



A GUIDE

To Selling Your Home



HERRINGTON & COMPANY

Thank you for reaching out to Simpson Holland Real Estate. Whether you were recommended by a member of our treasured "Simpson Holland Family" or found us through your own research, we are delighted to have the opportunity to connect with you and assist in your real estate journey.

Navigating the real estate market can often be complex, filled with unexpected twists and turns. You might be seeking professional advice for a variety of reasons – from considering updates to your home, exploring refinancing options, engaging in estate planning, inquiring about your home's current value and market trends, or contemplating selling your property. In each of these scenarios, and more, we are here to offer our expert guidance and support.

With over 80 years of combined experience, we have had the privilege of assisting our real estate family in these areas and beyond. Our team's extensive knowledge and commitment ensure that we are well-equipped to handle a wide array of real estate inquiries and situations.

In this guide, you'll find a detailed overview of the selling process, as well as an introduction to our dedicated team. Our aim is to work collaboratively with you to enhance your life through thoughtful and effective real estate solutions.

We look forward to embarking on this exciting journey with you,

Sincerely,



Lindsay Holland

Associate Broker
Simpson Holland Real Estate
Herrington and Company, LLC
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MEET THE REALTORS

With over **80 years of combined experience** and a proven track record of serving **over 2000 clients**, with **95% repeat and referral clients**, Simpson Holland Real Estate proudly presents realtors ready to guide you through your real estate journey. In the heart of Alaska, we are more than just real estate Licensees – we're your dedicated partners, committed to turning your dreams into reality. Let's make this year a standout in achieving your real estate goals!



Beth Simpson

ASSOCIATE BROKER, CRS, REALTOR®

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Beth's journey in Anchorage's real estate landscape is nothing short of remarkable. Arriving in 1966, she transitioned from mortgage loan origination to real estate sales in 1974, marking the beginning of an impactful career. Beth's dedication to helping individuals and families find their dream homes has significantly shaped the lives of thousands, earning her a respected place in the community.

Professionally, Beth stands out for her extensive knowledge of the local market, coupled with her exceptional problem-solving abilities and unwavering commitment to her clients' best interests. These qualities not only make her a trusted REALTOR® but also a true advocate for those seeking to achieve homeownership.

Beth enjoys a balanced life, embracing Alaska's great outdoors in her Trevado camper, indulging in her love of reading, and spending quality time with her Shepadoodle, Roo. The blend of professional excellence and personal interests portrays Beth as not only a leader in her field but also an engaged and dynamic member of her community.



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Lindsay Holland

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Lindsay is a cornerstone in the Alaska real estate community, deeply rooted in a family legacy that stretches back to the 1970s. Her commitment to continuing her mother Beth's legacy of exceptional client service shines through in every aspect of her career. Since obtaining her real estate license in 2001, Lindsay has been a vital part of Simpson Holland Real Estate's growth. Her diverse skill set is enhanced by a consistent pursuit of education to enhance her commitment to add value to others, a coaching certification from the John Maxwell Leadership Foundation, and prestigious GRI and CRS credentials from the National Association of Realtors.

Lindsay is a cornerstone in the Alaska real estate community, deeply rooted in a family legacy that stretches back to the 1970s. Her commitment to continuing her mother Beth's legacy of exceptional client service shines through in every aspect of her career. Since obtaining her real estate license in 2001, Lindsay has been a vital part of Simpson Holland Real Estate's growth. Her diverse skill set is enhanced by a psychology degree from the University of Alaska Anchorage, a coaching certification from the John Maxwell Leadership Foundation, and prestigious GRI and CRS credentials from the National Association of Realtors. Beyond these qualifications, Lindsay's ongoing education and training underscore her dedication to her profession.



Nichole Perry

REALTOR®, TRANSACTION
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Nichole is a vital member of the Simpson Holland Real Estate team, joining as an Executive Assistant/Office Manager in October 2013. Her transition into real estate was marked by obtaining her license in June 2014, leveraging her eight years of experience as a Legal Assistant. Nichole's meticulous attention to detail and deep care for others ensure that clients of Simpson Holland receive exceptional customer service. She adeptly manages the multifaceted aspects of real estate transactions, providing clients with peace of mind and a smooth experience.

Nichole's journey to Anchorage began with her military family moving around before finally settling in the area in 1992. This background has instilled in her a strong sense of community and adaptability. Outside of her professional life, Nichole cherishes spending quality time with her family. She enjoys traveling and camping with her husband and two children. Nichole's commitment to nurturing caring relationships extends beyond her family to her friends, reflecting her warm and personable nature. Her combination of professional expertise and personal warmth makes her an invaluable asset to both the Simpson Holland team and the clients she serves.

Our Commitment to you

It's widely acknowledged that in the United States, both selling and buying a home (moving) rank among the top five life stressors, alongside significant events like the death of a loved one, divorce, and the birth of a child. Our team is committed to standing by your side during this often exhilarating yet undeniably stressful period in your life. Our goal is to assist you in achieving your real estate objectives with professionalism and compassion.



- To add value to our communities as leaders in the real estate industry and as a friend and neighbor.
- To always do the right thing, even if it isn't what is easiest
- To prioritize of your needs at the highest level through unparalleled professionalism and attention to detail.
- To serve as a trusted local expert and adviser.
- To consistently and clearly communicate with you in the manner and frequency that you prefer
- To treat you and your family with straightforwardness, integrity, and respect at all times
- To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond
- To hold ourselves accountable to helping you meet your real estate goals.



References

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HOME SELLING PROCESS

The main reasons people contact our office are because they're thinking of selling a home, buying a home, or both! The rest of this guide will provide you an overview of how we work with you to sell your home.

Initial meeting, walk-through, and Seller Needs Analysis:

- Review your goals
- Discuss how to maximize the property so that it sells for the most money, in the preferred amount of time, with the least hassle.
- Review documentation
- Discuss customizable marketing plan



Agreement to Work Together

- Develop plan for preparing the property for market
- Conduct pre-inspection, make repairs, stage, and ensure professional cleanliness
- Develop customized marketing plan to maximize exposure and desirability
- Determine market value
- Agree upon commission to Simpson Holland Real Estate and buyer representative
- Calculate Estimated Net to Seller



Prepare Property for Market:

- Evaluate goals, conduct pre-inspection, make repairs, stage, and ensure professional cleanliness.
- Arrange professional media and execute a marketing plan.
- Receive, evaluate, and negotiate offers.



Execute Marketing Plan

- Launch "coming soon" marketing campaign
- Launch "just listed" marketing campaign
- Schedule and monitor showings
- Monitor online property activity
- Evaluate market feedback and prepare for any adjustments



Receive and present offers

- Evaluate estimated net to seller based on offer(s) as they are written
- Discuss and make recommendations regarding counter offers to assist in meeting your goals
- Negotiate contract



Prepare for Closing

- Facilitate inspection process
- Negotiate any issues
- Work with Buyer's lender to ensure all steps are being accomplished in a "time is of the essence" manor
- Oversee appraisal process
- Evaluate title and proactively work through any issues
- Coordinate and prepare for further inspections
- Ensure property is prepared for transfer
- Final Walk Through

Coordinate and Prepare for Closing

- Review final title report
- Evaluate HUD Settlement Statement for correctness
- Ensure title has Seller's accurate information
- Coordinate how Seller to receive proceeds.



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Cooperative COMPENSATION

In addition to the compensation to Simpson Holland Real Estate it is highly recommended that home sellers offer compensation to the representative – remember, though buyers INITALLY look for property on the internet, **28%** found their home through their realtor.

86% of buyers are working with their own representative and many of those buyers require that the seller cover that cost in order to be able to afford to purchase a home.

More reasons to offer cooperative compensation to the Buyer's Licensee:



13 Reasons the Seller Wants a Buyer Represented By a Professional Real Estate Agent

1. The seller and listing agent will work with a buyer's agent that has undergone protocols to be licensed in the state of Alaska.
2. The buyer's agent will service as an intermediary that gives the seller the best chance of reaching agreement and closing. A buyer's agent can work with the listing agent to problem solve and help bridge differences between clients that could otherwise derail a positive transaction for the seller and buyer.
3. The buyer's agent will work to safeguard the seller's home during showings.
4. The buyer's agent will work to ensure that the buyer is qualified to purchase the home.
5. The buyer's agent will work to ensure that the buyer has the cash available for down payment and closing costs.
6. The buyer's agent can provide feedback to the seller regarding price and condition that will help them sell their home.
7. Where available, the buyer's agent will use promulgated forms which protect all parties.
8. The seller and listing agent will work with the buyer's agent who has agreed to a code of ethics.
9. The buyer's agent is highly likely to be properly insured, which protects all parties.
10. The buyer's agent will advise the buyer to write an offer that reflects current market conditions.
11. The buyer's agent will provide a list of the best professional vendors to choose from to keep the transaction as smooth as possible.
12. The buyer's agent will guide the buyer through all the steps from inspection to closing.
13. The buyer's agent will work tirelessly to ensure that the buyer maintains their creditworthiness until they arrive for the closing and the transaction funds.



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Why Most Sellers use a REAL ESTATE PROFESSIONAL

- 90 % of home sellers used a real estate agent in 2023 – up from 89% the year before.
- Only 6% of sales were FSBO (For Sale By Owner), the lowest share in recorded history



Of those few FSBO sales, 38% were to a friend, family member or neighbor



FSBO sellers reported struggles with:

- Pricing correctly (17%)
- Selling within timeline (13%)
- Handling paperwork (10%)



The FSBO Financial Pitfall:

Even after paying a standard buyer and seller agent commission, FSBO sellers still net 7% less on average.



MARKETING MASTERS *of Alaska*



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When you work with a Marketing Masters REALTOR®, you don't just get one professional—you gain the collective expertise of **16 high-performing, experienced REALTORS®**. This powerhouse group meets weekly to share market insights, buyer feedback, and strategic marketing ideas—so your home benefits from **real-time recommendations** based on what today's buyers are actually looking for.

More experience. More exposure. More results.

That's the Marketing Masters advantage.

YOUR CUSTOM MARKETING PLAN



DIGITAL MARKETING THAT DRIVES RESULTS

With 98% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.



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FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2023



Yard Sign/Open House Sign

Friend, Relative or Neighbor

Home Builder or Their Agent

Directly from Sellers

Print Newspaper Advertisement

Home Book or Magazine

Real Estate
Licensee

Internet



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Marketing Plan

The marketing strategy for your home is a critical factor in its successful sale, and it requires a nuanced approach tailored to both the unique aspects of your property and the potential buyers it attracts. In addition, staying attuned to the ever-evolving trends in the marketplace is crucial.

Our approach at Simpson Holland Real Estate involves a thorough evaluation of these elements to determine the most effective combination of professionally printed and digital marketing materials. This strategy is designed to significantly enhance the visibility and appeal of your property, thereby maximizing its sale potential.

Below is the framework we use to develop YOUR customized marketing plan.

1. Suggest and advise as to any changes necessary to make your property more saleable and/or go over professional staging.

2. Price your home strategically from the start; it is the deciding factor on how long it will take to sell.

3. Provide exposure through a professionally installed "for sale" sign and lock box.

4. Follow up to every sign call and internet query.

5. Add to our direct marketing to our database of over 2,000 contacts.

6. Have a professional photographer take photos of your property for our online marketing campaign

7. Optimize your home's internet presence by posting it on the Multiple Listing Service (MLS), syndication with over 350 of the most popular real estate search websites.

8. Initiate "reverse prospecting" to reach out to potential buyers who have searched for homes similar to yours.

9. Promote your home through the Simpson Holland Real Estate's Realtor network

10. Promote your property to other agents through my network group Marketing Masters.

11. Provide weekly updates on marketing, showing, buyer feedback, and agent feedback to sellers.



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SELLING SAFELY

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.

Some steps you can take:

- Remove all personal photographs prior to professional photography being taken.
- Ensure medications are removed from medicine cabinets and inaccessible.
- Ensure that any objects that could be a potential risk for children be properly secured (bookcases, headboards, etc.)
- When showings have been completed and you return home, wipe touch surfaces with disinfectant.
- Remove guns from the property, if possible. If not possible, ensure that guns and ammunition are locked securely.

These safety measures are standard for all transactions. We will review any additional precautions you have in mind and include them in our marketing plan agreement.



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CONTACT US

*If you have any questions or need further assistance,
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