

# HOME SELLING GUIDE



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# REPRESENTATION

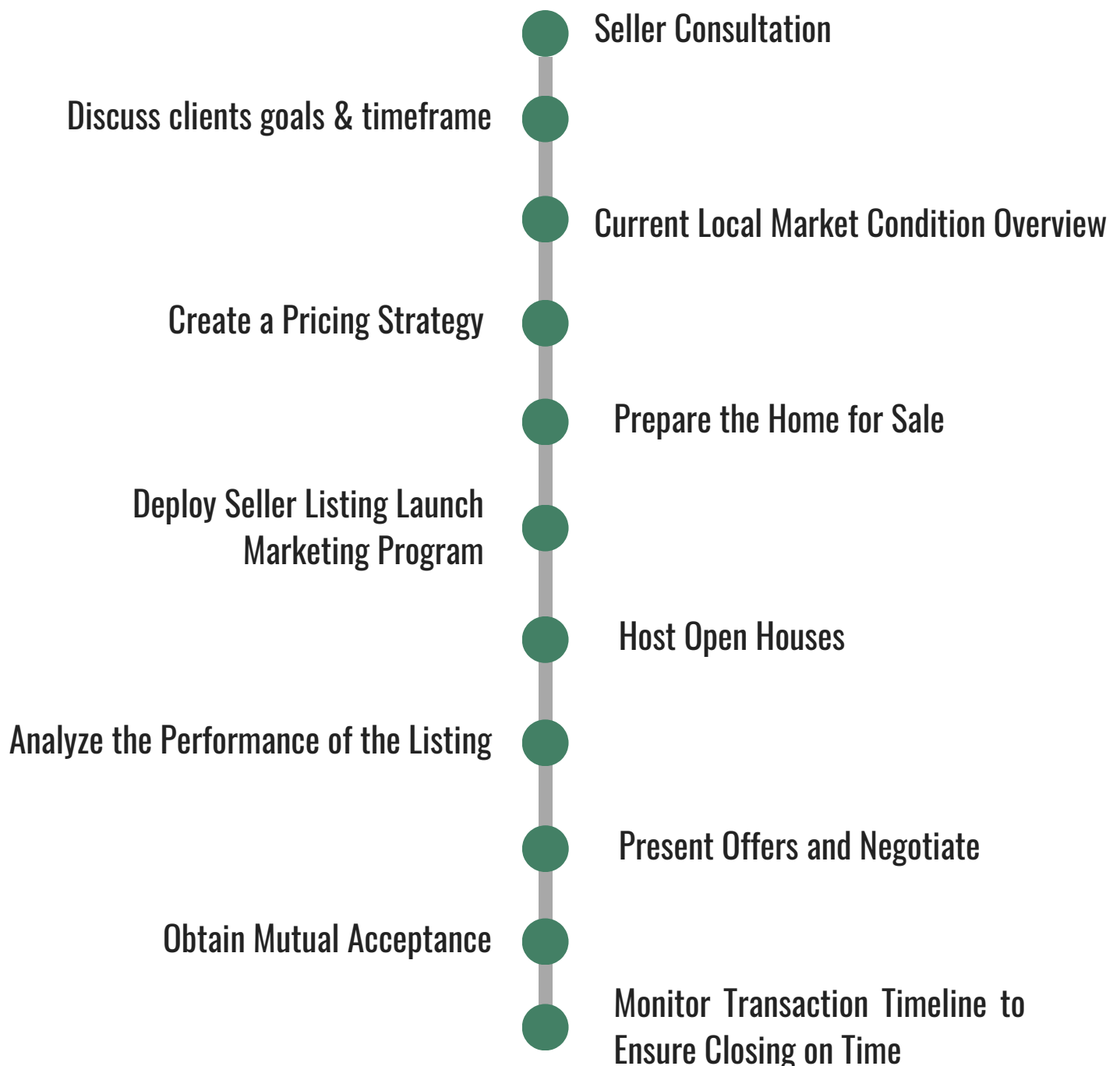


CARRINGTON  
DURR GROUP

John L. Scott | REAL ESTATE

When selling a home, we utilize comprehensive marketing programs and strategies that not only highlight the qualities of your home, but also maximize the exposure of your home to reach the highest amount of potential buyers and the best results.

Here is a standard timeline of home selling steps:



# REPRESENTATION



On January 1, 2024, major changes to the Law of Agency went into effect. These changes result from the real estate industry in the state of Washington wanting to elevate the level of transparency and consumer protection surrounding buyer representation. Senate Bill 5191 was voted into law requiring adjustments in how brokers operate when working with buyers.

Here is a brief outline of the changes and requirements:

- Requiring real estate firms to enter into a written brokerage services agreement with a buyer as soon as reasonably practical after commencing real estate brokerage services for the buyer;
- Changing the term “dual agent” to “limited dual agent” to reflect that a broker representing both a buyer and a seller in the same transaction is limited in the representation that the broker can provide;
- Giving buyers and sellers the clear choice whether to consent to an individual broker acting as a limited dual agent by requiring the consent to limited dual agency to be separately initialed by the consumer;
- Clarifying that a broker owes certain duties in RCW 18.86.030 to all parties in a transaction;
- Ensuring complete transparency with regard to compensation by requiring that real estate firms disclose to all parties any compensation offered to a firm by another party or another real estate firm; and
- Modernizing and simplifying the “pamphlet” that brokers must provide to consumers which explains general information about real estate brokerage relationships.

Buyer representative fees vary and are agreed upon in our Buyer’s Services Agreement. Sellers typically cover most, if not all of these fees per the published amount in the NWMLS.

# COMMUNICATION



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## NEVER BE LEFT IN THE DARK

We understand that selling a home can be emotional and stressful. In our experience, the clear and consistent communication we provide has gone a long way towards easing any anxiety.

Whether there is good news or no news to report, you can expect to hear from us with an update.





# PRICING YOUR HOME



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## FINDING THE SWEET SPOT

Pricing a home correctly can be the difference between receiving zero to multiple offers. Starting too high or too low could raise red flags with buyers. We will find the optimal list price that generates the most interest and action from the available pool of buyers.

299k

412k

278k



# PREPARING FOR THE SALE



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## HOME MAKEOVER

In order to make the home more appealing to a wide range of buyers, we often suggest some combination of the following home readiness strategies:

- Home staging
- Professional photography
- Cleaning and de-cluttering
- Lightening and brightening

# MARKETING YOUR HOME



To reach the widest possible audience of buyers, we use multiple marketing channels to promote your listing, including (but not limited to):



## **Northwest Multiple Listing Service (NWMLS)**

NWMLS is the primary source for new and current real estate listings. Only licensed real estate professionals may post listings here.



## **GPS HOME SEARCH APP + PROPERTY TRACKER**

Stay connected to your home search where ever you go. Get instant notifications, a real-time GPS map, and view extensive photo and listing details.



## **Strategic Partnerships**

Our expansive network of real estate connections offers clients the opportunity to learn about upcoming listings before they appear on NWMLS.



# LISTING LAUNCH CAMPAIGN



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## 5 STEP MARKETING PLAN



### Step 1

#### The Power of Professional Photography

We will take the time to help you determine what is needed for the necessary presentation, maintenance, or repair of your home. Your home's digital presence is the first exposure most buyers have to your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.



### Step 2

#### Seller Listing Launch®, Engaging your Community

*It's all about the backlog of buyers*

Our exclusive, federally trademarked program is all about elevating the psychology of the backlog of buyers while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.



### Step 3

#### Comprehensive Marketing Strategy

*We market your home*

Our exclusive marketing strategies will position your home to reach virtually every buyer. 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.



### Step 4

#### Digital Marketing

Our award-winning website is the foundation for your home's online presence. Every listing is complete with a custom property web address, beautiful photo galleries, social media sharing, demographics and school data.



### Step 5

#### Online Presence, We're Local, We're Global

We get maximum exposure through 65 countries. In addition to the dynamic visibility on our own website, we have a strategy for market exposure so your home is syndicated to the top sites throughout the country, across the globe and all local and regional real estate companies. We reach virtually 100% of all potential buyers through our online exposure of your property.

Leading REAL ESTATE COMPANIES IN THE WORLD Zillow trulia realtor.com 居外 5168.COM



# GIVING BACK



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Our team regularly participates in the Ronald McDonald House Family Meal Program. We have also established our own Giving Program. Through this program we have donated to a number of non-profit organizations on behalf of our clients.

If you'd like to learn more about how to participate, we'd be happy to provide you with more information.

# ABOUT US



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## Wendy Carrington - Managing Broker



For over two decades, Wendy has provided residential and commercial real estate services throughout the King County area. She is an action-oriented broker who is committed to being responsive and attentive to the specific needs and goals of each client. Her real estate knowledge and dedication to providing outstanding service has resulted in numerous repeat clients and multiple John L. Scott top producer awards.

Wendy was first introduced to real estate when she worked as an on-site manager of a 48-unit apartment building while attending the University of Washington. Her experience showed her how she could directly, and positively, impact the lives of her residents. She obtained her real estate license shortly afterwards and has continued to serve the needs of others through real estate ever since.

Outside of real estate, Wendy is a proud wife and a devoted mother to her teenage son, Preston. She enjoys volunteering and participating in community events and organizations.

## Van Durr - Managing Broker



Van has helped home buyers and sellers throughout the Seattle metropolitan area reach their real estate goals for over 25 years. His knowledge and experience in real estate has enabled him to overcome various challenges in the market. Combined with his commitment to client service, Van has built a successful track record which has translated into many John L. Scott top producer awards.

Van has spent most of his career working for some of the Pacific Northwest's most well-known brands. Before joining John L. Scott, Van spent 14 years with Alaska Airlines where he focused on customer service. The transition to real estate was seamless and has enabled Van to provide a more personal and long-lasting client experience.

In his spare time, Van enjoys spending time with his family, fishing, traveling, and cooking.

# ABOUT US



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## Preston Durr - Realtor



As a highly accomplished individual, Preston is a dedicated real estate broker proudly serving clients in the Seattle Metro Area and throughout Washington State. With expansive knowledge of real estate business practices and unwavering commitment to client satisfaction, Preston has built a reputation as a trusted and reliable source for all real estate needs.

Preston is a Seattle native and has spent his lifetime enjoying and observing the growth of his hometown. He attended Ingraham High School in North Seattle and enjoys spending time exploring art galleries and the many beautiful parks and green spaces Seattle has to offer. Outside of Real Estate, Preston is an avid writer, artist, and musician, working and performing across the Seattle area and other cultural centers around the country. Preston has studied English Literature at California State University. As a creative, he brings a unique artistic quality to marketing and business practices and has a specific affinity for graphic design and impactful writing.

## Emily Styer - Marketing & Administrative Assistant

Emily supports day-to-day business operations regarding the team's marketing efforts. Her administrative and marketing skills and ability to handle multiple responsibilities allow the team to focus on delivering the highest quality service to satisfy the client's expectations.

Emily is a graduate of the University of Washington Seattle Campus, recently finishing her undergraduate study majoring in Architectural Studies and Communication. She looks forward to starting her career life with the Carrington Durr group. Emily's skills in marketing and social media will help the team better its promotional strategy to improve the team's brand perception with the public. She aims to build and maintain a better interpersonal relationship between the group and our clients.

In her spare time, Emily enjoys swimming, cooking, gardening, and spending time with friends and family.



# ABOUT US

## CDG & John L. Scott Support Staff

### Transactional Coordination - CDG Team

Committed to excellence service and ensuring that everything is handled in an accurate and timely manner. **The Carrington Durr Group** provides the opportunity to increase production by reducing the stress of paperwork management and keeping an up-to-date and accurate database.

### Rocky Aldridge & Channele Leyva - Seattle Center OA & MSR

Rocky and Channele are the faces of the Seattle branches as the first point of contact for walk-in customers. They assist our team by providing marketing support, technical assistance, and a variety of administrative tasks. They play an instrumental role in creating a positive work environment and ensures that the office provides outstanding service to all clients.

## Our Team's Awards & Recognition



CERTIFIED  
**SELLER MARKETING**  
SPECIALIST®



CERTIFIED  
**BUYER REPRESENTATION**  
SPECIALIST®

# CLIENT TESTIMONIALS



"Wendy is a fantastic and caring real estate broker who I would highly recommend in a heart-beat. She was incredibly responsive, supportive, and strategic throughout every step."  
- Terrence

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"Wendy has been very professional & helpful in this process. We would definitely use her again and we highly recommend her to friends & family."  
- Kathleen & John

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"I highly recommend Wendy to anyone looking for a new home in Seattle. Wendy and her team are very genuine, professional, and also highly knowledgeable about the market."  
- Sherri

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"We were extremely satisfied with the service, knowledge and guidance displayed by our agent. Wendy found the perfect home in the perfect neighborhood."  
- Jeroen and Tobi

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"Great service again from Wendy. She is the first person who we call when we want to buy or sell a home. She is honest, sincere, and knowledgeable in her industry. We trust her immensely with our real estate affairs."  
- Lynette & Curtis

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"Thanks to Wendy's knowledge of the marketplace and her willingness to respond at a moment's notice, we have a home in an ideal location. Wendy is truly a blessing."  
- Dennis & Julie

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"Wendy helped us find the perfect home in the Maple Leaf neighborhood. We love our house and our neighborhood. Thanks Wendy!"  
- Nicole

# MY 5 STARS REVIEWS



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## Carrington Durr Group, John L. Scott Real Estate



Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★



### Esteban Trujillo



We have had Wendy help us with more than a few real-estate transactions over the last 8 years. She is consistently impressive with her deep knowledge of the real estate market and conditions, construction issues and comprehensive rolodex of trustworthy vendors. She is responsive, prepared and knowledgeable. For us, it is automatic to call Wendy.

### Lisa Lane



Wendy is the epitome of a gracious professional. She has extensive knowledge in her field (20+ years) and it shows! We had a tricky negotiation with our home purchase and she came up with an innovative solution that worked for all parties. She is a terrific communicator and her team is really easy to work with! We will highly recommend her to friends and family.

### Sherri P



Wendy and her team are utmost professionals in the Seattle real estate market. I have worked with Wendy on buying and selling a home for the past five years. Since I have met her, Wendy continues to earn my trust with her honesty, superb expertise and professionalism. She is also simply a wonderful person. Wendy has humbled me with her above and beyond efforts to support home sales and purchases. No detail goes unnoticed and she will be your greatest advocate and partner throughout your real estate journey. She is fully focused on her clients' needs and you will never have to worry about self-interest getting in the way of your personal goals. I listed my condo just before the pandemic stay at home order. Wendy kept me strong and found creative ways to market our home. We successfully sold despite the pandemic! I wholeheartedly recommend that you work with Wendy and her fantastic team.

### Katelyn Sandhu



As first-time home buyers, we were so fortunate to have Wendy Carrington as our real estate agent. She took the time to explain the entire process to us, ensuring we fully understood. Furthermore, Wendy was the best advocate for us throughout the offer and closing process, ensuring everything under contract was appropriately closed out. We had some added challenges as we were closing on the home while still located abroad; however, Wendy easily worked through all of the challenges with us to ensure a smooth closing. Additionally, she went above and beyond by supporting with various local appointments when we could not attend in person and working outside standard hours to accommodate our time zone. We plan to exclusively work with Wendy for all of our future real estate needs.

### Kat S.



Wendy helped us buy the home we had been dreaming of. So professional and helpful with valuable insights to share on the local market and buying process. We trust Wendy and highly recommend her!

### Tobi Bet



Absolutely the best realtor in the Seattle area. Bought and sold 3 houses with Wendy and leased one in the last 7 years. She is incredibly detailed and knowledgeable about everything a broker should know. Highly recommend!



# CLIENT TESTIMONIALS



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"Van made himself available 24/7 and was willing to help with any question I had, no matter how obscure or difficult. His experience in a very competitive Seattle market really set him apart from anybody else and is the sole reason I was able to get a new condo as quickly as I did.

He is honest and really understands what I was looking for in a new place. I would 100% recommend Van to all of my friends and family moving to Seattle."

- Gavin

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"We couldn't recommend Van more highly. Our number one priority was having an agent who listened to us. Van not only listened, but he took notes about our conversation the first time we met him at an open house, and that's why we invited him back to talk to us when it was time to put our place on the market.

Van and his partner Wendy were always positive and helpful about the marketing process but they didn't sugar coat anything. They expected the house to sell quickly (and it did), but they made sure we understood that it was the market that would ultimately determine the results, and that was a difficult thing to predict much less guarantee. Their recommendation on pricing for the market was spot-on. We don't think we would have gotten nearly as much interest in the house if the initial pricing hadn't been set where it was.

Van was professional and friendly. We never felt like we were on our own when it came to the selling process and he was always available with information and help from the beginning of the process to the closing."

- Dave & Joan

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"Van did an excellent job in working with us and selling our condo. We live in Alaska and our condo is in Seattle. Yet, Van made everything easy. He was immediately responsive to any question or concern. He guided us throughout the entire process. And, he has a delightful sense of humor."

- Linda

# MY 5 STARS REVIEWS



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## Van Durr, John L. Scott Real Estate



★★★★★

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★



### Bought and sold a home in Bonney Lake, WA

★★★★★

Van Durr was instrumental in guiding us in our journey to sell our current home and acquire a new home. His knowledge of the housing market and the surrounding/local area was instrumental in helping us to make the best choice for our future purchase. Van is a consummate professional who actively listened to our interests. I will entrust Van and his team with any future needs and highly recommend him!

### Sold a home in Bryant, Seattle, WA

★★★★★

Van is a super nice guy that will be a bulldog when needed to protect your interest. He will not push an agenda on you, but will do whatever you ask to sell your property. I both bought and sold my VRBO property from him because he is totally trustworthy and one great guy.

### Bought a Townhouse in East Queen Anne, Seattle, WA

★★★★★

Our needs were very specific and the Seattle market was a challenge to find everything we wanted. Van is very good at understanding what kind of home his clients are asking for, even if they don't know what we were doing since this was our first home in the area. His experience in the area is obvious and the homes he recommended were top notch!

### Sold a Single Family home in Seattle, WA.

★★★★★

We couldn't recommend Van more highly. We don't think we would have gotten nearly as much interest in the house if the initial pricing hadn't been set where it was. Van was professional and friendly. We never felt like we were on our own when it came to the selling process and he was always available with information and help from the beginning of the process to the closing.

### Bought a Condo home in Seattle, WA.

★★★★★

Vann made himself available 24/7 and was willing to help with any question I had, no matter how obscure or difficult. His experience in a very competitive Seattle market really set him apart from anybody else and is the sole reason I was able to get a new condo as quickly as I did. He is honest and really understands what I was looking for in a new place. I would 100% recommend Vann to all of my friends and family moving to Seattle!

### Bought a home

★★★★★

Van was an excellent resource and guide for us as we were looking to purchase a condo in Seattle. We ended up purchasing one of the first condos he had selected to send us for our review. We recommend him highly.

### Sold a condo in Seattle, WA

★★★★★

Van did an excellent job in working with us and selling our condo. We live in Alaska and our condo is in Seattle. Yet, Van made everything easy. He was immediately responsive to any question or concern. He guided us throughout the entire process. And, he has a delightful sense of humor.

### Bought a home in East Queen Anne, Seattle, WA

★★★★★

Van is incredibly knowledgeable about condos and homes in and around Seattle. Not only does he have expert knowledge about the market and its current trends but he is well versed with all parts of purchase and sale agreements. Van was and still is responsive to all needs and questions that I have about real estate in Seattle.