

Seller Strategy

THE ULTIMATE ROADMAP FOR SELLING A HOME



COLLEEN & BYRON
McCann.



We control the process,
you control the decisions.



Your home is likely your largest financial investment and one of the most significant transactions you will ever make. It is understandable that you want to maximize your investment by selling it for the best price and most favorable terms. However, selling a home is far more nuanced than simply placing a "for sale" sign in your front yard.

Every home possesses unique qualities that demand thoughtful consideration during the selling process. In an ever-evolving market, it's essential to collaborate with a seasoned real estate professional who understands how to effectively position your home in today's marketplace.

Our partnership begins with a seller consultation and continues through to key handover and beyond. With our expertise in property preparation, pricing, and marketing, we'll be your steadfast guide throughout the process to ensure you achieve your desired price and time frame.

Our expertise is in controlling the process, so that you can control the decisions.

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FROM SEARCH TO SIGNATURE®



Whether buying, selling, or just curious about home ownership, our mission is to empower our clients from *Search to Signature*®.

We are an experienced team with a successful history with Windermere Real Estate. Colleen is a respected Windermere Managing Broker and Luxury Advisor with more than a twenty-three-year track record. Byron had a career in the technology industry as an entrepreneur with complex transaction experience, having joined Colleen full-time to form a complementary team.

Colleen served as president of the Seattle Art Museum Supporters (SAMS) and raised over \$5.5 million to support the Museum, Seattle Asian Art Museum, and the Olympic Sculpture Park. She also served as Trustee of her college alma mater. Byron was president of Broadway Bound Children's Theatre, Co-Chair of the Washington Technology Industry Association, and Co-Chair of Element 8 Angels, a clean tech investor group.

Colleen holds a B.A. in Economics and Marketing from Westminster University, while Byron has an A.B. from Harvard University and an MBA from the Stanford Graduate School of Business.

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STEP 1:

Consultation

Our initial meeting is all about getting to know you and your unique goals for selling your home. By gaining a deep understanding of your objectives and expectations, we can craft a tailored strategy that not only meets your requirements but also addresses any concerns you may have.

Whether you're a first-time seller or seasoned in the real estate market, we often find common questions cropping up in the process. These may include:

- How quickly will your home sell, and can it align with your preferred timeline?
- What is a competitive price for your home in our current market?
- Are there any home improvements or updates that should be considered to maximize your return on investment (ROI)?

Rest assured, we'll work closely with you to tackle these concerns and any others that may surface throughout the selling journey. Our ultimate goal is to ensure a smooth, stress-free, and successful sale of your home.

STEP 2:

Determine Value

Following our consultation and an on-site tour of your home, we'll craft a Comprehensive Market Analysis (CMA) which is a detailed examination of your neighborhood's housing data. This, paired with an assessment of your home's condition and unique features, will allow us to offer you a suggested list price.



Understanding a Comparative Market Analysis



A Comparative Market Analysis (CMA) plays a pivotal role in pinpointing the ideal price for your home within today's market. The evaluation process begins with a meticulous review of comparable homes in your area, allowing us to identify the unique attributes that distinguish your home and what potential buyers will find most appealing. We also dive into market data and statistics, including recent sales, current inventory, and trends within our market. Equipped with this comprehensive information, we can provide you with a well-informed recommendation for a list price.

IN-DEPTH STUDY INCLUDES:

- ➔ Comparable properties that have sold in the last 3-6 months.
- ➔ Current available properties that are similar in size and condition to yours.
- ➔ Current properties that are pending and sold.
- ➔ Size of the property including bedroom and bathroom count, plus square footage.
- ➔ Condition and finishes throughout the home focusing on kitchens and bathrooms.
- ➔ Specific features unique to your home such as view, garage, ADU, etc.
- ➔ Lot size, access and landscape condition.
- ➔ Neighborhood profile, including location and schools.
- ➔ Proximity to amenities including local establishments and public transportation.
- ➔ If a condo, consideration of monthly dues as well as balance of association reserves.
- ➔ Additional amenities such as pool, gym, concierge, parking and storage.



STEP 3:

Preparing the Property

In addition to the CMA, we will also provide recommendations on updates and repairs that can enhance your return on investment. These suggestions may range from a quick fix like a fresh coat of paint to more significant upgrades such as replacing countertops. Our goal is to offer valuable guidance that will make your home appealing to a broad range of potential buyers. With our project management expertise, we can provide qualified vendors to help with the various projects as well as oversee the repairs and updates as needed.

STEP 4:

Marketing

It's important to note that marketing is a crucial component of selling your home. In today's digital age, having an online presence is essential, and we will utilize various marketing channels to showcase your property.

From professional photography and color brochures to possible video tours, our goal is to present your home in its best possible light to attract the widest pool of potential buyers.

We will actively promote the listing on multiple real estate websites, and leverage our wide network of real estate colleagues to generate more visibility for your home.

Lastly, we will feature your home on several social media platforms, introducing your home to our followers and expanding its visibility to a broader audience.



STEP 5:

Listing

Aside from preparing for the sale, you'll also need to decide whether you'd like to continue living in your home while it's on the market or explore the option of relocating. There are some advantages to showing an empty property, especially in the initial weeks of listing, but we'll review together the options available to you.

Once your home is ready for market, we'll kick off the process of showcasing it to potential buyers. We'll arrange open houses for both our fellow real estate colleagues as well as public opens to attract potential buyers.

Rest assured, we'll keep you well-informed throughout the journey. You can expect to receive a report from us which will include details on the number of showings, website traffic, and online exposure your listing is receiving. Additionally, we'll share any valuable feedback provided by potential buyers and their agents after visiting your home.

STEP 6:

Offer Received

Congratulations, all of our hard work has paid off and you've received an offer! Now what? At this stage, we'll assist you in evaluating the contract terms, highlighting any potential red flags, and determining the pros and cons of each offer. We'll also guide you through the offer negotiation process, securing favorable terms, and ensuring that the buyer has the ability to close. Although uncommon, some challenges may arise during the transaction. As your agent, it is our responsibility to anticipate these challenges and ensure that all parties stay on track to achieve our objective of closing as agreed, and most importantly, on time.



How to prepare your home for market:



When it's time to put your home on the market, you want to ensure it stands out and makes a lasting impression on potential buyers. Here's a checklist of key areas to focus on for maximum impact:

EXTERIOR:

➔ **SPARKLING CLEAN WINDOWS AND SCREENS:**

Professionally clean both the interior and exterior of your windows and screens. Store screens away during photos and showings to showcase your home's unobstructed views.

➔ **CURB APPEAL ENHANCEMENT:**

Conduct an extensive yard cleanup including mowing and edging your lawn, weeding, mulching flower beds, and trimming shrubs and trees. When removing dead plants, replace them with fresh shrubs and grass to rejuvenate your landscape.

➔ **REVIVE CONCRETE SURFACES:**

Give all concrete surfaces a fresh look by pressure washing them.

➔ **DECK AND PORCH BEAUTIFICATION:**

Clean and stain/paint wood decks, railings, and porches to create an inviting outdoor space.

➔ **EXTERIOR REPAIRS:**

Attend to any damaged trim and siding, and repaint as necessary to give your home a polished appearance.

➔ **GUTTER MAINTENANCE:**

Clean out gutters and make any needed repairs to ensure proper drainage.



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INTERIOR:

➔ HIRE THE PROFESSIONALS:

Schedule a professional move-out clean, having them pay special attention to inside cabinets and appliances, wiping down baseboards, cleaning vents, and getting in to the tight corners that you may not have reached in a while.

➔ FLOORING REFINEMENT:

Evaluate the condition of your floors. Consider replacing or professionally cleaning carpets as well as stretching to address any ripples. For hardwood floors, consider refinishing them to restore their original luster.

➔ FRESH PAINT:

Repaint walls, trim, and doors with a single, neutral color throughout your home for a cohesive look.

➔ BATHROOM AND KITCHEN TLC:

Steam clean tile surfaces, repair grout, and re-caulk where necessary. As necessary, update appliances if they are over a decade old to modernize your kitchen. Consider replacing counters with a modern surface such as stone or quartz.

➔ LET THERE BE LIGHT:

Remove window treatments to maximize natural light and create an airy, welcoming ambiance.

➔ STAGING FOR SUCCESS:

Consider professionally staging your home to create a warm and inviting atmosphere that helps potential buyers visualize themselves living there.

By addressing these key areas, you'll be well on your way to presenting a home that's ready to impress and attract eager buyers. Your dedicated effort in these areas can significantly enhance your chances of a successful sale.



STEP 7:

Escrow

An essential element of the real estate transaction process is the involvement of an impartial third party known as escrow. The role of escrow is to receive and oversee contract documents as well as funds deposited by buyers, sellers, and lenders, to facilitate the successful closing of your new home. Hand in hand with escrow, we will maintain close oversight of your transaction to guarantee a smooth and trouble-free closing experience.

STEP 8:

Closing

As your closing date approaches, your escrow officer will reach out to coordinate the signing of your documents, officially passing the baton of homeownership. They will also ensure that the title to the property is free and clear from any liens or defects.

In the midst of your moving preparations, it will be helpful to remember the little details—leave the house keys, mailbox keys, garage openers, and any other essential home system controls behind. For a smooth transition, consider providing a list of your trusted service professionals to handle ongoing home maintenance. And be sure to consult your Moving Guide; it's packed with a handy checklist for updating addresses.

Navigating a move can be a whirlwind, so if you're in need of resources like relocation assistance or reliable movers, we've got your back. Perhaps you're on the lookout for a dependable real estate agent to assist you in finding your new home in the upcoming chapter of your life. Rest assured, our commitment goes beyond the transaction—we're here as your go-to resource for all things home. Consider us your partners as you embark on this exciting journey.

UNDERSTANDING

The cost of selling your home

When considering the sale of your home, it's natural to have questions about the expenses involved. To provide you with a general idea, we have highlighted some of the costs that may arise throughout the process. Once we have progressed through the market analysis phase of your property, we will provide you with a more comprehensive breakdown to estimate your final net proceeds. Your clarity and confidence in the financial aspects of your sale are paramount to us.

EXPENSE:	AMOUNT:	WHEN TO PAY:
Property preparation	Variable	Prior to closing
Home inspection	\$500 - \$850	On inspection day
Sewer inspection	\$200 - \$300	On inspection day
Septic inspection	\$300 - \$1000	On inspection day
Listing broker compensation	Variable	Paid at closing
Buyer broker compensation	Variable	Paid at closing
Mortgage payoff	Balance of your loan	Paid at closing
Excise tax (city & state)	Variable	Paid at closing
Title insurance	\$1500 - \$3500	Paid at closing
Escrow services	\$1500 - \$1900	Paid at closing
Property taxes	Pro-rated based on closing date	Paid at closing
Utilities	Pro-rated based on closing date	Paid at closing

*Rates and fees quoted are estimated and are variable dependent upon sale price.

Behind the Scenes



Our favorite activity outside of real estate is traveling with our family and experiencing the beauty of new places together. We love exploring and meeting new people, and find true joy in immersing ourselves in different cultures.

We love food, hiking, concerts, and visiting art galleries. We also really enjoy nesting with a good book or a barbecue in our back yard with friends.

Every day is an opportunity to learn, expand our horizons, and bring greater value to our clients. By broadening our perspectives, we offer unique insights and dedicated service to those we work with.

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