

# SELLING YOUR HOME

*PAUL AND CHRISTINE NELSON  
HOMES NORTHWEST*



# ABOUT YOUR AGENTS

Hi! We are Paul and Christine Nelson, owners of Homes Northwest. With a passion for service in the Puget Sound area, We are ready to help you with all your home buyer and selling needs. As a proud owners of Homes Northwest, We carry the values of hard work, integrity, and outstanding client service into everything We do. With 29 years of award winning service and over 750 homes sold, we bring our local expertise into each transaction.

Our enthusiastic, can-do attitude and caring nature is ideal for identifying each client's desires and skillfully guiding them to fulfill their real estate goals.

When we are not making home ownership dreams come true for my clients, We enjoy spending time outdoors with our two children and when time allows, a little golf and fishing as well!. Our focus is on helping buyers and sellers through our professionalism, attention to detail, and commitment to always putting my client's needs first! We look forward to working with you!



**Paul and Christine Nelson**

Homes Northwest

206-261-SELL(7355)

CONNECT WITH ME:





# 7 STEPS TO SOLD



01 PRICING YOUR HOME

02 STAGING YOUR HOME

03 PHOTOGRAPHING YOUR HOME

04 MARKETING YOUR HOME

05 SOCIAL MEDIA

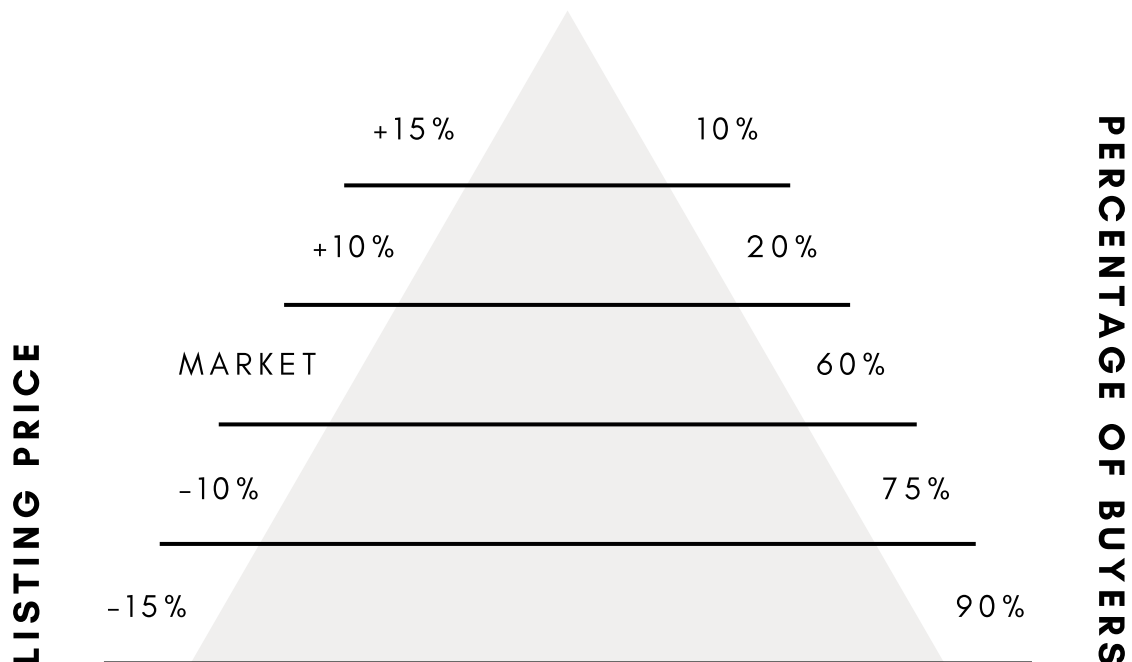
06 OPEN HOUSE

07 RESPONSE TIME

# PRICING YOUR HOME

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





# PHOTOGRAPHING YOUR HOME



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!

# VITRUAL 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™

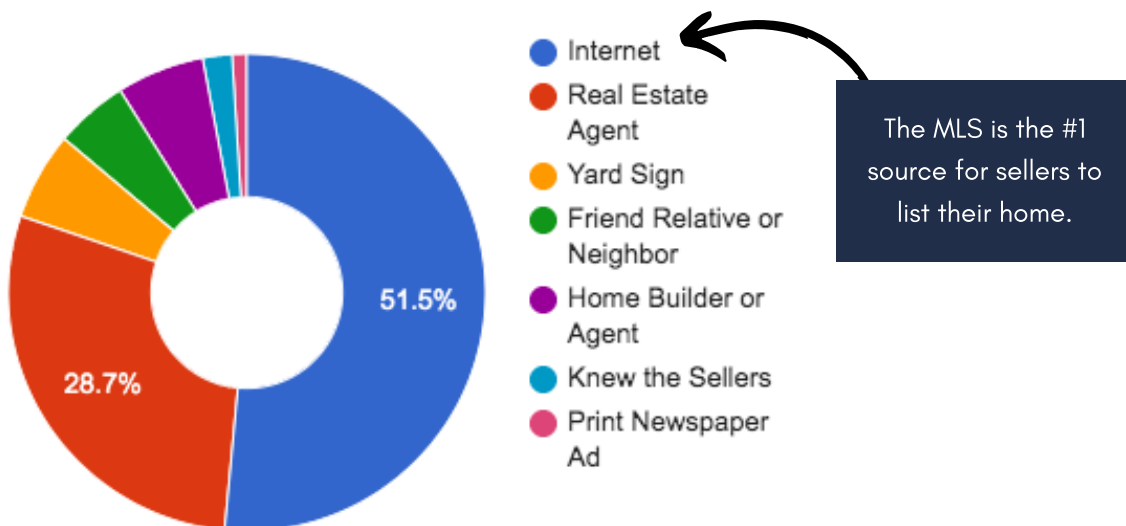


# MARKETING YOUR HOME

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](http://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.

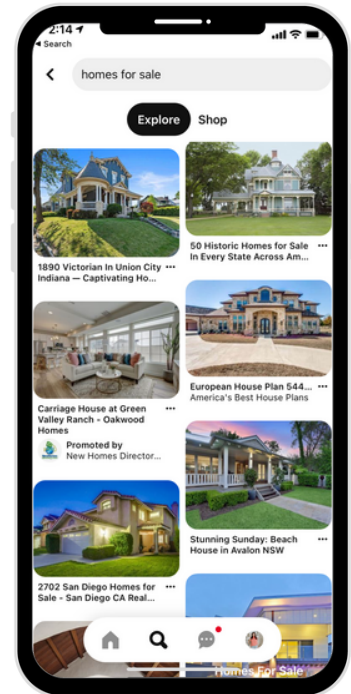
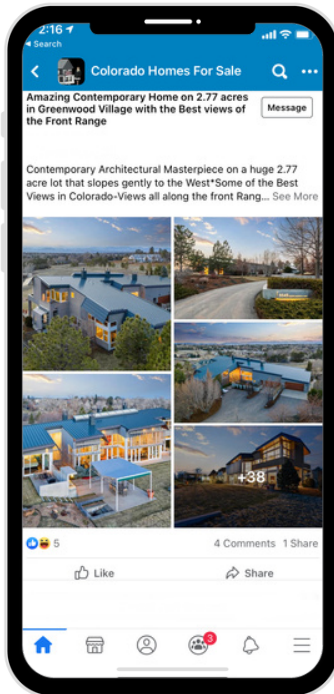
## ✓ AGENT NETWORKING

Agent networking and email marketing to hundreds of buyer agents



# 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:



WWW.HOMESNWRE.COM

# DIGITAL E-FLYER

To promote your home throughout social media, we use single property websites, virtual tours, landing pages for Facebook ads and social media campaigns, branded listing photos and property widgets for various platforms. Listings are automatically syndicated to leading real estate portals, search engines and websites.

**25206 NE 108th ST**  
Redmond, WA 98053



**\$2,999,950**  
**Single Family Home**  
4 Bedrooms  
4 Full Bathrooms  
1 Half Bathroom  
Interior: 5,825 sqft  
Lot: 435,600 sqft  
Year Built: 2010

[Request More Information](#)  
[Schedule Showing](#)  
[Email to Friends and Family](#)  
[Print Flyer](#)

[Overview](#)  
[Photo Gallery](#)  
[Map & Street View](#)  
[Local Schools](#)  
[Market Stats](#)  
[Nearby Homes](#)

**5825 Sq. Ft. Custom Built Platinum Home On 10 Acres**  
Spectacular views you won't get elsewhere from this recently built Custom Buchan/Platinum Home, secluded yet only 10 miles from Bellevue. Over 5800sf of luxury on 10 acres in Redmond designed to offer stunning views of Cascade Range & valley thru oversized windows & deck. Chef's kitchen with custom cabinetry & high-end appliances. Lavish Master suite with private balcony. Finished daylight basement with independent access for nanny/in-law quarters. Abundant grazing & pasture with premium fence.



[See all 19 large pictures in the photos gallery.](#)

**Location**  


**25206 NE 108th ST**  
Redmond, WA 98053  
[Detailed Maps](#)  
[Driving Directions](#)  
[Local Schools](#)

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.



**AAHBA 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. I talked with other brokers who used internet estimates to determine value. Paul and Christine listed and sold my home for 5% higher than the other brokers recommendations.  
Don't even thionk about listing with anyone else. They really know thier stuff!



**JIM MINION**



**Paul and Christine Nelson**  
**206-261-SELL(7355)**



[WWW.HOMESNWRE.COM](http://WWW.HOMESNWRE.COM)