

# SELLER

## *success guide*

UNPARALLELED  
SELLER SERVICE



Selling Dreams and Changing Lives



Terry

Hello, I'm Terry Vehrs, a highly successful real estate agent with over 39 years of experience serving the Edmonds, Shoreline and neighboring communities. I take great pride in caring for my clients and putting their needs first.

My specialty lies in expertly guiding homeowners through the process of selling their homes, and I'm confident in my ability to help you achieve the best possible outcome.

If you're looking for a real estate agent with deep knowledge, extensive experience, and a true passion for their work, then I'm the agent for you.

Let's schedule a conversation soon and see how I can help you!

Let's Get Started Today  
206-799-9500

# HELLO,

Whether you're a homebuyer, a seasoned investor, or a homeowner looking to sell, I am here to leverage my knowledge, negotiation skills, and market insights to ensure your real estate goals are not only met but exceeded. Let's embark on this exciting venture together, turning your real estate dreams into reality!

## CONTACT US



PHONE

206-799-9500



WEBSITE

[www.terryvehrs.com](http://www.terryvehrs.com)



EMAIL

[vehrs@windermere.com](mailto:vehrs@windermere.com)



SELL WITH CONFIDENCE!



# A RECORD OF *success*

39+

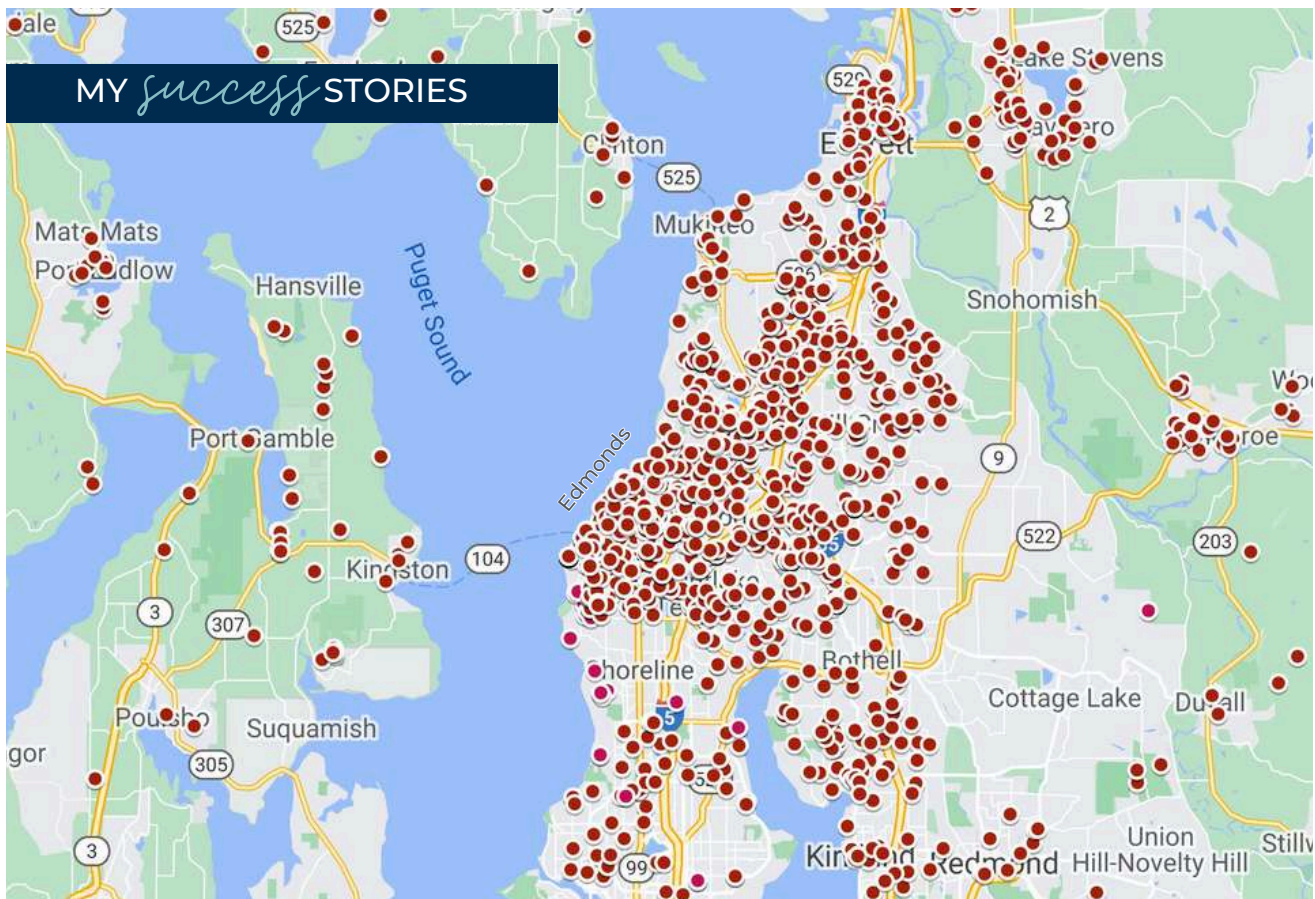
YEARS OF EXPERIENCE



Realtor®, Managing Broker, Luxury Advisor, GRI,  
Five Star Professional, Premier Director, SRES®

DESIGNATIONS

## MY *success* STORIES



## *Sales History*

5/5

50+ ZILLOW REVIEWS WITH  
A 5 STAR AVERAGE RATING

2400+

TOTAL  
HOMES SOLD

\$1.9B

OVER A BILLION  
DOLLARS IN SALES



# IT'S AN HONOR TO HELP YOU!

## IT DOES MATTER WHO YOU PARTNER WITH TO SELL YOUR HOME!

Now is an incredible time to be in real estate. With today's cutting-edge tools and advanced electronic media, I'm achieving results where others fall short - getting homes sold and delivering success for my clients. My job is to make your real estate goals a reality.

Whether it's achieving top dollar or navigating a seamless transaction, I'm here to guide you every step of the way. Let me show you how my proven approach and commitment to your success can help you reach your dreams.



### 10 GREAT REASONS TO LET ME HELP YOU WITH YOUR REAL ESTATE NEEDS

1

#### **Experience You Can Trust**

With over 39 years of success in real estate, I've personally sold more than 2,400 homes. When it comes to navigating the market, I've been there, done that—and delivered. I do more for YOU! My team is ready to go to work for you.

2

#### **Proven Results, Every Time**

In 2024 alone, I closed 42 sales with an average sales price of \$1,259,135. Compare that to the average agent who sells just three homes a year, and the difference is clear. 47% of all real estate agents didn't sell a single home this year.

3

#### **Focused on Your Goals**

Whether buying or selling, your priorities are my top priority. Together, we'll set the stage to ensure your home tells the right story to achieve the best possible outcome. What story does your home tell?

4

#### **Powerful Negotiation Skills**

I negotiate with confidence and precision to protect your interests, whether it's getting top dollar for your home or securing the perfect property.

5

#### **Solutions-Oriented Approach**

Challenges arise in every transaction, but I'm here to resolve issues and execute solutions - so you can focus on the next chapter of your life.

6

#### **Marketing that Moves the Needle**

My cutting-edge marketing tools and strategies get your home in front of the largest audience of buyers, ensuring maximum exposure and competitive offers.

7

#### **Cutting-Edge Results**

Thanks to the success we've built, I'm able to invest in the very best marketing strategies and innovative technology to showcase your home in its best light. It's all about giving you the advantage you deserve in today's market.

8

#### **A Partnership You Can Count On**

I'm more than your agent - I'm your advocate. I work tirelessly to ensure your best interests are front and center in every decision.

9

#### **Unmatched Attention to Detail**

From start to finish, I keep you informed at every step, ensuring you feel confident and cared for throughout the entire process.

10

#### **Film and Video Services included**

Each of my listings features professional video tours and high-quality visuals to captivate buyers—at no extra cost to you. Visit [www.TerryVehrs.com](http://www.TerryVehrs.com) to see examples of my marketing, videos, and past successes. Let's make your real estate goals a reality!

2,400+ HOMES SOLD

## It's All About You!



# CHOOSING THE RIGHT *Agent*

I'm thrilled to be your partner in navigating the dynamic world of real estate. With a wealth of experience as a seasoned real estate agent, I bring a deep understanding of the market, trends, and the intricacies of property transactions.

Having successfully guided numerous clients through the buying and selling process, my commitment is to make your real estate journey not just smooth but truly rewarding.

My expertise extends beyond the transactional aspects. I'm dedicated to providing personalized service, tailored to your unique needs and aspirations.



## PREPARATION

## *Consultation*



Selling your home quickly and for the right price starts with making it market-ready - clean, uncluttered, and inviting. Together, we'll review your home and create a tailored plan to highlight its best features.

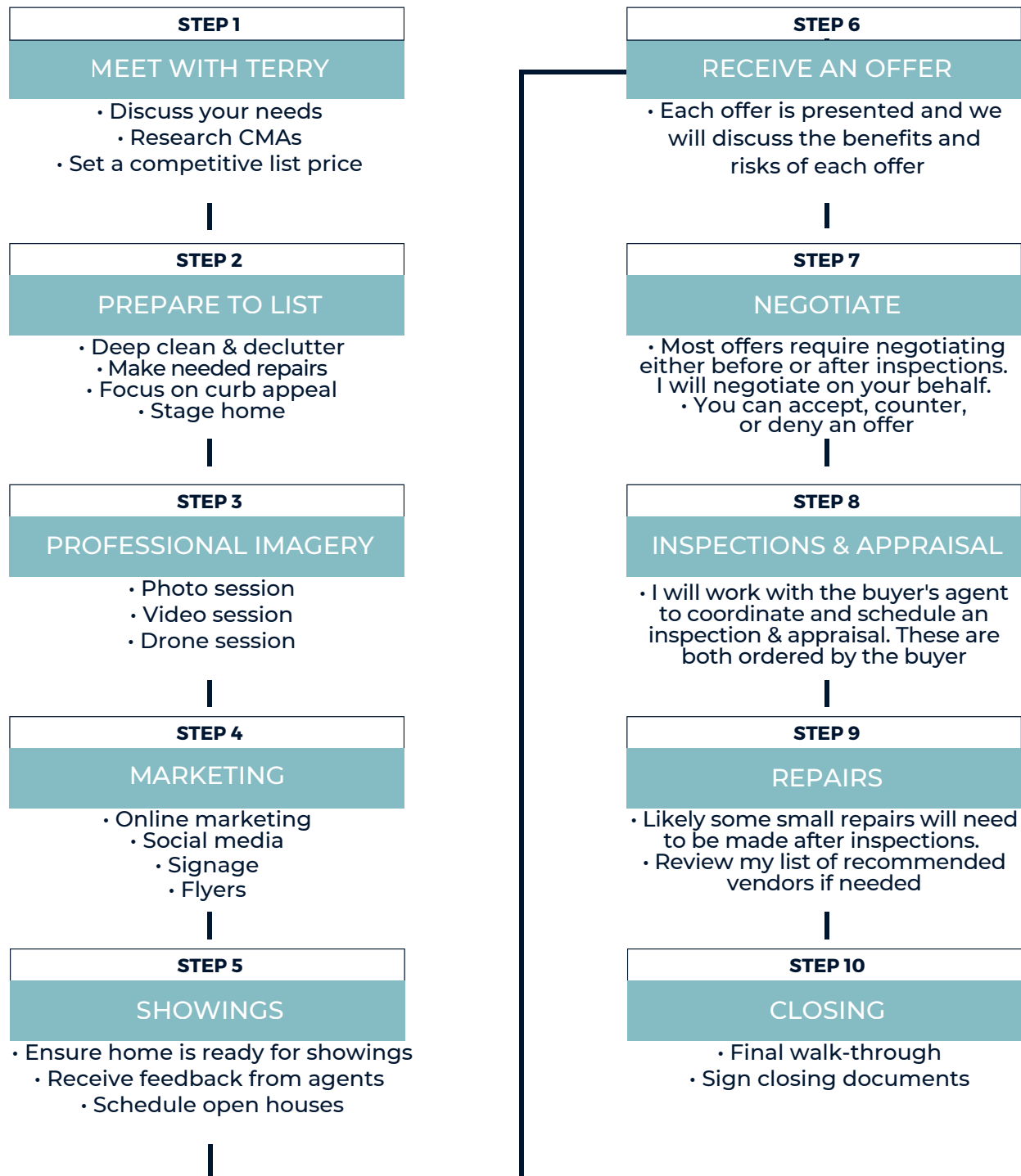
Start by looking at your home with fresh eyes—walk around and note anything that could use a quick fix or upgrade. A neighbor's perspective can also uncover details you might miss. Prioritize what you can tackle yourself and what might require a professional, keeping return on investment in mind.

Not every improvement adds value, so let's work together to identify what's essential and worthwhile to maximize your home's appeal.



# THE HOME SELLING *process*

The home selling process is a pivotal journey that goes beyond mere transactions; it's a transformative experience, and as your dedicated real estate agent, my commitment is to make this journey seamless and rewarding.





# DETERMINING *factors*

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

## FACTOR 1: PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

## FACTOR 2: HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

## FACTOR 3: MARKETING

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

### **PROSPECTING**

Prospecting daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

### **MARKETING**

The second you sign with me, I go to work on marketing your home! ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

### **COMMUNICATION**

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

## OUR TEAM *advantage*

### **PROFESSIONAL STAGING PROVIDED**

82% of buyer's agents say staging helps buyers envision the property as their future home.

### **BOOSTED ONLINE EXPOSURE**

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

### **PROFESSIONAL PHOTOGRAPHY PROVIDED**





# preparing TO LIST

## MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

### 1

#### EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

### 2

#### INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

### 3

#### FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





## We Make Magic Happen the art OF STAGING

Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

staged homes spent  
**90%**  
less time on the market

staged homes increased  
sale price up to  
**5%**

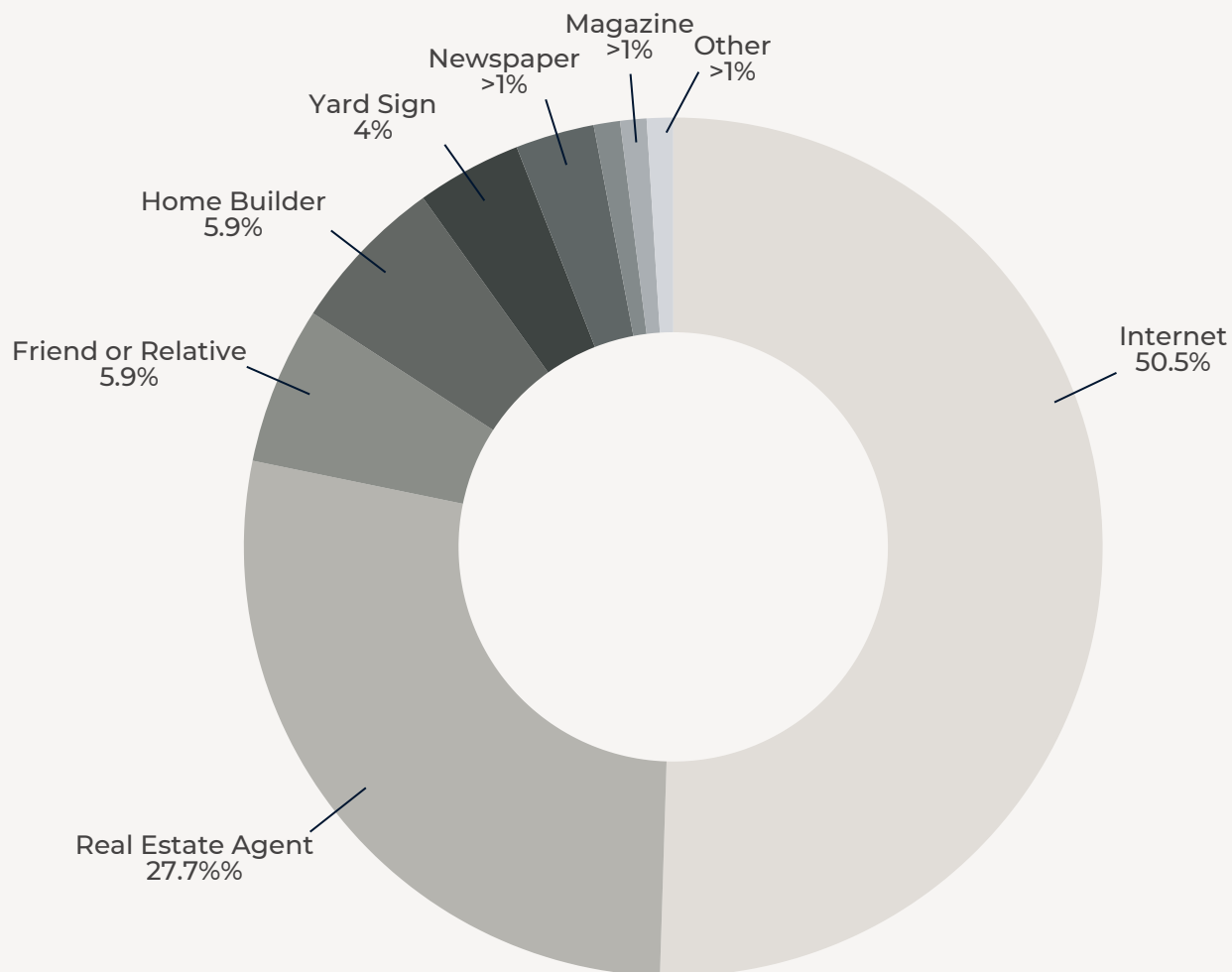


## BENEFITS OF STAGING

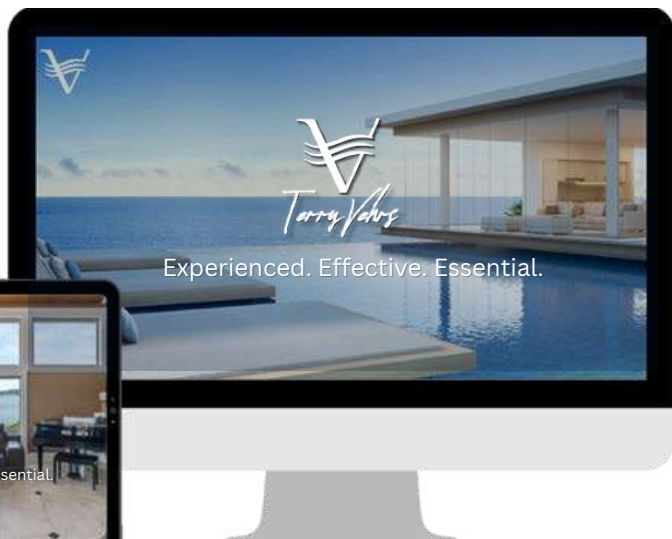
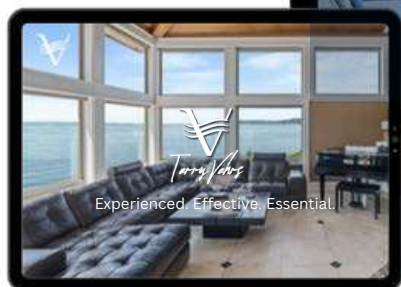
- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

# WHERE DO BUYERS

*find their home?*



\*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS





# FIRST RATE

# photography



A PICTURE SAYS A *thousand words*

*Tell the Story of Your Home*

### Your home deserves better!

We've all seen listing photos that are less than magazine quality. A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times, a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

## INTERESTING FACTS:

quality photos enjoy

**118%**

more online views

professionally shot listings  
can sell for up to

**19K MORE**

potential buyers look at  
professionally shot photos

**10 TIMES**

longer than non professional photos

# *professional* VIDEOGRAPHY

VIDEO IS THE NUMBER ONE FORM OF MEDIA  
FOR ENGAGEMENT



Real estate  
listings with  
video receive  
**403%**  
more inquiries

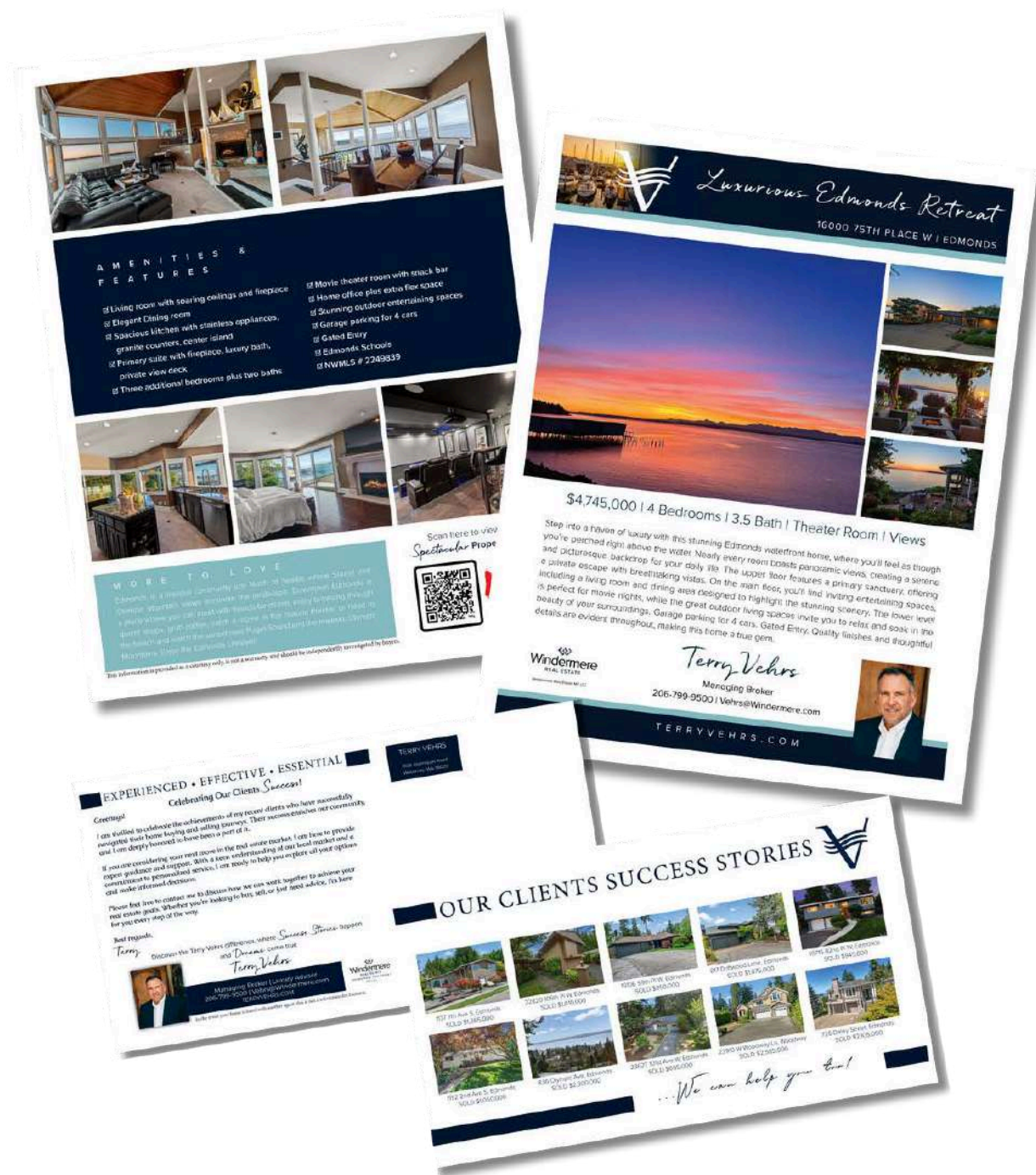
Videos attract  
**300%**  
more traffic for  
nurturing  
leads.

**70%**  
of homebuyers  
watch video  
house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



# PROPERTY PRINT MARKETING



## House Flyers

We create customized house flyers to evoke a feeling and to showcase and tell the story of your home

## Feature Cards

We also create special feature cards that highlight your home's best features

## Just Listed Cards

And if market time permits, create "Just Listed" cards that alert the neighbors and potential buyers that your home is on the market



# MARKETING *plan*

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the area. I will expose your listing to this market.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## EMAIL MARKETING

An email will be sent to our current buyer database of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

## LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

## SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately alerts me when a showing has been requested. I will communicate to you any showing appointments that have been scheduled.

## OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, AND YouTube.



# maximum EXPOSURE

## DIGITAL MARKETING

When it comes to spreading the word about your home, every detail matters. Imagine your listing showcased through a stunning property website, engaging social media posts on Facebook, Instagram, and YouTube, and personalized email campaigns sent directly to my network. Add to that the unmatched reach of the Windermere network and syndication to the biggest real estate platforms like Zillow, Redfin, and Realtor.com. Your property gets seen by the right buyers, at the right time, in all the right places. It's a digital strategy designed to deliver results, because your home deserves nothing less.



## STUNNING WEBSITE

Picture this: a beautifully crafted web page designed to showcase your home in a way that grabs attention and leaves a lasting impression. It's not just about listing your property—it's about making it stand out from the crowd and captivating the right buyers from the moment they see it.



## SOCIAL MEDIA REACH

Imagine your home featured on Facebook and other social media platforms, with its best features showcased in a way that captures attention and sparks interest. It's not just advertising—it's creating a buzz, giving your property maximum exposure, and engaging the right buyers in a way that makes them want to know more.



# Offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

- **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

- **ALL CASH BUYER**

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

- **PRE-APPROVAL**

Assures home sellers that the buyer can get the loan they need.

- **LOAN TYPE**

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

- **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

- **CLOSING COSTS**

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

- **REPAIR REQUESTS**

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

- **OFFER PRICE**

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.



# INSPECTIONS

## WHAT IS INCLUDED

Roof & Components  
Exterior & Siding  
Basement  
Foundation  
Crawlspace  
Structure  
Heating & Cooling  
Plumbing  
Electrical  
Attic & Insulation  
Doors  
Windows & Lighting  
Appliances (limited)  
Garages  
Garage Doors  
Grading & Drainage



## FAQ

**INSPECTION TIME FRAME**  
TYPICALLY 7 TO 10 DAYS AFTER SIGNING  
CONTRACT. NEGOTIATIONS USUALLY  
HAPPEN WITHIN 5 DAYS

**COSTS**  
NO COST TO THE SELLER. THE BUYER  
WILL CHOOSE AND PURCHASE THE  
INSPECTION PERFORMED BY THE  
INSPECTOR OF THEIR CHOICE.

**POSSIBLE OUTCOMES**  
INSPECTIONS AND POTENTIAL REPAIRS  
ARE USUALLY ONE OF THE TOP REASONS  
A SALE DOES NOT CLOSE.

**COMMON PROBLEMS COULD BE**  
FOUNDATION, ELECTRICAL, PLUMBING,  
PESTS, STRUCTURAL, OR MOLD

### UPON COMPLETION:

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. As an experienced agent, Terry demonstrates certain strategies during the appraisal to reinforce the value of the home to the appraiser.

## APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are one step closer, and closing can be begin!

## APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
  - Cancel and re-list
- Consider an alternative all-cash offer



# CLIENT *testimonials*

## Kind words from happy clients!



### **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.



### **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.



### **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.



### **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 job attracting the right buyers and then negotiated the price up when multiple buyers were interested. The results were outstanding.

Jeff D.



# WHAT TO EXPECT

HONESTY & TRANSPARENCY  
INTEGRITY  
RESPECT  
TIMELY & REACHABLE  
ACTING IN YOUR BEST INTEREST







# *final steps* FOR SELLERS

## ✓ PREPARE FOR FINAL WALKTHROUGH

Ensure that the property is in the agreed-upon condition for the final walk-through with the buyer. This includes addressing any repairs or agreed-upon improvements and leaving the home clean and well-maintained.

## ✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

## ✓ COORDINATE UTILITIES TRANSFER

Cancel utilities to be effective on the closing date. This ensures a seamless transition for the new homeowners.

## ✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

## ✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

## ✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

## ✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

## ✓ PLAN FOR POSSESSION EXCHANGE

Clarify the timing of the possession exchanges with the buyer. Ensure that you've moved out by the agreed-upon time, and leave behind any necessary keys, garage door openers, or access codes for the new owners.

## ✓ FLOORS

Vacuum and sweep floors one more time.

## ✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

### BE FLEXIBLE AND PATIENT

Closing days can be unpredictable, and delays may occur. Be patient and flexible with the process. Stay close to your phone and be ready to address any last-minute issues that may arise.

# SOLD

*a home seller's guide*



*Terry Vehrs*

  
**Windermere**  
REAL ESTATE

**MANAGING BROKER**