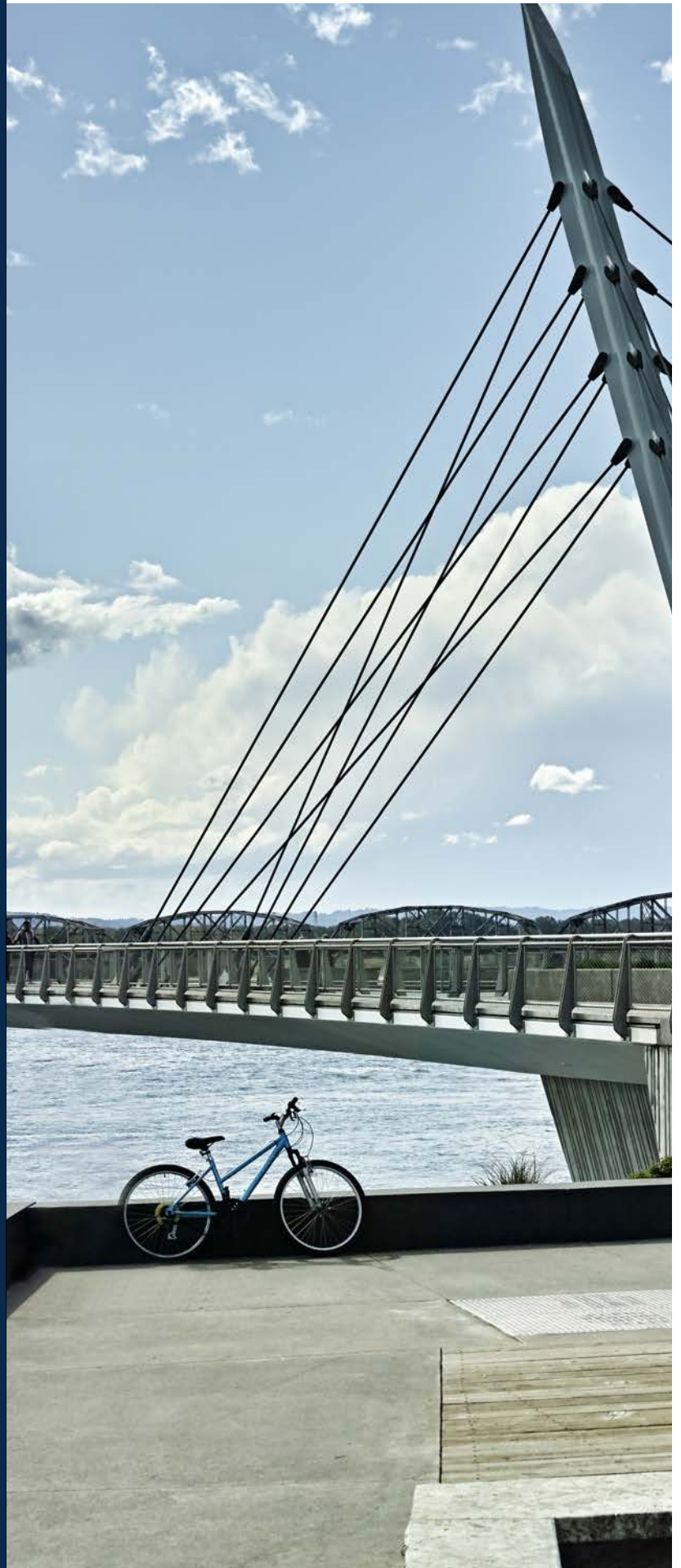


SELLERS GUIDE

Chris Parks, Realtor®/Lifestyle Advisor



WINDERMERE NORTHWEST LIVING





I CONTROL THE PROCESS, YOU CONTROL THE DECISION

- ➔ Your home is often your single biggest asset and one of the largest financial transactions you'll ever make. You'll want to make the most of your investment and sell it for the best price with the most favorable of terms. Even in a "Seller's Market", there is more to selling a home than just placing a "For Sale" sign in the front yard. House preparation, marketing, and contract negotiation are only a few of the details that go into selling a home and maximizing your proceeds.

I am an expert, ready to guide you through every step to achieve your goals of selling. I will partner with you from the moment you set the listing price to the day you turn over the keys. With 92% of buyers finding their home online, our number one priority is to ensure you make the very best first impression.

With a collaborative philosophy I will control the process so that you can control the decisions.

↓ STEP 1: CONSULTATION

Our first meeting will begin with asking you several questions about your objectives for selling your home. As I begin to understand your goals and expectations, we will develop a customized plan to achieve your needs and address any fears.

Whether you're selling for the first or fourth time, we find that most sellers have very similar concerns including:

- Will your home sell when you need it to?
- What is a competitive price for your home in today's market?
- Should you make any improvements to your home to maximize return on investment (ROI)?

My priority is to address these and any other questions you may have.

🏠 STEP 2: DETERMINE VALUE

After the consultation and in-person home tour, I will put together a Comparative Market Analysis (CMA) which is an in-depth analysis of your neighborhood's housing data. Combined with the condition and features of your home I will provide a suggested list price range.



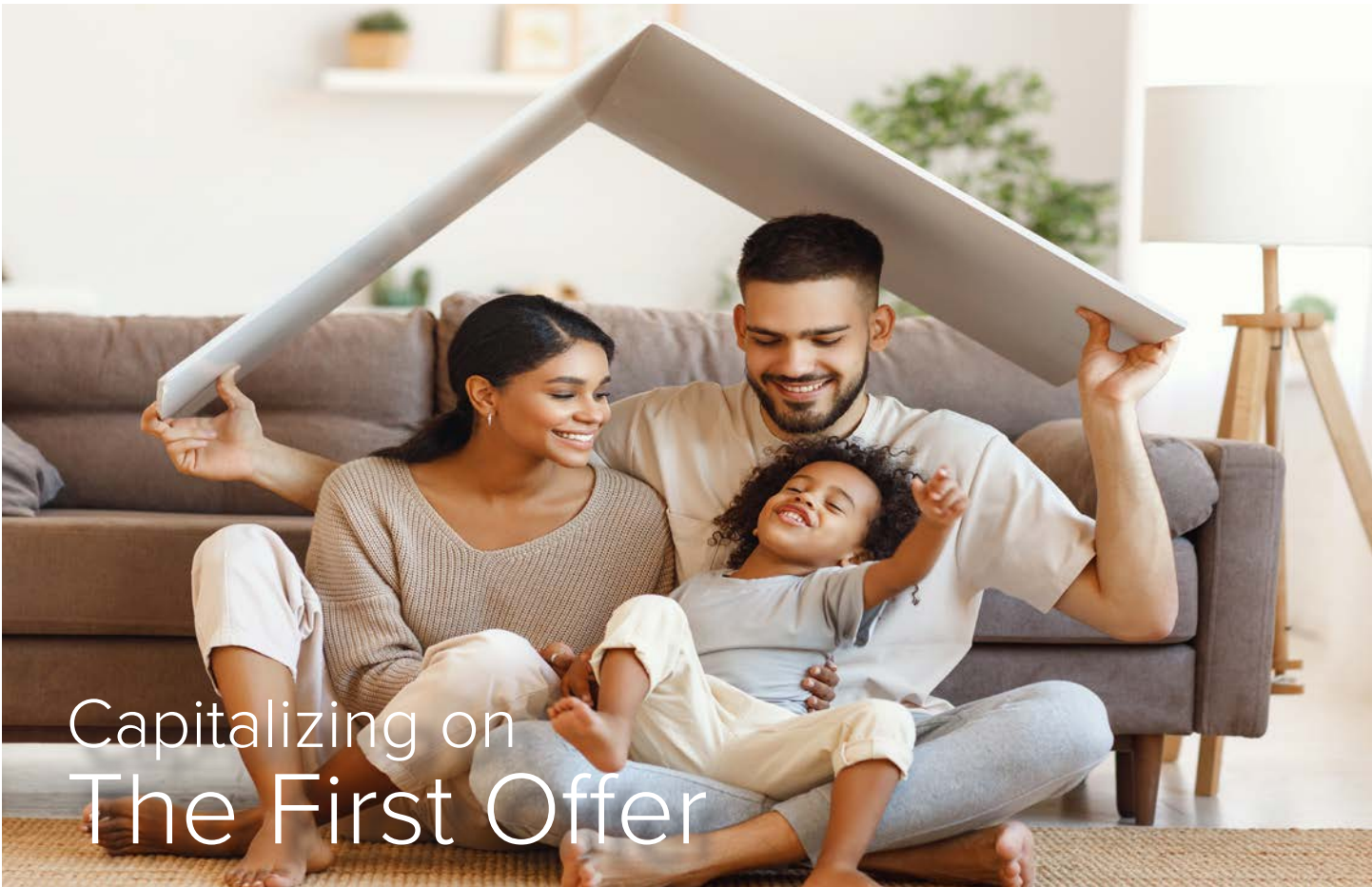


UNDERSTANDING THE COMPARATIVE MARKET ANALYSIS

There are many factors that go into a Comparative Market Analysis (CMA). After I have had the opportunity to tour your home, I will take a deep dive into the market analyzing several factors. This begins with touring comparable properties in your neighborhood to compare and contrast, as well as determine what makes your home unique and attractive to potential buyers. From there I will take a deep dive into the statistics to examine activity. The result of this work is a recommendation to you of a list price range that will achieve your goals of selling your home.

IN-DEPTH STUDY INCLUDES:

- Comparable properties that have sold in the last 3-6 months.
- Current active properties that are similar in size and condition to yours to assess current competition.
- Current pending comparable properties with an assessment of inventory absorption rates.
- Size of the property including bedroom and bathroom count plus square footage.
- Condition and finishes throughout the home including 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.
- Convenience to amenities including local establishments and public transportation.
- If a condominium, monthly dues as well as balance of association reserves.



Capitalizing on The First Offer

When selling your home, it's tempting to pass up the first offer from a potential buyer in hopes that higher offers may come. But the first offer can often be the best offer a seller receives, so it's wise not to take it for granted. This chart illustrates the reasons why this typically occurs.

OVERPRICING AND INACTION LEAD TO DIMINISHING RETURNS



Overpricing can occur in any real estate market and doing so will lead to diminishing returns

NEW BUYERS	<ul style="list-style-type: none"> › Fresh and excited › Focused on value vs. price
SEASONED BUYERS	<ul style="list-style-type: none"> › Seen it all, experienced, very particular › Focused on value vs. price
NEGOTIATORS	<ul style="list-style-type: none"> › Focused on price › Want to negotiate
INVESTORS	<ul style="list-style-type: none"> › Drawn to phrases: "Just reduced", "Must sell" › Looking to build/maximize property ROI › Strong negotiators



STEP 3: PREPARING YOUR PROPERTY

Within the market analysis, I will provide recommendations for repairs you may want to make to leverage your ROI. This can be as simple as fresh paint on the walls, or it could include upgrades like replacing countertops. Direct input will be given to help you attract the right buyer. I will be there to support you throughout the process. With our Windermere Ready program, you will have access to top notch vendors to assist with repairs as well as a loan of up to \$50,000 for improvements to be paid at closing, from your home sale proceeds.

STEP 4: MARKETING

During this phase, we dive deep into marketing your home with the intent to reach the largest audience as possible with the best first impression. This includes:

- Reviewing staging options and suggestions for your home.
- Professionally photographing the property.
- Designing full-color brochures featuring your property's highlights.
- Online marketing of your listing throughout all relevant real estate websites including RMLS, Windermere, Zillow, Trulia, Realtor and many other satellite sites.
- Promoting the listing throughout our social media network via posts with both organic and sponsored reach.



WHAT IS WINDERMERE READY?

THERE'S NO SECOND CHANCE FOR THE PERFECT FIRST IMPRESSION:

We believe so strongly in the power of first impressions that together with our brokerage we have created the Windermere Ready program to provide you with concierge-level service that readies your home for sale. Together we will determine repairs and upgrades that are most likely to appeal to today's buyers, who prefer stylish, turnkey spaces. If needed, we can provide you with a loan up to \$50,000 to help mitigate any expenses incurred, with no upfront cost to you.

From decluttering and deep cleaning to major repairs or replacements, together we'll set your home up for selling success.

➞ ONE-ON-ONE CONSULTATION

We'll walk through your home together and identify potential updates and repairs. With your timeline and needs in mind, we will help you decide on the improvements that will get the biggest return.

➞ PERSONALIZED PLAN

Once we identify the top home improvement priorities, we will connect you with our preferred local service providers, assist with a work schedule and arrange access to your home.

CONCIERGE SERVICES FOR OUR SELLERS

➔ HIGH IMPACT UPDATES

No matter how small they seem, even the simplest changes can make a big difference. However, there are some that are most valuable including:

- Landscaping
- Interior and Exterior Painting
- Floor Repair/Refinishing
- Carpet Cleaning/Replacement
- De-cluttering
- Window Washing
- Professional Deep Cleaning
- Fixture Repair/Replacement
- Cosmetic Updates
- Punch List Repairs

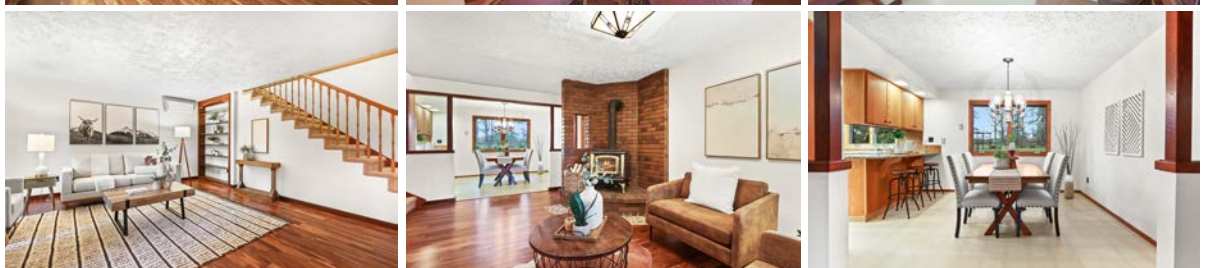
➔ STAGING

We will discuss if you should consider professional staging, which can dramatically transform your home and boost your bottom line. In fact, Forbes.com reports that staged homes statistically sell 87% faster than non-staged homes and for 17% more!

BEFORE



AFTER





➔ SHOWING YOUR HOME

Once your home is ready to show, as your Windermere agent, I will begin marketing it to potential buyers and other professional realtors. 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.

OUR STEP-BY-STEP PROCESS PROVIDES A SEAMLESS TRANSACTION

 <div> SAMPLE LISTING ACTION PLAN </div>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
						MOVING DAY!
2	3	4	5	6	7	8
FINAL WALK THROUGH TO PICK UP LEFT OVER ITEMS	SIGN LISTING AGREEMENT	PAINTING SEWER SCOPE	PAINTING	PAINTING	REPAIRS	REPAIRS
9	10	11	12	13	14	15
REPAIRS	COMPLETE SELLER DISCLOSURE FORMS	YARD CLEAN UP	PROFESSIONAL WINDOW CLEANING YARD CLEAN UP	CARPET INSTALL YARD CLEAN UP	PROFESSIONAL INTERIOR CLEANING FLOOR PLAN MEASURE	
16	17	18	19	20	21	22
	STAGING	11:00 AM PHOTOSHOOT	SIGN INSTALL LISTING DAY! 11:00—1:00 PM WRE BROKER TOUR	10:00—1:00 PM BROKER'S OPEN AREA TOUR		12:00—3:00 PM PUBLIC OPEN HOUSE
23	24	25	26	27	28	29
1:00—4:00 PM PUBLIC OPEN HOUSE	3:00 PM REVIEW OFFERS					



CHRIS PARKS



STEP 5: LISTING

Once you have hired me to represent you in the sale of your home, and we have determined a listing date, I will put together a customized Listing Action Plan for you. This calendar will help organize and track all of the important deadlines and action items required to prepare your home.

When the work is complete, it is time to send your home to market. A sign will go up, an MLS keybox will be installed, and brokers will begin contacting us to schedule showings (if your home is not vacant). There are some benefits to having a vacant house during the first few weeks of marketing, and we can discuss these options during our initial consultation meeting.

In addition to the aforementioned marketing that will be conducted to promote your listing, we will also hold several open houses inviting our colleagues and the public to tour your home.

Each week you will receive a listing market report that helps track activity, showings, and exposure to the public through social media and other venues.

YOUR HOME'S VITALS 123 MAIN ST

PROPERTY INFORMATION			
LIST DATE	PRICE	PRICE PER SQUARE FOOT	DAYS ON MARKET
October 18th	\$850,000	\$295.53	9

COMPARABLE PROPERTIES (4 Bed Homes in Phinney Ridge)			
	ACTIVE	PENDING	SOLD <small>(since 10/18/19)</small>
October 27th	8	1	1

PHINNEY RIDGE PRICE COMPARABLES			
	HIGH	LOW	MEDIAN
October 27th	\$1,625,000	\$759,950	\$874,000

SEPTEMBER SEATTLE MARKET STATISTICS			
 AVERAGE DAYS ON MARKET FOR COMPARABLE PROPERTIES (4 Bed in Phinney Ridge)	 MONTHS SUPPLY OF SINGLE FAMILY HOME INVENTORY (for the greater Seattle area)	 OF LISTINGS SOLD ABOVE LIST PRICE (for the greater Seattle area)	 OF LISTINGS SOLD IN 15 DAYS OR LESS (for the greater Seattle area)

MLS ACTIVITY (since 10/18/19)	
Broker views	483
Broker sent to client	65
Client views	195
Client favorites	3
Client possibilities	4

SHOWINGS ACTIVITY (since 10/18/19)	
Broker showings	19
Open House visitors (10/19/19)	20
Open House visitors (10/20/19)	10
Open House visitors (10/26/19)	5
Open House visitors (10/27/19)	3



LUXURY MARKETING

WINDERMERE'S GLOBAL CONNECTIONS DELIVER UNIQUE EXPOSURE ANYWHERE IN THE WORLD.

Based on condition and price your property may qualify for our Premier (\$1,000,000) or W Collection (\$3+ million) programs which include additional benefits such as:

- Featured presentation at our Luxury Breakfast with exposure to hundreds of local Windermere Brokers working with buyers in high-end markets.
- Custom signage and marketing materials.
- Global exposure through Luxury Portfolio where your listing will be translated into 9 languages and over 60 currencies. You will also have the exposure to over 3 million high-net-worth visitors from over 200 countries world wide.
- Professionally translated listing to be featured on Juwai.com, the #1 property portal within China with over 2.6 million visitors monthly.
- Printed advertising opportunities including Puget Sound Business Journal, Pacific Northwest Magazine, W Collection Exclusive PSBJ, 1859 Oreogn Magazine.com, Windermere Living, The Wall Street Journal, Unique Homes.



STEP 6: **OFFER RECEIVED**

Hooray—you received an offer! Now what? At this point, I'll help you measure the pros and cons of an offer including which parts are solid, and which components are unreliable. I will also highlight any potential red flags. I'll guide you through the offer(s) to negotiate secure favorable terms, and ensure the new buyer has the ability to close on-time. While rare, sometimes a few hurdles will present themselves during the transaction. My job is to foresee these hurdles and ensure that all parties get back on-track to reach our goal of closing on time.

STEP 7: **ESCROW**

Escrow is an important neutral third-party which receives and oversees the contract documents and funds deposited by buyers, sellers and lenders to facilitate the closing of a real estate transaction. In partnership with escrow, your transaction will be managed daily by my team to ensure a smooth closing.

STEP 8: **CLOSING**

Once closing is complete, your move will most likely require resources such as movers and relocation assistance. Perhaps you need a referral for an agent to assist you with buying a home in your new city. I am committed to continuing our relationship beyond the sale with our vast community of vendors, and are your go-to source for anything household related as you transition and begin your new journey!



➔ ABOUT ME

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!



1

ENHANCE HOME VALUE

We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.

2

PRICING STRATEGY

I'll help you with a pricing strategy — not pricing too high so you scare buyers away, or too low so you leave money on the table.

3

MAXIMUM EXPOSURE

My marketing plan will give you maximum exposure so we attract more buyers and more contacts. The more buyers and contacts you have, the higher your property will sell.

4

NEGOTIATE THE BEST CONTRACT

I'll help you negotiate the best contract. Negotiation is an important skill in any market.

5

TRANSACTION MANAGER

I am your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.



PROFESSIONAL SERVICES AND 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 counsel you on the benefits of having the major systems in your house professionally inspected prior to listing your home. If you choose to do a pre-inspection, I will pay for these inspections as part of my service to you and assist with scheduling.

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.



PROFESSIONAL SERVICES AND MARKETING PLAN

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.

For Sale Signage. We will take special care in placing Windermere branded for sale signage on your property for maximum exposure.

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.

Electronic 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.

Color Brochure. I 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.

Amenities Attachment. I will prepare a list of features, benefits and amenities to be made a part of attached to the brochure and posted online with the listing information.

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.

Contact Realtors with Buyers. I will send a color email postcard of your home to the Realtors who have buyers in your price range from a select list of agents based on prior sales activity, current listings and production reports.



PROFESSIONAL SERVICES AND MARKETING PLAN

First Look Tour for top Realtors in the County and your Area. I will send out a full presentation to a select group of agents including the virtual tour.

E-Flyers. I will periodically have an electronic flyer distributed to over 7500 agents throughout the Portland area, Clark County and Cowlitz County.

Regular Inspection of Property and Market. I will walk through the property; check on showings, flyers, brochures and market activity.

Updated Market Activity. I will regularly run updated market activity reports to keep apprised of recent listings and sales in the area.

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.



FEE SCHEDULE

Gold Plan | 4% Costs I Will Cover

- Completion of Pre-Market Checklist
- Comprehensive Data Input and Accuracy into Local Multiple Listing Service (MLS)
- Professional High-Resolution Photography
- Staging Consultation + Paid Staging (\$1,500+)
- Deep Cleaning Before Listing
- Carpet Cleaning
- Window Cleaning
- HVAC Service
- Contractor Referrals for Fixes + Repairs Covered up to \$1000
- Pre-Listing Inspection
- 4 Hours Paid Movers
- 3D Tour of Home
- Yard Clean Up + Beautification up to \$1500
- Transaction Coordinator to manage all paperwork
- Marketing Coordinator to complete the following:
 - Property Flyers and Permanent Property Flyer
 - Property Detail Sheet
 - Property Website
 - Sharing to Agent Only group of 200+ members
 - Syndication to 90+ Websites
 - Sharing to my Google Business page

Silver Plan | 3.5% Costs I Will Cover

- Completion of Pre-Market Checklist
- Comprehensive Data Input and Accuracy into Local Multiple Listing Service (MLS)
- Professional High-Resolution Photography
- Staging Consultation + Paid Staging (\$1,500+)
- Deep Cleaning Before Listing
- Carpet Cleaning
- Window Cleaning
- HVAC Service
- Contractor Referrals for Fixes + Repairs
- Pre-Listing Inspection
- Referral for Moving Company
- Transaction Coordinator to manage all paperwork
- Marketing Coordinator to complete the following:
 - Property Flyers and Permanent Property Flyer
 - Property Detail Sheet
 - Property Website
 - Sharing to Agent Only group of 200+ members
 - Syndication to 90+ Websites
 - Sharing to my Google Business page

Bronze Plan | 3% Costs I Will Cover

- Completion of Pre-Market Checklist
- Comprehensive Data Input and Accuracy into Local Multiple Listing Service (MLS)
- Professional High-Resolution Photography
- Staging Consultation + Paid Staging (\$1,500+)
- Contractor Referrals for Fixes + Repairs
- Referral for Moving Company
- Transaction Coordinator to manage all paperwork
- Marketing Coordinator to complete the following:
 - Property Flyers and Permanent Property Flyer
 - Property Detail Sheet
 - Property Website
 - Sharing to Agent Only group of 200+ members
 - Syndication to 90+ Websites
 - Sharing to my Google Business page

**Note: In addition to the listing fee, Seller's list price generally assumes buyer agent compensation. For the majority of buyers, the down payment and closing costs are the biggest obstacle of buying a home, and most buyers still want to have representation in the transaction. Therefore, it behooves sellers to offer buyer broker compensation in order to attract the largest pool of buyers.*



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.



OWNER'S INSIGHT

Lifestyle Influence

Three to five reasons why you love your home:

1. _____
2. _____
3. _____
4. _____
5. _____

Challenges you think your home has that may deter buyers?

Strategic Online Photo Marketing

Suggested pictures/angles you'd like the photographer to focus on?

1. _____
2. _____
3. _____
4. _____

Suggested verbiage on marketing?

Top Selling Features

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

List Price

\$_____ or a fixed range of \$_____ to \$_____

Target Audience(s)

1. _____
2. _____
3. _____

What is your preferred communication

☐ Email ☐ Text ☐ Phone

⬆ MONTH:

MON TUE WED THU FRI SAT SUN
