



Nicole Donnelly Martin
REAL ESTATE

SELLER'S GUIDE




Windermere
REAL ESTATE

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ABOUT ME

I love the Northwest!

My family has called Vashon-Maury home for three generations, and I remain deeply committed to my community and my city.

My comprehensive knowledge of this unique region combined with the pride I take in delivering exceptional service, allows me to be your Northwestern life concierge.

I have the tools and knowledge to help you as your housing needs change. I have spent over 15 years in business and marketing leadership which provides me with in-depth experience in contract negotiation and multi-channel marketing. My experience and commitment of service will result in success whether you are buying or selling.

I represented 25M in sales in 2020 - a reflection of my stellar service and commitment to my clients. My goal is to always deliver exceptional experiences and the best financial outcomes.

WHY HIRE NICOLE

- Represented 25M in sales in 2020
- 15 years of traditional and digital marketing experience
- 30 year Northwestern resident with the local knowledge to help you succeed
- Top negotiator - creating additional income for clients
- Passionate about home design and presentation. I can help your home look its very best
- Great communicator and excellent customer service
- Community-minded and connected
- Supported by the Windermere team and network - the best in the business!



FUN FACT

Top Producer in 2020—
I represented 25M in sales in 2020
which is the highest grossing of any
agent or team on the island.
We also represented the
top 3 highest price
sales on the
island in 2020.

REVIEWS

SEE WHAT MY CLIENTS HAVE TO SAY
ABOUT WORKING WITH ME:

"I highly recommend Nicole. She is well connected throughout the Northwest and understands the market very well." Nicole is thorough, professional and was a pleasure to work with. It was a great experience all around!

—Manny Chao

"Nicole is super proactive about providing concrete recommendations on items that we should address prior to listing to help meet our overall goals for the sale. She also was able to provide contacts to multiple vendors to assist in completing these items we could not do ourselves.

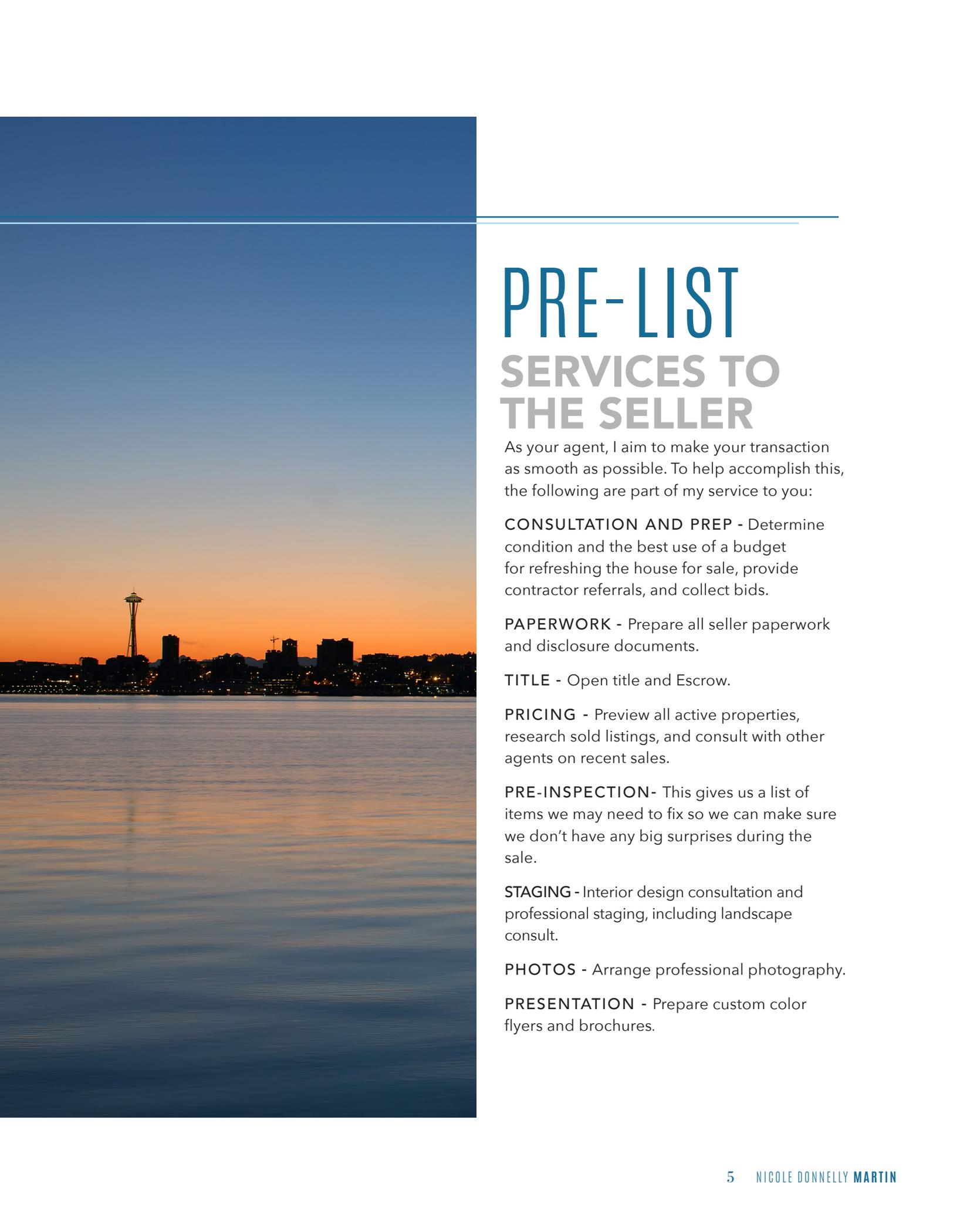
—5 star Zillow Review

"Nicole is amazingly knowledgeable, diligent and detail oriented. She went above and beyond, not only searching for the perfect property for us, but also making sure that we got the best deal possible and our transaction went smoothly with all our T's crossed and I's dotted. I would highly recommend Nicole to anyone looking to sell or buy a home!

—5 star Zillow Review

"You can't go wrong with Nicole!"

—Jordan Karr 5 star Zillow Review



PRE-LIST

SERVICES TO THE SELLER

As your agent, I aim to make your transaction as smooth as possible. To help accomplish this, the following are part of my service to you:

CONSULTATION AND PREP - Determine condition and the best use of a budget for refreshing the house for sale, provide contractor referrals, and collect bids.

PAPERWORK - Prepare all seller paperwork and disclosure documents.

TITLE - Open title and Escrow.

PRICING - Preview all active properties, research sold listings, and consult with other agents on recent sales.

PRE-INSPECTION - This gives us a list of items we may need to fix so we can make sure we don't have any big surprises during the sale.

STAGING - Interior design consultation and professional staging, including landscape consult.

PHOTOS - Arrange professional photography.

PRESENTATION - Prepare custom color flyers and brochures.



ACTIVE LISTING

LISTINGS—Feature your listing on my website, Facebook, and MLS which will aggregate to all high traffic real estate websites, Redfin, Zillow and Windermere.

E-KEY—Electric keybox access with daily monitoring for feedback on all showings.

MARKETING—Create a strategic marketing plan to individually brand your home, including a unique narrative, neighborhood insights, email marketing, and social media exposure.

CONNECTION—Invite local brokers and colleagues to view the listing.

PREVIEW—Continue to look at all competitive inventory before and during the listing.

OPEN HOUSES—Advertise and host public open houses as appropriate.



STAY CONNECTED

COMMUNICATION, NEGOTIATION, & TRANSACTION MANAGEMENT

OBTAIN FEEDBACK

I follow up with agents who show or preview your home. Through the state-of-the-art lockbox system, I have daily updated lists of agents who have been through your home. I email agents for feedback, then forward you that feedback.

WEEKLY UPDATES.

I keep you informed on your home's activity with regards to showings and online traffic, market activity with regards to new competition, price reductions, and sales and/or recommended path forward.



OFFER & NEGOTIATION

This is our goal. All of the work up to this point is to get an offer. I take a collaborative approach and proactively provide agents the information they need to write a good offer. This strategy helps get you the best terms.

Once we have an offer, I summarize the pertinent details, with special attention paid to financing. Then I negotiate on your behalf to get the best price and terms possible.

ONCE UNDER CONTRACT

Our transaction calendar tracks the details of your contract to ensure that we close on time with all of the details handled. I provide you a calendar summarizing time frames of all steps to get to closing and monitor all the contingencies throughout the closing process.



PREPARE TO SELL

Walk around with someone who can take note of things you might not notice in your own:

- holes in walls
- sagging screens
- switch plates
- burned out light bulbs
- loose or squeaky handles etc...

Also consider:

- Working CO2 and smoke detectors on every floor
- Professional window cleaning
- Roof, siding and gutter cleaning
- Carpet cleaning or replacement

MAINTENANCE



PREPARE TO SELL (CONTINUED)

While this doesn't necessarily increase your property value, it protects your investment. Anything that needs repairing is best done prior to listing, so prospective buyers don't worry "what else is wrong with the place" when they see repair issues. Buyers tend to overestimate the cost of a repair as well as lower their offer substantially.

Consider your roof, ceiling stains and leaks, structural integrity, water damage, heating, electric, fixtures, and appliances. You need to be in compliance with safety regulations, local ordinances, city codes, and mortgage requirements.

When putting your home up for sale, you'll need to disclose any known issues. This is why I offer a pre-inspection as part of my service to you.

MAJOR REPAIRS



STAGING

IS STAGING REALLY WORTH IT?

- 1 Buyers will form an opinion of a home within the first 15 seconds of entering it. In many cases, buyers may choose to not even view a home based on the online photos.
Nine out of ten home buyers have a difficult
- 2 time visualizing furnishings in a vacant space. At the same time, if your home has too much furniture, it's hard for the buyers to see the space and imagine that it's big enough for their needs.
- 3 Staging a home will bring it to life, creating an emotional connection with the buyer. As the saying goes, "Buyers tend to buy on emotion and back up their decision with fact." You want to stir a positive emotion when they walk in the door.
- 4 Staging a vacant home is a worthwhile investment which will be far less costly than the price reductions that will likely result due to an unstaged property.
- 5 Buyers are not interested in how you live in your home. They are looking at how they can live in your home. What's fine for living is usually not fine for selling.
- 6 Statistically, staged homes sell faster and closer to listing price than those which are not. Dollar for dollar, even with paying a stager, a home generates more profit when presented in an appealing fashion to buyers.



CLOSING COSTS

Closing costs are shared between buyer and seller. Here is a detail of typical costs associated with buying and selling.

SELLER

The seller is generally expected to pay for the following:

- Real estate commission
- Document preparation fee for deed
- Documentary transfer tax
- Any city transfer/conveyance tax
- Title insurance premium
- Escrow fee
- Payoff of all loans in seller's name
- Interest accrued to lender being paid off, statement fees, reconveyance fees, and any prepayment penalties
- Any judgments, tax liens, etc. against the seller
- Tax proration
- Any unpaid homeowner's dues (for condominiums)
- Recording changes to clear all documents of record against seller
- Any and all delinquent taxes
- Septic inspection and pumping

BUYER

The buyer is generally expected to pay for the following:

- Loan origination fee
- Other lender fees (credit, appraisal)
- Title insurance premium
- Escrow fee
- Document preparation (if applicable)
- Recording charges for all documents in buyer's name
- Tax proration (from date of acquisition)
- Homeowner's dues (for condominiums)
- Interest on new loan from date of funding to 30 days prior to first payment date
- Assumption/change of records fees for takeover of existing loan
- Beneficiary statement fee for assumption of existing loan



MY COMMITMENT TO YOU

***As part of my commitment to you
I will provide the following:***

- Provide resources to help prepare home for sale and maintained throughout listing
- Provide complimentary professional staging consultation - Staging available.
- Professional photography: Home, aerial, 3D Virtual Walk Through
- Customized multi-channel marketing plan that targets buyers most likely to be interested in your home
- High quality marketing collateral with professionally written copy and elevated layout
- Feature as Premier Property (if applicable) - Luxury Portfolio International - 50 countries
- Provide in-home marketing with notebook of information about home
- Open houses for brokers and public
- Diligent management of offers and contracts
- Manage the appraisal, loan, escrow and title process
- If you desire a pre-inspection I will manage the process, the cost of the inspection will be the sellers.

SELLER AGREEMENT

Seller authorizes listing broker to work on their behalf from this date forward. Seller shall sign the NWMLS listing forms within 30 days of launch date:

Date

CLIENT

If for any reason you aren't completely satisfied during the listing process please, let me know and I will remedy the situation within 24 hours. If you are still not satisfied (or your plans have changed), I will release you from the listing agreement.

Date

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