales, and an overview of expected closing costs.

Step 6: Marketing Expectations

Last but certainly not least is a review of how we successfully market homes and get them sold with our 17-Point Listing Launch System and 25-Point Contract-to-Close Plan.



PRE-MARKET CHECKLIST

When listing a home, there's no universal checklist of upgrades that applies to every property or every seller. Any improvement should be considered only if it meaningfully increases your home's value or its appeal to the majority of buyers.

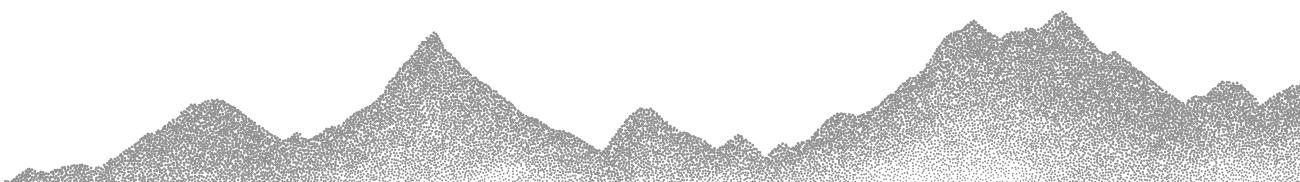
Our recommendation: stay proactive with repairs, focus on what buyers notice most, and invest where it truly counts. Below are key improvements to consider, along with a few must-dos to ensure your home hits the market strong:

To Consider

- Pre-list home inspection
- Fix anything in disrepair
- Paint rooms a neutral color
- Change dated light fixtures
- Replace old cabinet hardware
- Professionally clean carpet
- Replace carpet where needed
- Refinish hardwood floors
- Selective renovations
- Have fresh mulch spread in the yard
- Landscape refresh
- Fix any minor plumbing leaks
- Fix any non-functional outlets

Must Do

- Deep clean + deep clean again
- Declutter as much as possible
- Pack at least 1/3 of accessories
- Clean out every closet
- Change any burnt-out lightbulbs
- Change air filters
- Patch any drywall holes
- Mow the lawn + rake any leaves
- Clean out flower beds
- Clean up the garbage can area
- Clean out the garage





BENEFITS OF HOME STAGING

Tidy rooms are essential, but so is presenting your home in a way where buyers can envision themselves living there. We want to appeal to their emotions. Staging does just that! It sets the stage by curating spaces that highlight the home's best features. Home staging is a solution for both occupied and vacant homes. Does staging work? Absolutely!

- Staged homes sell for almost 20% more
- 95% of staged homes sell in just 11 days
- 93% of Buyers say that staged homes feel more appealing to them

No Upfront Repair Costs

Whether your home needs to be painted, needs a new roof, or just some landscape clean-up, we've got you covered! Because we are so confident in our process and WE KNOW WE WILL SELL your home, we're willing to offer cost solutions upfront!

- Low-cost loans up to \$100,000
- Maximize your home's value
- Quick approval and funding
- No payments due before closing

ESTABLISHING

THE RIGHT PRICE

The fastest way not to sell your home is to overprice it.

Time on market works against you. The longer a property sits, the more buyers question its value.

At the end of the day, a home is worth what a qualified buyer is willing to pay — and the data shows that well-priced homes sell in fewer days and for more money.

So how do we determine the right list price?

We analyze recent sales, current pendings, and your active competition to understand exactly where your home should be positioned in today's market. We look at the full story the data tells — not just a single number.

Strong pricing is part science, part art, and a whole lot of experience — and that's where our guidance matters most.



LET'S TALK ABOUT

BUYER AGENT COMMISSION

In August 2024, the real estate industry saw a major shift in how commissions are structured. These changes came from a nationwide lawsuit involving the National Association of Realtors (NAR), several MLS organizations, and brokerages across the country.

The result? Compensation has now been decoupled—not eliminated. Buyer representation still exists, and compensation still exists. What's changed is how it's agreed to.

Historically, the listing agent and seller negotiated the total commission, and a portion was offered to the buyer's agent. Going forward, both listing agents and buyer's agents must have written contracts with their clients, and each contract must clearly outline how that agent is compensated.

Commissions Can Now Be Paid in Several Ways:

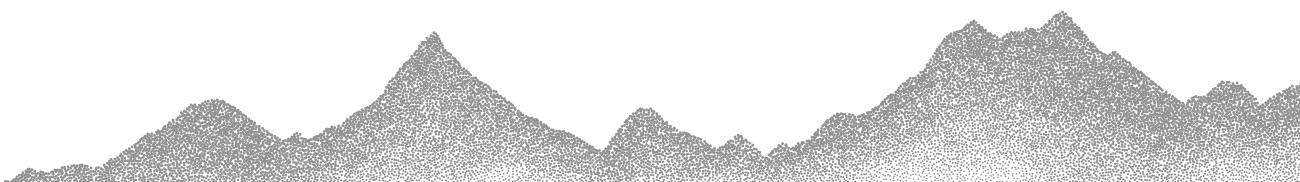
- The fee can be negotiated into the purchase and sale agreement through a seller concession.
- Buyers can pay their agent directly.
- A combination of both methods can be used.

Three Key Agreements Will Now Govern Real Estate Transactions:

- Listing Agreement: Between the seller and the listing broker.
- Buyer Representation Agreement: Between the buyer and the buyer broker.
- Purchase Agreement: The offer and terms of sale agreed upon by the seller and buyer.

For our sellers, this means we'll set our listing fee upfront, and the buyer's agent commission will be negotiated as part of each offer that comes in.

Our commitment remains the same: we negotiate fiercely and advocate for your best interests. We understand the nuances of these industry changes, and you can trust that we'll guide you through them with clarity and experience.

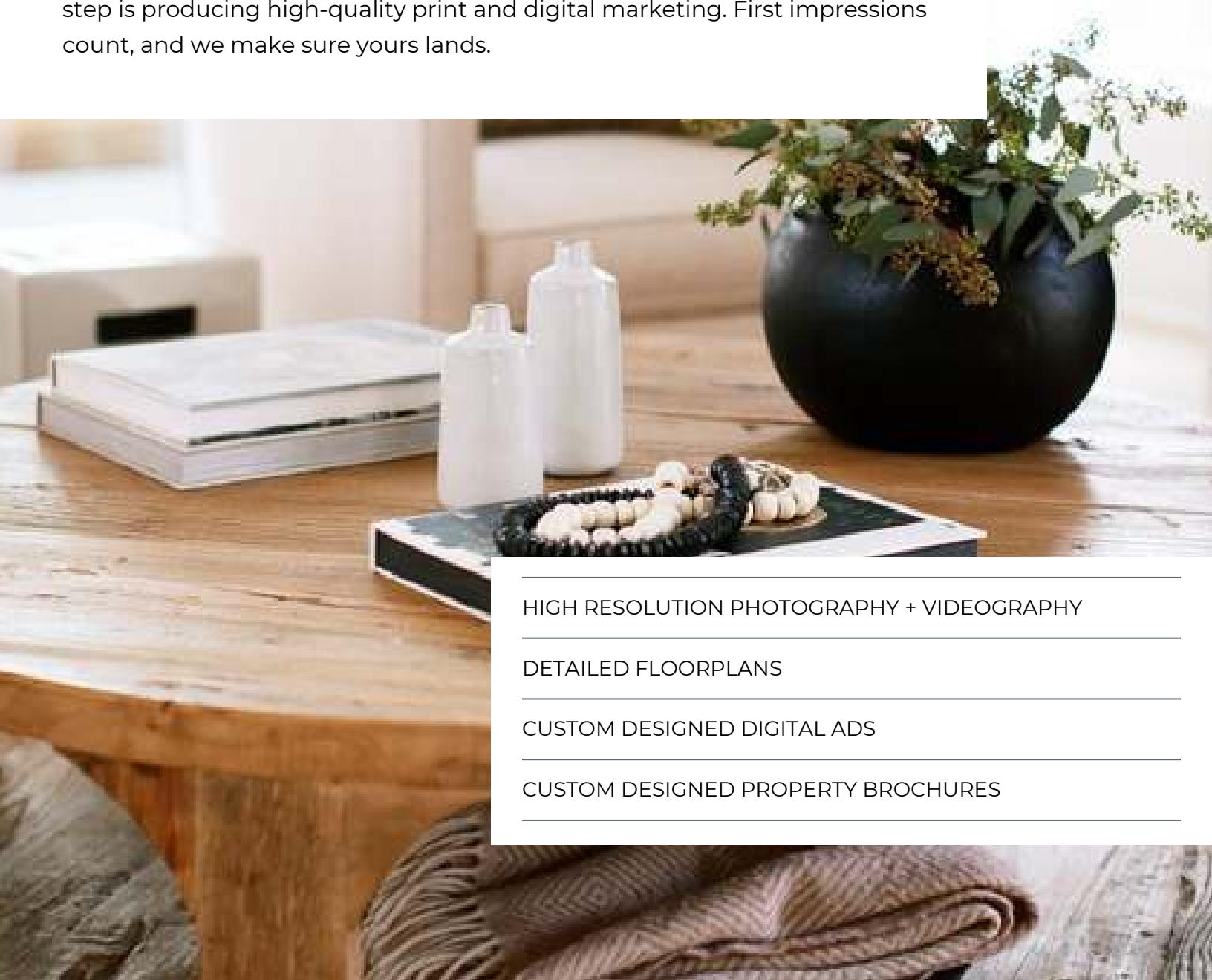


YOU HAVE A GOAL

WE HAVE A PLAN

Our 17-Point Listing Launch and 25-Point Contract-to-Close System have delivered consistent, proven results for our sellers year after year.

Presentation matters. In a world where buyers make decisions in seconds, the way your home shows—online and in person—can make or break interest. After cleaning, decluttering, repairs, and staging, the next critical step is producing high-quality print and digital marketing. First impressions count, and we make sure yours lands.



HIGH RESOLUTION PHOTOGRAPHY + VIDEOGRAPHY

DETAILED FLOORPLANS

CUSTOM DESIGNED DIGITAL ADS

CUSTOM DESIGNED PROPERTY BROCHURES



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MARKETING APPROACH

Listing Distribution

The internet gives us endless opportunities to promote your home — but strategy matters. We deliberately distribute our listings to 500 of the most relevant media outlets and real estate-focused websites worldwide, ensuring your property gets maximum exposure where serious buyers are actually looking.

Custom Website Exposure

Every listing we take is featured across multiple platforms — our brokerage site, our brand site, our team site, and a custom property website with its own address-specific URL. This ensures your home is showcased consistently and professionally everywhere buyers are searching.

- OneReal.com
- PacificNWBroker.com
- YourPropertyAddress.com

Targeted Social Media Ads

There are 4.8 billion social media users worldwide — so yes, it makes sense to market your home where the audience already is. We do this through targeted local ads and consistent cross-channel promotion on Instagram, Facebook, Pinterest, and YouTube. The result? Your home gets in front of the right buyers, contributing to more than 40,000 social media views each month.

Email Marketing Campaigns

A major part of our marketing is direct outreach to other real estate agents — and for good reason. Eighty-seven percent of buyers find the home they purchase through their agent. Reaching agents means reaching buyers.

So, how effective is our email marketing?

Every year, we boost listing exposure by 300–350%, delivering detailed property information over 300,000 times. Our campaigns average a 71% open rate — compared to the industry's 14% — which means your home isn't just being sent... it's being seen.

MARKETING ACTIVITY REPORTS

Communication is at the core of how we operate. Throughout your listing period, our Marketing Activity Reports keep you fully informed with a clear breakdown of the following:

- Online Traffic
- Property Views
- Total Number of Showings
- Agent + Buyer Feedback
- Copies of All Ads
- General Market Stats

We use this data to determine where your print advertising will be most effective and how to target future online campaigns. Our goal is simple: drive traffic and create steady showing activity. We monitor results, analyze what's working, and adjust strategies as needed — keeping you informed every step of the way.



HELPFUL SHOWING TIPS

When a buyer comes to tour your home, it's best for you and your family to step out. Buying is emotional, and it's hard for buyers to picture themselves in a space when the seller is present.

Showings can feel inconvenient — we understand. But a strong, flexible showing schedule creates momentum and gets you results faster. Our job is to streamline the process and minimize the disruption as much as possible.

Here are a few other things to do before any showing:

- Make sure all dishes are washed, the kitchen sink is empty + dishtowels or sponges are put away, and counters are clear of clutter, appliances, etc.
- Make sure bathrooms shine; remove dirty laundry, wet towels, and all daily items from counters.
- Make all beds, pick up clothes, and make sure nightstands are clutter-free.
- Sweep, mop, and vacuum all floors.
- Leave hard-to-find light switches on.
- Empty garbage cans inside and out.
- Make sure the front door is tidy, the front porch is swept, and no coats or shoes are left out.
- Clear the yard of toys, tools, and hoses, and straighten outdoor furniture.





WHAT TO EXPECT

OFFER TO CLOSE

Once an offer comes in, we'll walk through every term, condition, and contingency together. From there, you can choose to accept it, reject it, or make a counteroffer — and we'll guide you through the strategy behind each option.



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CONSIDERATIONS

CLOSING COSTS, TIMELINES + CONTINGENCIES

The sales price is only one part of the equation. When reviewing an offer, we also look closely at closing costs, the contract timeline, and any contingencies that could impact your bottom line or your plans.

Seller closing costs will vary from transaction to transaction, but here's a general overview of what we'll review together when considering an offer.

Potential Seller Liabilities:

- Recording and filing fees
- Seller title insurance coverage
- Seller agent and Buyer agent commissions
- Any Buyer requested concessions
- Buyer closing costs and/or loan discount points, if requested
- Remaining balance on any mortgage or any loan against the property
- Property taxes prorated to the day of closing or the day of occupancy per contract terms
- Capital gains, if applicable
- Moving expenses based on closing date
- Balance on any repairs or balance on any work done to the property that could result in a lien against the property in the future

UNDERSTANDING CONTINGENCIES

Every contract is different, but most include contingencies that allow a buyer to withdraw without penalty if certain conditions aren't met. Common contingencies include:

- Clear title, which means the title of the property is free of defects, liens, or encumbrances
- Buyer's ability to obtain financing as outlined in the contract or verification of funds for a cash buyer
- Appraisal contingency (some offers may waive this or have conditions for the Buyer to cover appraisal shortage)
- Review of HOA Documents

IMPORTANCE OF DISCLOSURES

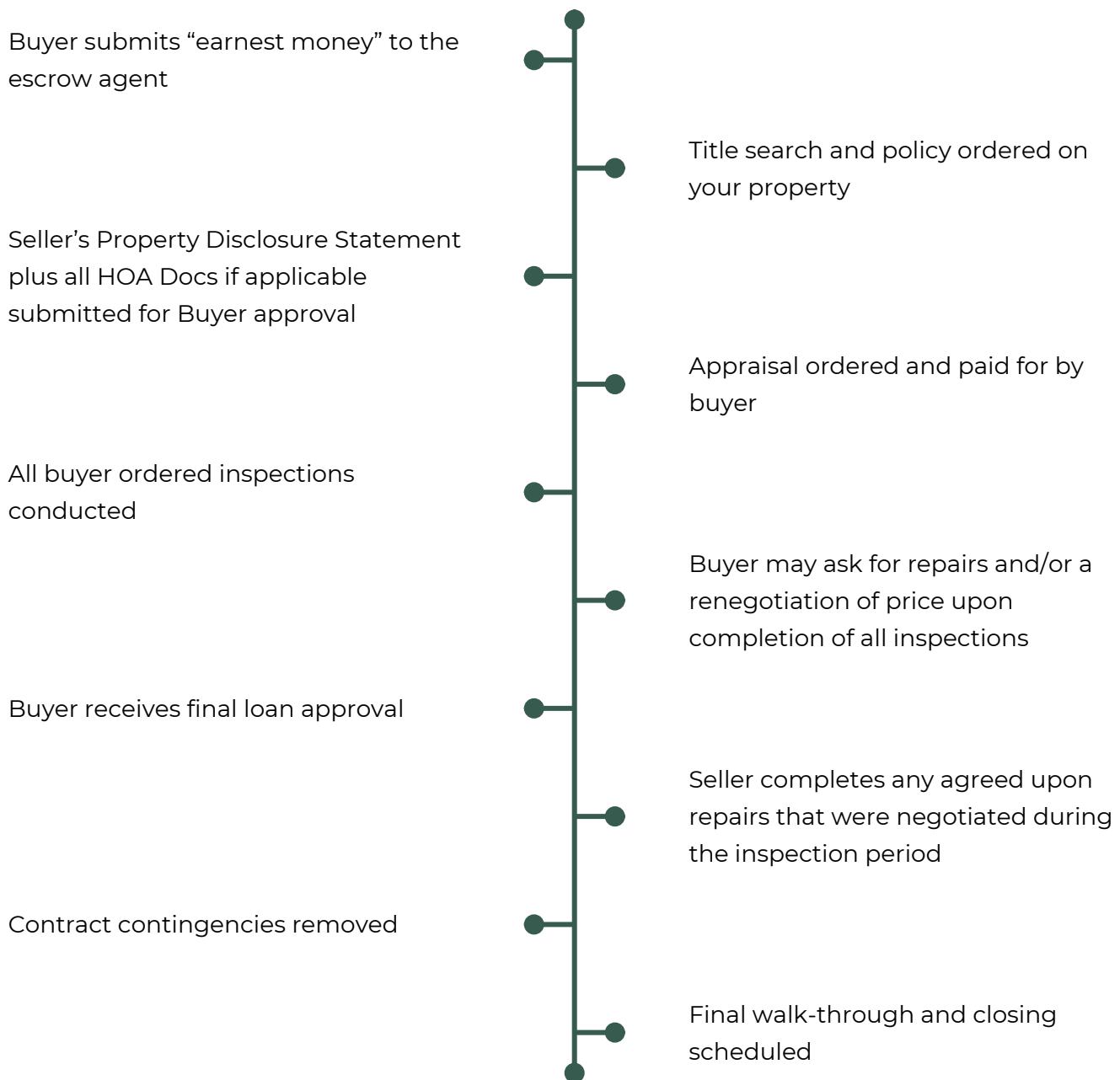
Delivery and acceptance of the Seller's Property Disclosure is another key contract contingency. This form outlines all "material facts" a seller is aware of and must be completed as accurately as possible. As a rule of thumb, anything that could impact a home's value, a buyer's decision to move forward, or the terms of the sale should be disclosed.

You can't get in trouble for over-disclosing — only for not disclosing enough.



EXAMPLE OF A TRANSACTION TIMELINE

A lot happens between contract and closing. Once an offer is mutually accepted, the real work begins. There are several key milestones that follow, and below is a snapshot of what you can expect in a typical home sale.



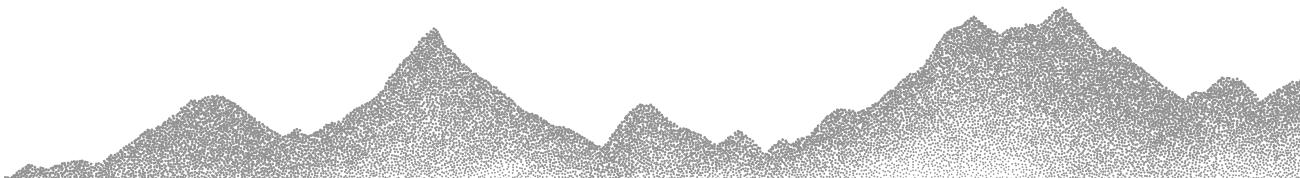
HOME INSPECTION PHASE

Buyers have a set period in the contract to complete inspections with licensed inspectors or contractors of their choice.

This time in the home is important — the more confident a buyer feels about the property's condition, the smoother the inspection phase tends to be.

If a deal is going to fall apart, inspection is often where it happens. But don't worry — we've got you covered. Here's what you need to know about this stage of the transaction:

- We're certain that the preparation we suggested before going on the market will benefit you at this time. Taking a proactive rather than reactive approach can often result in getting the buyer to waive or limit any repairs.
- This is a time to let the buyers have as many inspections as the contract allows. Be patient and accommodating to the appointment requests.
- This is NOT the time to be defensive or take anything personally. No matter how well you maintain your home, knowing everything about the condition is impossible unless you have had a recent home inspection.
- Lean on our resources and experience. Some buyers make ridiculous requests. That's OK. We'll bring in respected contractors for a second opinion before we discuss how to respond.
- This may all result in another round of negotiations. Negotiation is what we do best, so don't worry about this stage of it!



CONTINGENCIES REMOVED

WE'RE HEADED TO CLOSING



Closing is the legal transfer of ownership from seller to buyer. Your closing date and your possession date may differ based on the terms of your contract. Here's what to expect as you move into the final phase of your transaction.

Your closing officer will coordinate the signing of documents and the collection and disbursement of funds. Signing can take place in person or with a mobile notary at a location you choose. Once documents are signed, the process moves quickly: the lender funds the transaction, the deed is recorded, and then final funds are disbursed.

To ensure that this all goes smoothly, a seller can assist by:

- Reviewing all documents in a timely manner that are sent to you by the escrow/title agent.
- Verifying with your closing agent what to bring with you to closing, such as a valid driver's license or other form of identification.
- Submitting all receipts for payment on work recently done to the home; be sure that escrow has any outstanding invoices for work to be paid out of your proceeds.

To ensure the house is ready for the new buyer, a seller can assist by:

- Having the home cleaned and any minor damage caused during the move repaired.
- Leaving all remote controls, keys, and garage door openers on the kitchen counter.
- Leaving behind any owners manuals for appliances or instructions on maintenance.

