

# *Selling Your Home*

*I will go above and beyond for you to help achieve your real estate dreams!*



**ASHLEY VOLLER, REALTOR®**

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**WINDERMERE PROFESSIONAL PARTNERS**



# My Mission

I have lived in the beautiful state of Washington all my life - born and raised in Puyallup! My love for people is what drove me to choose the real estate field as a career. Driven & detail oriented with a passion for service, I will go above and beyond for you to help achieve your real estate dreams! As a proud member of the Windermere family, I embody the values of hard work, integrity, and outstanding client services into everything I do.

When I'm not making home ownership dreams come true for my clients, I am loving life with my husband and two children, adventuring around the PNW, or cozying up with a good book!

## **Client Testimonial**

*"She continually gives the best services all the way to the end. Ashley continued to fight through a difficult sale. Problems continued all the way to closing, and without her being on top of it I'm sure the sale would have fallen through or not closed on time."*

**- Robert in Graham**





# Why Windermere?



## SETTING THE STANDARD

We deliver the best in our industry, including:

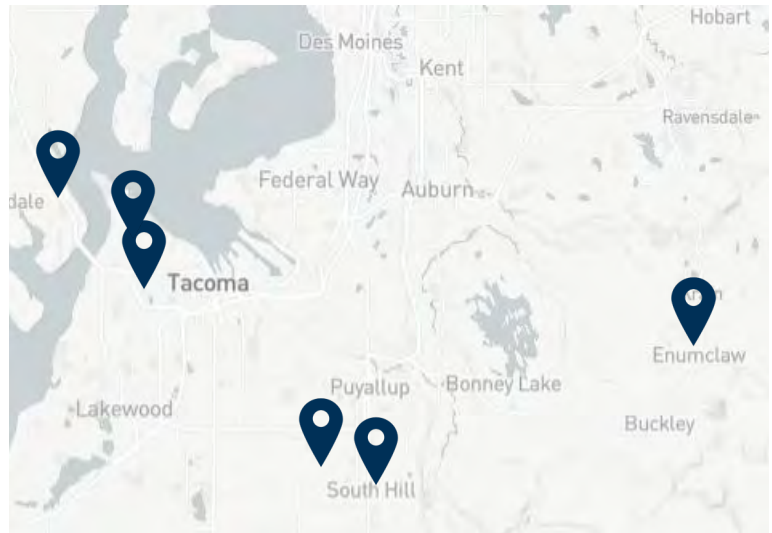
- Exceptional Service by Putting Clients First
- Unsurpassed Integrity
- Strict Code of Ethics
- Premium Tools and Services
- Marketing Expertise
- Top Negotiation Abilities
- Contract Management Skills
- Keeping You Informed Promptly and Regularly

## 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

*Windermere believes in giving back. We contribute to our communities through the Windermere Foundation. Each year our company chooses several local organizations to donate to or volunteer for. A portion of my commission will be donated to the Windermere Foundation.*





# Prior to Listing

## WHAT YOU'LL DO

**Determine Occupancy:** Where will you live while your house is marketed? Are you moved out, are you renting or staying with family? Or will you still live in the property? If it's an investment property, we'll have to work around your renter's schedule. You can have a successful sale in any of these circumstances, though a vacant house is usually easier to show.

**Making Repairs:** Condition strongly influences how much your home will sell for. Buyers pay more for homes that 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.

### WINDERMERE READY PROGRAM

We can front your home improvement costs and provide concierge services to sell your home faster and for a higher price. From decluttering and deep cleaning to major repairs or replacements, together we'll set your home up for selling success.

## WHAT I WILL DO

**Market Analysis:** I can offer you a CMA. A comparative market analysis is a tool that estimates the value of a property by evaluating similar ones that have recently sold in the same area.

**Staging:** Professional stagers help your home make the ultimate first impression by highlighting the best features of each room. This helps your buyers visualize themselves living inside the space. According to Forbes, staged homes sell 87% faster and for 17% more than non-staged homes.

**Professional Photography & Videography:** I will present your home in the most flattering way through high-resolution photos and videos. Since most people start their home search on the internet, this is the best way to capture their attention.

**Ensure Clear Title:** Working with locally owned title companies ensures there is a clear title on your home. Addressing any issues upfront will help the transition run as smooth as possible.

**File Management:** WPP offers file-management to help manage your transaction files. This means that nothing will slip through the cracks, and everything will be accomplished on time.



# Services

## HOW I WILL SELL YOUR HOME

- 1. Enhance Home Value:** We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.
- 2. Pricing Strategy:** I'll help you with a pricing strategy to ensure no buyers are scared away, and we receive maximum offers.
- 3. Maximum Exposure:** My 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.
- 4. Negotiate the Best Contract:** I'll help you negotiate the best deal and terms, which is an important skill in any market.
- 5. Transaction Manager:** There are a lot of moving parts in a transaction. My job is to handle everything so your contract closes on time.

## OVERVIEW OF SERVICES

### PREPARATION

Recommend Home Improvements  
Access to Windermere Ready Loan  
Schedule and Manage Vendors  
Design Customized Marketing Plan

### PRICE

Provide Market Insight and Overview  
Produce Comparative Market Analysis  
Design Price Strategy

### CONTRACTS

Review and Discuss All Contracts  
Associated with Your Home Sale

### MARKETING

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

### COMMUNICATION

Keep You Informed on Showing Activity  
Request Feedback on Home Showings  
Guide You Through Inspection and Appraisal  
Process  
Review Closing Procedures and Timeline

### NEGOTIATION

Negotiate All Aspects of the Contracts from  
Inspection to Closing





# Pricing Your Property

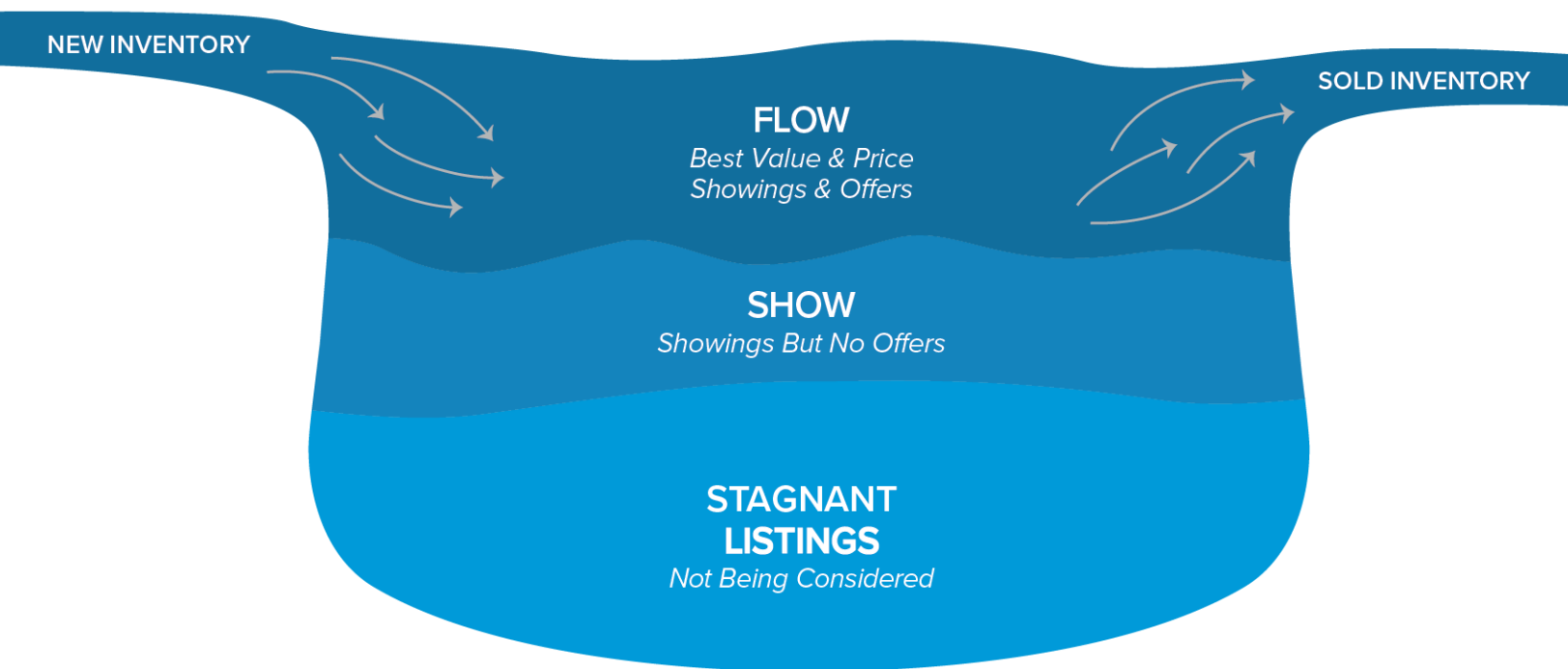
The market value of your home is what buyers are willing to pay. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

## We CAN Control

Price  
Terms of Sale  
Condition of Property

## We CAN'T Control

Location  
Competition  
Market Conditions



In some cases, we will design a price calendar. In the event that buyers and market statistics indicate our price is not correct, we will have a pre-arranged plan for addressing that situation. I only recommend price calendars for properties with challenged condition, high-end properties which have statistically lower chance of selling, unique properties with little-to-no comparable data, or homes in a buyer's market.





# Market Stats

## MY EXPERTISE IS FUELED BY ACCESS TO WINDERMERE EXPERTS

### Windermere's Chief Economist

Windermere Real Estate employs a full time expert in residential market analysis, financial analysis, land use, and regional economics. This gives us unique insights into short and long-term housing trends that are important to consider when buying or selling a home.

### Windermere Professional Partners Statistics

My company generates proprietary local statistics from data in the NWMLS. This information helps us understand the how the real estate market constantly changes in real-time, and informs us who the market is favoring (meaning who has better negotiation power between buyers and sellers). Our weekly sales meetings go over area specific stats to ensure we understand how to help you in this dynamic market.



### WHY DO CURRENT STATISTICS MATTER? MARKET TAKEAWAYS

*Understanding the current real estate market helps us determine your overall chance of selling. A high chance of selling means there is room for us to price high, or even plan for multiple offers. A low chance of selling means less margin for error. Overall, current statistics help me determine how to secure you the best deal for your home.*



# Marketing Your Listing

## MAXIMUM INTERNET EXPOSURE

I will promote your listing on:

### Windermere.com

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

### WindermerePC.com

- In-depth Pierce County information
- City and neighborhood pages
- Blogs, listings, crime reports, etc.

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



Zillow  
Redfin  
Realtor.com  
Trulia.com  
+ more!

## SOCIAL MEDIA

Social media allows targeted advertisement, which we'll use to our advantage. We utilize hashtags, geographic tags, and other customizable criteria to ensure the ideal buyers see your home (all while remaining within the restrictions of Fair Housing laws). WPP offers extensive social media options, including our OMP program which has a custom blog written for your listing. We can also choose to highlight your listing on WPP's Facebook & Instagram pages and my business platforms.

## DIRECT MAIL

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



## 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.





# Compensation Conversation

ASHLEY VOLLER

## STANDARD 3%

### SERVICES INCLUDED

*Premium Pre-Listing System & Calendar  
Professional Hi-Res Photography, Drone, Video, Listing & Social Media Marketing  
Print Marketing Promotion  
Pre-Inspection  
Staging Consultation & \$500 Credit  
Deep Cleaning Before Listing  
Referrals for Recommended Fixes & Pre-List Refresh  
Open House Promotion  
Contract Negotiation  
Closing Facilitation*

**VALUE OF \$2,600**

## PLATINUM 4%

### SERVICES INCLUDED

*Premium Pre-Listing System & Calendar  
Professional Hi-Res Photography, Drone, Video, Listing & Social Media Marketing  
Pre-Inspection  
Paid Staging Consultation & Paid Staging  
Yard Refresh \$500 Credit  
Deep Cleaning Before Listing Including Windows  
Referrals for Recommended Fixes & Pre-List Refresh  
Open House Promotion  
Contract Negotiation  
Closing Facilitation*

**VALUE OF \$5,600**

**\*LET'S DISCUSS THE BUYER'S BROKER COMPENSATION**

## 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 Commission*
- *One-half of escrow or legal fees paid to the closing agent for their preparation*
- *Document preparation fees (if necessary)*
- *Recording and notary fees (if necessary)*
- *Title search and Title insurance (can be paid by either party)*
- *Local transfer taxes*
- *State taxes (if necessary)*
- *Repairs or inspections (if any) the seller has agreed to pay for*



WINDERMERE PROFESSIONAL PARTNERS



# Process Overview

## Preparing Property



- Analyze current market conditions
- Work with you to identify your goals and needs
- Advise you on ways to make your property more attractive
- Create a comprehensive marketing plan



## Title Review



- Order a preliminary title review on your property.



## Open House



- REALTOR® will be present the entire time
- Provides greater exposure for your home
- Opportunity to answer buyer questions
- Gather valuable feedback to help better market your home



## Listing Your Home



- Your online presence will be launched, including listing your home on the MLS and syndicated websites
- Solicit feedback from other agents on price and presentation
- Keep you up-to-date on sales activity



## Contract Management



- Review all offer(s) received and discuss all important aspects of the contract
- Discuss and understand all timelines associated with the contract
- Qualify all buyers prior to offer review



## Inspection



- Buyer will perform inspection within the agreed upon timeframe
- Review and discuss inspection requests from the buyer
- Negotiate seller's response to the buyer
- Coordinate any repairs to the home if applicable



## 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!**

# 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.

**You achieve the best outcome through collaboration.** By viewing the buyer in terms of shared interests, you'll set the tone for a more rewarding experience.

## INSPECTION

Inspections make it easier for buyers to imagine themselves in the home. Making repairs and 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.

## Key Takeaways



### CHANCE OF SELLING

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



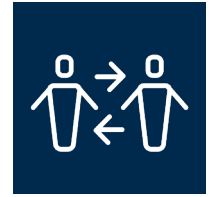
### BALANCED SUPPLY

The supply of available houses will influence current buyer demand. When the market isn't balanced, negotiating power shifts.



### MARKETING

Thorough marketing can boost buyer interest and potential buyer exposure.



### EQUAL POWER

Buyers and sellers are equally positioned from a negotiating perspective. With the right decisions, we can leverage your power early.







# Why I Work By Referral

When it comes to finding a great service provider, there is nothing like getting a referral from someone you know and trust who has used that provider and received great service. That's why I choose to work by referral. Trust is a big deal!

## MORE TIME TO SERVE YOU

Unlike many real estate agents, my primary source of new business is referrals from people who know and trust me. That means I don't have to spend time prospecting for new business and promoting myself. This allows me to dedicate myself fully to the activities that benefit you most and deliver truly exceptional service.

## SERVICES THAT CONTINUE AFTER

I devote myself to serving the needs of my clients before, during and after each sale. Instead of disappearing after the closing, you can expect me to keep in touch. I will send you valuable information each month, and will also call from time to time just to check in and see if you need anything.

## EXCEEDING EXPECTATIONS

I know that I must earn your future referrals, so I aim to exceed your expectations. I have a vested interest in making sure that you are completely satisfied at the end of our transaction together. I want you to be so "fired-up" that you can't wait to tell your friends and family about me and the fantastic service you received! When you come across an opportunity, I'd appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide.



# What Can I Do for You?

## **BEFORE, DURING & AFTER THE SALE**

There are many ways I can be of service to you outside of an active real estate transaction, so please don't hesitate to call.

You achieve the best outcome through collaboration.

### **Transaction Related**

Lenders, legal professionals, closing agents, home inspectors, pest control services, insurance agents (home, auto, health), movers

### **Home Repairs & Improvements**

Handymen, general contractors, interior designers, roofers, painters, flooring installers, plumbing/electrical/ HVAC specialists

### **Other Business Professionals**

Financial planners, tax advisors, doctors, dentists

### **Landscape/Maintenance**

Yard and pool services, house cleaners, window washers

**If you need a referral to a provider that is not mentioned here, feel free to ask; I may know just the person you're looking for!**

*I can help you or a family member secure the services of a like-minded real estate professional in another part of the country.*

**Real Estate News You Can Use**  
I can provide you with up-to-date information and statistics on local market conditions, which can differ substantially from national market conditions and what you hear in the media.

**Maximize Resale Potential**  
Feel free to ask for specific advice on home maintenance, or suggestions for upgrades that will enhance your property's resale value.

**Community Insight**  
I'm always happy to provide information on community amenities such as parks, schools and trails, or even local special events.

**Let's Talk Market Value**  
Request a market analysis to estimate your home's current value for the purpose of an actual or potential real estate transaction. I'm also available to discuss issues or new developments in the community





# Buyer's Agency Agreement

## Why use one?

It makes you a priority with me, and a more solid buyer in the eyes of a seller.

What this agreement reflects is that we are going into business together, and we will each have certain responsibilities. It also shows me that you take this process seriously, and in return, I will make you a priority in my schedule.

I work with only four or five buyers at a time and only those who agree to work with me exclusively. These clients, however, get the full scope of my services, my utmost attention and loyalty, and my highest efforts.

Buyers need an agent who is dedicated to the goal of finding them the right home, at the right terms, while always remaining completely protected.

One of the strongest benefits of such an agreement is how it improves your position in the mind of the seller. I can show that you are fully educated in this process and are making decisions with confidence, and are therefore more likely to follow through





A close-up photograph of several hands of different skin tones clasped together in a supportive grip. The hands are positioned in the upper portion of the page, with the title 'Giving Back' overlaid in white cursive script.

# Giving Back

Being involved in my community and making an impact through donations and volunteering my time means so much to me! A portion of every one of my paychecks goes to The Windermere Foundation, which has been donating funds to local organizations in the community for over 20 years now. This year, I will also be getting involved with organizations focusing on mental health and helping local foster children. Therefore, in choosing to work with me, YOU are also making an impact on the lives of others! So thank you!



## Client Testimonials

*“Ashley is amazing!*

*My husband and I live in Hawaii and chose Ashley to sell our home in Washington state. We had an offer within 2 weeks. The home has a septic system that turned into a nightmare lasting 2 months due to lack of communication with the company we hired. Ashley was on top of it and spent relentless time and energy working with the county and septic company on our behalf. Highly recommended!”*

**- MARI IN KONA**

*“We couldn’t be more thankful to have had Ashley on our team, for what ended up being a very challenging transaction. Her perseverance and encouragement to keep pushing for our dream was invaluable! As we all learned during this sale, communication is key and Ashley gets an A++, even when others were failing the subject. We are in our forever home now so we won’t be using her again, but will recommend her to anyone looking to have the best possible home selling experience!”*

**- DANIEL IN PUYALLUP**

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