



SELLING YOUR HOME

MAGGIE SUN
REAL ESTATE BROKER

RE/MAX
NORTHWEST



Maggie Sun

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YOU'VE DECIDED TO SELL YOUR HOME

Deciding to sell your home is a major endeavor, and in most cases, your home is the most valuable asset you own. I understand the importance of selling for the best possible price, with your ideal terms and we're ready to make it happen. This booklet is designed to provide all necessary information upfront so you can make an informed decision about how to sell your home.





RE/MAX NORTHWEST

REAL ESTATE. RE-IMAGINED.

Designed from the ground up to be flexible, efficient, and client focused, we have become the fastest-growing agency, as well as the largest RE/MAX brokerage in the northwest!

At **RE/MAX NORTHWEST** we are armed with the best technology to serve and communicate with you better. Our office is streamlined for prompt and accurate (digital) transaction management.

RE/MAX NORTHWEST was created to remedy the shortcomings of the classic real estate model. We strive to exceed your every expectation. We think our high quality of service should be the norm in the industry, not the exception. Client feedback shows that our service is extraordinary, and our satisfaction rate is among the top in our region. We make you the top priority and will strive to make the process smooth, efficient, and low stress.

WHY RE/MAX?

- **RE/MAX** has a **global reach** with over 8,200 offices, 124,000 Associates, in 110+ countries and territories.
- Nine out of ten home buyers and sellers know of **RE/MAX**¹.
- **RE/MAX.COM** is the most visited real estate franchisor website² attracting millions of buyers and sellers.
- **RE/MAX NW** is the **largest RE/MAX** in Washington and one of the **top 10** in the country.

Sources:

¹MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell.

²Hitwise data, full-year 2017. 'Real Estate Franchisor websites' identified by RE/MAX.

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A GOOD AGENT IS YOUR BEST RESOURCE



A LITTLE BIT ABOUT **MAGGIE SUN** **Real Estate Broker**

Maggie Sun is proven professional who will effectively guide you through your next real estate move. Originally born and raised in China, she has also lived in the Netherlands and South Africa before laying roots in Seattle in 2012. She can speak Mandarin and English both very fluently, giving her a leg up when handling transactions with international buyers/investors. An investor herself, she got her start in real estate when she fell in love with the process of home buying. She soon realized she wanted to expand her skillsets and harness them to aid in the experience of others and help them make strong decisions when it came to real estate.

What makes her a true advocate for her clients is her strong communication skills, ability to come up with very creative solutions, and dedication to hard work. More than anything, she truly prides herself on always being there to care deeply about clients' needs and expectations. A true people person to her core, she cares about other people's feelings, and loves to take care of people whenever she can.

When she is not assisting her clients with home buying or selling, you will find Maggie spending her time with her husband, two young children, and their two very cute dogs. She also loves music, hiking, traveling, and playing the piano (a passion she has had for many years!).

CLIENT TESTIMONIALS

WHAT PEOPLE ARE SAYING ABOUT MAGGIE SUN

“Maggie is the best realtors that I have worked with. All my questions and requests were addressed immediately. She was very professional, attentive and accommodating. Thank you for selling my home so quickly and for a great experience. I highly recommend her if you want top notch service!”

“Maggie is truly one of a kind; she is very hardworking, detailed-oriented, meticulous, ethical and conscientious. She’s persistent, focused and thorough, yet very kind and humble. You cannot ask for anything better in a Realtor.”

“Maggie is professional, nice, and very helpful. I appreciate her help in finding a home for my family.”

“Maggie has been extremely dedicated, resourceful, and patient with our home hunting. It was a good learning experience working with her, not only about the housing market in general but also about the pros and cons of each single house we visited. You can definitely count on her no matter you buy or sell. You’ll benefit from her knowledge and experience about the housing market in the greater Seattle area.”

“Maggie listed my condo, kept me informed of the showings, explained all the documents and guided me in signing. Everything in the selling process went smoothly and closed on time.”

OUR MUTUAL GOALS

Now that you know who I am, let's talk about what I want to do for you. I want to sell your home...

- *At the highest possible price*
- *In the shortest amount of time, or within the timeframe you specify*
- *With the most favorable terms for you*

We're all in the same boat. When I come on board, your goals become my top priority.





COMMUNICATION

In the beginning stages I'll work with you to prepare your home for showings, as well as coordinate the signing of necessary documents to list your home.

Once your home is listed, I'll provide periodic updates about recent activities and open houses. Buyer feedback can offer valuable insight into our marketing strategy, and it will allow us to adjust our strategy if needed.

All offers received will be presented to you for review, and I will discuss my negotiation strategy with you before responding. Once we decide on an offer, I will keep you informed about repair requests, milestones, and deadlines.

Throughout the process, I am just a call, text, or email away. I am here to help, so feel free to share concerns or ask questions.

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THE PLAN

OUR PROVEN METHOD CAN BE BOILED DOWN TO THE 3 Ps:

PRICE— A complete and thorough market evaluation will ensure your listing stands out, gets high traffic, and sells faster for the best price. It is extremely important to price a home correctly because a house stagnant on the market attracts few buyers. I utilize *Intelligent Pricing* and complete extensive research so your home is priced right.

PRESENTATION— I'll prepare your home to highlight its best attributes, inside and out. First impressions are crucial, so I help coordinate photography, landscaping, repairs, and house cleaning. Many buyers start shopping online, so I aim to make the best possible impression and spark as much interest as possible. Of course, you have final say on what I can and can't do to prepare your property for sale, but it's important to understand that my recommendations are drawn from my combined experiences in what works.

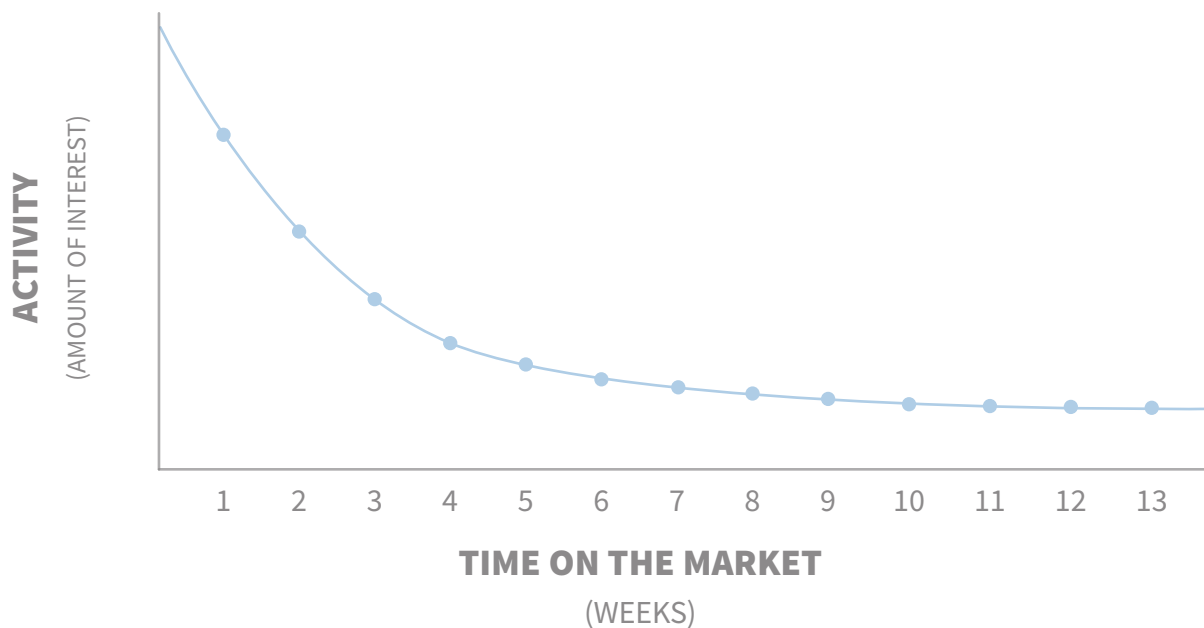
PROMOTE— I will use a multi-faceted marketing campaign to attract the most potential buyers. Increasing the number of buyers who see your home in the first 10 days will result in higher and better offers to purchase. My marketing strategy is based on research, experience and innovation. I am statistically ahead of the curve in this department, and am always refining my methods to be more effective.

THE WINDOW OF OPPORTUNITY

The “Window of Opportunity” is the period in which your home will receive its maximum exposure — typically when your home is new on the market.

In order to capitalize on this window, it is crucially important that your home is ready for sale: priced at Fair Market Value, prepared to showcase its features and attributes, and a marketing strategy is implemented to further increase its exposure.

MAKING THE MOST OF INITIAL INTEREST



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INTELLIGENT PRICING AND TIMING

Pricing your home correctly yields measurably better results. The chart below shows how many buyers will see your home at different price levels.



Sellers often view their homes as “special” which tempts them to put a higher price on the home, believing they can always come down later, but that’s a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range, and look for the best value in that range.

Statistically, by pricing at or near fair market value, more buyers will see your home and more competitive offers to purchase will be submitted. The first two weeks of marketing are crucial to selling the property. In that time, the home is fresh and exciting to buyers and their agents. It is important that your home is priced correctly from the beginning so that more people will consider it in their search.

NOTE

An agent is an objective third party that can make a non-emotional assessment of the value of your home. Their expertise in this area is based on knowledge, training, and experience.

COMPARATIVE MARKET ANALYSIS (CMA)

This is how I arrive at the recommended list price for your home. It is a personalized profile of what is happening in your neighborhood's real estate market, and how it affects the price of your home.

The market value of your home is commonly determined by comparing it to the value of other homes that have recently sold in the area, or are currently listed on the market. It is both an art and a science.

THE SCIENCE

Using information that is available to me as a real estate agent, I find comparable homes by number of bedrooms, bathrooms, square footage, lot size, and an untold number of additional features. Then, using the information about how much those homes have sold for, or are being listed for, I determine what your home's fair market value is.

THE ART

Decisions must be made about how to adjust the value of your property as compared to other homes. If an active listing is being used for comparison, and has been on the market for over 90 days, it's safe to assume it's overpriced and that people won't pay that much for your home unless it's in better condition or has more premium features. If your home is the only one on the block with a jacuzzi, your value goes up as compared to the others.

In order to be as accurate as possible, I evaluate your home in person to get a sense for its condition and how it fits into the neighborhood. By drawing accurate conclusions from an accurate set of data, your home will be priced correctly.

NOTE

The CMA, as you can see, requires a lot of technical experience, neighborhood knowledge, and critical thinking on behalf of your agent. A poorly executed CMA might compare your property to other properties that are not similar, or it might draw the wrong conclusions from the data.

MARKETING STRATEGY

The real estate market is forever changing, but one thing that remains the same is the key role that marketing plays in the selling process. I strive to succeed in creating the most efficient marketing strategy possible to get your home sold on your terms.

ONLINE EXPOSURE

Did you know that for 95% of people the first step in the home buying journey is looking for homes online? That's why we make it a priority to feature your home on every online avenue available, through syndication sites and advertising.

ONLINE SYNDICATION

Your home will have maximum exposure by being displayed on multiple online syndications sites, making it easy for agents and their clients to find your home.

Here are just a few:

- **NWMLS**
- **REMAX.com**
- **Redfin**
- **Zillow**
- **REALTOR.com**
- **Trulia**



MARKETING STRATEGY

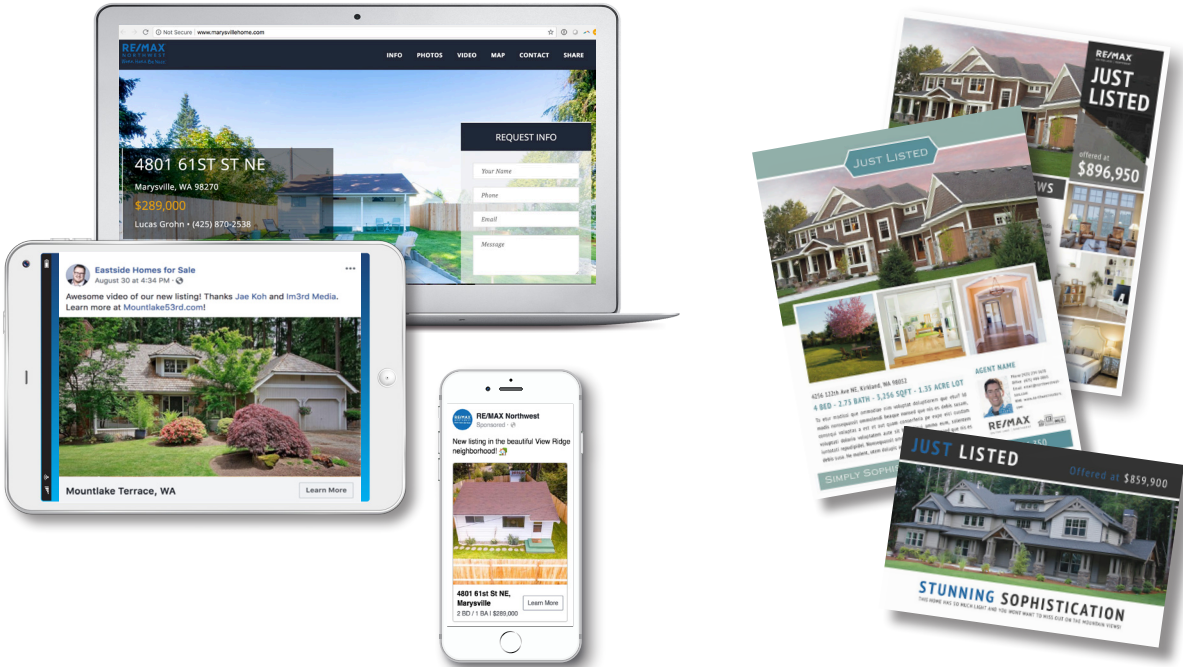
To ensure the highest level of exposure for your home, I have the option to use a number of different tools and resources such as:

ONLINE PRESENCE

- Facebook Ads
- Property Website
- Personalized Video

MARKETING COLLATERAL

- Flyers
- Brochures
- Postcards



PHOTOGRAPHY

Since almost all home searches start online, quality high resolution images are the best way to make a great first impression. It is important to provide numerous high-quality photos for people to view. Higher quality photos will also translate to higher quality marketing, which translates to more interest in your listing.

In the event that we choose to hire a professional photographer for your listing, I will accompany them when they arrive for their photography appointment, work with them to make sure everything looks good and that they get their job done in a timely manner. The photographer will then edit the photos to make sure they look consistent, bright, and emphasize the best qualities of your home.

NOTE

Photos are usually the first impression people have about your property. Professional stagers and photographers know how to make your home look its very best in photos.





APPRAISAL

An appraisal is a comprehensive look at a home's location, condition, and eligibility for federal guarantees. For example, a home that doesn't meet safety requirements such as handrails on steps will not be eligible for FHA or VA loans until the handrail is installed or repaired.

Appraisers use the same data in their market research to find comparable homes as REALTORS® do when preparing CMAs. They are also members of the MLS, but they also have additional guidelines from the bank to follow that minimize risk to the bank. They may take off value for slow-moving markets, or markets with high rates of foreclosures. If prices are falling, the appraiser takes the number of days a home has been on the market far more conservatively.

When the appraisal is finished, the bank makes the decision to fund the loan, or it may require the seller to fix certain items and show proof that the repairs have been made before letting the loan proceed. If the loan doesn't meet lending guidelines, the bank will decline the loan. Despite stricter lending and appraisal standards, most buyers' loan applications go through to closing – nearly 85 percent. One reason for that is that real estate agents are preparing CMAs that are better tuned to lending standards, for sellers and buyers to better understand not only what the market is doing, but how much lenders are willing to finance.

NOTE

When vetting offers, a good agent can protect you by spotting when an offer comes in that is too high, will not pass appraisal, and does not offer a contingency in the event of a low appraisal. Your agent will know from experience when an offer is not all it appears to be.

PREPARING TO SHOW

Getting ready to put your home on the market requires some preparation.

MOVING

A vacant home is easier to sell because potential buyers don't need to make appointments to show your home. Also, the less clutter that is around your home, the more appealing your home will be to anyone that views it. Even if you can't move yourself out before your home goes on the market, you can still store your less essential items off-site. You should also consider storing valuables off-site to minimize the risk of them being lost or stolen as people view your property. There are moving companies that can take some or all of your belongings and put them into storage until you are ready to do a complete move.

NOTE

You can ask your agent for a referral or comparison of moving companies. They may be able to get you an incentivized deal!

STAGING

Depending on the situation, a professional stager can make a difference in how fast and how favorably your home sells. If your home is vacant, a stager can bring in furniture that emphasizes the space and layout of your home and makes it easier for potential buyers to view themselves living there. If you plan to live in your home while it's on the market, consider minimizing your furniture by putting some of it into storage. Some stagers will help to arrange your home to show with the furniture you own. Staging sells; statistically, homes that are staged sell for more money in less time.

DE-PERSONALIZE

It is important that you move all family photos, trophies, and unique furniture that has a sentimental association out of sight. When someone comes to view your home, they should imagine themselves living there, not someone else. Also, personal items often distract buyers, and slow down their tour.

SHOWING AND OPEN HOUSE CHECKLIST

HOW TO GET YOUR HOUSE READY TO SHOW IN 10 MINUTES!

If you are living in your home while it's on the market, you need to be ready to show at a moment's notice, even if you request advanced notice. People want to view the property without interference or scrutiny from the current owners. Therefore, it is important that you not be there when an agent makes an appointment to show your home. This checklist has some quick things you can do to get your home ready, and assumes that your home is already relatively clean and de-personalized.

ELIMINATE CLUTTER

Remove all non-decorations from counter space and floors. This includes papers, dishes, boxes, the vacuum, jackets on the backs of chairs, keys, toothbrushes, and anything else that is loose evidence of someone living there. When in doubt about whether or not to leave something out on display, stash it. If there's time, wipe down the counters after clearing.

MAKE THE BED

Think "hotel room." People will feel more comfortable in a bedroom with a neat bed.

EMPTY GARBAGE CANS

Especially if the can is out on the floor. Even if it looks neat, it might not smell that way.

LOAD THE DISHWASHER

The kitchen sink is a feature of your home. Let people see it.

LOAD THE LAUNDRY MACHINE

No one will open your washer to see what's inside. People might open the closet where you keep your hamper.

TURN ON LIGHTS AND OPEN WINDOWS

Make the rooms as bright as possible for a first impression. Plus, it keeps people from getting discouraged because they can't find the light switch.

TAKE PETS WITH YOU OR PUT THEM IN DAYCARE

You can put up signs to not let the cats out, but there's no guarantee that everybody will read them. Dogs tend not to like strangers in their space, which can make potential buyers uncomfortable.



DEALING WITH OFFERS

ONCE AN OFFER IS SUBMITTED ON YOUR HOME, I WILL:

Review the Purchase and Sale Agreement with you.

Advise and represent you in all negotiations.

Get you the highest and best terms possible.

ONCE AN OFFER HAS BEEN ACCEPTED BY BOTH PARTIES, I WILL:

Keep you updated on all timelines and milestones.

Order the resale certificate (if applicable) and make sure escrow is opened and the escrow officer receives all necessary paperwork.

Verify that escrow receives earnest money.

Follow up with buyer's agent for their timeline obligations, including inspection date/time (if applicable).

Advise and represent you in all further negotiations.

Facilitate all appointments and work orders.

Verify buyer's loan approval and lender timelines, including appraisal.

Ensure that contractual deadlines are met and that your overall experience is as smooth and stress-free as possible.

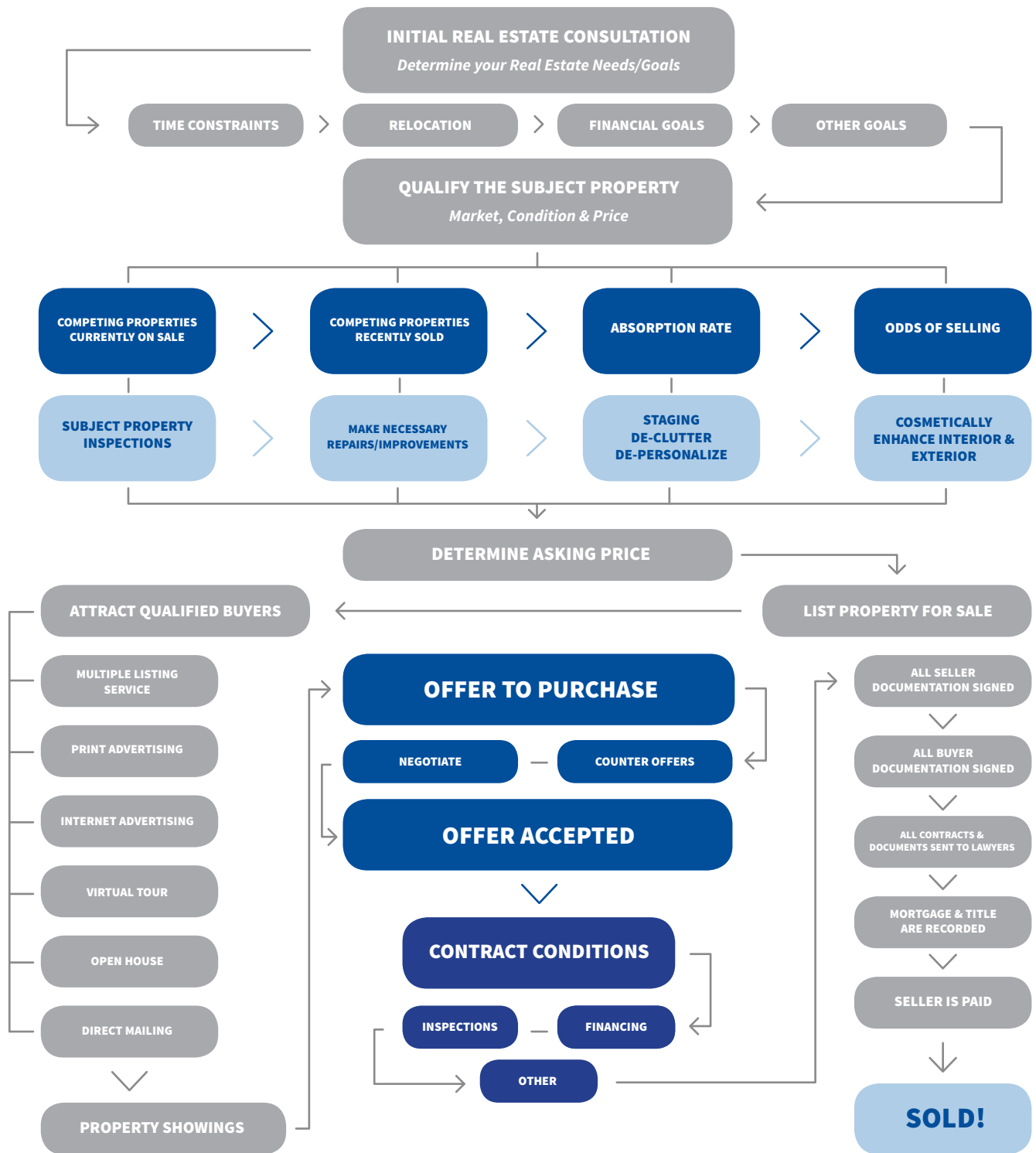
CLOSING COSTS

These are the customary fees associated with a real estate transaction, and who typically pays them.

SELLER'S RESPONSIBILITY	BUYER'S RESPONSIBILITY
Owner's Title Insurance	Lender's Title Insurance Policy
Half of Escrow Fee	Half of Escrow Fee
Excise Tax	Home Inspection
Real Estate Broker Commissions	Recording Fees
Loan Balances	First Year Fire Insurance Premium
Pro-Rated Property Taxes	First Year Flood Insurance Premium (if applicable)
Current Utility Balances	Pro-Rated Property Taxes
Homeowner's Association Fees (if applicable)	Survey Fee (if required)
Pro-Rated HOA Dues (if applicable)	Homeowner's Association Fees (if applicable)
Miscellaneous HOA Fees (if applicable)	Pro-Rated HOA Dues (if applicable)
	Miscellaneous HOA Fees (if applicable)
	Lender Fees such as the Appraisal, Credit Report, Loan Origination Fee, Pre-Paid Interest, and Private Mortgage Insurance

TYPICAL REAL ESTATE TRANSACTION

FROM LISTING TO CLOSE



TERMS YOU SHOULD KNOW

AMENDMENTS/ADDENDUMS

A change—either to alter, add to, or correct—part of an agreement without changing the principal idea or essence.

APPRAISAL

An estimate of real property resulting from analysis of facts about the real property; an opinion of value.

ASSUMPTION

Taking over another person's financial obligation; taking title to a parcel of real property with the Buyer assuming liability for paying an existing note secured by a deed of trust against the real property.

BENEFICIARY

The recipient of benefits, often from a deed of trust; usually the lender.

CLOSE OF ESCROW

Generally the date the documents are recorded and title passes from Seller to Buyer. On this date, the Buyer becomes the legal owner, and title insurance becomes effective.

COMPARABLE SALES

Sales that have similar characteristics as the subject real property, used for analysis in the appraisal. Commonly called “comps.”

DEED, GRANT DEED, OR WARRANTY DEED

A real estate-oriented document used to convey fee title to real property from the grantor (usually the Seller) to the grantee (usually the Buyer).

DEED OF TRUST

An instrument used in many states in place of a mortgage.

DEED RESTRICTIONS

Limitations in the deed to a parcel of real property that dictate certain uses that may or may not be made of the property.

EARNEST MONEY DEPOSIT

Down payment made by a purchaser of real property as evidence of good faith; a deposit or partial payment.

EASEMENT

A right, privilege or interest limited to a specific purpose that one party has in the land of another.

LIEN

A form of encumbrance that usually makes a specific parcel of real property the security for the repayment of a debt or discharge of an obligation. For example, judgments, taxes, mortgages, deeds of trust.

MORTGAGE

The instrument by which real property is pledged as security for repayment of a loan.

PITI

A payment that combines Principal, Interest, Taxes, and Insurance.

POWER OF ATTORNEY

A written instrument whereby a principal gives authority to an agent. The agent acting under such a grant is sometimes called an “Attorney-in-Fact.”

PURCHASE AGREEMENT

The purchase contract between the Buyer and Seller. It is usually completed by the real estate agent and signed by the Buyer and Seller.

QUITCLAIM DEED

A deed operating as a release, intending to pass any title, interest, or claim which the grantor may have in the real property, but not containing any warranty of a valid interest or title by the grantor.

RECORDING

Filing documents affecting real property with the County Recorder as a matter of public record.

REALTOR®

A REALTOR® is a licensed real estate agent and a member of the National Association of REALTORS®, a real estate trade association. REALTORS® also belong to their state and local Association of REALTORS®.

REAL ESTATE AGENT/BROKER

A real estate agent is licensed by the state to represent parties in the transfer of real property. Every REALTOR® is a real estate agent, but not every real estate agent has the professional designation of a REALTOR®.

LISTING AGENT

A key role of the listing agent or broker is to form a legal relationship with the homeowner to sell the property and place the property in the Multiple Listing Service.

BUYER’S AGENT

A key role of the buyer’s agent or broker is to work with the buyer to locate a suitable property and negotiate a successful home purchase.

MULTIPLE LISTING SERVICE (MLS)

The MLS is a database of properties listed for sale by real estate agents who are members of the local Multiple Listing Service. Information on an MLS listed property is available to thousands of agents.

TITLE COMPANY

These are the people who carry out the title search and examination, work with you to eliminate the title exceptions you are not willing to take subject to, and provide the policy of title insurance regarding title to the real property.

ESCROW OFFICER

An escrow officer leads the facilitation of your escrow, including escrow instructions preparation, document preparation, funds disbursement, and more.



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