



SELLING A HOME?

...better call Carol or go see Greg!



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Windermere
REAL ESTATE



A Real Estate Professional ...

With over 20 years of business administrative experience
and over 18 years real estate professional experience.

A Real Estate Professional ...

Who understands that Real Estate is not just about houses,
but about people.

A Real Estate Professional ...

Who listens and is dedicated to making your dreams a reality.

A Real Estate Professional ...

With an unflinching work ethic committed
to reaching your goals.



Better call Carol.

Personal Profile...

- ◀ 22 years successful sales history.
- ◀ 30 years construction experience.
- ◀ Over 18 years real estate professional experience.
- ◀ Residential and rural development.
- ◀ A strong aggressive negotiator.
- ◀ Willingness to serve and work to achieve your goals.



Go see Greg.



HOW CAROL & GREG WORK FOR YOU!

When you're selling a home, like many sellers, you might assume that your real estate agent's job is to help find a buyer for your home. But, that is just the beginning. There are lists of other tasks that we as your agents perform on your behalf:

EXPLAIN BASIC REAL ESTATE PRINCIPLES

- The process of selling a home
- Discuss agency relationships
- Walk you through the purchase and sale agreement

RESEARCH YOUR HOME'S VALUE

- Provide you with a comprehensive Comparative Market Analysis
- Assist you in determining a price that will provide you with the highest return in the shortest period of time.

MARKET YOUR PROPERTY

- Assist you in preparing your home for a good first impression
- Market your home to buyers, and other real estate agents with buyers, who are looking for a home in your price range.
- Keep you up to date on current market activity so you can make informed decisions

NEGOTIATE THE PURCHASE

- Assist you in working through the purchase and sale agreement
- Negotiate with the buyer and buyer's agent on your behalf
- Track contingencies and make certain contract deadlines are met

HELP CLOSE THE TRANSACTION

- Work with the escrow company to make sure all the documents needed are in order and are completed in a timely manner



SALABILITY OF YOUR HOME.....

How quickly your home will sell is driven by:

1. Competitive pricing.
2. Condition of the house.
3. Terms offered.



PRICING YOUR HOME!

THERE ARE ..3..PRICES FOR EVERY HOME!!!

- The price desired.
- The price it will realistically sell for.
- The listed price.



TERMS OFFERED

- Before pricing your home, terms offered need to be reviewed.
- Net proceeds to seller information provided calculated with a variety of financing programs.
- Terms offered then incorporated in marketing Plan.



**ESTABLISHING THE
“LIST PRICE” FOR
YOUR HOME.....**



MARKET ANALYSIS

A “CMA”, Comparable Market Analysis, provided which compares your home to:

ACTIVE LISTINGS:

Address	Basic Features (Bedrooms, Baths, Square Footage,etc.)	Listed Price	Sold Price	Date Sold
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PENDING SALES:

Address	Basic Features (Bedrooms, Baths, Square Footage,etc.)	Listed Price	Sold Price	Date Sold
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HOMES SOLD:

Address	Basic Features (Bedrooms, Baths, Square Footage,etc.)	Listed Price	Sold Price	Date Sold
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HOMES THAT HAVE FAILED TO SELL:

Address	Basic Features (Bedrooms, Baths, Square Footage,etc.)	Listed Price	Sold Price	Date Sold
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MARKETING PLAN

- Contact existing buyers
- Financially qualify buyers before showing
- Notify other salespeople
- Cooperate with all agents
- Inner-office cooperation and marketing ideas
- Multiple Listing Service
- Windermere web site (with access to all M.L.S. listings) and agent web page
www.gregoryandcarol.com
- Tour-M.L.S. and Windermere Southside Office
- Visibility of broker
- Financing alternatives explored
- Communicate with lenders
- Advertise in Windermere Banner Ad Sunday Paper when space available
- Postings on multiple public real estate sites
- Postings on social media sites



COMMUNICATION

Carol Groves can be reached at:

Office: 509/747-1051 ext. 105, Cell: 509/994-0047

e-mail: gregandcarol@windermere.com

Greg Durham can be reached at:

Office: 509/747-1051 ext. 179, Cell: 509/979-1962

e-mail: gregandcarol@windermere.com

Monday through Friday 9:00 a.m. to 5:00 p.m. office or cells

Saturdays 9:00 to 5:00 p.m. cells

Sunday 12:00 to 5:00 p.m. cells

Preferred communication via email, text messaging or cell phones.

Calls will be returned no later than the next business day.

Emergency calls taken until 9:00 p.m. cells.

Showings by appointment.

Periodic updates with sellers via phone, e-mail or in person to review market activity.

Client to provide agents with contact person(s) name(s) in order of priority with appropriate phone numbers (including cell numbers) and e-mail addresses.

Client keeps agents informed on showings and any inquiries. Provide agents with information for follow-up with other agents and all persons inquiring on property.

Agent and client agree to notify each other of any out-of-town trips or periods of inaccessibility for more than one day. Provide alternate contact information.



REAL ESTATE REFERENCE LIST

Kelly & Debbie Harmon.....	509-388-6733
Blake & Katie Harmon	509-979-3001 509-570-2562
Chip Overstreet.....	415-730-9630
Audrey Overstreet	415-730-3317
Doug & Kathleen Rivard	509-624-2477
Cheryl Stitt.....	509-456-7566
Cindy Baker	509-998-5453
Kim Baker	509-998-5455
Nita Wallis.....	509-922-1988
Harlan & Gaye Tate.....	509-448-0498
Maddie & Mark Kirchmeier.....	509-443-6771
Laurie Farnsworth.....	509-994-2413
Randy Knigge.....	509-998-4785
Valerie Payette	509-290-4396
Steve Payette	206-390-9524

9/14/18



“COST vs VALUE”

“PUTTING YOUR MONEY WHERE IT PAYS!!!”

A recent national survey addresses the cost of 12 popular remodeling projects and predicts how they will enhance your property value at resale time. Chosen carefully, most of the cost of your home improvements can be added to the resale value of your home immediately! (Percentage of cost charted below.)

NA=National Average/SA=Spokane Average

- ▶(NA) Minor kitchen remodel.....94%
 (SA).....76%
- ▶(NA) Bathroom addition.....89%
 (SA).....70%

- ▶ (NA) Major kitchen remodel.....87%
 (SA).....68%

- ▶(NA) Family-Room addition.....84%
 (SA).....76%

- ▶(NA) Two-story addition.....84%
 (SA).....86%

- ▶ (NA) Attic bedroom.....83%
 (SA).....98%

- ▶ (NA) Master suite.....82%
 (SA).....82%

- ▶ (NA) Bathroom remodel.....73%
 (SA).....48%

- ▶ (NA) Siding replacement.....71%
 (SA).....87%

- ▶ (NA) Deck addition.....70%
 (SA).....62%

- ▶ (NA) Window replacement.....68%
 (SA).....54%

- ▶ (NA) Home office.....64%
 (SA).....59%

