

SELLING YOUR PROPERTY

MARKETING PLAN



Best Choice
R E A L T Y

206.886.3986 | 509.795.2029

support@bestchoicerealtywa.com

choicehomes4sale.com



Our mission

is to provide the highest quality, most innovative technology, unsurpassed local expertise and unparalleled real estate services anywhere in the Pacific Northwest.

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TESTIMONIALS

OUR VALUED CLIENTS

Best Choice Realty provided excellent advice about what was needed to ensure potential buyers saw my house in its best light. They priced and sold the home at the best market price. During the negotiation process we knew they had our best interests in mind and so we got the best price and terms.

B. Fullmer

I have been very pleased with Best Choice Realty. This company offers great customer service and amazing attention to detail.

Amber Moreno

My Best Choice broker was caring and patient and motivated in selling our home. My agent worked tirelessly to accommodate both the seller and buyer. Their advertising of our home was above and beyond. They are an outstanding broker with a warm and loving personality and serve your best interests at all times.

Carol and Dick Albright



We are not paid for our time, but for our market expertise.

We do not earn a commission unless your property sells, so we must provide the

highest level of service.

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Our goal is to create a high demand for your property among multiple qualified buyers so they compete for your property.

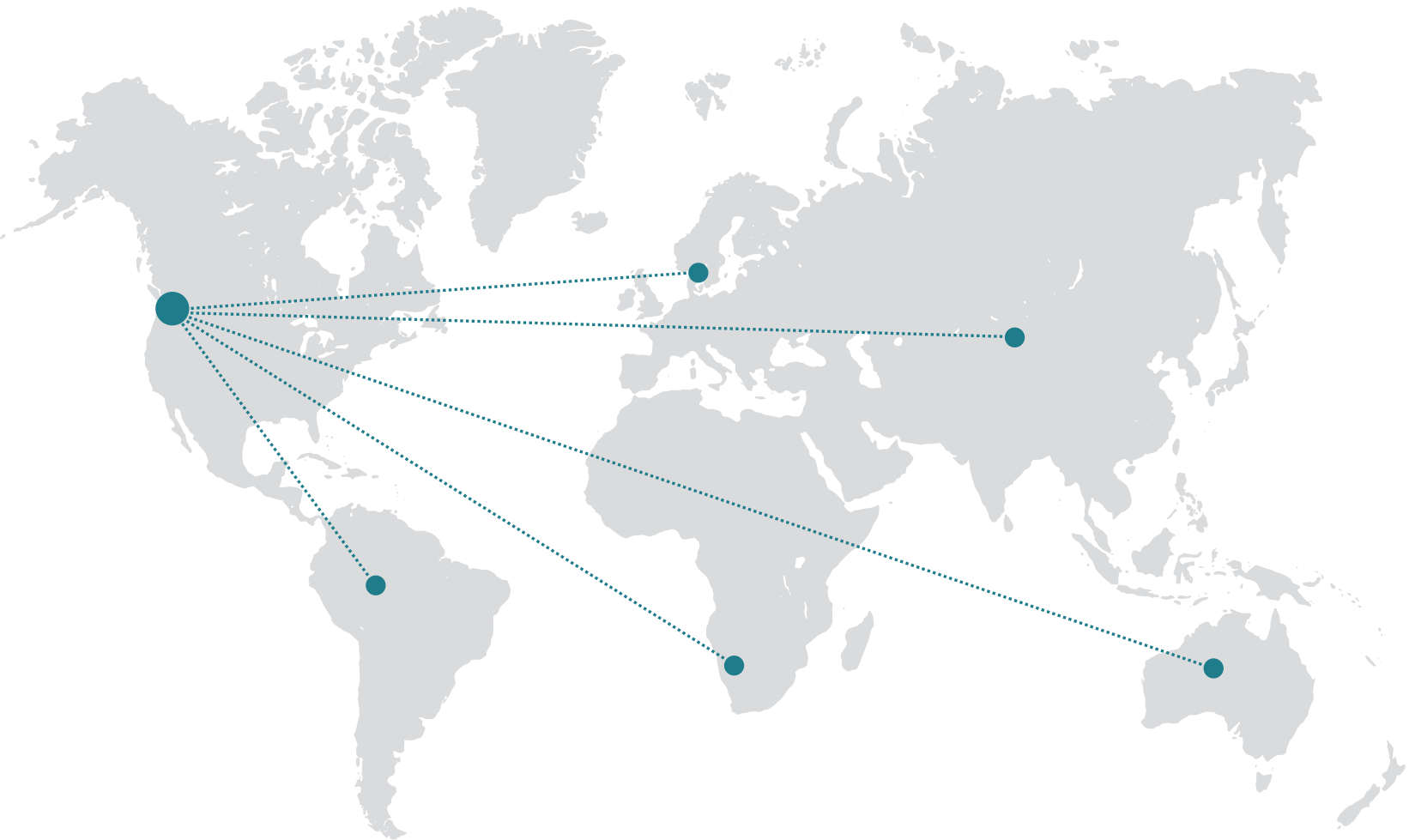
We know how to market your property

Your listing is posted on the Multiple Listing Service and other media platforms in order to stimulate interest from other real estate brokers and qualified buyers.



MARKETING STRATEGIES

EXPANDED NETWORKS TO MEET YOUR NEEDS



Our buyer network reaches locally and abroad.

We have a diverse team of agents who speak over 15+ languages and are ready to assist with bilingual needs.

MAXIMUM EXPOSURE

ONLINE MARKETING STRATEGIES



MARKETING

Utilize the most current marketing trends and techniques.



ONLINE SYNDICATION

MANAGEMENT

Overseeing property marketing and representation online.

SOLUTIONS DEVELOPMENT

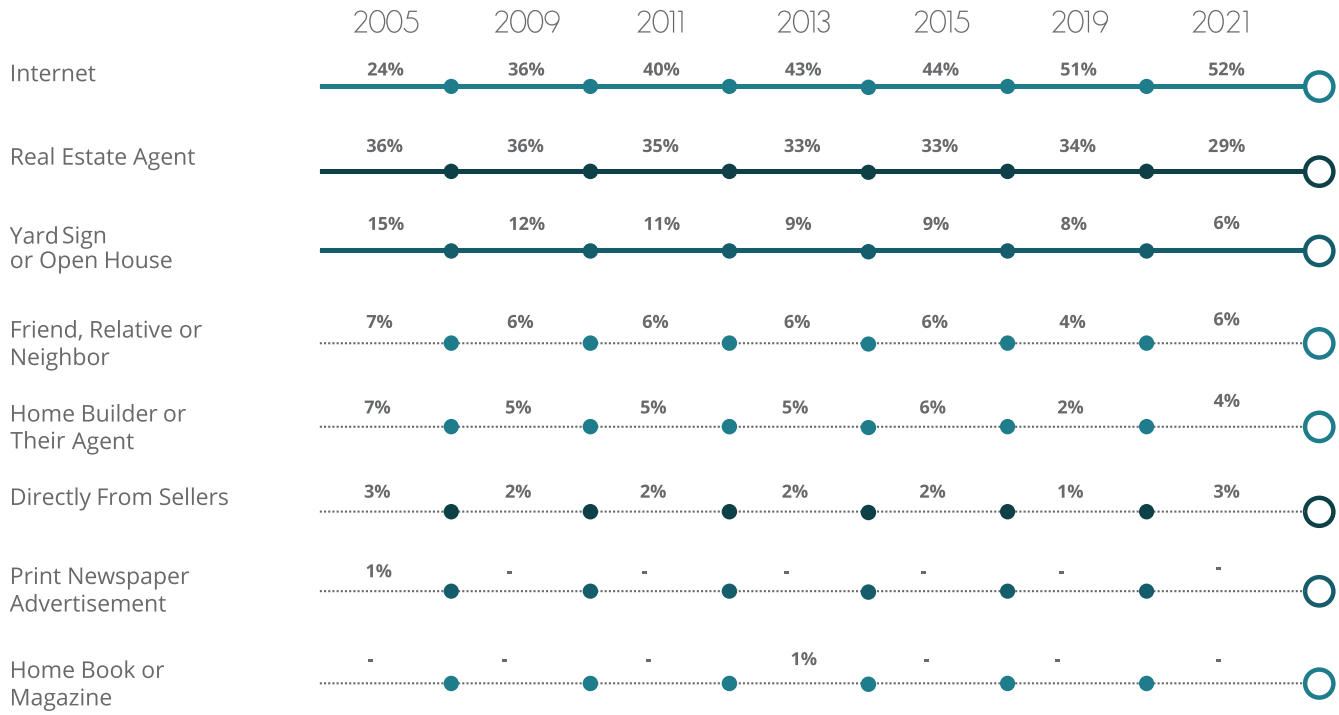
Integrate and diversify across all digital distribution outlets.



NAR PROFILE

WHERE BUYER FOUND THE HOME THEY PURCHASED

87% ALL HOME BUYERS
COME FROM THESE THREE SOURCES



*Data from the National Association of Realtors®



SIGNAGE STRATEGY

MARKET EXPOSURE

It is important to utilize a comprehensive strategy to promote your property's features. We go beyond the typical real estate company and perform impeccable **follow up on all sign inquiries.**



OPEN HOUSE STRATEGY

MARKET EXPOSURE

Open houses offer the opportunity to meet potential buyers who may not have otherwise set up an appointment to view the property. It allows time to establish a rapport with interested parties.

Open House marketing can include:

- Date and time posted to MLS, social media, and all syndicated sites
- Printed marketing materials: flyers, postcards, or door hangers
- Door knocking the neighborhood
- Signage: A-boards and directionals



PHOTOGRAPHY

Photography enhances the best features of your property, allowing buyers to imagine themselves living there.



HOME STAGING

Professionally staged homes increase buyer's perceived value and sell faster and for more money than comparable non-staged homes.

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WHICH IMPROVEMENTS ADD VALUE?

Oftentimes, sellers are hesitant to renovate their properties in fear of little to no return on their investment. Some renovations are more likely to yield a better return than others.

PROJECT	COST	VALUE-ADDED	COMMENTS
Kitchen	Low: \$15,000 High: \$20,000+	80-110%	New cabinets and counter tops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: \$7,500 High: \$10,000	80-115%	New fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Roof	Low: \$15,000 High: \$50,000+	80-110%	Removing and disposing existing roof and installing a 25 year warrantied composition roof with new underlayment, flashing, etc.
Deck	Low: \$5,000 High: \$10,000+	75-95%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trellis-work) influence cost.
Paint	Low: \$5,000 High: \$15,000+	90-150%	Assumes the prior paint was worn and repainting was done immediatley prior to putting the property on the market. Paint is one of the highest returns on your investments you can do.
Carpet	Low: \$5,000 High: \$10,000	80-110%	Disposal of current carpet and installing new pad and carpet. Higher quality of materials can raise the cost.



MARKETING STRATEGIES

MAXIMIZE THE VALUE OF YOUR PROPERTY

When sellers ask how long it takes to sell, there is no easy answer. While some properties sell in a few days, others may take several months. One of the key factors that influence a sale is the condition of the property. Here are some suggestions on what you can do to prepare your property before going on the market.

- 1 Declutter & Depersonalize
- 2 Enhance Curb Appeal
- 3 General Cleaning
- 4 Important Repairs

At Best Choice Realty, we have a vendor directory with licensed, bonded and insured businesses. They are vetted, reliable and dependable home improvement workers in the local marketplace. Including painters, roofers, landscapers, plumbers, electricians, and more.

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SETTING THE PRICE

THE IMPORTANCE OF PRICING CORRECTLY AT MARKET VALUE

Setting the price

for your property, the listing must balance between the seller's need to achieve the best possible return with the buyer's need to get a good value. With many years of experience, Best Choice Realty can help you set a price that will accomplish both objectives.

Establishing market value

The market value of your property is determined in exactly the same way as any other commodity – what a buyer is willing to pay for it, in today's market. Despite the price you paid originally, or the value of any improvements you may have made, the value is determined by market forces.

Look at the competition

Buyers look at several properties on average before making an offer on a property. As a result, they have a good understanding of the market and will compare your property against the competition. If it is not in line with these properties that are available, buyers will not consider your property a good value for the money, and will offer less than your listed price.





Prior to going live on the market, we will do a **comprehensive market analysis** considering sales data and local trends in your neighborhood. We will discuss pricing strategy and steps to take in order to work within your timeline.

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We've got you covered. 

Founded in 2012, Best Choice Realty is one of the largest and most productive independently owned and operated Real Estate companies in the Pacific Northwest.

Our clients know when they elect to work with a Best Choice Realty Real Estate Broker, they can count on us for the highest quality consultation. Our Real Estate Brokers pride themselves on providing the best service, communication, technology and local expertise to help their clients navigate their real estate journey.

Our offices are strategically located across the Pacific Northwest to fit all of your buying and selling needs.

Office Locations | 206.886.3986 | 509.795.2029

Seattle

16400 Southcenter Pkwy Suite 306
Seattle, WA 98188

Lynnwood

3400 188th St SW Suite 540
Lynnwood, WA 98037

Vancouver

303 E 16th St Suite 209
Vancouver, WA 98663

Sequim

294 Sunshine Ave.
Sequim, WA 98382

Tacoma

2702 S 42nd St Suite 205
Tacoma, WA 98409

Sumner

15421 Main St E Suite B
Sumner, WA 98390

Federal Way

2505 S. 320th S. #255
Federal Way, WA 98003

Spokane

16201 E. Indiana Ave #3140
Spokane Valley, WA 99216