HOME SELLERS GUIDE

SEATTLE AREA
REAL ESTATE TEAM

NORTHWEST PREMIER BROKERS
REAL ESTATE

Contents

SEATTLE AREA REAL ESTATE TEAM

01 PREPARE TO SELL

STRATEGY, PREPARATION AND POSITIONING FROM DAY ONE

Selling a home in the greater Seattle market requires far more than placing a sign in the yard. Today's buyers are informed, analytical, and typically represented by experienced brokers. Success comes from preparation, pricing strategy, presentation, and expert guidance from the very beginning.

Buy First or Sell First?

Selling first gives you the most financial control. You know your exact proceeds before committing to a new purchase and can make a non contingent offer, far more competitive in today's market. Many buyers will agree to a rent back of up to 60 days.

Buying first offers the security of knowing your destination before you sell, but requires qualifying for two mortgages simultaneously and carrying two housing payments until your current home closes. Talk through the financial implications carefully with your broker and lender.

Costs of Selling

- **Mortgage payoff**, principal plus accrued interest and lender fees
- **Commissions**, independently negotiated per NWMLS rules
- **Excise tax (REET)**, graduated rate; verify current amount with your broker
- **Title insurance**, owner's policy for buyer
- **Prorated property taxes** through closing date
- **HOA transfer fees**, if applicable
- **Escrow and closing fees**
- **Buyer concessions** or repair credits as negotiated

2026 MARKET

*King County carries approximately **2 months of housing inventory**. Well priced homes are moving quickly, with median sale prices near **$860K**. At today's ~6.5% mortgage rates buyers are more selective, making preparation and accurate pricing more critical than ever.*

02 WHY CLIENTS CHOOSE US

EXPERTISE, STRATEGY AND DIRECT PERSONAL SERVICE

Choosing the right broker is the single most consequential decision you will make as a seller. The broker you select shapes your pricing strategy, your marketing reach, the quality of your negotiation, and ultimately your net proceeds. Here is what sets the Seattle Area Real Estate Team apart.

Why Clients Choose Us

— **Pricing Strategy**, we prepare a comprehensive CMA and guide you to a list price designed to generate maximum interest, showing activity, and negotiating leverage from day one

— **Marketing Depth**, professional photography, drone aerials, 3D Matterport tours, virtual staging, targeted digital advertising, and direct outreach to 9,000+ metro area brokers

— **Financing Expertise**, as a licensed loan originator your broker has significantly deeper knowledge of buyer qualification than most real estate brokers, and can offer buyers discounted financing exclusively for your property

— **Negotiation Strategy**, in competitive markets the difference between a good offer and a great one often comes down to how offers are managed and how urgency and competition are created among buyers

— **Direct Communication**, your broker personally handles every file, contract, inspection, and escrow interaction; you are never handed off to an assistant or unfamiliar associate

— **Availability**, your broker personally answers calls and responds quickly to emails and messages throughout the listing and escrow process

> *Pricing strategy creates leverage.*

> *The first week on market matters most.*

WHAT TO EXPECT FROM OUR FIRST MEETING

We arrive prepared with comparable sales data, active competitive listings, and a recommended list price range. We walk you through a customized marketing plan for your specific property and remain your direct point of contact from listing day through closing.

NWMLS

Washington's NWMLS operates independently of the NAR. Broker compensation is independently negotiated, giving both parties greater transparency and control over representation costs.

03 PRICING YOUR HOME

THE MOST IMPORTANT DECISION YOU WILL MAKE AS A SELLER

CRITICAL INSIGHT

Homes priced correctly from the start generate stronger interest, more showings, and better negotiating leverage. Homes priced too aggressively often sit on the market, accumulate days on market, and eventually require price reductions that weaken buyer perception and final sale price.

Your home is worth what the market will pay today, not what you paid for it, not what your neighbor received, and not what an online algorithm estimates. Automated valuations from Zillow and Redfin can vary significantly from true market value because they cannot account for condition, finishes, layout, or neighborhood nuance.

How We Price Your Home

Your broker prepares a comprehensive Comparative Market Analysis examining:

- Recent closed sales of comparable homes, past 30 to 60 days
- Active listings representing your current competition
- Expired listings and why they did not sell
- Days on market trends by price point
- Average list to sale price ratios in your neighborhood
- Current buyer demand and absorption rate at your price point

> *Accurate pricing from day one is your single greatest advantage as a seller.*

2026 PRICING REALITY

Well priced homes in desirable Seattle and Eastside neighborhoods still attract strong buyer interest and can sell at or near asking price. At today's interest rates buyers are running the numbers carefully. A home priced 5% too high does not just sit, it accumulates days on market and buyer perception degrades in ways that are difficult to recover from.

04

TARGET MARKET

UNDERSTANDING WHO WILL BUY YOUR HOME

PROPERTY SPECIFIC

Your broker will complete this section with a specific buyer profile for your property based on its features, price point, location, and current market conditions. This analysis directly informs how and where your property is marketed.

Understanding your target buyer is foundational to effective marketing. A home near top rated schools markets differently than one emphasizing lot size, value relative to new construction, or commute access. Identifying the most likely buyer allows us to tailor photography, marketing remarks, and advertising channels accordingly.

Buyer Profile Factors

- Family size, lifestyle, and space needs
- Price point relative to new construction and older competing inventory
- Lot size, yard, and outdoor space priorities
- Garage, storage, and parking requirements
- Move up, move down, first time, or relocation buyer profile

Market Positioning

- How your home compares to active competition in the same price range
- Proximity to employment centers, schools, transit, and amenities
- Seattle vs. Eastside vs. suburban community appeal to target buyers
- Whether your home appeals to buyers priced out of new construction

WHY IT MATTERS

The more precisely we understand who will buy your home, the more effectively we can reach them. Targeted marketing to the right audience produces better qualified showings, stronger offers, and a faster sale than broad generic exposure alone.

05 MARKETING YOUR HOME

MAXIMUM EXPOSURE, PROFESSIONAL PRESENTATION

Digital Photography

Every listing receives professional high definition photography. My photographer takes a large number of interior, exterior, and aerial drone shots. All images are reviewed jointly and the best are computer enhanced using professional photo imaging software for use across the internet, email, flyers, and all marketing materials.

Virtual Tour and Video

A branded virtual video tour is produced before the listing goes live, giving potential buyers more detail and a more enhanced, high end feel than photos alone.

3D Tour and Matterport Floor Plan

Using Matterport technology, we create a full 3D tour of your home where buyers can virtually move through the space and rotate 360 degrees from any position. From this a 3D model room layout is built so buyers can understand the layout before visiting in person. A 2D floor plan with measurements of all spaces is also created and added to the online listing.

Virtual Staging

For vacant rooms, professional virtual staging adds furnishings and decor digitally to photos. Far less expensive and time consuming than physical staging, and rooms remain empty for in person showings so buyers can better visualize their own use of the space.

Northwest MLS

Your listing reaches 25,000 active professionals across 23 Washington counties, submitted with maximum photos and compelling marketing remarks timed for maximum first day impact.

IDX and Top Real Estate Websites

Nearly 90% of buyers begin their search online. Your listing goes live simultaneously on Zillow, Redfin, Realtor.com, and every major brokerage website through IDX at the same moment it appears on the MLS, providing the broadest possible reach from day one.

Email Marketing

A full color professional flyer is emailed to over 3,000 brokers in Seattle and more than 9,000 across the broader metro area at the time of listing.

Social Media

Your property is promoted across Facebook, Instagram, LinkedIn, and Twitter to extend reach to buyers beyond active broker networks.

Full Color Flyers and Yard Sign

Professional full color flyers are placed in a box at the property and inside for buyers to take after showings. Our distinctive all black yard sign with white lettering stands out in a market dominated by white signs and consistently generates buyer calls and inquiries.

Personal Outreach

On every new listing we search our database for prior clients looking for a home like yours, contact top producing local brokers directly by phone and email, and notify them of open house and offer review dates.

06 FIRST WEEK STRATEGY

WHERE YOUR MARKET IMPACT IS MADE

THE FIRST 7 TO 10 DAYS

The first week on market is where momentum is created. Our strategy is designed to maximize visibility, showing activity, and buyer urgency during the period when your listing receives the greatest attention from both buyers and brokers. Everything we do in preparation, pricing, and marketing is designed to peak at this moment.

Our preference is to list on a Thursday evening or Friday morning, with sellers either out of town for the first weekend or able to vacate the home for substantial periods. The goal is maximum broker and buyer access while creating visible activity that reinforces the sense of a desirable, in demand property.

Open House

One or two open houses on the first weekend generate significant exposure. Many buyers attend without a broker after seeing the listing advertised online. The goal is not only volume through the door, but establishing the property as exclusive and in high demand, creating a competitive environment that carries into the offer process.

> *The first week on market matters most.*

Offer Review Date

Setting an offer review date approximately 5 to 7 days after listing, after at least one open house weekend, creates urgency and a competitive environment. Buyers know others may be submitting offers by the review date.

While some buyers will try to submit early, we are selective about early acceptance and only encourage it when the price and terms are genuinely exceptional. Early offers can sometimes represent buyers attempting to avoid the competitive market that would develop by waiting.

Financing for Buyers

As a licensed loan originator, your broker can offer potential buyers discounted mortgage brokerage services exclusively for the purchase of your property. This unique benefit is advertised in the MLS agent remarks, on flyers, and at open houses, and applies whether the buyer is represented by your broker or another broker. Very few real estate brokers can offer this and it can be a meaningful differentiator in attracting and converting qualified buyers.

07 PREPARING FOR SHOWINGS

FIRST IMPRESSIONS CLOSE OR LOSE BUYERS

During the Listing Period

Once listed, your home needs to be show ready at all times. Buyers and their brokers often request showings with little notice, and limiting access limits your pool of potential buyers.

- Be as flexible as possible with showing schedules
- Leave the home during all showings and open houses; buyers engage more freely when owners are not present
- Secure pets during every showing
- Keep the home clean, uncluttered, and fresh throughout
- Open all blinds and turn on all lights before every showing
- Secure valuables, prescription medications, and personal documents

What Buyers Notice First

First impressions form within seconds. The entry, kitchen, and primary bedroom carry the most weight with most buyers. Natural light, fresh neutral paint, clean floors, and the absence of clutter and odor are consistently the most impactful factors in how buyers perceive and remember a home after a showing.

Staging Considerations

For occupied homes the goal is to depersonalize, declutter, and create a clean neutral canvas. For vacant homes, virtual staging in photography and physical staging for showings are both options worth evaluating with your broker based on your property and budget.

SHOWING FEEDBACK

After showings your broker will gather feedback from buyer's brokers. Consistent themes in that feedback are valuable market intelligence and may inform pricing or presentation adjustments.

PRE LISTING CHECKLIST

- [ ] Touch up or repaint exterior; clean gutters and downspouts
- [ ] Mow, edge, prune overgrown shrubs; weed and refresh flower beds
- [ ] Polish front door hardware; fresh paint on door; test doorbell
- [ ] Neutral paint touch ups in main living areas; repair ceiling cracks
- [ ] Steam clean carpets; clean and polish hard floors
- [ ] Deep clean kitchen surfaces; fix dripping faucets; organize pantry
- [ ] Re grout or caulk tile; replace cracked tiles
- [ ] Replace shower curtain; upgrade bathroom towels
- [ ] Check all light fixtures and replace burned out bulbs
- [ ] Declutter counters, closets, and storage areas throughout

08 OFFER NEGOTIATIONS

EVALUATING OFFERS AND PROTECTING YOUR INTERESTS

What to Evaluate in Every Offer

- Purchase price vs. asking price and appraisal risk
- Earnest money deposit size
- Buyer financing: pre approval verified and reviewed in depth
- Contingencies: financing, inspection, appraisal terms
- Closing date alignment with your timeline
- Concessions: closing cost assistance, repair credits

Making a Counteroffer

You may accept, reject, or counter any offer. Your broker prepares a net proceeds estimate at multiple price points so you understand the real value of each scenario. Our goal when receiving and discussing offers is to create both urgency and a need for buyers to bring their best price and terms due to competition from other buyers.

Qualifying Buyers

We seek financial qualifying information on all buyers submitting an offer to ensure they are genuinely capable of completing the purchase. As a licensed loan originator, your broker has significantly deeper knowledge of buyer qualification than most real estate brokers, and reviews every offer and pre approval letter closely to confirm the buyer is fully qualified for the purchase scenario they are presenting.

> *Strong financing strengthens every offer.*

SELLER DISCLOSURE

Washington sellers must complete a Seller Disclosure Statement (Form 17) disclosing all known material defects. Your broker will guide you through this form carefully. Thorough disclosure protects you legally and builds buyer confidence.

09 MUTUAL ACCEPTANCE

YOU HAVE A CONTRACT, NOW THE WORK CONTINUES

Mutual acceptance means both you and the buyer have signed a purchase and sale agreement with agreed upon terms. This is a significant milestone, but the transaction still has important steps to navigate before closing.

Contingencies to Navigate

- **Inspection**, buyer may request repairs, credits, or price adjustment based on findings
- **Appraisal**, lender confirms value at or above purchase price; low appraisals require renegotiation
- **Financing**, buyer's loan must receive full underwriting approval; your broker monitors all deadlines closely

Rent Back Agreements

If you need time to move after closing, a rent back lets you remain in the home post close by paying rent to your buyer. Washington lenders generally limit rent backs to 60 days, a common and workable arrangement throughout the Seattle market.

Home Warranty

We will provide information on a home warranty covering the operating systems of your home, which can increase marketability and help reduce your liability to the buyer.

Personal Service

Every contract, document, inspection report, escrow form, and instruction is personally reviewed by your broker. You are never handed to an inexperienced assistant or a broker unfamiliar with your property or transaction. This direct personal involvement protects your interests at every step.

Availability

Your broker personally answers calls whenever possible and does not screen through an assistant or voicemail system. Expect rapid responses to calls and emails throughout the listing and escrow process.

OUR PROMISE

Constant contact is maintained with the lender, closing officer, title and escrow company, appraiser, home inspector, and all parties involved. You will never be left wondering what is happening with your transaction.

10 CLOSING OF ESCROW

THE FINAL STEP

Closing in Washington State is handled by an escrow company agreed upon during contract negotiations. Your broker coordinates with all parties to ensure a smooth, on time closing.

The Escrow Timeline

The escrow period typically runs 21 to 30 days. Your broker monitors all contingency deadlines and coordinates with the buyer's lender, title company, and all other parties throughout. Constant communication keeps the process on track and surfaces any issues early.

Final Walk Through

The buyer will conduct a final walk through, typically within 5 days of closing, to confirm the property's condition and that any negotiated repairs were completed. Your broker will help you prepare for and manage this step.

At Signing

As the seller you typically sign documents a day or two before the buyer. You will sign the deed, escrow instructions, and title and payoff documents. Your broker will walk through the final settlement statement with you so you understand every line before signing.

The Seller Pays

- Real estate commissions to all brokers
- Mortgage payoff
- Owner's title insurance for buyer
- Escrow, recording, and document fees
- Washington State excise tax (REET)
- HOA transfer fees, if applicable
- Negotiated repair credits or concessions
- Prorated property taxes through closing date

The Seller Receives

- Net proceeds after all costs are paid
- Prepaid property tax rebate, if applicable
- Utility deposit refunds from providers

OUR PROMISE

Your broker walks you through a detailed net proceeds estimate well before closing, no surprises. We maintain constant contact with the lender, closing officer, title and escrow company, appraiser, and all parties through a successful closing.

II

MOVING ON

PLANNING YOUR MOVE THOUGHTFULLY

Even a well organized move takes more coordination than most people expect. Starting early and planning each step reduces stress and ensures nothing falls through the cracks.

Planning Ahead

- Start decluttering as early as possible; it helps listing presentation and simplifies the move
- Get at least 3 written estimates from licensed, bonded movers before selecting one
- Book movers early, particularly if closing falls on a Friday or end of month when demand peaks
- Begin packing non essentials several weeks before closing
- Arrange utility transfers to take effect on your closing date

Address Changes

- US Postal Service, submit a change of address form at any post office or online
- Bank accounts, credit cards, and investment accounts
- Driver's license and vehicle registration, required within 30 days of moving in Washington
- Employer, insurance providers, and any subscriptions or recurring services

Moving Day

- Photograph and video all belongings for insurance documentation before packing
- Keep critical documents personally with you, not on the moving truck
- Do a final walk through of your home before handing over keys
- Confirm all keys, garage openers, and access codes are transferred to the buyer

After the Move

- Store all closing paperwork safely for future tax purposes
- Confirm mail is forwarding correctly within the first week
- Update homeowner's insurance on your new property if applicable

KEEP YOUR PROCEEDS STATEMENT

Your HUD Settlement Statement is needed for tax purposes in the year of sale. Consult your tax advisor about capital gains exclusions and any deductible closing costs.

READY TO GET STARTED?

Selling your home is one of life's most important decisions.
The Seattle Area Real Estate Team is here to ensure the best possible outcome.

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