

Key to Selling

Your guide to selling a home,
with an agent who cares.



Know
VANCOUVER

RAE MASTER
REALTOR®

Brokered by: Real Broker, LLC

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I'M HERE TO HELP.





Rae Master knows Vancouver.

As a successful agent in Clark County, Washington, the trust I've built with my clients has come from my knowledge of the neighborhoods, getting involved with the community and local non-profits, supporting our small businesses, and sharing valuable information.

If you're preparing to sell a home, downloading this packet was a great first step. I'm excited to help you prepare your home, load you up with knowledge of our local market, and set expectations around profit and timelines, so you can take this next, big step, confidently.



Listing Process

If you're reading this, you're already on the right track.

The fact that you're taking time to research your options, meet with potential agents, and educate yourself, is already more than many sellers do.

The sale of your home is imminent, but should you work with me, I'm here to make sure you're comfortable through the process, and pleased with the outcome. I pride myself on being one of the most tenacious, responsive, and caring brokers in our market. So after we sign a listing agreement and set a price, what happens next?

1. Home Preparation: We'll consider small organizational tasks and bigger home improvement projects, along with your financial picture and timeline, to determine what updates make the most sense before listing your home.

2. Photography and Marketing: I hire a professional photographer for every listing to show each home in its best light. If your house sits upon a unique piece of land or has desirable surroundings, aerial footage will be included. I use my career experience in design, marketing and user experience to create stunning marketing materials, complete with finessed copywriting that converts ten times higher than most. (Reporting showed a 10% click-through rate compared to 0.90%, the average CTR for Facebook ads across all industries.)

open house
SUNDAY 11AM-1:30PM

9914 NE 67TH STREET
VANCOUVER 98662

4 BEDS | 3 BATHS | 2,506 SQ. FT.



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Property Improvements

Ongoing Landscaping / Garden / Pond	2018 and on...	\$20,000.00
Interior Doors	2018	\$2,000.00
Crawspace Insulation	2018	\$1,000.00
New Energy Efficient Windows	2018	\$9,000.00
Exterior Lighting	2018	\$300.00
Exterior/Interior Paint	2018	\$8,000.00
Nest Installation	2019	\$150.00
New Deck	2019	\$4,000.00
Level Shed Foundation	2019	\$1,300.00
Drip Line and Sprinklers	2019	\$6,800.00
New HVAC System	2020	\$12,874.00
Fencing	2020	\$1,580.00
New Hot Water Heater	2021	\$439.99
New Garage Door	2021	\$1,995.00

Almost \$70,000 in improvements in the last 4 years!



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Certified Wildlife Habitat in the heart of Vancouver!

NWMLS 1993519



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Featured in Vancouver's Natural Garden Tour, this oasis of a home includes RV Parking & extra-wide 18' garage, 60/40 native/edible all-organic garden with integrated drip lines and sprinkler systems, huge chicken coop housing nine chickens, a pond, covered firewood storage, permanent LED lighting for holidays, play area, doggy septic tank, and a shed make up the exterior of this stunning double lot. Inside features wood-beam vaulted ceilings, a slider to the garden off the primary bedroom, and a huge bonus family room complete with a wet bar. Improvements over the last three years include new HVAC, all new vinyl windows, new water heater, custom garage door, interior and exterior paint, crawspace insulation. Carpet will be freshly cleaned just before close!

Listing Process

3. **Go Live:** On the decided date, your home will be listed on two multiple listing services; the RMLS and the NWMLS. Buyers and brokers throughout Washington AND Oregon will see it on sites like Zillow and Redfin.

4. **Open House:** An Open House on the first weekend of your home listing generates a flurry of local interest. Your home will be left in better order than I arrived in.

5. **Showings & Appointments:** We can set a schedule based on days and times your home is vacant, with as much notice as you'd like.

6. **Offer(s) Reviewed & Negotiated:** The price and terms of each offer will be clearly presented and explained so you can make an educated decision on whether you want to counter, accept, or reject the offer(s).

7. **Inspections:** Every buyer has the opportunity to have the home inspected by experts in privacy, and the chance to cancel the contract during the contingency period. Once an inspection is completed, it is likely there may be items that call for negotiation. I'll help you weigh the impact of requested repairs on your net proceeds.

Listing Process

8. **Appraisal:** For a cash buyer, appraisals aren't required, but if the buyer is financing the purchase of your home, the bank will likely require an appraisal to ensure that they are lending no more than the home's true market value. If the value comes in below the purchase price, the Buyer may decide they would like to re-negotiate the purchase price.

9. **Title Work:** In the meantime, the title company will also be completing a Title & Lien Search to make sure ownership transfers smoothly. If you live in a community with an association, they will also make sure dues are in good standing and no violations exist.

10. **Final Walkthrough:** Just before closing day, the Buyers will walk through with their agent one last time to make sure everything agreed upon in the inspection has been resolved to their satisfaction and that the home is vacant and in the condition they expected.

11. **Closing Day:** You've signed your paperwork with the Title company and you're all moved out. Leave your keys and garage door openers on a kitchen counter and *Cheers!* to a big accomplishment and new beginning.

Home Preparation

Clean, Declutter, & De-Personalize

- Thoroughly clean the entire home.
- Clean floors; including tile, carpet and hard surfaces.
- Get rid of all dust bunnies.
- Repair cracks and holes in the walls.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Remove items from the garage and store them off site.
- Secure valuable items, including cash and jewelry.



Home Preparation

Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash the siding and windows.
- Inspect the roof and make repairs as needed.
- Repair cracks in the driveway and sidewalks.
- Sweep the entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.
- Pull weeds, plant colorful flowers and shrubs.
- Store any toys or equipment lying on the yard.
- Clean up pet droppings.
- Clean the gutters and downspouts.
- Clean the backyard and pool area.
- Stage the front porch or deck with furniture and potted plants.



Home Preparation

Special Attention to Kitchen & Bathrooms

- Mop the floors.
- Clear the countertops.
- Replace outdated hardware and dim lightbulbs.
- Clean appliances and fixtures.
- Tidy and organize pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.



Showtime! Before each showing and Open Houses:

- Turn on lights, turn off TVs.
- Open windows to let in fresh air if it's nice outside.
- Open curtains to let in natural light and show off views.
- Temporarily relocate pets, if possible.
- No Smoking! Anything!



Pricing & Profits

How Do We Set A Price?

Most agents will come into your home, with a price ready to go. I price your home *with* you, so you understand the logic and market.

I'll visit you with a presentation of recently-sold comparable homes. Homes that sold within the last three months, within a half mile of your home, with a similar year built, and similar beds/baths and square feet.

TOGETHER, we will assess if each home is better, worse, or very similar to your home in appeal. Is it more updated? Is it lacking a garage space? Is there landscaping more mature? As we track our input, a price will be generated, for us to consider.

“But my Zestimate says...”

Zillow's algorithm knows nothing about homes on the market except for objective criteria- beds, baths, square footage. The condition of the home is not taken into account at all, for better or for worse.

Things only a human can apply value to include: interior upgrades, outdated finishes, the neighborhood and surroundings, cleanliness, views, landscaping, additions and outbuildings.

Pricing & Profits

Where Does All of That Commission Go?

MLS FEES

I subscribe to the RMLS which disperses to Oregon and the Portland Metro, and also the NWMLS which disperses through out the state of Washington. Many agents only subscribe to one or the other, missing the opportunity to market your home to buyers in both states.

MARKETING

With a background in Creative Direction and design I use professional photographers, design software, and pay out-of-pocket for all print production, direct mail costs, digital advertising, print advertising, and distribution of high end, custom marketing pieces to sell your home.

BUYERS' AGENT

The commission cited in our listing agreement is also split with the buyers' agent. I share no less than the current, standard rate in our area with the agent who brings us the buyer that purchases your home.

ALWAYS ON CALL

Unlike most 9-5 jobs, I'm on call 24-7 for my buyers, sellers, other agents, contractors, lenders, title and escrow officers, and more, to keep the transaction moving swiftly. I offer consistent availability or compensate a backup on the rare occasion that I'll be totally inaccessible.



Pricing & Profits

“But Redfin will list my home for 1%...”

- Redfin only honors 1% if you sell AND buy with them within 365 days. Otherwise, fees start at 1.5%.
- Listing fees vary if you sell to an unrepresented buyer.
- As the seller, you’ll also be responsible for the buyer’s agent fee, which is typically between 2.25% and 3%.
- In areas where they don’t have Redfin Agents, or if their agents are at capacity, you can use a Partner Agent to sell your home. Partner Agents typically charge a listing fee of 2.5%–3%.



Pricing & Profits

How Much Will I Make From My Home Sale?

Here's a quick formula to calculate anticipated costs incurred through sales. Inspection repairs are impossible to estimate and seller concessions are negotiable.

Once we have an actual list price or offer, I can work with Escrow to generate a Net Sheet to give you more accurate numbers.

* This worksheet is for educational purposes only. All costs are estimates and no guarantee is made that everything has been included.

HOME SALES PRICE:	<u>\$425,000</u>
-REAL ESTATE AGENT FEES:	<u>5.5% or \$23,375</u>
-IMPROVEMENTS & PREP:	<u>1% or \$4,250</u>
-SELLER CONCESSIONS:	<u>1.5% or \$6,375</u>
-TAXES:	<u>1% or \$4,250</u>
-INSPECTION REPAIRS:	<u>\$1,500</u>
-MORTGAGE PAYOFF:	<u>\$200,000</u>
=NET PROCEEDS:	<u>\$185,250</u>



Where to, Next?

BUYING YOUR NEXT HOME

If you're staying local, our shopping journey begins right when we discuss listing your home. I have unique offer strategies and solid relationships with Listing Agents throughout Clark County that help get our offers accepted. Leave it to me to align timelines and logistics of closing on your sale and purchasing your next home.

RELOCATION

Do you need a trusted referral somewhere else in the country? I have friends in real estate scattered across the nation. And I feel so much better handing off a client to someone I know, and trust will have their best interest at heart when finding their next home.

TEMPORARY RESIDENCE/ RENTAL

If you're still considering your next permanent move, and need help finding a rental or temporary residence, I'm happy to do some networking and research on your behalf. While rentals aren't my specialty, I know a vast array of members of our community that can help spread the word.

I hope we have a chance to work together!

Selling your home is a huge process and it's important that you trust your REALTOR®. My focus will be keeping in communication with you every step of the way, guiding you on negotiating offers and home inspections, and getting you the greatest possible net proceeds on a timeline that works for you.

