



# Seller's Guide

Selling Your Home with the Expert Help of  
Marcea Galindo.

MARCEA  GALINDO

# Preparing Your Home

## Making a great first impression

### Property Enhancement

The first step to selling your home is to make it show it's best. We will walk through your home together at the beginning of the process and get an idea of what you need to do to get ready. This can range from simply arranging your belongings to remodeling in some cases. Each home and seller is unique and there is no cookie cutter answer to what it takes to prepare a home for sale.

### Some Things We Might Discuss:

#### Purging

You are moving anyway so you may as well start packing! If you plan on taking things to charity, now is the time. It may make sense at this point to start packing away extra clothes and things you don't need on a day-to-day basis to help de-clutter your home for showing. And you may need to do a dump run or two in the process.

#### Staging

I utilize many methods to help in this arena. This can mean simply arranging your things to make your home show it's best. It can also mean bringing in a professional Staging Expert to consult, or light staging from my inventory of staging supplies. In some cases, when a home is empty, sellers opt for full staging of their property.

#### Repairs

These are some repairs you've been "meaning to take care of" for a long time. They are things that might distract from the charm and livability of your home. We want a buyer to feel comfortable and concentrate on how much they love your home, not on that torn vinyl or unpainted wall. Most of the time, these are low cost tasks you can do yourself or hire a handyman to help with.

#### Remodeling

In some cases a seller is better off making more costly improvements to increase the value or salability of their home. In all cases we will weigh carefully the cost vs benefit of any home improvement you make. I will never recommend you do anything that won't get you more money or make it more likely that you get a buyer for your home.

No matter what level of preparation is needed you will have my full support. I have a long list of trusted vendors who do good quality work for reasonable prices. If you need a certain type of contractor or service provider chances are I know one. I can even manage the logistics of the process if you need my help.

# Pricing Your Property

## The market decides

### Pricing

If you are selling your home, you want the best possible price and terms. The idea is to get the maximum price and the best terms during the window of time when your home is being marketed. My goal is to get you where you need to be in a timely manner.

### Comparable Market Analysis aka CMA

I pride myself on keeping a close eye on the market by gathering and analyzing statistics on a regular basis. The Comparative Market Analysis will provide you with the information needed to make an educated decision about pricing your home.

### The CMA Consists of:

- Comparable photos and detailed listing reports on current competition.
- Market statistics illustrating supply and demand.
- A broad picture of your competition.
- Net proceed estimates.

### The Role of a Real Estate Agent in Pricing

I don't tell you your home's value, the market makes that determination.

- There is no "exact price" for real estate.
- We don't tell you what we think your home is "worth".
- The market determines value - together we determine pricing strategy.
- I will educate you on the current market arming you with the knowledge to make sound pricing decisions.

### You Determine the Price Based on the Factors You Control

- Timing.
- Condition of the property.
- Exposure methods.

# Overpricing

## What are the effects?

### You will lose the excitement that a new listing generates

Most activity will take place within the first 21 days. Approximately 78% of homes sell in the first 30 days of listing, or within the 30 days of a price reduction that brings their home into the right price range. Your odds of selling drop to about 11% between 30-60 days and after 60 days they drop to about 5%. Your best chance of selling your home for the most money is in the first 30 days!

### You will lose the most qualified prospects

Your objective should be to enter the market in a position that will attract qualified buyers and ready prospects.

### Overpricing helps sell other, more competitively priced homes first

Prospects will wonder why it has been on the market so long or if something is wrong with the property, even after you lower the price.

### It's all about leverage

Buyers will not rush to make an offer on an over priced listing. One of the major benefits to pricing *to* the market, rather than *above* the market, is that you retain the most leverage in negotiation. Both in negotiating initial purchase price, and in negotiating the inspection, which can become very costly if a buyer knows your home has been on the market longer than average.

### I know the market!

As you can see, pricing your home correctly will make a tremendous difference in your bottom line. I make it my business to know the market and help my clients price their home to sell for the most money in the least amount of time. Just ask my clients.

### Consumer Reports Says:

Do not list with the Realtor who will price your home at the highest price. You should expect a Realtor to suggest a price range, but there are some Realtors who will suggest a very high price. We call that "buying the listing". Ultimately they will be forced to pressure you to lower your price after they have secured your business.



# Market Value

## Understanding the factors

### Determinations

The existing pool of prospective buyers determines a property's value based upon:

- Location, amenities, bedrooms, bathrooms, square footage and lastly, condition.
- Availability of comparable (competing) properties.
- Economic conditions affecting real property transactions.

### Little or No Influence

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property
- The sellers expected net proceeds
- The amount spent on improvements

The value of your property is determined by what a **BUYER** is willing to pay in **TODAY'S MARKET** based on **COMPARING YOUR PROPERTY** to others currently for sale in the market.



# Marketing Plan

## Comprehensive + Aggressive

I have a comprehensive and aggressive marketing plan that creates the maximum exposure for your home.

### Pre-title Commitment

I will order a pre-title commitment to reduce your risk of any title problems at closing.

### Pre-market Repairs & Staging

I will review with you ways to enhance your property for sale. This involves walking through each room of the home, as well as the exterior of the property and coming up with a detailed list of things that should be done in order to maximize the "salability" of the home. This will ensure you get the highest sales price in the least amount of time.

### Pricing

I will assist you with pricing your home, using current market statistics as well as a current competitive market analysis. This will help you strategically place your house in the current market-place.

### Windermere Sign

I will place a very visible and professional for sale sign at your home.

### Photographer

I will hire, schedule and coordinate a professional photographer to come and take several pictures of your home from every angle, to be used for the brochures, websites and the multiple listing service.

### Web Strategy

I will enter your home's information on Windermere's website. This information is then syndicated to other websites, like Trulia, Zillow, RealEstate.com, and many other real estate websites that buyers look at to start their home search.

### Photo Gallery

Using the professional photographs, I will create a photo gallery used to highlight your home to all real estate websites affiliated with the MLS. Using Google Analytics, I will be able to track exactly how many people have previewed the site, how many pages they previewed and what area people are from.

### Multiple Listing Service (MLS)

I will enter your home's information on the MLS, giving your home exposure to 15,000+ realtors in Western Washington and beyond.

# Marketing Plan

## Continued

### Tours

I will hold your home open for a Broker's tour on the appropriate tour date for your home's area, and do weekend open houses as you so desire.

### Flyer

I will have a custom, full color flyer prepared.

### Flyer Box

I will place a flyer box on the Windermere sign and ensure that it remains full with color flyers.

### Special Feature Cards - Affectionately Know as "Silent Talkers"

I will place cards highlighting the home's special features in different areas of your house. These help bring attention to items we want the buyer to be aware of.

### Agent Feedback

I will contact every agent who shows or previews your home. It is not only important to find out what buyers thought, but we also need to know what the Realtor's thoughts are.

### Weekly Contact

I will contact you weekly (at least) to give you an update on the marketing of your home and how many previews and showings your home has had. I will also update you on changes that have happened in your home's price range. You will know how many homes have been added to the market, which ones received offers, what homes have sold and what they sold for while yours is on the market.

### Details

I will handle details, follow-up and keep you informed before and after the contract has been negotiated. I will also oversee all lender, title, appraisal, inspection and other closing procedures.

### Lock Box

I will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home. The Lock Box can be set to be used at only certain hours of the day and tracks every agent that enters your home, providing me with their time of entry and contact information.

# Marketing Plan

Continued

## Marketing Examples

I have a wide variety of marketing pieces that I will use to bring attention to your home. Flyers, postcards, email and website marketing will all have a professional, polished look and feel.

**QUINTESSENTIAL KIRKLAND**  
13114 111th Place NE  
\$379,000



Marcea Galindo  
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**W**elcome to this quintessential Kirkland home, nestled in the heart of the Juanita neighborhood with convenient access to the local quaint eateries, boutique shops, coffee houses, and Interstate 405, just minutes from downtown Kirkland, Bellevue, Microsoft, & Seattle. The main level features an open flowing floor plan with spacious living & dining rooms with wood-burning fireplace and an updated kitchen with skylight, custom tile, and stainless steel appliances. There are also three bedrooms, a full bath, and a large covered deck.

The lower level offers a spacious family/rec room with gas fireplace, sumptuous master suite with rain shower and separate large jetted soaking tub, powder room, and laundry room.

Manicured grounds and gardens adorn the exterior with professional landscaping and a fully fenced yard & patio, creating a peaceful, tranquil setting. Two-car carport parking and bonus RV parking pad.

**FEATURES**  
MLS# 123456  
Open, Flowing Floor Plan  
4 Bedrooms/2.5 Baths  
Two Cozy Fireplaces  
Wall-to-Wall Carpets & Ceramic Tile Floors  
Sumptuous Master Suite  
Heat: Gas Forced Air

Approx Sq Ft: 2,180 (per KCR)  
Lot Sq Ft: 8,391 (per KCR)  
Taxes: \$3,399 (2013)  
Attached 2-Car Carport  
RV Parking Pad  
Built in 1973



**QUINTESSENTIAL KIRKLAND**  
13114 111th Place NE  
\$379,000

**FEATURES**  
MLS# 123456  
4 Bedrooms/2.5 Baths  
Built in 1973

Sq Ft: 2,180 (per KCR)  
Lot Sq Ft: 8,391 (per KCR)  
Attached 2-Car Carport




MLS# 123456





**FEATURES**  
MLS# 80800  
Rocking Chair Front Porch  
Formal Entry  
Cozy Gas Fireplace  
Open, Flowing Floor plan  
Cresting Hardwoods & Travertine Tile Floors  
Plantation Shutters  
Sumptuous Master Suite

3 Bedrooms, 2.25 Baths  
Heat: Gas Forced Air  
Approx. Sq. Ft. 1,639  
Lot Sq. Ft. 4,000  
Taxes: 14,834 (2013)  
Attached Garage  
Built in 1909, Renovated in 2010

**QUINTESSENTIAL BELLEVUE**  
1234 Main Street  
\$699,000








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MARCEA GALINDO

**W**elcome to this quintessential Queen Anne craftsman home, nestled in the heart of the hill and easy walking access to the "Shoe" & all the boutique shops, quaint eateries, and coffee houses the hill has to offer. Enjoy the historical charm and grandeur of this 1909 classic, while appreciating the 2010 renovation to 21st century living.

Original millwork, wainscoting, and dark oak hardwoods adorn the entry and living & dining rooms, while the kitchen and three baths were updated with slab granite counters and travertine tile floors. The lower level features a family/media room, guest room/library/office/den and three-quarter bath & laundry room, along with a spacious attached garage.

Sited amidst lush lawns and gardens, the private, large deck is ideal for outdoor entertaining and container gardening in the custom built raised flower beds.



## Heated Floors

MARCEA GALINDO

# Marketing Online

## Your Home Where Buyers Search



### Where People Search

Over 90% of home buyers use the internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan to market your home online.

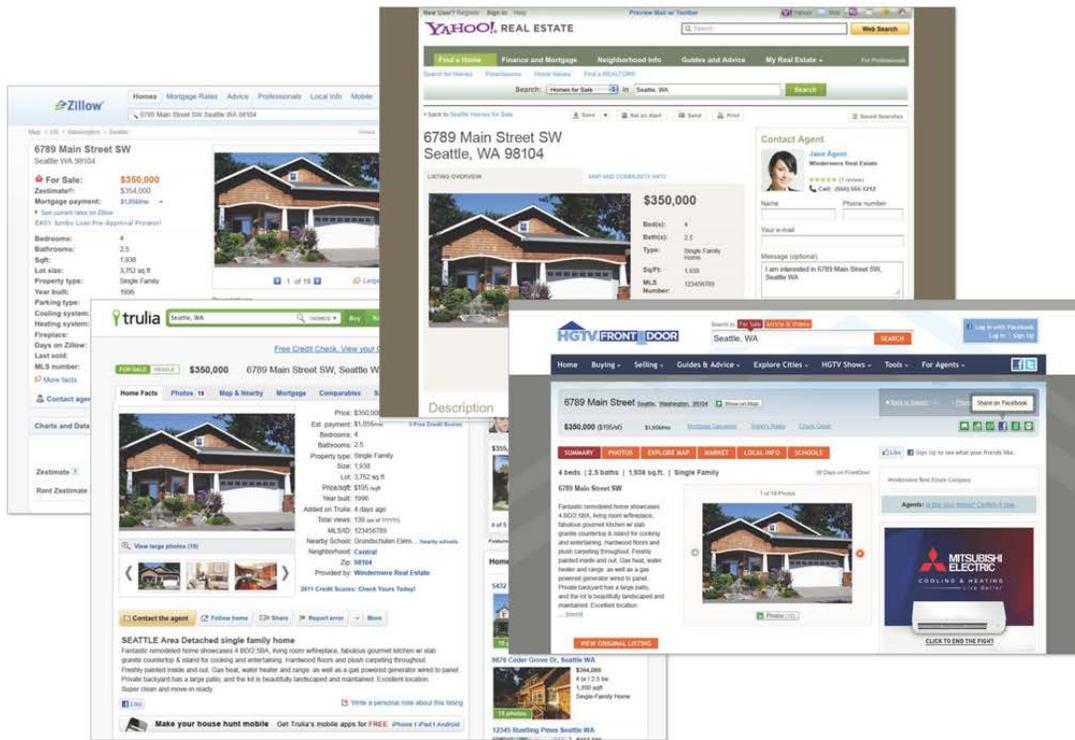


### Advanced Online Marketing

As a Windermere agent, I have access to the most advanced online marketing system in the industry. I will post your home on Windermere.com, and because I am a member of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on other leading real estate search sites like Trulia, Yahoo! Real Estate, FrontDoor.com, Realtor.com and Zillow.



Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community.



# Windermere Online

Click. Search. Repeat.

## Windermere.com

Thousands of homebuyers enter the market every day, hoping to find their dream home. More than a million times each month, those buyers visit Windermere.com to help with their search.

On a typical day, Windermere.com has hundred of thousands of active listings. Our listing information is updated as often as every 15 minutes to ensure that visitors have access to every available home. When you list with me and Windermere, know that your home will be exposed to potential buyers on the web more quickly than any other real estate site.

## Recent Windermere.com Statistics from a One Month Period

Average Page Views Each Visit:	17
Total Page Views:	22,927,254
Total Visits In a Month:	1,370,486

## Innovation

To ensure that buyers find the home that meets their needs, Windermere.com features innovative online tools:

### PropertyPoint

PropertyPoint interactive map search allows buyers to pinpoint a particular location, then get detailed information about homes for sale in that area.

### Photo Gallery

Our exclusive photo gallery tool creates an online virtual tour to show off your home's best features.

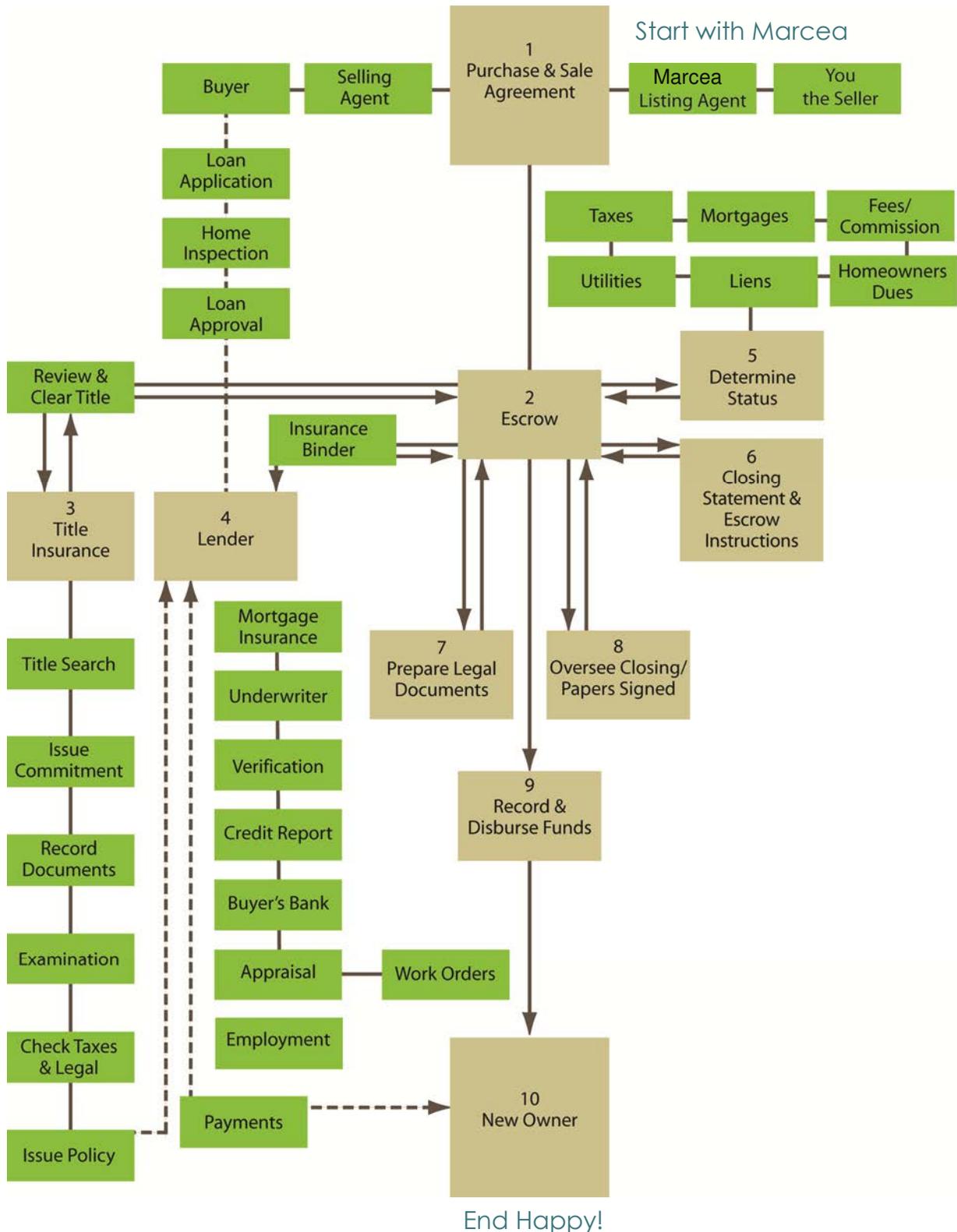
### myWindermere

MyWindermere, the online tool that allows for fast and easy home searches for those who set up a no-obligation account.



# Finding a Buyer

It's complicated



# Testimonials

## What my clients are saying

### Trish J.

The biggest success in the business world is the Repeat Customer. Well, count me in as one of the Galindo's fans. Many years ago, when I bought my Redmond home, Joe deftly navigated the process, including all of the strange issues with difficult sellers. (The sellers didn't want to let the appraiser into the house.)

Later, when the time came to sell that home, Marcea knew how to get me the most bang for my buck. Everything she suggested paid off, such painting the front of the house rather than re-sealing the driveway. She was right: the driveway issue never came up. When she was done, the house looked as if it had been professionally staged. It showed beautifully and I can prove it, because my home sold in 5 days!

If the opportunity arises, I will definitely become a three-repeat customer!

### Tom & Ann

Marcea was persistent in searching the area in which we wanted to buy a home. She kept looking for our style and personal preferences in mind, and eventually found us our dream home.

### Alex & Lauren

Marcea was a fantastic Realtor. Being a first time home buyer, we relied heavily on her opinions and she helped us immensely, by pointing out issues that we missed and giving us her honest opinion. She took the time to get to know us and what we valued the most. She never pressured us or tried to get us into any old house. Then when we had issues with getting our house closed, she jumped right in and helped us solve that problem as well. We have already recommended her to everyone we know and when it's time for us to begin our search again, we won't be calling anyone else!

### Charles & Janet

Look no further, you have found your real estate agent. Marcea is honest, trustworthy, hardworking and extremely capable. She understands the market and how to present your property. You can't go wrong, she sold our home in six days with brilliant marketing.

References available upon request.

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