

REALSIMPLE PLAN FOR SELLERS



Don Jaques
REALTOR®

Working together, we will do the following...

1 DISCOVER WHICH OPTIONS ARE BEST FOR YOU

- **Consult with me to clarify details of your home dream.** What are you trying to solve about your current living situation? Where do you plan to move after you sell? Is selling or renting your home best for you? Is this the best time to sell?
- **Learn the steps in the Home Selling Process.** There's no way around it - selling real estate is an involved process with many steps and several key players that are involved. I'll help you get familiarized with the big picture.

2 CREATE A PERSONALIZED STEP-BY-STEP PLAN

- **Get a Comparative Market Assessment (CMA) of your property.** Learn what the overall market conditions are in your area. See how your home compares to other similar homes that have sold or are actively for sale now. Get an expert opinion on what your home will sell for.
- **Complete exclusive listing agreement.** This step, required by the State of Washington, is the official start of your home sale, and where you decide to hire me as your real estate agent. This agreement spells out how much commission you agree to pay to Compass as your listing brokerage and how much you will provide to the brokerage representing the buyer.
- **Develop TO-DO List for preparing your home for listing.** Buyers pay more for "move-in-ready" homes. What will it take to get your home into that condition? Learn about Compass Concierge, a program where you can access funds to make repairs and repay those funds at the closing of your sale for a modest fee

COMPASS



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3 CARRY OUT THE PLAN WITH EXPERT GUIDANCE

- **Hire contractors to help with TO-DO List.** Whatever you need to get done, I've got a network of contractors to tap into who will give you the results you're looking for in a timely manner.
- **Create a Moving Plan.** Get tips about packing and moving, and receive help finding quality moving companies.
- **Complete TO-DO List.** I'll provide encouragement and guidance as you check each item off the list to make your house as attractive to buyers as possible.
- **Obtain professional photography and videography.** Nearly every potential buyer will experience your home for the first time online. I hire the highest quality photographers/videographers to make your house shine!
- **Place For Sale signs.** A highly visible sign will be placed in front of your home, with accompanying directional signs in your area pointing people to your home. Buyers will be able to scan a QR code to go directly to your house listing online, or take a copy of a paper flyer highlighting your property.
- **Place listing on Northwest Multiple Listing Service (NWMLS) and all major Real Estate websites.** All the data about your home, plus professionally crafted description and photos/videos will go "live" on the date we select together. I'll help you know best practices for when to make your listing live.
- **Get the word out through social media.** In addition to your home showing up wherever people are shopping for homes online, I'll utilize my social media channels to show off your home in ways that are easy for them to view and share with others.
- **Hold Open House and manage showings.** I will either hold your home open the first weekend on the market, or will find a partner at Compass to hold it open. I'll help you make sure your home is inviting to agents and buyers who request showings.

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4 WALK STEP BY STEP FROM ACTIVE TO SOLD

- **Receive offers!** Finally, we made it to the part you've been preparing for. I'll explain every offer to you so you understand its pros and cons. It's not just about the purchase price, but many factors need to be weighed to determine the true value of an offer. I'll make sure your best interests are protected and help you respond to each offer received.
- **Reach mutual agreement and go "pending"**. Once we reach mutual agreement on the terms of an offer to purchase your home, your home listing will change from "Active" to "Pending" or "Pending Inspection". This begins a process that usually lasts about 30 days before we make it to SOLD.
- **Get connected with Title and Escrow Partners.** These professionals oversee the process of transferring title to the buyer, and manage all the movement of funds between all parties.
- **Navigate the home inspection process.** I'll help you understand the steps in the process and negotiate terms with the buyer, I'll keep you informed of progress the buyer is making on obtaining final approval of their mortgage as well.
- **Make agreed upon repairs.** If you agree to make any repairs through the inspection negotiations, I'll connect you with contractors to get it done right in a timely manner.
- **Get packing and prepare to move.** I'll provide helpful tips on the packing and moving process, and can refer you to contractors who can help if you need it.
- **Get the transaction closed.** Once the buyer receives final loan approval, we will set up a signing appointment with your escrow officer. The buyer will sign their papers separately and the whole packet will be sent to Island County for recording (typically the next business day), and then we'll celebrate together finally reaching the finish line - SOLD!

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WHAT YOU CAN EXPECT FROM ME



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REALTOR®

Serving people is a core value in my life.

GET TREATED WITH HONESTY and INTEGRITY

You will be educated in what to expect as a seller.

You will feel confident you're getting ethical answers to your questions.
You will have all the information you need to make YOUR best decisions.

HAVE A POSITIVE EXPERIENCE

Your questions and fears will be listened to and addressed.

You will never feel any sales pressure.

You'll be inspired to stay positive even when things don't go perfectly.

You will be able to reach me in a timely manner.

RECEIVE EXPERT GUIDANCE and SUCCEED!

You'll work with an experienced agent who has closed over 150 transactions.

You'll benefit from a skillful negotiator working on your behalf.

You will be connected with other experts helping you toward your goal.

You will go from anxious and stressed to
relieved and proud of what you accomplished.

Serving people is a core value in my life.

Serving people is also the heart of my business.

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