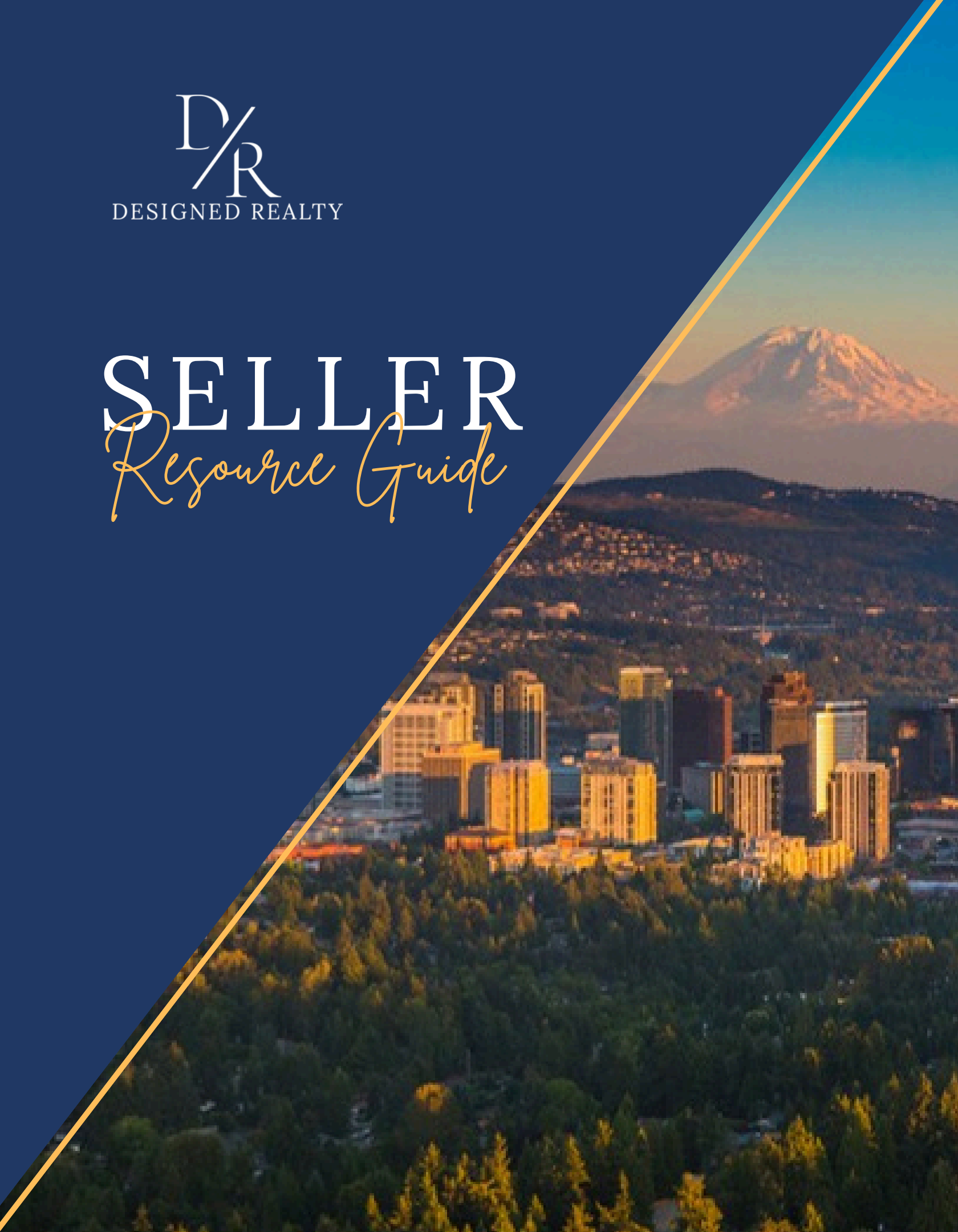




SELLER

Resource Guide





MY PROMISE TO YOU

When you partner with me, you can expect transparency, reliability, and compassion.

I promise to give you my honest opinion.

I will do anything in my power to make your life easier, and I will go above and beyond to maximize your happiness.

I am committed to bringing my business background with my in-depth real estate knowledge to help you navigate the evolving real estate market.

I will relentlessly seek solutions and unblock issues to help you achieve your real estate goals.

Whether you are a first-time seller or a seasoned investor, I will work to make your dreams a reality.

Signature _____

TO BE:
Ethical
Curious
Knowledgeable
Prompt
Thorough
Reliable

TO DISPLAY:
Care
Expertise
Commitment
Enthusiasm
Professionalism

BE WILLING TO:
Understand
Create Solutions
Accommodate
Invest
Be Bold
Work Together

THE PROCESS

1

WALK THROUGH

Give us a tour of your home and share your ideas, goals and plans with us. We will assess and discuss the value of your home, potential marketing strategies and solutions.

2

LISTING PLAN

We believe this should be a well thought out process. We will provide you with a written plan within 24 hours that you can take your time reviewing and understanding.

3

PRE-LISTING

Your listing coordinator will plan, organize and execute everything necessary to successfully sell your home. From carpet replacement to lock boxes, we'll have everything primed for listing day.

4

LISTING DAY

We monitor traffic and feedback in real-time to stay tuned to the market response. Our team will conduct weekly house visits to ensure your property always shows well.

5

OFFER REVIEW

Once an offer has been made, your broker will research the buyer and broker and review all terms and conditions to advise you on the best negotiation strategy and course of action.

6

CONTINGENCY PERIOD

If you've accepted an offer with a contingency with specific performance and deadline requirements the negotiations do not cease. We will navigate you through satisfying every item through closing.

7

CLOSING PREPARATION

Destaging, cleaning, moving, title, notaries...you name it, your listing coordinator and broker have you covered! We can coordinate preferred vendors for moving, remodeling, relocating and more.

8

CLOSING

Pop the bubbles! Documents are signed, keys are exchanged and proceeds received! Time to celebrate, and please be sure to leave us a Google review!

WHAT SELLS YOUR HOME

Every property is different. While you will receive a customized listing plan, there are also vital elements that control the overall marketability of your home. Some of the main factors that impact the sale of your home are listed below. We will advise you on all of these factors, along with forming the best strategy to sell your home quickly and for the best price.



PRICE POINT

Pricing your home reflective of the current market is important both for maximum exposure and the best sales outcome.

Factors that determine a property's value:
location, design, amenities, competing properties, economic conditions.



PROPERTY CONDITION

The condition of your property will influence the selling price and how quickly it sells. If repairs are needed, we are there to assist and provide guidance with our network of professionals.



MARKET CONDITIONS

This is a hot topic. Conditions in our area have been historically consistent. However, time of year, things like a pandemic and interest rates, do influence market conditions. We will guide you on when the best time will be to list, while considering both market conditions and your life situation.



MARKET EXPOSURE

Our focus is to get the most qualified buyers into your home and in the least amount of time...and we are good at it! With our comprehensive marketing plan, your home will get noticed in any market.

LISTING

Designed for You

Every listing at Designed Realty includes support for the essential tasks to prepare your listing for market.



Open House Events

Signs and Printed Flyers

Showing Management

Zillow Showcase Access

Offer Negotiation Guidance

Contact, Title & Escrow Oversight

Administrative Support

DESIGNED HOME

Pairing white-glove listing services and high-end marketing with expert guidance on value-boosting home improvements. Our dedicated listing coordination team and vendor network help you unlock every opportunity to maximize your home listing's potential.

ADVISORY

Strategic recommendations to enhance appeal, identify marketable features and streamline preparation.

IMPROVEMENT

Offer the opportunity for high-return improvements, all managed for you through our trusted vendor network.

STAGING

Full home staging with no time restrictions and options for owner-occupied homes.

PREPARATION

- House Cleaning
- Window Washing
- Pre-Inspection Service
- Professional Photography
- MLS Management
- ShowingTime Monitoring

MARKETING

- Open House Hosting
- Neighborhood Promotion
- Listing Video & 3D Tour
- Printed Brochures
- Targeted Direct Mail
- Lead Capture QR Code

TRANSACTIONS

Ensuring all vendors are on schedule with accurate statements while keeping your clients informed.

Get your home market-ready for \$0 upfront¹

Cover listing prep projects now — staging, repairs, painting, landscaping — and repay when your home sells.

- Access up to \$50,000 of equity in minutes
- No impact to credit to apply or access funds
- Use any vendor or pro

How it works

1. Unlock funds

Access your equity with a quick application

2. Pay for improvements

Cover listing prep expenses using Notable

3. Repay at closing

Easily repay through the closing process



See what you'd qualify for
designedrealty.notablehome.com



Market-ready homes sell²:

31% faster
9% higher

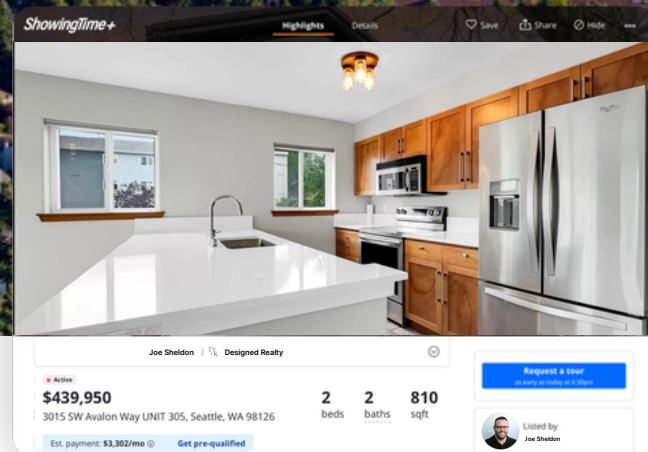
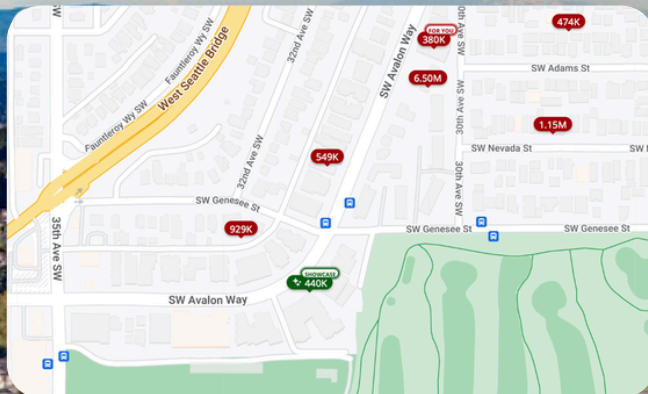
Notable®

D/R
DESIGNED REALTY

BEFORE & AFTER

Are you wondering what our staging process looks like from the beginning to end?
Check out some of our recent projects!





Get it seen. Get it sold.

This custom listing display is available to only **10% of listings** in our market and can help your home stand out on Zillow through:

- Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.
- Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.
- Interested shoppers can contact your agent directly from your listing.
- Powerful exposure on the one residential website that hosts over 217 million average monthly unique users.*

SHOWCASE LISTINGS ON ZILLOW RECEIVED:

81% more  **Page Views**

75% more  **Saves**

79% more  **Shares**

Compared to similar nearby non-Showcase listings on Zillow.



15% more likely
to go pending in the first
14 Days
compared to similar nearby
non-Showcase listing on Zillow

Sell for 2% more
than similar non-Showcase
listings on Zillow

*Based on Zillow's Q1 2024 average monthly unique users. Zillow, StreetEasy and HotPads measure unique users with Google Analytics, and Trulia measures unique users with Adobe Analytics.

Showcase listings on Zillow include an interactive floor plan, a virtual tour, and specialized exposure on Zillow. The average home sales price in the United States is from the U.S. Census Bureau and U.S. Department of Housing and Urban Development, Average Sales Price of Houses Sold for the United States ("ASPUS Data") dated March 27, 2024. Except for claims of selling for more, these claims are based on Zillow data analyzed in markets with at least one Showcase and one For Sale By Agent listing during the initial fourteen day period a listing was active on Zillow, up to pending. Showcase listings were compared to For Sale By Agent listings on Zillow: (i) without Showcase; (ii) of the same home type; (iii) located in the same city and within two miles of the Showcase listings; (iv) on the market during the same time period as the Showcase listings or the immediately prior month; (v) containing a similar list price as the Showcase listings; (vi) having similar square footage as the Showcase listings; and (vii) having a similar bedroom count. For claims of selling for more, the Showcase listings were compared to For Sale By Agent listings on Zillow: (i) without Showcase; (ii) of the same home type; (iii) located in the same MSA as the Showcase listings; (iv) listed in the same month as the Showcase listings or the immediately prior month; and (v) containing a similar list price to the Showcase listings. *The data is from March 18, 2024 and is an average from the immediately preceding six month period. For claims of selling for more and page views, saves, and shares claims, the data excludes the top 5% and bottom 5% lift of sales price and total page views, saves, and shares from each month and the immediately preceding six month average. As of the date of publication, listings on Zillow with Showcase represent less than 1% of listings on Zillow.

SHOWING YOUR HOME

We use a program called ShowingTime. Brokers can schedule showing appointments through this app and it keeps things very smooth for us. You have the option of receiving a text or email with every scheduled showing to follow along with your showing activity.

We recommend maintaining a 70-degree atmosphere and leaving most of the lights on. You may see a larger bill during this time.

You can anticipate a call from us Mondays and Fridays to review all activity. Please know that you are welcome to reach out to us at any time.

REMINDERS

1 Contractors

We work with many different vendors from painters to general contractors who can build a home from the ground up. We can handle coordinating and quoting any work that needs to be performed on your home with our preferred vendors and competitive pricing. If you have someone else, we can support the process and keep your timeline on track.

2 Billing

If you are having the home services or improvements done, we can help keep you on budget and even provide options for floating costs until closing.

3 House Checks

Our team can check on your home weekly while it is on the market to ensure that it meets our showing standards. We will fluff the pillows, vacuum the floors and make sure nothing is out of the ordinary. If your home is vacant, we will continue this through the entire escrow period as well.



DESIGNED REALTY

Avoid These Common Seller Mistakes

GETTING EMOTIONAL

Many impactful memories are created in our homes. It is difficult to advise someone how to be impassive when selling their home with, what can be, such an emotional life event. You will need to be decisive during this process and we will help you make those decisions.

NOT DEPERSONALIZING

Depersonalizing your home is all about neutralizing the personal decorating style from your home; this way, buyers can mentally see themselves moving in. If there are family pictures and other personalized items, it will be harder for a potential buyer to picture themselves living in the home.

UNREALISTIC PRICE

Setting the right price is key to selling your home at its highest and best value. Utilize the comparative analysis tools we provide to determine a fair offering price. When thinking of your home's value, you will need to be able to justify it to buyers and appraisers with other sold homes that are comparable to yours. If you price too high, you will end up chasing the market.

NOT STAGING PROPERLY

A home has a better chance of being sold when it is depersonalized and decluttered, along with being staged properly; and having clean, neutral interior decor. Decluttering will help to show off your home's best assets - maximizing space and highlighting organization. We offer, and strongly recommend, our staging services - our staging is included in our service, no additional fees!

NOT PREPARING FOR SALE

Preparing your home properly is incredibly important; being deep cleaned and staged well. This plays a valuable role in the outcome of offers you will receive and obtaining the best price for your home. Buyers spend less than 20 minutes when touring a home, and then make what is likely one of the biggest decisions of their lives. First impressions matter and we make your home look its best.

HOME REPAIRS

Do not fix anything before speaking to us; it may not be the best solution. With repairs there are two major questions, "Where do I start?" and that leads to "When do I stop?" Between these two questions many people spend tens of thousands of dollars they didn't need to. You may not always see your money back on a newly landscaped yard or an updated kitchen, and we want to maximize your dollars.

Frequently Asked Questions

WHY NOT USE A BROKER?

Quite simply, homes sold by professionals sell faster and for more money. And we are here to simplify the process for you, take the stress off your shoulders, sell faster, and help you put more money in your pocket at the end of the day.

I NEED TO SELL BEFORE I BUY.

This is a very normal situation, but a much more complicated one than either a straight purchase or sale. The goal is to sell your home for the most amount of money possible, while buying the home you want at the price you want, all without moving more than once or ending up homeless.

Preparation is critical here. We recommend getting a complete listing plan ready for home, so we know what to expect when you need to sell it. During this process, we will discuss how to navigate these situations. You may be able to start hunting and list your home right away, or you may want to wait to list the home until you find the perfect property.

WHAT DO I NEED TO DO TO GET MY HOUSE SOLD AS FAST AS POSSIBLE?

The basics are de-clutter, de-personalize and neutralize the house. While your house is your home and is full of your memories, we need to turn it back into a neutral house someone else can picture making their own memories in.

We can assist with everything and will review with you how much you are able to take on. Our brokers will then give you a personalized written plan that lays out what needs to be done, and what is expected of who. This helps keep everything on track and clears up expectations so we can get things done efficiently with the least interruption to your life.

HOW LONG DOES IT TAKE TO SELL?

On average, homes take 30-45 days to close after a buyer is found. This is because 88% of buyers use financing*, and the financing process takes roughly 30-45 days. Absent financing, a home can sell as quickly as a title insurance company can pay off the existing liens guarantee a clean title transfer. Some cash purchases can close in as little as 5 days.

Getting your home on market is a different timeline, that depends on your situation and the condition of your home. We can move very quickly if needed, but most homes take 2-4 weeks to get ready to go on market.

More Questions?

DESIGNEDREALTY.COM • (425) 361-7164

REAL ESTATE TERMS

Here is a list of the real estate terms that you may hear. Read over these so you are familiar and always in the know when discussions are being held with other parties and professionals.



APPRAISAL

A paid opinion of the value of something, in this case, the house you plan to buy. A professional appraiser is hired by your lender to give them a value by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.



APPRECIATION

Increase in the value or worth of an asset or piece of the property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.



CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the close.



CLOSING COSTS

The fees a seller and buyer pay to complete a real estate transaction.



ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a title company.



HOME INSPECTION

A home inspector assesses the condition of a house including its heating, cooling systems, plumbing, electrical work, water and sewage. Outbuildings, sewer and septic systems and the property outside the home are generally excluded.



MLS

An acronym (Multiple Listing Service) for a computer-based listing service that provides real estate professionals with detailed listings of most homes current on the market. The public can access much of this kind of information through websites like Zillow.



ZONING

The local laws dividing cities and counties into different land use permissions, densities and allowed uses. These range from Single-Family and Multi-Family Residential and to Commercial to Industrial.



TITLE

Ownership of real estate or personal property. A Title is evidenced by a deed recorded in the county records office.

CLIENT *Reviews*

SELLER

RENTON, WA



"This team was worth every penny. They gave us a short list of very minor, time-saving, and inexpensive improvements, such as painting three small walls a more neutral color, that would pay off big (they did). They coordinate with companies who do top-notch work without overcharging. Whenever I had trouble finding someone (e.g., a furnace inspection) to get out there in time for our list date, their Listing Coordinator found someone who could. **Response times were immediate. The staging was amazing.** We looked at comparable homes on Zillow compulsively and kept remarking on how the other homes' staging was inferior to ours. It made all the difference, too. Our broker knows the market and the target buyer and priced the house accordingly--**we would have been more than happy with the list price, but we made tens of thousands of dollars more.** We are so grateful that they made the process virtually painless. We felt like we were in good hands the whole time, and we were. We'll definitely recommend Designed Realty to anyone who's looking."

BUYER & SELLER

EVERETT, WA



"If you are looking for someone to sell your home OR for someone to find that perfect home for you and your family, **Designed Realty will meet and exceed all your expectations!**

Why you ask?? First, they are knowledgeable in all aspects of the business from listing and selling to negotiations and closings. **They listen to YOUR needs and go above and beyond** to meet them. They are there for you 24/7...and I mean 24/7!! I have texted them well into the evening hours and had a response within minutes. I have emailed them early morning and again, a response in minutes. So if you want an agent who **works tirelessly for you, is honest, knows the business and can get things done**, call Designed Realty...you will not be disappointed."

SELLER

WEST SEATTLE, WA



"This three person team was a godsend during our house sale. Don't think we could have gotten through it without them! **Efficient, responsive and highly effective, and always available.** Very easy to work with - **they saved me countless hours** and did all the grunt work for me! And, got we a great price for our house. I would heartily recommend them to anyone thinking about selling/buying a home. **Simply fantastic company!**"

SELLER

LAKE STEVENS, WA



"These are the people you want in your corner! We decided to sell our rental and had a couple of agents come out to view the home and get an idea of what it should sell for. One agent from another Realtor (Who's name refers to a Red Fish) Gave us a selling price so low, as well as only finding faults with the property made us consider not to sell at all. **Then DESIGNED REALTY showed up.** Not with just one agent, but the team that would market our home. They **immediately** went through the home taking notes discussing services they provide etc. **all included in one price.** That evening we received a market analysis and were relived to hear of the potential. When we were ready to list **they arranged** a home inspection (at their cost) to be sure there were no surprises. Then their team came in **cleaned and staged** the home giving it that look of "I could live here" to impress a potential buyer. They arranged for professional photography of the home, and of course **listed it with a great description.** Once listed they **monitored** the buyer traffic, **checked on the home** every couple of days to make sure it continued to show well. Once listed **the home sold in less than one day!** and **above the asking price.** From there they kept me continually advised of the progress and options available to us. I really can't say enough of how **this company made this an incredibly easy process.** Choose these guys! You won't regret it."

Thank you for taking the time to explore your options in the real estate market. It's a journey with many choices, and deciding who to trust with your real estate needs is no small task.

At Designed Realty, we understand this and appreciate the opportunity to share our unique approach with you.

In the world of real estate, most brokers are independent contractors, each running their own small business. Typically, this means a significant part of their time is spent on generating new business - focusing on sales rather than dedicating their time to serving clients.

Sarah and I believe there's a better way to do things.

We founded Designed Realty with a distinct philosophy in mind: our brokers should spend their time with you, not on sales. Our model is all about supporting our brokers behind the scenes, giving them the freedom to focus fully on their clients - on you.

Here's how we make this happen:

Exclusive Partnership with Zillow: Our close partnership with Zillow provides our brokers with a consistent introduction to new homebuyers, shifting their focus from traditional sales tactics to actual real estate services.

In-Depth Training and Expertise: We ensure our brokers are well-versed in the nuances of real estate, from property details to transaction processes and contract specifics, empowering them to offer you informed and reliable guidance.

Comprehensive Listing and Staging Support: We equip our brokers with in-house staging and listing coordination services, taking the burden of these tasks off their shoulders, allowing them to concentrate on what's important - your needs.

Culture of Learning and Growth: Our environment is one of education and curiosity, encouraging our brokers to constantly learn and stay updated on market trends and financing options, which in turn benefits you as our client.

Accessible Resources Without Extra Cost: Our brokers enjoy the use of our offices, administrative support, and managing brokers without the usual fees, ensuring they can work in the most effective environment for them, and ultimately, for you.

Our brokers are true professionals, committed not just to their craft but to providing exceptional service to each client. We encourage you to engage with them, ask questions, and test their knowledge and commitment. We are confident that you will find our brokers to be among the best in the business.

Selecting the right broker is an essential step in your real estate journey. At Designed Realty, we are committed to ensuring that this journey is successful, satisfying, and tailored to your unique needs.

Warm regards,



Kevin Sarbora
Founder





Meet With Your Listing Coordinator



SCHEDULE A HOME WALK THROUGH

Our dedicated Listing Coordination Team handles every detail of preparing your home for market, from professional staging and photography to marketing and scheduling. We streamline the process so you can focus on what matters most while we ensure your listing stands out and sells faster.

Schedule your initial walk through appointment where we can identify marketing opportunities and potential value adding improvements.



Still looking for your next home? Get Pre-Approved Before You Make an Offer

Homes on Zillow move fast. Getting pre-approved with Zillow Home Loans helps you understand your budget and shows sellers you're a serious buyer.

Why Get Pre-Approved?

- ✓ Know your true buying power
- ✓ Submit stronger offers
- ✓ Be ready when the right home hits the market
- ✓ Quick and simple online application

Scan the QR Code to Apply in Minutes





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