

HOME

YOUR GUIDE TO SELLING REAL ESTATE



Holistich

Home Group

A Kristy Woodford Company

HOLISTIC HOME GROUP

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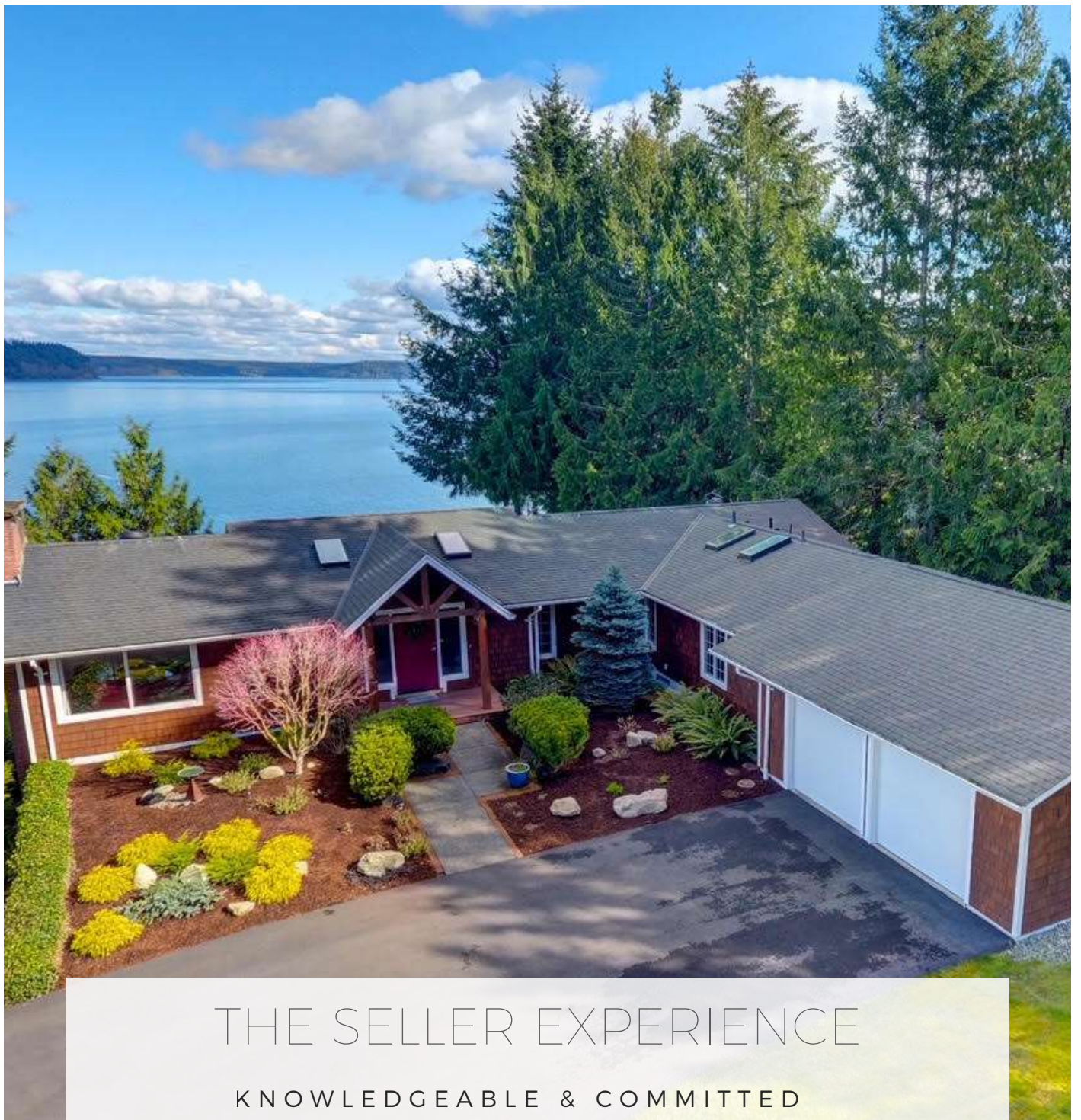
360.701.6210

SCOTT PROVOST

REALTOR®

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THE SELLER EXPERIENCE

KNOWLEDGEABLE & COMMITTED

I had a GREAT seller's experience - Kristy was very personable, caring, knowledgeable, reliable, committed, conscientious. She encouraged, taught, and assisted me in selling my home and the process was smooth and professional. I am very impressed and appreciative of the work Holistic Home Group and Kristy committed to selling my home. I have and will recommend Kristy to everyone. ~Diana A.

YOUR PRESCRIPTION FOR A HEALTHIER EXPERIENCE

Prescriptions from my doctor always begin with these words. We think they're a great guide for your real estate journey, too!

Patient Name: _____
Address: _____ Date: _____

R_x **Treatment
Recommendations:**

Have fun, breath, eat well, think positive thoughts, allow yourself to feel emotions, nurture your spiritual connections, accept every part of yourself, do some movement every day, cultivate lightness of being, connect, allow your light to shine, drink water, trust, and...

MD: _____
Signature: _____



...then allow us to guide you through the process. Our tools & approach are holistic, taking your entire well-being into account.

-Kristy

FIND US FEATURED:

TOP 5%
PRODUCING
AGENTS IN ALL
OF
SOUTHWEST
WASHINGTON



MEET YOUR REAL ESTATE PROFESSIONALS

Kristy Woodford | REALTOR®

Combining a decade of experience in business and consulting with over 15 years in real estate, Kristy's experience has given her a unique perspective on the real estate market. Her articles have appeared in Thurston County's JOLT magazine and her holistic approach has been featured both locally and nationally in interviews with Realtor.com, the National Association of REALTORS magazine, Thurston Talk and more.

Kristy is a proven negotiator and tireless advocate for her clients, earning her a place among the top 5% of agents in Thurston and Pierce Counties. Her negotiations are based on the three criteria of Principled Negotiations: produce a wise agreement, be efficient, & improve, or at least not damage, the relationship between the parties. Solutions are carefully crafted to meet the legitimate interests of the parties. Her holistic approach is rooted in this win-win concept.



she/her | (360) 508-2800
kristy@holistichomegroup.com

Guild Member | **Institute for Luxury Home Marketing**

Ally Member | **NAGLREP**

Board of Trustees | **Olympia Waldorf School**



Charlie Grate | REALTOR®



he/him | (360) 701-6210
charlie@holistichomegroup.com

A lifelong resident of Thurston County, Charlie Grate has practiced real estate for 33 years in the Pacific Northwest.

For the first 18 years of his career, Charlie worked with home builders and real estate developers selling new homes and condominium projects. In 2007, he began specializing in commercial real estate with Kidder Mathews, helping the firm open their new office in Olympia.

In 2011, Charlie expanded his role to include commercial property management with Prime Locations. In 2019, he became the Designated Broker for Keller Williams South Sound and started their commercial division in addition to managing 130 residential & commercial agents. He is happy to have made the move to REAL where he feels aligned with their mission to revolutionize the real estate process - for the better!

real

Designated Broker | **Holistic Home Group**
Commercial Lead | **Holistic Home Group**

MEET YOUR REAL ESTATE PROFESSIONALS

Scott Provost | REALTOR®



he/him | (760) 822-2638
scott@holistichomegroup.com



With over 35 years of business experience, including 15 years as a biotech consultant, Scott understands responsibility to clients and is driven by a desire to reduce the stress of buying and selling real estate by helping clients find not just a suitable house but the perfect home.

Scott's science background helps Holistic Home Group provide an important data-driven edge to our clients as he helps us analyze the local market.

In his spare time he enjoys exploring the Pacific Northwest wilderness, gardening and cooking. He received his B.S. degree at The Evergreen State College in 1986 and lives with his wife and family in Olympia, Washington.

Member | **Institute for Luxury Home Marketing**

"VERY PROMPT RESPONSES, GREAT COMMUNICATION. HAPPY TO TALK US THROUGH OUR CONCERNS FOR AS LONG AS WE NEEDED. KIND, HONEST PEOPLE WHO PUT OUR NEEDS AND DESIRES FIRST, NOT PUSHY AT ALL. WE ARE SO THANKFUL THAT SOMEONE RECOMMENDED THEM TO US! WONDERFUL EXPERIENCE!" -SHANE



THE SELLING PROCESS

STEP 1: TIMING THE MARKET

We help you determine the best time to put your property on the market by:

- Reviewing your goals
- Assessing your home's value
- Reviewing market conditions, including how long homes in your price range have been on the market

STEP 2: PREPARING YOUR HOME

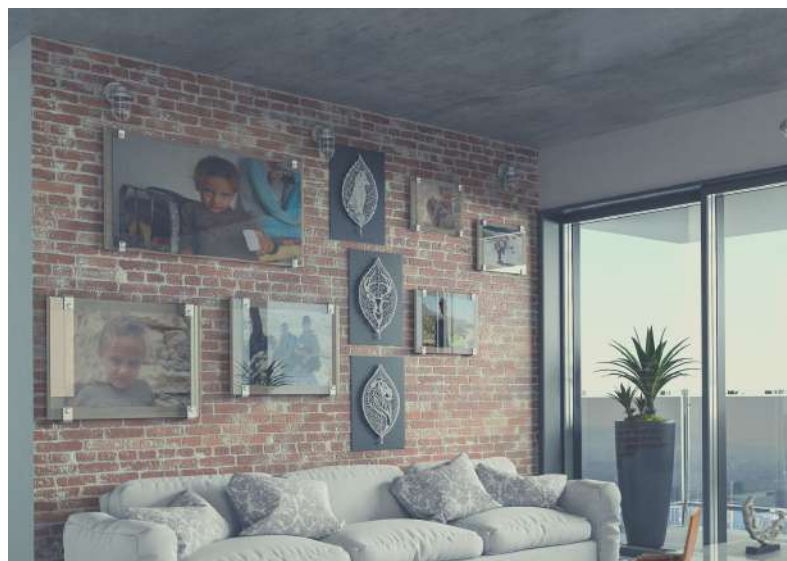
We will provide you with information on:

- Preparing your home to appeal to the largest number of real buyers
- Staging your home (professionally or on your own)
- Preparing for each showing

STEP 3: PRICING & POSITIONING

Now it's time to:

- Determine the price of your property
- Create a comprehensive marketing plan to suite your unique property
- Take professional photos





STEP 4: LISTING YOUR PROPERTY

Now it's time to "Go Live". We will:

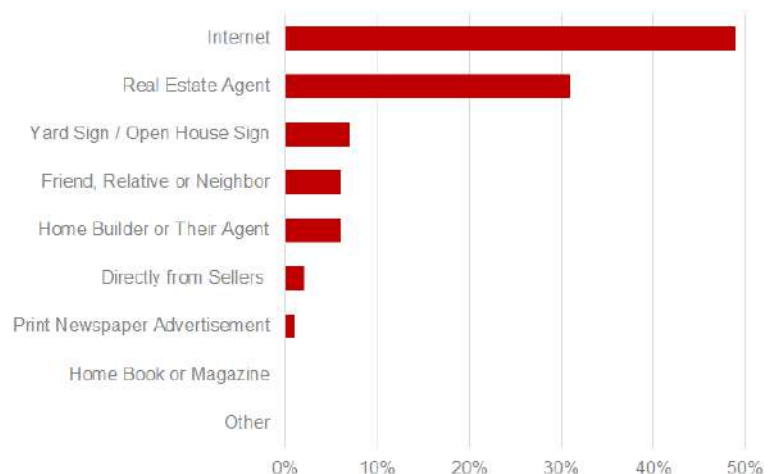
- Ensure your home appears on the NWMLS, all brokerage websites worldwide (Keller Williams, Redfin, etc.) and non-brokerage sites like Zillow
- Market your property to other agents & gather feedback
- Create traffic and exposure for your home through open houses
- Keep you up-to-date on all activity

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we'll work diligently to find your buyer as fast and efficiently as possible.

"Kristy was the best agent we could have had. She was very professional and helpful. We got the price we had hoped for. She was very upbeat and aggressive when it came to listing our house."
-Bill & Sue O.

HOW BUYERS FIND THEIR HOME

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



STEP 5: NEGOTIATING THE CONTRACT

Before you know it, it will time to :

- Review terms of all offers
- Negotiate the best terms and price
- Reach Mutual Agreement (MA)

STEP 6: UNDER CONTRACT

Now HHG will help facilitate:

- Opening escrow
- Buyer delivery of earnest money
- The inspection process
- The lender's appraisal
- Buyer's final walk-through
- Your signing with escrow
- Communication with agent & escrow

STEP 7: SIGNING & CLOSING DAY

Bring to the signing, at the escrow office:

- Government issued ID(s)
- Any other items escrow has requested you bring

Closing will likely take place a day or two after your signing, on the date previously agreed to by both parties

ONCE YOUR HOME IS UNDER CONTRACT, WE'LL WORK TIRELESSLY TO HELP YOU THROUGH THE LABYRINTH OF DETAILS REQUIRED IN THE CLOSING PROCESS





HOLISTIC HOME GROUP'S

EXCLUSIVE MARKETING STRATEGY

A time-tested strategy for selling
your home with less stress while
getting you top dollar

Staging Consultation

Professional Photography

Professional Marketing Flyers

Yard & Directional Signs

Online Marketing to Thousands of
Real Estate Websites Worldwide

Targeted Social Media Campaign

Custom Marketing Plan for Your
Unique Property

PRE-LISTING



checklist

CURB APPEAL

- ☐ Add colorful plants
- ☐ Mow lawn
- ☐ Trim around walkways
- ☐ Trim trees & bushes
- ☐ Remove weeds from flowerbeds
- ☐ Mulch around trees & flowerbeds
- ☐ Clean and paint the front door
- ☐ Add a new fresh doormat

EXTERIOR

- ☐ Powerwash driveway & siding (NOT roof)
- ☐ Remove driveway stains
- ☐ Fill driveway cracks
- ☐ Repaint or stain patio
- ☐ Professionally clean windows & wells
- ☐ Repaint siding
- ☐ Clean & repair gutters
- ☐ Replace missing siding shingles
- ☐ Ensure lights are working & bright
- ☐ Ensure doorbell is working
- ☐ Pump & inspect septic
- ☐ Clean & repair roof (no powerwashing)
- ☐ Inspect & repair fencing

OVERALL INTERIOR

- ☐ Schedule pre-inspection & make recommended repairs
- ☐ Service HVAC
- ☐ Service fireplace
- ☐ Clean windows & window wells
- ☐ Repair holes or cracks in walls
- ☐ Repaint with neutral colors
- ☐ Check & replace light bulbs
- ☐ Fix leaky faucets
- ☐ Ensure windows open, close & lock
- ☐ Repair or replace failed windows
- ☐ Install CO detectors, one on each level
- ☐ Double strap water heater
- ☐ Clean all filters & vents
- ☐ Organize closets leaving free space
- ☐ Organize basement & garage
- ☐ Clean all blinds & curtains
- ☐ Declutter
- ☐ Remove family photos
- ☐ Mop all hardwood & tile
- ☐ Clean baseboards & trim
- ☐ Have carpets professionally cleaned
- ☐ Replace worn pillows, rugs & bedding
- ☐ Place fresh flowers on the table
- ☐ Dust shelves and art
- ☐ Eliminate odors
- ☐ Take out all trash



OPEN HOUSES

MORE TRAFFIC EXPOSURE

50 percent of buyers report using open houses as an important information source when looking for a home

33 percent of buyers found yard signs to be a very useful source when searching for homes to purchase



PREPARING YOUR HOME

Four areas that promise a return on your investment.

- 1 Declutter and clean*
- 2 Professionally stage*
- 3 Paint using neutral colors*
- 4 Improve your curb appeal with some yard work and a welcoming entrance (porch and entry)*

*Buyers are willing to spend 1% to 5% more of the dollar value on a staged home than a non-staged home

*A survey from one national real estate firm. found that staged homes sell for more than 6% above the asking price

Sources <https://www.nar.realtor/reports/2015-profile-of-home-staging> <http://realestateagentu.com/11-incredible-home-staging-statistics/> <https://www.nar.realtor/infographics/infographic-effectiveness-of-home-staging>.

Washington state levies a real estate excise tax (REET) on all property sales. The state rate is 1.1% of the selling price up to \$500,000; 1.28% if the selling price is between \$500,000 and \$1,500,000; 2.75% between \$1,500,000 and \$3,000,000; 3.0% of the selling price if over \$3,000,000.

From the Northwest Multiple Listing Service:

Estimated Seller Net Proceeds

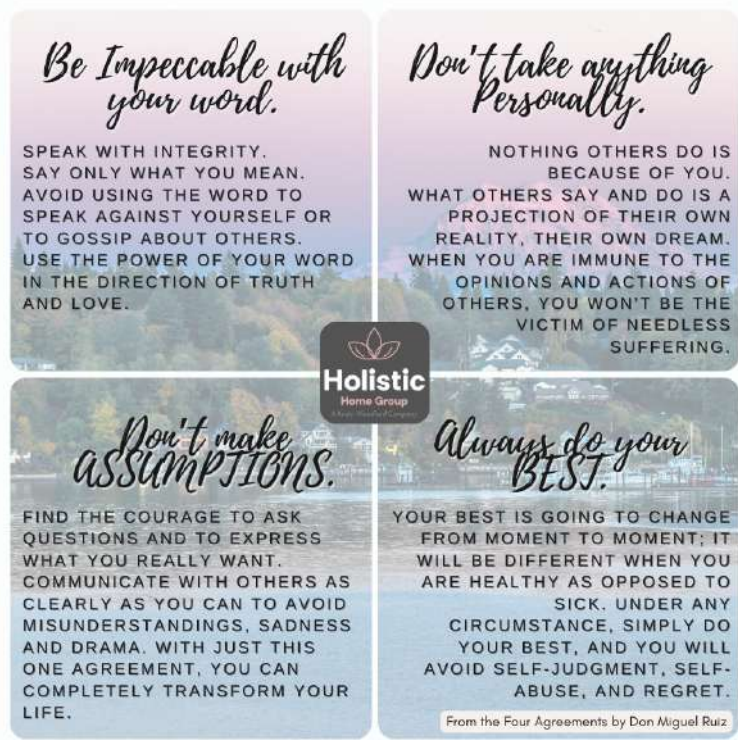
This is an estimate of net proceeds. Net proceeds may vary based on additional fees and local taxes.

Selling Price	\$500,000.00
Closing Date: November 30, 2020	
Real Estate Fees	
Listing Office	\$12,500.00
Selling Office	\$12,500.00
Settlement Costs	
Escrow Closing Fee	\$1,049.28
Total Title Policy	\$1,534.57
Prorated Property Tax	
Excise Tax	\$8,000.00
Mortgage Costs	
First Mortgage Balance	Varies
First Mortgage Prorated Interest	
First Mortgage Prepayment Penalty	
Second Mortgage Balance	
Second Mortgage Prorated Interest	
Second Mortgage Prepayment Penalty	
Additional Payoff	
Buyer's Cost Paid	
Buyer's Loan Cost Paid by Seller	
Other Costs	
Special Assessment	
Document Preparation Fee	\$100.00
Recording Fee	\$233.00
HOA Dues	
Home Warranty Policy	
Pest Inspection	
Septic Inspection	\$500.00
Septic Time of Transfer	\$250.00
Total Other Costs	\$1,083.00
Estimated Seller Costs	\$36,666.85
Estimated Net Proceeds	\$463,333.15

OUR COMMITMENT TO YOU

Our commitment to you is inspired by the Four Agreements, a way of relating to one another based on the work of Don Miguel Ruiz.

- We will always keep your interests in mind and will utilize all of our resources to help you make intelligent decisions.
- We prefer to represent only one party in a transaction and will only act in Dual Agency if all parties have agreed it is in their best interest.
- We will work diligently on your behalf as your Exclusive Listing or Buyer Broker.
- After determining your specific desires for the sale or purchase of your home, we will do our best to market your home for sale or find you the home of your dreams for the best price for you.
- We will always make recommendations that will result in your gaining the greatest benefit and value possible.
- We will endeavor to answer any and all questions to the best of our knowledge. When we don't know the answer we will tell you and find out the answer. We will never fake an answer.
- We will never forget that our honesty, loyalty, accountability and creativity are vital to our working relationship.
- We will structure the contract to protect and benefit your best interests and will always negotiate on your behalf.
- We will always treat all parties honestly and fairly and will disclose all facts that might affect or influence your decision.
- We will always strive for excellence through continuing education so we may better serve our clients.
- We will respect and value your time as if it were our own and will always treat you with respect and professionalism.



YOUR COMMITMENT

- I understand that you will be spending many hours listing and marketing or searching for my home, as well as negotiating and coordinating the closing of the transaction. I commit that I will work with you as my Exclusive Listing or Buyer Broker.
- I will respect and value your time, skill and expertise as my advocate, always representing my best interests.
- I will always treat you with respect and professionalism.

the life of a sale in escrow

"Our experience with Kristy & her team was excellent. We will always appreciate the order, calm, and connection they brought to the potentially-stressful process. It was clear they valued taking the time to build relationship and be really present with us. Thank you for being such a supportive part of our journey!" -The Moon Family



01 THE BEGINNING

- Purchase & Sale Agreement (PSA) and earnest money delivered to escrow
- Title report ordered

02 SEARCH & REVIEW

- Escrow will send you an opening packet requesting your personal & loan information

03 GATHER INFORMATION

- Escrow will obtain payoffs on liens/bills to be paid through escrow
- Obtain title clearing documents
- Receive loan documents from the lender
- Prepare settlement statement and documents

04 THE SIGNING

- Set appointment to sign at the escrow office
- Parties deposit funds into escrow
- Key to home NOT yet exchanged

05 THE CLOSING

- Signed loan documents returned to lender
- Lender authorizes recording
- Recordable documents sent to title
- Title sends documents to county recorder
- Lender deposits loan proceeds (lender must wire proceeds prior to 2 p.m.)
- Recording number received from county

06 DISBURSEMENT

- All encumbrances and bills paid through escrow
- Proceeds delivered to Seller

07 THE FINISH

- Final title & escrow copies to all parties
- Record reconveyances and releases
- Buyer gets their new KEYS (usually by 4pm but possession is as late as 9pm)
- Everyone celebrates!

HOME IS WHERE ONE STARTS FROM

T.S. ELLIOT

"My wife and I have used 5 real estate agents in Thurston County, Kristy is the best! She is very responsive, keeps you informed along each step of the way and is a top notch real estate agent. She is second to none. If you want a great agent, look no further, seriously! Thank you Kristy!"

~Jeff L.





Holistic

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What you seek is seeking you. -Rumi

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