



Windermere
REAL ESTATE

Seller's Guide



Looking to Sell Your House?

Selling a home is an exciting undertaking, and I'm happy for the opportunity to help you. This guide will explain the general process and steps involved and how I will work to get you the best outcome and provide and peace of mind along the way.

As an experienced agent, my priority is serving my clients and making each buying or selling experience as smooth and stress-free as possible. I find joy in helping people move their lives forward and building lifelong relationships with my clients. I tailor my services to your unique needs, connecting you with trusted industry professionals to facilitate the transaction and anticipating and troubleshooting any issues that may arise.

Please reach out if you have any questions. I am always available to help.



Rolan Eleazar

WINDERMERE REAL ESTATE/CENTRAL, INC.

(425) 283-7389

releazar@windermere.com





About Me

Friendly, persistent, and knowledgeable, Rolan Eleazar guides his clients to success by providing them with keen insights and the space they need to make confident decisions. He tactfully offers insights about various property types, neighborhoods, and the general housing market, and allows his clients to decide for themselves how to proceed.

Rolan's skillful approach to buying and selling real estate is backed by his years as a business development manager and a decade of property management experience. With this background, Rolan is able to serve his clients with skillful negotiation and representation, astute business and fiscal insights as well as practical knowledge of the real estate industry. Rolan's familiarity with the many local neighborhoods on the Eastside and the greater Seattle area is especially helpful for international buyers and those moving to the area from out of state. To complement Rolan's passion for helping buyers relocate, he also speaks Mandarin Chinese and Indonesian.

As a broker, Rolan loves exploring new real estate opportunities on behalf of his clients; he's able to match the lifestyle needs of luxury buyers or sellers, weigh the pros and cons of an investment property, assist with downsizing or any other relocation needs his clients may have. Rolan strives not just to help you close a sale, but to work with you to make every step of the journey as easy as possible.



Rolan Eleazar Broker
425-283-7389
releazar@windermere.com
releazar.withwre.com





The Selling Process

1. PRICING STRATEGY
2. PREPARING YOUR HOME
3. SHOWINGS & OPEN HOUSES
4. PHOTOGRAPHY & MARKETING
5. OFFER & NEGOTIATION
6. OFFER ACCEPTANCE
7. INSPECTION
8. CLOSING
9. ONGOING SUPPORT



Why Pricing Is So Important

Pricing your home correctly from the start is one of the most critical ways to generate a lot of traffic and sell at the highest price in the shortest amount of time. A property attracts the most attention when it's first listed, so it doesn't pay to start with a high price and reduce later if it doesn't sell. The value of your home is what buyers are willing to pay for it in today's market, so I stay informed about the local market and will do a Comparative Market Analysis (CMA) to help determine our pricing strategy. I'll also show your home to other local real estate agents and solicit their input about its price and presentation, so I can discuss and address any important feedback with you.

Preparing to Hit the Market

Selling your home begins with making it look its best inside and out. Even if your home is in perfect physical condition, things like dingy paint, clutter, and an overgrown yard can lower its value in the eyes of potential buyers. Time invested now will pay off later.

I can provide you with a checklist of tasks to get your home ready for professional photography and showings. I'll also walk through the property with you and recommend ways that you can enhance its value and prepare for showings and open houses, such as staging, removing personal items, and adding curb appeal.

There are a few documents that need to be completed before your home goes on the market. Some of these documents are between us, and others are disclosures you will need to fill out in regard to the condition of your home. It is imperative to have a clear understanding of listing terms, price, and condition of your home for potential buyers.



Tips for Successful Showings

- › Leave the home if possible when potential buyers are there so they feel comfortable taking their time, asking questions, and providing feedback.
- › Remove pets. Take them with you or keep them penned in the yard or garage. Clean litter boxes daily.
- › Turn on lights and open curtains and shades so the home is well-lit inside and out.
- › Make the temperature comfortable, at approximately 68 degrees.
- › Remove clutter from floors and surfaces. Neatness makes rooms seem larger.
- › Put away items in the yard such as garden tools, bicycles and toys.
- › Turn on gas fireplaces to create a cozy atmosphere.
- › Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.
- › Turn off all TVs and keep any music at a low volume.
- › Keep jewelry and other valuables, as well as prescription drugs, locked up.



Strategic Marketing

Effective marketing is another critical aspect of getting your home sold quickly and at the best price. I will create a customized marketing plan to get maximum exposure for your home quickly, including digital exposure on the MLS and the most popular real estate sites like Realtor.com, Zillow, and Trulia, to name a few.

I also use professional photography, flyers and direct marketing that reflect the high quality of your home, Windermere's signature yard signs to attract local attention and inquiries, and digital tools that allow me to target and follow up with potential buyers and optimize the performance of our marketing.

DIGITAL MARKETING


- › Property Website
- › Exposure on top industry websites
- › Facebook & Instagram Paid Advertising
- › Social Media Videos
- › eFlyers

SOCIAL MEDIA

- › Facebook & Instagram Posts
- › Facebook & Instagram Stories

PRINT MARKETING

- › Professional-Quality Brochure
- › Just Listed & Open House Postcards
- › High-Quality Signage
- › Listing Flyer & Flyer Box



JUST LISTED

Schedule a Visit!

1234 Main St. State, 00000

\$0,000,000
MLS #0000000


Windermere REAL ESTATE

Open House


1234 Main St.
CITY STATE 00000

WHEN
04/25/2024

Windermere REAL ESTATE




Just Listed Windermere REAL ESTATE



WEBSITE.COM

1234 MAIN STREET CITY STATE 00000

Schedule a Visit!

1234 Main St. State, 00000

October 10th, 2023

12 pm - 5 pm

Windermere REAL ESTATE

Why work with us?

Nulla et peripherequeque congue nisi nulla eget. Ut
voluptatem accusantium doloremque laudantium, Ut
veniam quorum ex quo. Et ut quae id sit in verba venis
in quibus molestias beatae quibus etiam sunt in
Mauris enim ipsum volutatum. Nunc sed elit. Aenean
suspendisse ut sed. Sed tempus.



First Last Name
1234 Main St.
City, State 00000
M: 000-000-0000
L: 000-000-0000
R: 000-000-0000




Just Sold

1234 Main St.
City, State 00000

FOR \$00,000,000




LUXURY HOME



Just Listed.

22 PARK #9B
CITY, STATE, 00000

Open House

WHERE
1234 Main St.
City, State 00000

WHEN
May 5th, 2024
12pm-5pm

Windermere REAL ESTATE



Open House

1234 Main Street
CITY STATE

SATURDAY | JUNE 8
2PM - 4PM
MLS # 00000

4	5	12,345
BEDS	BATHS	SQ.FT



Full Name
Office License Name
LIC# 000000
R: 000-000-0000
D: 000-000-0000
M: 000-000-0000



Offer & Negotiation

When I receive an offer (or offers!) on your home, I'll review each one with you and help you evaluate the pros and cons of each. Beyond mere offer price, we'll weigh factors like offer contingencies, timeline, and the financial security of the buyer. I am an expert negotiator and will negotiate with buyers' agents on your behalf to get you the best price and terms to meet or exceed your goals.

During negotiations, it's important to be courteous and considerate of the preferences of all potential buyers. It's not uncommon for deals to fall through for one reason or another, so it's ideal to have other offers to potentially fall back on. The law also prohibits turning down potential buyers based on race/origin, color, sex, disability, religion, or family status.



Under Contract

THE FINAL STRETCH

OFFER ACCEPTED

Once I've found a buyer for your home, I will guide you through the purchase and sale agreement, which is a contract outlining the proposed timing and details of the transaction. After both parties have signed the agreement, I'll provide you with a detailed summary of the agreed-upon timing, tasks, and deadlines to be met by each party. Then I'll coordinate with you through each step to make sure all goes smoothly and on time.

INSPECTION

When a buyer makes an offer on a home, it's usually contingent upon a professional inspection to assess the home's health, safety, and major mechanical systems. In addition to educating the buyer about the home's systems and maintenance needs, the inspection report will detail any repairs that are needed, which may lead to further negotiations with the buyer before the sale goes through. An inspection typically takes from 1-5 hours, depending on the scope of what is being inspected, and it's best for you not to be present at the home during this time. I'll receive an inspection report and discuss any items the buyer wants you to address, and whether to accept their terms or negotiate further.

CLOSING

The closing process finalizes the terms of the agreement, leading to the transfer of the property's title. I can help you understand what closing costs each party will pay and receive, and your escrow agent will coordinate with you to sign the final documents and collect your closing fees. They will then submit those to the lender, disburse the net proceeds to you when the lender releases them, and then transfer the home's title and keys to the buyer.

ONGOING SUPPORT

My service doesn't end when your home is sold. I can help you with the purchase and/or sale of your next home, connect you with local providers and resources, and more. I will also stay in touch in the years to come to provide helpful home information and be of service anytime you or someone you know has questions or needs about real estate or our area. Think of me as your local expert and resource.



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If you are already working with an agent, this is not meant as a solicitation for that business.

