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# Selling Your

Present Review Celebrate

# Home

Urban Properties



Translating Potential Into Clear Choices

**PRESENTED BY**

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### PRESENT

#### **PRESENT Show the world your home!**

1. Pricing...stay competitive with the market.
2. Property Preparation...showcase your assets.
3. Proclamation...savvy marketing technology.

### REVIEW

#### **REVIEW Read the contract.**

1. Clarify...know what the terms of the offer are.
2. Contingencies...meeting requirements on time.
3. Close...meet us at Escrow for final signing.

### CELEBRATE

#### **CELEBRATE Beginning, middle, and end.**

1. Welcome...your introductory game plan.
2. Mutual Acceptance...relax, treats are on us.
3. Closing...let's make this a special occasion!

### **Three Easy Steps**

Selling your home doesn't have to be a complex challenge, not with Urban Properties. By following three simple steps you can trust our proven methods to ensure selling success tailored to meet your needs. This guide will walk you through the process and help you be informed along the way. This guide will also provide the kind of insight that takes the guessing and worry out of selling your home, making the process one you can feel confident about from start to finish.

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#### 1. PRICING

**Price Competitively:** Northwest Multiple Listing & Realist Tax Records are trusted research guides. A radius search of Active, Sold, and Pending homes from the last 6 months with similar age/style/size/condition indicate a high, medium, and low valuation.

**See Results:** The quicker buyers want to see the home, the more chance of offers. Pricing a home too high stops buyer interest from not only showings but in offering a fair price since the house will sit on the market too long, indicating to buyers it is not of high interest.

#### 2. PROPERTY PREPARATION

**Spend Little:** In preparing your home for the market, spend as little money as possible. Buyers will be impressed by a brand new roof, but they aren't likely to give you enough extra money to pay for it.

**De-Personalize:** Pack up those personal photographs and family heirlooms. Buyers can't see past personal arti-facts, and you don't want them to be distracted.

**De-Clutter:** If you haven't used it in the last six months, you probably don't need it. Keep counters cleaned off—put appliances away. Show off your house, not your stuff.

**Remove:** Store in the garage or a rental unit pieces of furniture that block or hamper paths and walkways and put them in storage.

**Remove/Replace Favorite Items:** If you want to take window coverings, the chandelier, built-in appliances or fixtures with you, re-move them now. You can also write in the Optional Clause if you are taking something.

**Make Minor Repairs:** Replace cracked floor or counter tiles. Patch holes in walls. Fix leaky faucets. Fix doors that don't close properly and kitchen drawers that jam. Consider painting your walls neutral colors, especially if you have grown accustomed to purple or pink walls. (Don't give buyers any reason to remember your home as "the house with the orange bathroom.") Replace burned-out light bulbs.

**Make the House Sparkle:** Clean the house inside and out. Air out any musty smelling areas. Odors are a no-no.

**Check Curb Appeal:** If a buyer won't get out of her agent's car because she doesn't like the exterior of your home, you'll never get her inside. Keep the yard trim. Power wash walkways and driveway as needed.

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### 3. PROCLAMATION

In our tech savvy world, increasing your listing visibility online is essential along with utilizing quality graphics and photography. Consider this short list of online listing options:

- Northwest Multiple Listing Service
- Facebook
- Oodle
- Hotpads
- Trulia
- DotHomes
- Zillow
- Backpage
- Vast
- Enormo
- Craigslist

Buyers driving by can also access your listing via phone using our webpage and social networking can start a buzz with easy ways to share your listing.

#### Quality Photos, Ads and Graphics:

Presenting to the world is only effective if the product is attractive; Urban Properties will ensure you meet the demands of a modern listing with the following key elements:

- Digital photos emphasizing the highlights
- Descriptive words showcasing your home
- Interactive online ads to help buyers discover your property details as well neighborhood interests such as schools, parks, stores and more

### REVIEW

#### **Read the entire contract from start to finish.**

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#### **1. CLARIFY**

We comb through offers received before they get to you. Then we will hold an in-person meeting to review the offer as well as your goals for this process.

#### **2. CONTINGENCIES**

Once both parties agree on the terms, we have mutual acceptance. At this point we follow the timeline of contingencies that need to be waived in order for the process to continue.

These normally entail the following:

- Buyer Inspection Contingency
- Buyer Finance Contingency
- Buyer Review of Seller Disclosure
- Clear Title
- The contract will contain more as needed.

#### **3. CLOSE**

Closing involves the work of your escrow company to gather all the documents from each party – seller, buyer and buyer's lender – to compile everything for signing.

Before you sign, your broker will review the documents for any corrections needed. Your broker will then meet you at the escrow office to sign. Soon after, when the title has been recorded with the county, the transaction is considered closed and you now own the home.

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Whatever part of the process you may find yourself in, we offer ways to let you know what goals we have met and our favorite way of doing this is to celebrate. How? You'll just have to wait and see!