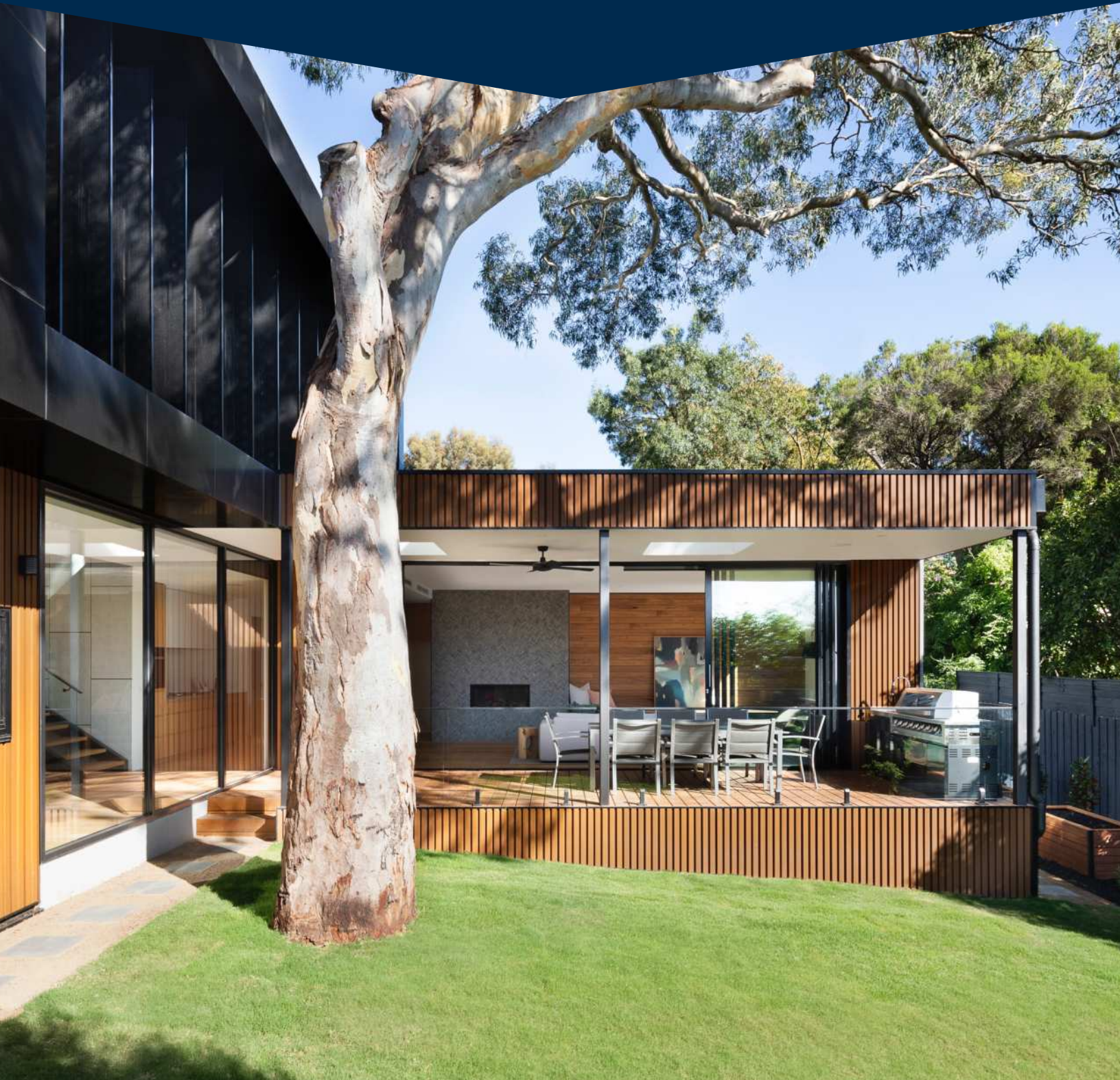




Guide to Selling a Home



Selling with Confidence

Selling a home is an exciting undertaking, and I'm happy for the opportunity to help. This guide explains the general process, while also highlighting how my services will not only ensure the best outcome but provide confidence and peace of mind throughout your journey.

Your home is likely your largest financial investment, and it's my duty to get it sold at the highest price and at the most favorable terms. My commitment is to provide a seamless, low-stress selling experience tailored specifically to your circumstances and current market conditions. I'll connect you with my network of trusted industry professionals while proactively identifying and resolving potential challenges before they impact your transaction.

Whether you're ready to sell or just have questions, please reach out to me anytime.



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JOSH MYERS



About Me

Over the course of 25 years as a film and television composer, I developed an investment real estate portfolio and became increasingly fascinated by the value of homeownership, property investment, and architecture. That curiosity eventually grew into a new calling, and eventually I made the decision to transition fully into real estate.

While music will always hold a special place in my heart, I now pour my creative energy into helping people navigate what is often one of life's most meaningful milestones. It's an honor to be a part of such transformative moments, and I now bring that same dedication and passion that defined my music career to every real estate transaction.



The Process

1. CONSULTATION
2. YOUR HOME'S VALUE
3. PREPARING THE PROPERTY
4. STRATEGIC MARKETING
5. LISTING
6. OFFERS & ACCEPTANCE
7. CLOSING
8. ONGOING SUPPORT



Consultation

We'll start our initial consultation by learning about you and your unique objectives. Understanding your goals and expectations allows me to develop a personalized approach tailored to your situation and any points of concern.

Regardless of whether you're new to selling property or have previous experience, I recognize that certain questions and worries typically arise throughout the selling journey. I'll collaborate closely with you to problem solve and mitigate those challenges.

Your Home's Value

Following our discussion and an on-site visit to your property, I'll create a detailed Comparative Market Analysis (CMA) that thoroughly examines housing data from your neighborhood. I'll analyze recent sales, available inventory, and current market conditions, combining this information with an assessment of your home's condition and distinguishing characteristics.

Next I'll recommend an optimal listing price range for your property that aligns with your selling objectives.

Pricing your home correctly from the start is one of the most important ways to generate a lot of traffic and sell at the highest price in the shortest amount of time. A property attracts the most attention when it's first listed, so starting with an inflated price and lowering it later can often lead to missed opportunities. In addition to conducting a thorough CMA, I'll arrange showings with other local real estate agents to gather their objective insights on pricing and presentation.





Preparing The Property

Selling your home begins with making it look its best inside and out. Even if your home is in excellent condition, small improvements (like fresh paint) can make a huge difference and yield a great return.

I'll walk the property with you to identify specific enhancements that will maximize appeal, and then together we'll make a plan to prepare your home for photos and showings. My recommendations typically include strategic staging, decluttering of personal items, and targeted curb appeal improvements to create an inviting first impression.

Every home and every situation is unique. Whether you prefer to be hands-on throughout the process or would rather pass me the keys and let me handle everything, I'll tailor my approach to fit your needs.



Strategic Marketing

Strategic, high-impact marketing is essential to selling your home quickly and for top dollar. I'll create a tailored marketing plan designed to maximize exposure across every relevant channel, starting with premium digital listings on the MLS, Zillow, Redfin, and other top real estate platforms.

Your home will be professionally photographed (including drone imagery when appropriate) and showcased through beautifully designed brochures, immersive 3D tours and video walkthroughs. Windermere signage will catch local eyes, while cutting-edge digital tools will allow me to precisely target and follow up with serious buyers.

Social media will be a major part of our strategy. Your home will be prominently featured across multiple platforms, and I'll personally promote it to my extensive network of colleagues and followers, dramatically expanding its reach and appeal.



Listing

Unless you have a preferred schedule, your listing will typically go live on a Thursday, building early momentum into the weekend. I'll host a broker's open that day to get industry professionals through the door quickly. That weekend I'll personally host open houses, often with a trusted colleague on-site to ensure every potential buyer is welcomed, engaged, and informed from the moment they walk in.

You'll always be in the know throughout the listing process. I'll share a Listing Activity Report with you that is updated weekly, detailing key metrics including the number of showings, buyer traffic, and online engagement. I'll also share any meaningful feedback from potential buyers, so you have clear insight into how your home is being perceived and where we stand in the market.

Offers & Acceptance

When we receive offers on your home, together we'll review each one and evaluate the pros and cons. In addition to the offer price, we'll consider important factors such as contingencies, timelines, and the buyer's financial stability. I will then negotiate with buyers' agents on your behalf to secure the best price and the most favorable terms that align with your goals.

In a competitive market, setting an Offer Review Date (typically the Tuesday following the first weekend) can help generate urgency and maximize interest. Together we'll evaluate whether this strategy is right for your property, based on current market dynamics and the unique strengths of your home.

Once we've secured a buyer for your home, I will guide you through the Purchase and Sale Agreement, a contract outlining the key details and timing of the transaction. After both parties have signed the agreement, I'll provide you with a detailed summary of the agreed-upon timeline, tasks, and deadlines for each party. From there I will coordinate with you every step of the way to ensure the process moves forward smoothly and on schedule.



Closing

The closing process finalizes the terms of the agreement, leading to the transfer of the property's title. I will help you understand the closing costs for both parties, and your escrow agent will work with you to sign the final documents and collect any necessary closing fees. Once these steps are complete, the escrow agent will submit the documents to the lender, disburse the net proceeds to you, and transfer the property's title to the buyer.



Ongoing Support

My service doesn't stop once your home is sold. I'm always available to connect you with trusted local service providers and offer ongoing support. I'll stay in touch in the years to come to provide valuable real estate-related information and would love the opportunity to assist you with the purchase or sale of your next property.



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If you are already working with an agent, this is not meant as a solicitation for that business.

