



Guide to Selling Your Home

BRIDGENORTHWEST
group

Meet the team

BridgeNWGroup.com

3 Managing Brokers

We're a trio of real estate professionals with 45 years of combined experience who have joined our talents together to provide our customers with the full range of real estate services at every stage of the process.

We know how to buy and sell homes, and we do it very well. What's more, we've developed a proprietary collaborative process to bring you a level of concierge service that's beyond what others have to offer. We combine the agility and attentiveness of a specialized team with the reach and resources of Windermere Real Estate, a super-power in the real estate world.

We know houses. From the inside out. We have a breadth of knowledge on operations, financing, construction, and transactions



giving us skills in all aspects of the real estate industry. We have taken houses down to their studs and built new from the ground up. Which means we know value, we know the process, and we see beyond the real estate transaction.

We also know your decision is about more than the house — it's about the neighborhood and community. It's about living your life to the fullest and a sense of belonging. We know what makes communities and neighborhoods in the Pacific Northwest the kinds of places you want to call home. Our range of life experience ensures that we can provide you with a wealth of knowledge about this diverse and beautiful part of the world.



Christy Shiers
Managing Broker
206.409.5631



Dan Riley
Managing Broker
206.390.4799



Dan Sperry
Managing Broker
206.640.1155

Our promise to you

No assistants or second-string players. You always get us and only us!

No shortcuts. No avenues unexplored. No oversights. We pay attention to the details in every step of the process and take care to achieve excellence in every aspect of working with our clients.

We always represent you. We begin negotiating on your behalf before an offer is ever on the table. Advocacy for our clients is always our first priority.

**Selling a home isn't always
a walk in the park.**

We just want it to feel like one.



All in, for you.



Selling your home

Your home may be your single biggest investment; selling it is one of the largest financial transactions you'll ever make. So when you sell, you want to get the best price and the most favorable terms in the shortest amount of time. There are many decisions to make and strategies to consider in order to maximize your return with a successful sale. We will guide you through these before we list your home; then we'll manage every aspect of the transaction, from the first open house to the final closing.

AS YOUR LISTING BROKERS:

We'll communicate what buyers are looking for and the conditions that will encourage them to buy.

We'll analyze the market to help you set the right price.

We'll provide detailed information about your home to the thousands of Northwest Multiple Listing Service member agents actively assisting buyers.

We'll also target a more specific cohort of agents representing the most likely buyers for your home.

We'll capture buyers' attention and captivate imaginations through elegant visuals and thoughtful storytelling, in both digital and print media.

We'll make sure your home is visible to the large number of people who relocate to our region from across the country and around the world.

We'll quickly separate the qualified buyers from the rest of the pack, saving you time and potential heartache.

Listing timeline

We'll work hard to match the time and effort it takes to prepare your home for market with the current pace of buyer activity so you can achieve the best results from your sale. Below is a sample listing timeline which may vary for your property based on a number of factors.

PRE-LISTING PREP

04 WEEKS TO LIST

Listing agreement signed

Pre-inspection conducted

Staging walk-through held with designer

Paint or repair jobs begun

03 WEEKS TO LIST

House cleaning / de-cluttering started

Landscaping finessed and windows cleaned

Furniture removed (as needed)

02 WEEKS TO LIST

Staging installation begun (as needed)

Photo shoot conducted

Video + 3D shoot conducted (as needed)

01 WEEK TO LIST

Marketing collateral designed
(flyers and/or brochures, email
blasts, website)

LISTED

WEEK 1 / DAY 01

Property listing published on Northwest
Multiple Listing Service

Listing posted to Zillow, Redfin, Windermere.
com, Realtor.com, etc.

Property website launched

Just Listed email blast sent

Listing posted to social media

Digital and/or print advertising published

Broker's open house and/or public open
house hosted

Private showings begun

WEEK 2

Buyer pre-inspections finished

Offers received

Offers reviewed

Contractual negotiations started





Preparing your home for sale

REPAIR AND CLEANING CHECKLIST

For your home to make the best impression on buyers and fetch the highest possible price, we recommend making some basic repairs before we list it. We'll give you a tailored checklist once our team has visited your property, but here are some things you may want to consider.

EXTERIOR:

Remove peeling and chipped paint; replace with a fresh coat.

Fix loose trim and fencing.

Clear gutters and downspouts.

Make sure there is good exterior lighting.

Clean and repair the roof as needed.

Clear garage of clutter and tidy shelves.

THROUGHOUT:

Clean all floors, carpets, walls and trim.

Replace burned-out light bulbs.

Empty trash.

Remove family photos, valuables, and prescriptions.

KITCHEN:

Make sure countertops, grout and sinks are clean.

Fix dripping faucets.

Organize pantry and cupboards.

Clean the refrigerator and remove odors.

Clean the oven and cook-top thoroughly.

LIVING/FAMILY ROOMS:

Give rooms a fresh coat of paint as needed.

Repaint any woodwork that is worn or chipped.

Make sure draperies and blinds open and close.

Steam-clean carpets, rugs and wood flooring.

Put away toys and hobby supplies.

BEDROOMS:

Repair cracks in ceiling and walls.

Apply a fresh coat of paint if necessary.

Put away toys, clothes, and clutter.

Neatly make up the beds.

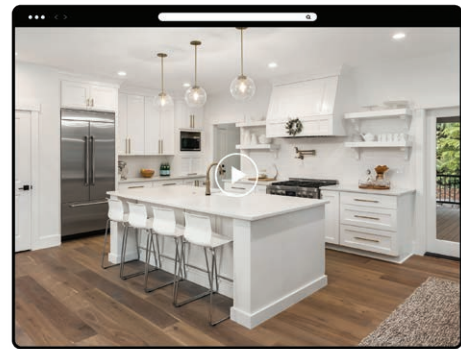
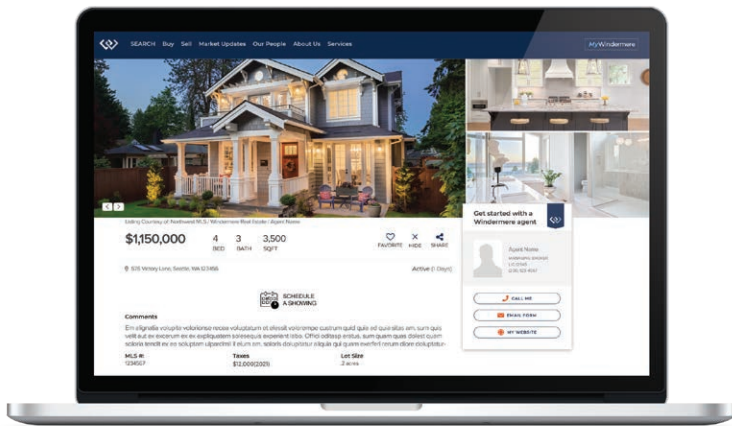


Staging your home

STAGE TO STAND OUT

Most homebuyers today are part of the HGTV generation: they prefer professionally curated interior spaces with a modern, minimalist style that “opens up” the rooms of a house or condo. While some home sellers have décor that matches these expectations, the majority of sellers possess a signature style and unique furnishings that make their home distinctly theirs. The role of staging is to present a clear canvas that’s less personalized and therefore lets buyers more easily imagine themselves living in the particular space.

- 1 Eight seconds.** That’s all it takes for most buyers to form an impression of your home. It’s not a long time, so you need to make it count.
- 2 You’ll make more money.** U.S. Housing and Urban Development reports that a staged home will sell for 17% more on average than a home that’s not staged.
- 3 Photos.** According to NAR*, over 90% of buyers first search for homes online before deciding to visit. The photos of staged homes will stand out among the rest.



Marketing your home

PHOTOGRAPHY

If home buyers aren't sold on the images they see online, chances are they will move on. And conversely, rich visual storytelling will help a listing stand out, leading to increased buyer curiosity and traffic. That's why we're committed to hiring one of our region's top architectural photographers to help set the scene when your property is listed. When appropriate we'll also shoot aerial photos via drone; these added visuals will literally elevate your home above the competition.

PRINT MATERIALS

Once we've captured great photos of your property, we can create high-end print marketing materials that inspire prospective buyers. These may include brochures, trifold, informational one-sheets or in-home signage. We may also send Just Listed postcards to neighbors and targeted qualified buyers.

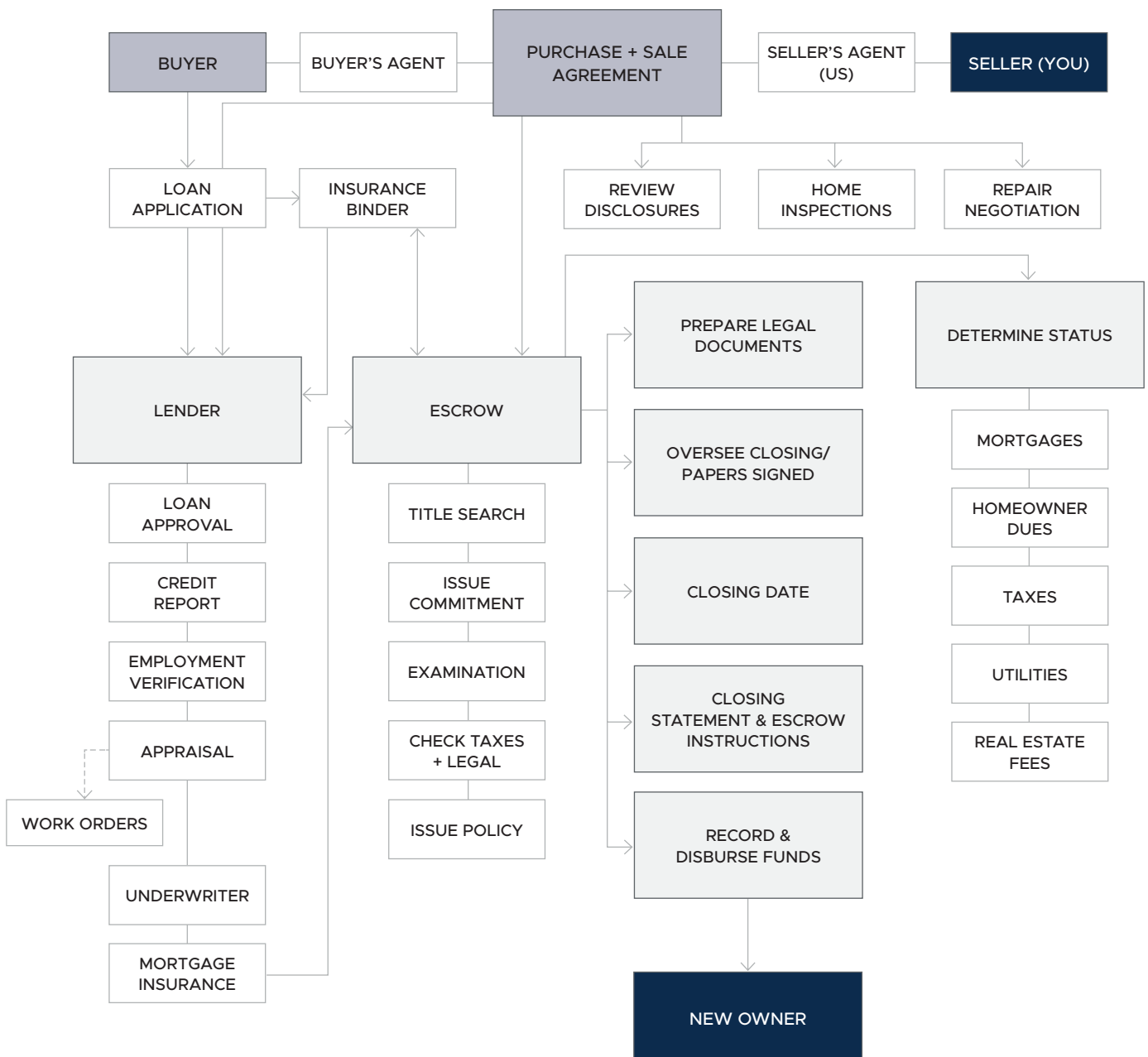
PROPERTY WEBSITE

We may also create a custom property website that showcases your home more than a typical MLS listing would. Through this unique site, visitors will have a chance to see photos of your property, read about its features and amenities, and even get a sense for the neighborhood and local attractions.



The path to closing

Once you accept an offer, you'll formally begin the process of closing. This period typically takes several weeks, and entails the opening of escrow for the sale, performing inspections and transferring the title and deed of the house to the buyer. It's a complicated process with many moving parts, but we will help manage the details and advocate for your interests.



**You have a choice in who
represents you, choose the best.**



All in, for you.

BRIDGENORTHWEST
————— group —————



Offer Review

GETTING THE MOST FROM YOUR SALE

After all the hard work you've put in to sell your property, you deserve to accept an offer with the best possible terms for you. In our competitive region, multiple offers are not uncommon. Because of this, we will conduct an offer review with you to help you understand the terms of each bid and select the one that's right for you.

With our industry knowledge, we'll help you vet each offer for its financial benefits and soundness, look at timelines and weigh contingencies. Every offer will have its own benefits and drawbacks, so we'll make sure you have all the information to make an informed decision. After you've accepted an offer, we'll negotiate on your behalf, representing you with finesse to see your transaction successfully closed.

Settlement & closing

Before mutual acceptance, a closing date is agreed upon by you and the buyer. “Closing” is when you each sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. Prior to the closing date, the escrow officer will complete a detailed settlement statement identifying all the expenses associated with selling your home.

THE BUYER PAYS FOR:

Down payment on the home

Buyer’s escrow fee (according to the contract)

Lender’s extended title insurance premium (ALTA)

Document preparation (if applicable)

Prorated property taxes (from date of acquisition)

Prorated homeowner’s association dues (from date of acquisition)

Recording fees for all documents in buyer’s name

Notary fees, if applicable

Homeowners’ hazard insurance premium for first year

Inspection fees (according to contract)

Loan fees as agreed with lender

Interim interest on new loan, prorated from date of funding to first payment date

Real estate services fee (according to contract)

THE SELLER PAYS FOR:

Seller’s escrow fee (according to contract)

Work orders, if required by lender, or agreed between parties (according to contract)

Owner’s title insurance premium

Payoff of all encumbrances (loans) in seller’s name

Prorated property taxes (prior to date of sale)

Interest accrued by lender that is being paid

Prepayment penalties

Any judgments, tax liens, assessments or encumbrances placed against property title

Any unpaid homeowner’s association dues

Loan fees that are required by the lender, based on loan types such as FHA or VA (according to contract)

Recording charges to clear all documents of record against the seller

Excise tax, if applicable, determined by county and based on sale price

Real estate services fee (according to contract)

THE SELLER RECEIVES:

Utility deposits held by gas, electric, cable, telephone and other companies

Prorated portion of pre-paid property taxes

Prorated mortgage interest from payments made during the current month

Fuel rebate for oil or propane remaining in storage tank

Net proceeds after seller's share of expenses are paid



TERMS TO KNOW

ASSESSED VALUE The value placed on a property by a municipality for purposes of levying taxes. It may differ widely from appraised or market value.

CERTIFICATE OF TITLE a document, signed by a title examiner, stating that a seller has an insurable title to the property.

COMPARATIVE MARKET ANALYSIS (CMA) A survey of the attributes and selling prices of comparable homes, whether active or recently sold, used to help determine pricing strategy for a home.

DEED A legal document that formally conveys ownership of a property from seller to buyer.

LIEN A security claim on a property until a debt is satisfied.

MUTUAL ACCEPTANCE The point at which the seller and buyer reach agreement on both purchase price and terms and enter into a binding contract.



Moving tips

6-8 WEEKS BEFORE MOVING

Use up things that may be difficult to move, such as frozen food.

Get estimates from professional movers or from truck rental companies if you are moving yourself.

Once you've selected a mover, discuss insurance, packing, loading and delivery, and the claims procedure.

Sort through your possessions. Decide what you want to keep, what you want to sell and what you wish to donate to charity.

Record serial numbers on electronic equipment, take photos (or video) of all your belongings and create an inventory list.

Change your utilities, including phone, power and water, from your old address to your new address.

Obtain a change of address packet from the post office and send to creditors, magazine subscription offices and catalog vendors.

Discuss tax-deductible moving expenses with your accountant and begin keeping accurate records.

2-4 WEEKS BEFORE MOVING

If you're moving to a new community with school-age children, contact the school district and request information about enrollment.

Make reservations with airlines, hotels and car rental agencies, if needed.

If you are moving yourself, use your inventory list to determine how many boxes you will need.

Begin packing nonessential items.

Arrange for storage, if needed.

If you have items you don't want to pack and move, hold a yard sale.

Get car license, registration and insurance in order.

Transfer your bank accounts to new branch locations. Cancel any direct deposit or automatic payments from your accounts if changing banks.

Make special arrangements to move pets, and consult your veterinarian about ways to make travel comfortable for them.

Have your car checked and serviced for a trip of any length.

Collect items from safe-deposit box if changing banks.

2-3 DAYS BEFORE MOVING

Clean out your refrigerator and freezer.

Have movers pack your belongings.

Label each box with the contents and the room where you want it to be delivered.

Arrange payment for the moving company.

Set aside legal documents and valuables that you do not want packed.

Pack clothing and toiletries, along with extra clothes in case the moving company is delayed.

Give your travel itinerary to a close friend or relative so they can reach you as needed.

Moving Essentials

Furniture pads
Hand truck or dolly
Packing tape
Bubble wrap
Newspaper or packing paper
Scissors
Utility knife
Labels
Felt-tip markers
Cornstarch packing peanuts
Plenty of boxes

MOVING DAY: OLD HOME

Pick up the truck as early as possible if you are moving yourself.

Make a list of every item and box loaded on the truck.

If you are working with a mover, let them know how to reach you.

MOVING DAY: NEW HOME

Be on hand at the new home to answer questions and give instructions to the movers.

Check off boxes and items as they come off the truck.

Install new locks.

Confirm that the utilities have been turned on and are ready for use.

Examine your goods for damage.

Why Windermere

\$15B

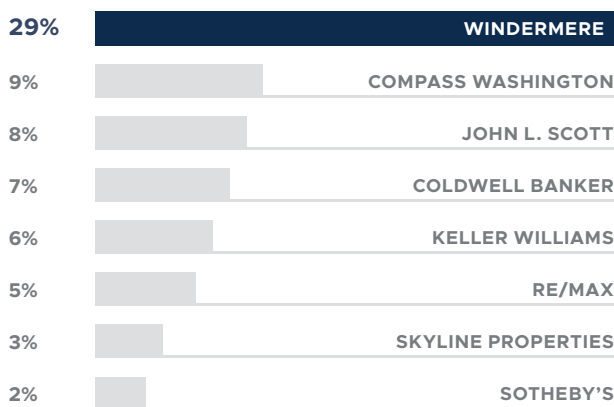
WINDERMERE'S ANNUAL
PROPERTY SALES IN
KING COUNTY BY \$ VOLUME

To us, the choice to affiliate our business with Windermere is a no-brainer. We have the largest regional network with the best real estate minds. We also have local owners focused on our local communities and not on growing a giant national footprint or pleasing distant shareholders.

3X

HIGHER \$ VOLUME OF
LISTINGS SOLD BY WINDERMERE
THAN BY THE #2 FIRM

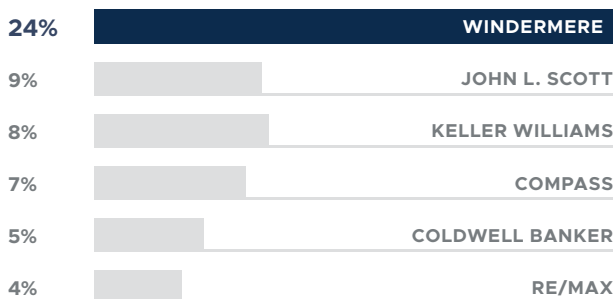
SELLERS REPRESENTED BY WINDERMERE ARE MORE LIKELY TO RECEIVE MULTIPLE OFFERS*



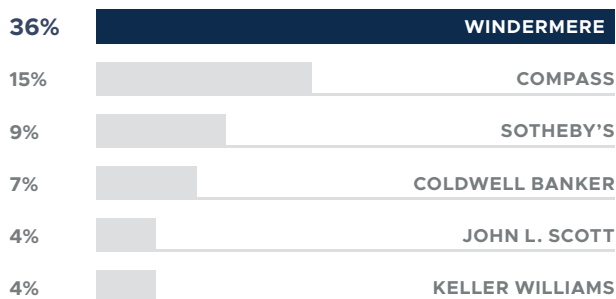
Windermere sellers increase their odds of receiving multiple offers and maximizing their sale price because:

- We understand which home improvements and preparation strategies will make each home stand above its competition.
- We enhance the buyer experience by utilizing stunning photography and staging and by offering a seller-provided inspection report.
- Knowing that Windermere listings are market ready, priced accurately, aptly compensated and professionally represented, other brokers in our region know to bring their strongest offers.

WINDERMERE IS PERENNIALY #1 IN SALES OF SINGLE-FAMILY HOMES & CONDOMINIUMS**



WINDERMERE LEADS THE MARKET IN LISTING LUXURY HOMES***



*Multiple offers are factored based on home sales that close above list price. Market share data reflects sales of Seattle and Eastside single-family homes over a recent 12-month period. Information gathered from but not verified by NWMLS. **Source: Trendgraphix. Data reflects unit sales of King County single-family homes and condominiums over a recent 12-month period. ***Source: Trendgraphix. Data reflects unit sales of King County single-family homes sold for \$2.5M and above over a recent 12-month period.

Giving back, together

YOUR HOME SALE FURTHERS THE IMPORTANT WORK OF THE WINDERMERE FOUNDATION

When your property sale closes, we'll donate a portion of our commission to the Windermere Foundation, which is committed to making our communities a better place to live for our most disadvantaged neighbors. Housing is our business, so helping homeless and low-income families — with an emphasis on helping children — has been our way of giving back. Over the years the foundation has donated tens of millions of dollars to cover families' housing costs, help stave off evictions, and fund backpacks full of food so school kids don't go hungry on weekends.

For almost 50 years, Windermere has been our region's most recognized real estate brand and a respected philanthropic leader. We remain deeply rooted in our local neighborhoods and committed to keeping the region a place where everyone can have a home.



\$50M+

GIVEN TO NON-PROFITS

550+

ORGANIZATIONS SUPPORTED

1,000s

OF LIVES CHANGED

“

To achieve great things that the world will never forget, start out by accomplishing small things that the world will never see.”

THE GO GIVER

From C-suite executives, bank presidents, and professional athletes to first-time home buyers, we serve a variety of clients. Here is what some of them have to say about working with us.

“

Dan Sperry, Dan Riley and Christy Shiers are the ultimate real estate trio.

– John & Julia O.

What our clients are saying

The combined skillset of Bridge NW is unmatched in realty. The three partners each come with unique skills that complement each other — market knowledge, pricing advice, staging and marketing done with optimism and energy. They negotiated our unique needs and our home sold in one day.

– **Bernadette G.**

I'll get straight to the point: Christy and 'The Dans' are the best real estate team we've ever worked with. Hire them now! They are a detail-oriented, get-it-done, personable, responsive and accountable team. From the quality of the photography to helping coordinate the work to sell our home, everything was well-managed with grace and efficiency. Knowing they were on top of everything removed a tremendous amount of stress for us. Christy is a great listener, an excellent communicator and a very strong agent. We were able to sell our home significantly over asking because of Bridge NW. Their pricing recommendations were spot-on and they showed our home and spoke of our neighborhood with such pride that we attribute our multi-offer situation to their tenacity and passion. Bridge NW is the best!

– **Fara H.**



What our clients are saying

“As second-time homeowners, we were a bit more cautious in selecting brokers to represent us. A family member referred Bridge NW to us. That said, I didn’t select Dan based on the referral alone. I believe an agent and client must partner in the process to achieve the best outcome. For those reasons, I needed to meet Dan in person before making the decision to hire BNW to list our home. In meeting with Dan, he came across as sincere in his desire to partner in the process, knowledgeable and experienced. We decided to work with BNW and that decision paid off. Dan and the BNW Group helped us get our home ready for sale and relentlessly marketed the home. They did a tremendous job networking with local agents to be certain that no stone was unturned. We feel we got the best results possible with BNW. We would not hesitate to recommend them to anyone that wants full-service representation.”

– Marc & Julia

Dan Sperry, Dan Riley and Christy Shiers are the ultimate real estate trio. They each bring unique qualities to their team to work cohesively together and balance each other out to make the whole selling process feel easy. They were personable, patient and kind, as if we were working with friends, while remaining professional with their insightful knowledge of the market and attention to detail. With a keen eye they were able to showcase the beauty of our home. They were all extremely responsive and their communication was impeccable. They went WAY above and beyond to make us feel like we were their top priority with our best interests as the goal. This whole team is a real asset to anyone looking to sell (or buy) a home. We highly recommend them to all our friends and family.

– John & Julia O.



We look forward to working with you

**THROUGHOUT YOUR TRANSACTION OUR ROLE IS TO
ADVOCATE FOR YOU AND OUR GOAL IS TO GIVE YOU
AN OUTSTANDING CLIENT EXPERIENCE**

We'll work tirelessly to educate and advise you about the current real estate market and how its conditions might influence the sale of your home. When the time is right, we'll help you prepare your home to appeal to its best, most qualified prospective buyers. And, once you've received an offer (or offers), we'll negotiate the critical and contractual components of the transaction and deliver creative solutions to whatever challenges may arise



**Your house has
a particular value.**

Our value is maximizing it.



All in, for you.

BRIDGENORTHWEST group



BRIDGE NORTHWEST GROUP MANAGING BROKERS

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