

# Pre-Listing Information

gretchen  
*Schmidt*

M



# Comparative Market Analysis

---



**1234 Any St  
Seattle, WA 98000**

**Your Home**

MAY 28, 2019



# METROPOLIST

---

## The Market

---



gretchen  
*Schmidt*



# METROPOLIST

## How do you tell where the Market is?

	Absorption Rate Sales per Month/Active Listings	Months of Inventory
<b>Buyer ' s Market</b>	<b>0 – 25%</b>	<b>4 +</b>
<b>Balanced Market</b>	<b>25 – 50%</b>	<b>2 – 4</b>
<b>Seller ' s Market</b>	<b>50 – 100%</b>	<b>0 – 2</b>



# Where Is Our Market?

Homes in the Greenlake Area

\$0 - 1,500,000

Last 6 months

	Price Range	Active	Months	Total # Sales	Sales per Month	Absorbtion Rate	Months Inv
Homes	0-\$700,000	62	6	205	34.2	55%	1.8
Homes	\$701,000-1,500,000	122	6	403	67.2	55%	1.8

You are in a good position bec  
the home you want tosell is in a **Seller's Market.**

ause

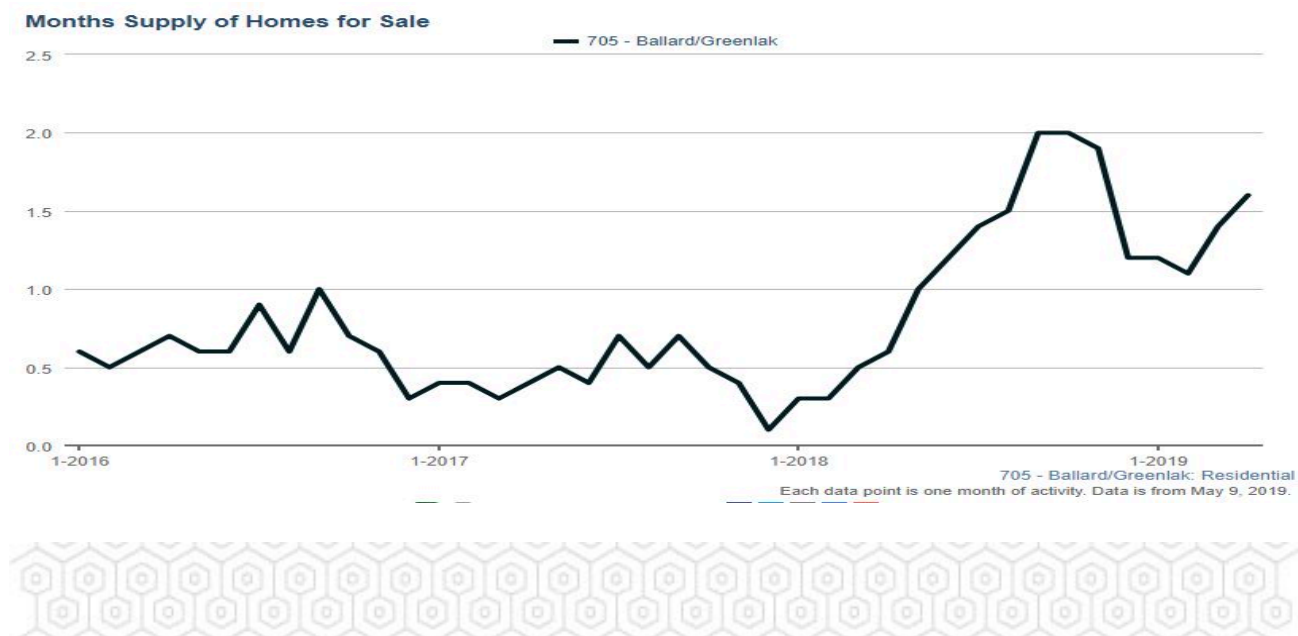
# Months of Inventory

# Months of Inventory

Greenlake/Ballard (MLS 705)

\$0 - \$700,000

Within the last 3 years



It had been a *hyper-Seller's Market* for the previous 2 years, but crept toward a **Balanced Market** last year, but is back to a **Seller's Market** now.

# Area Summary with Days on Market

## How Is Your Competition Faring?

Burien/Normandy Park (MLS 130)

\$550,000 - \$750,000

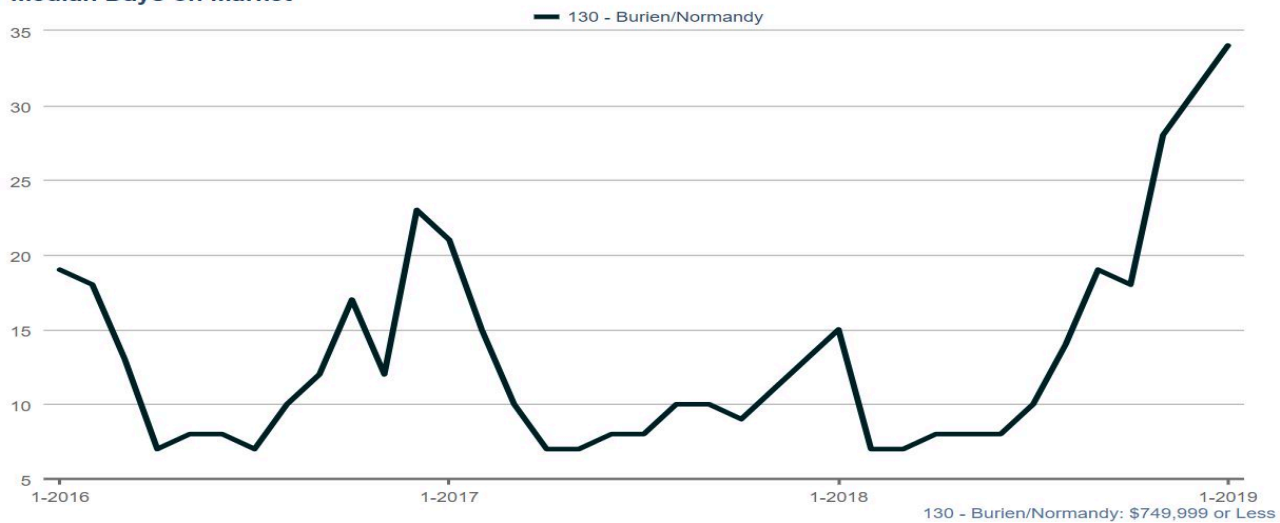
3+ bedrooms/ 1.5+ baths

1500 - 3000 sq ft

Within the last 6 months

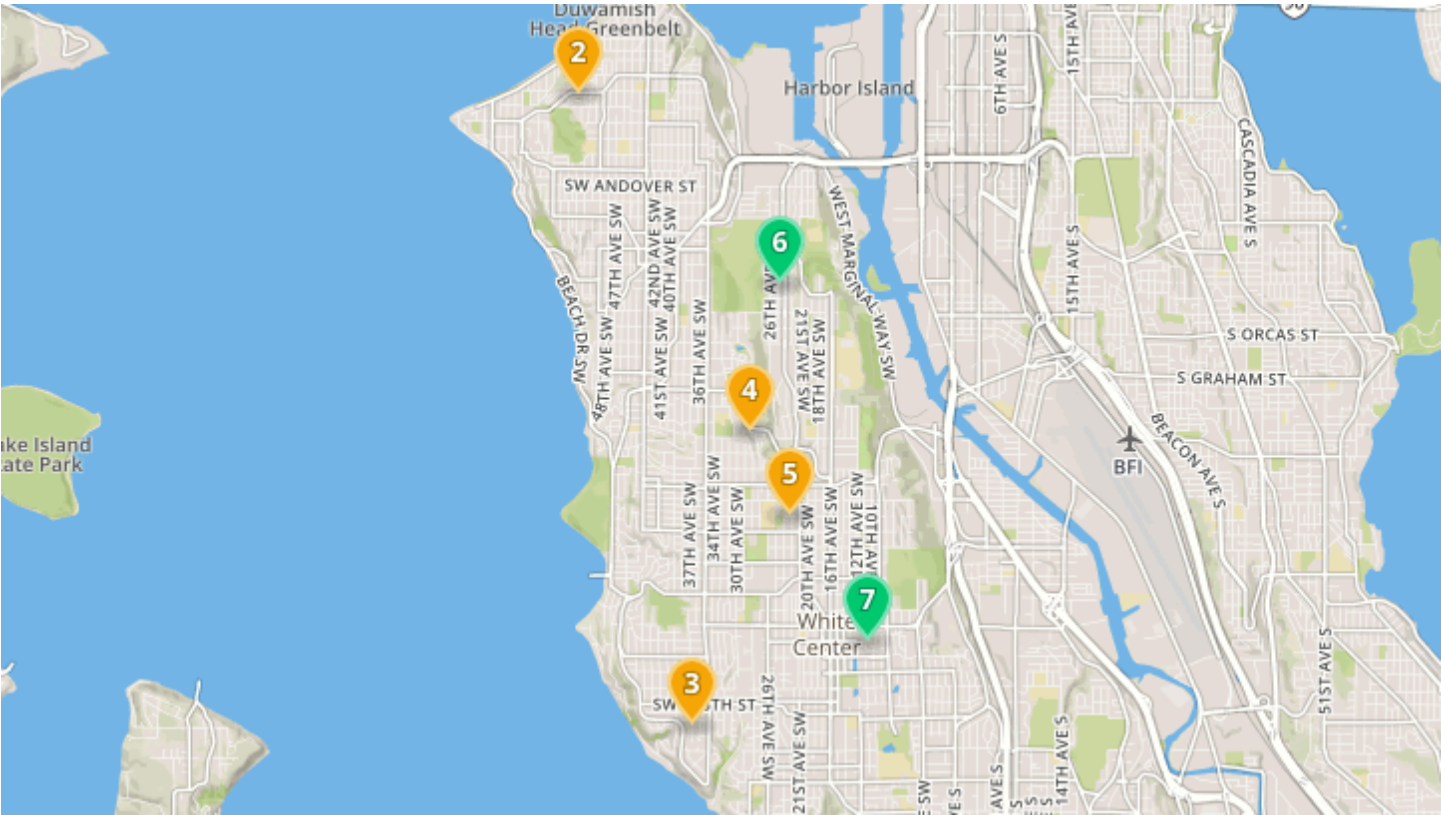
- 84 Sold Properties
- 2+ Pending Properties
- 47 Average Days on Market (*last 6 months*)
- 62 Average Days on Market (last 60 days)
- Inventory: 28 Active Listings
- Months of Inventory: 2
- List to Sold Price Ratio: 99.24%

### Median Days on Market



*DOM has been steadily climbing since late spring, which is odd since months of inventory was falling.*

# Map Of Comparable Homes



STATUS: P = PENDING A = ACTIVE

MLS #	STATUS	ADDRESS	BEDS	BATHS	SQFT	PRICE
2 1398016	<span>P</span>	5135 SW Admiral Way	3	1.00	1,600	\$525,000
3 1444433	<span>P</span>	10823 37th Avenue SW	3	1.00	1,240	\$499,950
4 1444255	<span>P</span>	2751 SW Sylvan Heights Drive	2	2.25	1,460	\$500,000
5 1436067	<span>P</span>	2206 SW Elmgrove Street	3	2.25	1,480	\$525,000
6 1434806	<span>A</span>	5008 25th Avenue SW	3	1.75	1,200	\$499,999
7 1445412	<span>A</span>	9792 11th Avenue SW	3	3.00	1,757	\$510,900



# Comparable Properties



## 5135 SW Admiral Way

Seattle, WA 98116

**PENDING** 5/3/19

## 10823 37th Avenue SW

Seattle, WA 98146

**PENDING** 5/16/19

## 2751 SW Sylvan Heights Drive

Seattle, WA 98106

**PENDING** 4/30/19

### Details

MLS #	1398016
List Price	\$525,000
Sold Price	-
Adjusted Price	-
Sold Date	-
\$/Sqft	\$328
DOM	118
Year Built	1930
Sqft	1,600
Lot Size	5,950
Area	140 - West Seattle
Subdivision	Alki
Style	-
Taxes	4003.0
Beds	3
Baths	1.00
Garages	-

MLS #	1444433
List Price	\$499,950
Sold Price	-
Adjusted Price	-
Sold Date	-
\$/Sqft	\$403
DOM	22
Year Built	1948
Sqft	1,240
Lot Size	6,195
Area	140 - West Seattle
Subdivision	Arbor Heights
Style	-
Taxes	3955.0
Beds	3
Baths	1.00
Garages	-

MLS #	1444255
List Price	\$500,000
Sold Price	-
Adjusted Price	-
Sold Date	-
\$/Sqft	\$342
DOM	4
Year Built	2007
Sqft	1,460
Lot Size	1,536
Area	140 - West Seattle
Subdivision	West Seattle
Style	-
Taxes	4153.0
Beds	2
Baths	2.25
Garages	2

# Comparable Properties



## 2206 SW Elmgrove Street

Seattle, WA 98106

**PENDING** 4/30/19

## 5008 25th Avenue SW

Seattle, WA 98106

**ACTIVE** 4/4/19

## 9792 11th Avenue SW

Seattle, WA 98106

**ACTIVE** 4/24/19

### Details

MLS #	1436067
List Price	\$525,000
Sold Price	-
Adjusted Price	-
Sold Date	-
\$/Sqft	\$355
DOM	6
Year Built	2010
Sqft	1,480
Lot Size	1,470
Area	140 - West Seattle
Subdivision	Westwood
Style	-
Taxes	4035.0
Beds	3
Baths	2.25
Garages	1

MLS #	1434806
List Price	\$499,999
Sold Price	-
Adjusted Price	-
Sold Date	-
\$/Sqft	\$417
DOM	36
Year Built	1941
Sqft	1,200
Lot Size	4,800
Area	140 - West Seattle
Subdivision	West Seattle
Style	-
Taxes	3762.0
Beds	3
Baths	1.75
Garages	-

MLS #	1445412
List Price	\$510,900
Sold Price	-
Adjusted Price	-
Sold Date	-
\$/Sqft	\$291
DOM	34
Year Built	2019
Sqft	1,757
Lot Size	1,318
Area	130 - Burien/Normandy
Subdivision	White Center
Style	-
Taxes	-
Beds	3
Baths	3.00
Garages	2



# METROPOLIST

---

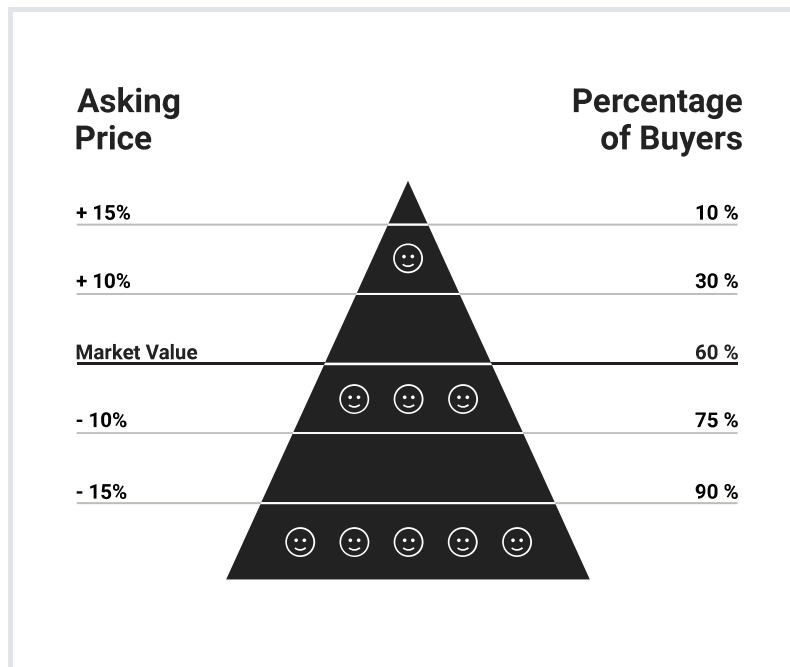
## Pricing

---



gretchen  
*Schmidt*

# Intelligent Pricing and Timing



Pricing a home for sale is as much art as science, but there are a few truisms that never change.

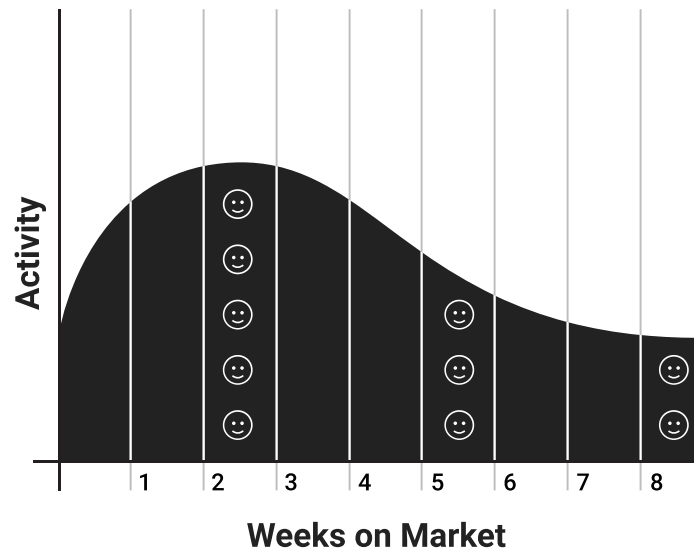
- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are location and condition. Generally, fair market value can be estimated by considering the comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.

# Intelligent Pricing and Timing



Your best chance of selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and to their agents.

With a sign in the yard, full description and photos in the local Multiple Listing Service, distribution across the Internet, open houses, broker's caravan, ads, and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first two weeks.

If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition. Since you can't change the location, you'll have to either improve the home's condition or lower the price.

Consult with your agent and ask for feedback. Perhaps you can do a little more to spruce up your home's curb appeal, or perhaps stage the interior to better advantage.

The market can always change its mind and give your home another chance, but by then you've lost precious time and perhaps allowed a stigma to cloud your home's value.

Intelligent pricing isn't about getting the most for your home - it's about getting your home sold quickly at fair market value.



# Online Valuation Analysis

How accurate are Zestimates?

2.0% | \$10,105

Zestimates varied on average by 2.0% or \$10,105 compared to MLS prices.

**P 4 Pending**

ADDRESS	PRICE	ZESTIMATE	DIFFERENCE
5135 SW Admiral Way	\$525,000	\$525,243	0.0%
10823 37th Avenue SW	\$499,950	\$508,593	1.7%
2751 SW Sylvan Heights Drive	\$500,000	\$510,019	2.0%
2206 SW Elmgrove Street	\$525,000	\$524,426	-0.1%

**A 2 Active**

ADDRESS	PRICE	ZESTIMATE	DIFFERENCE
5008 25th Avenue SW	\$499,999	\$526,178	5.2%
9792 11th Avenue SW	\$510,900	\$525,874	2.9%

Source: Zillow

# Other Valuations of Your Home

---

## What is this home worth?

Corelogics: \$321,776 - \$385,424

Redfin: \$ 394,000 - \$435,000

Zillow: \$414,589

Tax Assessed Value: \$ 365,000 (2018)

Projecting a home's current market value in a moving market is not an exact science, as you can see by the discrepancy in these values.

**Current Market Value = An informed estimate of what a buyer is willing to pay for your home under today's market conditions based on similar closed sales.**

Recommended List Price Range: \$\_\_\_\_\_

*(This is only a snapshot today, and we'd re-evaluate  
at listing time to review market conditions)*



# METROPOLIST

---

## Ready, Set — Sell

---



gretchen  
*Schmidt*

# Marketing Action Plan

## Getting Ready to list



- Go through home with seller and prepare staging "To-Do List".
  - You complete pre-listing prep projects
  - I can provide contractor and vendor referrals
- Prepare listing docs for you to sign
- Plan prep and listing calendar
- Create on-line transaction file for your access and easy digital signatures in Authentisign
- Obtain keys and access information for property
- Make extra keys for keybox
- Order preliminary title report
- Coordinate and assist with staging the home
- Schedule and attend professional photo shoot. Take additional photos of area if beneficial.
- Order resale certificate (if applicable)

## Listing



- Order sign to be posted at property
- Attach keybox
- Register keybox to enable showing updates and feedback requests
- Create silent talkers to highlight property features
- Input property into MLS
- Create professional photo gallery
- Upload all information an agent would need to easily prepare a purchase & sale
  - Summary of contact information for title, escrow and listing agents
  - Property disclosures
  - Preliminary title report
  - What Sellers will miss most about this house
  - Lead based paint disclosure (if needed)
  - Legal description
- Set up transaction with transaction coordinator

## On the Market!



- Publish your home on MLS and over 100 websites
- Highlight your home as "New Listing"
- Order coffee-table-quality photo album for marketing and as a keepsake for seller
- Create colorful flyers and attach permanent flyer to yard sign so information is always available

- Just Listed postcards to all neighbors
- Promote social media campaign - Facebook, LinkedIn, Instagram, Mailchimp, etc.
- Eblast invitation to agents and my database
- Publish Brokers Open tours and Public open houses on MLS and over 100 websites
  - Order food for 1st broker's open to increase traffic
- I'll collect feedback from all showings so we can make adjustments
- I'll send you a weekly update on showing activity, market conditions and feedback.

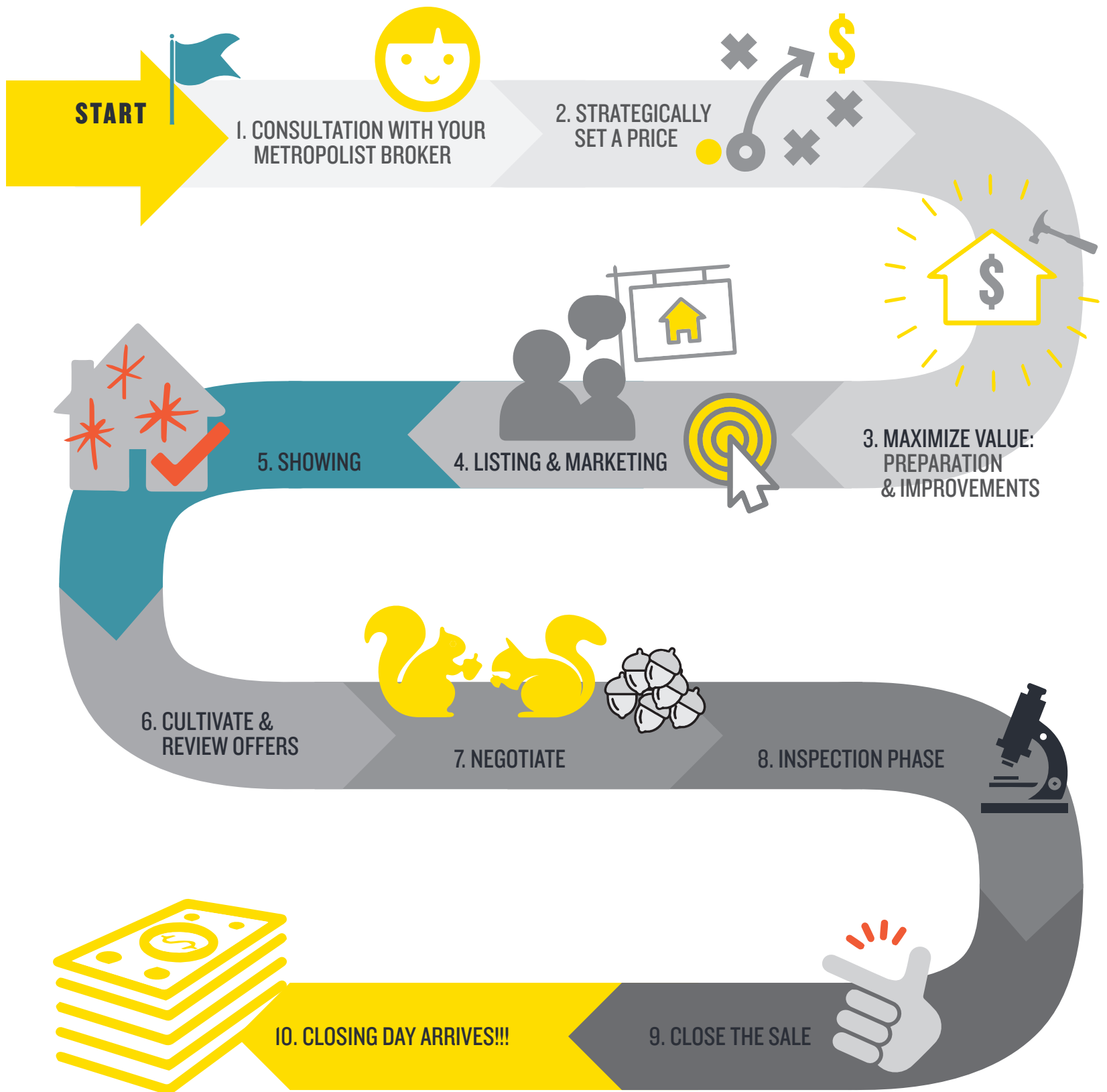
## Contract and Close



- Once we receive an offer (or offers), I will work with you to negotiate a **win/win strategy**. I will guide you through the options and the associated risks and consequences of your choices regarding
  - Price
  - Earnest money
  - Closing Date
  - Contingencies (inspection, home sale, title, etc.)
  - Time frames
- Once we've reached mutual acceptance, I'll guide the process through closing
- Escrow is opened
- Earnest money is deposited
- Inspection access scheduled
- Negotiate inspection response
- Check in with lender to confirm loan progress
- Appraisal access scheduled
- I'll check in with escrow and the lender a week before closing to confirm documents are ready
- Sale documents are signed at escrow a few days before closing
- Closing day - sale proceeds are transferred to you, title is transferred to the buyer, utilities are transferred
- A successful sale - Woohoo!



# SELLING YOUR HOME WITH METROPOLIST



**METROPOLIST**

MetropolistGroup.com | info@MetropolistGroup.com | 206-623-5118 | 2931 First Ave. S. Suite A, Seattle, WA 98134

## PROCESS DETAILS:

- 1 IN-DEPTH CONSULTATION**  
A comprehensive consultation is key to making the process smooth, enjoyable and successful. We will talk about the selling process, answer any questions you have and make sure you are well educated on the market and confident in your ability to make good decisions as we lead the project.
- 2 STRATEGICALLY SET A PRICE**  
Now that your house looks like a million bucks, how can you price it to be competitive in the marketplace? Instead of winging it, low-balling or splitting the neighborhood average, we will come up with a strategic asking price based upon tangible hard data and intangible unique selling points such as view, noise, neighbors and location. I will provide you with a written Market Analysis of your home. I will also provide you with an estimate of expenses and costs so you know what net proceeds to expect from your sale.
- 3 MAXIMIZE VALUE: PREPARATION & IMPROVEMENTS**  
We'll make your home as attractive as possible to potential buyers. Some improvements will more than pay for themselves — others won't — so we'll discuss your options and optimize your effort and resources. I will provide you with a written Home Enhancement Checklist. This checklist will include recommendations for mandatory and optional repairs and improvements. When a home is vacant it is recommended that you professionally stage it for maximum return. I may also have recommendations for inspections to optimize your return.
- 4 LISTING & MARKETING**  
When your home is all ready for market we will complete the listing paperwork and place your home on the market. Making a great first impression is as important in selling your home as it is anywhere in life. The first place buyers see your home is online so we will have high quality professional photography, creative and concise descriptions that highlight the best qualities of your home and syndicate your listing to all online platforms to reach the widest audience.  
When applicable we may create a unique property website for your home. I will network with the top realtors in the area and use my reputation and connections to personally promote your listing. You can also expect a weekly update to report marketing, showing activity and buyer feedback. We will then adjust our strategy as market conditions — or your situation — changes along the way.
- 5 SHOWING**  
It is important to make your home as available for showings as possible. That means preparing each day as you leave for brokers and buyers to show on short notice and being as accommodating as possible when you are home.
- 6 CULTIVATE & REVIEW OFFERS**  
I will follow up with anyone who previews or shows your home to help cultivate an offer. Once an offer(s) are received I will vet the potential buyers(s) and work to improve the offer where possible prior to presenting it to you. A buyers broker may opt to present their buyer's offer to us in person which can prove to be a great way to assess the quality of the buyer and their offer.
- 7 NEGOTIATE**  
The buyer wants the lowest price possible, it is our goal to get the highest price and best terms for you. A few factors will influence how we will consider offers and come to agreement with a qualified buyer. I will provide you with the necessary information to weigh all the factors; Quality of buyer's broker, multiple offer analysis, market time, buyer requests for improvements or closing cost contribution, financial viability of the buyer and lender's ability to close on time.
- 8 INSPECTION PHASE**  
Often we can avoid the inspection phase by garnering multiple offers and/or preinspecting your home. However, when necessary we will use all the same tactics to negotiate an inspection after the agreement has been reached with the buyer as we did to secure the agreement in the first place.
- 9 CLOSE THE SALE**  
Once we have negotiated agreement and inspection I will manage the details of a successful closing on a daily basis, including; Managing any necessary vendors, bids and punch list completion where applicable, review title to avoid delays, follow up with the buyer's lender to ensure things are moving along smoothly and preempt delays when possible and support you in any other way that I can to get you where you want to go.
- 10 CLOSING DAY ARRIVES!!**  
Congratulations, you are all done and ready to buy your new home with Metropolist!



# METROPOLIST

MetropolistGroup.com | info@MetropolistGroup.com | 206-623-5118 | 2931 First Ave. S. Suite A, Seattle, WA 98134



# METROPOLIST

## Your To-Dos

- ✓ Complete a Client Profile, if we didn't already complete it at our meeting.
- ✓ Help me know your home by completing the "What Makes Your Home Special" worksheet
- ✓ Sign Listing Agreement in Authentisign
- ✓ Complete a Seller's Property Disclosure (Form 17)
- ✓ Have a mortgage statement handy
- ✓ Write retainer check to Metropolist for \$500
- ✓ Gather HOA information (if applicable):
  - ☐ HOA president contact information
  - ☐ HOA management contact information
  - ☐ Dues and assessments
- ✓ 2 copies of keys for the front door and any access keys



## Home Enhancement Checklist

**You've decided to sell your home!** When selling, it's important to look at your home from a different perspective—the buyer's perspective.

The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

### Tidy up!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

### Clean up!

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: Paint in the can is worth \$20, but it's worth \$1,000 on the wall!

### Patch up!

Minor repairs often become major blemishes for potential buyers. Take away those distractions by fixing minor issues before they become major.

### The finishing touch!

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

## THE EXTERIOR

### Tidy up!

- ☐ Mow the lawn and trim trees and shrubs away from the house
- ☐ Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- ☐ Store tools and other equipment neatly in the garage

### Clean up!

- ☐ Wash windows, inside and out
- ☐ Sweep all sidewalks and driveways

### Patch up!

- ☐ Repair doors and windows
- ☐ Repair major cracks in sidewalks and/or driveways
- ☐ Repair rot, shingles, shutters, gutters, windows, siding and fencing
- ☐ Clean up the front/back yards with new sod, plants, flowers and mulch if needed

### The finishing touch!

- ☐ Add a new doormat at the entrance
- ☐ Add a potted or hanging plant
- ☐ Add new house numbers

### Additional observations:

---

---

---

---

---

## THE KITCHEN

### Tidy up!

- ☐ Clear bare gadgets from all kitchen countertops
- ☐ Remove all messages, pictures and magnets from the refrigerator
- ☐ Clear away any papers, mail or newspapers that may have accumulated on countertops
- ☐ Clean sink, stove and countertops of all dishes, pots and pans

### Clean up!

- ☐ Wipe down cabinets & polish sinks
- ☐ Clean all appliances, inside and out
- ☐ Wash kitchen floors
- ☐ Air out garbage area with a deodorizer and/or freshener

### Patch up!

- ☐ Repair any faucet/sink leaks
- ☐ Repair any broken appliances
- ☐ Repair any non-working kitchen cabinets and drawers
- ☐ Patch and paint walls and ceilings, if necessary

### The finishing touch!

- ☐ Add a new throw rug
- ☐ Add a plant

### Additional observations:

---

---

---

---

---

## THE BATHROOMS

### Tidy up!

- ☐ Remove any unnecessary items from the countertops
- ☐ Organize linen closets, medicine cabinets, etc.

### Clean up!

- ☐ Clean sinks, toilets, bathtubs, and showers, and make sure they are mold-free
- ☐ Polish mirrored and bathroom fixtures
- ☐ Wash bathroom floor

### Patch up!

- ☐ Repair any faucet, sink and/or toilet leaks
- ☐ Caulk and grout tile, if necessary
- ☐ Patch and paint walls and ceilings, if necessary

### The finishing touch!

- ☐ Add a scented candle
- ☐ Add coordinated towels and accessories
- ☐ Add a new shower curtain

### Additional observations:

---

---

---

---

---



# METROPOLIST

## THE LIVING AREAS

### Tidy up!

- ☐ Remove piles of papers and magazines from tables
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces
- ☐ Straighten bookshelves

### Clean up!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- ☐ Polish all furniture
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working
- ☐ Wash window treatments
- ☐ Clean fireplace, if applicable

### Patch up!

- ☐ Patch and paint walls and ceilings, if necessary

### The finishing touch!

- ☐ Display liners on table
- ☐ Add fresh flowers, potted plant or a scented candle
- ☐ Rearrange pictures to highlight specific areas
- ☐ Add lamps if room is dark

Additional observation is:

---

---

---

---

## THE BEDROOMS

### Tidy up!

- ☐ Straighten children's play area and store toys
- ☐ Remove extra furniture and rearrange to define areas
- ☐ Make clothes more appealing by sorting seasonal clothes aside here
- ☐ Be sure all clothes are hanging up and not lying around the room

### Clean up!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary
- ☐ Wash window treatments
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working

### Patch up!

- ☐ Patch and paint walls and ceilings, if necessary

### The finishing touch!

- ☐ Add decorative pillows to beds
- ☐ Add a plant

Additional observations:

---

---

---

---

## THE BASEMENT & GARAGE

### Tidy up!

- ☐ Organize all areas; laundry area, family area, workshop, garden equipment, etc.
- ☐ Blow up and store or dispose of any unnecessary items

### Clean up!

- ☐ Sweep and clean floors
- ☐ Remove cobwebs from walls, window sills and ceilings
- ☐ Wash windows, inside and out

### Patch up!

- ☐ Make sure furnace, A/C and hot water heater are in working order

Additional observations:

---

---

---

---

## HERE COMES A BUYER...

Before each showing, be sure to complete these last minute touches to make your home stand out and look great!

### EXTERIOR

- ☐ Pick up after pets
- ☐ Pick up lawn mowls, toys, etc. lying around the yard
- ☐ Clear driveways and walk areas

### INTERIOR

- ☐ Open curtains for daytime showings and close curtains for nighttime showings
- ☐ Open windows to "freshen up" your home
- ☐ Do a quick tidy up
- ☐ Play instrumental music

Additional observations:

---

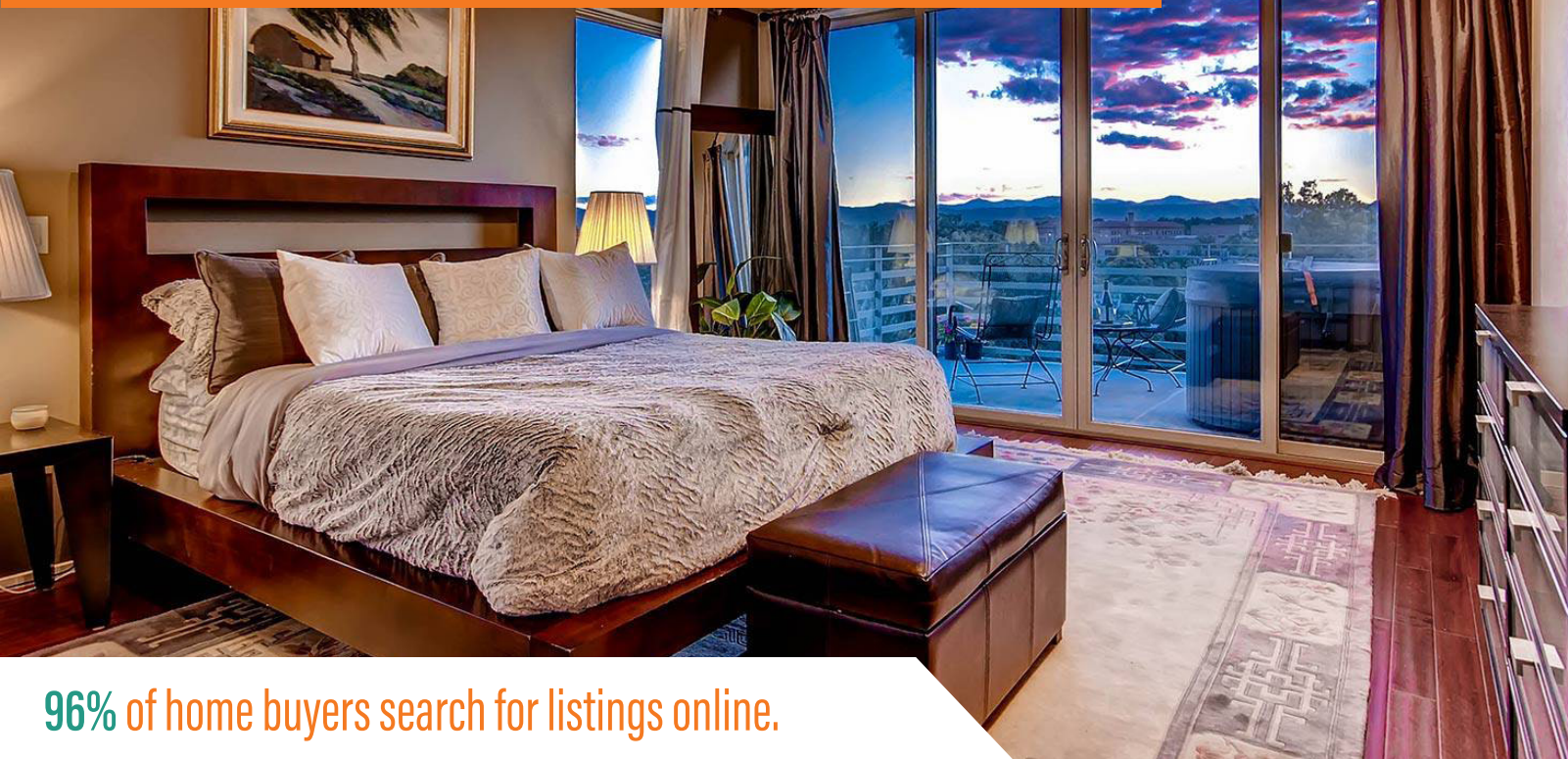
---

---

---



# STUNNING IMAGES THAT MAKE BUYERS CLICK



96% of home buyers search for listings online.  
86% of them agree that photography is the most useful feature when deciding to view a home.

Virtuance spent 2 years developing their proprietary *HDReal® Imaging System* to ensure every image they produce makes buyers click on listings they may have otherwise overlooked.

Listings marketed with Virtuance HDReal® images sell 45% faster and 75% closer to asking price than the top competitors in your area.



Competitor



HDReal®



**VIRTUANCE**  
BRILLIANT IMAGES FOR REAL ESTATE



# METROPOLIST

## Rider To Listing Agreement

The Agent acknowledges receipt of a \$ 500 retainer, payable to Metropolist, from the Seller, \_\_\_\_\_ which shall be immediately disbursed to the Broker as a contribution toward the time and actual costs incurred by the Broker on behalf of the seller in completing the following:

1. Providing a Seller Packet including: information on the Law of Real Estate Agency, oil tanks, lead paint and the overall process of selling a home.
2. Preparing a Market Analysis report including:
  - a. Research and editing of comparable properties.
  - b. Broker's drive-by and/or interior inspection of the comparable properties.
  - c. Property history research on the comparable pending and sold properties.
  - d. Telephone calls to other listing Brokers to discern the terms of the comparable sales: seller concessions, type of financing etc., that may have affected the sales prices.
3. Staging consultation.
4. Creation of promotional materials.
5. Printing of in-house flyers.
6. High quality photo images and information about your property prepared for the listing.
7. Distribution of promotional materials to Brokers and the public.
8. Installation of signage as allowed: for sale sign and permanent flyer.
9. Input the listing onto the multiple listing and distribution to online platforms.
10. The listing appointment (s) when the above data is presented to the seller.

The Seller's retainer shall be credited back to them on closing of their sale. In the event there is no closing, then the retainer shall be non-refundable upon completion of the above.

\_\_\_\_\_  
Seller (s)

\_\_\_\_\_  
Date



*gretchen  
Schmidt*

Metropolist  
2031 First Ave S, Suite A  
Seattle, WA 98134  
p. 206.850.4977  
e. gretchen@metropolistgroup.com

# WHY A RETAINER DEPOSIT?

## Why do you need a retainer? Doesn't Metropolist pay your expenses and your salary?

Metropolist is not my employer. I run my own business and pay for everything myself. In fact, I pay Metropolist over \$27,000/year for the privilege of a desk and access to all the services Metropolist provides. It is incredibly expensive to put a house on the market. To do a really good job of marketing your home, and do everything possible to sell it, it needs to be a joint venture between you and me.

## How much is the retainer?

\$500.

## What happens to my retainer?

Your retainer acts as a deposit. It is applied directly to your closing costs. **The retainer is not an additional fee**, but a **pre-payment** toward your closing costs.

## What if I decide to take my house off the market?

If you change your mind and decide not to sell after we have put your house on the market, the retainer goes to cover some of my expenses. If you decide to list your house with me later, the money will always be there for you. Part of the reason I ask for a retainer is so that we both have motivation to do everything possible to actually sell your home. If you are just testing the waters to see if you can get a certain price for your home, it is unfair for me to take all the risk and do all the work. When you pay a retainer, you have some skin in the game. We both have a mutual goal—to sell your home for the best price the market will bear.

## Other agents don't use retainers. Why do you?

I work incredibly hard for my clients. I spend an above average amount of money and time preparing your home for sale. My fee is the same or similar to many other agents, yet you receive top-notch services every step of the way. The only way I can offer to pay for top-quality vendors is if I know that I will be reimbursed for at least a portion of my expenses. Other agents might skimp on services since they might not get paid anything if you take your home off the market. It makes other agents stingy with marketing and promotion if there is a risk of total loss. I invest a lot of time and effort in assuring that you achieve your goals. If you decide not to sell, which is always your prerogative, it covers a portion of my expenses. It also acts as a mental hurdle to help people decide if they are really ready to sell.



*gretchen  
Schmidt*

Metropolist  
2931 First Ave S, Suite A  
Seattle, WA 98134  
p. 206.850.4977  
e. gretchen@metropolistgroup.com





# METROPOLIST

## My Philosophy

### 1. Education

### 2. Advocacy

### 3. Guidance

- ♦ I have been in real estate since 1997. I work with a great team. We provide a level of service and expertise seldom matched. I implement a specific plan for each client to make sure their needs are met.
- ♦ I believe that service continues long after the sale has closed. My service philosophy is that I treat you as a "client for life" and provide a high level of service.
- ♦ Professional staging consultant—I provide the services of an interior designer to help you prepare your most valuable asset for sale.
- ♦ Professional photography—I hire a professional to take the best possible photos of your house to grab the interest of buyers and agents.
- ♦ Wholistic Marketing Plan — I utilize a system that maps out all activities required to sell your home so that nothing is missed. Few other agents follow an organized plan for each listing. First, I implement a plan for listing and preparing your home for the market. Second, I implement another plan once we enter into contract with a buyer.
- ♦ Regular Updates— I utilize all the tools at my disposal to provide you with the best information throughout the home selling process. Every week, you will receive an activity report with the number of showings, agent web site visits, public web site visits and area activity analysis. You will never wonder what is happening.



gretchen  
Schmidt