



Selling

YOUR HOME

Marketing & Pricing Strategies

John L. Scott
REAL ESTATE

Maximum Online Exposure Professional Photography Expert Negotiator
Global Relocation Services
Award Winning Team Trusted Local Expert
3D Virtual Tour 50+ Years of Expert Pricing Strategies
Do your BEST Combined Experience Instant Purchase Plus+
Targeted Advertising Comprehensive Marketing Strategy
Local Expertise Show people you CARE Matterport
Proactive Communication
Exceptional Client Satisfaction
Drone Photography Home Staging
Digital Marketing Market Ready Plus+
Sell your home faster, for more money Do the RIGHT thing



Thank you

Thank you for taking the time to review this information so you can learn a little more about our services and the benefits they will bring to you. Selling a home is a significant undertaking that should be navigated with utmost care and professionalism. Our goal is to make the sale of your home as seamless and simple as possible for you, with your personal and financial interests being our primary focus.

I look forward to the opportunity for my team and I to serve you.

—Josh Hall



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Meet JOSH HALL

At the age of 18, Josh purchased his first home, a rambler in Lake Tapps that he still owns as a rental property. The beauty and power of real estate drew him in, as home-ownership allows people to have a place where they can live out their daily lives while simultaneously creating wealth. He joined John L. Scott Real Estate in 2003 and since become one of the firm's top agents, well-respected among his colleagues and local community.

Josh was born and raised in Auburn and currently lives in Lake Tapps with his wife Betsy and children Hannah, Sarah and Jacob. As a family, they enjoy spending time outdoors skiing, biking, hiking, and exploring nature. They have visited over 80 National Parks, Monuments and Historic Places, with the desire to bring their kids to as many of these special sites as possible to provide them with a better understanding of our nation's history and beauty.



*“Do the Right Thing,
Do Your Best,
Show People You Care.”*

This quote from Lou Holtz sums up our team's values. We believe a real estate business should primarily be about helping people, not just selling houses.

John L. Scott | REAL ESTATE

John L. Scott Real Estate, the brokerage under which the Josh Hall Team operates, was founded in 1931 in the heart of downtown Seattle. From the beginning, they have been committed to raising the bar on ethics and standards in real estate. While the oldest local real estate company in the Northwest, John L. Scott has maintained its position as an industry leader by embracing innovations in technology, anticipating industry trends, and keeping a pioneering start-up mentality. John L. Scott provides the Josh Hall Team with resources, support, and ongoing training programs that allow us to take exceptional care of our clients.



Why Choose

THE JOSH HALL REAL ESTATE TEAM?

Experience: Our team of experts has over 50 years of combined experience in real estate. Having seen the ups and downs of the past several decades, we are ready to help you navigate any market conditions you may encounter.

Local Expert: With our history of selling over 1,000 homes in South Puget Sound, you can trust our extensive local knowledge.

Exceptional Client Satisfaction: We have over 400 5-star client reviews, giving you assurance that you're in good hands.

Awards and Merits:

- We are proud to have earned John L. Scott's highest award of Top 1% Agent every year since 2018, including the prestigious Top 1% Lifetime Achievement Award
- Seattle Magazine has designated Josh Hall as a Five Star Real Estate Agent.
- Our John L. Scott office in Kent is one of the top producing offices in Washington State
- Designated Seniors Real Estate Specialist
- Certified Negotiation Expert



Josh Hall
Managing Broker

- Provides you with outstanding personal service and professional representation
- Negotiates offers so you obtain top value for your home
- Ensures you will receive constant attention and communication throughout the entire process



Jeff Knapp
Associate Broker, Licensed Real Estate Broker

- Actively searches for buyers for your home
- Hosts listing launch open house
- Guides buyers through the process of searching for and purchasing a home



Janice Casserd
Transaction Manager, Licensed Real Estate Broker

- Coordinates with lender, title, escrow, appraiser and the buyer's agent to ensure a smooth closing
- Keeps sellers updated through every step of the transaction
- Manages the required paperwork to get your home sale closed



Kristen Ward
Listing Manager, Licensed Real Estate Broker

- Manages the back-end details and paperwork of getting your home on the market
- Advises sellers with home staging and presentation suggestions
- Professional Real Estate Photographer



Makenna Kim
Marketing Coordinator

- Designs all digital and social media advertising campaigns for your home
- Coordinates and manages all print marketing materials
- Assists with listing preparations



Local Expert

Dedicated to serving our community in South Puget Sound, we have helped over 1,000 families buy or sell a home.

Over 400 5-Star Reviews

Local knowledge ★★★★★

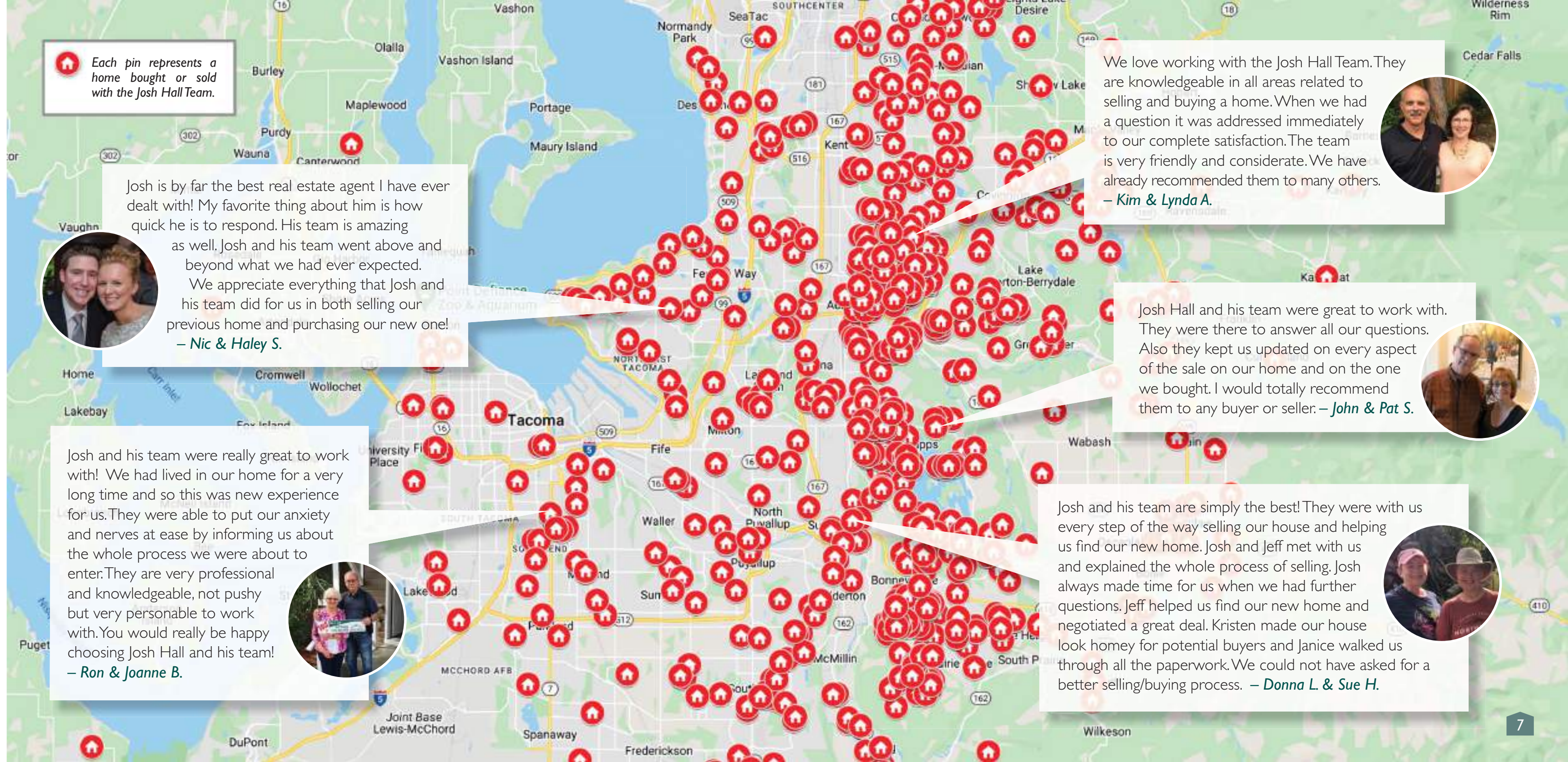
Process expertise ★★★★★

Responsiveness ★★★★★

Negotiation skills ★★★★★



Check out all of our reviews at www.joshhall.johnlscott.com/reviews



Each pin represents a home bought or sold with the Josh Hall Team.

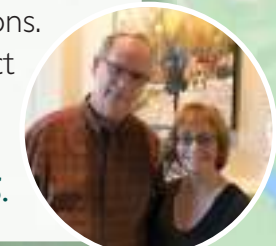


Josh is by far the best real estate agent I have ever dealt with! My favorite thing about him is how quick he is to respond. His team is amazing as well. Josh and his team went above and beyond what we had ever expected. We appreciate everything that Josh and his team did for us in both selling our previous home and purchasing our new one!
– **Nic & Haley S.**

We love working with the Josh Hall Team. They are knowledgeable in all areas related to selling and buying a home. When we had a question it was addressed immediately to our complete satisfaction. The team is very friendly and considerate. We have already recommended them to many others.
– **Kim & Lynda A.**



Josh Hall and his team were great to work with. They were there to answer all our questions. Also they kept us updated on every aspect of the sale on our home and on the one we bought. I would totally recommend them to any buyer or seller.
– **John & Pat S.**



Josh and his team were really great to work with! We had lived in our home for a very long time and so this was new experience for us. They were able to put our anxiety and nerves at ease by informing us about the whole process we were about to enter. They are very professional and knowledgeable, not pushy but very personable to work with. You would really be happy choosing Josh Hall and his team!
– **Ron & Joanne B.**



Josh and his team are simply the best! They were with us every step of the way selling our house and helping us find our new home. Josh and Jeff met with us and explained the whole process of selling. Josh always made time for us when we had further questions. Jeff helped us find our new home and negotiated a great deal. Kristen made our house look homey for potential buyers and Janice walked us through all the paperwork. We could not have asked for a better selling/buying process.
– **Donna L. & Sue H.**



Four Keys MAKE A SALE



House Right

Presentation: Create an emotional connection with all potential home buyers by presenting your home in the best light.



Yard Right

Presentation: The yard and entry are the first impression of your home and will entice the interest of a buyer.



Marketing Right

Promotion: Advanced marketing strategies will proactively captivate buyers, assuring your home receives the most exposure.



Price Right

Pricing: Strategically position your home in the market to attract the most buyers to get your home sold at the best price.



After!



MARKET READY™ PLUS+

A Program Designed to take the Financial Burden out of Preparing your Home for Sale

The highest and best offers are made when a home is in pristine condition to outshine the competition. It's not uncommon that homeowners who want to sell their property do not have the cash to prepare their home to go on the market for sale. Many homeowners typically have plenty of equity, just not the cash available.

Leave the Upfront Costs to Us!

With our Market Ready Plus+ program, we will advance upfront costs* for many home improvements such as painting, carpets/flooring, landscape cleanup, and professional staging. Once your home sells, your upfront costs are paid back to John L Scott at closing with no interest or fees attached!



*Subject to program approval

MARKET READY *Day One*[™]

Sell your home faster,
for more money

Stage, Clean & Declutter

First impressions are vital to a prospective buyer. How your home and yard are experienced by a potential buyer can directly affect the amount for which your home sells.

Buyers will envision themselves in your home when it presents beautifully and feels inviting. We will take the time to help you determine what is needed for the presentation, maintenance, or repair of your home.

Our goal is to create a positive connection by showcasing your home in the best light.



*“You never get a second chance
to make a first impression.”*
– Will Rogers

PRESENTATION
house right, yard right

THE POWER OF PROFESSIONAL *Photography*

Your home's digital presence is the first exposure most buyers have of your home – more than 95% of buyers will experience your home through photos when they start their home search. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property. Research shows that high-quality home listing photos help a home sell significantly faster.

3D Virtual Tour: With the Matterport Tour, potential buyers can interact and engage with a property space as if they are physically moving room-to-room and experiencing the home at their own pace. Viewers can see how the spaces of the home fit together and even take room measurements.

Floor Plan: Our high-quality floor plan helps potential buyers understand the size and layout of your home while making your listing more engaging and your home more memorable.

Drone Photography: We provide complimentary drone photography for special properties that would benefit from this service, such as waterfront or larger acreage homes.



Scan the code to see a live demonstration of this Matterport Tour

COMPREHENSIVE *Marketing Strategy*

We market your home through:

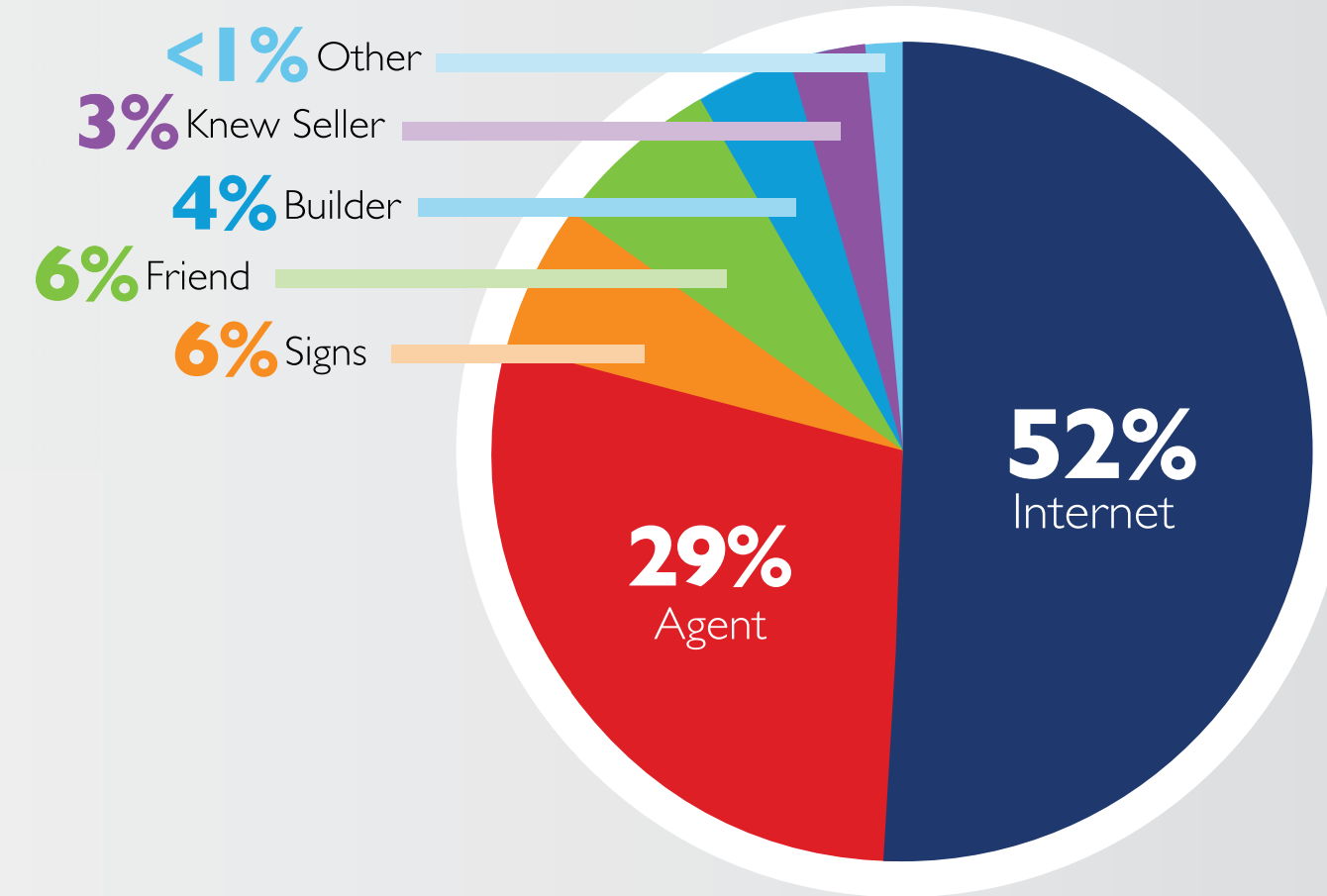
- Digital Marketing
- Social Media Marketing
- Print Marketing

Our exclusive marketing strategies will position your home to reach virtually every buyer through robust syndication, networking within the real estate community, personal connections, community outreach, and online exposure. Our approach is designed to showcase your home to the largest audience in order to leverage your position in the market and get you superior results.

We reach 100% of all potential buyers through our comprehensive exposure of your property.



WHERE BUYERS *Found* THE HOME THEY *Purchased*



National Association of Realtors 2020 Home Buyers and Sellers Generational Trends Report

PROMOTION
marketing right

Digital Marketing

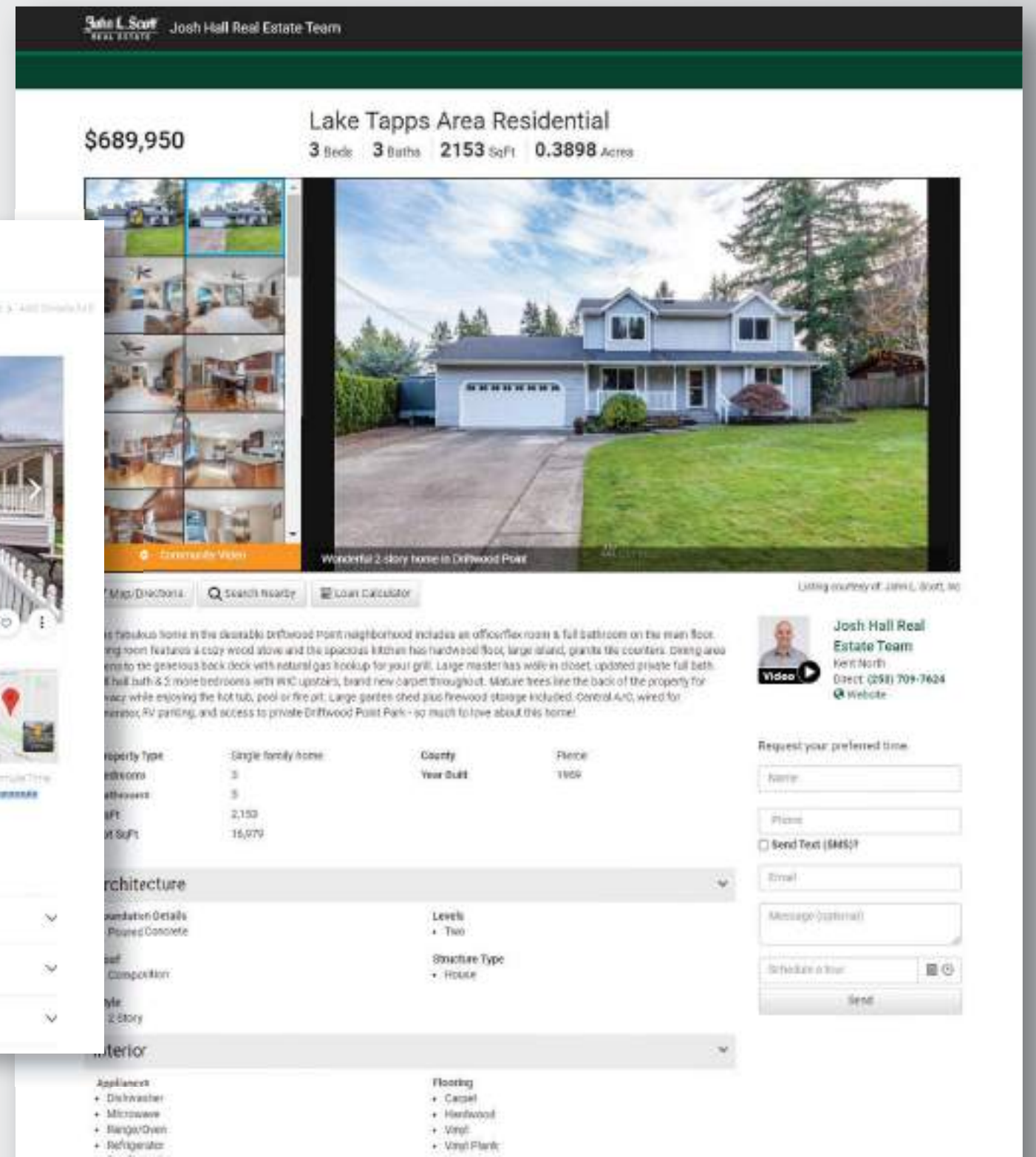
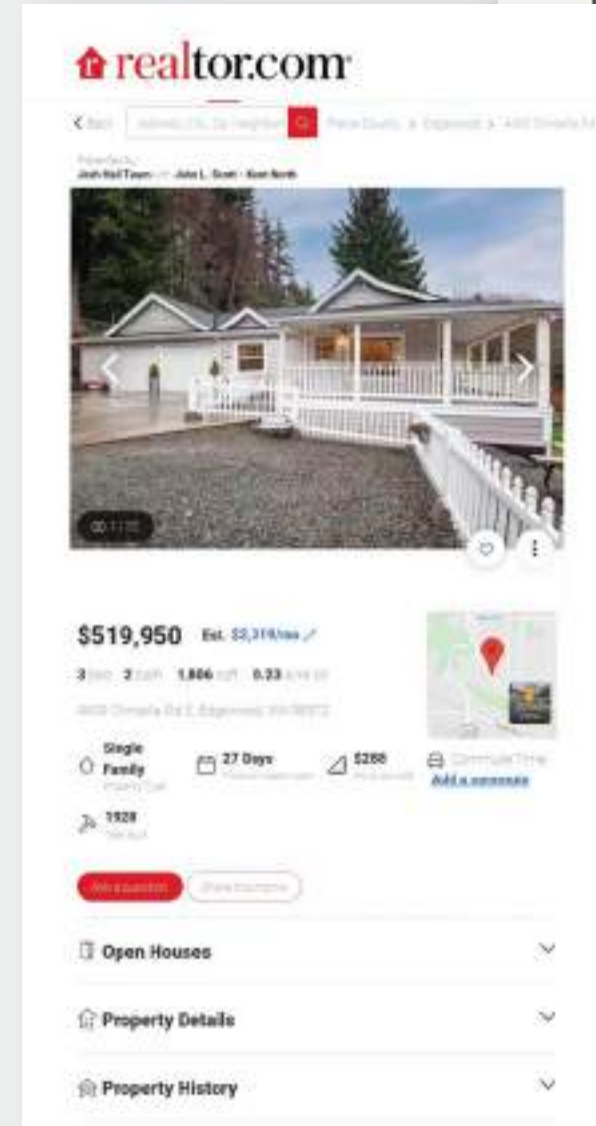
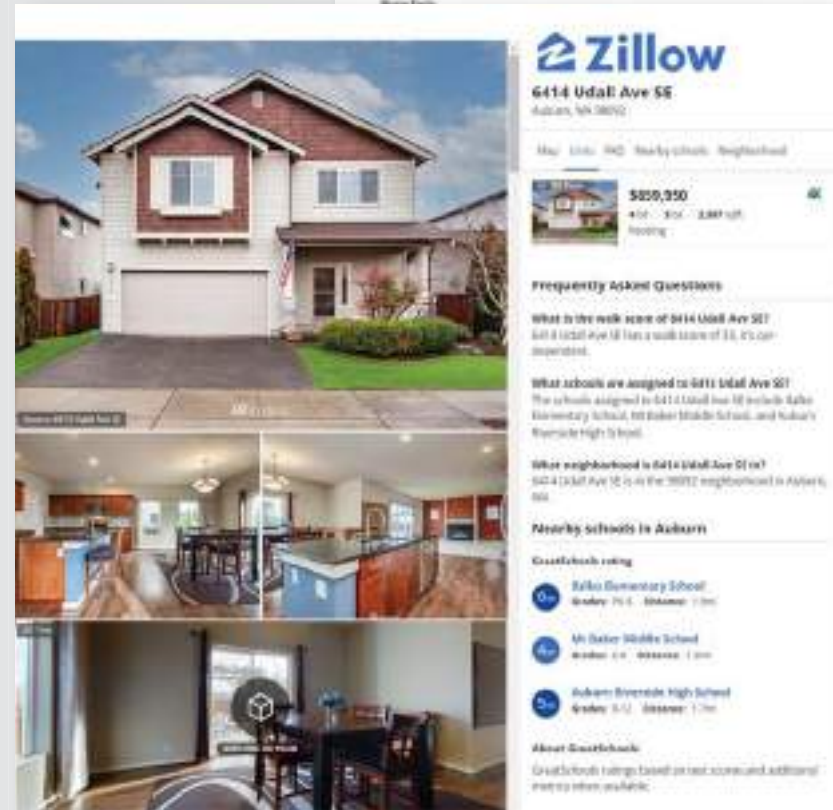
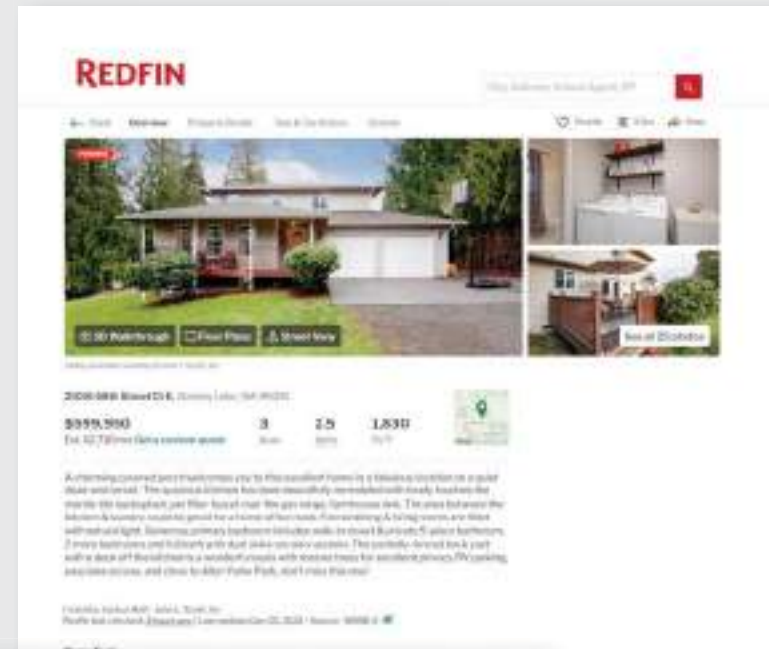
YOUR ONLINE PRESENCE

As a founding member of Leading Real Estate Companies of the World®, we get maximum exposure to 65 countries. We provide advanced market exposure so that your home is syndicated to the top sites throughout the country, across the globe, and to all the local and regional real estate companies.

In addition to appearing on the Northwest Multiple Listing Service and all the popular real estate websites such as Redfin, Zillow, and Realtor.com, your home will be featured on **John L Scott's award-winning website, www.JohnLScott.com.**

Every listing is complete with:

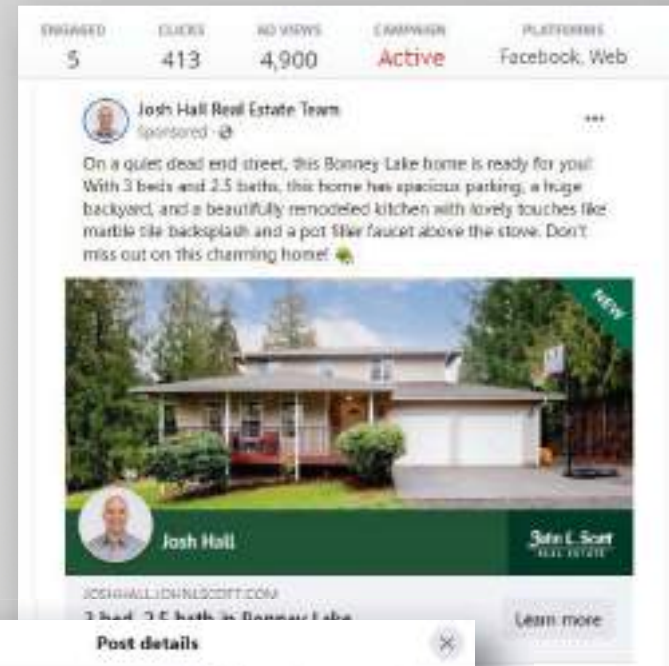
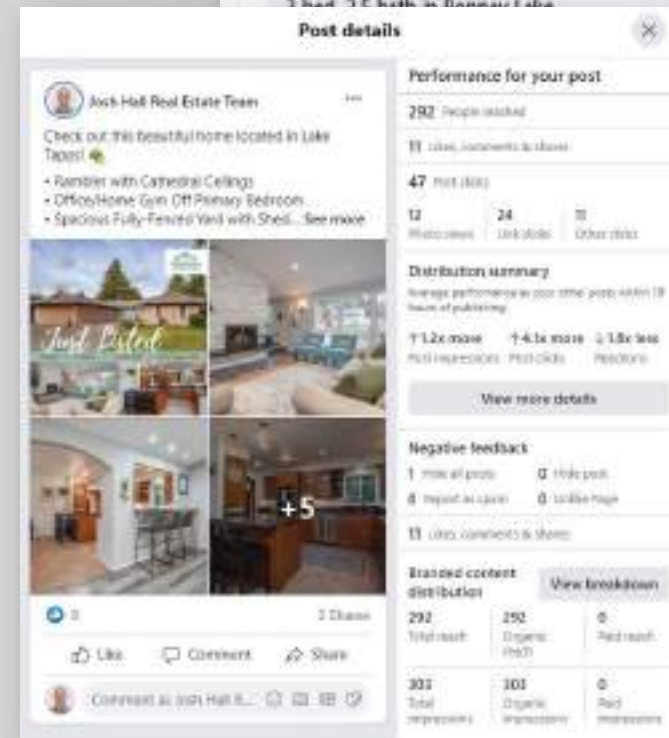
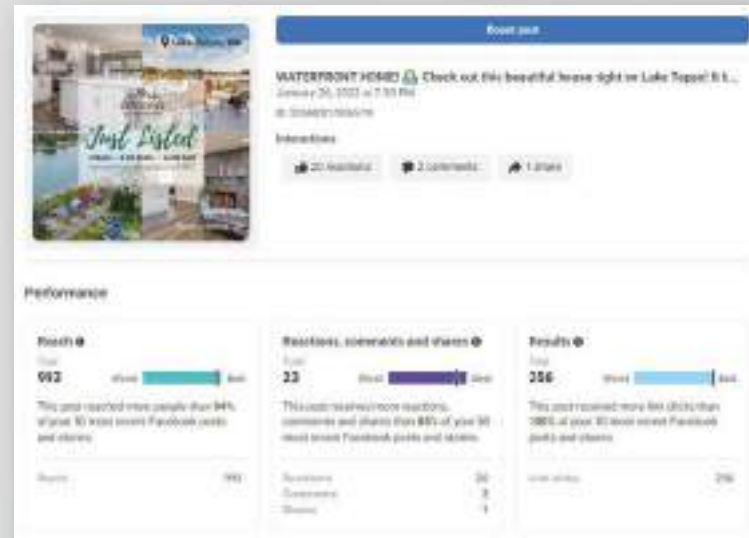
- Custom property web address
- Beautiful photo galleries
- Link to 3D Virtual Tour
- Community Video (available in most areas)



Social Media MARKETING

We use popular platforms to maximize exposure of your home

With **targeted advertisements** and **boosted posts**, we can showcase your property to the demographics that are likely to show the most interest. Using a variety of photographs and video slideshows, we can attract more potential buyers for your home.



We take an active approach to marketing your home.



Print Media MARKETING

We use a variety of print media to promote your home

Print media is still an important component in marketing, so we use a wide variety of materials to generate interest in your home. The marketing strategy for your home may include yard signs, directional arrows, permafliers, print flyers, feature cards, and Just Listed postcards mailed to your neighborhood.

Feature Cards



Flyers



Permaflyer on Sign Post

Postcards



Directional Arrows

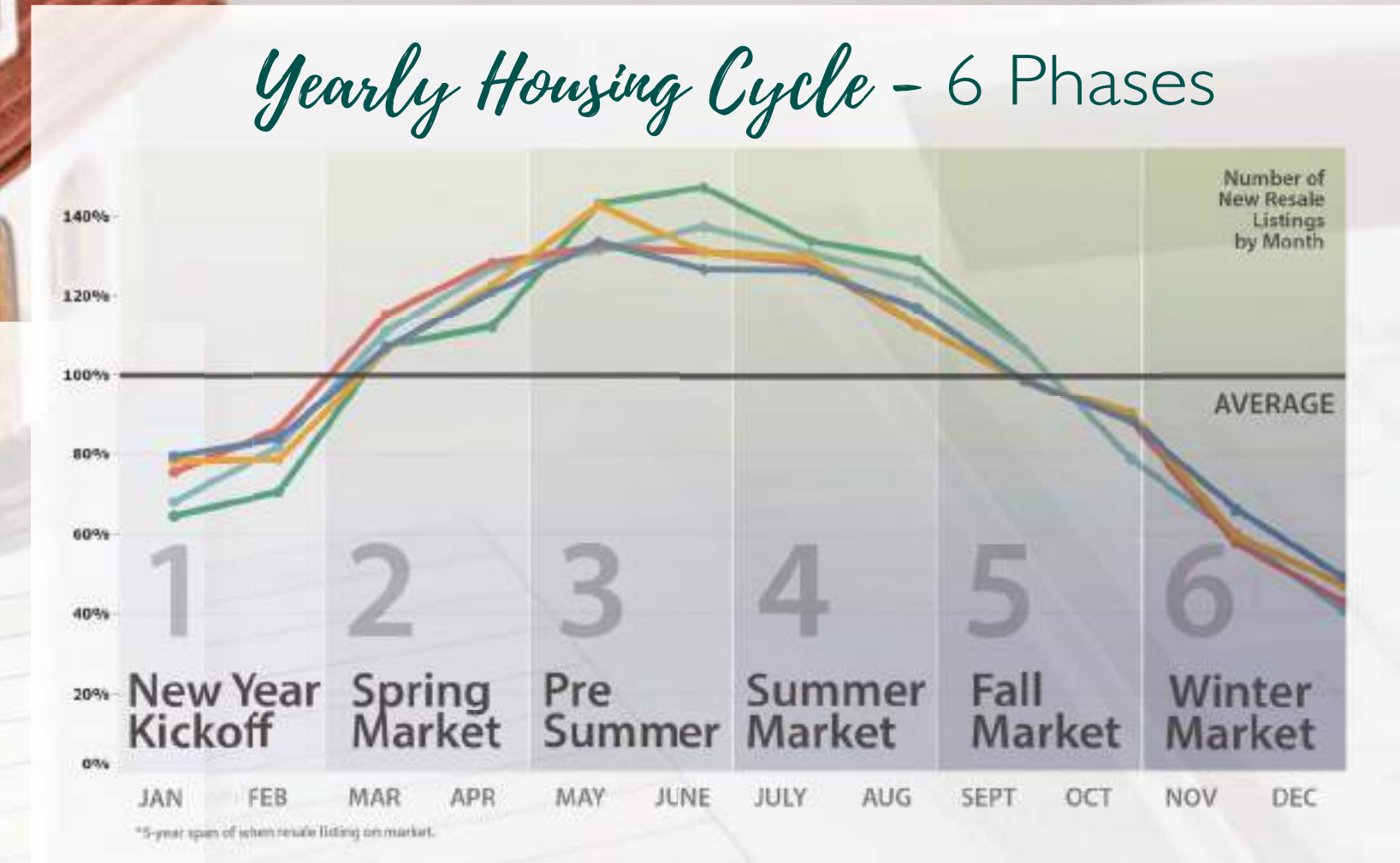
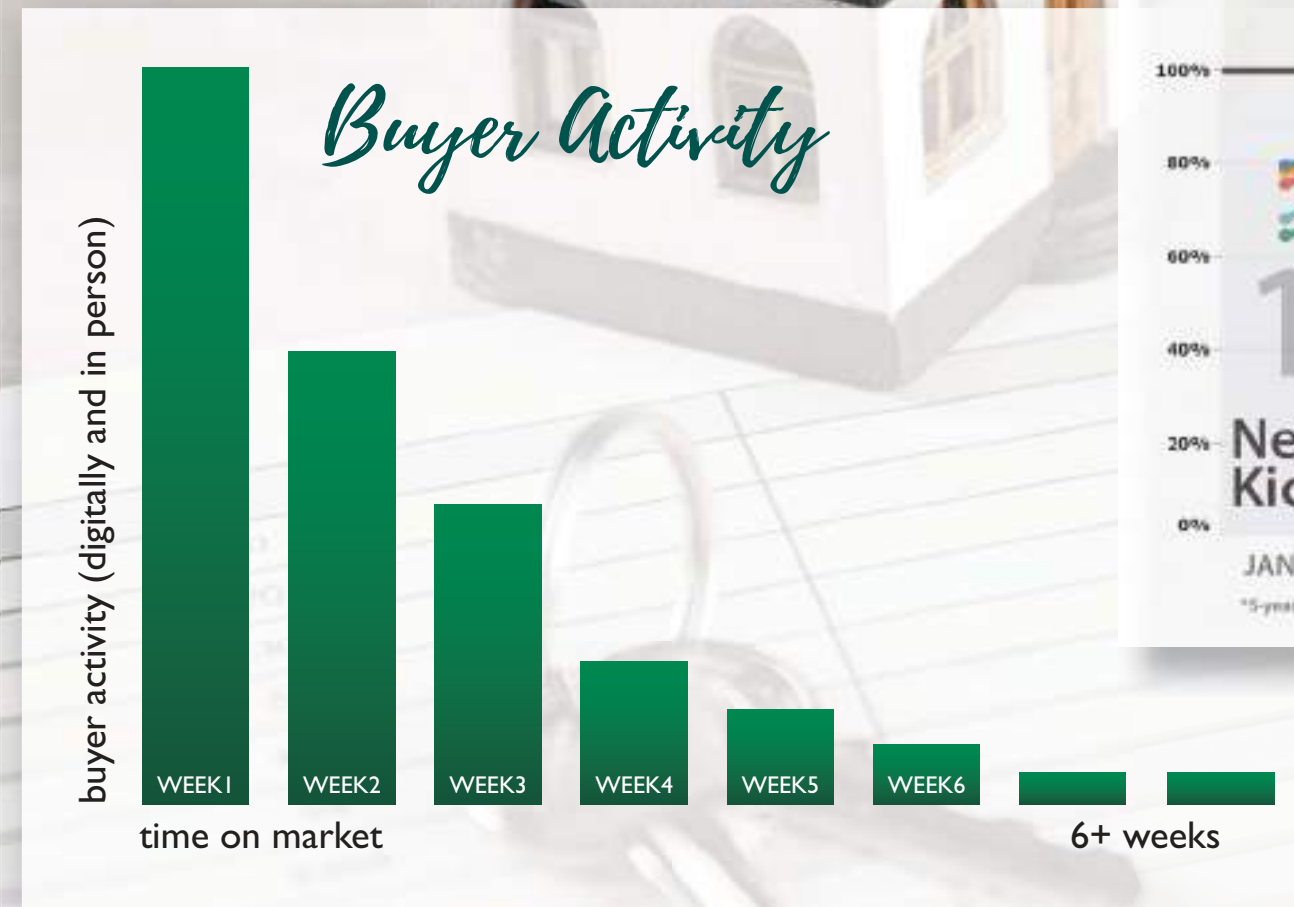


HOME *Pricing* STRATEGIES

Priced right on day one

The best chance to sell your home for the highest price is in the initial listing phase. During this time you have a “seller negotiation advantage” with the energy of the current backlog of buyers, the pool of buyers who are actively searching for a home.

You will attract the largest number of prospective buyers when your home is priced competitively. We closely track the yearly housing cycle as well as the current market conditions in your specific neighborhood. We use this information to help you determine the best listing price for your home and then negotiate the best price and terms once we receive an offer.



PRICING STRATEGIES price right

ONGOING *Communication*

Understanding the process

We are dedicated to keeping you informed so you can make educated decisions throughout the entire home selling process. We will help you understand changing market conditions and get your home Market Ready-Day One™. We will negotiate on your behalf and oversee the vital details to ensure a successful closing.

Our communication style throughout the process from start to finish is proactive, keeping you in the loop every step of the way.



The Josh Hall Team had great communication, great foresight, and was always looking out for our best interests. Every step of the way, they seem to find a way to go above and beyond. I know this all sounds like very generic praise, but trust me, if you are looking for the best realtors in all the lands, look no further.

— Mike & Christine M.



How much does it cost

TO SELL A HOME?

Seller costs for a typical transaction are approximately 7.5-8.5% of the sales price.

These costs may include, but are not limited to the items on the following page.



Free Home Warranty
during the listing period.

You'll have peace of mind knowing your home is protected while it's on the market.

Estimated Seller Costs

- Real Estate Excise tax (REET):
 - Real estate sales of \$500,000 and below will pay 1.60%
 - Real estate sales between \$500,001 and \$1,500,000 will pay 1.78%
- Real estate commissions to listing brokerage: 3% of sales price
- Real estate commission to selling brokerage: 2.5% of sales price
- Title insurance policy & seller's half of escrow fees, approximately 0.5% of sales price
- Pro-rated property taxes
- HOA dues or prorations if applicable
- Water, sewer and any lienable utilities: final bill to be paid by escrow
- Payoff of loan(s)
- Any liens or judgments

This is an estimate of seller costs. Actual costs may vary based on additional fees and local taxes.

OUR *Ultimate* MARKETING PLAN

- ✓ Pre-listing consultation to determine necessary repairs or enhancements
- ✓ Market Ready Plus+ Program to help with costs of home preparations
- ✓ Network of professionals to help you get home repairs done
- ✓ Create all paperwork required to set up your listing
- ✓ Order a title report and review for any title conditions that need to be cleared
- ✓ Research tax records to verify full and accurate legal information
- ✓ Research ownership and deed type
- ✓ Research property's land use, deed restrictions and easements
- ✓ Assist you with accurately completing the required Seller Disclosures
- ✓ Research pending and active sales to know the current market activity and demand for a property like yours
- ✓ Complimentary Comparative Market Analysis (CMA) to ensure proper pricing
- ✓ Constant monitoring of local real estate trends and market conditions
- ✓ Collaborate with you on a pricing strategy
- ✓ Professional photography on every listing
- ✓ Drone photography when suitable
- ✓ Complimentary staging consultation
- ✓ Complimentary décor staging, when applicable
- ✓ Coordination of full professional staging, when appropriate
- ✓ Matterport 3D Virtual Tour on every listing
- ✓ Professional floor plan with room dimensions to be included with listing
- ✓ Install lockboxes on the property
- ✓ Install professional signage
- ✓ Professionally-printed flyers
- ✓ 11x17 Permaflyer with QR code to your listing
- ✓ Printed feature cards throughout your home
- ✓ Just Listed postcards mailed to the neighborhood
- ✓ QR codes linking to your listing
- ✓ Complimentary Seller Home Warranty so you are covered from list date through change of possession
- ✓ Extensive digital presence promoting your listing
- ✓ Targeted online advertisements for your listing
- ✓ Directional arrows leading buyers to your home
- ✓ Shoe covers provided for visitors
- ✓ Listing is promoted on our team Facebook page
- ✓ Community spotlight videos featured on listings, where available
- ✓ Boosted social media posts on Instagram and Facebook
- ✓ Expert negotiation to get you the best pricing and terms possible
- ✓ Custom property web address
- ✓ John L Scott Instant Offer Program – Sell your home without listing
- ✓ Input of all listing details into the Multiple Listing Service
- ✓ Submit listing for syndication to Zillow, Trulia, Realtor.com, and all real estate websites commonly used by today's buyers
- ✓ Custom-written marketing remarks
- ✓ Hosted Open House the first weekend on the market when appropriate
- ✓ Customized showing feedback system
- ✓ Online showing scheduling with instant mobile notifications
- ✓ Personalized coordination with escrow, buyer's agent, lender, etc.
- ✓ Proactive and extensive communication throughout the process
- ✓ Financing options for buyers to qualify for a purchase before selling their current home
- ✓ Screen prospective buyers to ensure they are qualified
- ✓ Direct communication with buyer's lender to ensure smooth transaction
- ✓ Coordination with attorneys when necessary
- ✓ Assist in coordinating septic pumping and inspection as required by county
- ✓ Affiliated with John L Scott Real Estate, Inc. with extensive resources and support
- ✓ Continually evaluate price position and marketing, keeping you informed of new competition and sales activity
- ✓ Provide counsel on ways to make the property more saleable or attractive to buyers
- ✓ Promptly respond to all inquiries, whether agents or potential buyers
- ✓ Provide you with every written offer in a timely manner, explaining the pros and cons of each
- ✓ Efficient and easy-to-understand spreadsheet for analyzing multiple offers
- ✓ Convenient electronic signing capabilities
- ✓ Global relocation network
- ✓ Monitor the buyer's loan to assure timely loan commitment
- ✓ Set up final walk through of the property for buyers and their agent
- ✓ Arrange possession and transfer of home, including house keys, mailbox keys, garage door openers, etc.
- ✓ Help you find your next home if you're staying in our area, or connect you with a proven professional in your relocation area

GETTING
Started



Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

SUPPORTING OUR *Community*



Mary Bridge 
Children's
Hospital · Clinics · Foundation


younglife



John L. Scott
FOUNDATION


JOSH HALL
Your Real Estate Team

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