



# SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME



TEAM COVINGTON  
REAL ESTATE

# IHO

Team Covington is undaunted by challenge. Because of their experience, knowledge of real estate law, and understanding the current markets they maneuver easily to formulate creative solutions.

-MARIE SMITHWICK

# ME

ONE

THE TEAM

TWO

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## BRENDEN COVINGTON



Our team expert in technology, creative marketing, and listing presentation. A valued agent!

## CURTIS COVINGTON



The guy we turn to whenever we've got questions; our fearless leader and knower of all things real estate with over 30 years in the industry!

## T H E T E A M

- Mallory Hudson: Licensed Transaction Coordinator
- Keith Wells: In-House Real Estate Attorney
- Lori Barnes/CW Title & Escrow: Windermere's Preferred Partner
- Dione Anterola: Secretary & In-House Graphic Designer
- Preferred Lenders: Conventional, Jumbo, FHA, VA, Construction, & Land loans
- Preferred Home Inspectors: Recommended for all Sellers & Buyers
- Preferred Service Providers: House cleaners, handyman services, landscapers, septic, estate sale, movers, etc.
- Professional Photography Services – 3D Matterport, Aerial photos, Virtual Staging, Twilight, Videography options
- Professional Staging Services & furnishings/accessories

In 2021, we  
outperformed over 80%  
of agents in the region!

Our Team has won  
HomeSnap's Top Agent  
Award 5 years running

Our team has the  
experience of having  
dealt with over 1,000  
real estate contracts...  
we've seen it all!

In 2021, our listings  
routinely sold for  
over 10% above  
asking!

# THE STEPS

When it comes to selling your home: we're all in, every step of the way. Here's a general breakdown of the listing process and what you can expect.

1



## GET IT READY

Perform repairs, install updates, and give your home a thorough cleaning so it shows well.

## SET THE PRICE

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

2



3



## STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

## TAKE PHOTOS

Our photographer and editors will make your home look its best!

4



## CREATE MATERIALS

We'll 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 top shape every day.

## REVIEW OFFERS

We will negotiate on your behalf, review, and advise you on all offers.



8

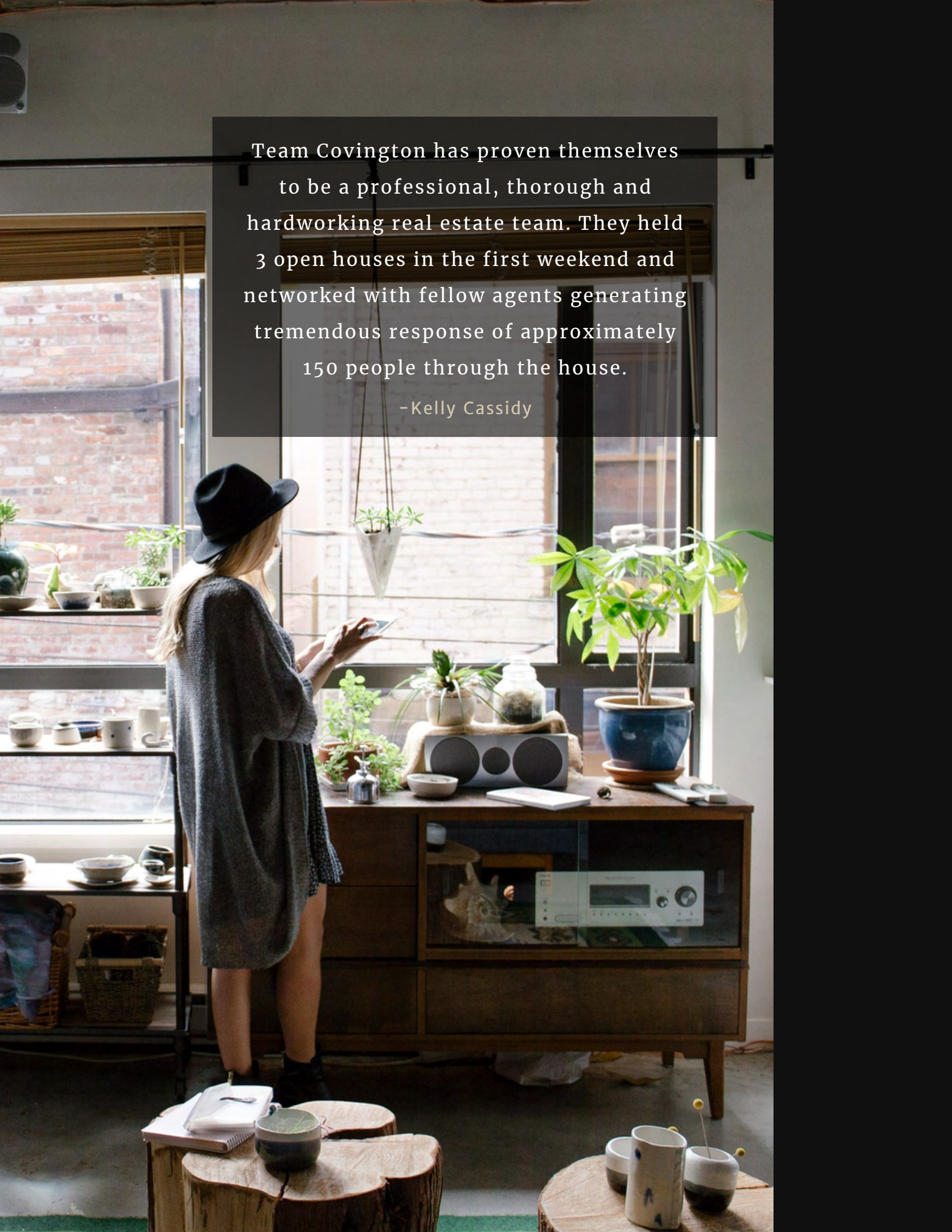
## CLOSING DAY

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



Team Covington has proven themselves to be a professional, thorough and hardworking real estate team. They held 3 open houses in the first weekend and networked with fellow agents generating tremendous response of approximately 150 people through the house.

- Kelly Cassidy





# THE MARKETING

By the time a buyer writes an offer, the negotiation is already 80% over; our marketing aims to give you as much leverage as possible for the remaining 20!



## VISUALS

Photos, yard-arms, print boards, neighbourhood flyers, postcards, and property brochures get your home noticed!

## ADS

Your home is distributed across all of our online platforms, marketing channels, and to other agents!



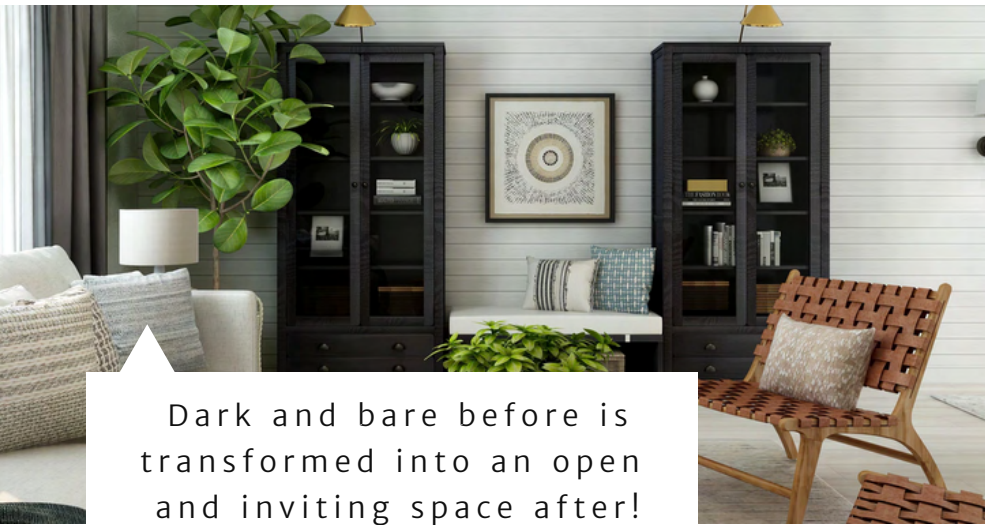
## EVENTS

From neighbourhood showcases to weekend open houses, your home will be given the royal treatment!

A woman with blonde, wavy hair, wearing a black blazer over a white collared shirt, is looking down at a large blueprint or document she is holding. She is standing in a well-organized closet or wardrobe. The closet features wooden shelves with various items, including bags and boxes, and hanging clothes. The lighting is warm and focused on the woman, creating a professional and organized atmosphere.

## THE STAGING

Buyers need to imagine themselves in your home, which means the more neutral and inviting we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house – that can mean \$10,000-50,000 more dollars in your pocket!



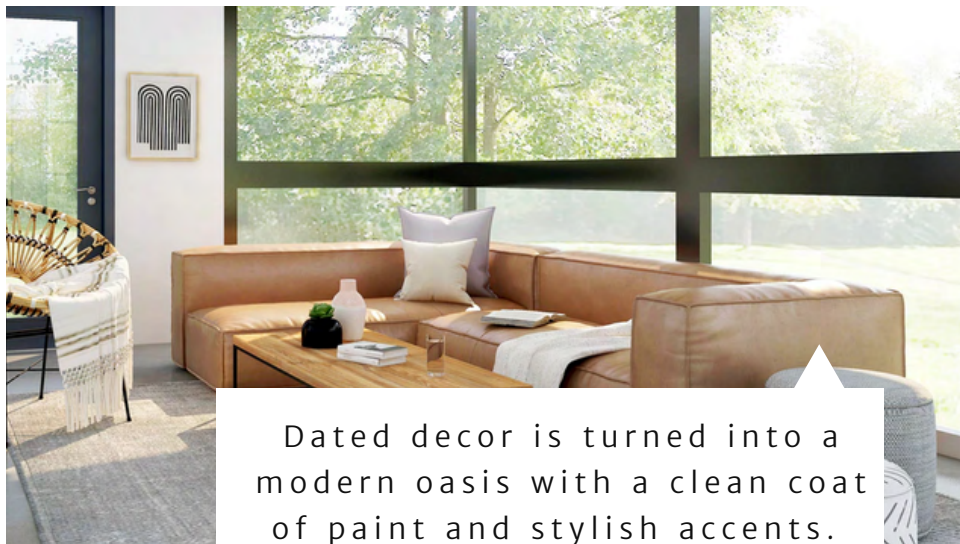
Dark and bare before is transformed into an open and inviting space after!



BEFORE



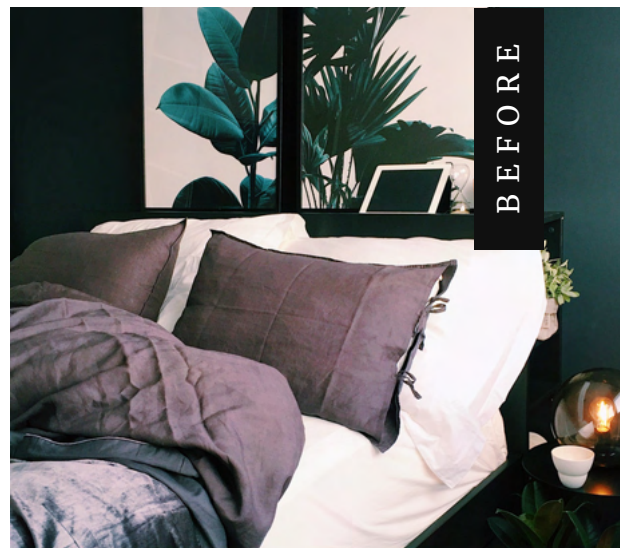
BEFORE



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

# 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 this 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 factors into consideration. Here are some things we take into account when 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 & PENDING LISTINGS

We study active and pending listings to see what homes we'll be competing with and what's currently winning buyers. 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.



## 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
4. Contingencies
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 your home.

### Contingencies are Met

Unless a purchase agreement is free of any contingencies, when a buyers' offer gets accepted, contingencies make a sale "conditional." This simply means that the deal cannot be closed on and finalized until all contingencies that are part of the offer have either been fulfilled or waived by their respective expiry dates.

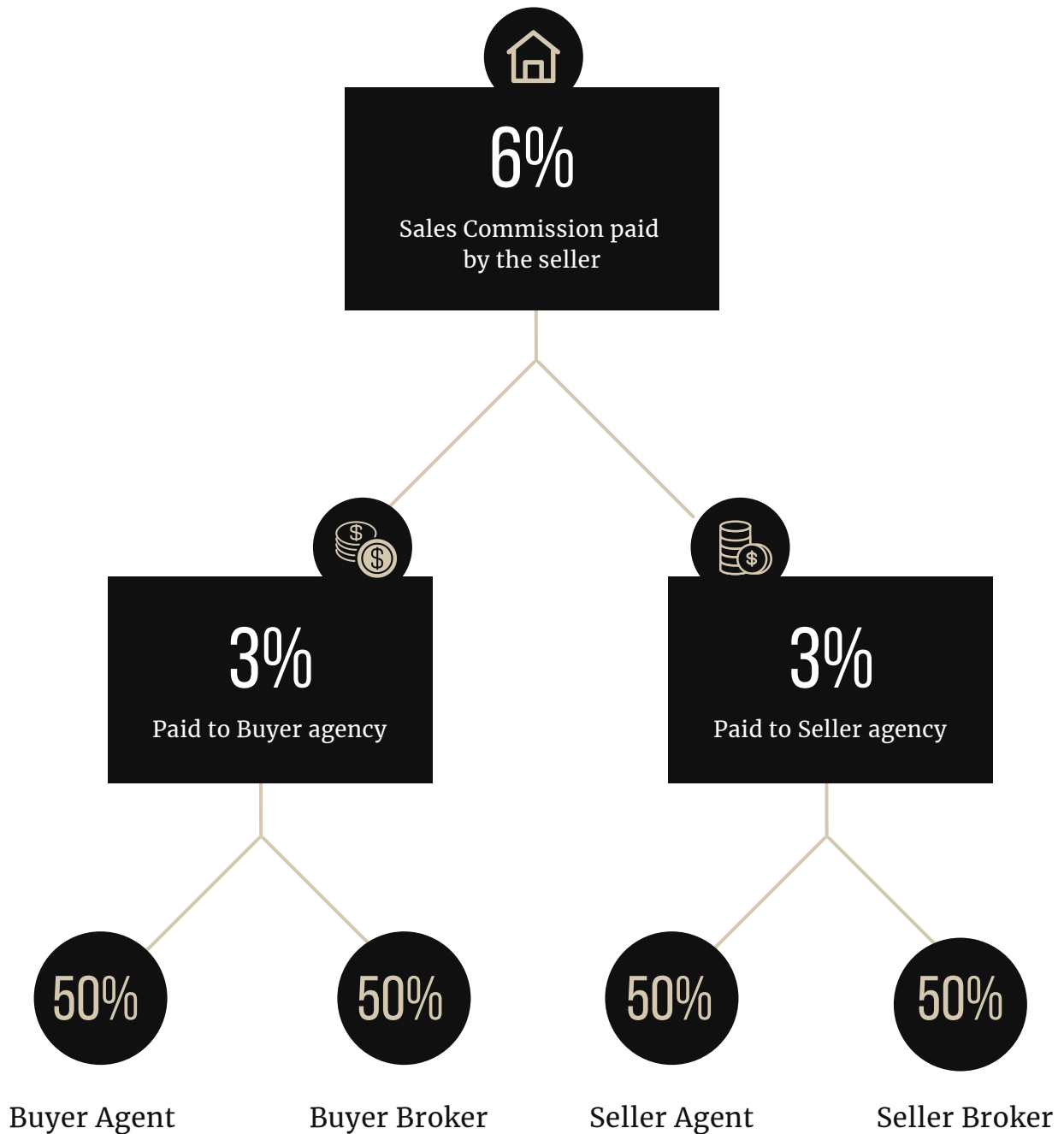
### Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through 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.

# COMMISSION EXPLAINED

They are kind, professional, and their attention to detail is unmatched. I can't recommend them enough. Will definitely use them again when it's time to sell!

-Abby Manning



WHERE OUR PORTION OF THE COMMISSION GOES...

# BUDGET

## MARKETING

From feature sheets, to open house expenses, flyers, graphics, photography & editing, and online ads - marketing your home to the most amount of qualified buyers is our speciality.

## REALTOR FEES & ADMIN

As a realtor we need to pay dues and fees to various organizations to remain licenced and legal as well as pay our admin staff.

## AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

# WHY SHOULD I OFFER AN SOC?

## WHY DON'T BUYERS PAY THE SOC?

Most buyers don't have the cash to provide an attractive down payment, cover closing costs, and then pay their agent. Baking the SOC into the asking price increases the attainability of your property for buyers relying on financing, potentially leading to: more showings, more offers, and a higher sales price.

## DOES THE AMOUNT OF SOC MATTER?

There is a correlation between level of SOC offered and listing outcomes. Market data for the Seattle area and Eastside shows that listings offering a 3% SOC tend to close for 4-5% more than listings offering 2.5% and in half the number of days.

## WHAT IF I OFFER A LOWER OR NO SOC?

Many buyers have agreements with their agents guaranteeing their realtor a minimum commission based on a percentage of their purchase price; if this guaranteed amount is higher than your offered SOC, it may become a negotiating point at the expense of your sales price. Washington state law currently doesn't require buyer agents to show homes that offer no SOC to their clients.



## PERSONALIZED & CONTINUED SERVICES

Our loyalty and service to you doesn't end with you getting your check. Team Covington believes in life-long clients and friends.

- CONCIERGE SERVICES THROUGHOUT TRANSACTION
- HELP WITH YOUR NEXT PURCHASE OR REFERRAL TO TRUSTED AND HARD-WORKING REALTOR IN NEXT DESTINATION
- REFERRALS TO LOCAL TRUSTED VENDORS FOR ALL YOUR MOVING NEEDS
- ANSWERS TO ANY OF YOUR REAL ESTATE QUESTIONS YEARS AFTER YOUR PURCHASE
- CLIENT CLOSING APPRECIATION GIFT

# SELLER'S CHECKLIST



## GENERAL MAINTENANCE

- Oil squeaky doors & drawers
- Tighten doorknobs
- Replace burned-out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



## HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms



## TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.  
(as necessary)



## CURB APPEAL

- Cut lawn
- Trim shrubs and trees
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



## EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the daytime
- Play quiet background music
- Keep pets outdoors



## ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy



## TESTIMONIALS

“  
I cannot recommend working with Team Covington enough!... The last thing we wanted was to be disconnected from the process. Team Covington was extremely quick in their follow up to us and always let us know the details that we needed to make the right decision.

–Reid Kilwine

“  
Choosing to go with Brenden and Curtis at Team Covington Real Estate was the best and easiest choice I could have made...”

–Chase Cassandra

“  
Our transaction went very smoothly and the Team went above and beyond for us! We would definitely use them again and recommend them whole heartedly!

–Kathy Marino



C O V I N G T O N 4 H O M E S . W I T H W R E . C O M

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