

SELLER'S GUIDE

PREMIER LISTING PROGRAM



EASTSIDE
REAL ESTATE TEAM



SALES PORTFOLIO

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During all phases of a listing, we personally attend to all of the details- from the initial paperwork and promotion to the very last details of the closing.







SELL FOR MORE

When you choose to work with the Eastside Real Estate Team, you're partnering with trained agents that have the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your home in the hands of the top, most resourceful real estate network in the industry.

Also, you'll gain access to a suite of cutting edge technology to market and sell your home for **maximum value and minimum hassle**.

Over the last four years, our team has achieved:

\$119,066,174

SALES VOLUME

188

HOUSES SOLD

9

MEDIAN DAYS ON MKT

100.6%

LIST PRICE/SALES PRICE



PREMIER LISTING PROGRAM

We know you want to earn top dollar for your home sale. That's why our premier listing service focuses heavily on a three-part plan for success: the **Set Up, Positioning, and Strategy**.

Pricing your home is both an art and a science. Achieving the optimal price is the result of both objective research into comparable properties and a gut feeling about your property and the current market.

The market determines value...**together** we determine the price.



*Dan Edwards and team did a great job selling my home. From the moment we first got in contact, they were **professional, courteous, and knowledgeable**. The first time we met in person for a consultation we talked for almost two hours, until every question I had was **satisfied**. They helped make what could be a stressful process very **simple and stress-free**. They were very responsive to my calls and emails, and reached out to me if he hadn't heard from me to make sure I didn't have any questions. **I would definitely use the Eastside Real Estate Team again, if I needed to sell another home!**"*

-Elizabeth D.





THE SET UP

The Set Up is where our staff takes preparations far and beyond normal realtors. Our **concierge service** will coordinate all preparations to get your house ready to list- from pre-inspection to staging, to professional cleaning, marketing materials, and even moving services. **We do it all for you.**

Your agent will ensure your home is ready to sell for top dollar by highlighting your home's best features and coordinating updates to boost its value. While other agents may tell you what needs to be done, we aren't afraid to get our hands dirty and **coordinate everything for you.**

- Professional Pre-Inspection
- Home Staging Consultation
- Professional Home Cleaning Services
- Moving Services
- Access to local business partners
- Administrative Coordination
- Window Washing



*The Eastside Real Estate Team was fantastic from start to finish. We were provided with a comprehensive market analysis and **outstanding support** though every step of the process-including cleaning, staging, and photos. They had everything under control the entire time allowing us to **sit back and not have to worry** about a thing. We had an offer at asking within the first week and closed the deal on time. **This was the smoothest real estate deal we've ever done.***

- Andrea B.

THE POSITIONING

The positioning is where our staff's 20+ years of market experience really shines. We closely track insider housing trends with our comprehensive market analysis tools. This ensures you receive the highest number of qualified buyers looking at your home.

TECHNOLOGY DRIVEN

- Comparable Market Analysis
- Digital Video Marketing
- Professional Photography
- Single Property Website
- Three Dimensional Virtual Tour
- Quick Response Codes
- Virtual Open House
- KW App

*We loved working with the Eastside Real Estate Team. They put the time into helping us get **top dollar** for our home! They provided us with a solid market analysis when we decided to put our house on the market and marketed the home through various sites to get our house **maximum exposure**. I would recommend the Eastside Real Estate Team for buying or selling your home!"*

- Dana J.



THE STRATEGY

Our goal is to sell your home for maximum value and minimum hassle. That's why our strategy leverages targeted social media promotion, professional marketing materials, and our trusted industry selling resources to earn you top dollar on your home.

EXTENDED REACH

- Targeted Social Media Promotion
- Northwest Multiple Listing Service
- Keller Williams Listing Service
- Featured on 350+ search websites
- Property Flyer
- Postcard Mailings
- Eblasts
- Signage
- Outbound telemarketing



*Dan and his team are at the **top of their field** and I highly recommended them. He was our agent for both buying and selling our house and always performed **above and beyond** for us. He's very knowledgeable of the greater Eastside and is great to work with. He also happens to be very good - **our house sold after only 2 days on the market!**"*

- Scott R.



HOME SELLING PROCESS

We personally attend to every detail during all phases of a listing, from the initial paperwork and promotion through the very last items of closing. As a result, the large majority of our transactions come through referrals and repeat business.

THE SET UP

WANTS & NEEDS ASSESSMENT

Preview home, review comparable sales, and determine your pathway to pending.

CONCIERGE SERVICES

Schedule updates, repairs, staging and pre-inspection.

LISTING PREPARATIONS

Complete listing input sheet, selling packet, seller's disclosure, and comparative market analysis.

THE POSITIONING

PROFESSIONAL PHOTOS & VIDEO

Schedule photo shoot, high-resolution video, and three dimensional view of every room.

PROFESSIONAL MARKETING

Create custom flyers, brochures, mailing campaign, and single property website.

OPEN HOUSES

Our agents will conduct in-person & virtual open houses to generate interest in your home.



THE STRATEGY

MARKETING CAMPAIGN

Targeted social media promotion and outbound telemarketing.

EXTENDED REACH

Promote your home 24/7 through more than 350 of the most popular search websites.

DIGITAL RESOURCES

View and manage your transaction details, communicate instantly, and monitor progress within our KW app.

THE CLOSING

REVIEW DATE & OFFERS

A detailed review of all benefits and challenges of each offer.


MUTUAL ACCEPTANCE

Organize offer for Escrow, title report, full time management, and negotiations.

CONGRATULATIONS!

Final walk through scheduled, utilities change over, signing, key exchange, county recording.





ABOVE & BEYOND

Our passion as a team is to exceed expectations by providing in-depth needs analysis and caring service throughout the process of buying, selling, or investing in real estate.

When you **buy & sell** with the Eastside Real Estate Team, our agents work together to ensure your experience is smooth, stress-free, and fun.

FLEXIBLE LISTING FEES

Save money and pay a lower listing fee when you **buy and sell** with our team

WORK WITH EASTSIDE EXPERTS

Your Agents have over 20 years experience in buying and selling homes on the Eastside.

SIMPLIFY YOUR MOVE

Our concierge service can assist you with moving arrangements, contractors, lenders, and more.



*We just finished our **4th transaction** with Dan and his team, and our daughter has had **two transactions** with them as well. On the selling side, he has given us excellent advice from start to finish. Everything from staging, what items to correct from inspection reports, and what to consider when evaluating offers. He has helped us get as much or more than we expected from each transaction. On the buying side, he helped us structure winning offers every time, which is key in the current market. He has a great team behind him."*

-Barb K.



EASTSIDE

REAL ESTATE TEAM

WWW.THEEASTSIDEREALSTATETEAM.COM

Each office independently owned and operated.