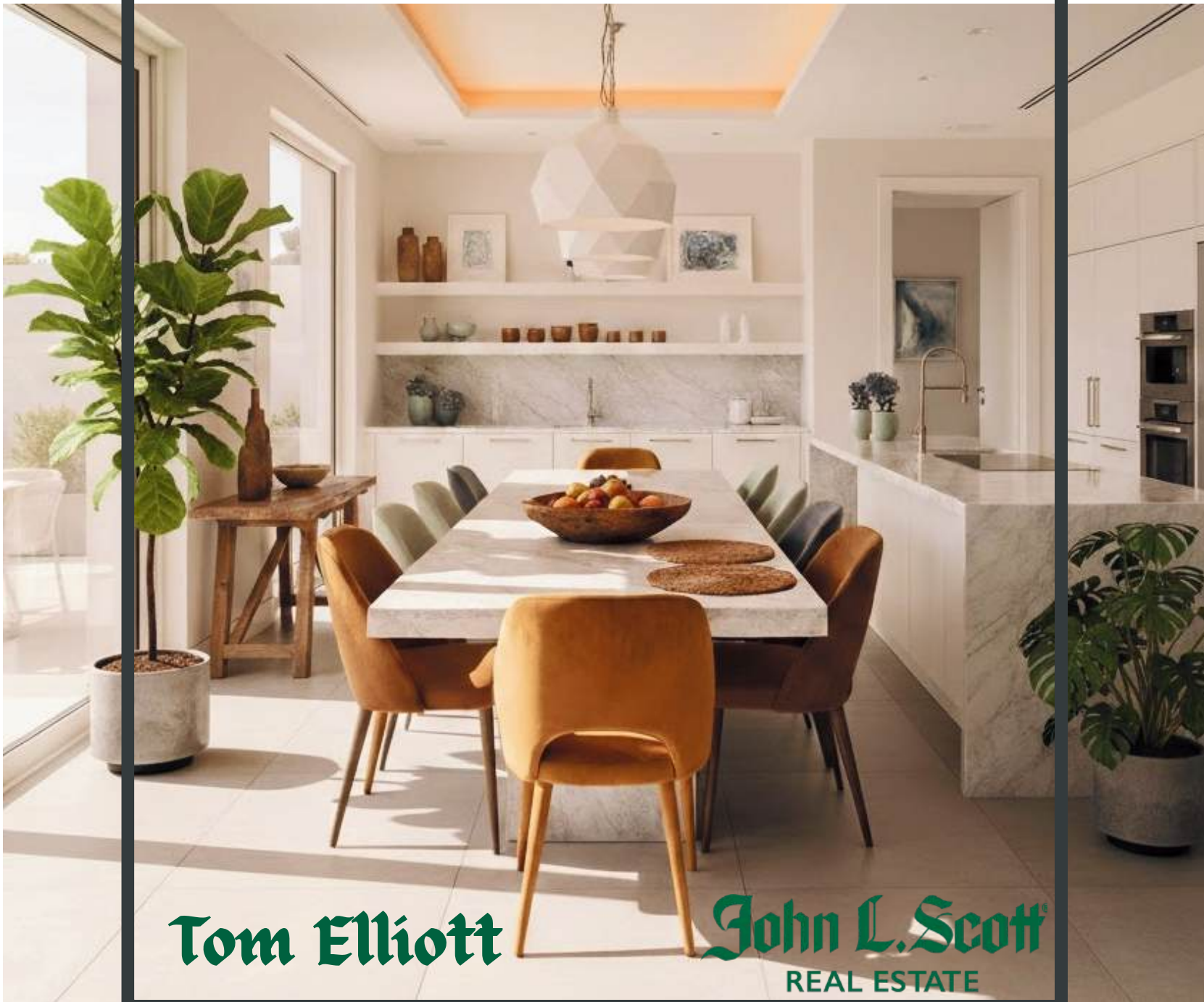


HOME *Seller's* GUIDE



Tom Elliott

John L. Scott
REAL ESTATE

SELLER'S GUIDE

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John L. Scott®
REAL ESTATE

MEET YOUR AGENT

Hi, I'm Tom Elliott



With 18 years of experience in NW Washington as a realtor, my passion remains helping families find homes where they can truly grow and live. I believe selling your home should be a seamless experience, not a stressful one. By combining my seasoned market knowledge with full spectrum service and support, I handle the complexities, so you don't have to. It is my pleasure to educate and guide my clients through the selling process to achieve the highest price in the shortest time while avoiding pitfalls.

In today's market, homes are discovered online but sold in person. I utilize an integrated digital strategy designed to capture the attention of modern buyers and move your property efficiently. Then I will show your home with custom tailored service. My commitment is to provide the expert guidance and transparency you need at every step, ensuring the remarkable results you deserve. This commitment level has helped me build remarkable relationships and a track record of quality results. I am a Zillow Premier Agent and received the John L Scott President's Gold Award over multiple years.

425-220-6567

Let's Connect

I have lived in NW Washington 20+ years enjoying all it has to offer. My wife and I take advantage of the great outdoors and community activities. We spend our free time boating, kayaking, hiking, and fishing, on rivers and in the San Juan Islands. We have been married for 23 years. My wife is an admin for our business. She volunteers with a quilting guild and is an aspiring wildlife artist in her free time. I served in the USMC for 8 years and as such I volunteer for the Salmon for Soldiers. I am a long time member of the Puget Sound Anglers and Washington Waterfowl Association. We love sharing with our clients all the benefits of living in NW Washington.



Tom.elliott.fish@gmail.com



Tomelliott.johnlscott.com



Zillow Premier Agent Tom Elliott



THE HOME SELLING PROCESS

Taking You From Listed to Sold



Pre-Listing Preparation

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRICING YOUR HOME TO SELL

Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months. Getting in front of market trends is critical.



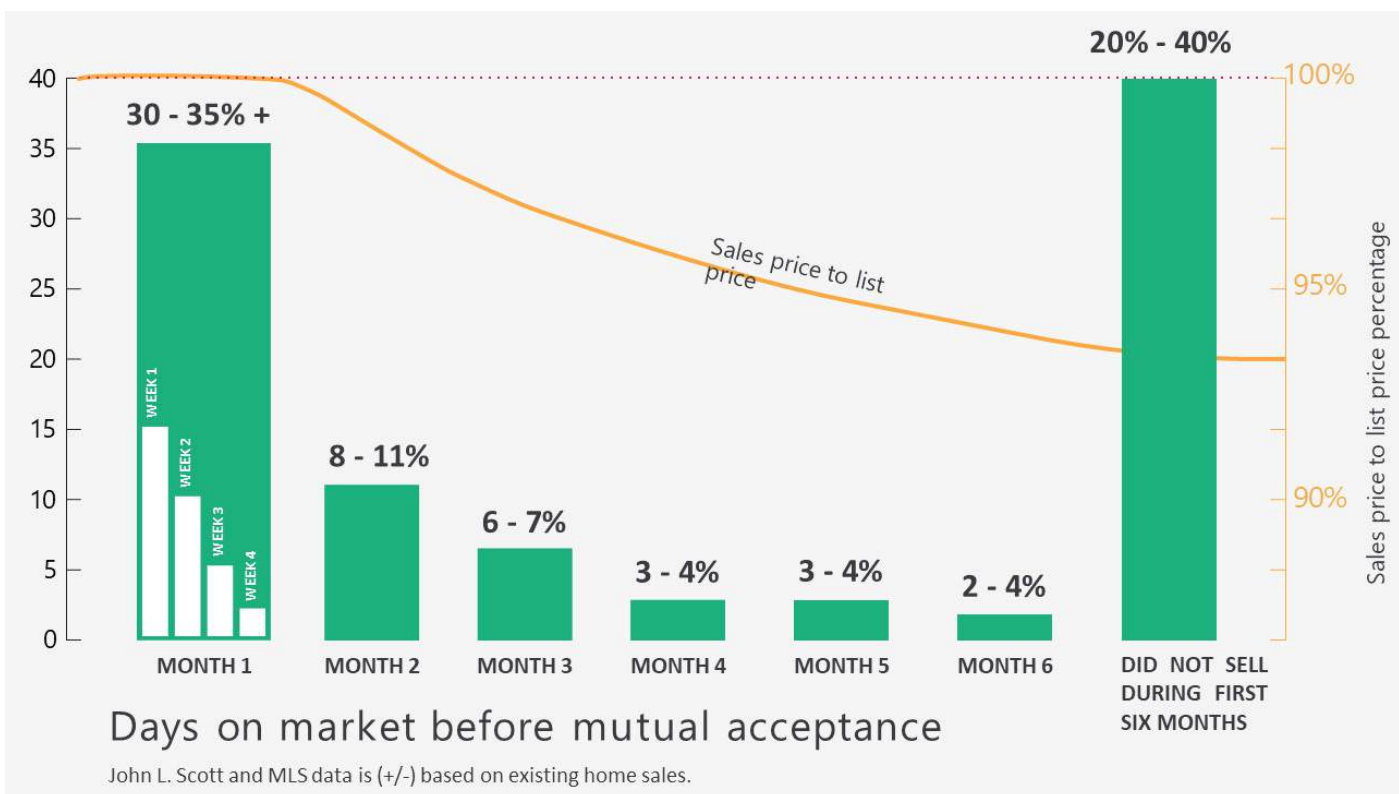
It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

PRICING YOUR HOME TO SELL

Our Pricing Strategy



Percentage of New Listings in a healthy market that go under contract with a buyer each month



Priced too High = longer time on market and leads to price cuts

Priced Correctly = shorter time on market and secures higher final sales price

7 EASY CURB APPEAL TIPS

To Make Buyers Fall in Love

1 FRESH COAT OF PAINT ON THE FRONT DOOR

First impressions are the only ones that count. Be ready on day one. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim & doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS

to Prep Your Home to Sell Fast

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING YOUR HOME

Putting Your Home on the Market



MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



Signage

A For Sale sign will be placed out in front of your home with take away flyers, as well as Open House signs before an open house takes place.



Lock Box & Showings

A lock box will be put on your door once your home is on the market. This allows agents to show your home while you're away. The lock box provides a recorded visitor log. It's best for sellers not to be present at the time of showings.



Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



Virtual Tour

See our complimentary services through Zillow showcase and Zillow Premier Agents

OUR COMPLIMENTARY SERVICES

to Prep Your Home to Sell Fast

1 COMPLIMENTARY PROFESSIONAL PICTURES

95% percent of homebuyers will view your home online. Research shows that homes sell 32% faster when displaying professional photos not cell phone pictures. We pay for professional pictures of your home. We have preferred vendors we use to display your home in the best light for integrated online visibility

2 COMPLIMENTARY VIRTUAL STAGING

As a Zillow Premier Agent, I offer a premium 3D virtual staging service that lets buyers customize your home with different furniture styles or an empty floor plan to suit their tastes. They can view an interactive searchable floor plan of your home. It's a powerful selling tool that requires minimal to no furniture moving

3 COMPLIMENTARY LANDSCAPING SERVICE

The front yard is the first view of your home. Even simple, minimal professional landscaping can increase a home's price tag by 15% to 20% at the time of resale. I offer complimentary initial landscaping cleanup of the front yard upon request (includes mowing and weeding). Further landscaping services are available for a fee.

4 BELLHOP SERVICES

If an inspector or repairman needs to be accompanied to your home, our team will be there to open and close the home and make sure everything is taken care of as per the homeowners' instructions



OUR MARKETING STRATEGY

For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

Email Marketing

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

Network Marketing

Your listing will be shared with our extensive John L Scott network of real estate agents to increase your home's visibility.

Open House Live Showings

We always show your home in person. We walk the neighborhood, introduce ourselves and your home. We send post cards to the neighborhood when your house lists, goes pending and closes.

Social Media Marketing

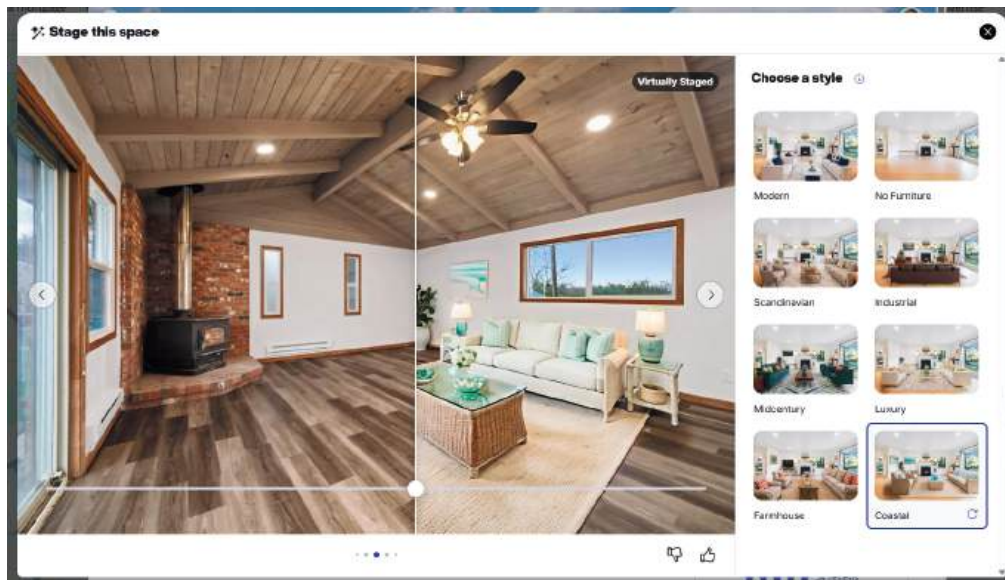
We use a variety of social media networks like Instagram, Facebook, Pinterest, and LinkedIn to get the word out about your listing.



OUR MARKETING STRATEGY

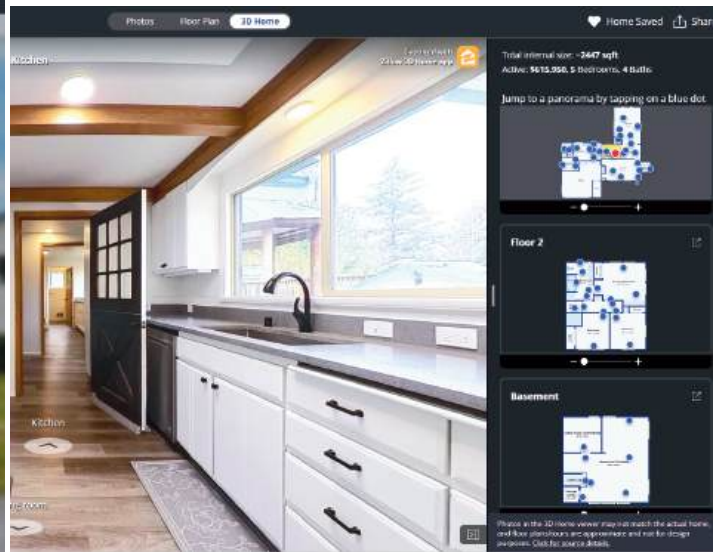
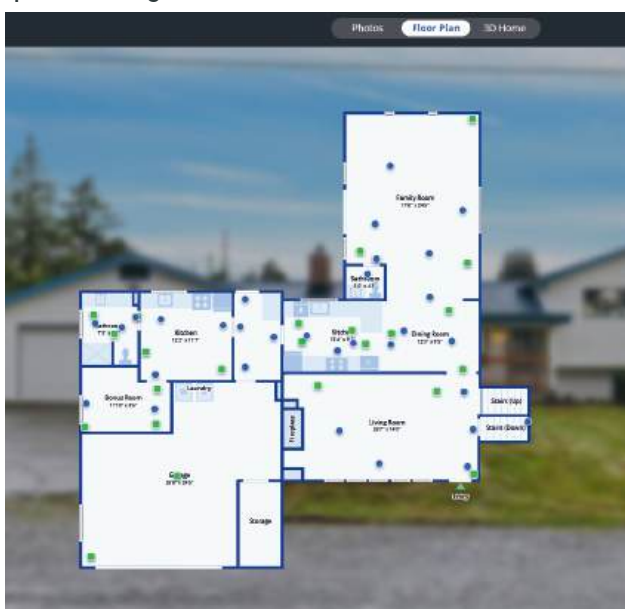
Complementary Zillow Premier Agent Services

As a Premier Zillow Agent you access our Zillow Showcase Services. Your listing is virtually staged. Professional 3D and drone pictures are taken at no cost to you. Buyers can view your home with or without furniture, they pick their style, they see a searchable floor plan and a 3D walk through.



Provides a searchable floor plan of your home

3D walk through of home



OFFERS & NEGOTIATIONS

Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.



UNDER CONTRACT

Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

Inspection

Property inspections may be done to make sure that the home is acceptable to the buyer. If the property inspector finds any issues, the buyer can ask for items to be fixed or renegotiate the terms of the sale.

Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation. It is necessary for both parties to come to an agreement on what will be repaired and what will not.

Appraisal

If the buyer is applying for a loan, the bank may request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

Final Walk Through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Recording Fees
- Property Taxes (split with the buyer)
- Remaining balance on mortgage
- Any unpaid assessments, penalties or claims against your property

Items to Bring to Closing:

- ☑ Government Issued Photo ID
- ☑ House Keys
- ☑ Garage Openers
- ☑ Mailbox Keys

SUCCESS STORIES

Here's what our Clients are Saying

Alex Valderrama Boeing
11 reviews • 3 photos

★★★★★ 2 days ago **NEW**

Great service, and Tom has a lot of patience. Very outgoing person who really worked hard to find us the perfect place. We are very happy with our new home, and Tom made it happen. Thank you, Tom, for such great dedication and perseverance in finding what we were looking for.

 **Tom Elliott Realtor, John L Scott | Marysville Arlington**
Owner

26 mins ago

Alex, so glad we found this home for you. Lots of outdoor space in the property to expand. Send us pictures as you build out.

Google



★★★★★ 5.0

12/9/2025 • Terry M Kagia Health care business owner

Zillow



Bought a Single Family home in 2025 in Marysville, WA.

Tom was very professional, and availed himself whenever I wanted to tour a home. I would recommend him, at anytime. Tom, was dependable, was never pushy. We enjoyed working with Tom, as he brought in his expertise and intelligence in real estate. He also kept in communication, displayed transparency during our purchasing of the home, even when we felt like the journey was getting harder he was there to encourage us.

★★★★★ 5.0

6/29/2023 • Jeffrey Hartman US Navy

Zillow



Bought and sold a Single Family home in 2023 in Camano island, WA.

Tom is quick to build excellent rapport and is very accommodating to tough schedules. 10/10 recommend you seek out Tom if you are a 1st homebuyer he will make the process smooth from start to finish. Extremely knowledgeable about the area and knows his trade.



SUCCESS STORIES

Here's what our Clients are Saying

★★★★★ 5.0

1/12/2026 • sabrinamirabal US Navy

Showed home in 2025 in WA 98271.

Tom exceeded all expectations! Their communication was impeccable – always available, clear, and proactive. From the initial meeting, they were organized, reliable, and genuinely cared about our family's needs, not just the sale. Highly recommend for a stress-free experience!

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills



Tom Elliott

01/13/2026

Thank you so much for the great review. Look forward to working with you in the future. Always like working with military and vets.



★★★★★ 5.0

9/20/2025 • DeAnnBrooks

Retired Photographer

Zillow

Bought and sold a Mobile / Manufactured home in 2025 in Gold bar, WA.

Tom has helped us buy and sell 2 houses and made the process easy. We were very anxious and he was able to answer all our questions and gave us the confidence to get it done. We would definitely recommend him for your next real estate adventure. Thank you Tom

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills



Tom Elliott

01/13/2026

It was so great working with you again. Love seeing how the new house is transforming into your home.



See 30+ reviews on
Zillow



SELLING

NOTES

GUIDE



Sell with Confidence

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