



Your Pre-listing Packet



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Windermere Northwest Living


Windermere
REAL ESTATE

WINDERMERE NORTHWEST LIVING



Chris Parks is a successful real estate broker who leverages more than two decades of corporate sales and marketing experience and real estate investment experience to provide clients with a custom, relationship-driven approach to meeting their real estate needs. Her business knowledge combined with her genuine desire to help clients achieve their real estate and lifestyle goals has quickly earned Chris a reputation in Clark County as a kind-hearted real estate force with which to be reckoned!

Chris and her husband, Pete, established a real estate investment company in 2011 and experienced a great deal of business success with the purchase, rehabilitation and leasing of rental properties. Chris learned in the corporate world that customer care goes well beyond the sale or purchase transaction and her relationship-driven approach, combined with her ability to expertly negotiate transactions, earned the respect of business partners and clients in the real estate community. In 2014, Chris earned her real estate license so that she could help others achieve their real estate goals.

Chris is a knowledgeable resource for information about the local real estate market and continues to draw on her great depth of experience in sales, marketing and analysis to expertly negotiate and manage transactions. She is an excellent real estate professional who understands marketing tools and technology and their role in maximizing exposure and traffic for a home's sale. Chris's clients look to her as a trusted advisor who can analyze and interpret data, offer thoughtful guidance, negotiate and manage the closing process on their behalf.

Her clients refer her again and again because they know people will benefit from her 20+ years of real estate and business experience. They feel confident she will lead them through a proven and systematic process, maximize their value and minimize their stress!



Full-Service Brokerage

Windermere Northwest Living is a full-service brokerage. We don't just sell houses, we help clients find their place to call home. Our office has the highest per person productivity in the county. We take pride in giving our clients the best service before, during and after the transaction.

Our service does not stop on closing day. Please consider us your trusted Real Estate and lifestyle advisor as we can help you with anything real estate related. We can provide referrals for lawn care, sprinkler care, carpet cleaning, handyman, painting, electrician or plumber. As always, if you know of anyone in need of our services, your referrals are welcomed and sincerely appreciated.

Windermere Foundation

Giving back has always been a big part of who we are. In the early days of Windermere it was pretty simple; we would see a need and help any way we could. But as we grew, we realized we could accomplish much more if we had a common purpose. That's how the Windermere Foundation was born.

The Windermere Foundation, formed 30 years ago, has raised nearly \$50 million dollars that all go back into local non-profits. Here in SW Washington, the Foundation has focused on non-profits that help meet the mental health needs of children in our community.



My Team

I have a full support team that I go to for ensuring that my transactions run smoothly and I am marketing properties to a wide net of areas internally and externally. I also have expert managers who have been in the industry for over 30 years that I can go to with any questions about real estate transactions.



Transaction Coordinators: My Transaction Coordinators ensure that I have all of my paperwork turned in and is compliant with the state. You may receive emails from them periodically throughout working with me for any additional paperwork that needs signed. They are an amazing team who stays on top of all the back end paperwork, that way I can focus on selling your home.

Marketing Strategists: My marketing team works on my behalf to create marketing packages for each property that I am selling. These packages are print and digital to ensure we are capturing a wide net of an audience. Each property is different and sometimes needs to be advertised and marketed creatively. I also work with them strategically on properties that are more unique and how to market and advertise to specific groups.

Designated Broker & Managing Broker. Windermere Northwest Living has some of the best managers who have over 30 years of experience in the business, each. Being able to communicate with my managers on a regular basis ensures that I am representing my clients in the best way possible and keeping their interest in mind.

Pricing Strategies

Putting a price on your home is one of the most personal aspects in selling your home. Some will say that what the data shows is the price you should list your house at. However, we know that the data is only a portion of the equation. There are always other factors that take place in the pricing formula to take into consideration such as time and uniqueness of a home. We suggest reviewing all the strategies before deciding on which pricing approach to take before landing on a specific number.

Strategy 1 - Retail Pricing Approach (Above Market Value):

Strategically place your home on the market reasonably higher than the data might suggest, in anticipation that many buyers automatically will negotiate to offer less than asking price.

This is classic retail pricing.

Strategy 2 - Data Approach (Fair Market Value):

This approach is based on comps & comparable market analysis (CMA's). This gives the greatest chance of selling your home, appealing to knowledgeable real estate agents and their buyers, and ensuring your home will also appraise out for a buyers' mortgage.

Strategy 3 - Less is More Approach (Below Market Value):

Some home sellers want to price their property under the data-supported price to create a faster sale, or even to create a bidding competition and maximize demand. This is often used by sellers who either have time pressure because they have purchased another property, or are moving just as much for lifestyle reasons as economic reasons.

Pricing Strategies

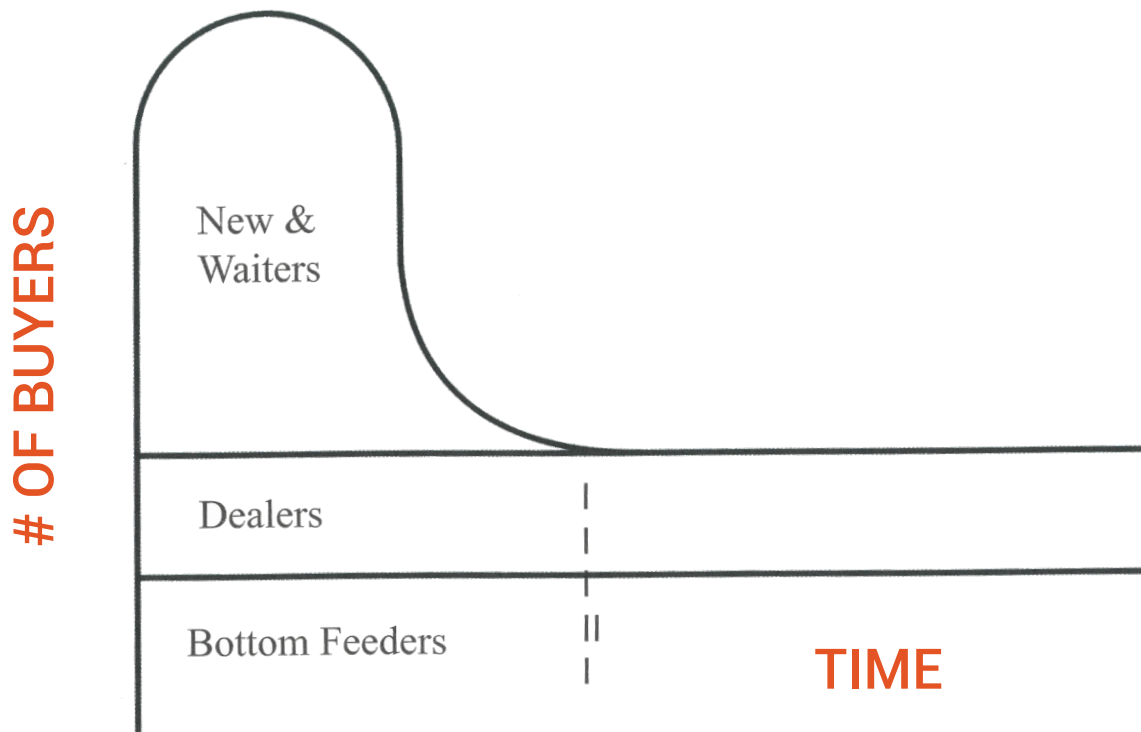
Why your first offer is often your best offer

New: Fresh and excited. Focused on value vs. price.

Waiters: Seen it all, experienced, very particular. Focused on value vs. price.

Dealers: Focused on price, want to negotiate.

Bottom Feeders: Focused on price, drawn to phrases: "Just reduced" "Must sell".



Staging Considerations

A professionally staged home will bring out the best in a home. It will emphasize the space, functionality and features of a house so that prospective buyers can envision themselves in it. Staging adds to your home by making your home feel larger, brighter, cleaner, etc. I generally stage my homes using a neutral palette and design to appeal to a broad range of buyers. Home staging can essentially erase the negatives in a home, or distract prospective buyers from any imperfections a home may have.

"Research indicates staged homes spend 73% less time on the market than non-staged homes and sell for up to 17 percent more than a non-staged home." - US Housing & Urban Development

In addition to depersonalizing and making minor repairs, professional staging may make sense.

Before



After



As part of my services, all listings include professional photography along with 3D Matterport Tour and/or Floor Plans. See full list of marketing services on pages 11-12.

Get Ready!

Once your home is ready for the market, professional photos will be taken to highlight your home's best features and capture the buyers' eye. Most buyers begin their property search online and we want to make a stunning first impression.

Properties with professional photos and videos are seven times more likely to be visited by potential buyers. Additionally, they are three times more likely to sell within the standard listing period.





Once your house is on the market, think of it as a product more than as your home.

It is important for you to understand that your house must be the best product on the shelf for the price, hence creating value and differentiation relative to the competition.

Emotion leaves and motivation enters.

When I visit, we will discuss ideas for optimizing your home's presentation, should you choose to forego professional staging.

Showing Your Home

Once your home is ready to show, as your Windermere agent, I will begin marketing it to potential buyers and other sales associates. If possible, leave the home when buyers are present so they feel comfortable asking their agent candid questions.

Other helpful tips include:

- Remove pets. Take them with you or keep them penned in the yard or garage.
- Open shades and curtains to let in light.
- Turn on enough lights so the home is well-lit.
- Remove clutter from tables and bookshelves. Neatness makes rooms seem larger.
- Put away items in the yard such as garden tools, bicycles and toys.
- Turn on gas fireplaces to create a cozy atmosphere.
- Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.
- Keep radios and TVs off, or on low volume.
- Keep money and other valuables, as well as prescription drugs, locked up.



Professional Services + Marketing Plan

My goal is:

To help you get your home sold and get you where you want to go on time.

To help put you in the strongest negotiating position possible.

To make it easier for you and reduce surprises.

Preparation. Deep cleaning before your house goes on the market will optimize it for photos and showings. I have referrals for recommended fixes and refreshes, if needed.

Photography. I hire a professional photographer to take high-resolution photos, videos, drone and floor plans.

Pre-Inspection. I will have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and to make your transaction go smoother. I will pay for these inspections as part of my service to you.

Pre-Title Commitment. I will order a pre-title commitment to reduce your risk of any title issues at closing.

Staging. I will assist you with optimally presenting your home for buyer walk-throughs. If home is vacant, professional staging may be included.

Pricing. I will assist you with pricing your home based on a competitive market analysis. This will help you to set the best price for your home so that it will sell within your time frame.

Marketing & Advertising System. My marketing team will create a digital and print marketing kit for your home. This is shared with our social media platforms and shared to groups of all agents in Clark County. I have a program called ListHub and this program displays your home to 75+ websites, including the major sites of REALTOR.com and Zillow. Your home will be advertised through Adwerx, which is a paid ad to target specific consumers looking for homes with some of the criteria that matches your home.

Multiple Listing Service (MLS). We will enter your home's information into the MLS, giving your home exposure to over 2,500 Realtors in Clark County.

Home Warranty. During the listing period, I provide a complimentary Home Warranty for your home. This protects you from unexpected, costly repairs, through to closing your home sale.

Professional Services + Marketing Plan

Windermere Sign. I will place one of Windermere Northwest Living's signs on your property.

Permenant Flyer. My marketing team creates and prints a eco-friendly perma-flyer that will be mounted to the sign post with a QR code for potential buyers to scan to view your property.

Lock Box. I will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.

Mailing to Neighbors. I will mail a color postcard of your home to 50 neighbors closest to your home, upon request. Your neighbors may know the perect new owner for your house!

Counter Display. I will prepare an informational notebook containing most things a buyer will want to know – survey, school information, utilities, homeowner's association, pre-inspection information, contract, etc. This information will give buyer's the confidence to write a contract.

Open Houses. I will hold your house open (with your permission) multiple weekend days while listed. This increases the traffic through your home.

Transaction Management. My full-time transaction managers assist me with the details of your transaction to ensure that your contract closes on time – and you can move on time. I will always be your primary interface.

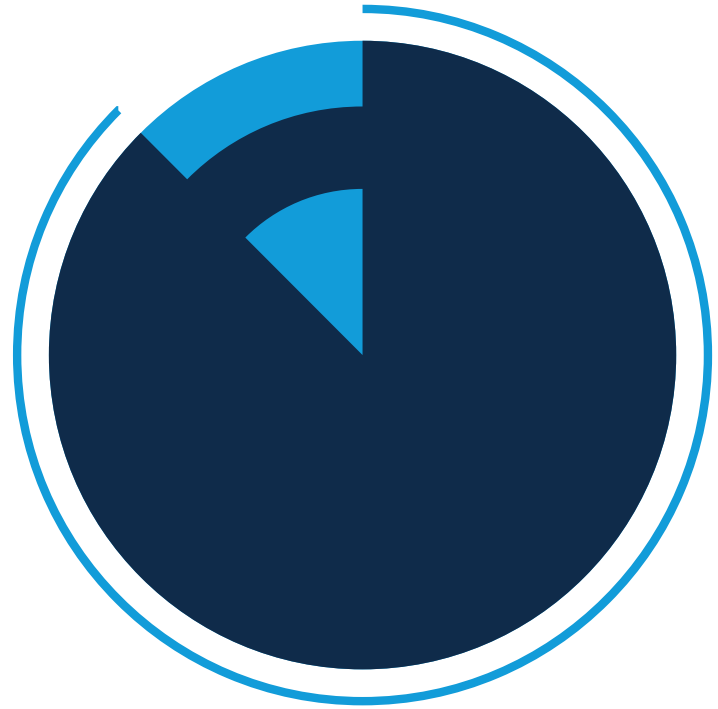
Weekly Contact. I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.



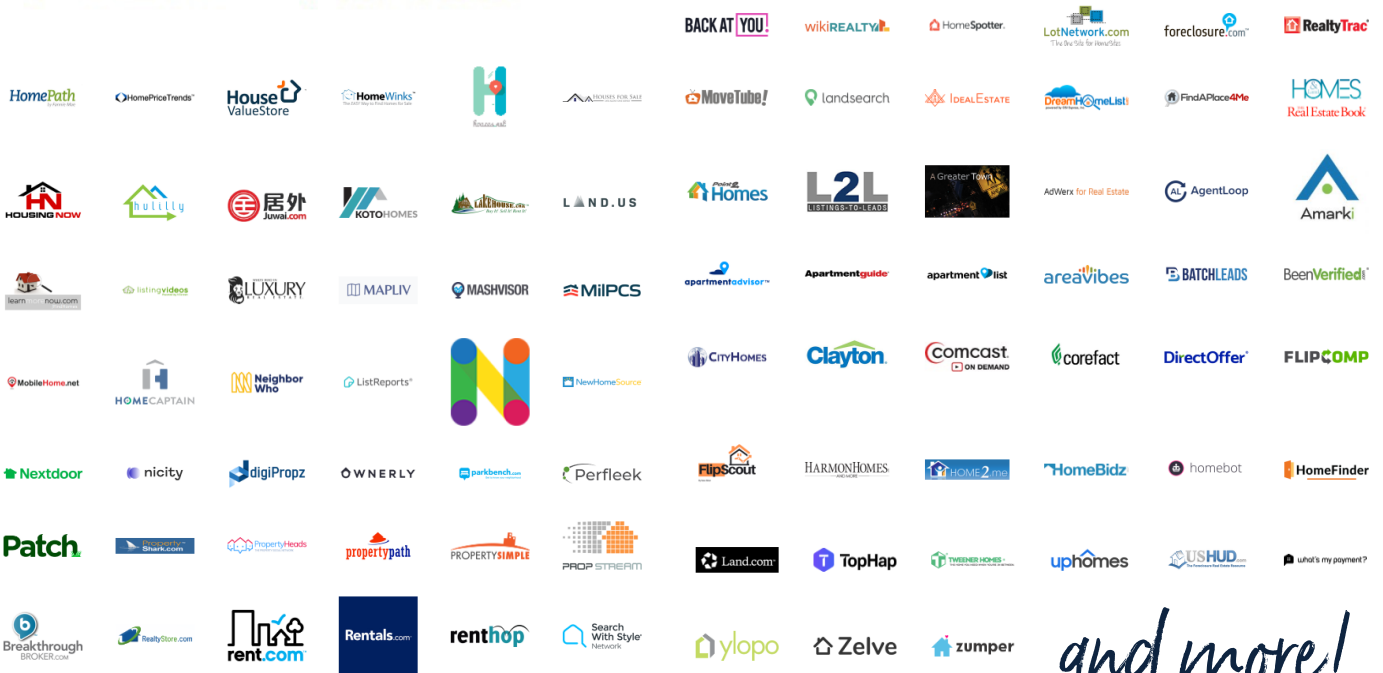
Your Listing

90% of home buyers use the internet when searching for a home. My goal is to help those 90% find your home. 40% of home buyers found the home they actually purchased online. Your home will be syndicated to 75+ websites!

Listings from Windermere Northwest Living appear on a range of high traffic real estate websites including...



REDFIN realtor.com[®]
Zillow® **trulia**



and more!

Client Testimonials

Incredible service from Chris. She is exceptional with detail, research and guidance assisting us in making the best decision in marketing our property!

Chris was amazing!!!!!!

Chris was a excellent agent she did a outstanding job and sold our property sooner than we expected at the price we were hoping for.

We appreciated the guidance Chris gave us throughout the sale and purchase of our homes. Although, we were hesitant to involve a realtor in the beginning we were glad we did. It may have turned into a true nightmare when dealing with the covid-19 issues. We feel she is very educated and professional in her dealing with her clients. Thank you Chris!

Chris was amazing. She worked with us as both buyers and sellers. First with the purchase of our retirement condo, and then the sale of our house. Both experiences were awesome. Chris is very personable, knowledgeable and professional. She has great marketing insights. And is genuinely one of the nicest people you'll ever meet. The sale of our house couldn't have gone any better. 4 offers the first weekend. 3 over list. We ended up finding the perfect couple to buy the house. Including the flexibility of a rent back to allow us time to finish our condo renovation. We would highly recommend Chris to anyone looking to buy or sell a home. Rick and Cari

Chris was OUTSTANDING! We have worked with a few real estate agents over the years, but Chris was truly exceptional. Due to our long distance sale, she took on the tasks of organizing contractors and receiving drop offs. Everything was run through us for approval. She communicated on a regular basis, daily during the sale. When family met her in person, all were impressed by her organization and knowledge. So grateful for her help!

Chris is great. Took care of our issues and questions in a timely manner. Communicated wonderfully with.

Chris Parks is the epitome of integrity and commitment. She conducts thorough research throughout the process, and bases her recommendations on factual industry data. Her strong communication skills shine through with her continual follow up to ensure you are informed every step of the way. She is patient, honest and devoted. She made selling our house as seamless as possible.

It was the best real estate sale experience.

For more reviews & testimonials please visit my Recommendations page on my Realtor.com profile.

