



TEAM
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EST. 1989

SoldbyDanO.com



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John L. Scott
REAL ESTATE

EACH OFFICE INDEPENDENTLY OWNED AND OPERATED



STEP-BY-STEP HOMESELLING GUIDE

WELCOME

Our mission is to serve our clients by utilizing my knowledge, experience, energy and resources to provide them with a one-of-a-kind real estate transaction experience. Our clients only deserve service at the highest level and that is what we will deliver. Although we strive to be your real estate agent for life, we don't take that relationship for granted. We earn our clients' current and future business each and every time. We look forward to working with you on your home sale.

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GETTING PREPARED

TO SELL YOUR HOME

When you are getting ready to sell, there can be a lot to consider. What are the repairs and improvements that can mean the most to my bottom line? Is now the best time or should I wait? What should I keep and what should I get rid of? Will my neighbors be mad at me? How much inconvenience should I expect?

I have helped dozens and dozens of people sell their homes over the years. And although each sale is different, I have honed my process so that your sale comes as close as possible to achieving your time and money goals so you are best prepared for your next step.



TAKE A MOMENT TO CONSIDER...

THE MARKET

If you have to move, what is happening in the real estate market is irrelevant to deciding if now is the right time. But if you are selling out of convenience or your timeline is flexible, timing the market may just be to your advantage. Variables such as interest rates, employment, and inventory can dictate the number of buyers in the market. The more buyers, the better chance you have of realizing the most for your property.

WHAT AND WHERE YOU ARE MOVING TO

Are you buying a larger and more expensive home or downsizing to a small condo? Are you staying in the area? We find that when you can envision where you are moving that it is easier to strategize in terms of your finances, your timing, and your stuff!

MAINTENANCE AND REPAIRS

In our experience, you get out the elbow grease you put in to fixing up your property before a move. But we can help you determine the repairs and maintenance that are absolutely necessary and possibly some ideas for making improvements while you are at it that can really add to your bottom line!



HOME PREPARATION

THE NITTY-GRITTY

The key to selling your home quickly and at the right price is to have it showtime ready! And that means moving out the non-essentials, reviewing each room to make sure it is showing its best, and making sure everything is sparkling clean.

We recommend starting to pack and put things away in boxes that can be stored in the garage or offsite. Unfortunately, we don't live in our home like we do when we are trying to sell it. In every room, we need to go through and remove and pack away most personal items so that when a prospective buyer comes through the home they can immediately look at the home and not be distracted by the seller's items.

Here are some other tips to help you get started:

- Give home a thorough cleaning
- Oil door hinges, tighten door knobs
- Have carpets professionally cleaned, or replaced if damaged
- Repair dripping faucets and leaky toilets
- Replace all burned out light bulbs and clean all light fixtures
- Repair defective light switches
- Get rid of clutter both inside and out
- Cut and edge grass
- Trim hedges and weed gardens
- Paint, fix or wash railings, steps, storm windows, screens and doors
- Clean out the gutters
- Wash the windows
- Tidy up the garage
- Paint, wash and fix garage doors and windows
- Touch up all interior paint

We will go through your home with you and make custom recommendations that will allow your home to shine!





PROFESSIONAL STAGING

THE POWER OF PRESENTATION

This is a strong point of difference in my home marketing system. Yes, staging has more to do with marketing than it does about design. How you live in a home is different than how it is marketed to sell. You want your home to be at the top of the homes that are listed that week – the one everyone wants to come and see!

95%

of staged homes sell
in 11 days or less.

87%

according to RESA,
homes staged
before listing sell up
to 87% faster.

81%

of buyers have an
easier time
visualizing property
as their future

46%

of people are more
willing to walk
through a staged
home that they've
viewed online.

45%

positively impacts
home value if
decorated to the
buyer's taste.

28%

of viewers are more
likely to overlook the
home's faults.



STUNNING PHOTOGRAPHY

PICTURES SPEAK LOUDER THAN WORDS



We always have professional photography for the properties we list. Buyers are searching for homes online first and we want them to be wowed even if they aren't standing on the front porch. If warranted, we will also utilize drone photography.



PRINT MARKETING

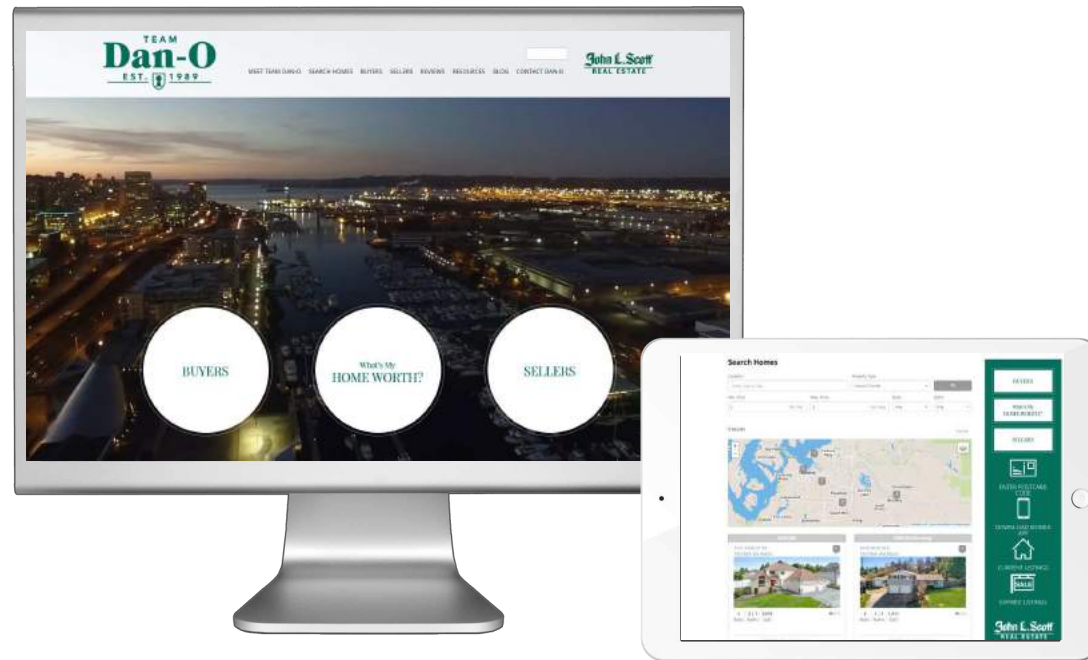
TRADITIONAL METHODS, MODERN EXECUTION



Buyers love to see visuals of your home and have something to take home with them. I create house flyers, special feature cards that highlight your home's best features, create a home book with a lot of information about your home, and if market time permits, create just listed cards that alert the neighbors and move-up buyers that your home is on the market.

ONLINE MARKETING

SPREAD THE WORD



I mentioned buyers searching online and in fact, according to the National Association of REALTORS, 95% of buyers are doing just that. Between the MLS and my brokerage connections, there are dozens, if not hundreds, of websites your listing will be included on – even internationally! REALTOR.com, Zillow, and Redfin are some of the sites you may have heard of and your listing will be on every one of them.



BROKER TO BROKER MARKETING

OUR NETWORK, YOUR HOME

We put the professional relationships we have developed to work for you. At the office, we are a collaborative group and share information about our listings and the needs of our buyers. In addition, we get the word out to other area brokers who may have buyers looking for just your type of property!



THE OFFER & NEGOTIATIONS

We will help you evaluate offers to determine the ones that are in your best interest. In the event there is opportunity to negotiate, we will put our win-win negotiating strategy to work, collaborating with all parties to find an end goal that meets your needs. In our experience, when both sides come together, both parties come out as winners.

WIN-WIN NEGOTIATIONS



Finding the perfect compromise is my specialty.

LOSE-LOSE NEGOTIATIONS

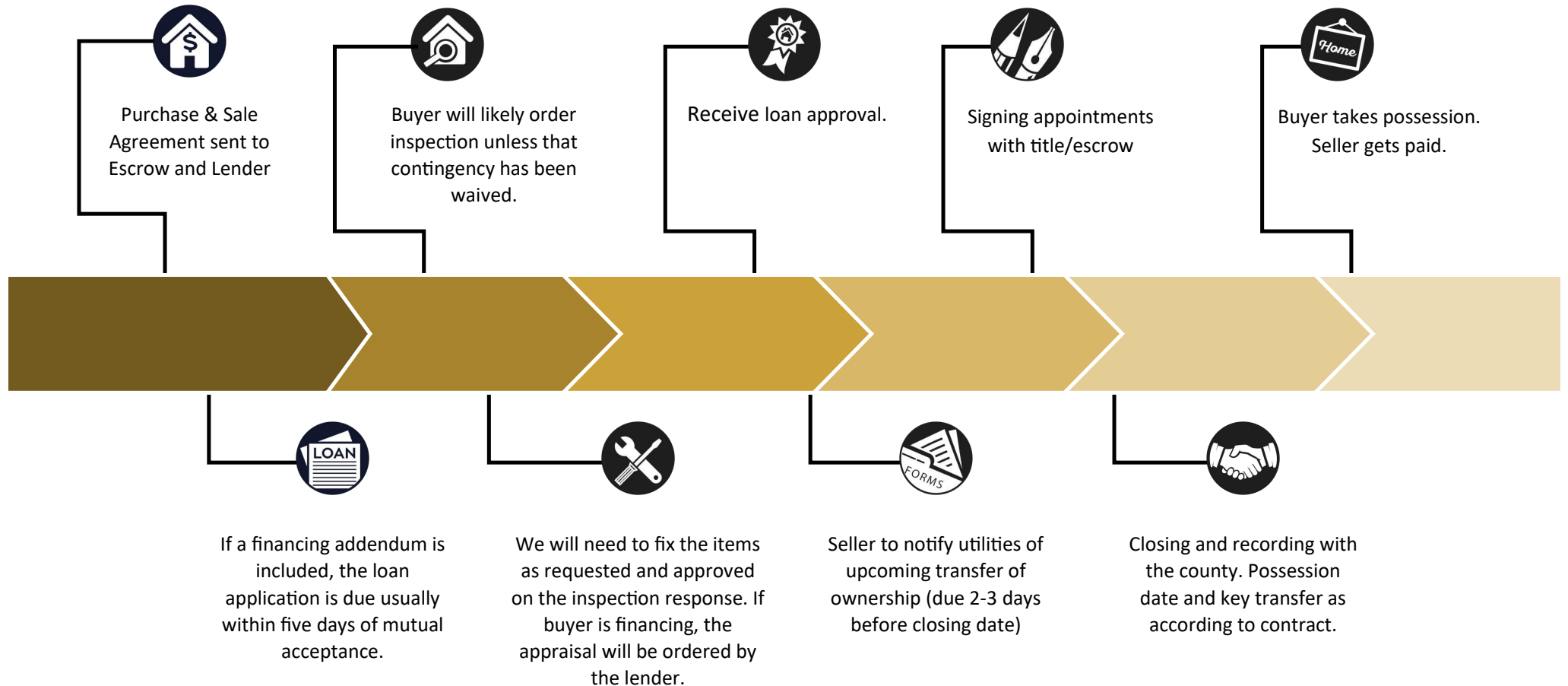


Forcing the buyer to make the majority of concessions is risky. This is the most common negotiation to go sideways.



PENDING TO CLOSE

THE HOME STRETCH



PLEDGE OF SERVICE

NOTHING LESS THAN OUR BEST

Listing what is likely your most valuable asset is something we take very seriously. Although we will sign a listing agreement outlining many of the listing terms, I want you to feel confident in your decision for me to represent you and your property. This Pledge of Service outlines what you can expect from me as your representative:

- ☑ Home Preparation: We will assist you in making a plan to prepare your home for sale and will help coordinate vendors.
- ☑ Staging: We will bring in our staging consultant to assess each room in your home and make recommendations in order to allow your home to appeal to the widest range of buyers.
- ☑ Photography: Our professional photographer will take dozens of photos of your property and the top 25—40 will be included on the MLS listing. If your home has a view, we will also utilize drone photography.
- ☑ Signage: We will place a yard sign with open house riders in your yard.
- ☑ House Flyer: We will create a full color, double sided house flyer which will be available for potential buyers both at the yard sign as well as in home.
- ☑ Special Feature Cards: These will be placed throughout the home to highlight your home's special features, especially those not obvious to potential buyers.
- ☑ Just Listed Cards: These will be created and distributed to at least 50 neighbors or move-up buyers.
- ☑ Online Marketing: Your property will be listed on dozens of home search websites including NWMLS, Zillow, Redfin, REALTOR.com, and more.
- ☑ Updates: We will provide you with a reports which includes: Showings, Sign Calls, Feedback, Past Advertising, Website Traffic, Favorites, Interested Parties.
- ☑ Multiple Offers: If your home receives multiple offers, we will create a spreadsheet so it is easy to compare the high points of the different offers. We will color-code this document so you can see the variables that are positive and things we are concerned about.
- ☑ Negotiation: There are several times negotiation may be needed in the contract to closing process—from negotiating the initial offer, inspection repairs, and dealing with possible low appraisals. We will negotiate on your behalf and work with you on creative solutions that keep the transaction moving forward.
- ☑ Inspection Coordination: Whether you decide to allow pre-inspections or will allow inspections after the offer, we will coordinate with the selling agent and make sure these happen at an agreeable time.
- ☑ Appraisal Coordination: We will supply the appraiser with information about your home and recent sales in the neighborhood that support the contract price.
- ☑ Selling Agent Collaboration: It is in your best interest for the property to close and therefore, we will work collaboratively with the agent representing the buyers to solve any problems that arise.
- ☑ Title Report Review: We will open title before listing which will identify any challenges with ownership and any liens that need to be cleared up. We will work with you to make sure title is clear.
- ☑ Escrow Coordination: We will coordinate all deadlines and signing times with escrow and keep you informed.
- ☑ Lender Coordination: In the event the buyer for your property is getting a mortgage, We will make sure the buyer is pre-approved and is a strong loan candidate by communicating with the lender. We will also make sure the buyer is following through on their obligations by getting the lender everything they need to keep the loan approval process moving forward.



MEET THE DAN-O

Dan-O strongly believes that everyone deserves a professional that can work to accomplish every client's real estate goals. When Dan-O works with a client, his vision and goal is to give them 100 percent of his experience and knowledge to negotiate the best price for their real estate transaction.

Dan O's unique advantage lies in the breadth and depth of his local real estate experience. He has worked with new construction, land purchases and residential real estate — from first-time buyers to distinctive property sales. He has also worked with large estates and corporations on multi-units and has done light commercial real estate work too. Dan-O's work has earned him awards for 29 consecutive years within John L. Scott and his local board organization.

Clients often turn to Dan-O because they trust his knowledge and his strong negotiation skills. On the marketing side of things, his unique and specific marketing plans for properties also set Dan-O apart. His knowledge of local issues and real estate experience ensures his clients are well-represented from the start to finish of every transaction.

Though Dan-O is very passionate about real estate, he does enjoy traveling and sports as well. Dan and his wife take regular ski trips to Oregon, Canada and Nevada, and also visit Hawaii and Mexico annually to recharge. He and his wife also never miss an opportunity to cheer on the Seahawks and Mariners!



TESTIMONIALS

WHAT OUR CLIENTS ARE SAYING

He has bought and sold homes for our family for almost 30 years. Dan has the experience and knowledge in real estate to sell your home fast and for the right price. Dan and his team made the complicated home selling/ buying experience go so smooth for us, they are truly a team you can trust! He sold our home fast and found us our dream home. Would highly recommend Dan O!

~ JUSTINE DORSEY

We've known Dan-O for a long time, he has sold our last 2 homes in Puyallup. Dan-O and his team are very efficient and knowledgeable of the market trends and wonderful to work with. We really appreciated the professionalism shown in how he marketed our home and used cutting edge technology. Dan-O has a wealth of expertise and knowledge in the ever-changing world of real estate. We highly recommend Dan-O! He's the best!

~ RICHARD COX

Dan has helped us sell two homes. Both times we have been incredibly happy. Our last home was a rental. We live out of state so this made things difficult. Dan was there every step of the way to help us make good decisions on pricing, house readiness, how to handle communication with our renter, and many other issues that were unique to our situation. He took the time to address our concerns and he was always prompt about making things happen. We couldn't ask for better service!

~ CRAIG AND CARLA NELLIS

Dan-O and his team did a fantastic job from start to finish, The marketing package he puts together far exceeds any other agent out there today, when your thinking about selling your home make sure Dan-O is one of the agents you interview, because I'm 100% positive he'll be the one you choose.

~ REED PETTIT





THANK YOU