

SELLING YOUR

home

OUR TECHNIQUES, SELLING FOR TOP DOLLAR





WELCOME

As your dedicated full-time Realtor, my focus isn't just on transactions—it's on **you**. Your goals, needs, and dreams come first, and I'm committed to guiding you through every step with transparency, support, and unwavering dedication.

For sellers, I go beyond the basics, investing in professional photography and strategic marketing to showcase your home at its best. Your listing is featured on high-traffic websites worldwide, maximizing exposure to attract top offers quickly and efficiently.

For buyers, I'm committed to finding your perfect home—whether it's for-sale-by-owner, new construction, or a hidden gem. I listen closely to your needs and go the extra mile to make the buying process seamless, stress-free, and even exciting.

What sets me apart is my role as a single-agent expert, meaning I represent you exclusively with absolute loyalty and confidentiality. Unlike a transaction broker, I provide deeper insights, negotiate fiercely on your behalf, and ensure you receive the level of dedication you deserve. Ask me how this benefits you!

Kristie Hamilton

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SINGLE AGENCY

AT ROUND TABLE REALTY

There are two types of real estate agents

There are two types of agents:
single and transaction.

Round Table Realty promotes **single agency**. Most brokerages promote transaction agents because it's easier, but they do NOT have the same *legal* responsibilities as single agents.

SINGLE AGENTS LEGALLY PROVIDE:

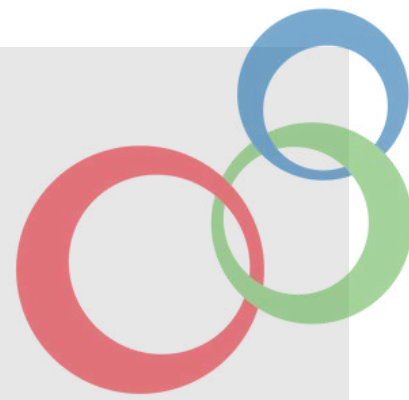
- Dealing honestly and fairly
- Accounting for all funds
- Skill, care, and diligence
- **Loyalty**
- **Confidentiality**
- **Obedience**
- **Full disclosure**

TRANSACTION AGENTS LEGALLY PROVIDE:

- Dealing honestly and fairly
- Accounting for all funds
- Skill, care, and diligence
- **LIMITED confidentiality**
- **LIMITED disclosure**



The Price of SELLING YOUR HOME



Pre-Payment Penalty

Consult with your lender to learn if they charge you a financial penalty for paying off your mortgage early and in full.

Utilities

You must keep all utilities turned on until the home is sold, even if you are not living in it.

Sales Preparations & Repairs

These could be small or large investments like replacing light switches or landscaping. They could also include professional cleaning, decluttering, or replacing your roof. I can guide you towards the best options.

Closing

- Transfer tax as required by your state
- Title search, owners' title insurance policy and closing agent fee
- Brokerage fee
- Home warranty, survey, and/or estoppel fee
- Negotiated closing costs for the buyer, if applicable
- Capital gains tax – consult your accountant



FIVE STEPS TO SUCCESS

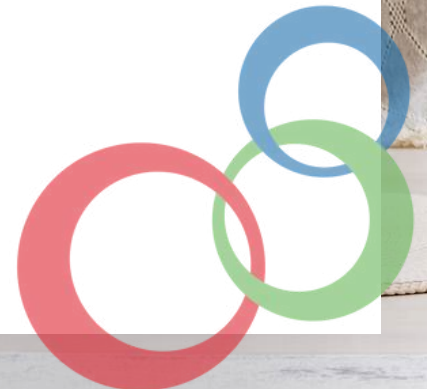
01
BEFORE WE LIST

02
**PREPARING TO HIT THE
MARKET**

03
**PROFESSIONAL
PHOTOGRAPHS**

04
PRICING YOUR HOME

05
MARKETING YOUR HOME



before we list



- We'll execute the listing agreement.
- We will discuss selling strategies (there are many) and decide on one that works for you, including the initial sales price.
- I will do a preliminary check of your title and ensure you've made a copy of your key, survey, termite bond, and HOA documents.
- We will decide if anything in your house needs to be fixed or professionally cleaned before we go to market.
- I'll go over your sellers' disclosure with you before you fill it out.
- I'll schedule a professional photoshoot of your home and other marketing I deem as necessary.
- I'll get a sign for your front yard and gather all the information I need to list your home in the MLS!



Preparing to hit the market



I will guide you through decluttering and making repairs that will increase your home's value to potential buyers.

Potential buyers
want to be able
to see
themselves
inside your
home...

You can make these updates and small repairs yourself, or I can provide you with a list of contractors to help you. Either way, taking these steps make the difference between a home that sells and one that doesn't.



IMPORTANT AREAS

INTERIOR:



Clear all surface areas including tables, bookshelves & countertops of anything personal.



Remove any strong smells. Light candles and create a spa-like atmosphere.



Replace all light fixtures with working lights.

Wash all windows and mirrors

Remove all pet related items and food

Take personal items/photographs off the walls

Hide or put away all laundry and take out trash

Remove bulky furniture

Move all sensitive paperwork and medication to a secure area

IMPORTANT AREAS

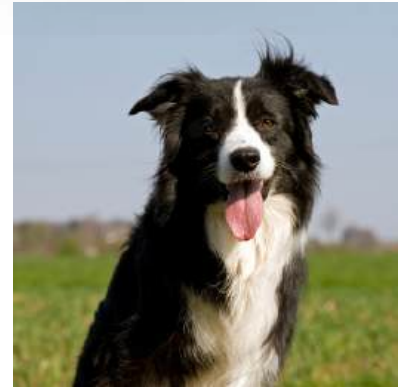
EXTERIOR:



Mow your lawn both in the front and back yards. Edge and blow away clippings.



Hide large trash cans.



Pick up any pet waste in the yard.

Wash all windows, screens, and consider pressure washing

Touch up house paint

Move any extra vehicles from the driveway

Plant seasonal flowers and landscaping

Weed any flower beds

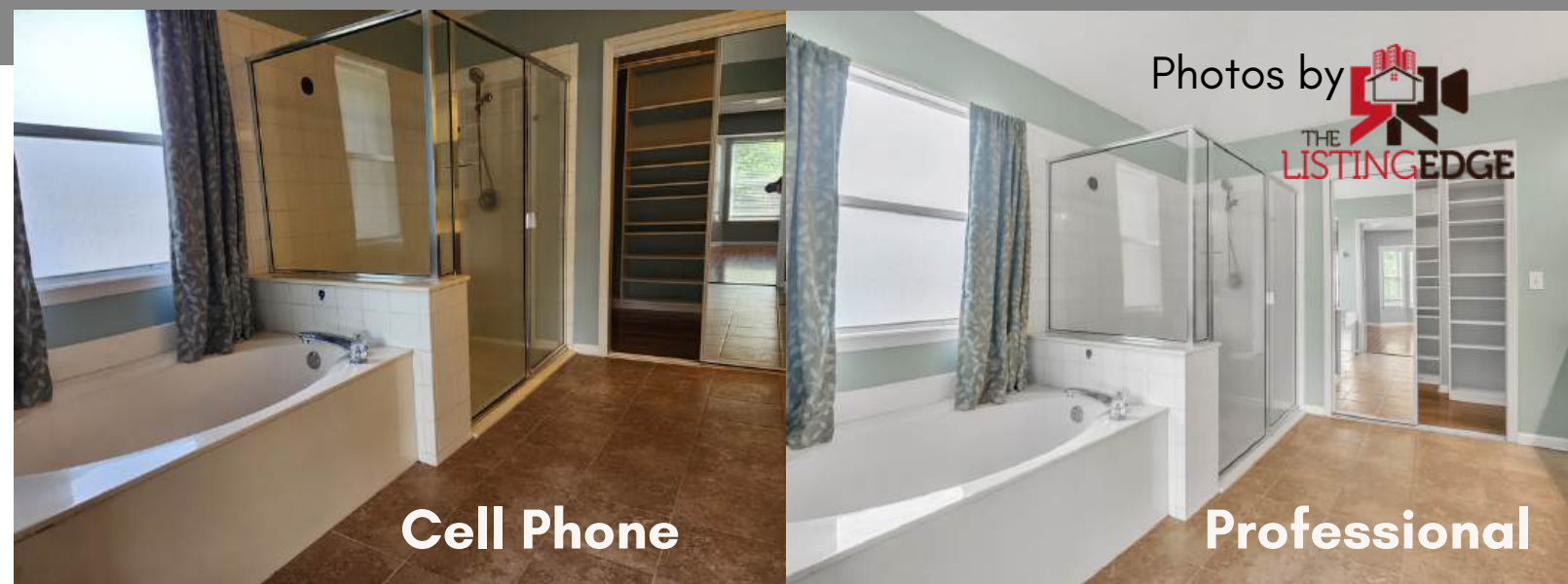
Clean walkways, front door, and patio



03 professional PHOTOS



Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! I hire a professional to come take the best pictures including interior, exterior, drone footage, and 3-D home tours where applicable.

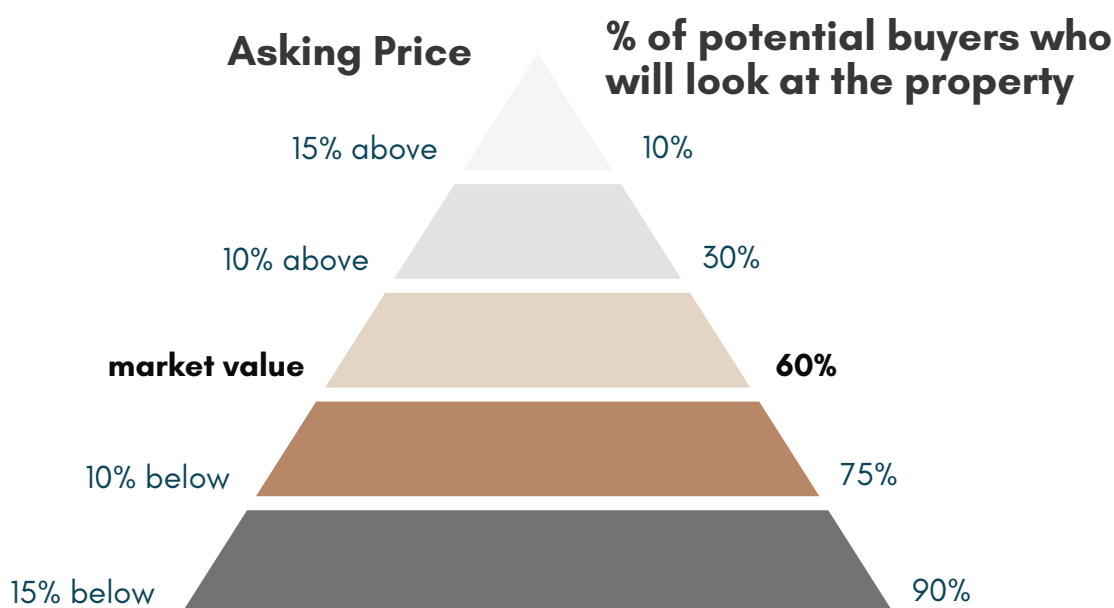


Pricing your Home

04

Pricing your property competitively will generate the most activity from agents and buyers. It's the most effective way to ensure a successful sale.

Pricing your property too high may make it necessary to drop the price *below* the market value to compete with new, well-priced listings.



Factors that influence Market Value

- Comparable home sales in your area
- The current market conditions in your area
- The desirability of property in your area
- Condition of your home
- How quickly you need to move
- How much money you need to make on the sale of your home

Factors with little or no influence on Market Value

- The price you paid for your home (even last year)
- What you expect in net proceeds
- The cost to rebuild your home today
- The amount of money you spent on improvements
- Online estimates
- What your neighbor thinks it's worth

No amount of marketing can sell an overpriced home. Sellers are tempted to choose a Realtor who quotes the highest price. Keep in mind that a Realtor doesn't set the price of your home - the market does. **The value of your property is determined by what a buyer is willing to pay at that time.** Historically, the first offer is usually your best.

Pricing: The Details



Time versus Money

You as the seller get to choose: are you willing to wait and try to get the money you want, or is selling your home quickly more important?

Pre-market Planning

Prior to "going live" I execute a full marketing plan including "Coming Soon" advertising to get people prepared to make an offer.

Timing for Best Price

By exuding patience in the process & communicating clearly to the bidders & their agents, we create a fever for your asset.

Accentuating Scarcity

If I'm acting as your single agent, I'm legally allowed to "coach" the buyer's agents on how to get their buyer's to their highest and best number.

Highlighting Best Terms

While receiving bids I'm able to communicate to the agents what is best for you, be it larger deposits, lease backs, & deficiency protections.

Confirming Winning Bids

To reduce buyer's remorse during due diligence periods, we confirm that the winning bidder is committed to their final number.

Preparing for Deficiencies

I work to arm buyers' agents with the language necessary to overcome appraisal issues when they occur. By getting ahead of the problem it reduces the chances for fall out.

Marketing Your Home



Social Media

- An average user spends 2 hours and 27 minutes per day on social media in 2022.
- I will advertise your home for sale on major social media page, including my brokerage's home page.



Direct Mail

- Direct mail targeted to a specific area is still a highly effective way to spread the word about your listing.
- I can create personalized postcards and other printed materials based on your home and target market!





Online website distribution

Don't settle for just Zillow or Realtor.com



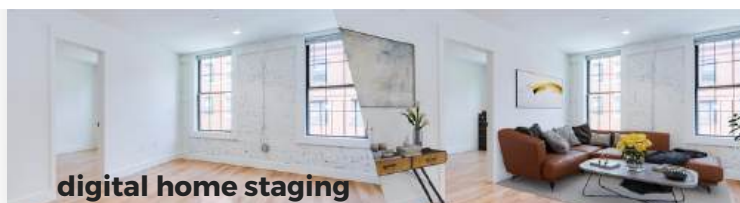
90% of home buyers search for their next home online. Your home will be syndicated to **hundreds** of websites with professional pictures and a written description that truly tells a story to the next buyers.

Along with pictures and a description, I have the ability to create 3-D home tours and customized floor plans, both of which push your home to the top of most website's algorithms.

Home Staging & Floorplans

The better your home looks, the faster it sells. I have access to incredible home stagers (at affordable prices, too!) and I can even provide you a digital home staging with computer generated pictures.

Floor plans are equally important. I have a program that allows me to create a floorplan of your house in minutes using only my phone!



digital home staging

Before

After



The Open House is an extremely effective way of getting your home seen! Of course, this is a choice you get to make but I believe it greatly increases the odds of your home selling. I have specific marketing steps that I take to advertise your open house to get the most traffic possible.



Signage and personalized marketing

Of course, I will put a sign in the front yard of your home alerting people to the fact that it's for sale. I also have the ability to create a text code that interested buyers can simply text for more information. I create personalized marketing both digitally and in print to show potential buyers the pros of living in your home and your neighborhood.





Going under contract

When the offers roll in, we will negotiate as necessary to come to the terms that work for you. This means we've accepted one offer and are now **under contract**.

We can also accept back-up offers if that's applicable.

The buyer typically now has 10 days to complete any and all inspections, which might lead to more negotiations.

KRISTIE HAMILTON
people before property





While Under Contract

1

Inspections completed. We might receive a list of repair requests.

2

We will discuss the inspections and then negotiate repairs or credits. You also have the right to refuse all repairs.

3

The buyer's lender will appraise your home.

If your home appraises for less than the buyer's offer:

1. You can dispute the appraisal with the lender.
2. You can lower the price of your home.
3. You can offer to compromise on the home price, lowering the home price *and* asking the buyer to bring more money.
4. You can keep the terms of the original sale, at which point the buyer can decide to move forward or back out.

4

We agree and moved forward or we entertain back-up offers.



Inspections

The buyer will pay for a professional inspection of your home and will receive a report.

The physical condition of your property and its safety can be imperative for the buyer to obtain a loan and home owners' insurance, so this report is important.



An inspector may report back to the buyers on the condition of any and all of the following. Some inspectors have even more comprehensive lists.

- Foundation
- Doors
- Windows
- Ceilings
- Walls
- Floors
- Roof
- Radon Gas
- Asbestos
- Lead paint
- Pool
- Electrical Systems
- Plumbing and waste disposal
- Water Heater
- Insulation
- Ventilation
- HVAC
- Water source and quality
- Pests
- Appliances

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WHY CHOOSE ME?

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KRISTIE HAMILTON

client compliments

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Testimonials

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Testimonials



welcome

Kristie Hamilton is a dynamic realtor with a background in marketing, leadership, and hospitality. Born in Bremerton, Washington, and a CSU San Marcos graduate, she spent years in leadership roles before running a successful furniture refinishing business. Her passion for helping homeowners create beautiful spaces naturally led her to real estate. Kristie is backed by a strong team and brings excellent communication, organization, and advocacy skills to the table. Outside of work, she loves beach days, hiking, reading, and community volunteering. Kristie lives with her husband Brian, their college-bound son Benjamin, and two beloved dogs—Scout, a service dog, and Shelby.



Kristie Hamilton

K R I S T I E @ R O U N D T A B L E R E A L T Y . C O M

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W W W . K R I S T I E H A M I L T O N . C O M

