

A rustic kitchen scene featuring a wooden table in the foreground with a white vase of white flowers and a bowl of lemons. In the background, a large window with a grid pattern looks out onto a green landscape. The kitchen has light-colored cabinets and a marble countertop. The text "SELLER PORTFOLIO" is overlaid in the center.

SELLER PORTFOLIO

HOME
GENA GRAHAM



Dear Homeowner,

The **Comprehensive Seller's Portfolio** is more than just a guide—it's a **strategic, data-driven roadmap** designed to navigate every stage of the home-selling process with **precision and confidence**. *Written by real estate expert Gena Graham | HOME REAL ESTATE*, this portfolio provides the essential insights, tools, and proven strategies to position your property for **maximum market impact** and negotiate the **strongest possible terms**.

With expert **pricing analysis, marketing intelligence, and tailored preparation checklists**, this guide ensures a *seamless, profitable, and stress-free* selling experience. Designed to **save you time, maximize your return, and eliminate unnecessary obstacles**, it empowers you to move forward with clarity and ease.

Selling your home is one of the most significant financial decisions you will make—*this portfolio ensures you make it with expertise, strategy, and confidence.*

Gena Graham



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STEP ONE

SELECT YOUR AGENT

What to look for in a real estate agent

Selecting the right real estate professional is a decision that **directly impacts your financial outcome**. A true expert doesn't just list your home—they **orchestrate a high-impact, data-driven strategy** that maximizes exposure and positions your property for optimal value.



Interview agents to determine if they're the right fit →



The right agent offers more than experience—they bring **strategic pricing, market expertise, and a proven ability to attract qualified buyers**. Key considerations include **sale-to-list ratio, marketing approach, and positioning strategy**. A true professional **doesn't just list a home—they craft and execute a plan designed for maximum success**.

STEP TWO

PREPARE YOUR HOME

Home Repairs

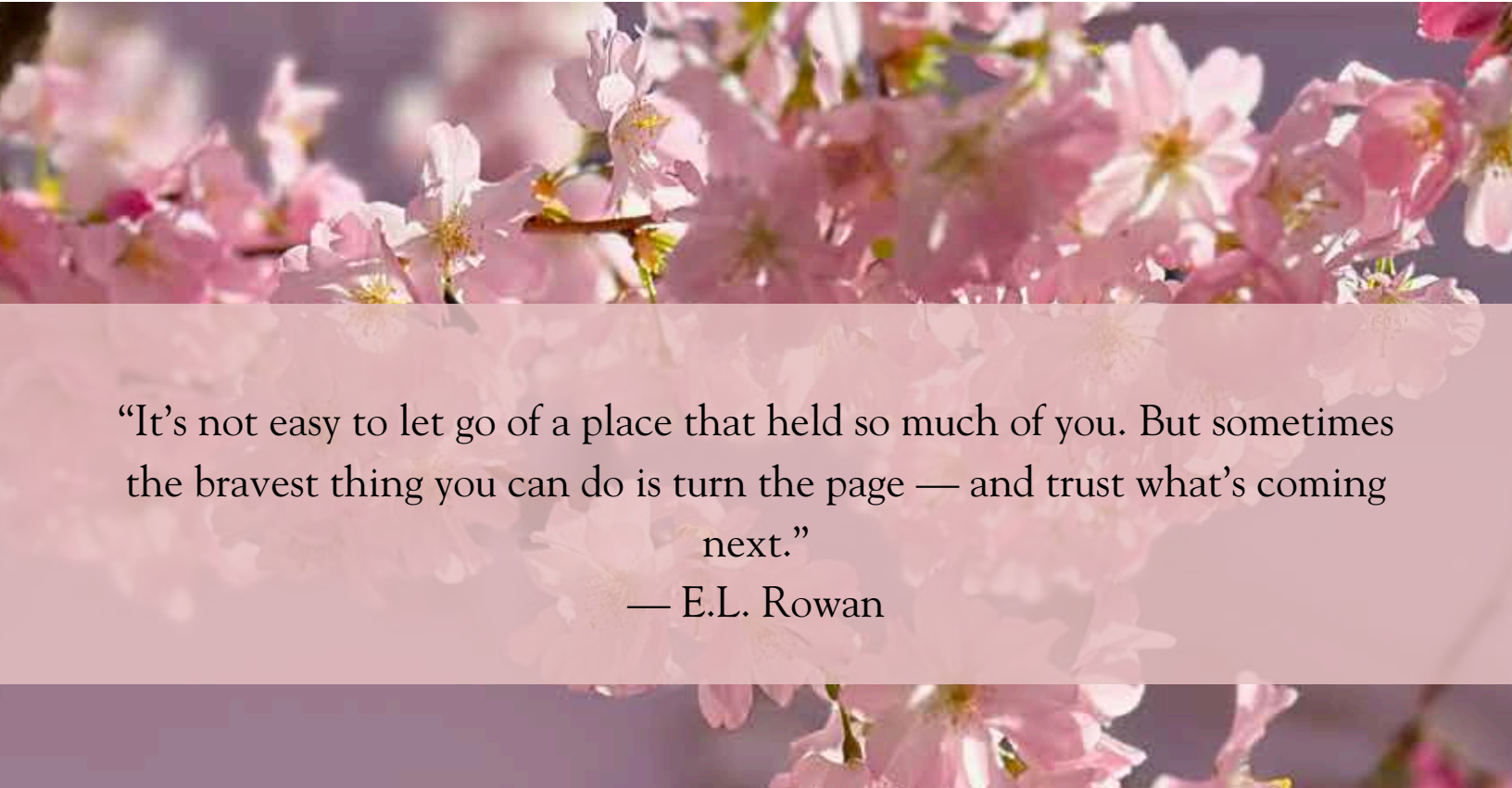
Discerning buyers are inherently drawn to residences that exude a **move-in-ready appeal**. Addressing necessary repairs prior to listing not only **enhances your home's market value** but also **streamlines the transaction**, ensuring a seamless and expedited sales process once a prospective buyer expresses interest.

Property walk through

A **seasoned real estate professional** will conduct a **comprehensive assessment** of your home, identifying strategic enhancements and refinements to elevate its market appeal. By evaluating the property through the discerning eye of a prospective buyer, each recommendation is designed to strengthen first impressions and create a more **compelling, competitive listing**.

Small improvements that make a big difference

Thorough cleaning, thoughtful decluttering, strategic repairs, and enhanced curb appeal.



“It’s not easy to let go of a place that held so much of you. But sometimes the bravest thing you can do is turn the page — and trust what’s coming next.”

— E.L. Rowan

LISTING PREPARATION CHECKLIST

DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces.
- Clean windows (interior and exterior).
- Clean appliances (inside and out).
- Wipe down cabinets, counters, tables, and backsplash.
- Scrub sinks, showers, tubs, & toilets
- Eliminate odors with baking soda and by opening windows.

CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed, and clear debris.
- Landscaping: Add fresh plants and flowers
- Power wash: Clean the driveway, walkways, siding, and deck/patio.
- Front door: Repaint or clean the door, remove cobwebs, and polish hardware.
- Gutters: Ensure gutters and downspouts are free of debris.

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space.
- Declutter and organize closets, cabinets, and garage.
- Donate or store extra furniture and belongings
- Remove fridge magnets and other personal mementos

REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets, or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers.
- Lighting: Replace burned-out bulbs and update or repair fixtures
- HVAC: Clean or replace air filters and confirm systems are running properly.
- Appliances: Confirm all appliances are clean and working.
- Hardware: Tighten loose door knobs and cabinet pulls

STEP THREE

STRATEGIC PRICING

- 01 _____ *Your property generates the highest interest the moment it hits the market.*
- 02 _____ *Homes strategically priced from day one often sell faster and for a higher price.*
- 03 _____ *Overpriced homes linger on the market—costing time and money.*

A skilled real estate professional should conduct a **comprehensive market analysis** to accurately determine your home's **optimal pricing strategy**—ensuring maximum exposure and a competitive advantage.

Unlock the Pricing Strategy That Sells Homes Fast
—Read the Full Blog Here!



PRICING STRATEGIES



BELOW MARKET VALUE

The home will generate interest
A quicker sale is likely
May receive multiple offers
Risk of selling at a lower price



AT MARKET VALUE

No appraisal issues, buyers will recognize a fair price
Listing will appear on more relevant buyer searches



OVER MARKET VALUE

Home will take longer to sell
More hesitation from buyers
The home might not appraise by the buyer's lender

STEP FOUR

STAGED VS. VACANT

First impressions are everything—you **have only one opportunity to captivate buyers the moment they step inside.**

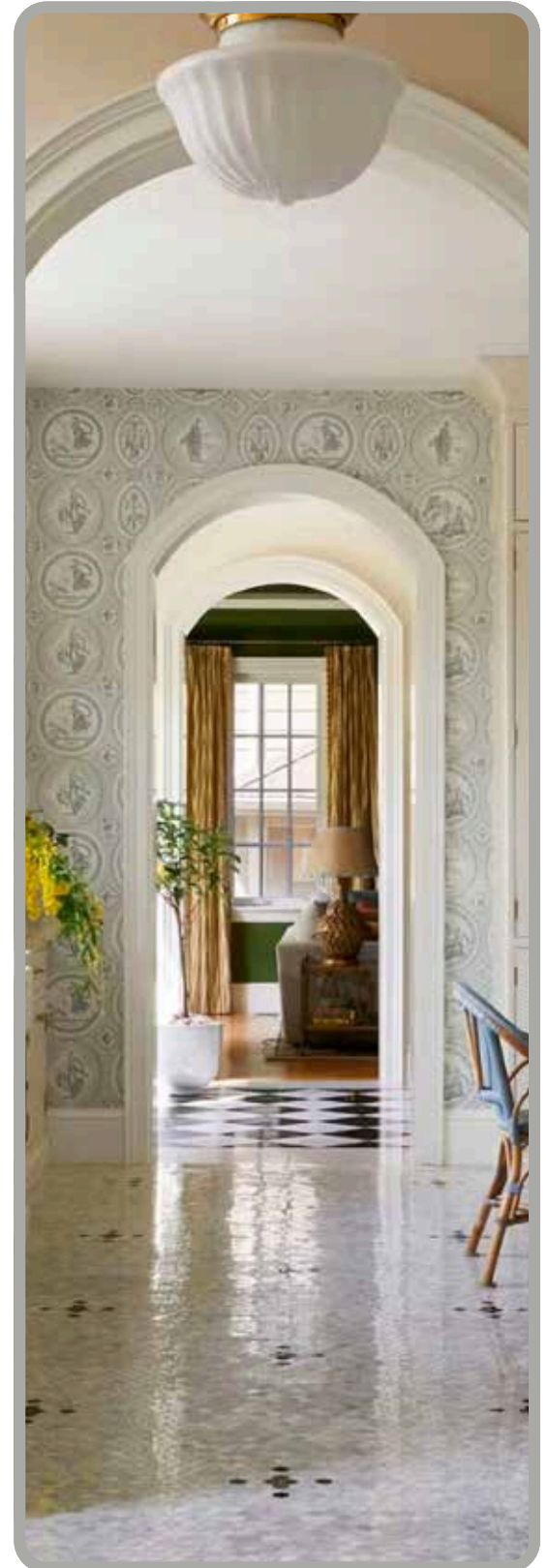
Thoughtful staging enhances a home's best features, creating an inviting ambiance that allows buyers to **envision their lives within the space.** By fostering an emotional connection, a well-staged home not only attracts greater interest but often commands a higher perceived value.

While a **move-in-ready vacant home** may appeal to certain buyers, staging consistently elevates market presence, enhances desirability, and accelerates the sales process.

Our approach is meticulously tailored to each property, ensuring a strategy that aligns with its **distinct character, target demographic, and prevailing market conditions.**

In today's competitive market, standing out is everything. Staging transforms your home from just another listing into a must-have property, creating an emotional pull that drives stronger offers. When every detail is strategically designed to highlight your home's value, buyers don't just take interest—they take action.

Everything is in the details



STEP FIVE

MODERN & DIGITAL MARKETING

DIGITAL MARKETING

The majority of buyers first discover homes **online**

We command attention with a marketing strategy designed for today's market. Stunning photography, cinematic video, strategic email campaigns, and laser-focused digital ads ensure your home gets seen by the right buyers. Our data-driven social media marketing doesn't just generate clicks—it delivers real results. Your home isn't just another listing, and it shouldn't be treated like one.

Inferior marketing leaves money on the table. Working with an agent who invests in high-visibility exposure ensures your home captures maximum demand and top dollar. We don't cut corners—we create competition.

MODERN MARKETING

Traditional marketing plays a crucial role, working seamlessly alongside digital strategies.



Digital marketing dominates, but strategic traditional marketing still plays a crucial role—especially in high-value transactions.

We showcase more than just a home—we bring its lifestyle to life. Your property's visibility is amplified through a results-driven approach designed to attract the right buyers.

From exclusive open houses and private showings to targeted broker previews and high-impact direct mail campaigns, every detail is meticulously executed for maximum exposure. Thoughtfully placed signage enhances local visibility, ensuring your home stands out—and sells—for its highest possible price.

THE SECRET TO SELLING YOUR HOME FOR THE HIGHEST POSSIBLE PRICE

KEY STRATEGIES

- **Exclusive Open House Events** – Curated invitations are extended to agents and pre-qualified buyers, allowing them to experience the property within its first week on the market—generating immediate momentum and competitive interest.
- **Private, Guided Showings** – Sellers may choose to have their listing agent present at all showings, ensuring a sophisticated presentation and seamless communication between all parties.
- **Exclusive Property Preview for Neighbors** – Leveraging local networks, we invite neighbors who frequently refer friends, family, and colleagues searching for a home in the area—creating an organic and strategic introduction to potential buyers.
- **Social Media Marketing** – Professionally produced property walkthrough videos that highlight key selling points and the area's lifestyle benefits, strategically distributed across multiple social platforms.
- **Targeted Ads** – Elevate your property's visibility with precision demographic profiling and data-driven buyer targeting.
- **Custom Email Blasts** – Precision-targeted emails crafted for select buyers and top real estate professionals, showcasing the property's standout features, immersive listing videos, and exclusive open house details.



DIGITAL MARKETING

Traditional marketing remains foundational, but a **digital-first approach is the key differentiator in today's competitive market**. We leverage advanced analytics, algorithm-driven targeting, and multi-channel visibility strategies to position your home as a premier offering—precisely when and where buyers are searching.

Ready to see what a strategic sale looks like? *Let's Talk*

MARKETING & CASE STUDY

Strategic marketing, precision pricing, and curated staging create the foundation for a seamless and successful sale. Through bespoke marketing, data-driven digital campaigns, and expert negotiation, we generated demand, attracted the right buyers, and maximized value—securing a sale above the asking price. When every detail is executed with intention, exceptional results follow.



FROM OUR CLIENTS

Case Study: From Stale Listing to Sold in One Day

After two unsuccessful attempts with other agents, these sellers were frustrated and losing confidence. Their home had potential, but it wasn't getting the right exposure or attracting the right buyers. They needed a fresh strategy—one that would position their home to stand out in a competitive market. That's when I stepped in.

We started with staging and high-impact photography to showcase the home's best features and create an emotional connection with buyers. Strategic pricing ensured we generated strong interest, while targeted digital and broker marketing maximized exposure, putting the home in front of the right audience. Every detail was intentional, designed to drive demand and deliver results. Within just one week, the home received multiple offers, giving my sellers the power to choose the best deal. No more frustration, no more uncertainty—just a successful sale, exactly as it should be. The right approach changes everything.

If you're ready to experience the difference, let's get to work.

Selling is more than listing—it's about strategy, execution, and results.

Ready to maximize your sale? Let's talk.

STEP 6

SHOWING YOUR HOME

Next up: Showing time!

In collaboration with your agent (hopefully me!), you'll create tailored guidelines to accommodate prospective buyers, ensuring a seamless and strategic showing process.

Your agent will install a secure electronic lockbox, granting controlled access and providing instant entry alerts.

BEST PRACTICES FOR SHOWINGS

A secure electronic lockbox will be installed, ensuring controlled access and real-time entry alerts for enhanced security. Showings are limited to pre-qualified buyers and scheduled in efficient 30-minute time slots.

To provide an optimal viewing experience, homeowners are encouraged to step out, and pets should be secured or temporarily relocated. After each showing, buyer feedback is collected and strategically shared to refine the home's positioning and appeal.



SHOWING PREPARATION CHECKLIST

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't overdo it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Neutralize pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables

STEP SEVEN

CLOSING PROCESS

A strategic pricing approach and high-impact marketing create strong buyer demand, fostering a competitive bidding environment.

Upon accepting the strongest offer, the closing process commences, guided by these essential milestones:

01

Escrow

The buyer deposits earnest money into a neutral escrow account, where funds remain securely held until the transaction is finalized.

02

Buyer's Due Diligence

The buyer arranges a comprehensive inspection to confirm the property is free of major defects or concerns.

03

Loan Approval & Appraisal

The lender conducts an appraisal to verify that the home's market value aligns with or exceeds the purchase price before approving the buyer's mortgage.

04

Final Walkthrough

Prior to closing, the buyer performs a final walkthrough to ensure the property remains in its agreed-upon condition.

05

Closing Day

The buyer finalizes all required documentation, settles closing costs, receives the keys, and officially takes possession, while the seller collects the sale proceeds.

06

Packing & Moving

With the sale finalized, the seller can now begin the transition process—packing their belongings and preparing for their next chapter.

CLOSING DAY

Congratulations! You made it to closing!
HAPPY DANCE

CLOSING DAY CHECKLIST: DON'T FORGET THESE ESSENTIALS!

The finish line is in sight. Every decision, every detail, and every step taken has brought you to this pivotal moment—the successful sale of your home. With only a few final signatures remaining, you're not just closing a transaction, you're turning the page to a new chapter.

This moment is more than the conclusion of a sale—it's the culmination of strategy, preparation, and meaningful choices. Take a moment to reflect, exhale, and acknowledge all that this journey has represented. Today marks not just an ending, but the beginning of what comes next.

I'LL BRING THE BUBBLY & CLOSING GIFTS



CLIENT TESTIMONIAL



“Working with Gena was an absolute dream! Her expertise, dedication, and personal touch made the entire buying/selling process smooth and stress-free. I Highly recommend Gena to anyone seeking a top-notch real estate experience.”

-DAVID LASSO

“Working with Gena was an exceptional experience from beginning to end. Her depth of knowledge, unwavering dedication, and meticulous attention to detail transformed what could have been a stressful process into one that felt seamless and assured. She anticipated our needs before we voiced them, communicated with clarity, and made sure we felt informed and supported every step of the way. Her commitment goes far beyond the transaction—she delivers a level of care and professionalism that is truly rare in this industry.”

-KAREN & TOM

WHAT'S NEXT?

Uncover Your Property's True Market Potential

Gain a tailored market analysis for your home and neighborhood, offering insights into comparable sales and emerging buyer trends across Southwest Washington.

Next Step: Share your property address, and I'll provide a complimentary, comprehensive market analysis—customized specifically for your home and today's evolving market.

Looking to list your home with
urgency and precision?

Scan Code



Let's craft a bespoke selling strategy designed to maximize your home's value and expedite the sale. By leveraging a precise pricing strategy and an expertly curated marketing plan, we'll ensure your property commands top dollar.

Gena Graham

Direct 360.431.5773



ALL-INCLUSIVE, CONCIERGE SERVICES

Thoughtful Preparation, Exceptional Results: Elevating Your Home's Market Potential

From magazine-worthy staging to professional cleaning, complimentary storage for valuables, and exclusive contractor connections—every detail is handled with precision. Consider it covered.

PRICING & NEGOTIATION

We ensure every offer term and contingency is structured in your favor, keeping you informed at all times. That's the advantage of full-time, local experts leveraging data-driven negotiation strategies.

PROMOTION & MARKETING

Each home we represent receives a tailored marketing strategy, incorporating high-impact virtual 3D tours, targeted social media campaigns, bespoke websites, exclusive open houses, and strategic local networking.

PROMOTION & MARKETING

Clear, direct communication is our priority at every stage of the process. Rest assured, every detail is meticulously managed—ensuring a seamless, stress-free closing experience.

*All marketing strategies and services are tailored to the distinct attributes of each property, taking into account market dynamics, buyer demographics, and seller objectives. The scope of services may vary based on the specific needs of the home and prevailing market conditions. For a comprehensive and customized strategy designed to optimize your home's market positioning and value, please contact us directly.

Discover proven staging strategies designed to accelerate your home sale and enhance your return. Read the latest blog for expert insights.



The Many Roles of a Realtor: A Comprehensive Breakdown

A great Realtor is far more than just a sales professional. They are strategists, negotiators, marketers, advisors, problem-solvers, and client advocates—all rolled into one. From the first conversation to well beyond closing day, a Realtor wears dozens of hats to ensure a seamless, stress-free, and successful real estate experience.

Here is an in-depth look at the hundreds of tasks a Realtor handles behind the scenes, proving that real estate is anything but a simple job.

Pre-Listing & Seller Consultation

- ✓ Conduct an in-depth seller consultation to understand the client's goals, expectations, and timeline.
- ✓ Perform a comprehensive market analysis (CMA) to determine competitive pricing.
- ✓ Research local and national market trends, interest rates, and economic factors that may impact pricing.
- ✓ Advise the seller on repairs, upgrades, and staging to maximize value.
- ✓ Recommend contractors, painters, landscapers, and home service providers for pre-listing improvements.
- ✓ Arrange and oversee professional home staging to enhance buyer appeal.
- ✓ Hire a professional photographer and videographer for high-quality listing media.
- ✓ Capture 3D virtual tours, drone photography, and floor plans for digital marketing.
- ✓ Write a compelling and engaging listing description to highlight the home's unique features.
- ✓ Schedule a pre-listing home inspection to identify potential concerns and address them before listing.
- ✓ Guide sellers through disclosure forms and legal paperwork to ensure compliance.
- ✓ Obtain permits and documentation for home improvements, additions, or zoning considerations.
- ✓ Input listing into the MLS (Multiple Listing Service) with high-quality descriptions and professional photos.
- ✓ Syndicate listing to top real estate websites (Zillow, Realtor.com, Redfin, etc.).
- ✓ Create and distribute a high-end digital and print marketing package for the listing.
- ✓ Design custom brochures, flyers, and postcards for potential buyers and open house attendees.
- ✓ Develop targeted social media campaigns to showcase the home on platforms like Facebook, Instagram, LinkedIn, YouTube, and more.
- ✓ Run paid digital advertising to boost listing visibility to high-intent buyers.
- ✓ Notify local buyer's agents and brokers to generate immediate interest.
- ✓ Send email campaigns to Realtors, investors, and potential buyers in the network.
- ✓ Organize and execute broker open houses for maximum exposure to top agents.
- ✓ Host traditional open houses with refreshments, signage, and home feature sheets.
- ✓ Schedule private showings and follow up with buyer's agents for feedback.
- ✓ Track marketing analytics to measure engagement and adjust strategies if needed.
- ✓ Feature the home in local publications, magazines, and real estate blogs.
- ✓ Leverage professional networking groups and referral partners to reach out-of-town buyers.

For a comprehensive look at the 100+ tasks and responsibilities I meticulously manage as your Realtor, I invite you to explore my blog.

Q AND A

HOW LONG DO YOU HAVE TO RESPOND TO AN OFFER

As a seller in Washington State, you are not legally required to respond to an offer within a specific timeframe unless the offer itself includes a deadline.

However, common real estate practices typically follow these guidelines:

- ✓ **Expiration Clause:** Most purchase agreements include a set deadline—often 24 to 48 hours—for you to accept, reject, or counter the offer. If no action is taken before the deadline, the offer automatically expires.
- ✓ **No Legal Obligation:** If an offer does not include an expiration date, you have the flexibility to take as much time as needed to decide. However, in competitive markets, sellers typically respond within a few days to maintain buyer interest.
- ✓ **Managing Multiple Offers:** If you are reviewing multiple offers, you may choose to delay responding while evaluating your best options. In such cases, your agent will guide you through the process to leverage competition and secure the strongest terms.

Pro Tip: If you need additional time to consider an offer, communicate with your agent to strategize your response—delays can impact buyer engagement and negotiating power.

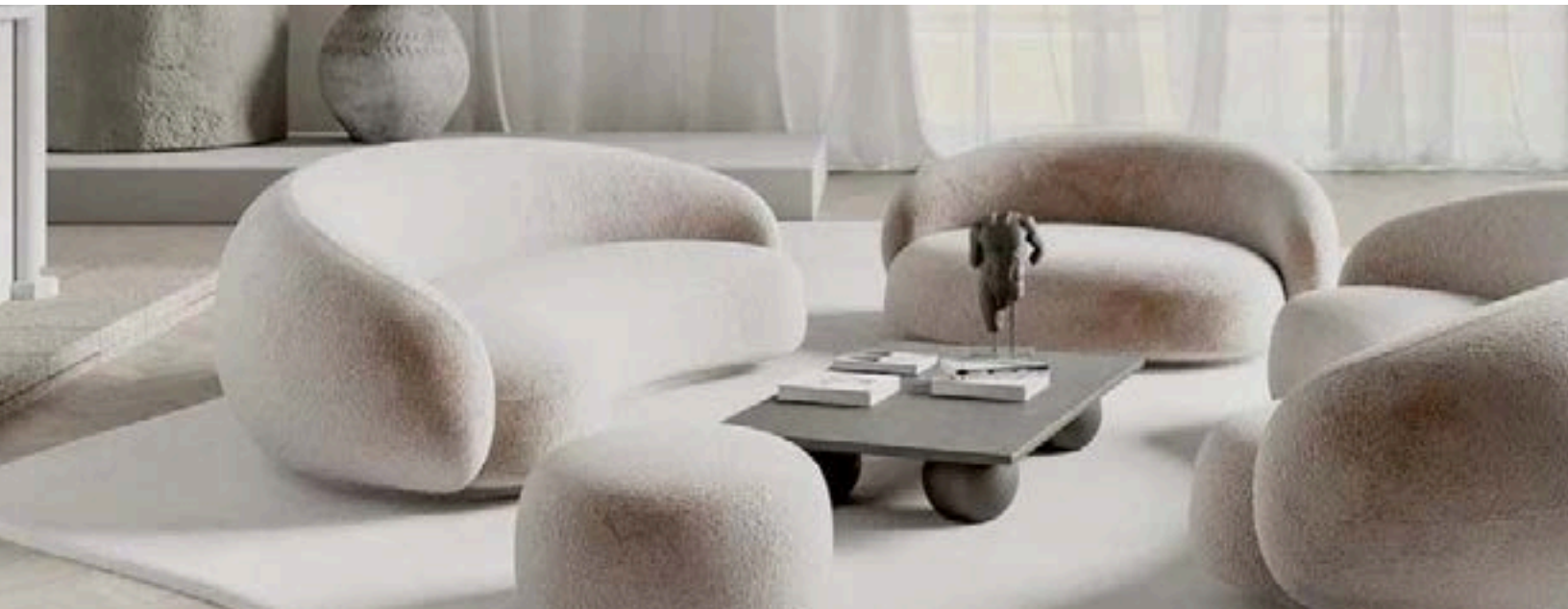
HOW DO YOU KNOW IF AN OFFER IS THE RIGHT ONE?

As a seller, the most compelling offer isn't necessarily the highest—it's the one that aligns strategically with your goals, minimizes potential risk, and supports a smooth, timely closing. A thoughtful evaluation goes beyond price, requiring a discerning approach that considers current market conditions, buyer strength, and the finer points of the contract to ensure the best possible financial and transactional outcome.

Q AND A

HOW MUCH DO I HAVE TO PAY A REALTOR AS A HOME BUYER?

Each buyer's agent structures their compensation uniquely, with terms outlined and agreed upon during your initial consultation. This ensures complete transparency and alignment of expectations before beginning your home search.



WHEN CAN I BACK OUT IF I CHANGE MY MIND?

Yes, but it depends on the purchase and sale agreement terms. Buyers can typically terminate the contract without penalty during contingency periods (inspection, financing, or appraisal). Once contingencies are waived or expired, withdrawal may result in forfeiture of earnest money or legal consequences. Consult your real estate agent or attorney before taking action.

MOST FREQUENTLY ASKED QUESTION COMPENSATION

A seller's agent personally finances essential services—including professional photography, staging consultations, digital advertising, and targeted outreach—ensuring the property secures maximum exposure and attracts qualified buyers. Additionally, extensive market research, pricing analyses, and contract negotiations demand a high level of expertise, all undertaken at the agent's expense until a transaction is successfully closed.

This commitment underscores the true value of a seasoned seller's agent—not just as a service provider, but as a strategic partner in optimizing a home's marketability and securing the most favorable terms for the seller.

My adherence to the National Association of Realtors (NAR) model ensures that every transaction is conducted with unwavering transparency, professional accountability, and fiduciary advocacy. The NAR framework establishes clear expectations for both sellers and agents, reinforcing a structured, ethical, and results-driven approach to representation.

Under these guidelines, formal agreements are established upfront, ensuring that every seller benefits from a dedicated, strategic partnership from the moment their home is listed. This commitment guarantees that marketing, negotiation, and contract execution are handled with the highest level of expertise and professionalism, always prioritizing the seller's best interests.

By aligning my business with these principles, I uphold the highest standards of integrity, strategic execution, and client advocacy. As a dedicated seller's agent, my role extends far beyond listing a property—I position your home for maximum exposure, negotiate with precision, and drive results that protect your bottom line.

Selling real estate is more than just facilitating transactions—it's about leveraging market expertise, implementing data-driven marketing strategies, and executing skillful negotiations to secure the highest possible return on your investment.

✓ Understanding Commission Structure & Seller Agent

Compensation

As a seller's agent, I ensure full transparency in commission structures and seller agent compensation, equipping my clients with the knowledge needed to make informed decisions. Commission rates are not one-size-fits-all; they vary based on market conditions, property type, and strategic marketing efforts designed to maximize your home's value.

A portion of the commission is allocated to compensate the buyer's agent—an essential component of attracting qualified, motivated buyers. Competitive buyer agent compensation helps ensure that your home receives the broadest exposure and strongest representation in the marketplace.

Every dollar invested in professional representation contributes to a strategic, results-driven sale, reinforcing the value of expert negotiation, targeted marketing, and seamless transaction management.

✓ When & How is Sell Agent Compensation Discussed?

Compensation is outlined during a discovery call or initial consultation, where the buyer and agent discuss services, representation, and market strategies.

Before property tours, negotiations, or advisory services begin, the buyer's agent provides a written agreement outlining compensation details.

Buyers have the opportunity to review and negotiate these terms upfront, ensuring full transparency.

✓ How is a Buyer's Agent Paid?

Buyer's agent commissions are structured based on market conditions, buyer agreements, and brokerage policies: Seller-Paid Compensation: In many cases, is outlined between the buyer(s) and buyer representation (realtor).

Buyer-Paid Compensation: If the seller does not offer commission or the amount does not align with the agreed-upon fee, the buyer may be responsible for covering the difference. This can be paid out-of-pocket or negotiated as part of the transaction and paid at closing through title.

Hybrid Model: Some transactions involve a combination of seller contributions, negotiated commission adjustments, and buyer-paid fees.

✓ Breakdown of Commission Distribution

Once a transaction closes and the commission is disbursed, it is allocated across various operational categories to support brokerage compliance, business sustainability, and continued client service.

✓ Broker Compensation

A portion of the commission is allocated to the agent's brokerage under contractual agreements, covering legal oversight, compliance, and transaction management support.

✓ Tax & Regulatory Compliance

As independent contractors, agents must allocate income for federal and state taxes, self-employment contributions, and regulatory requirements.

✓ Business Operations & Client Services

Commission earnings fund essential business expenses, such as MLS memberships, technology platforms, marketing tools, professional development, and administrative operations.

✓ Philanthropy & Community Impact

Up to 5% of net proceeds are dedicated to supporting nonprofit initiatives, including the, "*We Believe Foundation*", local community charitable endeavors/events and outreach programs, as well as other charitable efforts aimed at giving back.

✓ Personal Compensation

After deducting business expenses, brokerage splits, taxes, and reinvestments, the remaining income constitutes the agent's earnings. Given the variable nature of real estate, agents must plan for income fluctuations, future reinvestments, and long-term business sustainability.

✓ Tailored Marketing: A Strategic and Data-Driven Approach

Each property and buyer's journey is inherently distinct, requiring a strategic, data-driven approach. My methodology leverages advanced market analytics, buyer behavior insights, and precision-targeted promotional tactics to maximize visibility and achieve optimal outcomes.

The buyer search process begins with a comprehensive discovery walkthrough, designed to refine the approach based on individual needs, financial parameters, and long-term investment objectives. This proactive strategy facilitates the identification of off-market opportunities, the structuring of competitive offers, and the negotiation of advantageous terms, ensuring a seamless and strategic acquisition process.

Business Operations & Client Services

Unlike corporate entities that provide operational infrastructure, real estate professionals independently finance all aspects of their business operations. These expenditures encompass:

- ✓ Legal & Transactional Oversight – Ensuring contract compliance, transaction coordination, and strict regulatory adherence.
- ✓ Marketing & Media Production – Website development, CRM integration, SEO optimization, custom graphic design; digital & traditional marketing.
- ✓ Targeted Marketing – Multi-platform syndication, direct mail initiatives, social media optimization, and curated outreach strategies.
- ✓ Property Preparation & Enhancement – Professional staging, pre-listing inspections, strategic improvements, fuel, and concierge-level property presentation services.
- ✓ Client Engagement & Relationship Management – Personalized gifting, client appreciation events, closing gifts, and continuous advisory services.
- ✓ MLS & Listing Fees – Membership in Northwest MLS and RMLS, granting exclusive access to qualified buyers and sellers while facilitating off-market opportunities.
- ✓ Continuing Education & Licensing – Ongoing professional development, annual licensing renewals, & advanced industry training to uphold expertise & compliance with regulations.
- ✓ Errors & Omissions Insurance – Comprehensive liability protection safeguarding both agent and client against transactional disputes and legal claims.
- ✓ Technology & Software Subscriptions – Advanced CRM systems, transaction management platforms, e-signature solutions, and data-driven market analysis tools for a seamless client experience.
- ✓ Business Development & Networking – Professional memberships, industry networking engagements, and executive coaching programs designed to expand market influence and elevate industry acumen.

✓ Personal Compensation & Long-Term Business Viability

Following the fulfillment of tax obligations, business expenditures, and philanthropic contributions, the remaining funds constitute personal income. It is important to note that real estate is an advisory-based profession wherein transactions often require months or years of preparation before compensation is realized. Despite the variable nature of earnings, my commitment to providing the highest standard of service remains unwavering

Commission structures and fee distributions are governed by Washington State real estate laws, brokerage policies, and negotiated client agreements. Under RCW 18.85.331, real estate brokers may only receive compensation through their designated brokerage, and all commission agreements must be established in writing. To ensure compliance, transparency, and alignment of expectations, it is essential to discuss compensation parameters in advance, adhering to both state regulations and brokerage guidelines.

Strategic Seller Guidance. Expert Negotiation. Unmatched Advocacy.

Purchasing a home is a significant financial decision that demands *expert representation, strategic execution, and market intelligence to secure the best possible outcome*. As your dedicated buyer's agent, I provide unmatched advocacy, data-driven insights, and masterful negotiation strategies, ensuring you make a confident and informed investment.

My compensation reflects the specialized expertise, strategic oversight, and tailored guidance I deliver throughout the buying process. From identifying prime opportunities to navigating complex contracts and securing favorable terms, my role is designed to protect your interests and maximize value. For a comprehensive overview of my fee structure, representation advantages, and the full scope of services I provide, I am available for consultation at your convenience.

Click here for comprehensive details on additional compensation, including eligibility, structure, and benefits.



Always STRATEGIC

A Strategic, Elevated Approach to SELLING

Selling your home is more than a transaction—it is a calculated, high-level strategy requiring expertise, precision, and market foresight. As one of your most significant financial assets, every decision impacts its ultimate return. Success lies not in simply listing, but in positioning your home with intention, strategy, and a results-driven approach.

With my Seller's Playbook, every aspect is meticulously executed—from data-driven pricing strategies to targeted marketing and expert negotiation. The goal is clear: to attract qualified buyers, secure the strongest possible outcome, and ensure a seamless, stress-free experience.

Precision.
Strategy.
Results.



Selling a home requires both analytical expertise and strategic execution. My approach is tailored to optimize your home's exposure, enhance its market value, and deliver an efficient, refined selling experience.

At the core of my process is a commitment to professionalism, discretion, and excellence. My role is to protect your time, eliminate inefficiencies, and maximize your return—allowing you to move forward with confidence and peace of mind.



Check out my
5 STAR Google Reviews



LETTER

from the

EDITOR

Selling your home is a significant financial decision, and how it's positioned in the market directly impacts your return. While some agents take a passive approach—placing a sign in the yard, snapping a few phone photos, and hoping for the best—we take a different path.

We don't cut corners, and we don't leave results to chance. Some agents are cheap; we, however, are not—because delivering exceptional results requires an exceptional approach.

We believe every home deserves a strategic, high-touch marketing plan, not a one-size-fits-all listing. That's why we invest in every detail—from professional photography and expert staging to targeted digital marketing and data-driven pricing strategies. Our approach ensures that your home not only stands out in a competitive market but also attracts the right buyers and sells for the highest possible return.

Success in today's market demands more than just listing a home—it requires expertise, precision, and a proactive strategy. We don't just sell homes; we position them to achieve maximum impact and value. Our clients trust us to deliver a seamless, elevated experience, and we hold ourselves to that standard in every transaction.

Your home is one of your most valuable assets. When it comes to selling, the right expertise and execution make all the difference. If you're looking for a results-driven, high-level approach that protects and maximizes your investment, let's make it happen.

Gena Graham

Curated by Gena Graham | HOME REAL ESTATE

"Design is the silent storyteller, shaping spaces that speak to the soul and create a life well-lived."
— Unknown

We don't merely sell homes—we orchestrate elevated real estate experiences that artfully capture the essence, emotion, and lifestyle each property embodies. Through thoughtful presentation and intentional storytelling, we illuminate what makes a home truly extraordinary. Every residence holds a narrative uniquely its own—let's bring yours to life with purpose, precision, and distinction.

Gain exclusive access to elevated market insights and explore my latest blog—where strategy meets storytelling. Discover how we position homes to stand out through intentional marketing, compelling visuals, and curated narratives that speak directly to today's discerning buyers. This is more than information—it's the art of selling well.



“Experience The Difference”

Experience the Difference: Redefining the Home Selling Journey

Selling a home is more than a transaction — it is a defining milestone shaped by strategic planning, emotional resonance, and the promise of new beginnings. **At HOME Real Estate, we believe this pivotal moment deserves an elevated, concierge-level approach that transcends conventional real estate practices.** It's not about checking boxes; it's about delivering an experience worthy of your investment and your story.

From our initial conversation, every step is executed with purpose. We begin by understanding your goals, timeline, and expectations — allowing us to craft a tailored strategy that not only aligns with the market but positions your home as a standout in its category. We fuse data-driven insights with refined visual presentation, because we know that the right design and narrative can shape perception and influence action.

Our process begins with a comprehensive property assessment, followed by curated recommendations to optimize your home's appeal. From elegant hand towels and bespoke candles to thoughtful lighting and seasonal florals, we stage with intention. Every sensory detail is chosen to resonate with your ideal buyer and elevate the perceived value of your home.

Once the stage is set, we launch a multifaceted marketing campaign that blends professional photography, cinematic video, and compelling copy with precision-targeted digital and social outreach. We don't just market properties — we tell stories that sell.

Yet the true difference lies in what happens behind the scenes: consistent communication, skilled negotiation, and unwavering advocacy. We remain at your side through every showing, offer, and contract — managing details with professionalism and discretion.

To sell your home with HOME Real Estate is to embrace a process that is equal parts strategic and soulful — a seamless, curated journey from listed to sold.

Experience the difference — and expect more.

If you're ready to elevate your selling journey, let's begin. Schedule your private consultation today and discover what happens when selling your home becomes a luxury experience designed entirely around you.

EXPERIENCE
THE
DIFFERENCE



We Believe FOUNDATION

A better world isn't just something we wish for—it's something we build. In the way we show up for one another, in the choices we make, and in the belief that fairness, connection, and opportunity should belong to everyone.

“We believe” in fairness—that dignity, respect, and kindness should never be privileges, but fundamental rights.

“We believe” in equality—that no one should have to fight for the opportunities they deserve. Every voice matters. Every story holds value. Every person is worthy of being seen.

“We believe” in connectivity—that we are stronger together. That real change happens when we listen with open hearts, build bridges instead of walls, and recognize that our differences make us better.

“We believe” in community—that when we stand together, we all rise. That a single act of kindness can inspire others to do the same, and that what we do for each other is what defines us.

“We believe” in courage—the kind that refuses to accept injustice, that speaks up even when it shakes, and that chooses action over silence.

“We believe” in opportunity—that no one should be left behind. That dreams should never be limited by circumstance, and that when we lift others, we all move forward.

“We believe” everyone deserves a seat at the table and a voice that is heard. Because inclusion is not just about presence—it’s about participation. It’s about making space for every person to be seen, valued, and understood. When people are truly listened to, they begin to believe they matter. And when they believe they matter, they begin to thrive.

“We believe” in the power of kindness, in the impact of small actions, and in the everyday moments that remind us of our shared humanity.

“We believe” that big change starts in small places. That the heart of a town can beat just as loudly as a city, and that local connections create lasting impact.

“We believe” in small towns making a big impact—in neighbors helping neighbors, in communities lifting each other up, and in the belief that real change doesn’t have to start somewhere else—it starts right here.

“We believe” that each of us has the power to make a difference. Whether through kindness, action, or simply choosing to care, change begins with those willing to stand for something greater than themselves.

Join us. Stand with us. Believe with us.

Gena Graham

Founder, We Believe Foundation

This mission is more than words—it’s a promise. A promise to honor, uplift, and create something meaningful. In honor of my brother, Jonathon, and every life that deserves to be seen, heard, and valued. His light lives on in the kindness we share, the voices we lift, and the love we choose to put into the world each day.

WHAT YOU CAN EXPECT

WHEN WORKING WITH US

We're Curious

Every decision is thoughtfully tailored to align with your goals, your journey, and the distinctive significance of your home.

We're Committed

With unwavering dedication and strategic expertise, I consistently deliver exceptional results in every transaction..

We're Proactive

With foresight and ingenuity, we anticipate challenges before they arise, ensuring seamless and strategic solutions.

We're Personal

We cultivate genuine relationships built on trust, respect, and effortless sophistication—because authentic connections drive real success.

We specialize in securing exceptional results—achieving optimal price and terms while managing every detail with the highest level of care and professionalism. From data-driven pricing strategies to expert negotiation, every phase of your home sale is navigated with precision and purpose. The result? A streamlined, elevated experience that's not only seamless and stress-free—but unexpectedly enjoyable. Here's to a smarter way to sell.



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Explore my website—where market insights meet a touch of magic.





HOME
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