

# HOME SELLERS GUIDE

Windermere Real Estate / Whatcom, Inc.



Julie Brown

Managing Broker  
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# Client Testimonials

“ Julie is a pro! She is very knowledgeable about the market and the processes, so the transaction was smooth and efficient. She is a good communicator and problem solver. I highly recommend Julie.

Christine R  
March 2024



“ Julie was fantastic. We looked at many houses even revisited a couple until I found 1 that both my family and I liked. And we could see me living there. Julie was very understanding and patient with me. And all my concerns. I feel like I found I place I'll be living in for many, many years.

Brenda A  
March 2024



“ Julie was great! Worked with me on my timing. Personable, experienced and knowledgeable. Had good suggestions and advice. Answered my phone calls day and night. Offers came in swiftly and the end game of the sale went smoothly. Totally happy with Julie.

Constance J  
March 2024



“ She was very friendly, helpful and responded quickly to our enquiries. She provided good and honest feedback and had good negotiation skills. She was very experienced and we would recommend her services to other clients. Thanks Julie!

Suzanne H  
February 2024





How I Help

# Sell Your Home

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

## MY SERVICES

- 】 Explain basic real estate principles and paper work
- 】 Do a Comparative Market Analysis (CMA) to help determine your home's value
- 】 Help determine the right selling price
- 】 Assist you in preparing your home for sale
- 】 Market your home to buyers and other agents
- 】 List your home on Realtor.com, Windermere.com and other real estate websites
- 】 Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- 】 Assist you with the purchase and sale agreement
- 】 Negotiate with buyers and their agents on your behalf
- 】 Track contingencies and ensure contract deadlines are met
- 】 Work with the escrow company to ensure all documents are in order and on time

## YOUR BENEFITS

- 】 Be more likely to get the highest return on your investment
- 】 Decrease your days on market
- 】 Understand all the terms, processes and paperwork involved
- 】 Have exposure to more buyers and agents with qualified buyers
- 】 Have current market information to make informed decisions
- 】 Have a skilled negotiator on your side
- 】 Have peace of mind that the details are being handled





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.

#### 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





# 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 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
- 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.*





# 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 97 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.

As your agent, I will provide you with a “to do” list on how to stage your home prior to our professional photographer taking pictures.

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® 2020 Profile of Home Buyers and Sellers





Windermere Whatcom

# Broad Exposure

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

## **BROKER EXPOSURE**

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

## **PUBLIC EXPOSURE**

- 】 5 Office Locations
- 】 Presentation
- 】 Open Houses
- 】 Signs
- 】 Social Media
- 】 Flyers
- 】 Circle Prospecting

## **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.)
- 】 Social Media sites (Facebook, Instagram)

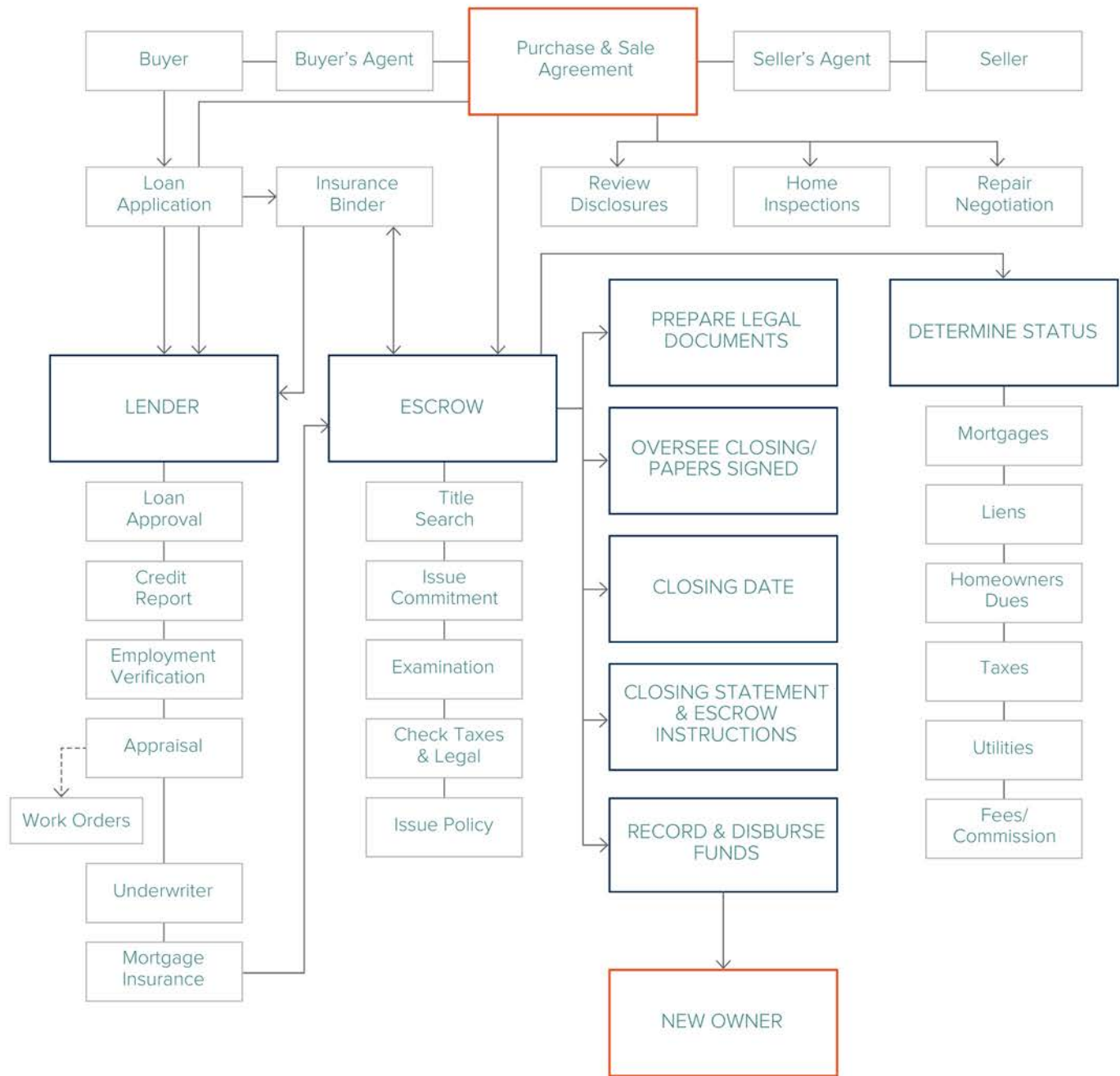
## **PRINT EXPOSURE**

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





# Steps to Closing





Windermere Whatcom

# 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.

## **BROKER LIVE TOUR**

Our Tuesday office tours expose your home to all of our agents. This means that you have a large group of agents familiar with your home and ready to tell prospective buyers about it.

## **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.





# Windermere Whatcom Market Share



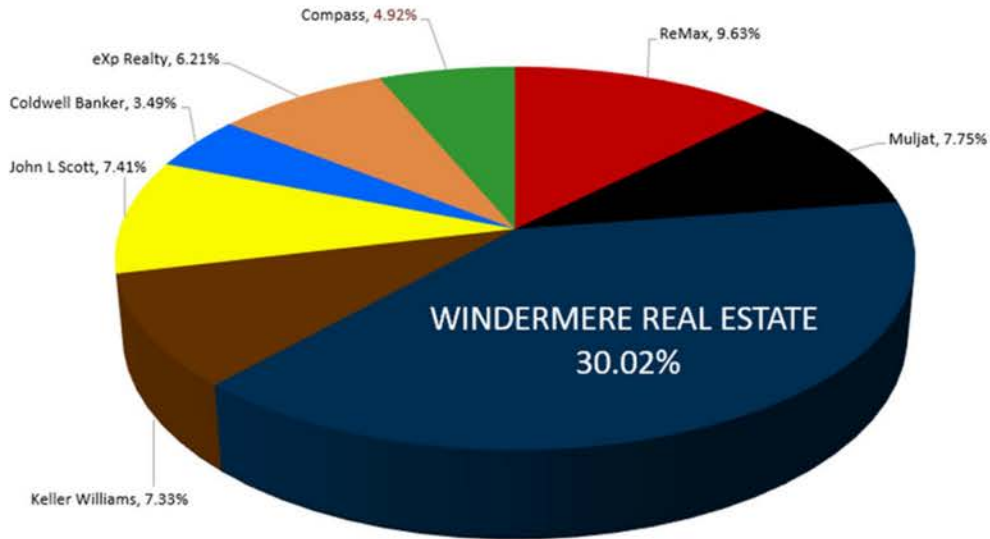
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## WHATCOM COUNTY

Top Broker- Market Share Report  
Last 12 Months (1/1/2023 - 12/31/2023)

\*All Property Types

Listing Sales by \$Vol Mkt 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 - FERNDALE, WA 98248  
8071 GUIDE MERIDIAN #105 - LYNDEN, WA 98264 | 8105 BIRCH BAY SQUARE ST - BLAINE, WA 98230





Windermere Whatcom

# Commitment to Community

Windermere understands the importance of giving back to our community. Enriching the neighborhoods in which we live and work is an integral part of how we do business.

**In 2023 Windermere Whatcom donated over \$76,000 to the Windermere Foundation.**

Funds are raised through community events, personal donations and from a portion of every transaction. Through the Foundation, these donations benefit our local community organizations, specifically ones supporting women and children.

- 】 Boys and Girls Clubs of Whatcom County
- 】 Engedi Refuge
- 】 Whatcom Dream
- 】 Animals as Natural Therapy
- 】 Skookum Kids
- 】 Our Treehouse
- 】 Salvation Army
- 】 Lydia Place
- 】 D.I.S.H. Foundation



- 】 We donate a portion of our commission from every transaction to benefit the Windermere Foundation
- 】 Since 1989, the Foundation has raised more than \$50 million in donations.
- 】 Assistance is provided to non-profit agencies dedicated to helping homeless and low-income families in our community.



"Diligently acting on behalf of her clients, she accurately addresses each critical issue to ensure that every point of the transaction goes smoothly."



# Julie Brown

## Managing Real Estate Broker

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

Applying her thoughtful guidance and vision, Julie takes great care to educate and advise her clients with an informed and insightful assessment of the current real estate market. Through her experience as a paralegal, Julie is very astute, remarkably meticulous and extremely diligent in seeing that her clients' needs are thoroughly attended to; from the selection of their distinctive property, to the review of the contractual components of the transaction, through to the details of the inspection, and on to the final and important points at closing. Sellers greatly appreciate the targeted strategies she skillfully implements to clearly accentuate each property's specific features to stand out in the market place. Diligently acting on behalf of her clients, she accurately addresses each critical issue to ensure that every point of the transaction goes smoothly.

