

LISTING YOUR PROPERTY SUCCESSFULLY

RE/MAX
results

REAL ESTATE



ABOUT US

WE ARE YOUR EXPERTS FOR BUYING & SELLING REAL ESTATE IN SOUTHWEST WASHINGTON

Our agents live, work and serve in our local communities. Whether you are selling a home or just curious about the local market, our RE/MAX® agents are dedicated to making your real estate experience memorable and enjoyable. We offer exceptional marketing strategies to help you sell your home quickly.

- **INDUSTRY LEADING**

We are proud to be a part of the leading Real Estate brand in the world.

- **COMMUNICATION FOCUSED**

We continuously strive and pride ourselves on being immersed in all details associated with your transaction.

- **LOCAL EXPERTISE**

Each of our agents has ties to Kalama and surrounding areas, and many of our agents grew up here in Kalama.



PATRICIA BRITCHER

LICENSED MANAGING BROKER



AWARDS

- State Nominee Realtor of the Year
- 2018 Achievement Award
- 2019 Realtor of the Year
- 2018, 2020 LoCAR President

ABOUT ME

- Licensed Broker in the State of Washington
- Designated Seller Representative Specialist (SRS)
- Real Estate Negotiation Expert (RENE) Designation and Certification
- Marketing Techniques and Strategies Expert
- Results Oriented, Focused and Committed to Saving You Time, Effort and Money

MEMBERSHIPS

- National Association of Realtors
- Northwest Multiple Listing Service
- Clark County Association of Realtors
- Washington Realtors
- RMLS - Northwest's largest REALTOR®-owned multiple listing service

COMMUNITY SERVICE

- Realtor Ring the Bell Day
- United Way Day of Caring



HOW I HELP SELL YOUR HOME

MY SERVICES

- Explain basic real estate principles and paperwork.
- Do a Comparative Market Analysis (CMA) to help determine your home's value.
- Help determine the right selling price.
- Assist you in preparing your home for sale.
- Market your home to buyers and other agents.
- List your home on real estate websites.
- Keep you up to date on current market activity.
- Assist you with the purchase and sale agreement.
- Negotiate with buyers and their agents on your behalf.
- Track contingencies and ensure contract deadlines are met.
- Work with the escrow company to ensure all documents are in order and on time.

YOUR BENEFITS

- Be more likely to get the highest return on your investment.
- Decrease your days on market.
- Understand all terms, processes, and paperwork involved.
- Have exposure to more buyers and agents with qualified buyers.
- Have current market information to make informed decisions.
- Have a skilled negotiator on your side.
- Have peace of mind that the details are being handled.



HOW DO REALTORS HELP SELLERS

PRICE

- Provide Market Overview
- Produce Comparative Market Analysis
- Design Price Strategy
- Help Determine Inclusions and Exclusions.

REPAIRS & UPGRADES

- Recommend Home Improvements and/or staging to increase value
- Recommend repairs to home

SAFETY

- Install lockbox for controlled access
- Document all showing activity
- Make safety & anti-theft recommendations

MARKETING

- Design & implement marketing plan
- Hire & schedule: Professional Cleaner
Photographer
- Schedule: Sign installation
Pre-inspection
Home measurements
- Host broker open houses
- Host public open houses
- Host neighborhood open houses

- Input home in MLS system
- Produce property brochure
- Send home information to syndicate websites
- Send "Just Listed" postcards
- Post on social media
- Send email blast to REALTORS & Industry professionals
- Run print advertising
- Promote within office
- Promote to sphere of influence

CONTRACTS

- Explain Contract to Buy & Sell
- Explain listing agreement
- Explain required disclosure documents
- Explain deeds
- Explain title work
- Assemble HOA documents
- Obtain Owners Encumbrance Report
- Obtain & review Buyer's Qualification Letter

COMMUNICATION

- Conduct pre-listing interview to determine needs
- Guide through inspection process
- Explain closing procedure
- Schedule & manage vendors
- Guide through TRID requirements
- Track due diligence deadlines
- Provide a weekly showing report
- Coordinate with:
 1. Lenders
 2. Appraisers
 3. Inspectors
 4. Title Company

NEGOTIATION

- Price
- Inspection resolution
- Appraisal resolution
- Title resolution
- Multiple offers
- Seller concessions
- Earnest money
- Inclusions & exclusions
- Conditional sale contingency
- Survey resolution
- Due diligence resolution
- Closing & possession date



MY PROVIDED

FIVE POINTS OF VALUE

1

ENHANCE HOME VALUE

We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.

2

PRICING STRATEGY

I'll help you with a pricing strategy - not pricing too high so you scare buyers away, or too low so you leave money on the table.

3

MAXIMUM EXPOSURE

My marketing plan will give you maximum exposure so we attract more buyers and more contracts. The more buyers and contracts you have, the higher your property will sell.

4

NEGOTIATE THE BEST CONTRACT

I'll help you negotiate the best contract. Negotiation is an important skill in any market.

5

TRANSACTION MANAGER

I am your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.

PRICING YOUR PROPERTY

The market value of your home is what buyers are willing to pay in today's market condition. My job is to help you set the right price from the start and to position your property so it stands out in the market.



We CAN control:

- Price
- Terms of Sale
- Condition of Property



We CANNOT control:

- Location
- Competition
- Market Conditions



DANGERS OF PRICING ABOVE MARKET VALUE:

- True target buyers may not see your property because it's listed out of their price range.
- Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- It may sit on the market longer and sell for less than the asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

TYPICAL HOME BUYERS

GEN Z (18-22)

- 2% of Buyers
- Homeownership important to this generation

YOUNGER MILLENNIALS (23-31)

- 18% of Home Buyers
- 81% First-Time Home Buyers
- 21% Unmarried Couples
- Most Educated Generation

OLDER MILLENNIALS (32-41)

- 25% of Home Buyers
- 48% First-Time Home Buyers
- 64% Married Couples
- 2nd Most Educated Generation

GEN X (42-56)

- 22% of Home Buyers
- Highest Earning Generation
- Purchased the Most Expensive Homes
- Most Racially & Ethnically Diverse Generation
- 64% Married Couples

YOUNGER BABY BOOMERS (57-66)

- 17% of Home Buyers
- Most Likely to Purchase in a Rural Area
- Expect to Own Their Home the Longest Period of Time
- Purchased Newest Homes

OLDER BABY BOOMERS (67-75)

- 12% of Home Buyers
- Most Likely to Purchase in a Small Town
- Moved the Furthest Distance
- Purchased Newest Homes



THE SILENT GENERATION (76-96)

- 4% of Home Buyers
- Lowest Median Income
- Purchased the Smallest Homes
- 42% Military Veterans



5 PHASES OF LISTING YOUR HOME

1

LISTING APPOINTMENT
AND CONSULTATION

2

PREPARATION PHASE

3

LISTING SET UP
PREPARATIONS & APPROVAL
OF MARKETING MATERIAL

4

ACTIVE LISTING, SHOWING &
OFFER

5

POST CONTRACT PHASE

97% OF BUYERS FOUND THEIR HOME ONLINE



PHOTOS ARE IMPORTANT

- GOOD LIGHTING: INDOORS WHEN THE SUN IS BRIGHT, OUTDOORS AT DUSK.
- ATTENTION TO DETAIL: CLEAN AND DECLUTTER



ADWERX

- ALLOWS YOUR HOME TO BE MARKETED TO PROSPECTIVE BUYERS LOCALLY ON TOP WEBSITES AND SOCIAL MEDIA.
- ADS GEOGRAPHICALLY TARGETED TO USERS ON FACEBOOK, USA TODAY, CNN, ESPN NYT, AND MORE.



REALTOR.COM

- UP TO 30 MILLION UNIQUE VISITORS EACH MONTH
- LISTINGS FROM EVERY MAJOR MULTIPLE LISTING SERVICE IN THE US
- THE INTERNET'S LARGEST REAL ESTATE MARKETPLACE

STAGED FOR SUCCESS

A well-presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market.

MOST COMMONLY STAGED ROOMS



Living Room



Kitchen



Main Bedroom

- **83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home.**
- **25% of buyers' agents say that staging a home increases the dollar value offered.**
- **53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market.**
- **95% of agents recommend that sellers declutter their home before putting it on the market**

OPEN HOUSES

BROKERS OPEN

- Market your home to agents with qualified buyers.
- Generate "buzz" in the industry.
- Get valuable feedback from local professionals.

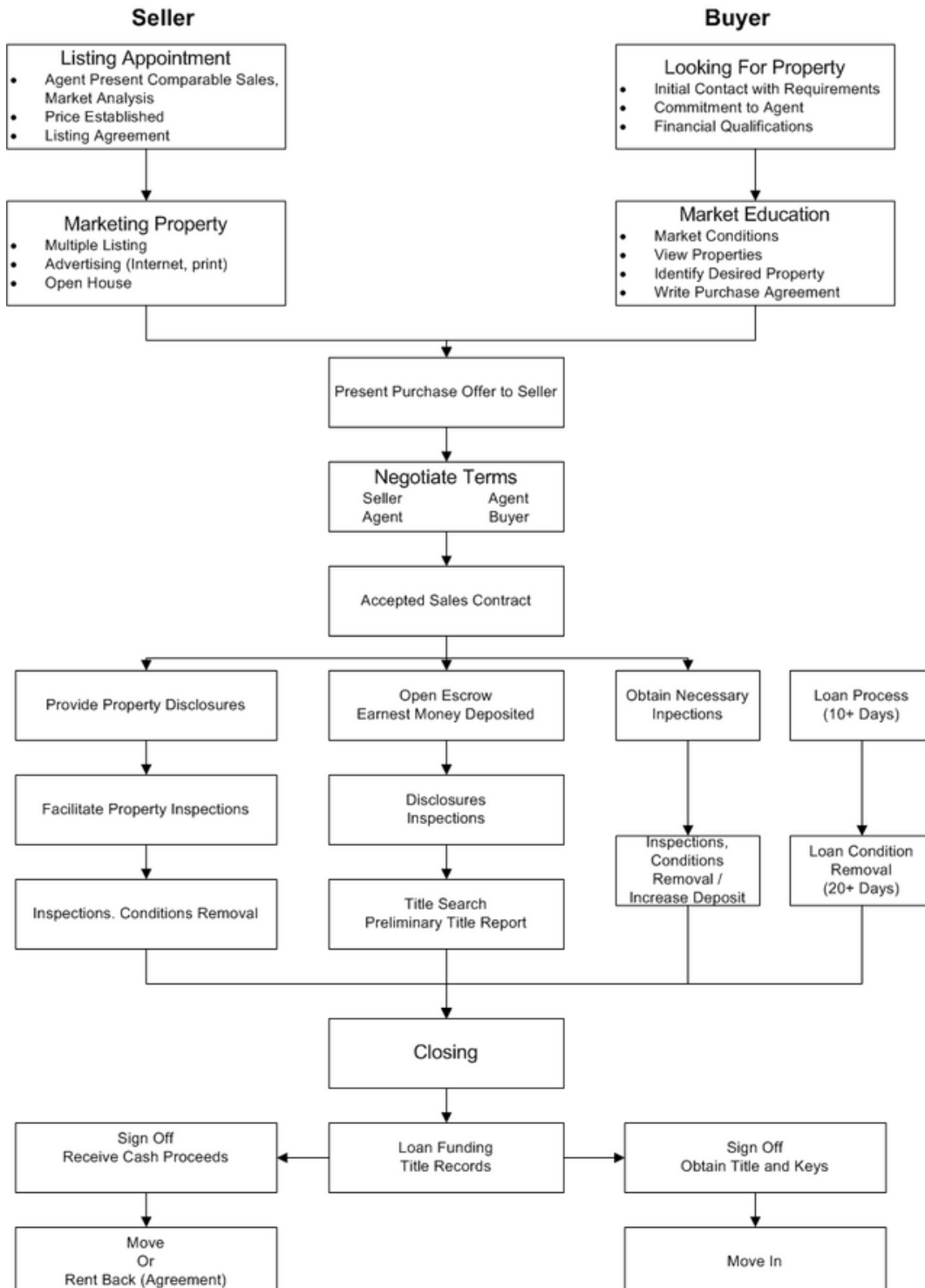
VIRTUAL OPEN HOUSE

- No buyer travel required.
- Buyers tour at their own pace.
- Greater online exposure.
- Shareable content to review later.
- Gather valuable agent-buyer feedback.
- Added home security with reduced foot traffic.
- Higher safety for both agent and home.

TRADITIONAL OPEN HOUSE

- You choose the timing.
- Agent is present the entire time.
- Greater exposure for your home.
- Opportunity to answer buyer questions.
- Creates neighborhood "buzz"
- Gather valuable feedback.

REAL ESTATE TRANSACTION TIMELINE





Let's connect on social!



FACEBOOK

www.facebook.com/therealpatty



TWITTER

[@therealpattyxo](https://twitter.com/therealpattyxo)



INSTAGRAM

www.instagram.com/therealpattybritcher

SOLD

HOUSE
FOR
SALE

LET'S KEEP IN TOUCH

MAILING ADDRESS:

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Kalama Wa 98625

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Thank you for your time!

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