

A THOUGHTFUL & STRATEGIC APPROACH TO  
SELLING YOUR

*home*



ERIN  
KEYS  
REAL ESTATE

# WELCOME



Thank you for choosing to put your trust in me for the process of selling your home. I am committed to ensuring that all of your real estate needs are not just met, but exceeded.

I've prepared this guide for your convenience and I hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process - I'm excellent at that! You can expect regular updates including marketing activity, showing feedback, and ongoing strategy discussions as we work toward your goals.

Every home and every client situation is different, and I will tailor my approach to best support your specific needs throughout the process. My focus is on your complete satisfaction and bringing JOY to the journey.

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# THE TEAM



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# THOUGHTFUL GUIDANCE. STRATEGIC REPRESENTATION.

I understand that buying or selling a home is often connected to an important life transition. Whether you're relocating, downsizing, upsizing, investing, starting over, or simply searching for a better fit for your next season of life, I believe real estate should feel guided, supported, and personal.

As a Portland Realtor and longtime Pearl District resident, I bring a thoughtful and steady approach to the process. I value clear communication, attention to detail, and creating an experience that feels well cared for from beginning to end.

After more than two decades in Portland, I've developed a deep appreciation for the character and individuality of the city's neighborhoods. I especially love the walkability and sense of connection found in the Pearl District, from morning walks through the city, to tea dates with my daughter at Tea Bar and evenings spent enjoying Portland's restaurants and boutiques. From modern city condos to established neighborhood homes, I enjoy helping clients find not only the right property, but the right fit for how they want to live.

I also believe every home has a story worth telling. With an eye for presentation and thoughtful marketing, I am intentional about showcasing listings in a way that feels elevated, authentic, and inviting to buyers.

I value relationships over transactions and consider it a privilege to help clients move confidently into their next chapter. Whether you're buying, selling, or simply exploring what comes next, I would be honored to help you find your place in Portland.



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# SELLING WITH ME MY PROCESS YOUR DECISION

## 1 **OUR INITIAL CONSULTATION**

Discuss your goals, timing, strategy and next steps. Walk through home together and discuss ways to enhance the value to get top dollar.

## 2 **PRICING STRATEGY**

Review market data, prepare a Competitive Market Analysis and develop a strategic pricing plan.

## 3 **MARKET PREPARATION**

Prepare your home for photography, showings, and launch.

## 4 **MARKETING FOR MAXIMUM EXPOSURE**

Professional photography, video tour, floor plan, online marketing, broker outreach, showings, open houses, and strategic exposure designed to attract qualified buyers.

## 5 **NEGOTIATE THE BEST CONTRACT**

Evaluate offers and negotiate secure favorable terms.

## 6 **CONTRACT TO CLOSING**

Coordinate timelines, daily communication, and transaction details through closing.

# WHAT I DO FOR MY SELLERS

## PRICE

Provide market overview  
Prepare Comparative Market Analysis (CMA)  
Design price strategy  
Help determine inclusions & exclusions

## REPAIRS &

## UPGRADES

Recommend home improvements and/or staging to increase value  
Recommend repairs

## SAFETY

Install lockbox for controlled access  
Document all showing activity  
Make safety & anti-theft recommendations

## MARKETING

Design & implement marketing plan  
Hire & schedule:  
Photographer  
Sign installation  
Video Tour  
Floor Plan  
Host broker open houses  
Host public open houses  
Host neighborhood opens  
Input into MLS system  
Create Property Brochure  
Send home information to syndicate websites  
Send "Just Listed" postcards  
Post on social media  
Send email blast to REALTORS® & industry professionals  
Promote within office  
Promote to sphere

## CONTRACTS

Explain Contract to Buy & Sell  
Explain listing agreement  
Explain required disclosure documents  
Explain deeds  
Explain title work  
Assemble H.O.A. documents  
Review Title report  
Obtain & review Buyer's Qualification Letter

## COMMUNICATION

Conduct pre-listing interview to determine needs  
Guide through inspection process  
Guide through appraisal process  
Schedule & manage vendors  
Explain closing procedure  
Communicate with Buyer's lender to ensure on track  
Track all due diligence deadlines

Provide a weekly showing report  
Coordinate with:  
Lenders  
Appraisers  
Inspectors  
Title company  
Vendors

## NEGOTIATION

Price  
Inspection resolution  
Appraisal resolution  
Title resolution  
Multiple offers  
Seller concessions  
Earnest money  
Inclusions & exclusions  
Conditional sale contingency  
Survey resolution  
Due diligence resolution  
Closing & possession date

# PRICING YOUR HOME

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

## **DANGERS OF PRICING ABOVE MARKET VALUE:**

- True target buyers may not see your property because it's listed out of their price range.
- Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.



### **WE CAN CONTROL:**

Price  
Terms of Sale  
Condition of Property



### **WE CANNOT CONTROL:**

Location  
Competition  
Market Conditions

## **HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:**

- After the consultation, I will put together a Comparative Market Analysis (CMA) which analyzes your neighborhood's housing data.
- Using the CMA and the condition of your home, I create a value range and an expected sale price.
- Considering your goals and needs, we develop a strategic pricing plan.
- Advise ways to make your property more attractive to buyers.
- Create a comprehensive marketing plan targeting the most likely buyers.
- Market your property to other agents, and get their feedback on its price and presentation.
- Keep you up-to-date on sales activity and market conditions.

# BUYER INTEREST & MARKET MOMENTUM

Buyer interest is often strongest when a home first comes on the market. Well-priced and well-prepared homes typically generate the most attention early, creating stronger visibility, urgency, and overall negotiating position.

As market time increases, buyers often become more selective, compare value more carefully, and may expect greater negotiation opportunities.

Strategic pricing and thoughtful presentation from the beginning can help attract stronger offers and support a smoother overall selling experience.

## BUYER MINDSET OVER TIME

### EARLY ON MARKET:

- Excited and motivated
- Focused on finding the right fit
- More likely to act quickly

### EXTENDED MARKET TIME:

- More price-conscious
- Comparing value and condition
- Often expect negotiation opportunities





# MARKET PREPARATION

Preparing your home thoughtfully for sale is one of the best ways to create a strong first impression and help it sell more quickly and for the best possible price. I can help guide the staging process or connect you with a professional stager, however there are also many simple things you can do before professional photography and showings to improve your home's appeal.

## **TO PREPARE FOR MARKET LAUNCH AND SHOWINGS, I RECOMMEND:**

- Turning on all interior lights (even during the day) and exterior lights in the evening.
- Keep the temperature comfortable, around 68 degrees.
- Clear tables, bookshelves, and countertops of clutter.
- Remove personal items around sinks and in showers or baths.
- Make sure all light fixtures have working bulbs with consistent color and brightness.
- Pets should be kept in a separate area when possible.
- Put away valuables and any medication.
- Open curtains and shades to maximize natural light, leave interior doors open (except closets).

### **ENTRY, DINING, ROOMS**

- .. Traffic Patterns
- .. Furniture Arrangement
- .. Window Coverings
- .. Fireplace
- .. Floors/Carpet
- .. Walls & Ceilings

### **LIVING, FAMILY**

### **BATHROOMS**

- .. Tub
- .. Shower Enclosure
- .. Tile & Grout
- .. Sinks & Counters
- .. Toilet
- .. Faucets
- .. Mirrors
- .. Floor
- .. Walls & Ceiling

### **YARD**

- .. Lawn
- .. Hedges & Shrubs
- .. Flower Beds
- .. Fences & Gates
- .. Walks & Driveways

### **BASEMENT**

- .. Stairway
- .. Floor
- .. Storage Areas
- .. Finished Areas
- .. Windows & Window Coverings

### **KITCHEN**

- .. Countertops
- .. Cabinets— Exterior & Interior
- .. Appliances
- .. Faucets & Sinks
- .. Floor
- .. Walls & Ceiling

### **BEDROOMS**

- .. Traffic Patterns
- .. Furniture Arrangement
- .. Window Coverings
- .. Closets
- .. Floor/Carpet
- .. Walls & Ceiling

### **HOME EXTERIOR**

- .. Paint
- .. Trim Paint
- .. Porches, Decks, Railings
- .. Brickwork
- .. Siding
- .. Front Door
- .. Roof

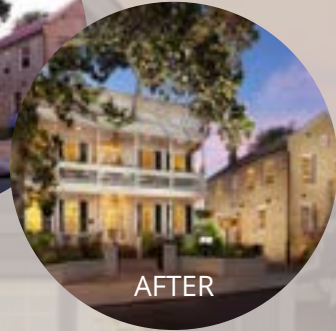
### **GARAGE**

- .. Storage
- .. General
- .. Doors
- .. Windows
- .. Window Frames
- .. Lights

# PROFESSIONAL PHOTOGRAPHY & VIDEO



BEFORE



AFTER

First impressions matter.  
Thoughtful, professional photography  
helps showcase your home at its very best and  
encourages buyers to take the next step in person.

First impressions happen quickly. If a home doesn't capture attention online, many buyers may never schedule a showing in person.

That's why I invest in professional photography and video tours designed to showcase your home in its best light. They use specialized equipment, lighting, composition, and editing techniques to highlight the details, flow, and atmosphere that make a property stand out.

Strong visual presentation helps generate more interest online, increases showing activity, and positions your home more competitively in the market.



# SHOWINGS & OPEN HOUSES

Once your home is live on the market, my goal is to create a smooth and welcoming experience for both you and prospective buyers. Thoughtful coordination, strong communication, and strategic exposure all play an important role in helping your home stand out and attract qualified buyers.

## **SHOWINGS:**

- Showings are coordinated through a secure showing service designed to make scheduling simple and organized
- Buyers are typically accompanied by a licensed real estate agent
- Showing instructions and approved showing times are communicated in advance
- Blocked showing times may be arranged when needed
- I will remain in communication with you regarding showing activity, buyer feedback, and ongoing strategy throughout the listing period

## **OPEN HOUSES:**

- Open houses can create additional exposure and allow buyers to experience your home in a relaxed setting
- Open houses are planned strategically and scheduled around what works best for you
- I personally host open houses whenever possible to answer buyer questions and represent your home thoughtfully
- Open houses and Broker Opens provide valuable buyer and agent feedback that can help guide our ongoing strategy
- Following each open house, I will share feedback and discuss any insights that may help position your home more strongly in the market

# MARKETING YOUR HOME

Thoughtful marketing is about more than simply putting a home online. My goal is to position your property strategically through pricing, presentation, photography, timing, and targeted exposure designed to create strong first impressions and attract qualified buyers.

From professional photography and presentation to online exposure, agent outreach, social media marketing, and open houses, each part of the marketing strategy is designed to showcase your home thoughtfully and maximize visibility throughout the market.

I believe every home has a story worth telling, and I approach marketing with careful attention to presentation, buyer experience, and overall market positioning.

## **YOUR HOME'S MARKETING STRATEGY:**

- Professional photography and thoughtful visual presentation
- Exposure through the MLS and major real estate websites
- Social media marketing and digital promotion
- Open houses and broker outreach
- Communication with agents and qualified buyers
- Strategic pricing and market positioning
- Ongoing review of buyer activity and market response



# OFFERS & NEGOTIATION STRATEGY

The strongest offer is not always simply the highest price. My role is to help you evaluate the full picture of each offer, including financing strength, contingencies, timelines, closing terms, and the overall likelihood of a successful closing.

Buyer interest is often strongest when a home first comes on the market. Well-priced and well-prepared homes typically generate the most attention early, creating stronger momentum and negotiation leverage.

When offers are received, I will help guide you through the process thoughtfully and strategically. Rather than focusing on price alone, we will carefully evaluate the overall strength and terms of each offer to help support the best possible outcome.

## **I HELP EVALUATE:**

- Offer price and overall terms
- Buyer financing strength and qualifications
- Contingencies and contractual risk factors
- Closing timelines and possession terms
- Earnest money and buyer commitment
- Multiple-offer strategy and negotiation positioning

## **NEGOTIATION GUIDANCE:**

- Strategic pricing helps create stronger buyer interest and early momentum
- Well-prepared homes often strengthen negotiating leverage
- The first offer is sometimes the strongest because motivated buyers tend to act quickly
- Overpricing can reduce visibility and extend time on market
- Strong negotiations consider certainty, timing, and terms in addition to price



# THE BUYER'S HOME INSPECTION

Home inspections are an important part of the selling process and can provide valuable insight into the condition of your home before negotiations begin. In some cases, sellers choose to complete a pre-listing inspection to identify potential concerns early, make repairs proactively, and help minimize surprises once the home is under contract.

Taking a thoughtful approach to inspections can help create transparency, build buyer confidence, and contribute to a smoother overall experience. Buyers often feel more comfortable moving forward when they understand the condition of the home and see that important items have been addressed or properly disclosed. In many cases, this can also help reduce delays, renegotiations, and unexpected issues later in the transaction.

If questions or concerns arise during the inspection process, I will help guide you through the next steps and work toward thoughtful solutions that help keep the transaction moving forward as smoothly as possible.

Over the years, I have built strong relationships with trusted contractors. I help coordinate evaluations, quotes, and professional opinions when needed to support negotiations and help you make informed decisions throughout the process.



# PATH TO CLOSING

Once your home is under contract, there are many important steps happening behind the scenes to help move the transaction smoothly toward closing. My role is to help coordinate the process, manage timelines, communicate with all parties involved, and guide you through each stage along the way.

During this phase, I work closely with lenders, inspectors, appraisers, title, and cooperating agents to help ensure deadlines, documents, and closing requirements stay on track. This includes coordinating inspections and repairs, reviewing title information, monitoring buyer financing progress, and helping navigate any questions or unexpected issues that may arise before closing.

As part of the process, a preliminary title report will also be ordered to review ownership information, easements, liens, or other items connected to the property. Addressing these items early can help prevent delays and create a smoother path to closing.

Clear communication is especially important during this stage, and I will continue providing updates and guidance so you feel informed, supported, and prepared from contract acceptance through closing day.

## **I PROVIDE:**

**COORDINATION WITH TITLE,  
LENDER & VENDORS**

**MANAGEMENT OF TIMELINES &  
CONTRACTUAL DEADLINES**

**GUIDANCE THROUGH  
INSPECTIONS, REPAIRS & REPAIR  
NEGOTIATION**

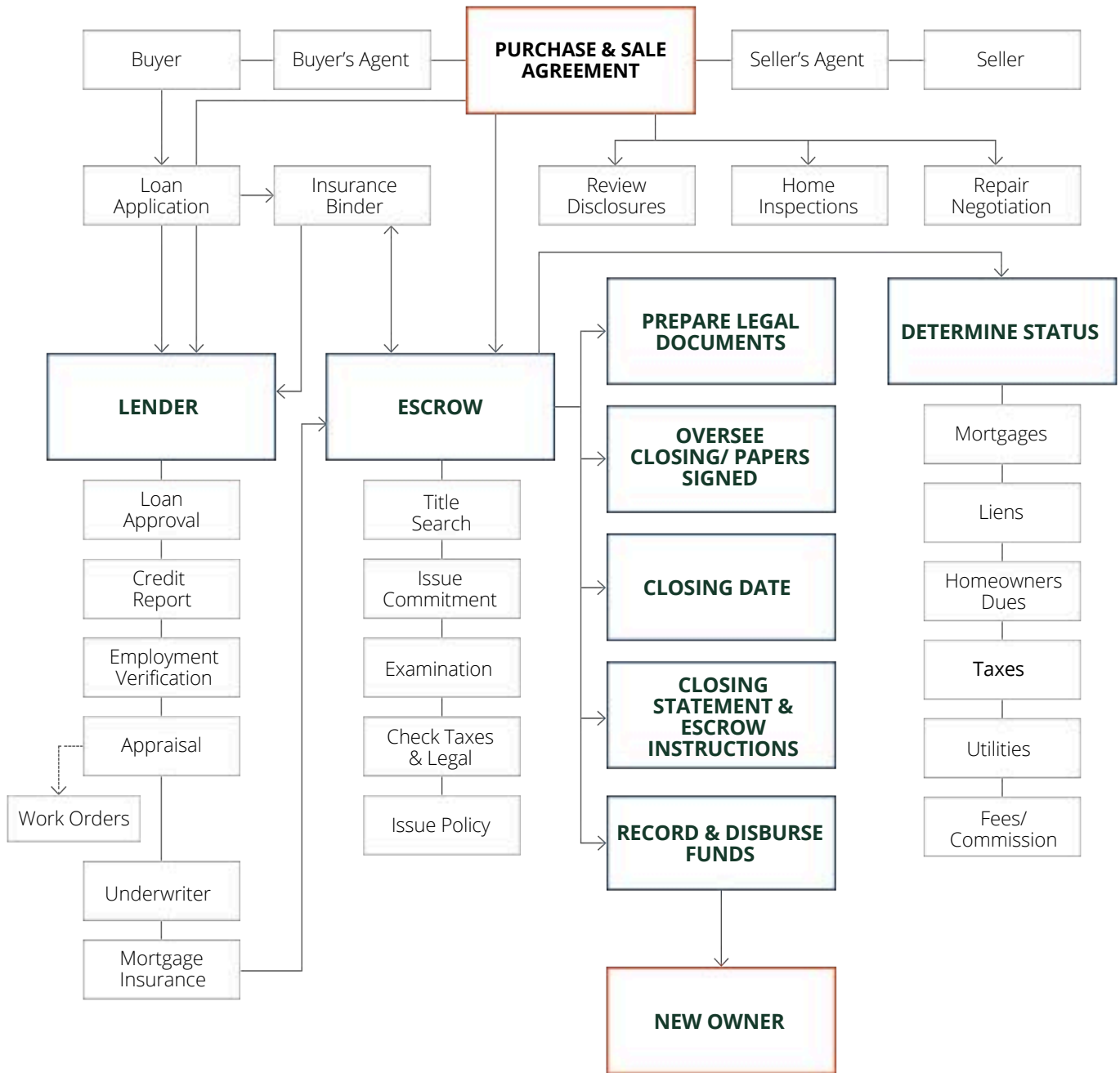
**REVIEW OF TITLE & ESCROW  
MATTERS**

**SOLUTION-ORIENTED GUIDANCE**

**CLEAR & CONSISTENT  
COMMUNICATION**



# LIFE OF A TRANSACTION





# KEEPING YOU INFORMED

Clear and consistent communication is an important part of a successful selling experience.

I am committed to keeping you informed throughout the process so you feel supported, prepared, and confident.

## **YOU CAN EXPECT:**

- Regular updates on market activity and buyer interest
- Feedback from agents and buyers who tour your property
- Communication regarding qualified buyers and showing activity
- Open house and broker tour feedback
- Ongoing strategy discussions as market conditions evolve
- Prompt communication and guidance throughout the transaction



## client testimonials

ERIN: JUST A SHORT NOTE TO EXPRESS OUR APPRECIATION FOR THE EXCELLENT SERVICE YOU PROVIDED DURING THE SALE OF OUR CONDO. YOUR MARKETING PLAN AND EXECUTION WERE OUTSTANDING. THE PHOTOS, VIDEO AND OVERALL PROMOTION WERE MORE THAN WE EXPECTED. ABOVE ALL WAS YOUR CALM AND STEADY SUPPORT DURING WHAT TURNED OUT TO BE SOME RATHER SURPRISING AND UNEXPECTED TURNS OF EVENTS. YOUR REGULAR FEEDBACK ON THE CONDO MARKET AND ON EACH SHOWING WAS ALSO GREAT TO HAVE AND MUCH APPRECIATED. THANK YOU FOR TAKING SUCH GOOD CARE OF US. WE HIGHLY RECOMMEND YOU TO ANYONE LOOKING FOR WORLD-CLASS REAL ESTATE SERVICE.  
- SALLY S.



I HIGHLY RECOMMEND ERIN. SHE HELPED US THROUGH AN EMOTIONAL AND DIFFICULT SALE AND PURCHASE. HER PROFESSIONALISM, MARKETING SKILLS AND SERVICES ARE EXCEPTIONAL. SHE WAS ALWAYS THERE WHEN WE NEEDED HER, GAVE US A TREMENDOUS VALUE IN SERVICE AND GREAT REAL ESTATE ADVICE. SHE ALWAYS GIVES HER BEST TO HER CLIENTS. YOU CAN TRUST SHE WILL DO THE SAME FOR YOU.  
- CHERIE C.



ERIN ASSISTED US IN OUR MOST RECENT REAL ESTATE TRANSACTION AND THERE IS ONLY ONE WAY TO SUMMARIZE OUR EXPERIENCE: FANTASTIC. SHE IS AN AWESOME PROFESSIONAL, HAS A DEEP UNDERSTAND ON MARKET DYNAMICS AND GREAT ABILITY TO MANAGE COMPLEX NEGOTIATIONS. THANK YOU ERIN!  
- RODNEY C.



FROM THE BEGINNING, ERIN DIDN'T MISS A STEP. AFTER EAGERLY PURSUING OUR BUSINESS, SHE QUICKLY GAINED OUR TRUST. AS CO EXECUTORS OF OUR UNCLE'S TRUST, ERIN WORKED WITH MY SISTER AND I IN THE SELLING OF HIS HOME, WHICH WAS FORMERLY OUR GRANDPARENTS HOME. WITH HER PROFESSIONALISM, SHE ALSO BROUGHT A VERY CARING AND COMPASSIONATE UNDERSTANDING TO THIS SOMETIMES EMOTIONAL TRANSACTION. SHE WORKED WITH US AS A TEAM, ALWAYS CONSIDERING OUR NEEDS AND DESIRES WHILE PROVIDING HER OWN PROFESSIONAL INSIGHT. SHE COMMUNICATES WITH EASE AND WE COULDN'T HAVE ASKED FOR A SMOOTHER PROCESS. SIMPLY PUT, SHE'S GREAT TO WORK WITH!!  
- DEBBIE H.



## *client testimonials*

I HIGHLY RECOMMEND ERIN KEYS. THIS WAS THE FIRST TIME I HAVE EVER SOLD A PROPERTY AND I HAD VERY LITTLE KNOWLEDGE TO BEGIN. ERIN CLEARLY EXPLAINED EVERY STEP OF THE PROCESS. I REALLY APPRECIATED HER EXPERTISE, HER WARMTH AND HER PROFESSIONALISM. ERIN ALSO PROVIDED WEEKLY UPDATES ON ALL VIEWINGS AND THE FEEDBACK FROM OTHER AGENTS AND BUYERS. I AM EXTREMELY SATISFIED WITH HER REPRESENTATION.

- PAMELA T.



I HAVE COMPLETED MANY REAL ESTATE TRANSACTIONS IN THE COMMERCIAL AND INDUSTRIAL SPACE AND ERIN WAS BY FAR THE MOST ORGANIZED AND TIMELY MOVING THE TRANSACTION THROUGH THE PROCESS. THERE WERE A FEW CHALLENGES WITH THE SELLER THAT ERIN HANDLED WITH THE UTMOST CARE AND PROFESSIONALISM. I CANNOT RECOMMEND ERIN ENOUGH AS SHE WILL ALWAYS HAVE HER CLIENTS BEST INTEREST AT HEART AND MAKE SURE THE DEAL GETS DONE. I BOTH TRUST AND VALUE THE WORK THAT ERIN DID FOR ME.

- WAYDE E.



ERIN WAS FANTASTIC TO WORK WITH. WE WERE OUT OF TOWN FOR THE INSPECTION AND CLOSING, AND SHE COORDINATED EVERYTHING SEAMLESSLY— EVEN SCHEDULING AND ATTENDING MULTIPLE ADDITIONAL INSPECTIONS FOR US TO GET SECOND OPINIONS. SHE'S FRIENDLY, ORGANIZED, INCREDIBLY THOROUGH, AND ALWAYS HAD OUR BEST INTERESTS IN MIND. ERIN ADVOCATED FOR US EVERY STEP OF THE WAY WITHOUT EVER APPLYING PRESSURE. WE WOULD ABSOLUTELY WORK WITH HER AGAIN AND HIGHLY RECOMMEND HER.

- ADAM L.



ERIN VERY PROFESSIONALLY MANAGED THE MARKETING AND SALE OF OUR HOME. FROM THE DAY THE SIGN WENT UP TO DATE OF THE SALE WAS LESS THAN A MONTH AND IN A VERY CHALLENGING MARKET. WE COULDN'T ASK FOR MORE.

- JIM C.





# Thank You

Thank you for taking the time to review my selling guide.

I would be honored to help guide you through the sale of your home and look forward to the opportunity to work together.

*Erin Keys*