



OUR GUIDE TO

# SELLING YOUR *Home*



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 **Windermere** REAL ESTATE

**PROFESSIONAL PARTNERS**



# OUR MISSION



**All in, for you.®**

Victoria Burgess and Nancy Forsythe believe that the American dream of homeownership is for everyone, bringing security to you and your family. They collaborate with buyers to help them find their ideal property and sellers to get top dollar and transition to their next home.

## OUR EXPERIENCE

Victoria and Nancy specialize in luxury and waterfront properties in Gig Harbor and Tacoma, and their clients value the collaborative, customer driven and concierge service they provide. They strive to give their clients peace of mind, especially during one of the biggest shifts in life. Their knowledge and decades of experience help their clients solve the puzzle of the process and take the anxiety out of decision making. Together you'll work together to establish the best location and fit to pursue your dreams and ideal lifestyle. Victoria and Nancy are ready to support you through the transition!

## OUR BACKGROUND

Nancy and Victoria have been friends since kindergarten in Gig Harbor, bonding over rainbows, backpacking through Europe, and later rooming together in San Diego. Life brought them back home, where they joined Trish Harrison's thriving real estate business. Outside work, they enjoy boating, beach walks, trying new restaurants, and local events. With backgrounds in Communications, Advertising for Callaway Golf, and Counseling, they offer expert marketing, negotiation, and client-focused guidance in real estate.

*"Very very many thanks for a job well done in one of the most difficult real estate markets in years. We should have started with you both and your Windermere team. I thought a newer home like ours would sell quickly, but we missed the opportunity window.*

*Your combined experience, prep of the home, handling our needs as we were there and here, all of it large and small made the difference. And, a good sales price result within our expected range. "*

**- Mark and Yolanda**

*"Nancy, Victoria and their team are outstanding to work with. They not only helped with every possible detail of selling our home, they provided references and suggestions every step of the way well beyond what was related to selling the house. Best of all was the calm, professional approach to dealing with a chaotic, stressful time. "*

**- Steve T.**





# WHY WINDERMERE?

## SETTING THE STANDARD

We deliver the best in our industry, including:

- Exceptional Service by Putting Clients First
- Unsurpassed Integrity
- Strict Code of Ethics
- Premium Tools and Services
- Marketing Expertise
- Top Negotiation Abilities
- Contract Management Skills
- Keeping You Informed Promptly and Regularly

## WE ARE LOCAL

Here are some of the benefits of having offices located all over Pierce County:

- Locally Owned and Operated
- Area Expertise
- Neighborhood Insight
- Committed to Community

## ABOUT US

Founded in 2001, Windermere Professional Partners is not simply a place, but rather, it is an experience. Everyone within our firm strives to enhance that experience whatever the circumstances may be. For our clients, we greet you with professionalism and a desire not just to sell your house or simply place you in a new one, but instead to satisfy the desire that led you to inquire about our services.





# SERVICES FOR YOU



## HOW WE WILL SELL YOUR HOME

**Enhance Home Value:** We'll walk through your property together and we will show you ways to enhance the value so you get top dollar.

**Pricing Strategy:** We'll help you with a pricing strategy to ensure no buyers are scared away, and we receive maximum offers.

**Maximum Exposure:** Our marketing plan will give you optimal exposure so we attract more buyers and more contracts. The more leads you have, the higher your property will sell.

**Negotiate the Best Contract:** We'll help you negotiate the best deal and terms, which is an important skill in any market.

**Transaction Manager:** There are a lot of moving parts in a transaction. Our job is to handle everything so your contract closes on time.

## OVERVIEW OF SERVICES

### PREPARATION

- Recommend Improvements & Schedule Needed Vendors
- Access to Windermere Ready Loan

### PRICE

- Provide Market Insight/Overview & Design Price Strategy
- Produce Comparative Market Analysis

### MARKETING

- List on NWMLS and Syndicate Listing to Multiple Sites
- Market Your Home in Person & Online
- Print Materials and Advertising

### CONTRACTS

- Review and Discuss All Offers Received
- Negotiate All Aspects of Contracts from Start to Finish

### COMMUNICATION

- Keep You Informed on Showing Activity & Agent Feedback
- Review Closing Procedures and Timeline





# PRIOR TO LISTING



## WHAT YOU WILL DO

**Determine Occupancy:** When selling your home, your living situation can vary. You may have already moved out, be renting, or still living in the property. If it's an investment property with tenants, showings will need to work around their schedule. While a vacant house is easier to show, successful sales are possible in any of these situations with proper coordination.

**Making Repairs:** Condition strongly influences how much your home will sell for. Buyers pay more for homes that are ready to move into. Unless you're correcting a significant defect, extensive remodeling generally isn't recommended. However, if you're interested then Windermere has a resource for you.

**Pre-Inspections:** Inspecting your home prior to listing can make it easier for buyers to imagine themselves in the home. Disclosing the home's condition before negotiations can instill confidence in your home's condition. This may help you sell your home faster at a higher price.

## WHAT WE WILL DO

- **We provide a CMA** to estimate your home's value based on similar recent sales.
- **Professional staging** highlights your home's best features, helping it sell 87% faster and for 17% more.
- **High-quality photos and videos** showcase your home online, capturing buyer attention.
- We ensure a clear title through local title companies and address any issues upfront.
- With **WPP's transaction coordinators**, your transaction files are organized, ensuring everything is done on time.



# MARKET STATS



## WINDERMERE PRO PARTNERS STATISTICS

Our company generates proprietary local statistics from data in the NWMLS. This information helps us understand the benefits of pricing your home correctly. Our weekly sales meetings go over area specific stats to ensure we understand how to help you in this dynamic market.

## STATS AVAILABLE TO YOU

- Number of Pending Sales in Your Area
- Chance of Selling in the Current Real Estate Market
- Avg Days on Market for Homes Comparable to Yours
- Average Sale Price of Homes in Your Market Area
- AND MORE!

## HOW MARKET STATS HELP YOU SELL

- Setting a Competitive Price
- Understanding Market Conditions
- Targeting the Right Buyer
- Forecasting Future Price Movements
- Marketing Your Home Effectively

### WHY DO CURRENT STATISTICS MATTER?



Understanding the real estate market helps assess your chances of selling. A high chance allows for higher pricing and potential multiple offers, while a low chance limits flexibility. Market stats guide pricing, attract the right buyers, and support data-driven decisions, helping maximize your sale price and reduce time on the market.



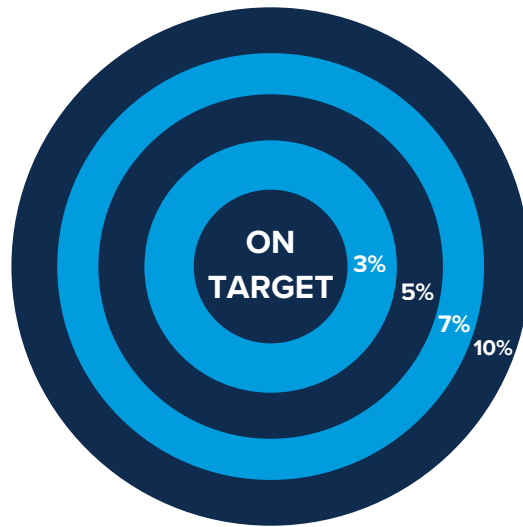


# PRICING YOUR PROPERTY



The market value of your home is what buyers are willing to pay. **Our job is to help you set the right price from the start**, and to position your property so it stands out in the market.

## RULE OF THUMB PRICING



Our goal is to be **On Target** from the start!



Pricing a property is essential to maximize the sales price of the property. Markets can change quickly, so it is important to make adjustments to the property's price based on feedback from the market.

**On Target:** If a property is priced correctly, there will be a strong number of showings and the property will receive offers within the first 2 weeks.

**3% Too High:** With a 3% overprice, expect good showings but no offers.

**5% Too High:** A 5% overprice leads to fewer showings and no offers.

**7% Too High:** At 7% overprice, expect no showings or offers, just drive-by traffic and inquiries.

**10%+ Too High:** At 10% or more over, expect no activity—no showings, inquiries, or offers.



# MARKETING YOUR LISTING

## MAXIMUM INTERNET EXPOSURE!

Your listing will syndicate from the NWMLS to all real estate websites including:

- Zillow
- Redfin
- Realtor.com
- Trulia.com
- + more!



### Windermere.com

- 1 million average monthly visitors
- 500,000 property listings
- Enhanced search options

## SOCIAL MEDIA

Social media enables **targeted advertisement**, which we'll use to our advantage with hashtags, geographic tags, and other criteria to reach the ideal buyers (while complying with Fair Housing laws).

WPP offers extensive options, including our OMP program with a custom blog for your listing. We can also feature your listing on WPP's Facebook & Instagram pages and my business platforms.

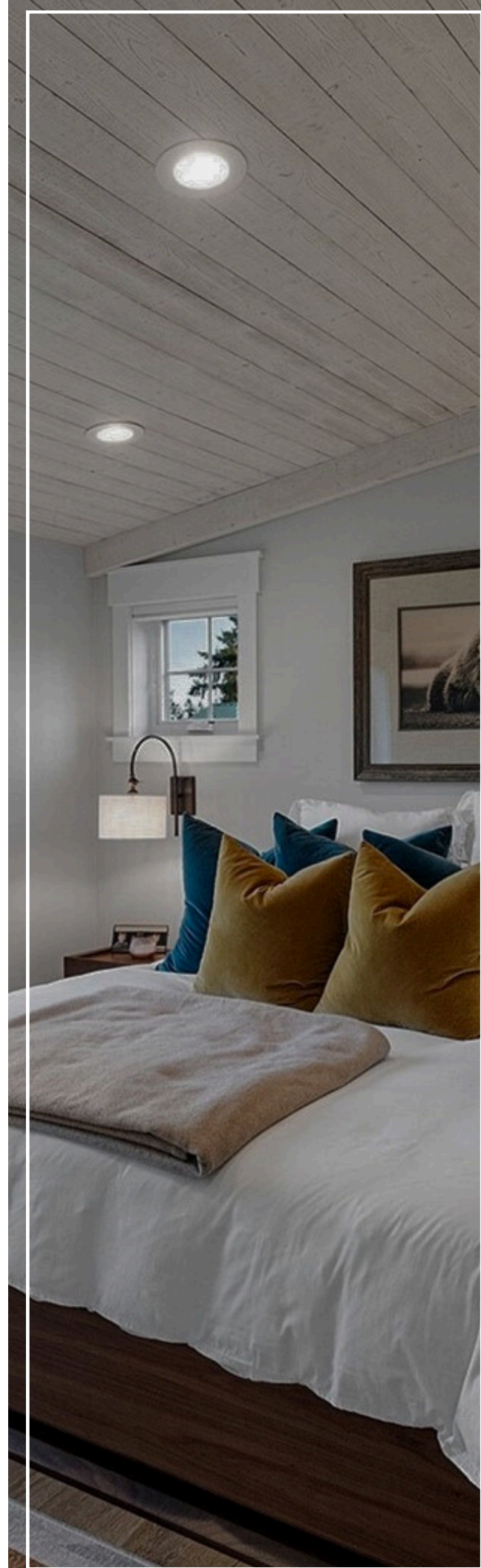
## OPEN HOUSES

Open houses are a helpful way to generate interest in the property. They're most helpful for alerting your neighbors of your impending sale, who may have family or friends looking to move to the area.



## DIRECT MAIL

This is where we design and mail promotional mailers the same week the listing goes live. These can be targeted at nearby neighbors or other beneficial recipients.





# COMPENSATION

## AGENCY LAW



Effective January 1st, 2024, the statute in Washington that governs real estate brokerage relationships (RCW 18.86) - otherwise known as the “Agency Law” was significantly revised.

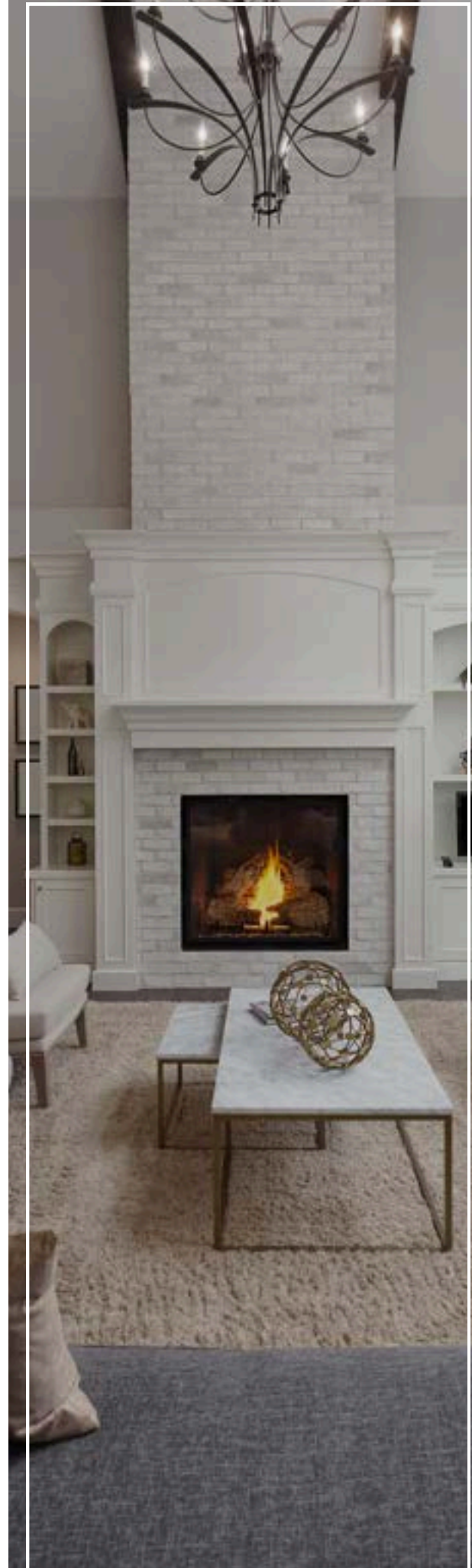
For years, real estate brokerage firms were only required to enter into written agreements with sellers, but not buyers. The Agency Law now requires firms to enter into a written “brokerage services agreement” with any party the firm represents, both sellers and buyers. This change is to ensure that all buyers and sellers clearly understand the terms of the firm’s representation and discuss the compensation agreement.

Our compensation is generated from a portion of the final sale of your property. This commission is then used to pay the brokerage, our team the listing agents, marketing expenses, real estate association dues and taxes. In order to cover all the expenses of doing business, our standard commission is 3% of the final sale price.

### STANDARD COMPENSATION INCLUDES

# 3%

- Staging Consultation
- Professional Photography
- Social Media Promotion
- Open House Promotion
- Contract Negotiation
- Closing Facilitation



## Buyer Brokerage Compensation

A seller paying for a buyer's broker commission is a common practice in real estate transactions for several reasons:

- 1. Attracting Buyers:** By offering to pay the buyer's broker commission, sellers make their property more attractive to buyers who might be working with brokers. This can increase the number of potential buyers and the likelihood of selling the property quickly.
- 2. Market Norms:** In many real estate markets, it is standard practice for the seller to pay the commission for both the listing agent (seller's agent) and the buyer's agent. Deviating from this norm might discourage brokers from showing the property to their clients.
- 3. Simplifying Transactions:** When the seller pays both commissions, it simplifies the transaction and ensures that both agents are compensated fairly for their work. This can lead to smoother negotiations and a more efficient closing process.
- 4. Broker Motivation:** Offering compensation to the buyer's broker motivates them to bring their clients to the seller's property. Without this incentive, buyers might prioritize other properties where they are guaranteed compensation for their broker.
- 5. Financing Considerations:** From the buyer's perspective, including the broker's commission in the purchase price and financing it as part of the mortgage can be easier than paying it out-of-pocket.
- 6. Competitive Advantage:** In competitive markets, sellers might use the payment of the buyer's broker commission as a strategy to stand out among other sellers, making their property more attractive to buyers and their agents.

While these reasons make it advantageous for sellers to pay the buyer's broker commission, it's important to note that real estate practices can vary by region and market conditions.





# PROCESS OVERVIEW

## PREPARING TO LIST



- Analyze market conditions and identify your goals
- Advise on improving property appeal
- Develop a marketing plan
- Order a preliminary title review for your property



## PREPPING PROPERTY



- Launch your online presence with MLS and syndicated listings
- Gather agent feedback on price and presentation
- Provide sales activity updates



## CONTRACT MANAGEMENT



- Review offers and key contract details
- Discuss contract timelines
- Qualify buyers before offer review



## OPEN HOUSE



- REALTOR® present throughout
- Increased exposure for your home
- Answer buyer questions
- Gather feedback to improve marketing



## INSPECTION



- Buyer completes inspection within agreed timeframe
- Review and discuss inspection requests
- Negotiate seller's response
- Coordinate repairs if needed



## CLOSING



- Coordinate with Title and Escrow
- Help facilitate a timely closing
- Provide updates and keep you informed of all timelines within the contract
- **Transfer Keys to Buyer!**



## Key Takeaways



### CHANCE OF SELLING

This statistic helps us price your home. Accurate pricing plays a key role in getting you the highest offer.



### BALANCED SUPPLY

Housing supply impacts buyer demand. When the market isn't balanced, negotiating power shifts.



### MARKETING

Effective marketing boosts buyer interest and exposure.



### EQUAL POWER

Buyers and sellers are equally positioned in negotiations. With the right choices, we can leverage your power early.

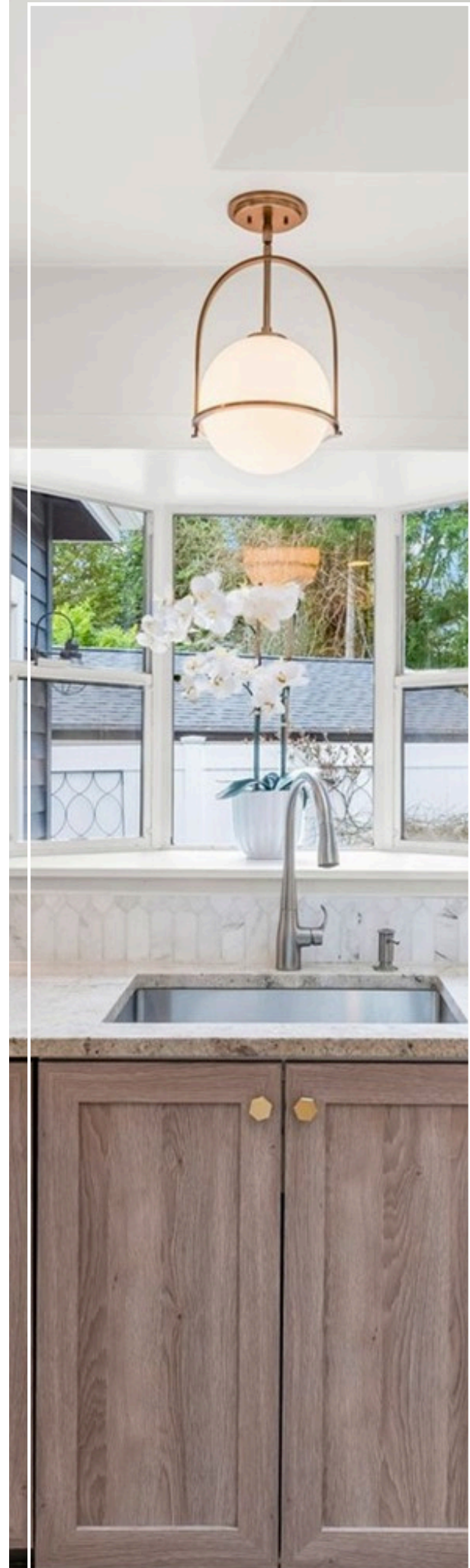
# CONTROLLED ACCESS

Making it easy for potential buyers to view the interior of your home significantly boosts its marketability and helps reduce the time it spends on the market. The more accessible your home is for showings, the greater the chance of attracting serious offers quickly.

To ensure both convenience and security, we utilize mobile-activated key boxes that allow licensed agents to access your property in a controlled and trackable way. This system not only streamlines the showing process but also gives you peace of mind, knowing that every entry is logged and secure.

## BENEFITS

- **CONTROL TIMES PEOPLE ARE ALLOWED IN**
- **CONTROL WHO IS ALLOWED IN**
- **TRACK AGENTS AS THEY SHOW THE HOME**
- **IMMEDIATE FEEDBACK FROM AGENTS WHO HAVE SHOWN THE HOME**





# BROKER'S OPENS



## WHY IT'S IMPORTANT

Inviting real estate agents to tour your home as soon as it hits the market is a powerful strategy to generate buzz and interest right from the start. These early tours allow agents to experience your home firsthand, take note of its unique features, and understand the value it offers—so they can match it with the right buyers quickly and confidently.

As your listing agents, we leverage our strong network of real estate professionals to create immediate exposure and excitement around your property. By connecting with agents who are actively working with serious buyers, we can often spark early interest, schedule more showings, and potentially even receive offers sooner. It's just one of the many proactive steps we take to ensure your home sells not only quickly but also for the best possible price.

## BENEFITS

- **MARKET YOUR HOME TO AGENTS WITH QUALIFIED BUYERS**
- **GENERATE “BUZZ” IN THE INDUSTRY**
- **GET VALUABLE FEEDBACK FROM LOCAL PROFESSIONALS**



# SHOWING YOUR HOME

Once your home is ready to show, as your Windermere agents, we will begin marketing it to potential buyers and other sales associates. If possible, leave the home when buyers are present so they feel comfortable asking their agent candid questions.

## OTHER HELPFUL TIPS INCLUDE

- › Remove pets. Take them with you or keep them penned in the yard or garage.
- › Open shades and curtains to let in light.
- › Turn on enough lights so the home is well-lit.
- › Remove clutter from tables and bookshelves. Neatness makes rooms seem larger.
- › Put away items in the yard such as garden tools, bicycles and toys.
- › Turn on gas fireplaces to create a cozy atmosphere.
- › Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.
- › Keep radios and TVs off, or on low volume.
- › Keep money and other valuables, as well as prescription drugs, locked up.





# COORDINATING CLOSING



## NEGOTIATING

**The market influences how we negotiate.** If you own a well-maintained home in a desirable neighborhood during a seller's market, you'll have significantly more power than if you're trying to sell a rental in a recession. We must plan our negotiation around the market.

**A seller has the most influence before they accept an offer.** The buyer has the advantage when conducting the inspection. The most vital negotiating must be done on the front end. By negotiating the highest price and best terms before accepting the offer we can form the contract to your advantage.

## SETTLEMENT & CLOSING

### THE SELLER RECEIVES



- Utility deposits
- Prorated portion of pre-paid property taxes
- Prorated mortgage interest from payments during the current month
- Fuel rebate for oil or propane in tank
- Net proceeds after seller's share of expenses are paid

### THE SELLER PAYS

- Brokerage compensation
- One-half of escrow or legal fees paid to the closing agent for their preparation
- Document preparation and/or Notary fees (if necessary)
- Title search & title insurance (can be paid by either party)
- Local transfer taxes
- State taxes (if necessary)
- Repairs (if any) the seller has agreed to pay for



*"Victoria & Nancy do their homework and present you with the facts so that you can make an informed decision. Their knowledge, professionalism and resources are unsurpassed. Moreover, being deeply intimate with Gig Harbor and the surrounding community allowed us to strategic position ourselves. Also of significance, having resources lined up and ready to go post-inspection enabled us to respond with a thoughtful counter offer under a tight time constraint. This team, along with their collaborative approach should be an example to all REALTORS."*

**- SUSAN L.**

**HOME IN THE HARBOR, REALTORS®**

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