

A GUIDE TO
SELLING
YOUR HOME



FELIX CEBALLOS

Broker, CNE, MBA

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www.FelixSeattleHomes.com

WRE/Bellevue Commons, Inc







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ABOUT FELIX

Broker, CNE, MBA

Felix has helped hundreds of families and individuals throughout Greater Seattle and Eastside in all aspects of Real Estate, including buying, selling, investment, remodels, new construction/development, equestrian properties, land acquisition, property management and any other facet within the industry. With 7 years' experience in the industry and 15 years in corporate finance, marketing, analytics and consulting, he uses his strengths and diverse experience to go above and beyond expectations and ensure his clients deserve the best representation and guidance.

Felix uses a personalized approach, as each one of his client's needs are unique and cater to ensure they have the best customer service possible. His clients work in a variety of industries and companies such as Amazon, Microsoft, Expedia, Phillips, Starbucks, Costco, T-Mobile, Google, Facebook, Twitter, Alaska Airlines, Boeing, Nordstrom and many more, as our economically robust region is home to some of the most successful companies on the planet. His greatest asset is his passion of working with a diverse group of people (both locally and globally) by helping them find the most suitable properties.



OUR TEAM



KATHERINE ROSE M.
Executive Assistant



LAN KIM
Buyers Agent



THEA AERTS
Inside Sales Agent



SHEILA PERRY
Licensed Transaction Coordinator



JESS IGLESIAS
Social Media / Marketing



JENNIFER ANDRESEN
Escrow Officer



RON WEST
Inspector



JOSH SANFORD
Loan Officer



HOME SERVICES
*Contractors, Landscapers
Home Remodeling
Roofers, Plumbers
Electricians, Painters*

OUR *promise* TO OUR CLIENTS

Your home may be your single biggest investment; selling it is one of the largest financial transactions you'll ever make. So when you sell, you want to get the best price and the most favorable terms in the shortest amount of time. There are many decisions to make and strategies to consider in order to maximize your return with a successful sale. I will guide you through these before we list your home; then I'll manage every aspect of the transaction, from the first open house to the final closing.



AS YOUR LISTING BROKER...

- ▶ I'll communicate what buyers are looking for and the conditions that will encourage them to buy.
- ▶ I'll analyze the market and help you set the right price.
- ▶ I'll provide detailed information about your home to the thousands of Northwest Multiple Listing Service member agents actively assisting buyers.
- ▶ I'll also target a more specific cohort of agents representing the most likely buyers for your home.
- ▶ I'll capture buyers' attention and captivate imaginations through elegant visuals and thoughtful storytelling in both digital and print media.
- ▶ I'll make sure your home is visible to the large number of people who relocate to our region from across the country and around the world.
- ▶ I'll quickly separate the qualified buyers from the rest of the pack, saving you time and potential heartache.

OUR SERVICES



- ▶ Work together to strategize what best fits your needs. Are you wanting to sell fast, do minimum work for sale or renovate your home to get maximum dollar?
- ▶ Perform a thorough Comparative Market Analysis of your home to determine your home's value.
- ▶ Explain the process, real estate principles, paperwork, contracts, so that you have full transparency throughout.
- ▶ Assist you 100% in preparing your home for sale. Including renovations, project management, timing, home tours, open houses and strategy. We coordinate all people for you.
- ▶ Utilize top professionals (inspectors, contractors, stagers, photographers/videographers, interior designers, escrow and title) to ensure your home looks and is the best that it can be.
- ▶ Employ the top real estate industry marketing techniques to fully expose your home to the world. These include great pictures/videos, open houses, direct mail flyers, listing on our MLS, Zillow, Redfin, Trulia, Windermere Premier Network.
- ▶ Advertise through our proprietary digital marketing platform at felixseattlehomes.com, which exposes your home to over 10,000 potential buyers in our database, while we run Facebook, Instagram and Google ads all over the country.
- ▶ Keep you up to date on current market activity, comments from buyers and agents and proactively reach out for market research to better market your home.
- ▶ Assist you with understanding offers, strategically negotiating to get you the most money and walking you through the entire process.
- ▶ Our team is diligent on all timelines and we work with title, escrow, lenders and the buyers agents to ensure that you have a smooth and timely closing on your home.
- ▶ We build our business on referrals from clients like you, so our reputation and quality of services are very important to us.

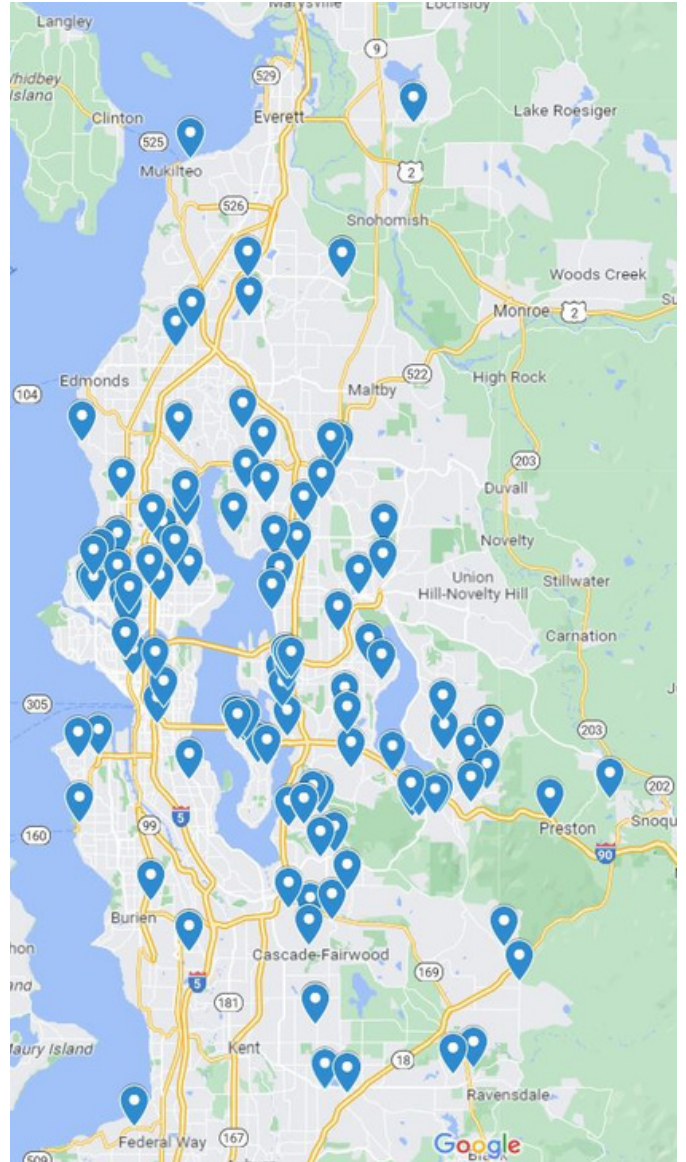
STATISTICS

AREAS OF SERVICE

- Bellevue
- Medina
- Clyde Hill
- Yarrow Point
- Kirkland
- Issaquah
- Redmond
- Woodinville
- Sammamish
- Mercer Island
- Newcastle
- Renton
- Fall City
- Preston
- Maple Valley
- Seattle
- Shoreline
- Bothell
- Mill Creek
- Lynnwood
- Edmonds
- Mukilteo
- Kenmore
- Duvall
- Carnation
- Snoqualmie
- North Bend
- Snohomish
- Monroe
- Lake Stevens

HIGHLIGHTS

- 40+ families and individuals helped per year.
- Sold over \$200M in real estate over the last 7 years with prices from \$300,000 to \$4,500,000



HOMES SOLD IN THE GREATER SEATTLE AREA IN THE LAST 3 YEARS





CLIENT TESTIMONIALS



"I bought and sold my house with Felix. Super consistent, knowledgeable and PATIENT. He is very thorough in everything he does. The best part is works extremely hard to get us the best deal. He not only helped us navigate the convoluted real estate contracts and processes, but he is a strong negotiator...which is super rare to find a broker that cares enough to go the extra mile. I HIGHLY RECOMMEND Felix as your listing agent or buying agent."

- Greg T.



"I came to Felix at crunchtime with a complicated home sale that needed to happen on a tight timeline. Other realtors had told me it couldn't be done. But Felix was confident he could make it happen and he did! He is motivated, creative, very knowledgeable, and has the drive to make things happen. His "can-do" attitude and professionalism have made him my realtor for life. If you want the best in the business, call Felix."

- Jason W.



"We contacted Felix to assist us in the sale of a rental home in the Seattle region. The rental home required significant remodeling before being put on the market because it had been leased for nearly 30 years. Felix was in charge of updating the house because I live in Florida. He hired the team, decided what needed to be changed, and made sure everything was finished quickly. He really works miracles. The house was quickly sold after he and his staff quickly turned things around. Along the journey, he kept us updated, and all of his advice was right on. He went above and beyond and was the ideal choice. I would highly recommend Felix!"

- Vicky S.



"Felix is an all-star. He always went above and beyond to make sure that I got the best deal, and that I knew what was happening at every step of the way. As a first time home buyer/seller, Felix was a dream to work with, and always answered all of my questions. I felt lucky to have worked with him - highly recommend!"

- Maggie H.



See more of Felix's reviews!





LISTING TIMELINE

I'll work hard to match the time and effort it takes to prepare your home for market with the current pace of buyer activity so you can achieve the best results from your sale. Below is a sample listing timeline which may vary for your property based on a number of factors.

PRE-LISTING PREP

04 WEEKS TO LIST

- ▶ Listing Agreement Signed
- ▶ Pre-Inspection Conducted
- ▶ Staging Walk-Through Held with Designer
- ▶ Paint or Repair Jobs Begun

03 WEEKS TO LIST

- ▶ House-Cleaning / Decluttering Started
- ▶ Landscaping Finessed and Windows Cleaned
- ▶ Furniture Removed (as needed)

02 WEEKS TO LIST

- ▶ Staging Installation Begun (as needed)
- ▶ Photoshoot Conducted
- ▶ Video + 3D Shoot Conducted (as needed)

01 WEEK TO LIST

- ▶ Marketing Collateral Designed
(Flyers and/or Brochures, Email Blasts, Website)

LISTING TIMELINE

AFTER IT'S BEEN LISTED

WEEK 1 / DAY 1

- Property listing published on Northwest Multiple Listing Service (NWMLS)
 - Listing posted to Zillow, Redfin, Windermere.com, Realtor.com, etc.
 - Property website launched
 - "Just Listed" email blast sent
 - Listing posted on social media
 - Digital and/or print advertising published
 - Broker's open house and/or public open house hosted
 - Private showings begun
-

WEEK 2

- Buyer pre-inspections finished
- Offers received
- Offers reviewed
- Contractual negotiations started



pricing **YOUR HOME**

I will help you determine the price and strategy that will achieve the highest return, based on your personal goals for your sale.



STRATEGIC PRICING

The importance of pricing smart from the start.

The longer a home is on the market, the lower the selling price (per MLS statistics)

Overpricing is risky; some qualified buyers will miss your property because it's out of their price range.

A property attracts the most interest and excitement when it's first listed on the market.

In a seller's market, pricing the property strategically is more likely to drive multiple offers.

Agents hesitate to show an overpriced home unless it makes a competing property look better.

MARKET ANALYSIS & PRICING STRATEGY

Before listing your property, I'll provide you with the latest sales data for your area and a review of the current competitive landscape. My in-depth market analysis will help determine a recommended price range for your listing. Our pricing strategy will depend on the actual market conditions at the time your property is listed.

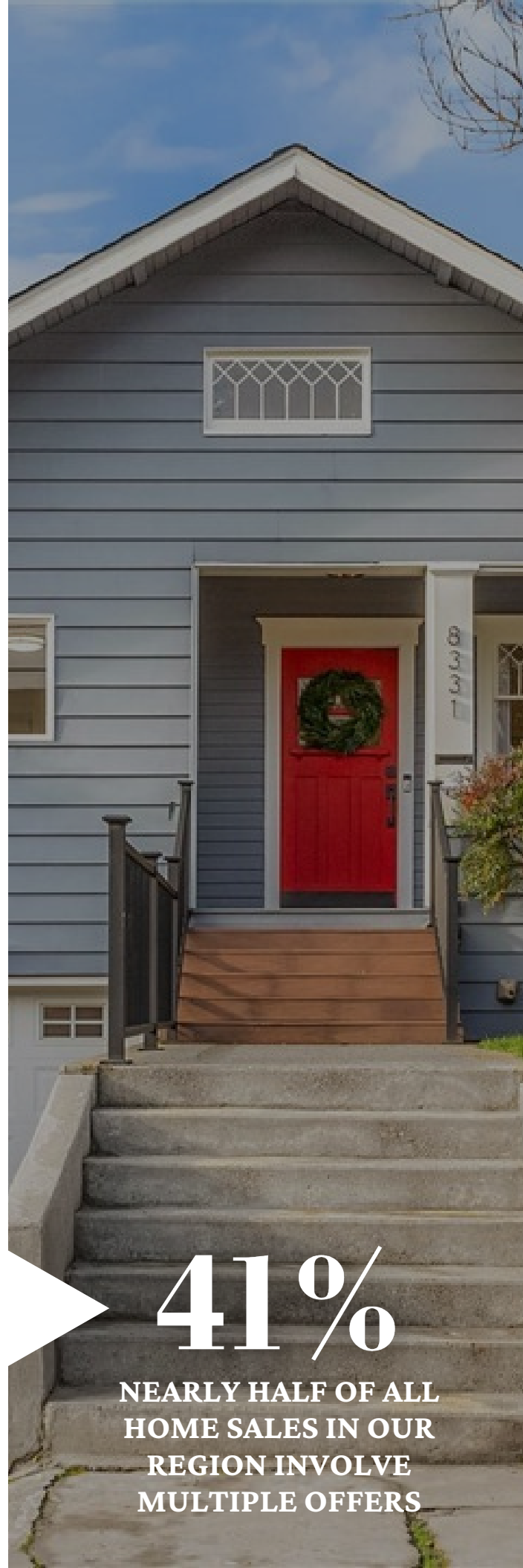
Ultimately, the listing price is up to you, but I will walk you through the pros and cons of different approaches so you remain in control of your sale and are best positioned for success.

HOW TO PRICE & POSITION YOUR PROPERTY FOR MAXIMUM RETURN

- ☑ Review active inventory / competing listings
- ☑ Analyze comparable properties that were recently sold
- ☑ Assess your home's condition and features compared to those of similar properties
- ☑ Determine price based on your home's real-time competitive position in the market

WHAT MAY INFLUENCE PRICE PERCEPTION AMONG BUYERS

- ▶ Assessed tax value
- ▶ Published appraisal
- ▶ Homebot / Zestimate / Redin
- ▶ Other AVM (automated valuation model)



41%

**NEARLY HALF OF ALL
HOME SALES IN OUR
REGION INVOLVE
MULTIPLE OFFERS**

preparing YOUR HOME

For your home to make the best impression on buyers and fetch the highest possible price, I recommend making some basic repairs before we list it. I'll give you a tailored checklist once I've visited your property, but here are some things you may want to consider.

EXTERIOR

- Remove peeling and chipped paint; replace with a fresh coat.
- Fix loose trim and fencing.
- Clear gutters and downspouts.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean and repair the roof as needed.
- Clear garage of clutter and tidy shelves.
- Inspect chimney for cracks and damage.

DECK / PATIOS

- Paint or stain worn areas on wood decks.
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees.
- Clean all deck rails and make sure they're secure; replace missing slats or posts.
- Clean outdoor furniture.

ENTRY

- Clean entryway floors and area rugs.
- Downsize clutter in the entry and entry closet to give the appearance of spaciousness.
- Double-check entry lighting to make sure it works.

YARD

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs.
- Weed flower beds; remove or replace dead or diseased plants, shrubs and trees.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean grease and oil stains from driveway.

FRONT DOOR

- Polish or replace the door hardware so it shines.
- Add a fresh coat of paint to get rid of nicks.
- If there is one, remove the storm or screen door.
- Make sure the doorbell operates properly and there are no squeaks when the door opens and closes.

WINDOWS

- Clean all windows inside and out.
- If needed, add a fresh coat of paint to the window trims and sills.
- Make sure all windows open and close easily.
- Replace cracked windowpanes and those with broken seals.
- Make sure window screens are clean and secure; replace any screens with holes or tears.

THROUGHOUT

- Clean all floors, carpets, walls and trim.
- Replace burned-out light bulbs.
- Empty trash.
- Remove family photos, valuables, and prescriptions.

KITCHEN

- Make sure countertops, grout, and sinks are clean and stain-free; replace grout as needed.
- Fix dripping faucets.
- Organize pantry and cupboards so they appear clean, neat and spacious.
- Clean the refrigerator and remove odors.
- Clean the oven and cook-top thoroughly.
- Set the table.

LIVING / FAMILY ROOMS

- Give rooms a fresh coat of paint as needed.
- Repair cracks and holes in ceiling and walls.
- Make sure all wallpaper is secure.
- Repaint any woodwork that is worn or chipped.
- Clean or replace draperies and blinds; open them to maximize light.
- Make sure draperies and blinds open and close.
- Steam-clean carpets, rugs and wood flooring, removing any stains or odors.
- Remove and replace any items, such as pendant lights or draperies, that you wish to take with you.
- Put away toys and hobby supplies.

BEDROOMS

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs.
- Weed flower beds; remove or replace dead or diseased plants, shrubs and trees.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean grease and oil stains from driveway.

BASEMENT

- Check for water penetration or dampness; call for professional repairs if necessary.
- Get rid of musty odors.
- Clean furnace, hot water heater, and drains.
- Make sure light fixtures work.
- Arrange storage area in a neat and organized manner.
- Make sure stairway handrail is secure.

TIDY EXTRAS

- Use air fresheners or bake treats to make the house smell good.
- Plant flowers to brighten a walkway and enrich the entry.
- Remove any indoor houseplants that are brown or losing their leaves.
- Remove cars, campers and boats from the property.
- Remove extra magazines and books from tables.
- Tidy and declutter all closets.
- Hide or retire worn-out throw pillows.
- Store any pet supplies.

Preparing YOUR HOME

STAGING

STAGE TO STAND OUT

Most homebuyers today are part of the HGTV generation: they prefer professionally curated interior spaces with a modern, minimalist style that “opens up” the rooms of a house or condo. While some home sellers have décor that matches these expectations, the majority of sellers possess a signature style and unique furnishings that make their home distinctly theirs. The role of staging is to present a clear canvas that’s less personalized and therefore lets buyers more easily imagine themselves living in the particular space.



01 EIGHT SECONDS

That’s all it takes for most buyers to form an impression of your home. It’s not a long time, so you need to make it count.

02 YOU'LL MAKE MORE MONEY

U.S. Housing and Urban Development reports that a staged home will sell for 17% more on average than a home that’s not staged.

03 PHOTOS

According to NAR*, over 90% of buyers first search for homes online before deciding to visit. The photos of staged homes will stand out among the rest.



THERE'S NO SECOND CHANCE FOR THE

perfect first impression

MAKE SURE YOU'RE WINDERMERE READY.

At Windermere, we believe in the power of first impressions. We've created the Windermere Ready program to help you prepare your home so it stands out from the competition.

After visiting your property, I'll provide a customized list of high-impact updates that will keep your home on trend with the things buyers are looking for while getting you the best possible return on investment. From simple de-cluttering to necessary renovations, we'll make your property one that buyers can't pass up.

Windermere Ready can provide up to \$50,000 to help mitigate any expenses incurred during the preparation stage, with no upfront cost to you.

Getting your home "Windermere Ready" will increase its market value and make it more attractive to buyers, maximizing your selling success.

100%

RETURN ON INVESTMENT
FOR REFINISHING ORIGINAL
HARDWOOD FLOORS

4X

THE POTENTIAL RETURN ON
EVERY \$100 INVESTED IN
STAGING YOUR HOME

97%

OF REALTORS BELIEVE CURB
APPEAL IS IMPORTANT TO
POTENTIAL BUYERS

WINDERMERE 
READY

MARKETING

PHOTOGRAPHY

If home buyers aren't sold on the images they see online, chances are they will move on. And conversely, rich visual storytelling will help a listing stand out, leading to increased buyer curiosity and traffic. That's why I'm committed to hiring one of our region's top architectural photographers to help set the scene when your property is listed. When appropriate we'll also shoot aerial photos via drone; these added visuals will literally elevate your home above the competition.

VIDEO

To further tell the story of your home's unique features and lifestyle, I may opt to have a video produced for the property website or to post on social media. Creating a video walk-through of your home allows buyers to experience it as if they were there in person.

3D TOURS & MATTERPORT

In addition to capturing exquisite photos of your property, I may also post a 3D tour online. This is another way to provide a compelling visual experience that motivates buyers to put your home at the top of their list. Through tools like Matterport, we can provide a floorplan and a self-guided tour that help buyers visualize how your home's layout and interior spaces will complement their lifestyle.

PROPERTY WEBSITE

I may also create a custom property site that showcases your home more than a typical MLS listing would. Through this unique site, visitors will have a chance to see photos of your property, read about it's features and amenities, and even get a sense for the neighborhood and local attractions.

SOCIAL MEDIA

I can also promote your listing on my own social media. From an enthusiastic "Just Listed" post to a video walk-through of the property, audiences can experience the unique attributes of your home and share them with their friends, too.

EMAIL

I will utilize my own curated email database of active buyers, previous clients and fellow brokers to send "Just Listed" announcements to generate buzz about your property. I can then send follow-up email campaigns to keep them informed of open houses, broker's opens and other updates pertaining to your listing.



MARKETING

3 bed / 3 bath for \$1,100,000

FELIX CEBALLOS
 Windermere Real Estate
 Windermere Real Estate/Bellevue Commons, Inc.
 (206) 485-0355

Woodinville, WA

ADWERX

ADVERTISING

I have access to myriad advertising vehicles - digital, social, and print - that I can deploy in promoting your listing to the market. I will choose the right message and medium to target the most likely (and most qualified) buyers for your home.

DATA

To show my clients what is happening in their neighborhood, I provide real-time data to my sellers. In addition to this, I'll also provide a live heat map of all the buyers in my database that are looking for similar types of homes.



PRINT MATERIALS

Once we've captured great photos of your property, I can create high-end print marketing materials that inspire prospective buyers. These may include brochures, trifolds, informational one-sheets or in-home signage. I may also send Just Listed postcards to neighbors and targeted qualified buyers.

PRIVATE OASIS
 IN THE HEART OF WOODMERE / OSAGEHURST

845,000 | MLS# 2048792

17611 27th Avenue SE, Issaquah, WA 98027

Contact Us
 CALL US (206) 485-0355
 EMAIL US felix@windermere.com
 MORE INFO felixceballos.com

JUST LISTED
 13339 NE 147th Place Woodinville, WA 98072

MLS# 2048792

OFFERED AT 1,100,000

ABOUT THE PROPERTY
 Welcome home to Chelsea Woods, your private, quiet and tranquil oasis. With an abundance of natural light, views of the mountains and designed to be move-in ready, this home has everything you've been looking for. Overlaid windows, AC, 3 bathrooms, two kitchen with all new stainless steel appliances, two garages, a garage and a bonus room. This home boasts the largest lot in the community with a garden and great outdoor decks, minutes to world-famous Woodinville Race & Golf course, private tennis / shooting and a short drive to Totem Lake, OT School, Bellevue and easy access to Hwy 405 and 520. Home is pre-inspected and ready.

(206) 485-0355 | felix@windermere.com

NEW LISTING
 13339 NE 147th Place Woodinville, WA 98072

Private, Quiet, Tranquil Oasis

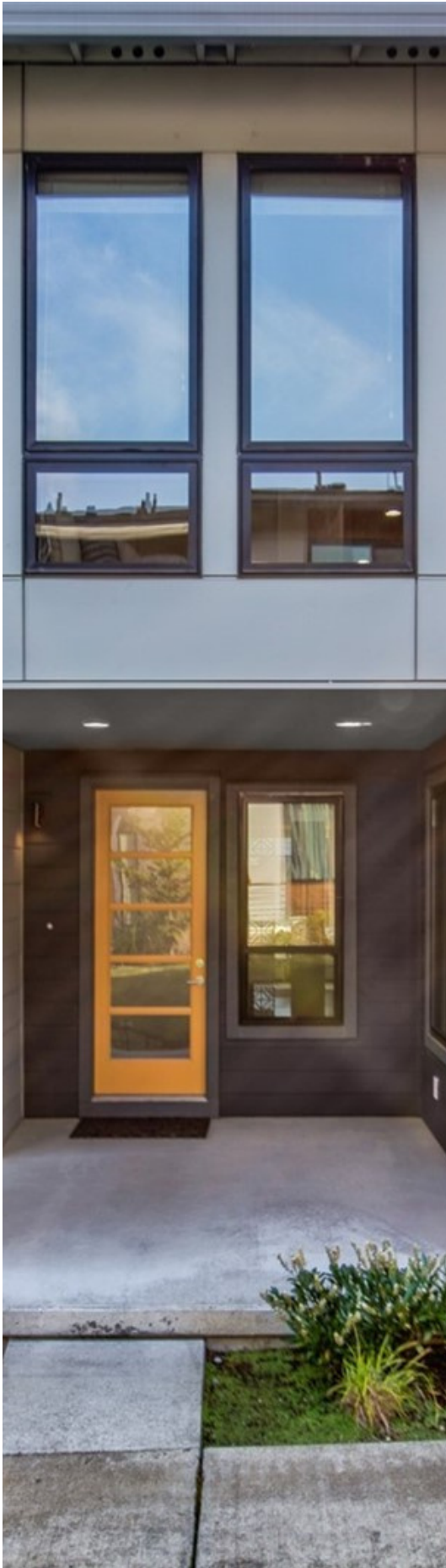
S H O W I N G

your home

Once your home is ready to show, I'll begin marketing it to potential buyers and other real estate brokers. If possible, you'll need to leave the home when buyers are present so they feel comfortable asking their agent candid questions.

TIPS FOR A SUCCESSFUL PROPERTY TOUR:

- ☑ Remove pets. Take them with you or keep them penned in the yard or garage.
- ☑ Open shades and curtains to let in light.
- ☑ Turn on enough lights so the home is well-lit.
- ☑ Remove clutter from tables and bookshelves. Neatness makes rooms seem larger.
- ☑ Put away items in the yard such as garden tools, bicycles and toys.
- ☑ Turn on gas fireplaces to create a cozy atmosphere.
- ☑ Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.
- ☑ Keep radios and TVs off, or on low volume.
- ☑ Keep money and other valuables, as well as prescription medications, locked up.



PURCHASE & SALE *agreement*

Once we've found a buyer for your home, I'll guide you through the purchase and sale agreement. This is the contract in which you and the buyer outline the details of your property transfer.

THE PURCHASE AND SALE AGREEMENT WILL USUALLY CONSIST OF THE FOLLOWING:

- ▶ Earnest Money Receipt
- ▶ Financing Addendum
- ▶ Inspection Addendum
- ▶ Conditions / Disclosure Addendum
- ▶ Contingency Addendum WHEN APPROPRIATE
- ▶ Addendum Outlining Special Occasions
- ▶ Lead-Based Paint Notification WHEN APPROPRIATE



Windermere REAL ESTATE

Form 17 (Property Disclosure) 1
Form 42 Agency Disclosure 2
Page 1 of 1

Buyer acknowledges that the Buyer's Broker has made disclosures from the Listing Broker, who has requested Buyer acknowledges that the Seller has not provided a

Property Address: _____
City: _____ St _____

Buyer Signature _____
Buyer Signature _____

BROKER _____ Print/Type _____
BROKER'S SIGNATURE _____
FIRM NAME AS LICENSED _____ Print/Type _____
FIRM'S ASSUMED NAME (if applicable) _____ Print/Type _____

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AGENCY DISCLOSURE

Washington State law requires real estate brokers to disclose to all parties to whom the broker renders real estate brokerage services whether the broker represents the seller (or lessor), the buyer (or lessee), both the seller/lessor and buyer/lessee, or neither.

This form is for use when the transaction forms do not otherwise contain an agency disclosure provision.

THE UNDERSIGNED BROKER REPRESENTS: _____ 4
_____ 5

THE UNDERSIGNED BUYER / LESSEE OR SELLER / LESSOR ACKNOWLEDGES RECEIPT OF A COPY OF THE PAMPHLET ENTITLED "THE LAW OF REAL ESTATE AGENCY"

Signature _____ Date _____ 6
Signature _____ Date _____ 7
Signature _____ Date _____ 8
Signature _____ Date _____ 9
Signature _____ Date _____ 10
Signature _____ Date _____ 11

12
13
14
15

THE FOLLOWING FORMS WILL ALSO BE INCLUDED WITH YOUR AGREEMENT:

- ▶ Agency Disclosure Form
- ▶ Property Disclosure Form



HOME INSPECTION

Once a buyer has decided to make an offer on your home, it may be contingent upon a professional inspection of the entire property — including improvements. The home inspector looks beyond the cosmetics to make sure that the home's general systems operate properly. The inspector will also look for large repairs that are needed and report on the condition of the home.

The standard home inspector's report will review the conditions of the home's heating and cooling systems; interior plumbing and electrical systems; the roof, attic and visible insulation; walls, ceilings, floors, windows and doors; foundation, basement and visible structures. The inspector will also look for cracks in cement walls, water stains that indicate leakage, and any indication of wood rot.

A home inspection also points out the positive aspects of a home, as well as the maintenance that will be necessary to keep it in good shape.

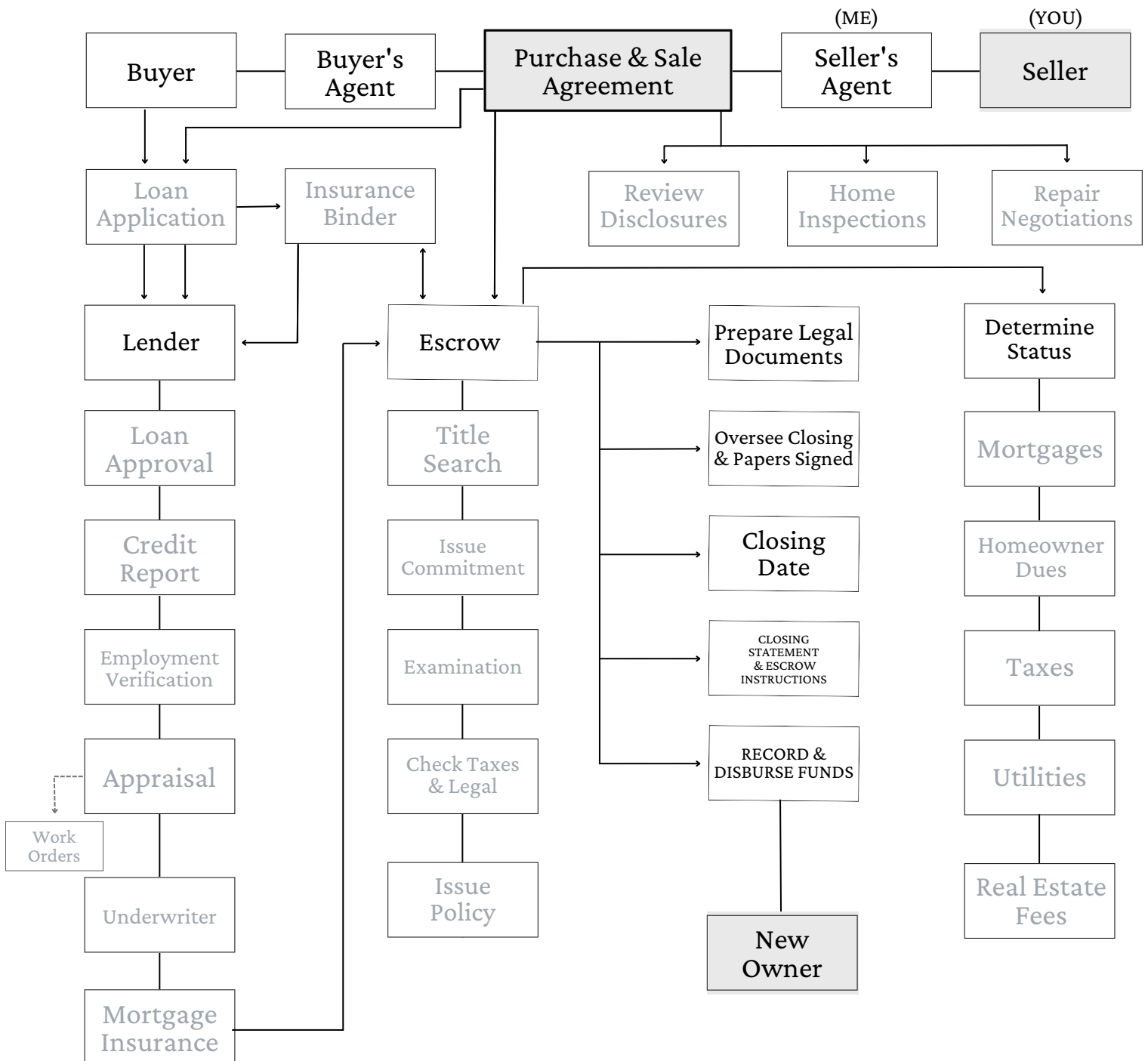
As the seller, you can also elect to hire an inspector to evaluate your home prior to putting it on the market. Many times an inspector can point out major or minor issues with your home that you may be unaware of and that may affect its value.

I work with the best home inspection services and will be happy to give you a list of names from which to choose.

Remember, no home is perfect. If problems are discovered during the inspection, I'll help you negotiate through the process while protecting your interests.

PATH TO CLOSING

Once you accept an offer, you'll formally begin the process of closing. This period typically takes several weeks, and entails the opening of escrow for the sale, performing inspections and transferring the title and deed of the house to the buyer. It's a complicated process with many moving parts, but I will help manage the details and advocate for your interests.



SETTLEMENT

and closing

Before mutual acceptance, a closing date is agreed upon by you and the buyer. “Closing” is when you each sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. Prior to the closing date, the escrow officer will complete a detailed settlement statement identifying all the expenses associated with selling your home.

BUYER PAYS FOR

- Down payment on home
- Buyer's escrow fee (according to the contract)
- Lender's extended title insurance premium (ALTA)
- Document preparation (if applicable)
- Prorated property taxes (from date of acquisition)
- Prorated homeowner's association dues (from date of acquisition)
- Recording fees for all documents in buyer's name
- Notary fees, if applicable
- Homeowners' hazard insurance premium for first year
- Inspection fees (according to contract)
- Loan fees as agreed with lender
- Interim interest on new loan, prorated from date of funding to first payment date



SELLER PAYS FOR

- Seller escrow fee (according to contract)
- Work orders, if required by lender, or agreed between parties (according to contract)
- Owner's title insurance premium
- Real estate service fees (according to contract)
- Payoff of all encumbrances (loans) in seller's name
- Prorated property taxes (prior to date of sale)
- Interest accrued by lender that is being paid
- Prepayment penalties
- Any judgements, tax liens, assessments, or encumbrances placed against property title
- Any unpaid homeowner's association dues
- Loan fees that are required by the lender, based on loan types such as FHA or VA (according to contract)
- Recording charges to clear all documents of record against the seller
- Excise tax, if applicable, determined by county and based on sale price

SELLER RECEIVES

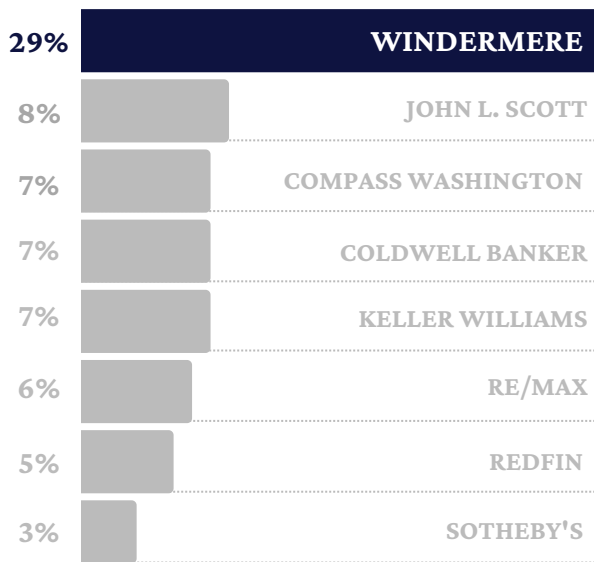
- Utility deposits held by gas, electric, cable, telephone and other companies
- Prorated portion of pre-paid property taxes
- Notary fees, if applicable
- Prorated mortgage interest from payments made during the current month
- Inspection fees (according to contract)
- Fuel rebate for oil or propane remaining in storage tank
- Net proceeds after seller's share of expenses are paid



WINDERMERE

To me, the choice to affiliate my business with Windermere is a no-brainer. We have the largest regional network with the best real estate minds. We also have local owners focused on our local communities and not on growing a giant national footprint or pleasing distant shareholders.

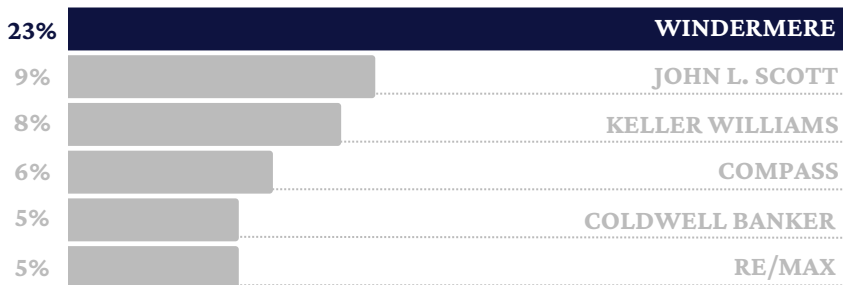
SELLERS REPRESENTED BY WINDERMERE ARE MORE LIKELY TO RECEIVE MULTIPLE OFFERS*



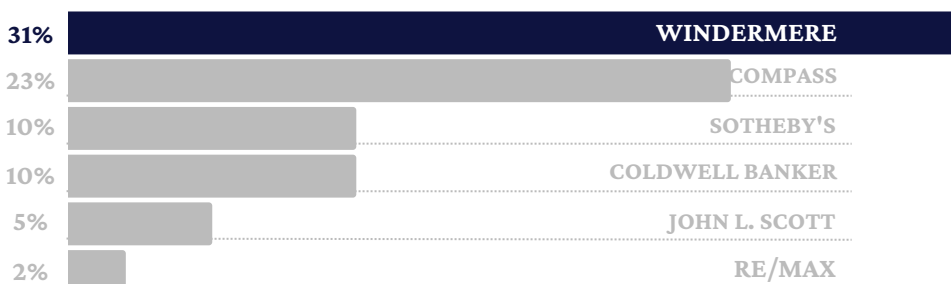
At Windermere, our sellers increase their odds of receiving multiple offers and maximizing their sale price because:

- ▶ We understand which home improvements and preparation strategies will make each home stand above its competition
- ▶ We enhance the buyer experience by utilizing stunning photography and staging, and by offering a seller-provided inspection report.
- ▶ Knowing that Windermere listings are market ready, priced accurately, aptly compensated and professionally represented, other brokers in our region know to bring their strongest offers.

WINDERMERE IS PERENNIALY #1 IN SALES OF SINGLE FAMILY HOMES**



WINDERMERE LEADS THE MARKET IN LISTING LUXURY HOMES***



3X

HIGHER \$ VOLUME OF LISTINGS SOLD BY WINDERMERE THAN BY THE #2 FIRM

\$17B

WINDERMERE'S ANNUAL PROPERTY SALES IN KING COUNTY BY \$ VOLUME

*Multiple offers are factored based on home sales that close above list price. Market share data reflects sales of Seattle and Eastside single family homes over a recent 12 month period. Information gathered from but not verified by NWMLS.
 **Source: Trendgraphix. Data reflects King County listing-side sales of all property types over a recent 12 month period.
 ***Source: Trendgraphix. Data reflects King County homes sold for \$2.5M and above over a recent 12 month period.

MOVING TIPS

6-8

WEEKS BEFORE MOVING

- ☑ Use up all the things that may be difficult to move, such as frozen food.
- ☑ Get estimates from professional movers or from truck rental companies if you are moving yourself.
- ☑ Once you've selected a mover, discuss insurance, packing, loading, and delivery, and the claims procedure.
- ☑ Sort through your possessions. Decide what you want to keep, what you want to sell, and what you wish to donate.
- ☑ Record serial numbers on electronic equipment, take photos (or video) of all your belongings and create an inventory list.
- ☑ Change your utilities, including phone, power, and water, from your old address to your new address.
- ☑ Obtain a change of address packet from the post office and send to creditors, magazine subscription offices, and catalog vendors.
- ☑ Discuss tax-deductible moving expenses with your accountant and begin keeping accurate records.

2-4

WEEKS BEFORE MOVING

- ☑ If you're moving to a new community with school-age children, contact the school district and request information about enrollment.
- ☑ Make reservations with airlines, hotels, and car rental agencies, if needed.
- ☑ If you are moving yourself, use your inventory list to determine how many boxes you will need.
- ☑ Begin packing nonessential items.
- ☑ Arrange for storage, if needed.
- ☑ If you have items you don't want to pack or move, hold a yard sale.
- ☑ Get your car license, registration, and insurance in order.
- ☑ Transfer your bank accounts to new branch locations. Cancel any direct deposit or automatic payments from your accounts if changing banks.
- ☑ Have your car checked and services for a trip of any length.
- ☑ Collect items from safety-deposit box if changing banks.



MOVING DAY

2-3

DAYS BEFORE MOVING

- Clean out your refrigerator and freezer.
- Have movers pack your belongings
- Label each box with the contents and the room where you want it to be delivered.
- Arrange payment for the moving company.
- Set aside legal documents and valuables that you do not want packed.
- Pack clothing and toiletries, along with extra clothes, in case the moving company is delayed.
- Give your travel itinerary to a close friend or relative so they can reach you as needed.

OLD HOME

- Pick up the truck as early as possible if you are moving yourself.
- Make a list of every item and box loaded on the truck.
- Let the mover know how to reach you.

NEW HOME

- Be on hand at the new home to answer questions and give instructions to the movers.
- Check off boxes and items as they come off the truck.
- Install new locks.
- Confirm that the utilities have been turned on and are ready for use.
- Unpack children's toys and find a safe place for them to play.
- Examine your goods for damage.

MOVING ESSENTIALS:

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Furniture Pads | <input checked="" type="checkbox"/> Bubble Wrap | <input checked="" type="checkbox"/> Labels |
| <input checked="" type="checkbox"/> Hand Truck or Dolly | <input checked="" type="checkbox"/> Newspaper or Packing Paper | <input checked="" type="checkbox"/> Felt-Tip Markers |
| <input checked="" type="checkbox"/> Packing Tape | <input checked="" type="checkbox"/> Scissors | <input checked="" type="checkbox"/> Cornstarch Packing Peanuts |
| <input checked="" type="checkbox"/> Cleaning Supplies | <input checked="" type="checkbox"/> Utility Knife | <input checked="" type="checkbox"/> Plenty of Boxes |

GIVING BACK, *together*



YOUR HOME SALE FURTHERS THE IMPORTANT WORK OF THE WINDERMERE FOUNDATION

When your property sale closes, I'll donate a portion of my commission to the Windermere Foundation, which is committed to making our communities a better place to live for our most disadvantaged neighbors. Housing is our business, so helping homeless and low-income families – with an emphasis on helping children – has been our way of giving back. Over the years the foundation has donated tens of millions of dollars to cover families' housing costs, help stave off evictions, and fund backpacks full of food so school kids don't go hungry on weekends.

For over 50 years, Windermere has been our region's most recognized real estate brand and a respected philanthropic leader. We remain deeply rooted in our local neighborhoods and committed to keeping the region a place where everyone can have a home.

What started in 1989 as a grassroots foundation serving families in need in Washington State has grown to encompass ten states and has raised over \$50 million for programs and organizations that provide shelter, clothing, food, emergency assistance, and other resources to those who need our help the most.

\$50M+

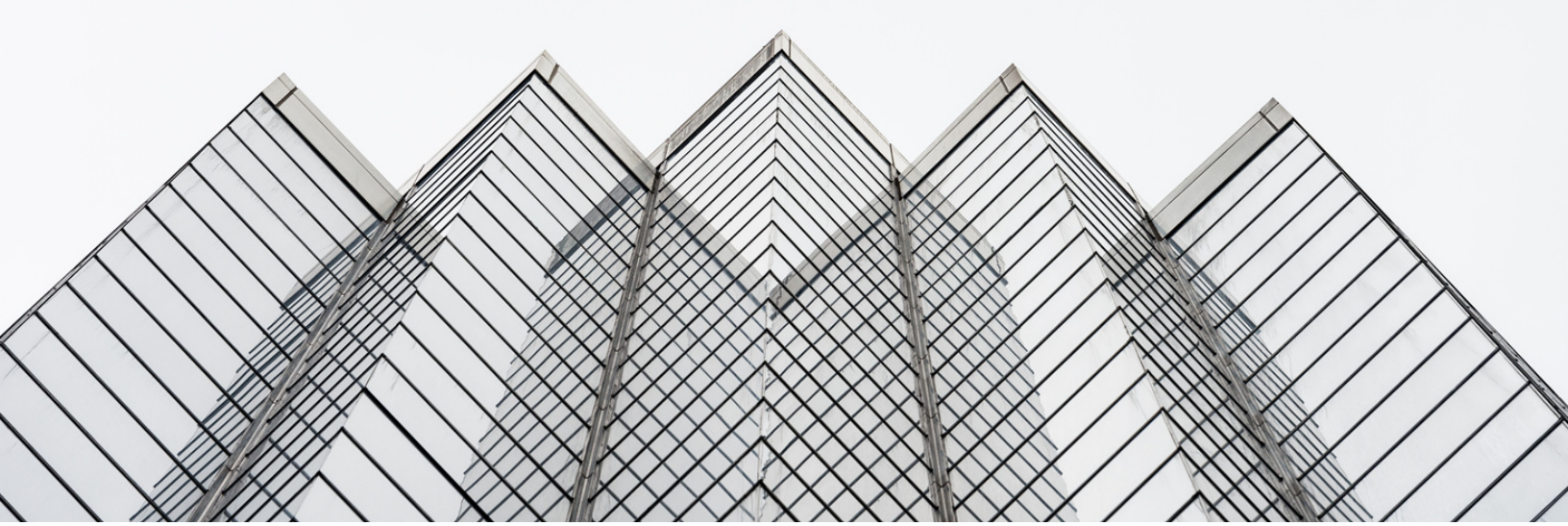
RAISED TO SUPPORT NON-
PROFIT ORGANIZATIONS

550

ORGANIZATIONS
SUPPORTED

1000s

LIVES CHANGED



NEXT STEPS



THROUGHOUT YOUR TRANSACTION MY ROLE IS TO ADVOCATE FOR YOU AND MY GOAL IS TO GIVE YOU AN OUTSTANDING CLIENT EXPERIENCE.

I'll work tirelessly to educate and advise you about the current real estate market and how its conditions might influence the sale of your home. When the time is right, I'll help you prepare your home to appeal to its best, most qualified prospective buyers. And, once you've received an offer (or offers), I'll negotiate the critical and contractual components of the transaction and deliver creative solutions to whatever challenges may arise.



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— Thank you! —



FELIX CEBALLOS

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