



# SELLER'S GUIDE



JULIE BROWN

Exceeding Expectations...

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## Your Personal Realtor

My goal is to provide you with the very best real estate experience. When you are selling, I am confident that my team of professionals will help get you there. I have hand selected service professionals to ensure that your real estate needs are taken care of in a professional and efficient way.

## Commitment to You

I am truly dedicated to providing exceptional, professional and comprehensive real estate services to my valued clients. As a specialist in the Greater Whatcom County real estate market, you may trust in my expertise and accurate assessment. I am infectiously passionate about real estate and a highly diligent professional. I will provide extra effort and attention that produces outstanding results. I am always extremely attentive and responsive to each client's specific requirements and am fully dedicated to achieving their goals.

## My Purpose in Real Estate

My goals are based on integrity, professionalism and cooperation. I am an active member in my community. My extensive networking brings buyers and sellers together to achieve their goals.

## Positive Approach Towards Selling

I know having up to date knowledge of the market place is invaluable in helping advise you on maximizing your real estate objectives. As a Listing Broker, I am trained to help you find and negotiate the best value and property for your needs.



  
**Windermere**  
REAL ESTATE



# My Recent Testimonials



## Julie is exceptionally knowledgeable....

Julie is exceptionally knowledgeable about Whatcom County. She is very quick to respond to a phone call, email or a text. Her customer service is THE BEST. We rolled into Bellingham unexpectedly one Sunday and wanted to see a home. Julie was out of town and still able to work her magic and get us in to see the home, which we eventually bought. During the offer process I was on the East Coast and there were multiple offers on the table. Julie was a true advocate for my husband and I. She made the process even from afar, seamless. Julie is professional, down to earth and FUN to work with. We look forward (already!!!) to buying our next home with Julie!



## Julie rolled up her sleeves and did some work herself...

Julie did a great job in helping us get our home "show ready"! She not only provided ideas, but rolled up her sleeves and did some of the work herself!! The home sold quickly with no hiccups!



## Absolutely 5 stars...

Absolutely 5 stars! If there was a higher rating, we would give it to her. We had a long road from first arriving to Washington to eventually finding our perfect home in Everson and Julie was there every step of the way. Many times she went way out of her way to respond to all of our concerns while we were checking out neighborhoods and trying to decide where to buy a home. When this home came on the market, Julie was already on it when we called her about it. Her fast action is why we got this home and we couldn't be happier. If you are looking for a home in the Whatcom area of Washington, we highly recommend Julie Brown!

To see more of my reviews, please visit <https://www.zillow.com/profile/juliebrown71>







# Selling Objectives

## MY GOALS IN SELLING YOUR HOME:

- ⇒ To help you get your home sold in your timeframe
- ⇒ To put you in the strongest negotiation position
- ⇒ To have your property in top condition, ready to show
- ⇒ To make the whole process easier for you

## WHAT WE CAN'T CONTROL:

- ⇒ Market Conditions
- ⇒ The Competition

## WHAT WE CAN CONTROL:

- ⇒ The home's condition and presentation
- ⇒ Price and terms
- ⇒ Flexibility in showing your home

## MY MARKETING PLAN FOCUSES ON:

- ⇒ Understanding the conditions we can't control
- ⇒ Making the items we can control the best they can be



As part of our efforts to help you accomplish these goals, we will develop a strategy specific for your property. This custom plan for preparing and marketing your home includes:

- ⇒ Pricing
- ⇒ Presentation
- ⇒ Marketing
- ⇒ Communication, negotiation, and transaction management





# Fee Schedule

## PLATINUM SERVICE

**7% Commission (4% to listing broker & 3% to buyers agent)**

**Costs I will cover:**

- ⇒ Pre-inspection
- ⇒ Interior design consultation and staging service
- ⇒ Professional house cleaning before listing & after move out
- ⇒ Four page glossy color brochure
- ⇒ Professional Photography, Drone Video & Matterport
- ⇒ Windermere Living Magazine and standard advertising
- ⇒ Window washing, gutter & carpet cleaning
- ⇒ Furnace service by Lynden Sheet Metal
- ⇒ Roofing company inspection if necessary
- ⇒ Strategic Marketing Plan with Timeline Calendar
- ⇒ Landscape Consultation
- ⇒ Referrals to Contractors & Service Providers
- ⇒ In-Depth Market Analysis & Property Valuation
- ⇒ Open Houses with online & print advertising
- ⇒ Highly recognized yard sign with full color brochure in flyer box
- ⇒ Virtual tour approx. 80+ agents
- ⇒ Office Broker tour 20-35 agents
- ⇒ Email announcement to local area agents
- ⇒ Network of top realtors in the northwest
- ⇒ Electronic tracking of showings with follow-up email sent
- ⇒ Periodic market reviews to keep you informed during the process
- ⇒ Highly available broker (phone, text, email, in person)
- ⇒ Window washing, gutter cleaning, & carpet cleaning

## GOLD SERVICE

**6% Commission (3% to listing broker & 3% to buyers agent)**

**Costs I will cover:**

- ⇒ Pre-inspection
- ⇒ Staging consultation (this will not cover the actual staging costs)
- ⇒ House cleaning after move out
- ⇒ One or two page color brochure
- ⇒ Professional Photography
- ⇒ Standard advertising

## REPEAT SERVICE

**10% Off**

If you agree to use me to help you purchase a home within six months of selling your current home, then I will credit you 10% of my gross commission from the sale of the second home.

*One half of the commission goes to the buyer's agent and they share that with their brokerage house (i.e. Windermere, John L. Scott, REMAX, etc....)  
The other half of the commission goes to me and I share that with Windermere.*





# Selling Commissions

As independent contractors, real estate agents are paid by commission only after a sale is complete. Therefore, working hard for you whether it is listing your home or selling you a home is my top priority.

Windermere's philosophy on commissions supports statistics shown that homes listed with an SOC of 3% not only sells closer to the listing price, but also sells with fewer days on the market.



## Recent Survey of Whatcom County Homes Sold Residential, Condo, Manufactured Homes

Selling Office Commissions (SOC)	Units	Listing \$	Sales \$	DOM
3%	1,002	\$282,202	\$264,678	78
		94%		
2.5%	307	\$346,388	\$334,998	116
		91%		

All reports were published January 2015 based on data available at the end of Dec 2014. All reports are based on data supplied by the NWMLS and deemed reliable, but not guaranteed.





# Listing Your Home



Uploading photos and detailed information about your home quickly and accurately is an important part of getting it sold.

Once you have listed your property, we will immediately upload photos and information your home on the Multiple Listing Service (MLS). Within minutes, every real estate agent in the system will know that your property is on the market.

Simultaneously, your property will be listed on Windermere.com, which receives an average of one million page views every month. Windermere listings are also accessible through top real estate sites such as Realtor.com®, Zillow and Trulia.

realtor.com®

Zillow.com®

trulia®





# Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

## THE DANGERS OF PRICING ABOVE MARKET VALUE:

- » True target buyers may not see your property because it's listed out of their price range.
- » Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- » It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

## HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- » Analyze current market conditions and sales prices of comparable properties.
- » Discuss your goals and needs.
- » Advise you about ways to make your property more attractive to buyers.
- » Create a comprehensive marketing plan targeting the most likely buyers.
- » Market your property to other agents, and get their feedback on its price and presentation.
- » Keep you up-to-date on sales activity and market conditions.

YES

### WE CAN CONTROL:

- » Price
- » Terms of Sale
- » Condition of Property

NO

### WE CANNOT CONTROL:

- » Location
- » Competition
- » Market Conditions







# Professional Photography

The old adage says, "A picture is worth a thousand words." There is a reason that some adages become old ... because they are so true.



Statistically we know that 95 percent of buyers use the Internet during their home search, and 89 percent of them cite photos as a "very useful" aspect of their online search\*. If they don't like what they see, many potential buyers won't bother to see your home in person.

In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.

Professional photographers have the lighting, equipment, and know-how to showcase your home's most flattering aspects.

This helps your home stand out from the competition, increasing buyer interest and potentially your final sales price.

*\* National Association of REALTORS® 2017 Profile of Home Buyers and Sellers*





# Drone Photography

One of the most exciting developments in photography in the last several years is the drone. This innovative technology has become the newest way to take aerial photos, showcasing a property. These high flying cameras allow you to capture unique view points for potential buyers to see a variety of details, including:

- » Encompassing aerial views of the entire property and land
- » What the drive home or the kids' walk to school looks like
- » The neighborhood and surrounding area, including the home's proximity to amenities
- » Civic developments or local improvement districts that the buyer's property taxes might contribute to
- » Property maps and surveys







Windermere Real Estate / Whatcom

# Local Offices

Windermere Whatcom offices collectively have 150 agents to better serve both our community and clientele. Our five offices are centrally located, making it easy to meet with clients and maximize

## TOP AGENTS

Windermere has successfully recruited the top agents in our local market area.

## MARKET SHARE

Windermere maintains a high market share in our local area as a result of successful marketing and satisfied clients.

## NETWORKING

Windermere networks with other companies in our local area to encourage cooperation and maximize our





# Broad Exposure

With Windermere, your property receives Broad Exposure in a wide variety of media.

## INTERNET EXPOSURE

- ⇒ Complete download of all listings into the NWMLS
- ⇒ Complete download of all listings into agent websites
- ⇒ Download listings to company websites (Century 21, RE/MAX, Coldwell Banker, etc.)
- ⇒ Download listings to 3rd Party sites (Trulia, Yahoo, Googlebase, Craigslist, realtor.com, Zillow.com)
- ⇒ Download listings on sites that link to 3rd Party sites (KIRO TV, CNN Money, MSN Money, etc.)
- ⇒ We ensure our site comes up on quick searches on the internet such as Google, Bing, Yahoo, etc.

Windermere remains the most dominate company in Print Exposure. Advertising in publications will automatically send each ad to their online site which gives each property more exposure



## EXPOSURE TO PUBLIC

- ⇒ 5 Office locations
- ⇒ Bellis Fair Mall
- ⇒ Mall Power Point Presentation
- ⇒ Open Houses
- ⇒ Signs
- ⇒ Flyers
- ⇒ Circle Prospecting

## PRINT EXPOSURE

- ⇒ Lynden Tribune
- ⇒ Northern Lights
- ⇒ Homes.com
- ⇒ The Real Estate Book
- ⇒ NW Homes
- ⇒ Lifestyles NW
- ⇒ Windermere Living
- ⇒ Postcards

## EXPOSURE TO OTHER AGENTS

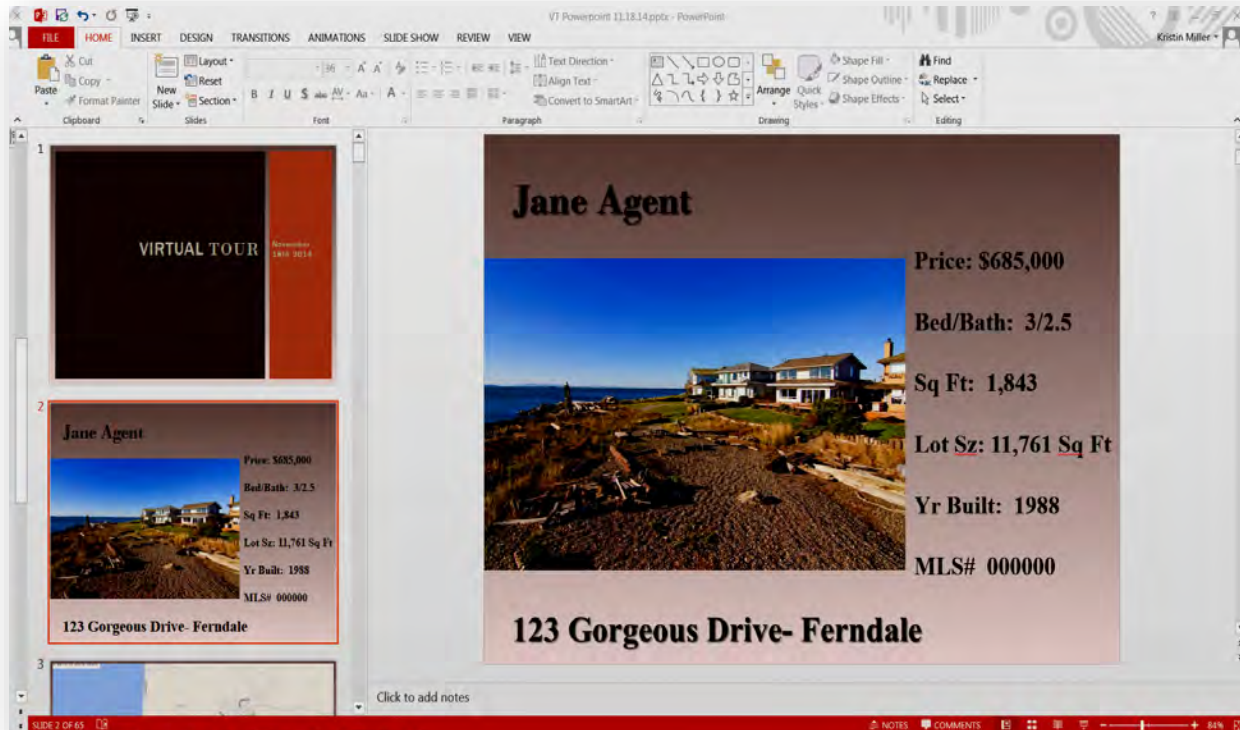
- ⇒ Sales Meeting - Wants & Needs
- ⇒ Virtual Tour
- ⇒ Live Tour
- ⇒ Brokers Opens
- ⇒ Meetings with other agents
- ⇒ Mad Dash Distribution







# Virtual Tour



Because of the increased activity in our marketplace, not all agents are able to participate in our office tour. Or, sometimes a property is out of easy driving distance for many of our agents. In that case, we do a virtual tour. As your agent, I will put together a series of photos that show off your home, and will show those at a projected "slide show" at our office meeting to our entire group of agents.



# Agent Networking



Networking with other real estate agents within the first few days on the market will be key to selling your home. As your listing agent, my ability to network at weekly sales meetings will get your property shown to the top agents who will help sell your property.

While our workflow has changed some over the past year due to COVID-19 restrictions, we have continued our sales meetings online with excellent participation. Everyone is adapting to leaning more heavily on online communication and networking, and in 2020 even with tight inventory we had some of our best months ever.







# Northwest MLS

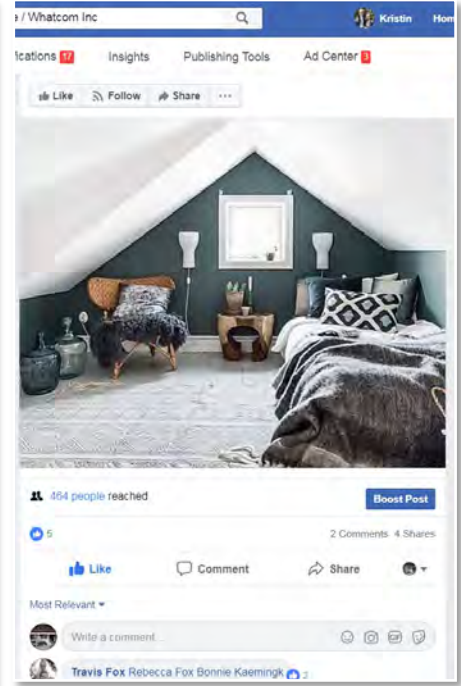
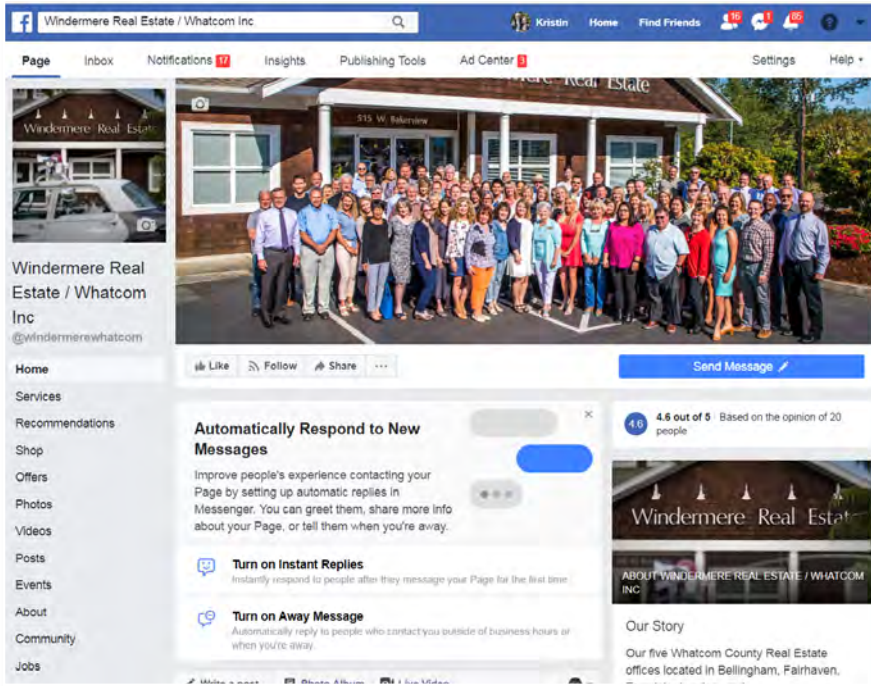


We expose your property throughout the Northwest. As Whatcom County's leading member of the Northwest Multiple Listing Service, we can showcase your property to more than 16,000 agents throughout the Northwest. Because our area has become very popular, a buyer for your home may come from out of the area. Exposing your home to agents and buyers beyond our county is an important part of what we offer our sellers.





# Social Media Marketing



Having your property information seen on the internet is essential for the sale of your home. Today, 43 percent of buyers find the home they ultimately purchase on the Internet, and social networks are where people go to talk, share information, and keep informed.

As your agent, social media networking is huge in getting the word out about your home. With a strong network presence, your listing reaches more people in less time, maximizing the exposure of your home.







# Google and Windermere

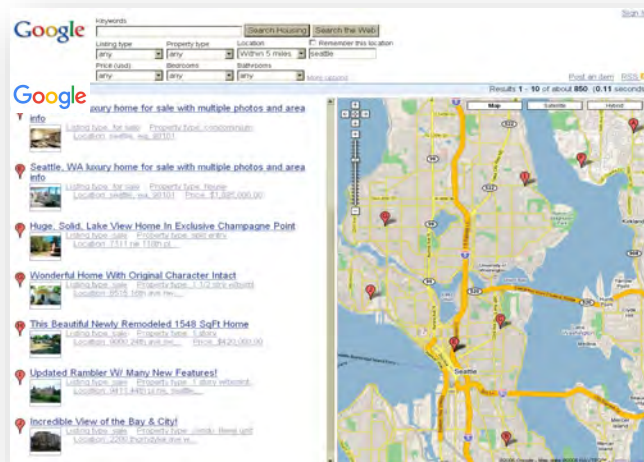
With over 90 percent of consumers using the internet to begin their real estate process, it would only seem natural for the leaders in real estate and the leading online search engine to team up. Windermere and Google are collaborating to dramatically increase the exposure for Windermere listings by making them accessible through a Google search.

## HOW DOES IT WORK?

- » Your home is officially listed with Windermere.
- » Windermere provides detailed information about your property to Google's database.
- » If your home matches a user's search criteria, it's included in the Google search results.
- » Users click for more information, and they are sent directly to your listing on the Windermere site.

## MORE EXPOSURE FOR YOUR HOME

The goal of this effort is to expose your home to more than 380 million monthly users...and potential buyers. And once on the Windermere.com site, we treat them to a content-rich experience that has made the Windermere Web site the top-rated real estate brokerage site in the West. Buyers can utilize our PropertyPoint™ interactive map search featuring Google Maps™, the standard in mapping software, along with Windermere's exclusive Photo Gallery tool.



Providing online access to your home for this large pool of interested buyers can translate into shorter on-market time. When a home sells quickly this often means a higher sale price, leaving you in a better position to begin the next chapter of your life.

## OUR SHARED COMMITMENT TO YOU

Windermere and Google share a commitment to delivering the most relevant and complete information available to consumers. We feel this association offers our clients the best opportunity to maximize the growing potential of the real estate online space. List with me and I'll put the strength of this collaborative effort to work for you.





# Your Property Online

Over 90% of home buyers use the Internet to search for homes. Statistically, most start by searching the direct website, windermere.com. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

As a Windermere agent, I have access to the most advanced online marketing system in the industry and can post your home on websites like windermere.com, windermerewhatcom.com, Google and Trulia as well as keep your home posted consistently near the top of the list on Craigslist. Your home listing will be presented in a beautiful ad with large photos designed to make it easy for buyers to find your home.





# Office Live Tour



## Thank you for letting us tour your home

Each week after our sales meeting, all Windermere associates tour homes that are new on the market. With Windermere's highest market share, this benefits you having the agents who are most likely to bring a prospective buyer to your home preview it as soon as your home hits the market.



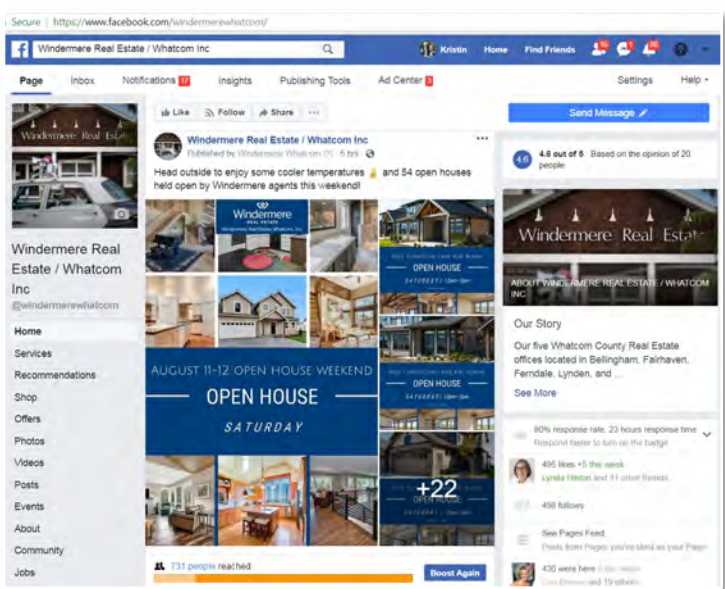




# Open Houses

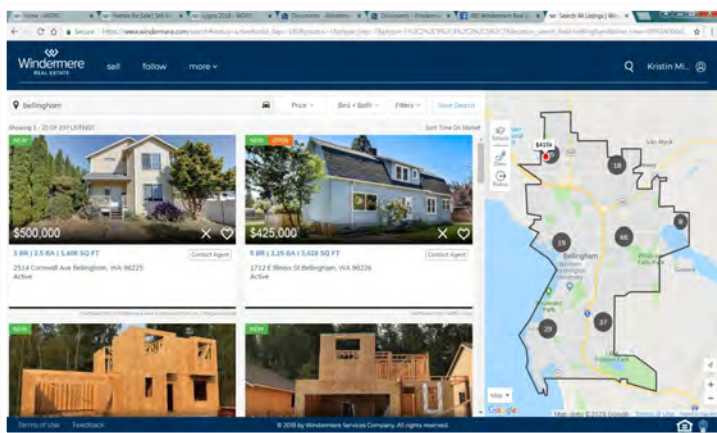
Windermere believes that holding open houses remains to be one of the largest ways to reach prospective buyers by allowing them to view your property.

Our outreach to the public in advertising your open house reaches more than 8,000 viewers through our social media site, not to mention the large internet exposure through all broker sites, as well as 3rd party sites like realtor.com, Zillow, and Trulia.



We've also expanded our skillset to include many more virtual options to share and showcase listings, providing a complete virtual viewing experience. These include:

- » Virtual Tours
- » Matterport Tours
- » Virtual Open Houses
- » Video Conferencing







# Flyers & Signage

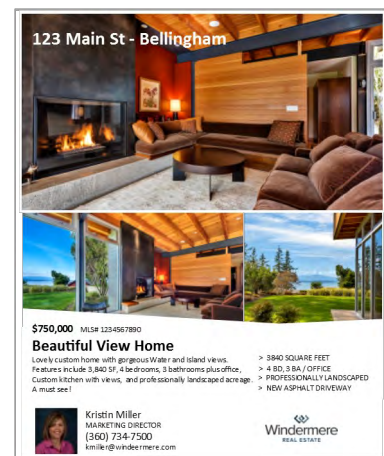


Selling your property means the careful orchestration of advertising, marketing and public relations. My goal is to reach precisely the right target audience through key local and national contacts.

One way to achieve this goal is to pique interest with the full-color marketing materials I use to showcase your home. Whether I am presenting your information in a postcard mailing to the neighborhood or in an informative flyer, each piece will exude quality and professionalism.

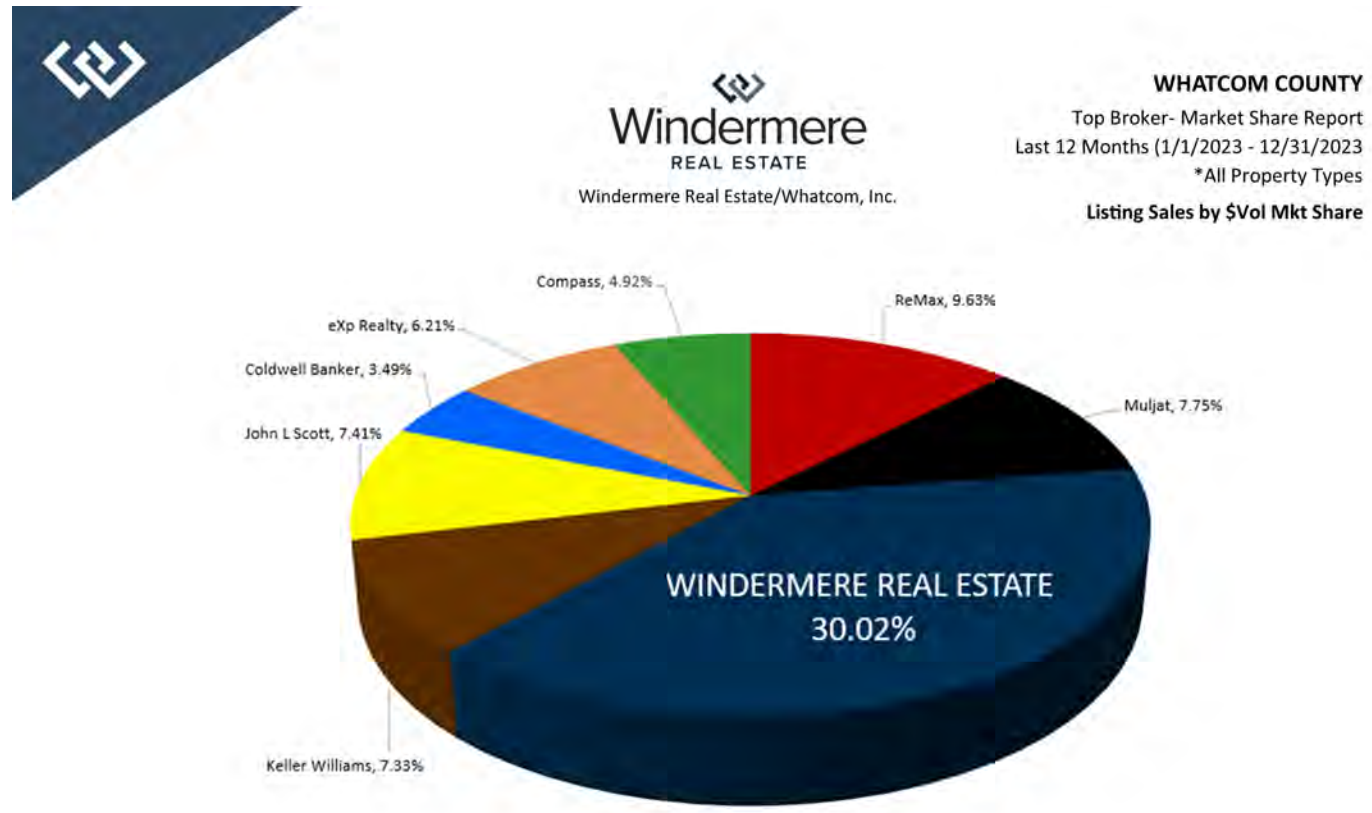
Another way is to display a Windermere yard sign, which for over four decades has become synonymous with quality listings. 33 percent of buyers found yard signs to be a very useful source when searching for homes to purchase.\*

What better way to tell the story of your home?





# Market Share



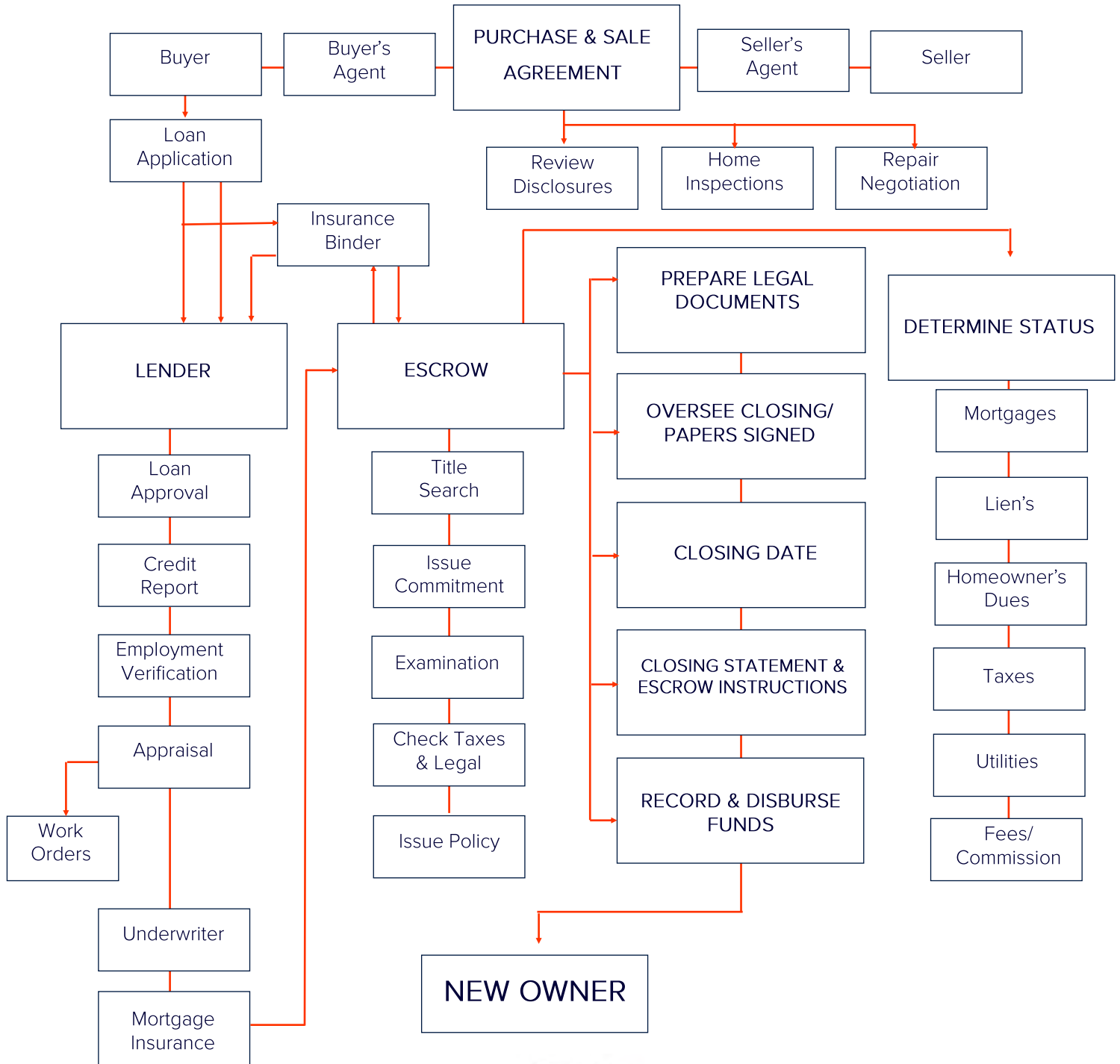
\*All reports were published January 2024 based on data available at the end of December 2023. All reports presented are based on data supplied by the NWMLS and deemed reliable, but not guaranteed.

515 BAKERVIEW RD - BELLINGHAM, WA 98226 | 1200 OLD FAIRHAVEN PKWY - BELLINGHAM, WA 98225 | 1894 MAIN ST #102 - FERNDAL, WA 98248  
8071 GUIDE MERIDIAN #105 - LYNDEN, WA 98264 | 8105 BIRCH BAY SQUARE ST - BLAINE, WA 98230





# Steps to Closing







# Community Service Day



## Making our communities better places to live.

It's a commitment we take seriously at Windermere Real Estate. That's why one day each year, Windermere offices close their doors so agents can spend time improving the neighborhoods in which we live and work. Since the first Community Service Day in 1984, Windermere associates and staff have volunteered nearly 500,000 hours of service to help improve our communities by working on projects to spruce up parks and playgrounds, paint community centers and tidy the homes of area seniors, just to name a few.

In the past years, the Whatcom County Windermere associates have volunteered at Agape Women's & Children's Home, Lydia Place, Dorothy House, Boys & Girls Club, YMCA & YWCA, and Horizon Camp.

