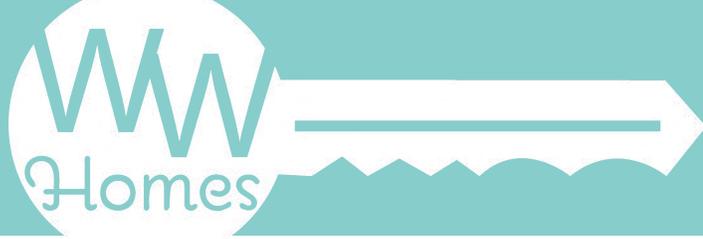




- 1 About Your Realtors®
- 2 About Windermere Real Estate
- 3 Marketing Plan
- 4 Timing & Pricing Your Property
- 5 Preparing Your Property
- 6 The Closing Process
- 7 Preparing to Move
- 8 The Law of Real Estate Agency



Agent Services

Putting Clients First

Our primary objective is to work with our clients to help them understand and achieve their goals. Whether you are a buyer or a seller, we will be a resource and a guide throughout the buying and selling process. We will continue to work with and for you to make sure you have quality information and trustworthy assistance when buying or selling your home.

Key Services Provided to Buyers

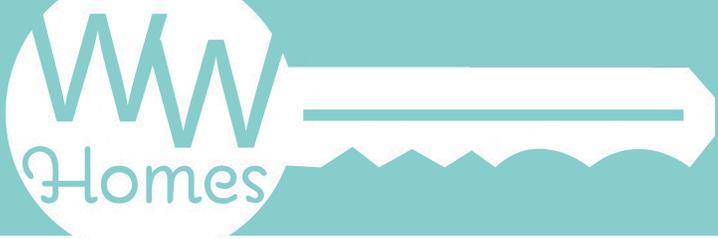
- A buyer packet with information about the buying process, sample contracts, our qualifications, and Windermere's qualifications so the buyer can be better prepared for the process.
- Access to active listings and comparable sales price data.
- A commitment to find the right house at the right price without missing anything. This includes us researching active listings, pre-market listings, as well as for sale by owner listings.
- Proactive Realtors you can trust to look out for your needs and help you navigate through the process.
- Consistent communication to keep you informed every step of the way.

Key Services Provided to Sellers

- Pre listing packet with information about the market, sales process, and other helpful information regarding how to prepare your home for selling and closing.
- Access to active listings and comparable sales price data.
- A pricing and marketing system that will give predictable results.
- Proactive Realtors you can trust to look out for your needs and help navigate you through the process.
- Consistent communication to keep you informed every step of the way.

The Windermere Way

As your Windermere Agents, we have the tools to get the job done right. You will find that as your agents, you see first hand the collection of knowledge, passion, and commitment Windermere has to building strong and vibrant communities. We will be dedicated in our pursuit of helping you realize your goals, so that at the end of the day, you can emerge with a house you are proud to call home, and the confident that you made the right decision.



Biographies

Erin is enthusiastic about real estate and a strong advocate for her clients. With 10 plus years of experience in sales, marketing, and law, she cohesively represents her clients from the beginning of the transaction all the way through closing. She provides clear communication throughout the process, continuously keeping her clients informed. She maintains a positive attitude and aims to make the process fun for her clients, whether they are buying or selling real estate.

Erin is a native of the Pacific Northwest, growing up along the Oregon Washington border. She has always enjoyed helping others and giving back to the community. In her free time you can find her volunteering, hiking, snowboarding, and attending open houses.

Erin Wright has a Bachelor of Science in Communication and International Studies with a minor in Marketing from the University of Miami. She also holds a Juris Doctorate from the University of Denver Sturm College of Law. She has been a licensed attorney in the State of Washington since 2011 and a licensed Real Estate Agent in the State of Washington since 2013.



Erin Wright, Esq.

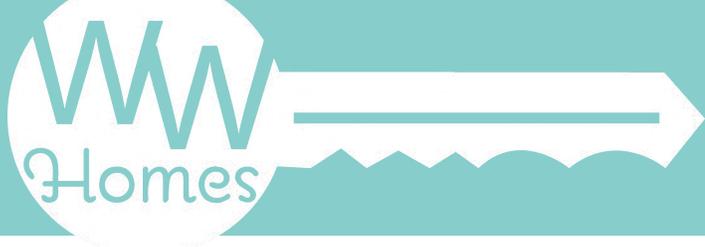
Christina grew up in Vancouver and loves the Pacific Northwest. After ten years in Seattle, Christina and her family are back home in Vancouver, WA. Christina is passionate about being creative- this is expressed by interior design/home projects large and small, crafting projects with her young daughters and everything in between. She also loves to spend time at church or with friends and extended family.

Christina's early professional career started in retail where she worked as a regional manager for a chain of paper stores. This experience helped Christina hone her interpersonal skills. She loves communicating with people and negotiating to make the win-win possible every time. After over ten years in retail Christina made the move to property management where she worked as a regional manager for large apartment management company. It was at this time Christina realized her love of real estate.

Christina earned her Washington State Real Estate Broker's License in 2013 and has since worked helping clients buy and sell single family homes, condos and vacant land in Washington. Christina has an eye for detail and specializes in helping clients stage their homes to ready them for the market.



Christina Waterhouse



Client Reviews

Erin takes a personal interest in her clients. In selling my home of 35+ years she was compassionate and understanding. She allowed me to set the pace all the while keeping me informed on what she thought would be best but never pressuring me. I always felt that I was in charge and it wasn't her needing to make a deal. I would do this all over again just to work with Erin. -Theissa Johansen

We recently sold our family home while going through a divorce. Christina was helpful and knowledgeable. She communicated with all parties with professionalism and was readily available to answer our questions and concerns. The grueling home selling process was so easy and light on stress because Christina is so great at her job! -Kristi Hearon

Five stars are not enough. I'd give Erin seven stars! We moved from Georgia and had a very high expectation for her to find us a house with very specific requirements within a week. She clearly exceeded our expectations! When we met her, she was completely prepared to show us the properties we would be interested in. She asked all the right questions to truly determine what we were looking for. Before the week was up, she not only found the house we specified but also arranged to get the house inspected to make the final decision. During the whole process, she stood by and kept us informed. Even after the closing, she continues to help us with many odd questions cheerfully and expeditiously. She gives a very special housewarming gift. But you will have to hire her to find out what it is! -Craig Kim

Christina knew the Vancouver area on an expert level. She was professional, prompt, and responsive throughout the process. We spent only two weekends with her before finding our home, and in that short time, she felt like a friend more than an agent. That's exactly what we needed and I would recommend her to anyone. -Luke McAlister

Without Erin's help I know we would not have sold our condo at full price and within a week. We had many offers. We did everything e asked us to do and it really paid off. Our daughter had used her and she got over full price. She also negotiated the purchase of the house we had built. Made sure all the T's were crossed and that we would get everything we wanted. Don't know what we would have done without her. Great job! -Donna Burrill

I received excellent customer service from Christina. She is very knowledgeable and patient, and provided important information in a way that my brain could understand. Christina continuously updated me throughout the process and was totally there when I had questions or needed her assistance. She is the first agent in my lifetime that I have truly enjoyed working with. She remained calm and objective during my stressful experience, even though I may have been a bit of a pain (at times). :-}

I will definitely use Christina again, and I have already recommended Christina to others and will continue to do so. -Virginia Villarreal



Why you should work with a REALTOR®

Not every real estate agent is a Realtor®

Only real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS®(NAR) can call themselves REALTORS®. The NAR is America's largest professional association, over one million strong, involved in all aspects of the residential and commercial real estate industries.

As a REALTOR® we pledge to abide by the NAR's strict Code Of Ethics, which is based on professionalism and protection of the public. Only REALTORS® are held accountable for their ethical behavior.

Why choose a REALTOR®?

REALTORS® work hard to protect your property rights and to keep real estate excise taxes as low as possible.

REALTORS® have been instrumental in the implementation of many tax incentives for home buyers over the years, most recently the \$8,000 tax credit included in the new stimulus program.

REALTORS® have access to legal counsel to help answer those questions that put your mind at ease, all at no extra cost to you!

REALTORS® have consistently worked to increase FHA and VA loan limits to make sure you're not paying higher fees to purchase an average home in your market.

REALTORS® have access to the latest legal and legislative issues that they need to know to best represent your real estate needs. In addition, REALTORS® take extra classes and earn designations to prove excellence in various areas of real estate.

REALTORS® have worked diligently to preserve the full usage of waterfront properties.

REALTORS® are currently fighting to keep the mortgage deduction credit unchanged.



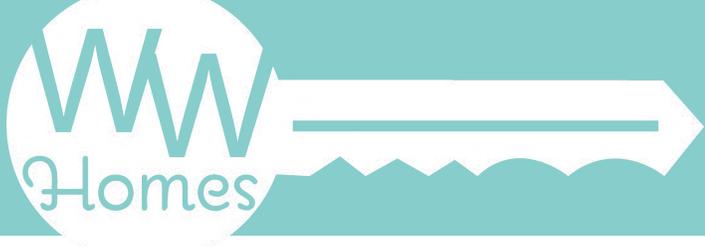
As a Windermere associate and REALTOR®, we are committed to providing you with the highest standard of service and integrity.



NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate

Courtesy of Washington Association of REALTORS®



How We Help You Sell Your Home

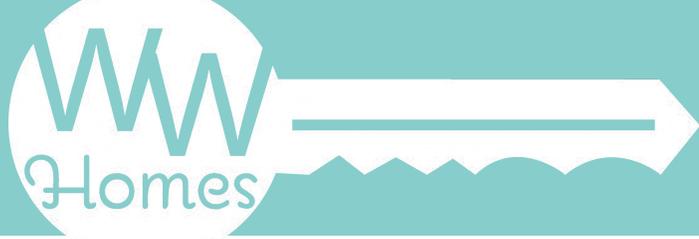
Helping to find a buyer for your home is only one facet of our job.

In addition, we will:

- Explain basic real estate principles and paperwork
- Do a Comparative Market Analysis (CMA) to help determine your home's value
- Help determine the right selling price
- Assist you in preparing your home for sale; services include landscaping, house cleaning & staging.
- Market your home to buyers and other agents
- List your home on Realtor.com, Windermere.com and other real estate websites
- Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- Assist you with the purchase and sale agreement
- Negotiate with buyers and their agents on your behalf
- Track contingencies and ensure contract deadlines are met
- Work with the escrow company to ensure all documents are in order and on time

So by working with us you will:

- Be more likely to get the highest return on your investment
- Decrease your days on market
- Understand all the terms, processes and paperwork involved
- Have exposure to more buyers and agents with qualified buyers
- Have current market information to make informed decisions
- Have two skilled negotiators on your side
- Have peace of mind that the details are being handled



Windermere Stellar

Business and industry, fine arts, higher education, city and rural living and abundant outdoor activities are all a part of life in Vancouver, USA where Windermere associates are actively helping buyers and sellers with their real estate needs. We started business in 1988 and are still locally owned and operated.

THREE LOCATIONS TO SERVE YOU

In Clark County, we have three locations to serve you - Vancouver Metro - downtown at the renovated former City Hall, Mill Plain Office - our east side location in one of the area's finest office complexes and Felida - conveniently located on the west side in The Shops at Erickson Farms. These prime locations have agents that average 15 years of real estate experience, as well as superior support services and state-of-the-art technology and resources to best serve our customers. Our office environments are professional and inviting, allowing our agents to better serve our clients.

OUR COMMUNITY

Vancouver has a strong sense of community and we are proud to give back to the neighborhoods that have helped us succeed. Windermere's highly educated, experienced sale associates participate in three times as many transactions as the industry standard in SW Washington. As a result, they are familiar with surrounding neighborhoods, the local real estate market, and issues and trends affecting your real estate needs.

Windermere buyers and sellers enjoy a host of unique services such as the Premier Properties Marketing Program for upscale properties. The Windermere network of more than 300 offices and 7,000 agents puts you in touch with buyers and sellers throughout the 12 Western states and Canada. We are also affiliated with Leading Real Estate Companies of the World, the market leader in national and international brokerages to assist you in real estate services throughout the U.S. and the world. Our Mortgage brokerage, Penrith Home Loans, provides you with competitive loan rates and the convenience of "one stop shopping".

OUR COMMITMENT

Windermere's sense of community is not limited to providing the best in real estate services. Through the non-profit Windermere Foundation, local families and children in need are provided essential food and services. All our agents make contributions from each real estate commission to support these programs. Recently, the Children's Justice Center, providing assistance to abused children, has received our special attention. While residential real estate is the mainstay of our business, we also have associates to specialize in investment properties, land, new construction and relocation services. Whether you're looking to buy or sell real estate in Southwest Washington, we can help you make the right move!

www.windermerevancouver.com

Felida

10710 NW Lakeshore Ave
Vancouver, WA 98685
360-694-4050

Vancouver Mill Plain

14001 SE 1st St, Suite 203
Vancouver, WA 98684
360-253-3600

Vancouver Metro

210 E 13th ST, Suite 100
Vancouver, WA 98660
360-694-4050

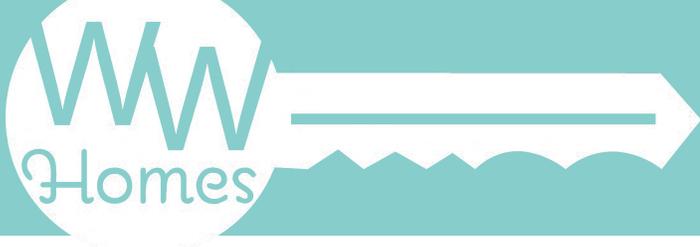


Welcome to Windermere

Windermere Real Estate has grown from modest beginnings to become one of the largest real estate firms in the country. With more offices and experienced sales associates than any other brokerage in the region, Windermere agents offer you an unsurpassed marketing network to help you reach your real estate goals.

Our company

- Offices are locally owned and neighborhood-oriented to better serve their communities' real estate needs.
- Ready to serve you in all areas of real estate, including residential, new construction, condominiums, commercial real estate, relocation and property management.
- Able to place you with an experienced agent in destinations around the world.
- Innovative marketing and technology
- The Premier PropertiesSM marketing program has positioned Windermere as the leader in the upscale real estate market.
- Windermere's website includes more than 200,000 homes represented by Windermere and other companies, as well as helpful buying and selling information.
- Windermere offers multifaceted marketing programs for new construction, commercial real estate and property management.
- Committed to our communities
- The Windermere Foundation, a nonprofit organization that supports housing programs and services for homeless families, is funded by our agents and staff.
- Windermere's annual Community Service Day provides hands-on assistance to a variety of community-based projects.

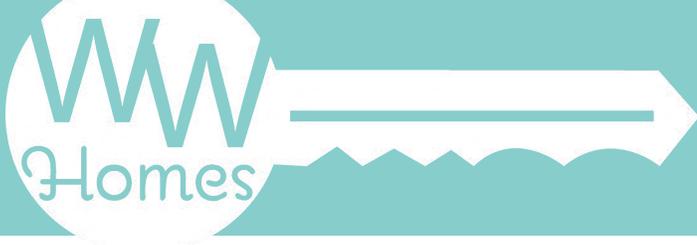


Mission Statement

Windermere is a network of real estate businesses and a community of people who serve neighborhoods throughout the West. Through our affiliations with related firms, we can link to neighborhoods and services around the world. We are committed to :

- Leadership in the real estate industry.
- The highest ethical standards.
- Uncompromising honesty and integrity.
- The best from and for Windermere people.
- The improvement of life in the neighborhoods we serve.





It's an Honor to be Recognized for Our Leadership

For more than three decades, we've been providing memorable experiences for our clients in a way that's uniquely Windermere. That's because we understand that it's more than just houses we're selling—but something much bigger. It's the start of a new chapter in your life and we're there to help you realize your dreams.

We feel our commitment to building vibrant communities has helped our company grow from one office to more than 375 offices in ten states. We really appreciate the chance to get to know you, our clients, in neighborhoods across the West.

Windermere at a glance from the 2019 REAL Trends 500 Report

- Established 1972
- Franchise Offices 320
- Number of Agents 6,598
- Total Sales Volume \$36,667,048,077

We've once again been honored by a prestigious industry organization. REAL Trends has ranked us as the second largest regional real estate brand in the United States.*

*From the REAL Trends 500 Report "The Largest Regional Brands" Rankings are based on combined sales volume of owned and franchised business. -2019 Report



Windermere Foundation

The Windermere Foundation was created by Windermere Real Estate to support assistance programs for low-income and homeless families in each of our communities throughout the West.

Together, Windermere associates and public supporters have raised over 38 million dollars since 1989 to provide low-income and homeless families across the West with an opportunity for a brighter future.

The strategic local-giving model of the Windermere Foundation invests funds raised back into the very communities we serve.

Each office responds to the challenges facing low-income and homeless families in their area by supporting programs and organizations that provide shelter, clothing, children's programs, emergency assistance and other services.

A portion of every real estate transaction at Windermere Real Estate goes to support the Windermere Foundation.

By choosing a Windermere agent to represent you, you are choosing an individual and company that are committed to giving back to our community.





Enriching Our Community One Home at a Time

With every transaction we will donate \$250 in our clients name to a local non-profit of your choice

Office Moms & Dads

Office Moms & Dads, a grassroots nonprofit organization, is a community of qualified volunteers partnering with child welfare offices to provide a nurturing environment for children entering foster care.

Lifeline Connections

Since 1962, Lifeline Connections has helped struggling adults find hope and healing. They treat substance use and mental illness with deep compassion and steadfast care. More than 3,000 people every year find the help they need at Lifeline Connections.

Free Clinic of SW Washington

Providing free, basic, walk-in health care, dental, vision and specialty care. Founded in 1990 to address the health care needs of uninsured and under-served residents of Southwest Washington. They are powered by the energy and dedication of the volunteers who provide virtually all their clinical services.

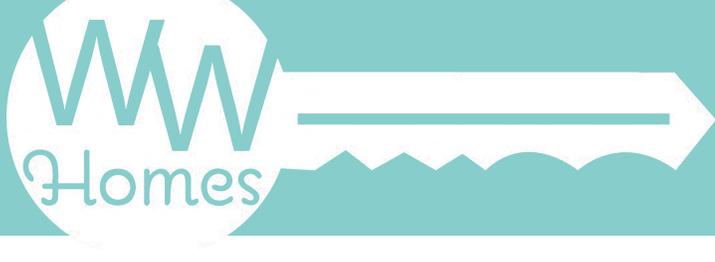
Humane Society for SW Washington

The humane society enriches the lives of people, pets and our community through adoption and outreach, and serves as a resource for companion animal services and education. The organization offers shelter, food, water and medication to unwanted, abandoned, lost and homeless animals.



FISH of Vancouver

For 50 years, FISH has been providing emergency, nutritionally-balanced food without charge to anyone declaring their need. Serving food to hungry and homeless families and individuals of all ages, five days a week in west Vancouver, which has the lowest income level in Clark County.



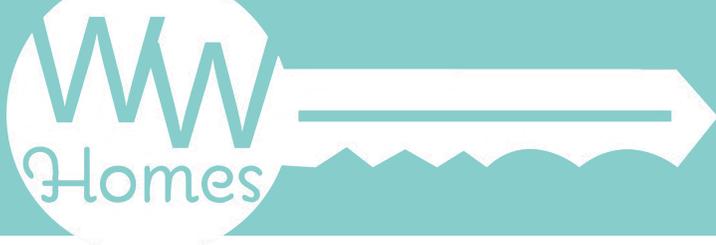
Marketing Plan

Our goals are:

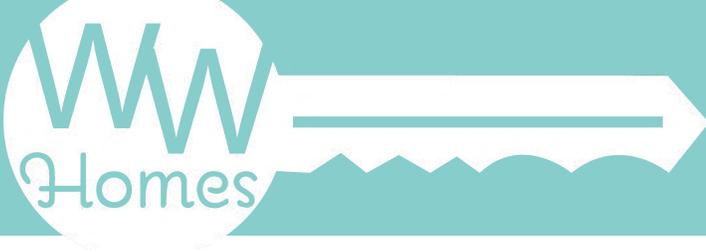
1. To help get your home sold and get you where you want to go on time.
2. To help put you in the strongest negotiating position possible.
3. To make it easier for you and reduce surprises.

Marketing Plan:

1. Staging. We will stage your home in order to showcase it in the best light through the use of staging.
2. Landscaping & House cleaning service. We will hire a landscaping service to ensure the outside of your home brings curb appeal. We will also provide a home cleaning service to clean the inside of your home so you don't have to.
3. Pricing. We will assist you with pricing your home based on a competitive market analysis. This will help you to set the best price on your home so that it will sell within your time frame.
4. Windermere Real Estate/Stellar Group. We will enter your home into our company's marketing/information system. Windermere's Intranet System will put the listing data in front of all Windermere CCRG's agent-base throughout the Portland metro area and the Oregon Coast with offices they serve.
5. Signage. We will take special care in placing our sign on your property for maximum exposure.
6. Color Brochure. We will have your home professionally photographed and prepare a full color brochure for the inside of your home and a full color information flyer for the sign box.
7. Amenities Attachment. We will prepare a list of features, benefits, and amenities to be included in the listing and posted online with the listing information.
8. Electronic Lock Box. We will place a lock box on your property to increase showings and provide you with the security knowing who has shown your home.
9. Multiple Listings Service (RMLS). We will provide listing information and professional photos of your property to all members of the RMLS.
10. Internet. We will enter your home's information, as well as professional photographs, on REALTOR.com, Zillow, Trulia, msn, Yahoo, AOL, and more.
11. Contact Realtors with Buyers. We will e-mail an electronic flyer to Realtors who have buyers in your specific price range from a select list of agents based on prior sales activity, listings, and production reports. The electronic flyer will have a link to a full information page on your property.



12. Contact Top Realtors. We will also e-mail an electronic flyer of your home to the top 200 agents in Clark County for the previous 12 months. The electronic flyer will have a link to a full information page on your property.
13. Property Tour. We will place your home on the Windermere/Stellar Group's property tour. You will have approximately 30+ agents view your home the scheduled week.
14. Mail to Neighbors. We will mail a large color postcard of your home to the neighbors closest to your home.
15. Personal Contact. We will personally contact the 20 closest neighbors to your home to get their ideas on prospects for your home.
16. Open Houses. If desired, we will hold Open Houses on scheduled weekends to be mutually agreed on between seller and brokers.
17. Counter Display. We will prepare an informational notebook containing most of the things a buyer will want to know - survey, school information, utilities, homeowner's association, pre-inspection information, contract, etc. This information will give the buyer's the confidence they need to write a contract.
18. Color Electronic Flyer to Windermere/Stellar Group Agents. We will e-mail an electronic flyer to all Windermere Stellar Realtors in Clark County. The electronic flyer will have a link to a full information page on your property. I will also discuss the highlights of your property during the weekly Windermere meeting.
19. Regular Inspection of Property and Market. I will walk through the property; check on showings, flyers, brochures, and market activity.
20. Continuous Feedback. We will contact agents after showings and get their feedback and see if their buyers are interested in moving forward.
21. Updated Market Activity. We will run weekly updated market activity reports to keep apprised of recent listings and sales in the area.
22. Transaction Management. We will personally manage the details of your transaction to ensure your contract closes on time.
23. Weekly Listing Report. We will email you a weekly listing report going over all marketing items on the property, all showings and feedback on the property, and all upcoming deadlines throughout the transaction.
24. Weekly Contact. We will contact you weekly to go over your listing report and answer any questions you might have.
25. Following up on an Offer. When we get an offer, we will contact all agents from previous showings to make sure we do not miss any potential offers.



The 80/20 Rule

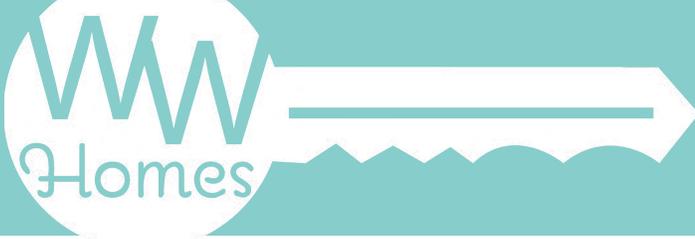
There are two major factors in selling your home:

- Price
- Effective Marketing

Eighty percent is how your home is priced, and twenty percent is effectively marketing your property to buyers and other real estate agents.

Because your home is not the only one on the market, pricing it comparably to the market is vital to getting it sold. Without a doubt, the price of the home plays the biggest role in the buyer's decision.





Finding Buyers for Your Home

Where do home buyers come from? The Internet is where many buyers begin their search, but in fact 89% of home buyers turn to a trusted real estate professional to obtain reliable information regarding current properties on the market.

For this reason, when we market your home, many of our initial activities will center around marketing to other real estate professionals to raise the profile of your property. This includes the impactful presence we will create for your home online.

The right buyer is out there, and we will use our professional expertise and an appropriate mix of marketing activities to locate the right buyer for your home.

Where Buyers Found the Home they Purchased

89% of buyers recently purchased their home through a real estate agent or broker, and 5% purchased directly from a builder or builder's agent.

Internet	50%
Real estate agent	28%
Yard sign/Open House sign	7%
Friend, relative, neighbor	7%
Homebuilder or their agent	5%
Directly from the sellers/Knew the sellers	3%
Print newspaper ad	1%

***In comparison: 2001 - 8% Internet / 48% Agent**

Source: National Association of Realtors® 2019 Profile of Home Buyers and Sellers





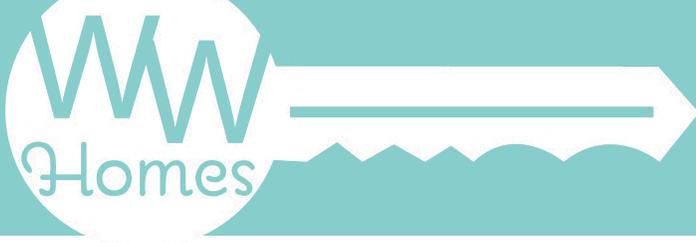
Our Ads Attract Buyers

Effective ads are clear and concise, containing details about the home that are of interest to potential buyers.

- Price and location are the most important features a buyer wants to know. We make it easy for buyers to find that information, so they feel compelled to see your home.
- Open Houses are also easy to find in our advertising format, so homebuyers can visit homes available for sale.

We'll evaluate the best ad placement options to target potential buyers of your property.





Professional Photography

The old adage says, “A picture is worth a thousand words.”

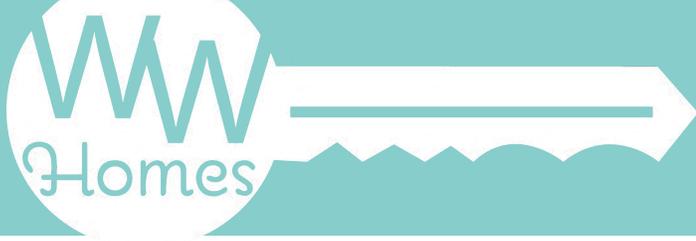
There is a reason that some adages become old...because they are so true.

Statistically we know that 87 percent* of the people searching for homes want to see photos, photos and more photos. In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.

The premise is simple. Give buyers the information they want and it will prompt action.

*National Association of REALTORS® 2019 Profile of Home Buyers and Sellers





Marketing Flyers and Signage

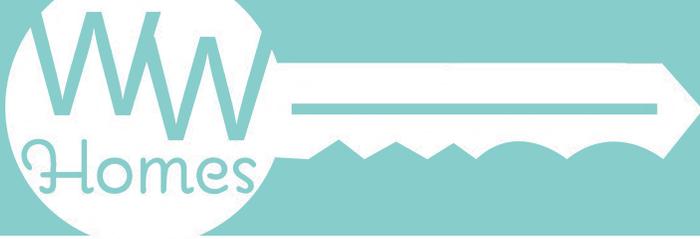
Selling your property means the careful orchestration of advertising, marketing and public relations. Our goal is to reach precisely the right target audience through key local and national contacts.

One way to achieve this goal is to pique interest with the full-color marketing materials we use to showcase your home. Whether we are presenting your information in a postcard mailing to the neighborhood or in an informative flyer, each piece will exude quality and professionalism.

Another way is to display a Windermere yard sign, which for over three decades has become synonymous with quality listings.

What better way to tell the story of your home?





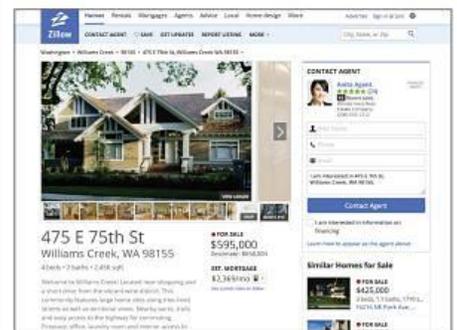
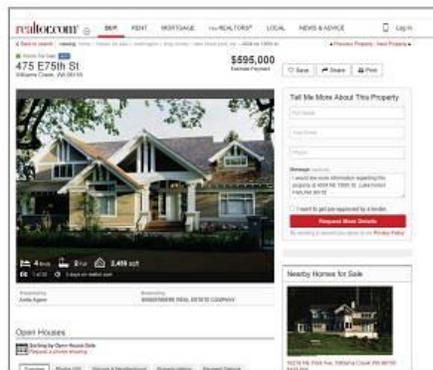
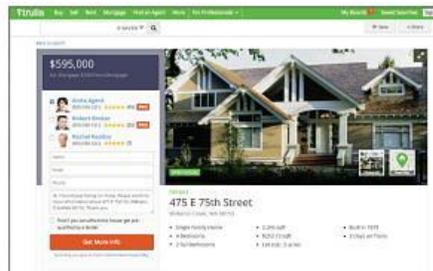
Marketing Your Home Online

According to a national survey* the first step 44% of recent home buyers took in the home buying process was to look online at properties for sale. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

As a Windermere agent, we have access to the most advanced online marketing system in the industry. We will post your home on Windermere.com, and because we are members of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Your listing will also be posted on the other leading Internet real estate search sites like Trulia, Zillow, FrontDoor.com, Realtor.com, and Yahoo! Real Estate.

With Windermere's exclusive Listing Xpress product, we can also keep your home posted consistently near the top of the list on craigslist, one of the top non-brokerage real estate search sites. Plus, we can send you regular activity reports on homebuyers' internet viewings and inquiries about your home.

*National Association of REALTORS® 2019 Profile of Home Buyers and Sellers





Social Networking

Having your property information seen on the internet is essential for the sale of your home. Today, 50 percent of buyers find the home they ultimately purchase on the Internet. The real estate agent remains the second most common source at 28 percent.*

Social networks are where people go to talk, share information and keep informed. We will ensure that your property will be listed on several high-traffic websites and social media channels.

*National Association of REALTORS® 2019 Profile of Home Buyers and Sellers.





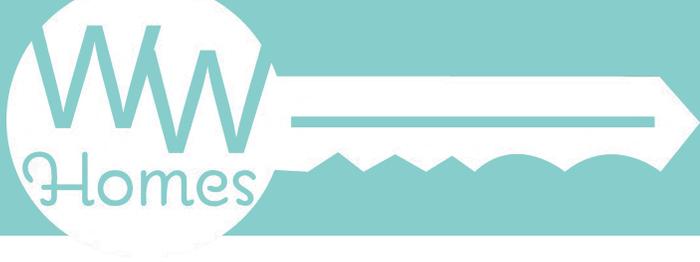
Online and On Target

At the touch of a button, you can view more than thousands of homes throughout the west via Windermere's award-winning Web site, Windermere.com. From here, you can effortlessly preview homes for sale, learn about our company and get information to help you make your buying and selling decisions. Our easy-to-use site includes homes listed by Windermere as well as other real estate companies.

On Windermere.com you'll find features such as:

- Photo Gallery, which allows you to view multiple photos of a home.
- PropertyPointSM, our exclusive interactive map search tool now featuring Google MapsSM.
- The myWindermere feature, which automatically notifies you via e-mail of new listings that fit your criteria daily or weekly. You can create multiple custom searches.
- A mortgage calculator, to determine if the home is within your price range.
- Builder Gallery for newly constructed homes, which can assist you in learning more about the home, builder and development.





Office Websites

Another way to get your home sold quickly is through detailed information and pictures on our office website.

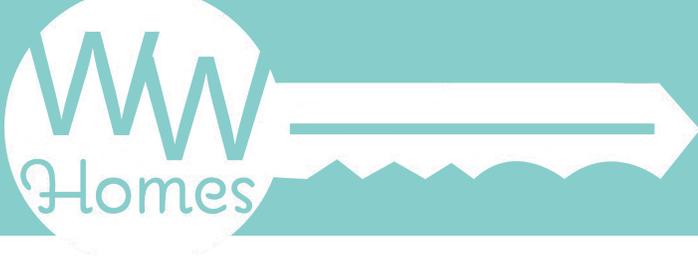
Our office website has:

- Online collaboration with your Windermere agent
- On average 450,000 property listings
- Information about every MLS listing available in your area
- Enhanced search capabilities and image viewer
- A “save your favorite” feature
- RSS feeds of new listings that match your search criteria
- Open House search
- Our office’s featured “Showcase” homes on home page
- Share tools for email and social media
- Discover Your Neighborhood page, for users to search local information

In addition to searching for homes, Buyers and Sellers use our office website to:

- Better understand the buying and selling process
- Read the Windermere blog
- Use the mortgage calculator
- Brush up on real estate terms
- Find a list of the agents in our office

Let the power of technology and Windermere.com work for you.



The Importance of Brokers Opens

According to the National Association of REALTORS® 2019 Profile of Home Buyers & Sellers, 28 percent of the buyers heard about the home they bought from a real estate agent. It only makes sense to make sure real estate agents are aware of the features and benefits of your property.

Inviting agents to tour your home as soon as it comes on the market is a great way to:

- Market your home to agents with qualified buyers
- Generate “buzz” in the industry
- Get valuable feedback from local professionals





Open Houses

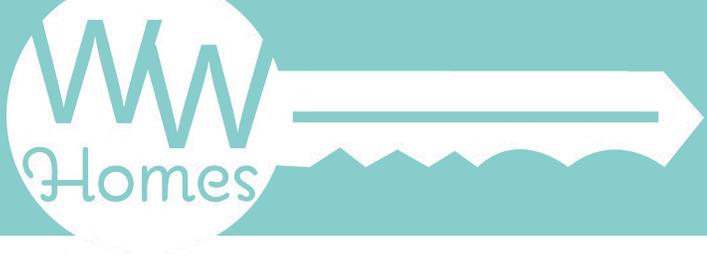
One powerful way to create traffic and exposure for your home is by holding open houses.

- Buyers report using open houses as an important information source when looking for a home.
- Open Houses also create “buzz” in the neighborhood.
- Neighbor referrals and signs comprise 14 percent of the ways in which buyers have found the homes they bought.*

This really is a case where seeing is believing.



*National Association of REALTORS® 2019 Profile of Home Buyers and Sellers



Showing Your Property

When we show your property you will benefit from strategies and procedures designed to target the most interested buyers.

Real Estate Agent Previews

- Interest will be generated by the immediate distribution of property information to all neighboring Windermere offices.
- We will facilitate marketing and minimize inconveniences to you.
- Listings are toured by sales associates from area Windermere offices.
- We will market your home to agents working with qualified buyers.

Controlled Access to Your Property

- We will help you determine the best approach to showing your property.
- To ensure privacy, you are consulted on the scheduling of showing appointments.
- Easy access increases marketability and shortens market time.
- Follow Windermere's "Market Preparation Guide" to increase interest in your property.

Activity Updates

- You will be kept well informed of all marketing activities.
- Comments from potential buyers and touring agents will be passed on to you until your property is sold and closed.
- You will be notified of changes in the market.
- You will receive consistent counsel and guidance.
- You can expect thorough follow-up.
- You can make informed, timely decisions based on the continuing flow of information.

Buyer Qualification

- We will help screen prospective buyers to determine their ability, readiness and willingness to buy your home.
- Prequalification positions buyers to take action quickly.





Controlled Access

Easy access for buyers to see the interior of your home increases marketability and shortens market time. For added security, we use a state-of-the-art key box system to provide access to your home. This allows:

- The ability to control times that people are allowed in.
- Only real estate agents in good standing to have access.
- The tracking of agents as they show the home.
- For me to obtain immediate feedback from agents who have shown the home.

Security, safety and traceability offer real peace of mind.





Timing the Market

A commonly asked question is, “Is there a best time to put your home on the market?”
The answer is “Yes.”

The best time to market your home is exactly when you are ready.

What is important is to have a good game plan and time for preparation. When you are ready, we will be there to assist you with information that will help you get the greatest return on your investment. We can help:

- Assess how much your home is worth.
- Provide information on how long homes in your price range have been on the market.
- Prepare your home for showings...and for selling.

Let’s talk about your personal goals and current market conditions to determine when the time is right for you.





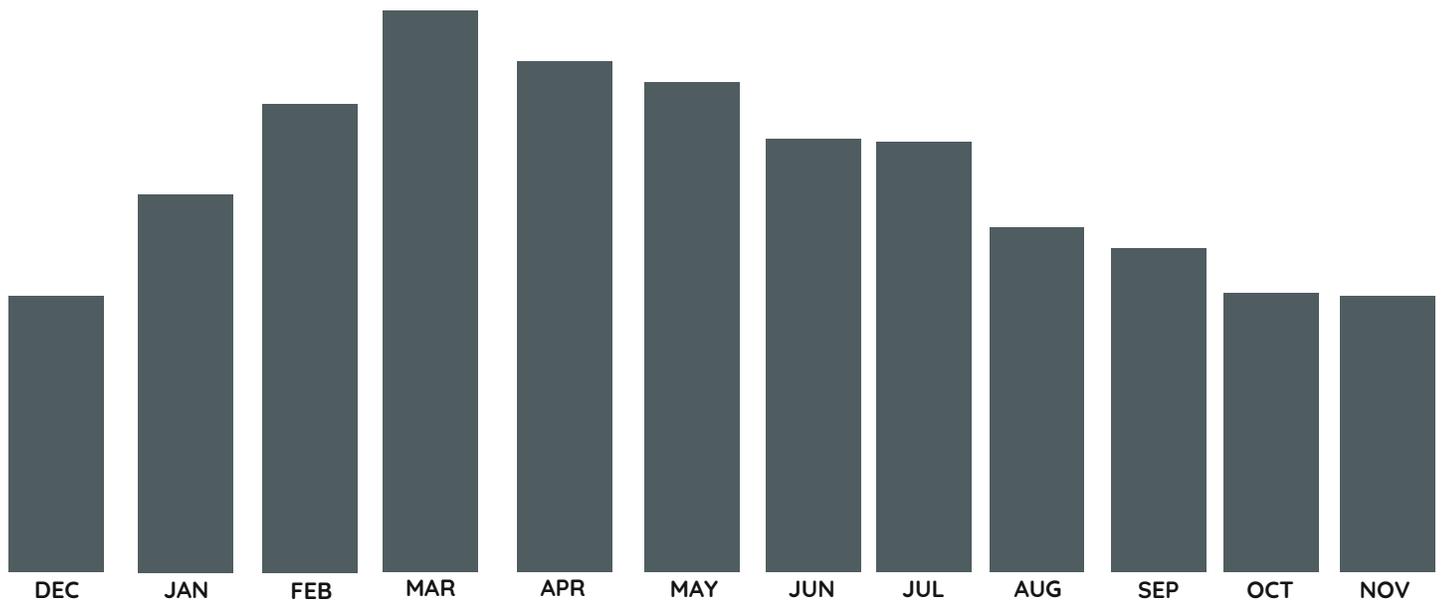
When's the Best Time to Buy or Sell?

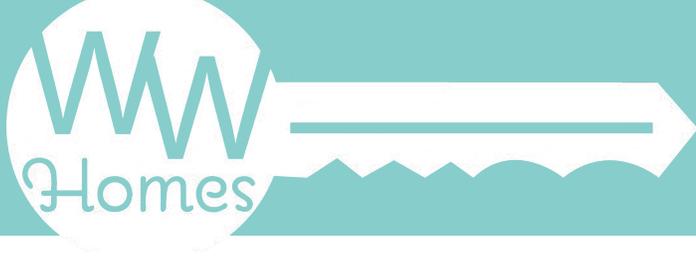
Any season can be the best time to buy or sell.

Many people list their homes for sale in the spring and summer, and the increased market activity spurs buyers to act.

In the fall and winter months, however, buyers aren't as distracted by outdoor activities, and with fewer homes available, the ones for sale get more attention.

Pending sales based on a 5-year average





Pricing Your Property

Determining the right price for your property is the most critical step in ensuring you get the highest return in the least amount of time. MLS statistics show that the longer a home is on the market, the lower the sales price. So our job is to help you set the right price from the start, and to position your property so it stands out in the market.

The factors we cannot control are:

- Location
- Competition
- Market conditions

What we can control is:

- Price
- Terms of sale



Here's how we successfully help you price and position your property:
Analyze current market conditions and sale prices of comparable properties

- Discuss your goals and needs
- Advise you about 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

You can be assured that our experience and understanding of the marketplace will help you get the best price possible in the shortest time.



Marketing Preparation Guide

A clean home in good repair sells much more readily than one in poor condition. Use this guide to help you identify areas of your home that may need improvement. Look at your home as if you were considering buying it as your new home.

Yard

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

Home Exterior

- Paint
- Trim Paint
- Porches, Decks, Railings
- Brickwork
- Siding
- Front Door
- Roof
- Pick Up Clutter

Entry, Living Room, Dining Room, Family Room

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

Kitchen

- Counter tops
- Cabinets—Exterior
- Cabinets—Interior
- Appliances
- Faucets
- Sinks
- Floor
- Walls & Ceiling

Bathroom(s)

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

Bedroom(s)

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

Basement

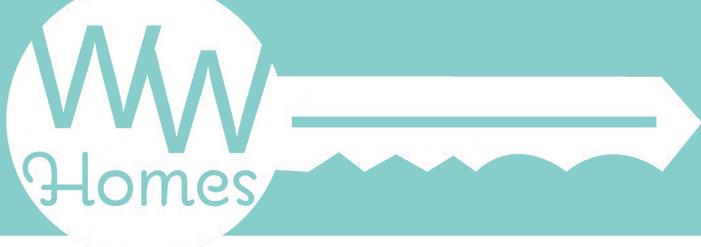
- Stairway
- Floor
- Storage Areas
- Finished Areas
- Windows & Window Coverings

Garage

- Door
- Storage

General

- Doors
- Windows
- Window Frames
- Lights



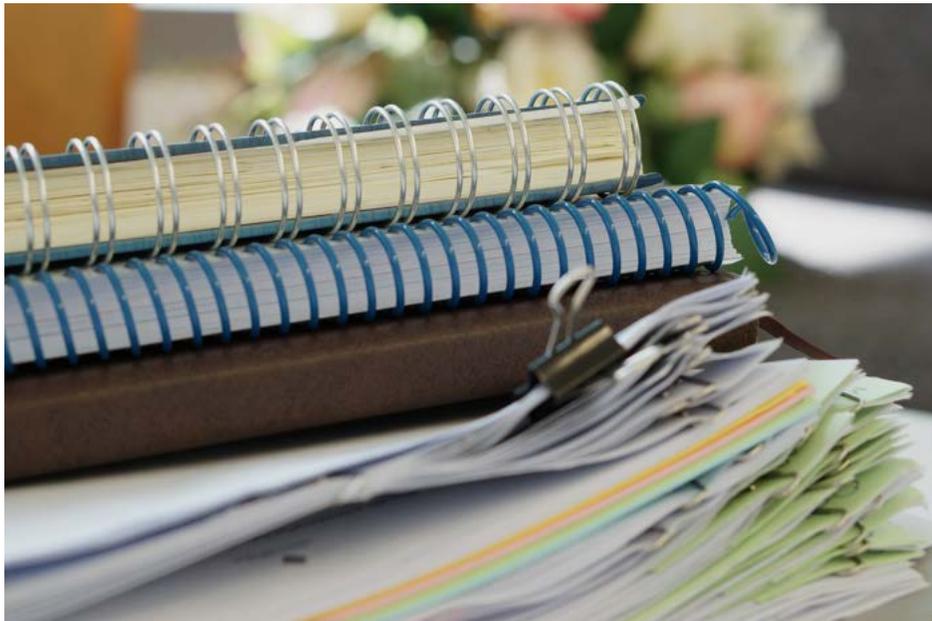
Considerations for Title Review

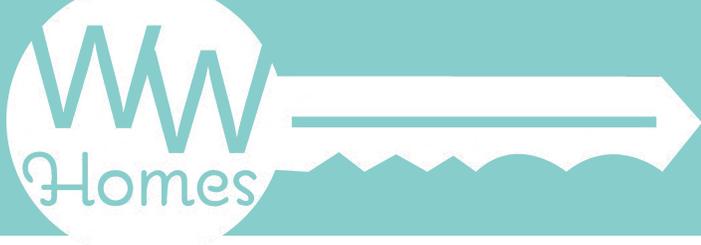
In order to properly prepare your home to go on the market, we will order a title report from a reputable title company.

Among other things, these reports will assist with information about:

- Unforeseen liens or judgments.
- Boundary disputes.
- Unresolved title issues.
- Easements, covenants, conditions and restrictions.

A buyer has the future in mind when they buy a house, but with home-ownership comes the need to protect the property against the past as well. A title report will provide peace of mind for all parties involved.





Septic & Well Issues

Because well and septic systems can be expensive to replace, every knowledgeable buyer will want to know the condition of the well and septic systems of a home they are considering buying. A septic and well inspection can yield useful information on the condition of these systems.

A well inspection will focus on three key items:

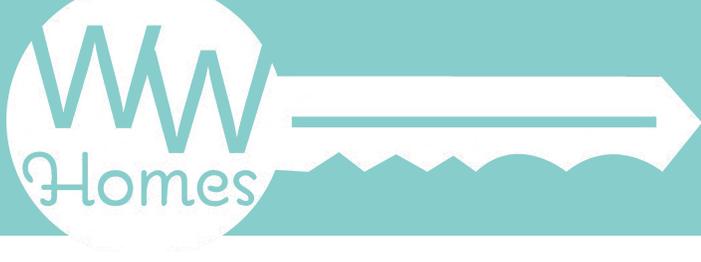
- Well system
- Water quantity
- Water quality

A septic inspection will focus on:

- Tanks and pipes
- Drain fields
- Systems conditions



We can help you determine if a pre-inspection is warranted prior to putting your home on the market.



Guiding You Through the Inspection

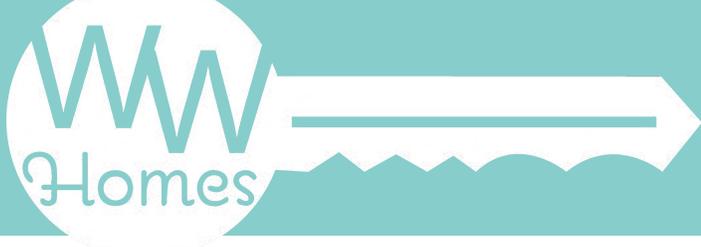
Home inspections are a critical part of the home buying and selling process.

Inspections take the mystery out of selling your home and may make it easier for prospective buyers to imagine themselves living there. By making repairs and disclosing the home's condition to a prospective buyer before negotiations begin, you can create an atmosphere of good faith and instill confidence about your home's condition. This, in turn, may help sell your home faster and closer to your listing price. We can help you:

- Find a reputable inspector and home repair contractors.
- Prepare for when unknown problems are discovered.
- Review inspection options.
- Negotiate fair and appropriate solutions, if necessary.

A home inspection benefits all parties involved by providing insight into the condition of the home, thereby helping to reduce the overall listing time of your property.





The Path to Closing

Once your home is sold, we will work tirelessly to help you through the labyrinth of details required in the closing process.

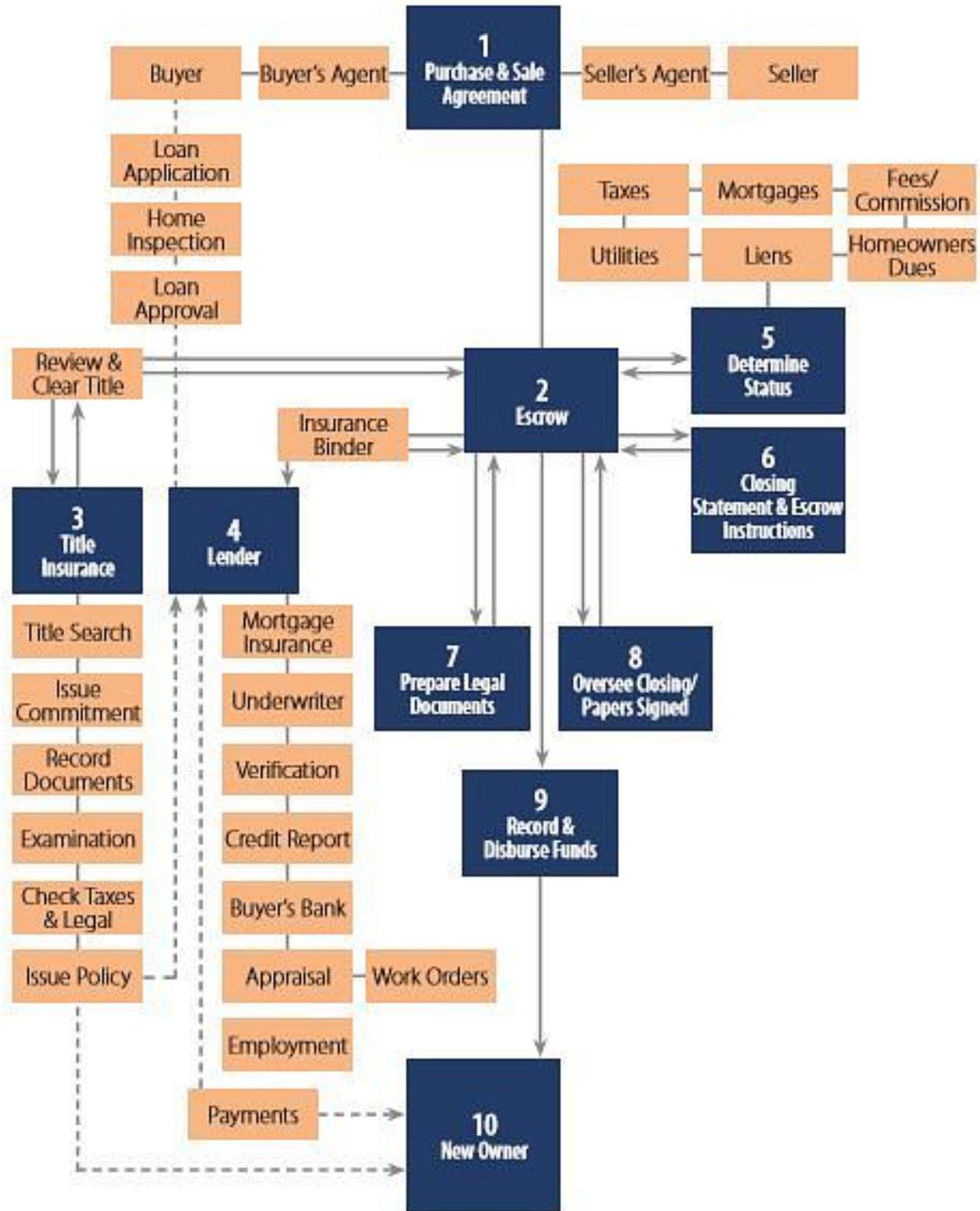
We will:

- Guide you through the system.
- Provide timely updates.
- Coordinate all the details with the closing service providers.
- Work with the escrow company to make certain all the documents needed are complete and in order.
- Help facilitate a timely closing.

We can assure you that you will receive our utmost attention, support and guiding hand throughout.



Coordinating Closing Activities



Moving Tips

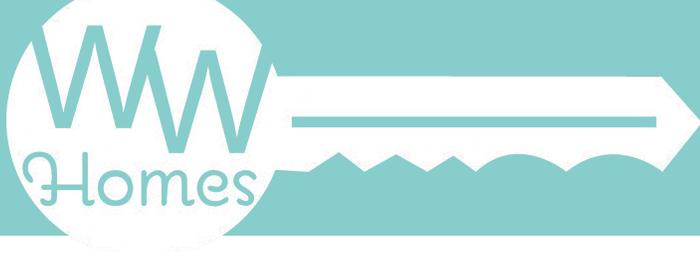
Four to Six Weeks Before:



- Use up things that may be difficult to move, such as frozen food.
- Get estimates from your professional movers or from truck rental companies if you are moving yourself.
- Once you've selected mover, discuss insurance, packing, loading and delivery, and the claims procedure.
- Sort through your possessions. Decide what you want to keep, what you want to sell and what you wish to donate to charity.
- Record serial numbers on electronic equipment, take photos (or video) of all your belongings and create an inventory list.
- Obtain a change of address packet from the post office and send to creditors, magazine subscription offices and catalog vendors.
- Discuss tax-deductible moving expenses with your accountant and begin keeping accurate records.

Two to Four Weeks Before:

- If you're moving to a new community, contact the Chamber of Commerce and school district and request information about services.
- Make reservations with airlines, hotels and car rental agencies if needed.
- If you are moving yourself, use your inventory list to determine how many boxes you will need.
- Begin packing nonessential items.
- Arrange for storage, if needed.
- If you have items you don't want to pack and move, hold a yard sale.
- Get car license, registration and insurance in order.
- Transfer your bank accounts to new branch locations. Cancel any direct deposit or automatic payments from your account if changing banks.
- Make special arrangements to move pets, and consult your veterinarian about ways to make travel comfortable for them.
- Have your car checked and serviced for the trip.



One Week Before:

- Collect items from safe-deposit box.
- Talk to your pharmacist about transferring important medical prescriptions.
- Arrange for a babysitter on moving day.
- Return library books and DVDs.

Two to Three Days Prior:

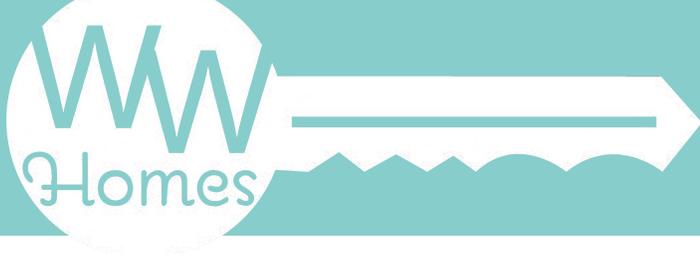
- Change your utilities, including phone, power and water, from your old address to your new address.
- Defrost your refrigerator and freezer.
- Have movers pack your belongings.
- Label each box with the contents and room where you want it to be delivered.
- Arrange to have payment ready for moving company.
- Set aside legal documents and valuables that you do not want packed.
- Pack clothing and toiletries, along with extra clothes in case the moving company is delayed.
- Give your travel itinerary to a close friend or relative so they can reach you as needed.

Moving Day: Old Home

- Pick up the truck as early as possible if you are moving yourself.
- Make a list of every item and box loaded on the truck.
- Let the mover know how to reach you.
- Double-check closets, cupboards, attic, basement and garage for any left-behind items.

New Home

- Be on hand at the new home to answer questions and give instructions to the mover.
- Check off boxes and items as they come off the truck.
- Install new locks.
- Confirm that the utilities have been turned on and are ready for use.
- Unpack your “first day” box (see below for suggested contents).
- Unpack children’s toys and find a safe place for them to play.
- Examine your goods for damage.



PACKING TIPS

ESSENTIAL PACKING MATERIALS:

- Furniture pads
- Handtruck or dolly
- Packing tape
- Bubble wrap
- Newspapers or packing paper
- Scissors
- Utility knife
- Labels
- Felt-tip markers
- Cornstarch packing “peanuts”
- Plenty of boxes

HANDY ITEMS INCLUDE:

- Pack a “first day” box with items you will need right away.
- Scissors
- Utility knife
- Local phone book
- Coffee cups
- Teakettle
- Instant coffee or tea, soft drinks
- Pencil and paper
- Soap
- Bath towels
- Trash bags
- Shelf liner
- Paper plates
- Snacks
- Toilet paper
- Children’s toys and books

