

SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME



BROKERED BY
exp
REALTY

THE AGENCY

SUSAN CUSTER



REAL ESTATE AGENT,
MANAGING BROKER,
Certified eXp Mentor,
REALTOR
Beginner Gardener
Music Lover
Art Observer
Sister, Mom, & Life Partner

STATE



Susan is a member of the North West Multiple Listing Service, Washington State Realtor Association, Snoco-Camano Association of Realtors and eXp Realty of Washington. she aslo was voted Five Star Agent 3 years running.

GLOBAL



Next generation Broker, eXp IS one of the fastest growing agencies in the United States. The first cloud based, agent owned agencies, we are global brokerage. We are taking Real Estate to the next level with award winning service and technology.

NATIONAL



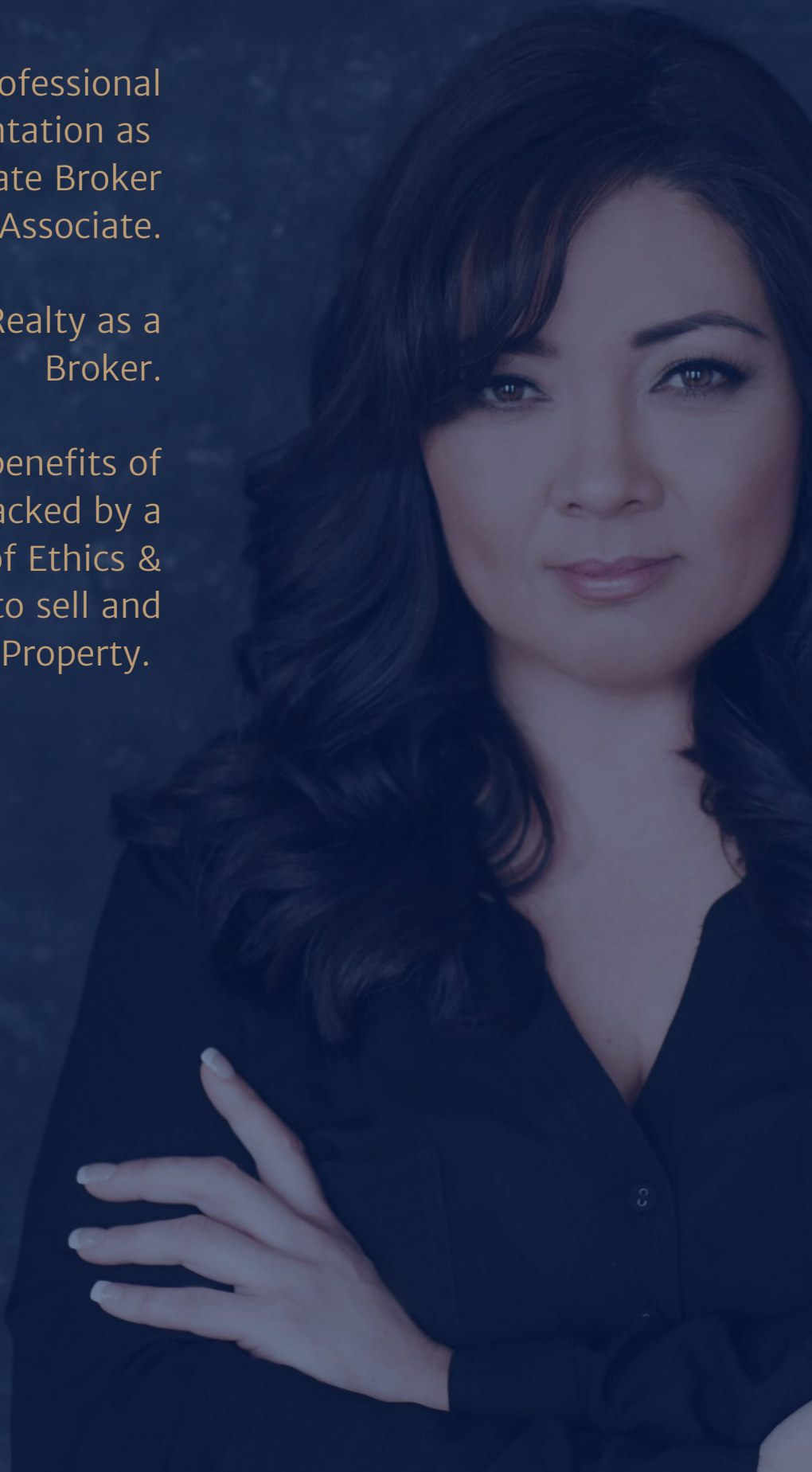
I belong to Americas Largest Trade association, National Association of Realtors, NAR. For over 112 Years, we have advocated for Property Sellers and Buyers in the US and around the World. I am an Accredited Buyers Representative and Certified Code Of Ethics REALTOR.

Facts of Agency

You're hiring my professional
eXpertise & representation as
Your Licensed Real Estate Broker
Associate.

You're hiring eXp Realty as a
Broker.

You're receiving the benefits of
assurance backed by a
National Code of Ethics &
Legal Representation to sell and
transfer ownership of Property.



THE STEPS

When it comes to selling your home I've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

A cozy living room scene with a white knitted throw, a brown shaggy rug, a small table with a cup of coffee, and a book. A large blue circle with the number 1 is overlaid on the left.

1

HIRE A PROFESSIONAL

When the Listing Agreement is signed, I will tour the Property with you, Validate Data and Strategize a plan to meet your wants, needs and market conditions.

GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

A still life image of cleaning supplies including a black spray bottle, a white roll of paper towels, and a small white vase with white flowers. A large blue circle with the number 2 is overlaid on the right.

2

A close-up image of two wooden price tags, one brown and one white, tied with a string. A large blue circle with the number 3 is overlaid on the left.

3

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

STAGE IT & TAKE PHOTOS

Staging may be necessary,
I will consult & walk you through everything.
My photographer will make your home look its best!

A black DSLR camera with a lens attached, resting on a light-colored wooden surface. A large blue circle with the number 4 is overlaid on the right.

4

CREATE MATERIALS

I will have our in-house graphic designer create everything we need to market your home!



6

SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



REVIEW OFFERS

I will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!



Article 1 REALTORS® protect and promote their clients' interests while treating all parties honestly. Article 2 REALTORS® refrain from exaggeration, mis-representation, or concealment of pertinent facts related to property or transactions

-Code of Ethics, Pledge

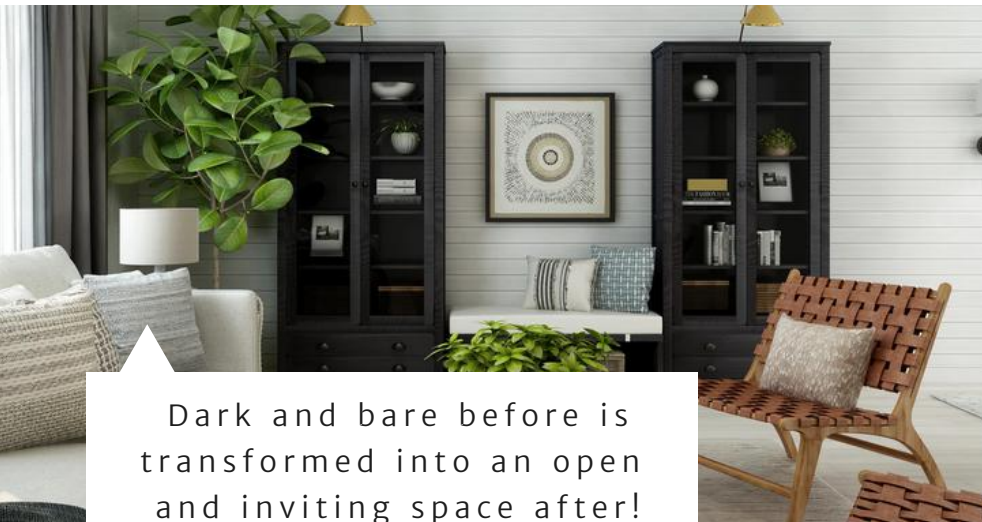


A woman with blonde hair, wearing a black blazer over a white shirt, is looking down at a large architectural drawing or blueprint spread out on a table. The background is a dimly lit room with shelves filled with books and decorative items, and several pendant lamps hanging from the ceiling. The overall atmosphere is professional and creative.

THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; Its worth your consideration and may require your attention

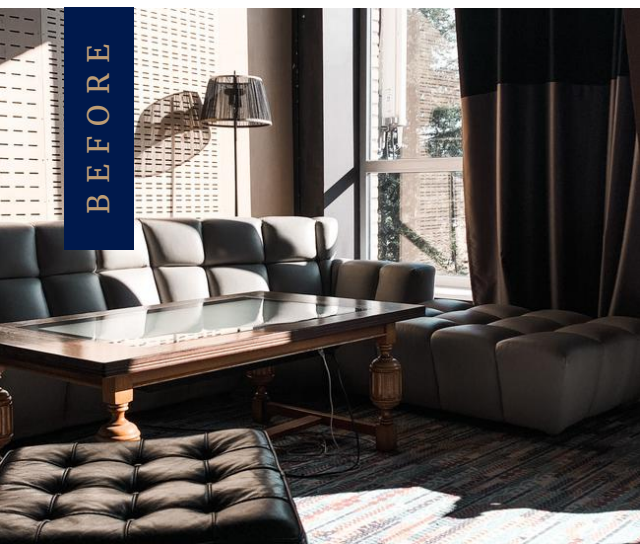
I will guide you through atour and my reccommendations for you to decide the strategy that works best for your situation.



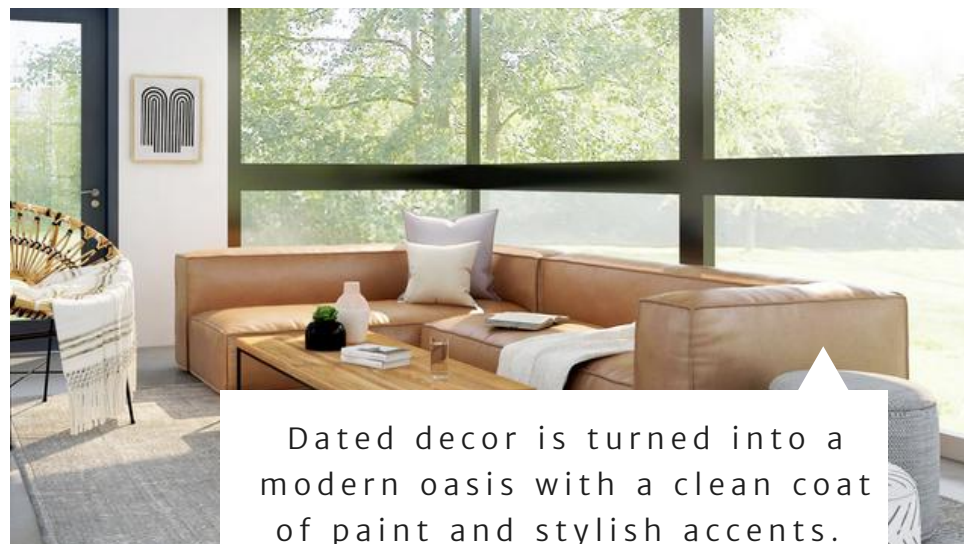
Dark and bare before is transformed into an open and inviting space after!



BEFORE



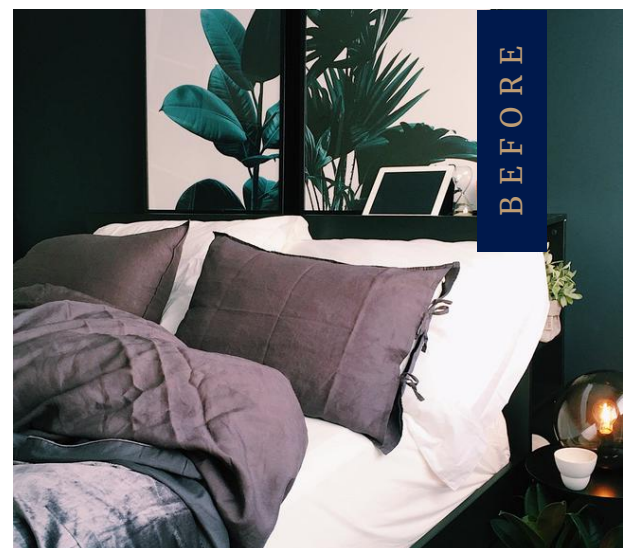
BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

PHOTOGRAPHY

I will hire eXperienced, local photographers to capture the best features of your property & home. We will utilize dronography and video marketing to enhance marketing efforts. After preparation, cleaning and Staging, digital imagery is what brings buyers to the house for a showing tour.

Professional Photography is essential to maximize potential.



THE MARKETING

When it comes to selling your home I've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

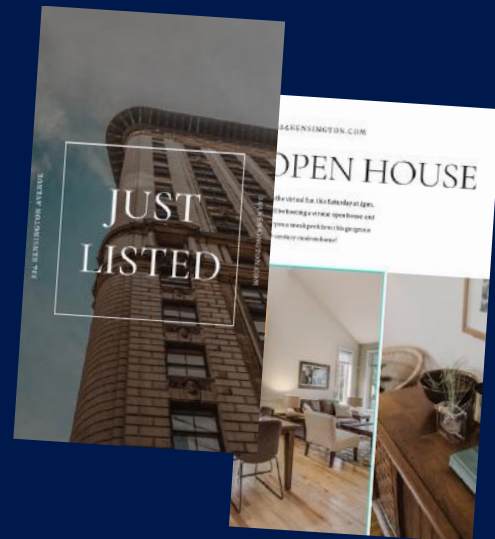


VISUALS

Photos, neighbourhood flyers, and property brochures get your home noticed! I tailor each design to highlight your unique home.

ADS

Your home is distributed across all of our online platforms! Your Property Website is National Syndicated & Targeted Local Buyers.



EVENTS

From neighbourhood wine & cheese to weekend open houses your home will be given what the Market Demands!

Syndication

Single Property Website
Realtor.com
Homesnap
Homespotter
Google Real Estate
Yahoo Real Estate
Bing
Zillow
Redfin
Homefinder
Trulia
Hotpads
Homefinder
Landwatch
RealtyTrac
National Broker Sites
Local Broker Sites
NextDoor
Alphabet Family
Meta Family
Facebook Marketplace...
and so many more!!!

via

Northwest Multiple Listing Service
eXp Realty
&

newconnectionhomes.com



Member of

Northwest
Multiple Listing Service®



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Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we will factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



Buyers Mindset

They are looking online, first.

They are looking for Value.

They are looking for Data.

They are looking for comfort.

They have a short
attention span.

We have 1 minute to compel
them to tour, & 5 minutes to
capture an Offer.

95% are Represented
by an Agent

ATTRACT THE RIGHT BUYER

Price it to compete.

Price it @ Market Value.

Price it right, once.

Price it to receive maximum return.

Pricing & Timing are synergistic.

THE FIRST 2 WEEKS ARE IMPORTANT

Showing Count is Optimal.

When most offers are received.

Longer Days on Market equals Lower Offer
Prices.

PRICING MISCONCEPTIONS

What you paid.

What you need.

What you want.

What your neighbor says.

What another agent, in another area says.

Cost to Rebuild.



THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Earnest Money Deposit
3. Terms & Financing
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walkthrough of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

WHERE MY PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

From feature sheets, to open house expenses, flyers and online ads marketing your home to the most amount of qualified buyers is my specialty. I have a menu of investments I make to Sell your Property.

REALTOR FEES & ADMIN

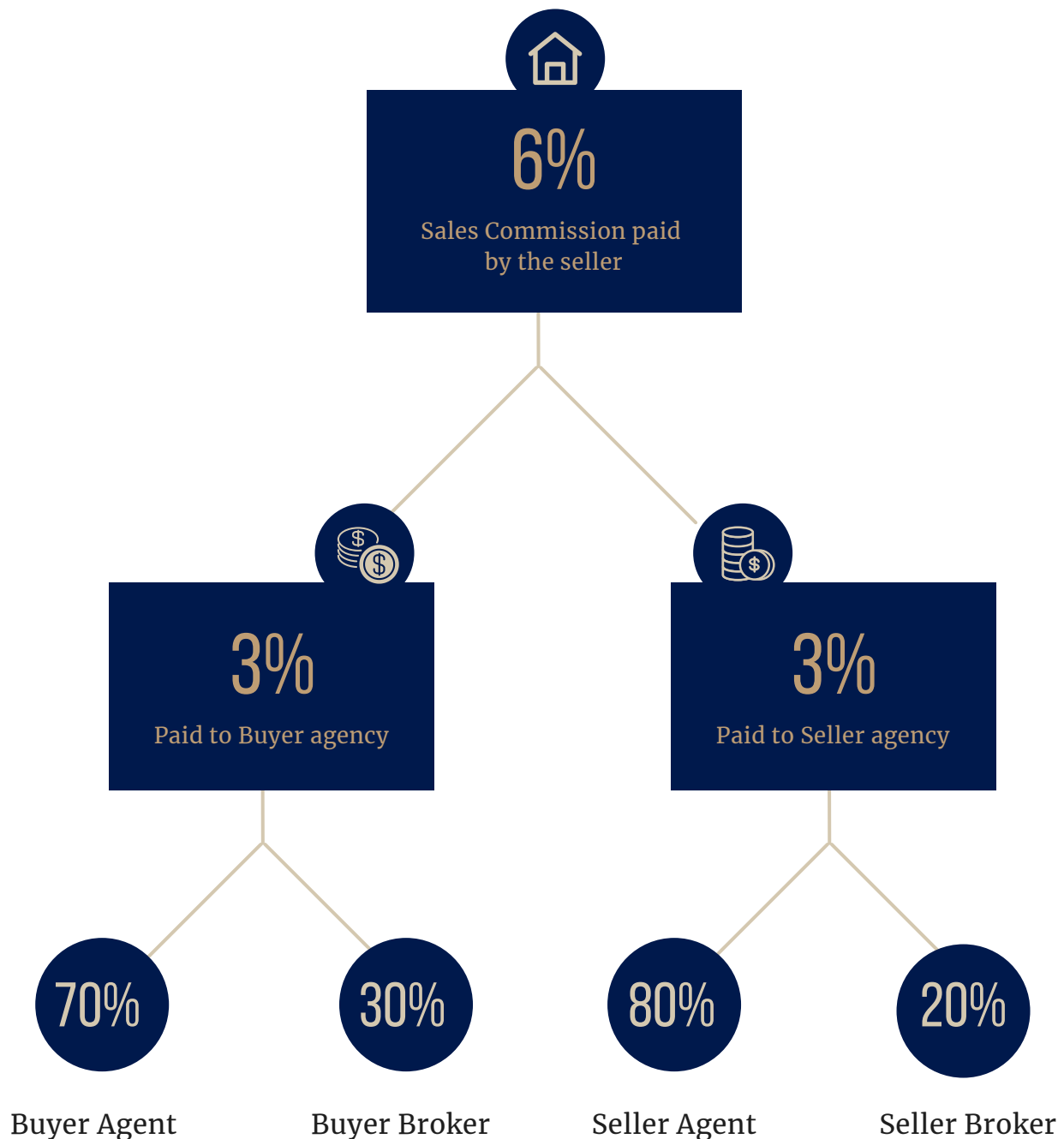
As a realtor I need to pay dues and fees to various organizations to remain licensed and legal as well as pay my admin staff.

AGENT FEE

And finally, I budget a portion of the Commission to pay myself, making sure I can keep doing what I love to do well. I bring eXperience, eXpertise, Connections, Negotiation Skills, Education, Loyalty, Honesty & Consultations to ensure a successful sale. My proven selling system is customized to fit your situation.

COMMISSION EXPLAINED

My commission is based on my eXpertise, skillset, specific selling strategy, business connections: Local, State and Federal consultation, Property Value, upfront cash investment, supplies and my time. Below is an example of a breakdown. **I will negotiate terms with you, after we discuss the local market, the property and your specific needs.**



A guarantee you can count on

I'm committed to meeting your sales objectives in a professional and pleasing manner. I am willing to put our guarantee in writing.

My Performance Guarantee

I will develop a Property Marketing Plan that clearly spells out the methods I will use to promote your property to the widest-possible audience.

If I don't act according to the agreed activities in the Plan, you may:

- Advise me that you aren't satisfied and ask for a revision of the Plan or
- Cancel the Listing Agreement. Your complete satisfaction is my foremost concern.

Susan Custer

WASHINGTON STATE MANAGING BROKER / REALTOR /
ACCREDITED BUYERS REPRESENTATIVE / eXp ASSOCIATE

425.770.6181 / SUSAN@NEWCONNECITONHOMES.COM

SELLER'S CHECKLIST

We will discuss your goals, timeline and condition of your property.
I will provide a strategy and my eXpertise in an actionable Punch List
based on market conditions and your needs.



GENERAL MAINTENANCE

☐☐☐☐☐☐☐

CURB APPEAL

☐☐☐☐☐☐☐

HOME CLEANING

☐☐☐☐☐

EXTRA TOUCHES

☐☐☐☐☐☐

TIDY AND PREP

☐☐☐☐

ORGANIZATION

☐☐☐☐

I will provide experience, knowledge and guidance
with legal contracts, timelines and filings.

City, County Title Reports
Legal Description
Sellers Disclosures
Listing Agreements
Property Data Corrections

Purchase & Sale Agreements
Contingencies & Addendums
Escrow Instructions
Local, State & Federal Sale
Requirements

Contractors & Inspectors
Photographers & Stagers
Title Companies
Appraisers
Real Estate Attorneys

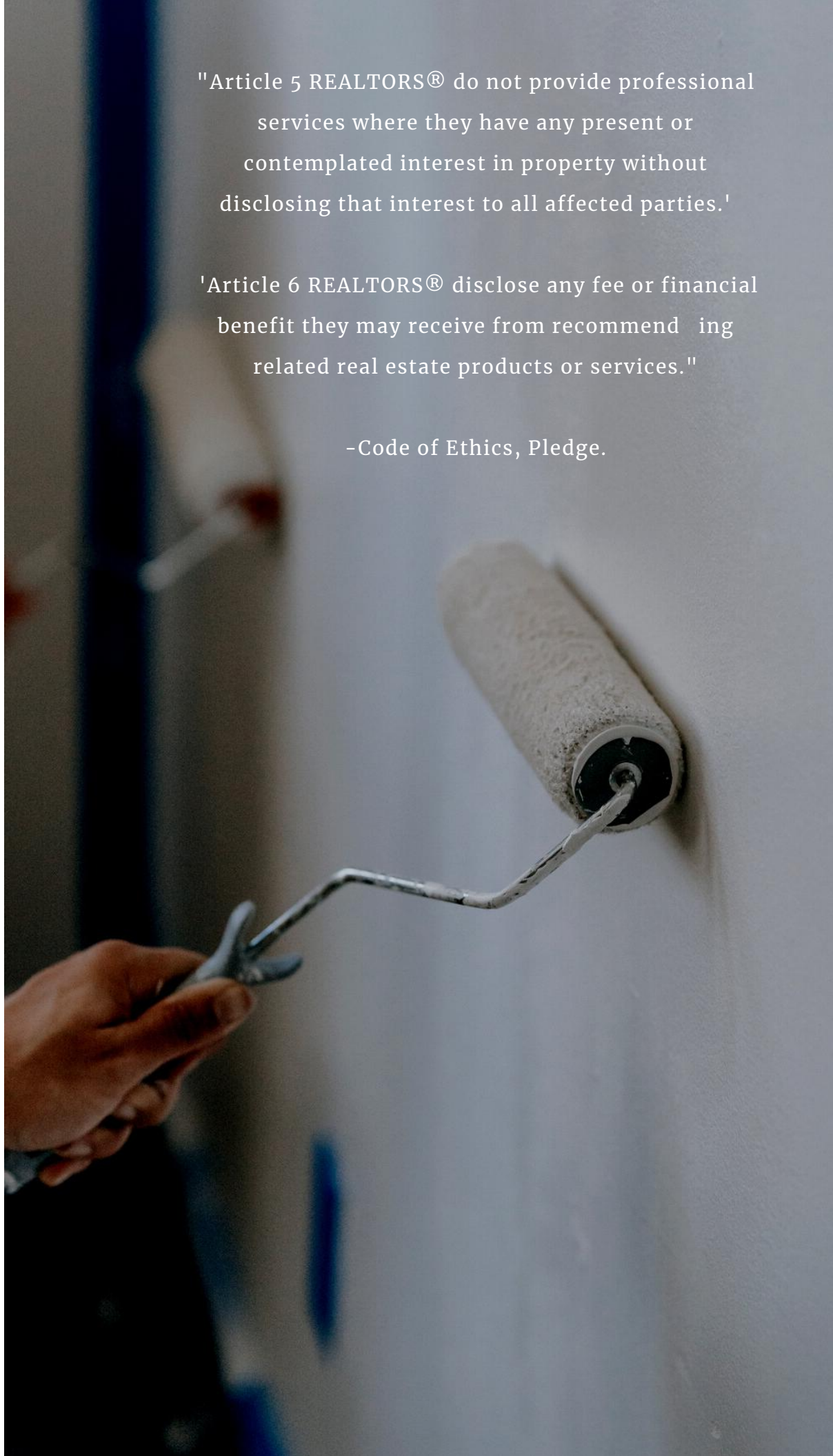
Valuations
Market Updates
Comparisons
Estimated Netsheet

Documents & Connections

"Article 5 REALTORS® do not provide professional services where they have any present or contemplated interest in property without disclosing that interest to all affected parties."

"Article 6 REALTORS® disclose any fee or financial benefit they may receive from recommending related real estate products or services."

-Code of Ethics, Pledge.



TESTIMONIALS

“

It was important for us to get the best buyer and sell within a reasonable time frame. Susan Custer helped us get our house prepared for sale by giving us advice on what needed to be done, steering us in the right direction as far as hiring help to get it done and she also took care of some of the items herself. She priced it well and marketed it well. Part of the marketing was drone footage, which I think brought a lot of people to our open house. It sold within the first week. There were no problems with the buyer thanks to Susan's advice on choosing between 7 offers! We are happy home sellers.

Mark and Cherri

“


Susan is great to work with, very knowledgeable of the area and market. She also takes the time to understand your needs and current situation, goes above and beyond to help. That goes a long way when you are dealing with the sale/purchase of a home!

Natalie

“


Susan Custer did a great job helping us sell our home. We really appreciated the extra time she took each step of the way, including giving us lots of useful advice before we even put the house on the market. Selling a property is often a stressful process. Susan made everything as smooth and pain-free as possible for my wife and I. We would definitely recommend Susan to anyone looking to buy or sell a home in the Snohomish..

Steve




She is personal, caring, extremely knowledgeable and truly listens to her clients. We sold our house in 24 hours and got over asking. I'll always recommend Susan to anyone looking to purchase or sell their home.

Rian



Susan Y Custer has helped my family buy or sell three properties. She is great as either representative. She asks questions and really listens to answers. She suggests options based on her experience and research. She has a good eye for making your property appealing. She has great contacts for contractors to get a property ready to show at it's best. She communicates well every step of the way through the process. I am confident our choice to have her as our realtor was what made our real estate transactions a positive experience.

Jerri & Family



Susan was amazing in all aspects of our sale and purchase... She was incredibly professional and every person we worked with, did their best for us and it was because Susan's reputation was well know and respected. Susan was an absolute professional through the entire process. She responded very quickly every time and talked us through everything. During the closing she checked in daily, even if there weren't updates, just to see how we were doing. It made us feel looked after in every way.

Melissa



Your Home. Your Future. Your Realtor

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