RUTHY TAYLOR | VOTED BEST REALTOR IN THE SOUTH SOUND (2022-2025)

SELLING YOUR HOME IN THE SOUTH SOUND

A Strategic, Step-by-Step Guide to Net More With Less Stress



Why Experience Matters

When choosing a listing agent, experience, reputation, and results matter. You deserve confidence that your home sale is being handled with strategy, care, and precision. My approach focuses on positioning your home to stand out, attract serious buyers, and deliver the strongest possible outcome without unnecessary stress.

What That Experience Delivers for You



- Voted Best Realtor in the South Sound (2022-2025)
- Over 350 homes sold using a proven strategy that drives faster sales and higher prices
- Recognized leader in real estate marketing and social media
- 5-star client reviews built on trust, communication, and results

What These Results Mean for You

These results show how strategy impacts your bottom line... not just averages, but real outcomes compared to the local market. In short, my listings sell for more money in less time than the average Pierce County home.

Year	Ruthy's Average list to sale price	Pierce County Average list to sale price
2025	103%	97.25%
2024	103%	99%
2023	101%	99%
2022	105%	101%
2021	109%	103%
2020	105%	100%

Year	Ruthy's Average days on market	Pierce County Average days on market
2025	18	39
2024	9	36
2023	15	39
2022	12	26
2021	3	24
2020	5	38



My Pricing Strategy

I price homes by analyzing how buyers actually shop, not just what has sold in the past.

My Pricing Framework

- Evaluate active competition, not just closed sales
- Factor in presentation, condition, and buyer psychology
- Time pricing to maximize urgency in the first two weeks
- Physically tour competing listings to avoid mispricing

The Truth About Pricing



Buyers don’t shop sold homes.
They shop active competition.

Most pricing mistakes happen when agents rely on sold data alone.

Prepping Your Home For the Market

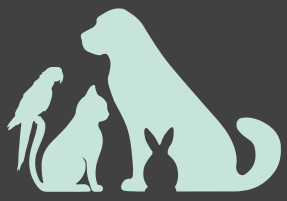
These are not cosmetic suggestions. They are strategic improvements proven to increase perceived value and buyer confidence.



Remove photos, posters, personal items & as many extras as possible. Make it look spacious!



Pressure wash the driveway, sidewalks, decks & patio. Put away garden tools, hoses, toys & bikes.



Put toys away, clean litter boxes, deodorize carpets & take pets with you when your house is shown.



Organize closets, laundry room, mudroom & storage areas.



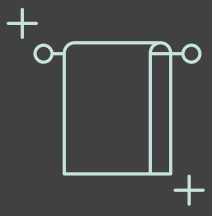
Remove dead or tired plants. Add a few shrubs, flowers & fresh mulch.



Tone down brightly painted rooms. Do touch-ups.



Patch holes & paint walls & ceilings where needed.



Think “hotel.” Add fresh new towels & remove toothbrushes.



Replace broken tiles, re-caulk sinks & tubs.



Replace low-watt light bulbs with brighter ones.



Clean windows, open curtains & paint the front door.

Key Facts on the Reality of Selling Your Home

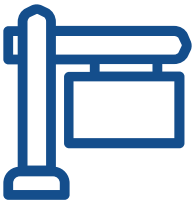
What the Average Realtor Does to Sell Your Home



Basic Photography

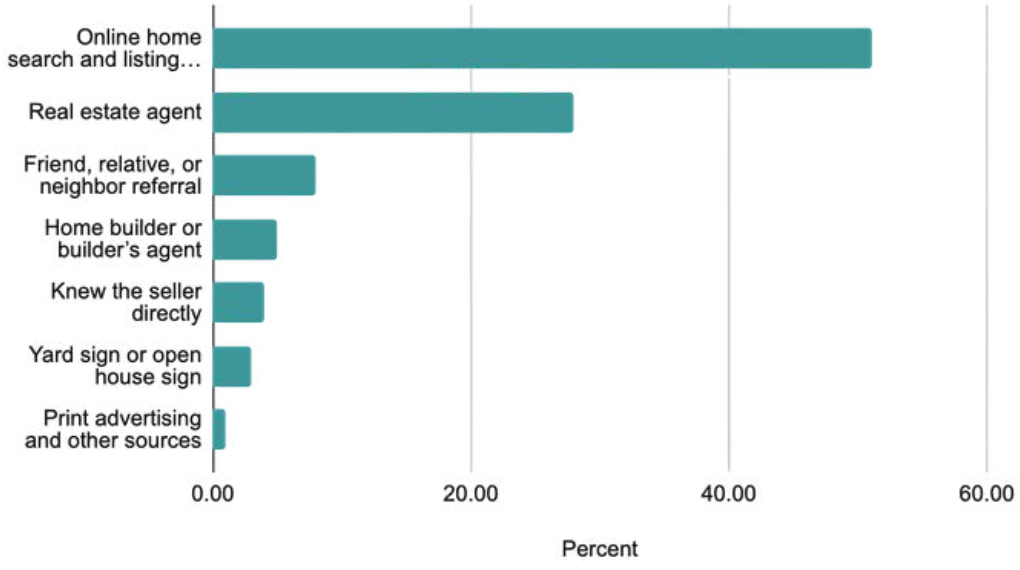


Input in MLS



Sign in Yard

How Buyers Find Homes in Today's Market



This is why "MLS + a sign in the yard" is no longer a strategy... it's a risk.

The Ruthy Taylor Difference Using the “Make My Home Famous” Method

What’s Included When You List With Me

Strategy & Execution

- Pricing strategy & market positioning
- Professional staging consultation
- Photography, video & Matterport
- Negotiation & transaction management

Marketing & Exposure

- MLS & major listing platforms
- Social media campaigns
- SEO blog & Google Business exposure
- Open houses & buyer follow-up

Your Social Media Magic, Let's Go Viral Campaign includes:

- High impact video and posts across Facebook and Instagram
- Short form video distributed on TikTok, Reels, and YouTube Shorts
- Google Business Profile exposure for local SEO
- An SEO optimized blog feature to capture online buyer searches



Testimonials

See what fans have to say about me on Google & Zillow!

★★★★★

“Ruthy captured our attention as a Realtor because of her spunky personality on Social Media and sharp sense of marketing. Not only did she and her team work closely with us to make a quick sale, she was very professional, listened to our concerns, fears, and was caring... the house was staged and [an] incredible video made; the video went viral inviting potential buyers to view a beautiful house and dream of it becoming their next home. We would highly recommend Ruthy to help you with any Real Estate transaction in your future!”

Ready to talk strategy?

Ruthy Taylor
Tacoma Realtor®
Voted Best Realtor in the South Sound
(2022-2025)

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