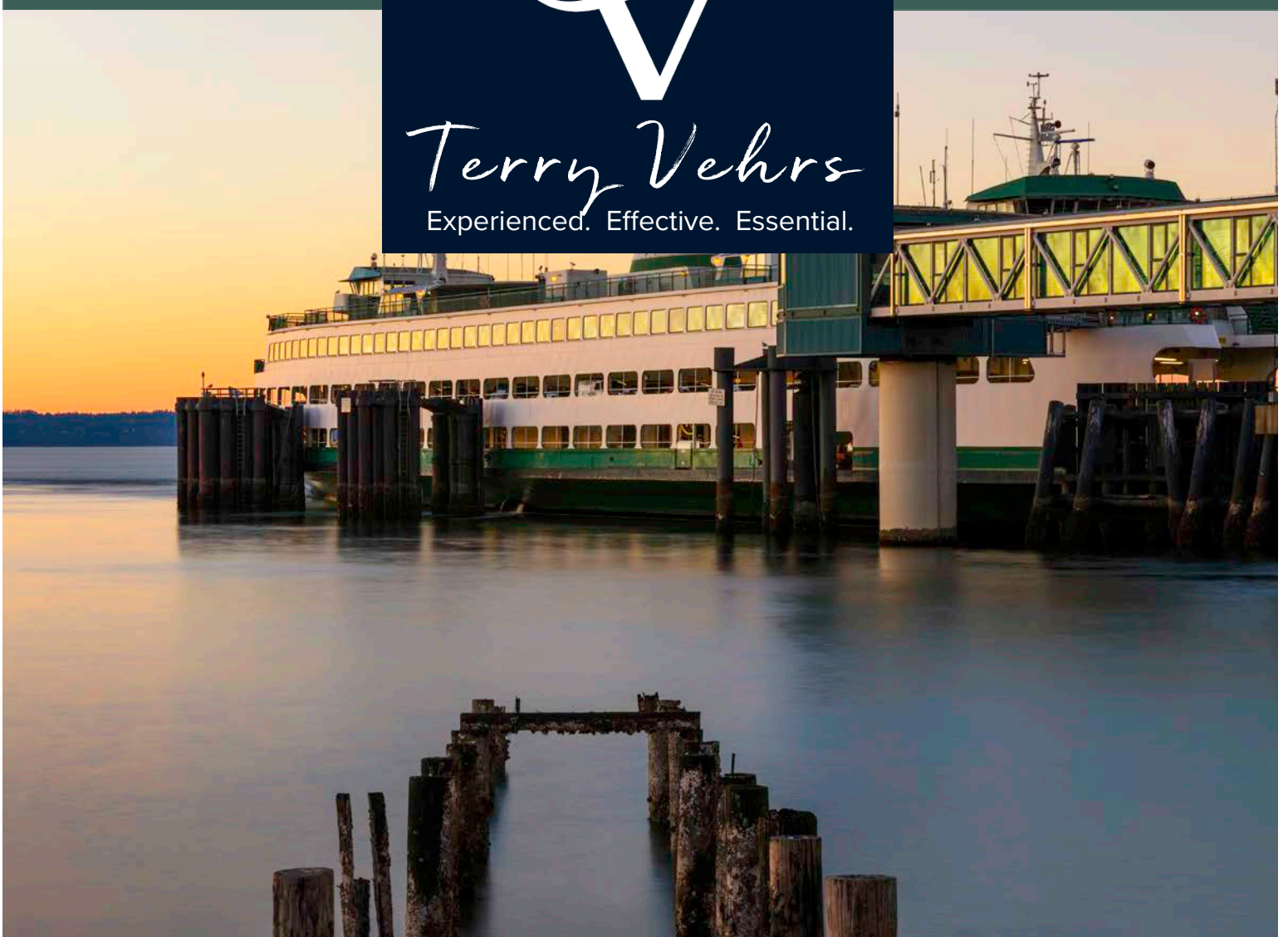




Terry Vehrs
Experienced. Effective. Essential.



UNPARALLELED

Seller Services
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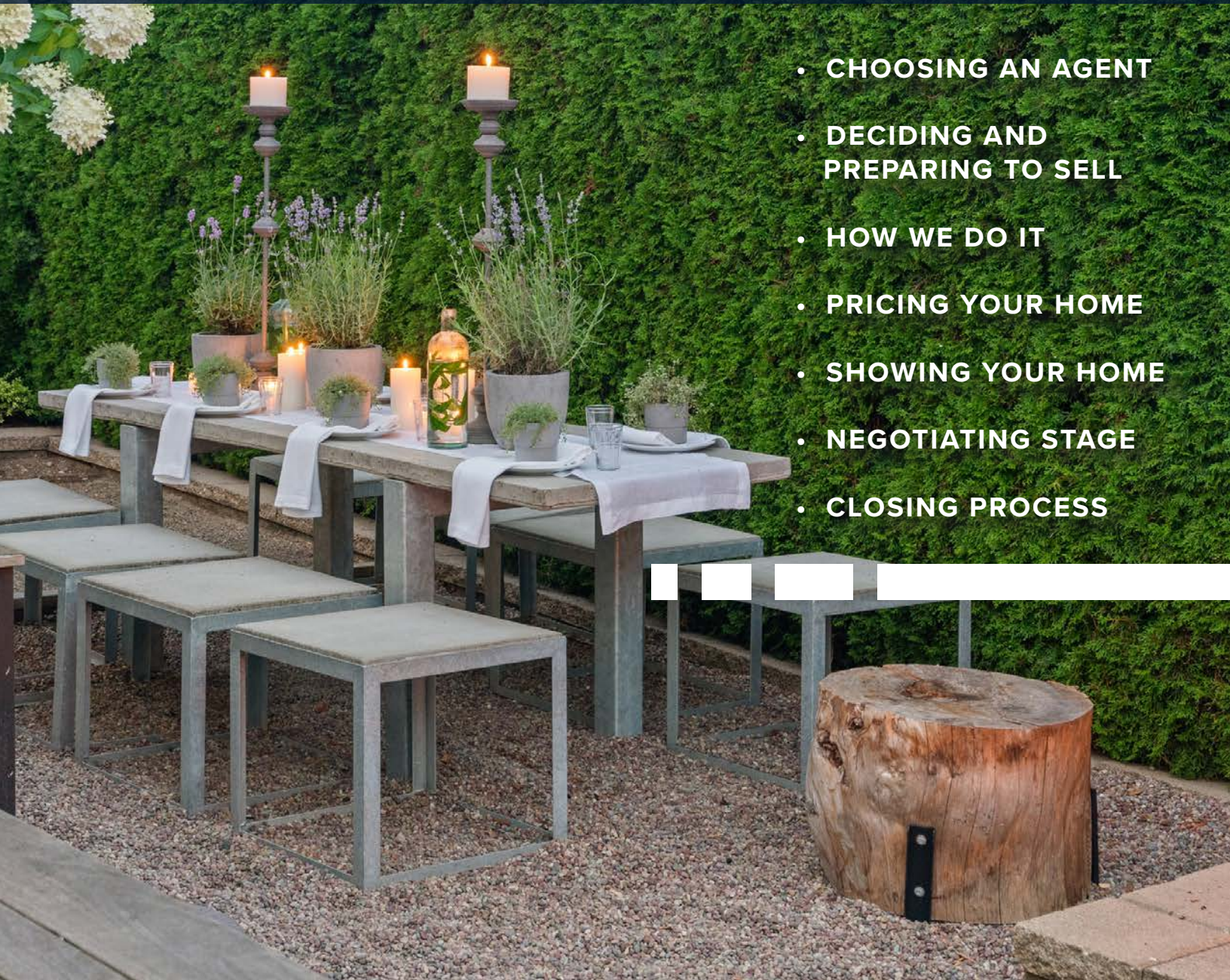
Selling Dreams and Changing Lives

WELCOME TO YOUR HOME SELLING GUIDE

We're going to talk about the most important aspects of selling your home and give you tips that will help make the process as painless, productive, and profitable as possible. And rest assured, you're getting advice from someone who has gone through this process many, many times.

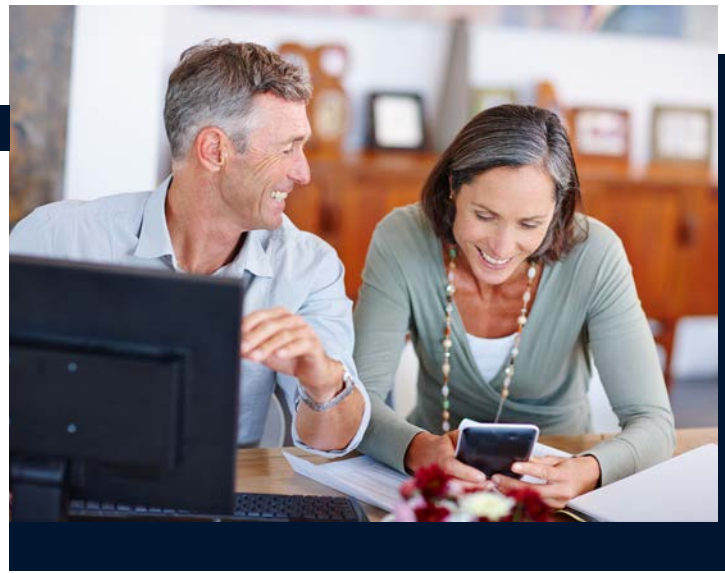
If you think you're ready to sell your house, you're in the right place! But, before we dive into the specifics, we need to answer one very important question: Is it the right time to sell your home? And we're not just talking about the current marketing conditions, we also need to know if your home is ready to be sold!

- **CHOOSING AN AGENT**
- **DECIDING AND PREPARING TO SELL**
- **HOW WE DO IT**
- **PRICING YOUR HOME**
- **SHOWING YOUR HOME**
- **NEGOTIATING STAGE**
- **CLOSING PROCESS**



CHOOSING AN AGENT

Asking local friends, family, and colleagues for referrals is a great start, but keep in mind, everyone's situation is different. You will want to find an agent who has recent experience in your area and is an expert in your community. If they have a history of selling homes similar to yours, that's a big plus. You can meet a number of agents and listen to their listing presentations, strategies for how they'll attempt to get you the best price for your home. Then, choose the one you think you'll work best with.



DECIDING AND PREPARING TO SELL

If you've decided that it's time to move on from your current home, the next thing on the list is to take a good, hard look at your home and decide what needs to be improved and fixed up to maximize your home's value and appeal.

Head outside and approach your home as if you were seeing it for the first time. Take notes about what jumps out to you as a flaw or even things that just need a quick touch-up. It might be helpful to have a neighbor walk through with you because they won't be emotionally attached to anything.

Separate the things that you can reasonably fix yourself and the things that will require hiring an expert. Be sure to keep ROI (return on investment) in mind when considering how much money to spend on these improvement projects. It may be helpful to consult a real estate professional to find out a bit more about which projects are likely to increase your home's value and which probably won't be as impactful.

Another discussion to have with a real estate pro is whether it's a good time to sell. If it's a strong buyers market, you may want to hold off on listing your home for a bit. If time is of the essence, maybe you won't put quite as much importance on market conditions, but if you're not under the gun, it can pay to wait.

WANT TO GET IN TOUCH?

CONTACT ME DIRECTLY

(206) 799-9500

vehrs@windermere.com



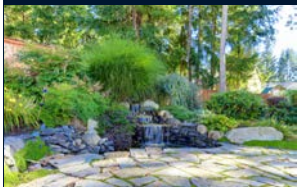
HOW WE DO IT



PREPARATION CONSULTATION

The key to selling your home quickly and at the right price is to have it market ready, meaning uncluttered and spotless.

We will go through your home together and make custom recommendations that will allow your home to shine.



PROFESSIONAL STAGING

According to RESA, homes staged before listing sell up to 87 percent faster.

We will coordinate with our incredible staging team to make your home shine. 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.



Before



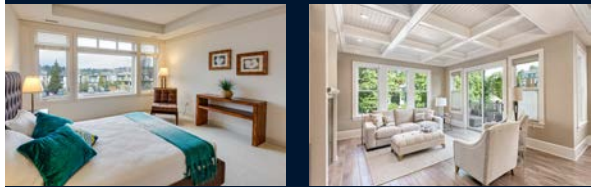
After



FIRST-RATE PHOTOGRAPHY

We've all seen listing photos that are less than magazine quality. Your home deserves better.

We always have professional photography and editing for the properties we list. We want to make sure buyers are wowed even if they aren't standing on the front porch.



VIDEO PRODUCTION

My videos focus on stunning property tours that will increase the amount of foot traffic through your home as well as the pool of qualified buyers.

I will distribute the video on the property website, my e-newsletter, and on social media including my YouTube channel.

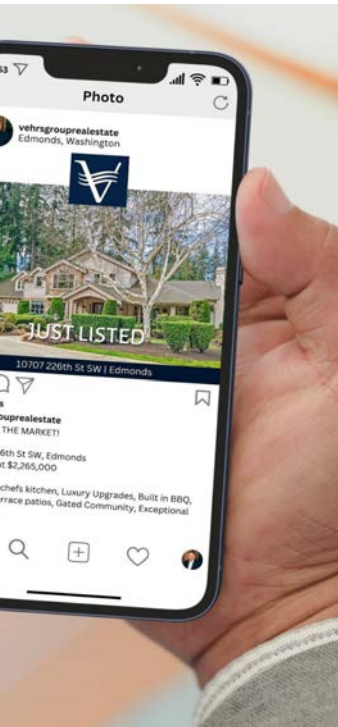
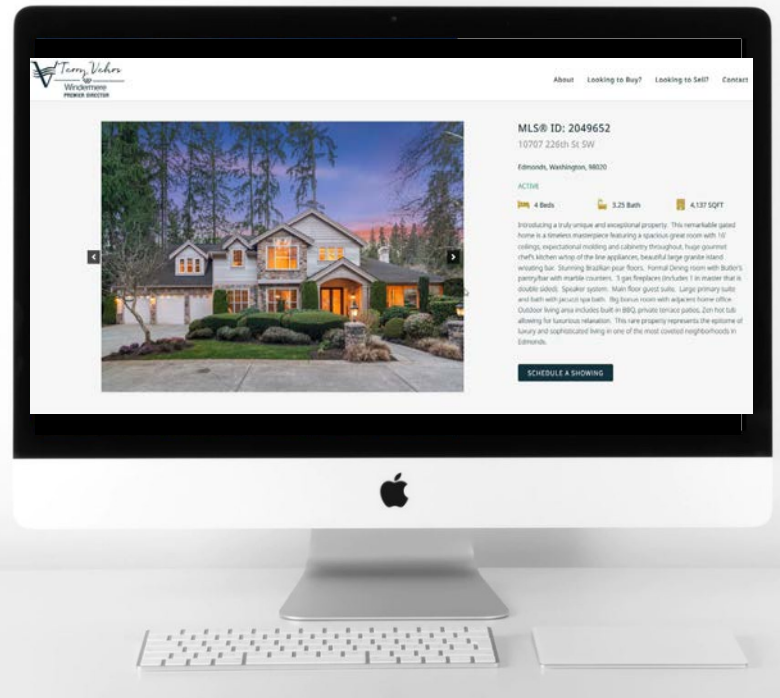


D I G I T A L M A R K E T I N G

We will utilize the power of the web to quickly spread the word about your listing. My complete digital strategy includes a stunning property website, social media marketing on Facebook, Instagram and YouTube, and email marketing to my sphere. In addition to the vast Windermere network, your property will also be syndicated to the top 100 real estate websites, such as Zillow, Redfin, Realtor.com and more!

S T U N N I N G W E B S I T E

I'll create a beautiful web page to feature your home in a way that makes it stand out from the crowd.



S O C I A L M E D I A R E A C H

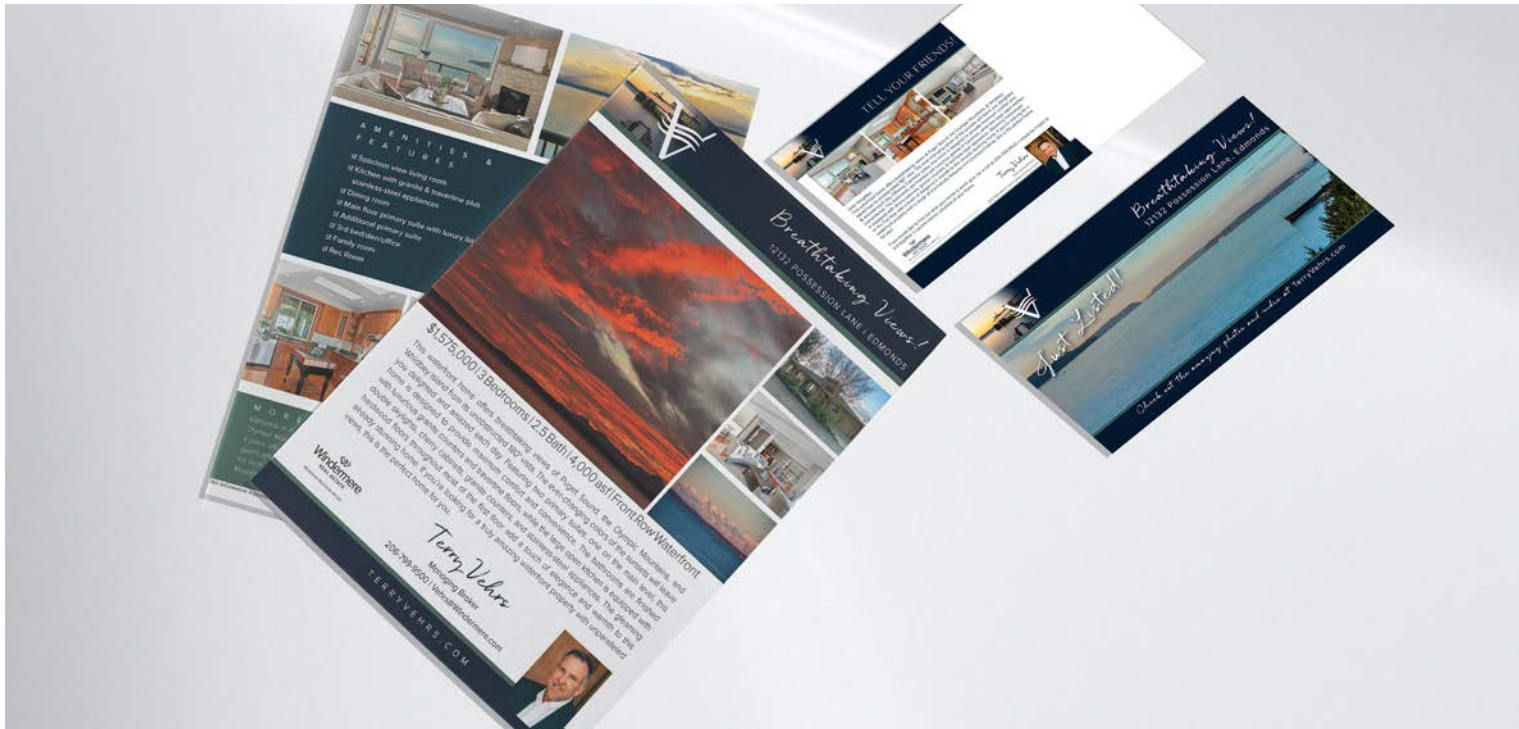
I'll advertise your home on Facebook to reach 10,000+ people and be sure to highlight your home's best features. This strategy helps engage buyers in a compelling way.

I use Instagram to "build a buzz" around your home and connect with the community—ensuring a long list of buyers are ready to view your home as soon as it hits the market.



P R I N T M A R K E T I N G

We create house flyers, special feature cards that highlight your home's best features, create a home book with 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.



C U S T O M F L Y E R S

We invest in color flyers for listed properties that includes photos of your home along with all the information. These will be available both inside your home as well as in a box on your "for sale" sign.

S P H E R E M A I L E R S

I will send "Just Listed" postcards with the property information to qualified buyers as well as neighbors, a series of letters to your neighborhood, and include your listing in my monthly sphere mailer.

L U X U R Y A D S

To make sure your home is seen by the maximum number of qualified buyers, I will have ads for your property published in the American Lifestyle Magazine and Terry Vehrs Neighborhood Connection.

P R I C I N G Y O U R H O M E

It goes without saying that deciding on the right price for your home is one of the most pivotal parts of the selling process. Your agent will have a lot of insightful advice on this subject and can create a Comparative Market Analysis for you, but if you're looking for a quick starting point, the Home Value Tool below is a great resource. Adding some wiggle room to your asking price is usually a good move. Most buyers will want to negotiate, so you should set your price with this in mind. Again, your agent will be able to advise you on this, but ultimately, it's your decision.



WANT TO KNOW WHAT YOUR HOME IS WORTH?

[FIND OUT TODAY!](#)

OPEN HOUSES

If your agent has scheduled an open house, make sure your home is in tip-top shape and find something else to do for a few hours.

Your agent will get a lot of helpful feedback from potential buyers and their agents, and you just may find the perfect buyer!



SHOWING YOUR HOME

CLEANING

Obviously, you tidy up when you have company, but when you're preparing to show your home, you'll want to opt for a deeper clean. In addition to cleaning, you will need to declutter and remove some of the aspects of your home that are really personal. The general thinking is that potential buyers need to be able to see themselves creating a home in your house. For example, if you have a den filled with sports memorabilia, buyers are going to have a hard time seeing that space as anything else...especially if they root for a different team!

CURB APPEAL

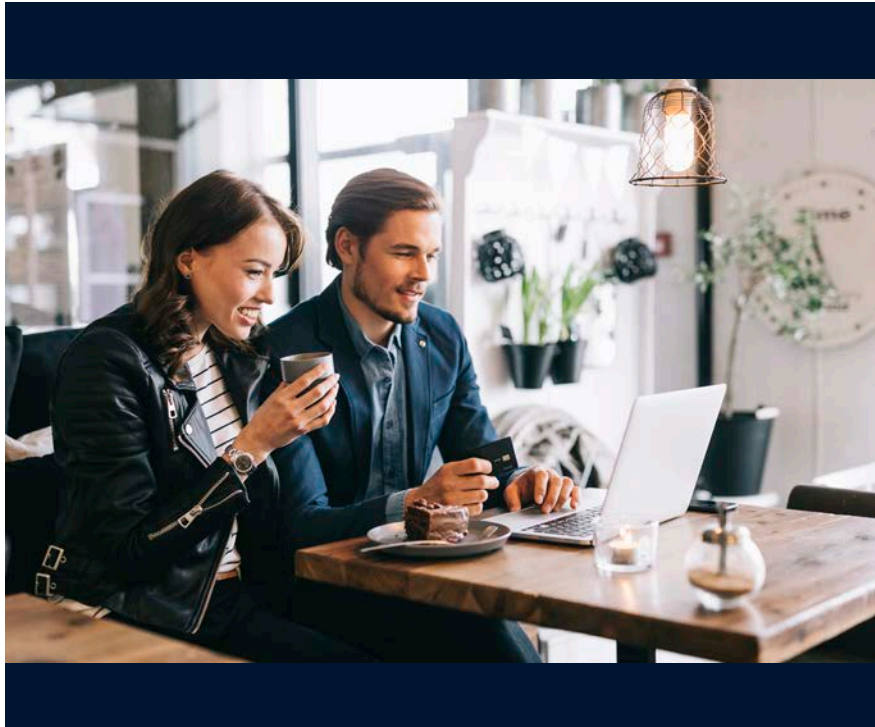
Curb Appeal refers to your home's attractiveness from the street. This will be important to those arriving at your home for a showing or open house, but it also helps with the multiple buyers per day who will simply drive by your home to help decide whether it's worth touring. Head out front and take an honest look. Keep an eye out for easy fixes on your home's exterior and in the yard. Plant some new flowers, consider a new coat of paint on your front door, etc.



**ASK ABOUT
CURRENT
MARKET
CONDITIONS!**

REACH OUT AT
(206) 799 9500

NEGOTIATING STAGE



Once someone is interested in purchasing your home, their agent will deliver the offer to your agent who will in turn present it to you. You can then accept, reject, or counter the offer. Your agent will guide you through the negotiating process, but in the end, the decisions are up to you!

**FOLLOW ME
ON SOCIAL!**

@TERRYVEHRSREALESTATE



CLOSING PROCESS

Once you've agreed upon a price and terms, the deal becomes pending. A pending sales agreement includes contingencies and conditions that must be fulfilled by the buyer and seller by the closing date, which usually falls 30 to 60 days after both have signed the agreement. After that, the sale is final!

SEE? YOU CAN HANDLE THAT!

If you're ready to get started and want more info about the local market, I'm ready to help.





CLIENT REVIEWS &
TESTIMONIALS

I'm known for my local knowledge, process expertise, responsiveness, and negotiation skills



Unrivaled in Customer Service

Terry and his team were wonderful. They guided us through the selling process: from pricing our home competitively, suggestions for staging, and keep us informed all the way through closing. They are unrivaled in customer service, professionalism, and expertise.

Melanie S.



Knows How to Get a Deal Done

Terry has sold a residence for me, assisted me in the purchase of a residence and has been of assistance to clients of mine in the same regard. He is responsive, he knows the market and knows how to efficiently get a deal done.

John L.



Extremely Professional, Direct, Knowledgeable

I have Always found Terry Extremely Professional, direct, very knowledgeable of the real estate market!! Terry's knowledge and empathy for both sides of the sale was very impressive!! He was able to bring a challenging transaction to fruition Terry is the BEST Choice!!

Frank D.



Got us a Strong Offer

Terry was great! Our home had been listed with another agency and had not gotten a single offer. When our contract ended, we did our research, and found Terry. In a slowing market, he helped us get our home market ready, and got us a strong offer. Then he helped us find a great new home to buy. We highly recommend Terry and his entire team!

Charles and Erin B.



Professional and Comprehensive

Terry did a great job with the recent selling of my \$2,000,000 estate in Woodway. He spent the time and financial resources to put together a professional and comprehensive marketing plan with magazine quality hand outs to give to prospective purchasers. He aggressively marketed the property and got us a great offer right away. I would strongly recommend Terry if you are looking to sell your home.

Kurt D.



Outstanding

Terry sold several single family houses in the Edmonds area for us over the course of two years. He did an outstanding attracting the right buyers and then negotiated the price up when multiple buyers were interested. The results were outstanding.

Jeff D.



IT'S AN HONOR TO HELP YOU!

IT DOES MATTER WHO YOU CHOOSE TO SELL YOUR HOME!

Today is an exciting time to be in Real Estate. Using today's cutting edge tools and electronic media, we have had huge success where other agents are not able to get homes sold! I have been in business for over 35 years, and have sold over 2,300 homes. I am positioned to be an invaluable asset to you and getting your home closed. I would enjoy the opportunity to show you how my experience can help you get top dollar for your home and realize your real estate goals and dreams.



TOP REASONS TO LET ME HELP YOU WITH YOUR REAL ESTATE NEEDS.

- 1 I do more for YOU! My team is ready to go to work for you.
- 2 Year after year, Top Real Estate Agent for the area.
- 3 **Proven** results: 34 sales in 2022 with an average sales price of \$1,627,197 and 44 sales in 2021 with an average sales price of just over \$1,209,850. The average agent sells 3 homes a year!
- 4 My job is to help you by **Setting** the **Stage**. What story does your home tell? What improvements can we make to get top dollar for your home? Your goals are my #1 priority.
- 5 35+ years of proven experience in marketing over 2,300 homes, and negotiating on behalf of my customers, whether buying or selling.
- 6 Skills and follow through to get your home sold and closed! **Solutions Oriented - Resolving** issues by finding and **Executing** viable solutions.
- 7 You will work directly with me, not pushed off to others.
- 8 Extraordinary, cutting edge **Marketing Tools** specifically designed to get the home exposed to the largest group of buyers.
- 9 Because of our success, I have the ability to pay for, and execute top marketing and technology for your home.
- 10 I will look out **For Your Best Interest** in the transaction, making sure that I am your advocate.
- 11 I keep you informed throughout the process!
- 12 **BONUS!** Now giving each customer film/video service! Drone flyover and surrounds, creating the most incredible virtual tours! Sample of our films: <https://youtu.be/Fej3thmd2pl> and view marketing examples on my website www.TerryVehrs.com!

WANT TO GET IN TOUCH?

CONTACT ME DIRECTLY

(206) 799-9500

vehrs@windermere.com

Terry Vehrs



I have dedicated 35+ years to providing my clients with extraordinary service while helping them discover and fulfill their dreams and goals. Whatever your situation, I am committed to providing you with exemplary marketing, negotiation skills, and the experience needed to obtain your dreams too.

Experienced. Effective. Essential. Here are a few reasons why I stand apart from the average Real Estate Agent:

Celebrating 2,300+ homes sold and \$1.6+ Billion in closed sales; I am one of the top Real Estate Agents in the greater-Seattle area.

- 34 home buyers and sellers helped in 2022 with an average sales price of \$1,627,197 and 44 helped in 2021 with an average sales price of just over \$1,209,850. The average agent sells 3 homes a year.
- When we set the stage I will get the highest dollar for your home.
- I look out for your best interests and recognize that your home is one of your largest assets. Your goals are my #1 priority.
- Great communication from start to finish.
- Extraordinary, cutting edge marketing tools specifically designed to get your home exposed to the largest group of buyers.

Selling Dreams and Changing Lives



My wife and I had the pleasure of working with Terry to sell our home as well as buy a new one. He went above and beyond to help us and unfortunately, it wasn't that easy. Terry was patient, kept us focused, and gave us advice on what we needed to do. Once we sold, Terry took care of everything promptly and made sure we understood the next steps. Terry also helped us find our new home, the perfect home for our family and a home we thought was out of our reach. I remember him telling us "you have to get this house. You will regret not getting into this neighborhood." He was right! It was the best decision we ever made. We are both so glad to call Terry a friend and would never think of using anyone else to help us buy or sell again. Terry is a fantastic real estate broker, we highly recommend him to anyone looking to buy or sell. - Kevin P.

Terry Vehrs, Managing Broker
206-799-9500 | Vehrs@Windermere.com | TerryVehrs.com

