

SELLING YOUR HOME

PAUL AND CHRISTINE NELSON



HOMES
NORTHWEST

ABOUT US



Paul and Christine Nelson

We are a local real estate team raising our 2 small children on the Eastside, where we call home. Growing up here ourselves, we have an unmatched knowledge of the community, schools, recreations and activities. Over 50 years of combined real estate experience, no one can serve your local real estate needs better than us. We are deeply committed to our clients and strive to go above and beyond to ensure their satisfaction. This commitment provides us the majority of our business, which comes from referrals by word of mouth and repeat customers

📞 206-261-SELL(7355)

✉️ PAUL@PAULANDCHRISTINE.NET

🌐 WWW.PAULANDCHRISTINE.NET

🐦 TWITTER.COM/PAULREALESTATE

📘 FACEBOOK.COM/PAULANDCHRISTINENELSON

📷 INSTAGRAM.COM/EASTSIDELUXURLIVING

HOME SELLING PROCESS

STEP 1 MEET WITH YOUR AGENT

- Discuss your needs
- Research CMAs
- Set a competitive list price

STEP 2 PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

STEP 3 IMAGERY

- Professional photo session
- Professional video session
- Professional drone session

STEP 4 MARKETING

- Online marketing
- Social media
- Signage
- Flyers

STEP 5 SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

STEP 6 RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks of each offer

STEP 7 NEGOTIATE

- Most offers require negotiating either before or after inspections.
- I will negotiate on your behalf.

STEP 8 INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer

STEP 9 REPAIRS

- Likely some small repairs will need to be made after inspections.
- Review my list of recommended vendors if needed

STEP 10 CLOSING

- Final walk-through
- Sign closing documents

MEET OUR TEAM



Paul Nelson

RESIDENTIAL SPECIALIST

Co-Owner/Broker
Homes Northwest Real Estate
Licensed Since 1992



Christine Nelson

MANAGING BROKER

Co-Owner/Broker
Homes Northwest Real Estate
Licensed Since 1996



Udip Regmi

LICENSED BROKER

Buyer's Agent
Homes Northwest Real Estate
Fluent in Hindi/Punjabi/English



Nelly Abramova

LICENSED BROKER

Buyer's Agent
Residential Specialist
Homes Northwest Real Estate

MEET OUR TEAM



Dominique Doyal

Doyal.Dominique@gmail.com

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Denny Andrews

MORTGAGE BROKER

C-2 Financial Corporation

425-753-2602

www.DennyA.com



Debbie Stevens

TITLE AND ESCROW

VP Stewart Title And Escrow

425-577-9931

www.Stewart.com



Dale Osborne

PROFFESIONAL PHOTOGRAPHER

Northwest Real Estate Photography

206-850-0544

Dale@nw-rep.com

7 STEPS TO SOLD



01 PRICING YOUR HOME

02 STAGING YOUR HOME

03 PHOTOGRAPHING YOUR HOME

04 MARKETING YOUR HOME

05 SOCIAL MEDIA

06 OPEN HOUSE

07 RESPONSE TIME

PRICING

Pricing your home competitively for the current market is important for maximum exposure to prospective buyers. Most home buyers search online narrowing by location and price first. This will be the first filter to gain massive attention for your house. Together we will review recent comparable sales in your neighborhood to determine your home's market value. It's important to note that price is one of the most important factors to consider when selling your house.

We will be sure to hit the sweet spot!

Why Smart Pricing is Important



STAGING

YOUR HOME

Presenting a show-ready house makes for great first impressions on buyers!

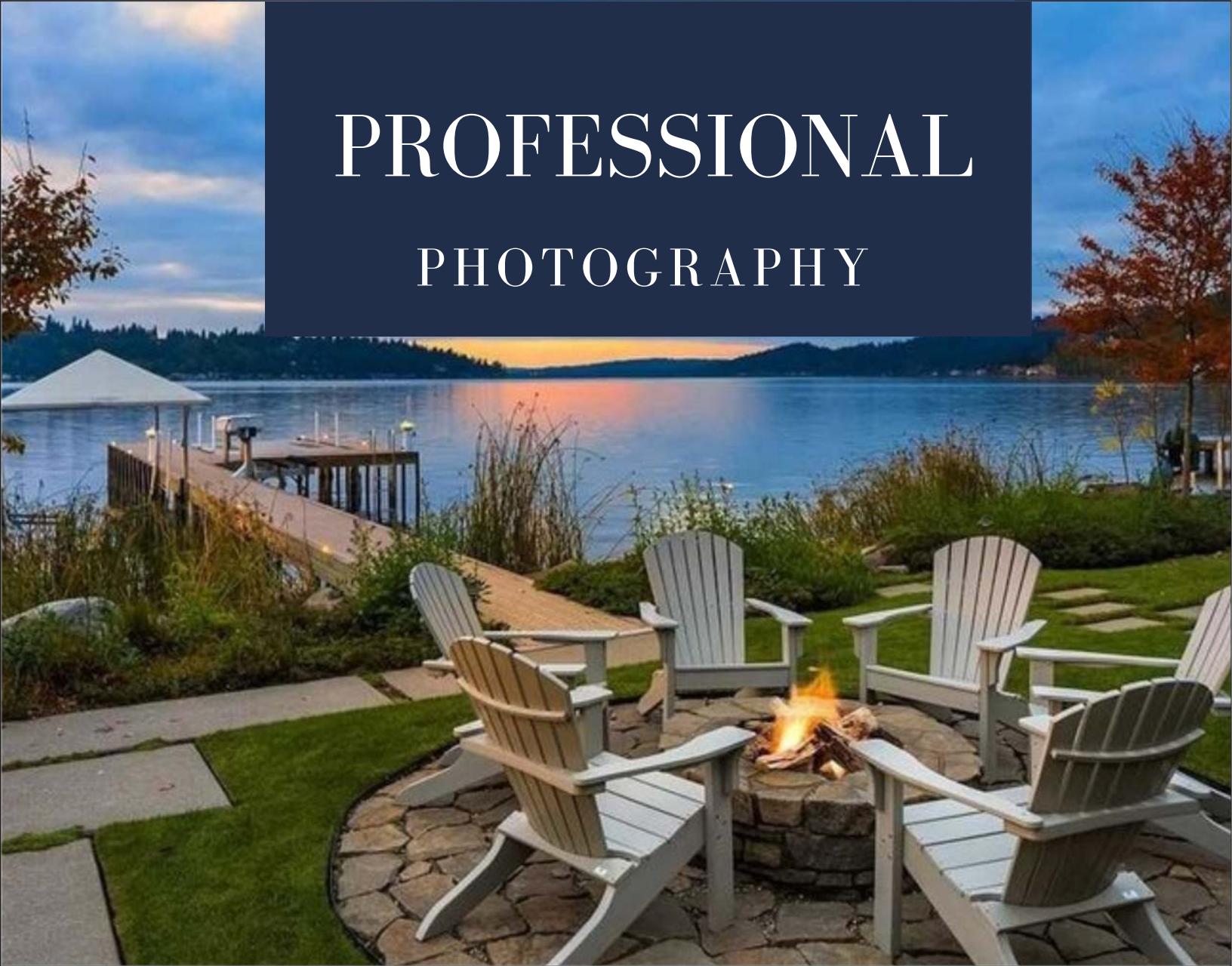
Together we will walk through the interior and exterior to discuss ways to highlight your home's features and benefits. Simple fine-tuning can have big impacts- especially for the photography. Appeal to buyers and enhance the appearance of your house through a minimal and fresh approach.

STAGING CHECKLIST

- ✓ Open blinds & drapes
- ✓ Turn on all lights and lamps
- ✓ Sweep & vacuum
- ✓ Put away pet items & secure pets
- ✓ Open all bedroom & bathroom doors
- Tidy and stow personal items
- ✓



PROFESSIONAL PHOTOGRAPHY



When prospective buyers are browsing online, the first thing they look at are the pictures! Your house will be showcased exceptionally well with professional home photography. Buyers will fall in love before they even schedule a showing!

INTERNET MARKETING

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS:

“The share of home buyers who used the internet to search for a home increased to an all-time high of 97% in 2020.”

SOURCE: WWW.NAR.REALTOR



HOW WE'LL MARKET
YOUR HOME FOR YOU:

✓ **MASSIVE INTERNET EXPOSURE**

Your home will be syndicated to over 300+ websites to reach buyers locally and nationally

✓ **YARD SIGN**

Spark excitement and entice driveby traffic

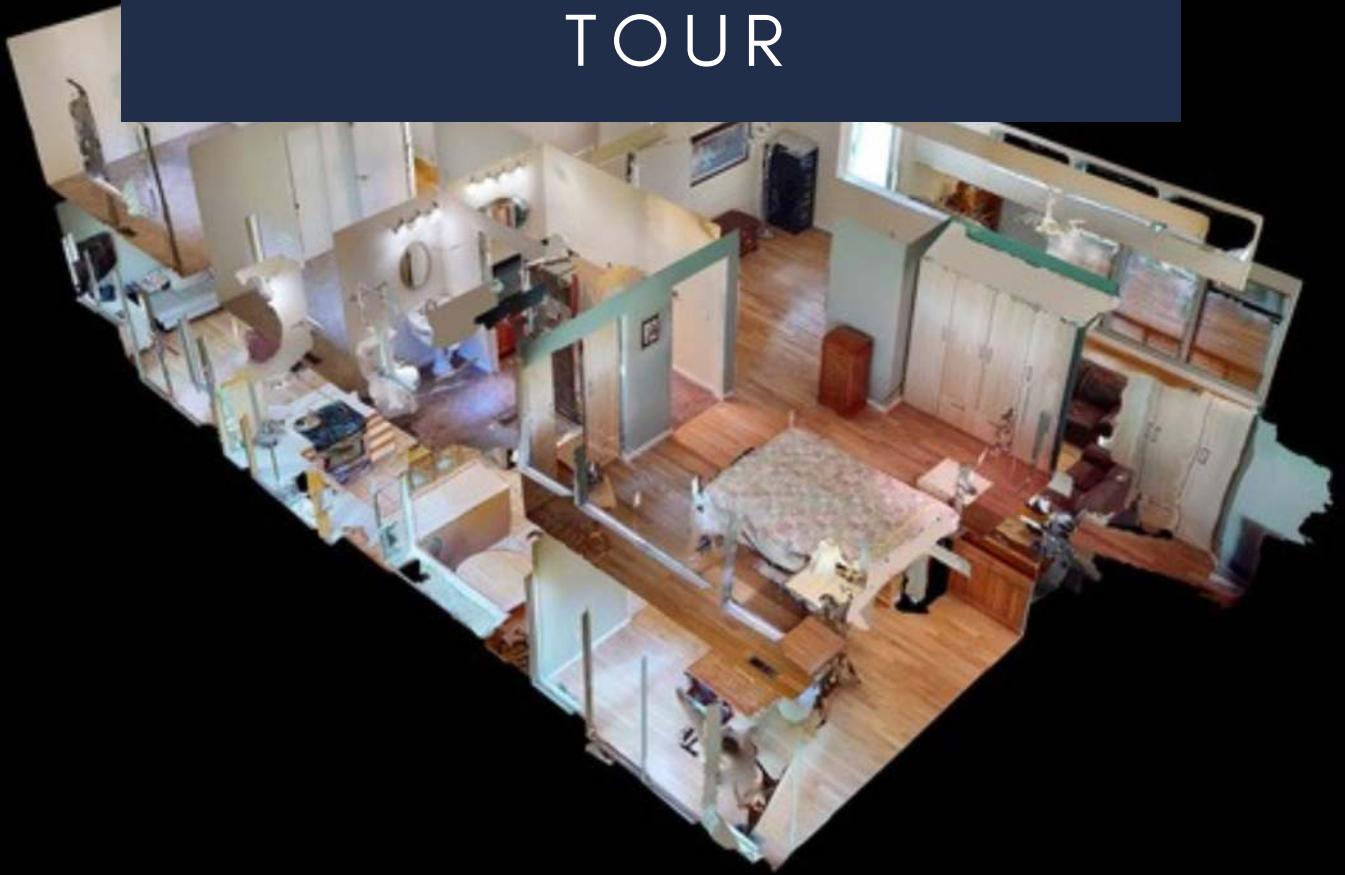
✓ **ESSENTIAL HOME SEARCH SITES**

We'll make sure your home is listed on all of the most popular home search sites.

✓ **AGENT NETWORKING**

Agent networking and email marketing to hundreds of buyer agents

VIRTUAL WALKTHROUGH TOUR



As well as creating incredible, accurate 3D virtual tours of buildings and spaces, Matterport's software is packed with great features to help you create amazing additional assets and share your tours with the world.

- Share easily on social media sites, such as Facebook, Instagram, and YouTube
- Publish to Google Street View, VRBO, and Realtor.com
- Create detailed floor plans that give your customers the bird's eye view
- Automatically generate guided tours to walk your customers through the highlights
- Create 4k print-quality photos [with the Pro2 Camera]
- Measure your space
- Add Mattertags™
-

PROFFESIONAL

PRINT FLYER

HOMES
NORTHWEST



OFFERED AT
\$2,099,950

Bridle Trails

5265 140th Ave NE,
Bellevue, WA 98005



GREAT NEIGHBORHOOD

Located down a private drive, this picture perfect 2-story home sits on .80 of an acre minutes to Microsoft. Chef's kitchen features slab granite counters and a center island cooktop. Main floor living room, family room with skylights, large home office and rec-room. Master suite with teak floors, tile shower & jetted tub. Extensive gardens greenhouse, circular drive, RV parking, electric car charging station, whole house generator, hot tub, outdoor shower and all surrounded by peace and quiet, while minutes to freeways.

HOME FEATURES

- 4 Bedrooms
- .80 Acre Lot
- 3066 sq ft
- 2.5 Bathrooms
- RV Parking
- 3 Car Garage



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Call For Appointment

✉ For More Information
Paul@EastsideLuxuryLiving.com

📍 5265 140th AVE NE
Bellevue WA 98005

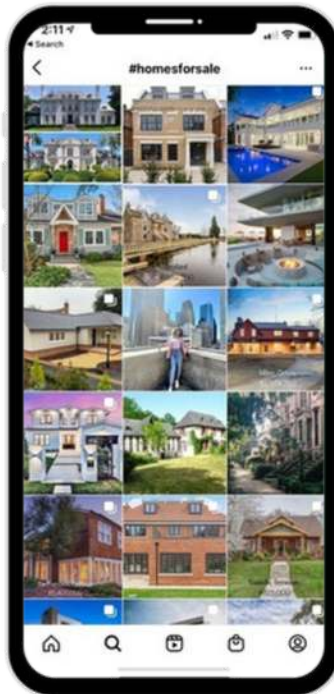
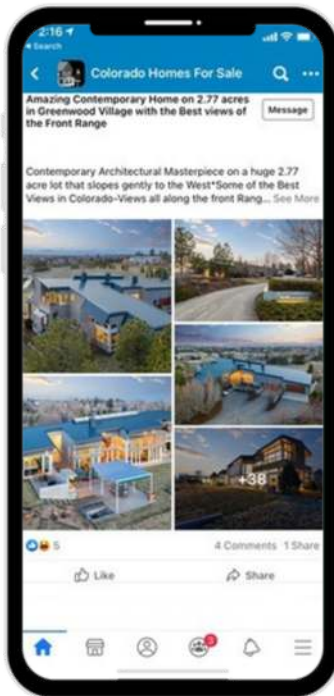
🌐 Visit Us
EastsideLuxuryLiving.com



HOMES
NORTHWEST

SOCIAL MEDIA

People spend on average 2 hours and 24 minutes per day on social media pages. Your home listing will be posted to Local Home-Search Facebook groups, Real Estate Agent Groups, Local Business Pages and many others. Maximizing exposure and excitement leads to more showings.



WE'LL USE OUR REACH ON SOCIAL MEDIA TO GET MORE EXPOSURE FOR YOUR HOME:



OPEN HOUSE



With your preference, your house will be held open the first weekend it is listed to allow for drive-by traffic and neighbors to view. Open Houses are a great way to create anticipation and excitement for your house. When you have buyers view the home with other interested buyers, it creates more desire and competition.

WHAT I'LL DO:

- ✓ Social media boosted posts & ads
- ✓ Invite the neighbors & other real estate agents
- ✓ Directional signs for drive-by traffic
- ✓ Promote on MLS

RESPONSE TIME

Communication with you and agents who have prospective buyers are my top priority. I will ensure I am available to guide you through each step of the process and be available for all of your questions or concerns. Buyers agents will experience prompt responses and information to all their requests. Communicating quickly ensures we don't miss out on any interested buyers.



CLIENT TESTIMONIALS



Paul and Christine were the best agents we could have. We were so lucky to find them. They were able to get sell our home fast and find us our dream home. Both of them are so flexible, willing to help and available at all times.



Aabha Bamba and Sid Sharma



Paul and Christine helped relieve that stress from selling our home. We received a higher price than we thought possible. They always remained professional, stayed in touch, were able to answers all of our questions.



Syremom Sin and Vira Mao



Paul and Christine were miraculous. They were always available and easy to reach. They held my hand through out the entire home selling process

Don't even think about listing with anyone else. They really know their stuff!



Jim Minion



I have to say that they are the best agents that we've dealt with and I would refer anyone I know that is buying or selling a home. They are very kind, considerate, and intelligent people. You never have a problem reaching them.



Mike and Emily Walters

CLIENT TESTIMONIALS



Scott and Renee
Neal,
Sold in **6** days
over asking price.
Sammamish

Paul and Christine listed and got my home sold in short order. Any problems that arose they were able to get handled to everyone's satisfaction. They stayed in contact throughout the whole process, answering all questions. I highly recommend Paul and Christine for your buying or selling needs.



Michael and Kim
Kendall
Sold in **18** days
over list price.
Mercer Island

Paul went to incredible lengths to get this deal done. My unique situation required a lengthy process under the most difficult of circumstances. Paul handled it like a pro, with tenacity and without complaint. Sincerely honest, timely, communicative, terrific character, and just felt like we were old friends right from the start.



Daniel and Wendy
Lee
Sold in **10** days
with 3 offers
Bellevue

We were referred to Paul from my wife's uncle and we are so glad we hired him. Paul and his wife Christine went to work, presented our home in an amazing way and it sold fast. Once we signed with them his team went right to work. Thank you Paul and Christine.

Spencer and Lydia
Frank
Sold in **11** days
with 7 offers.
Issaquah Highlands



My husband got transferred to California and we had to move fast. I didn't want to have our family split up while selling our home. Paul listed our townhome on a Tuesday and we had it sold the following Sunday. We never thought things could go so fast. Thank you Paul!!

Doug Kiehn
Real estate Investor
Sold in **9** days.
Redmond



I have worked with Paul for a number of years buying and selling distressed homes. He always finds me the best deals and after I complete my renovations, he always sells them for above market value making me a very nice profit. I highly recommend.

John Smee
Sold in **16** days
Full Asking Price
Bridle Trails



After listing my home for 3 months and no offers with another "top agent", my financial adviser recommended Paul and Christine to help sell my home. They listed my home at the same price as the other company and sold it in just over 2 weeks. Don't waste your time using anyone else.

DRIVEN BY RESULTS



SELLING EASTSIDE HOMES SINCE 1992



HOMES NORTHWEST

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