



SUSAN STASIK HOMES GUIDE TO SELLING

SUSAN STASIK

Managing Broker | Premier Director

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Windermere Real Estate Co.





Dear Sellers

I'm so pleased you've made your way here. Deciding to sell your property is a big step, and it's something that no one should have to do alone. While it can seem intimidating at this point in the process, I promise that with my help and dedication, we'll have your house sold quickly and efficiently.

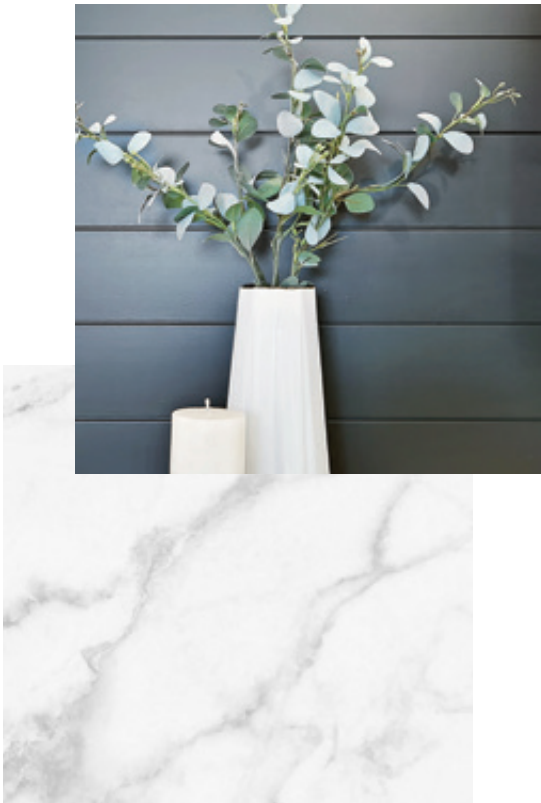
Your satisfaction throughout the sale is my ultimate goal – that's what "Finer Real Estate. Impeccable Service!" means. I'm here to bring you the best in full-service real estate, from the latest market trends and data to the utmost in home preparation and staging to impeccable marketing that will catch the eye of the perfect buyer.

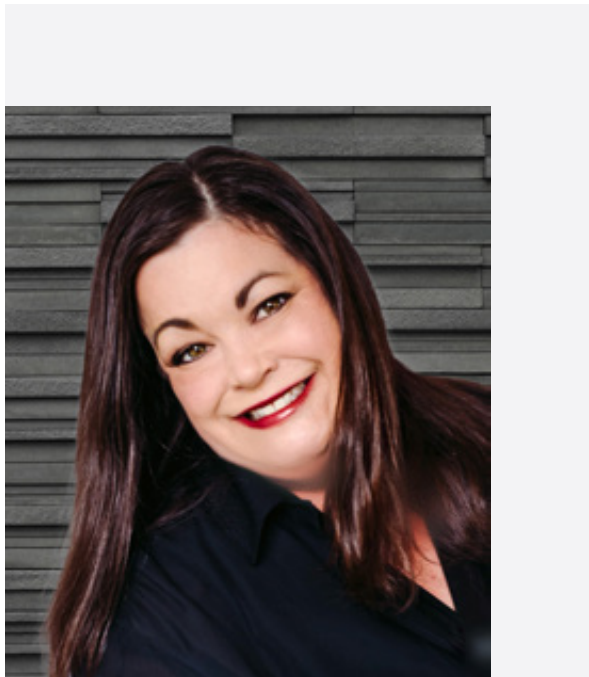
During this process, I will attend to the details of your sale with finesse; all of my resources will be at your disposal – but you will be firmly at the center of your sale. I believe in the importance of market education, so you can feel empowered to make the best decisions for your transaction.

I strive to be a resource for my clients, helping you set goals and timelines and recommending trusted contractors or referrals. And when all is said and done, I hope you will keep in touch and remember me for all your future real estate needs.

Let's begin then.

Susan





About Susan Stasik Homes

A longtime Washingtonian, Susan embodies all the best of the Pacific Northwest. She's lived in Bellingham, Pullman, Kirkland, Green Lake and Queen Anne — and she's loved every minute of it. She loves spending her free time at her mountain home east of Seattle or exploring Orcas Island. When she's not busy serving her clients, Susan adores spending time with her beloved Golden Retriever and talking home design over a craft beer or a beautiful rosé.

Susan has been in real estate for over 30 years, and closed \$500M+ in transactions for her clients. As Premier Properties Director, Susan has a proven track record of managing the purchase and sale of luxury homes, tailoring her marketing and negotiating strategies for each property's unique assets. The highlight of Susan's career is the time and care she devotes to each one of her clients. Susan has built her business on client referrals and lifetime support, offering recommendations and referrals for service providers and brokers worldwide.

**MANAGING BROKER &
PREMIER PROPERTIES DIRECTOR**

30+
YEARS OF EXPERIENCE

\$500M+
TOTAL SALES VOLUME

Susan's Specialties



RESIDENTIAL

LUXURY HOMES

NEW CONSTRUCTION

INVESTMENT PROPERTIES

SEATTLE AND EASTSIDE COMMUNITIES

The Importance of the Pineapple



A universal symbol of hospitality, the pineapple represents warm welcomes and celebration — something Susan brings to every interaction with her clients.



SUSAN'S STEP-BY-STEP HOME SELLING GUIDE

Getting Started



Initial Consultation

The first step in any home sale is for your broker to get a sense of your property. To do this, Susan will visit your home to better understand how it compares to other properties in the area. She'll also take this time to get to know more about you personally, your goals for the sale and your approximate timeline.

The relationship between broker and client is crucial for the success of the sale, so this is also your time to ask Susan about her experience and approach to real estate. She'll be able to answer any of your questions about the process and will help you understand what services and resources she can offer you.

Property Value Assessment

During the initial visit, Susan will be able to tell you if any repairs or updates are necessary before listing your home. She'll also provide you with a Comparative Market Analysis (CMA) that will highlight how much other homes in the area are selling for and give you a peek at the competition. This data is also critical for understanding how long your home might be on the market and determining how much you should list your home for.



“

Working with Susan has been amazing! **She was organized, on top of her game and uplifting** as we navigated the home selling process from a distance.

KATE & JOHN | SELLERS | PHINNEY RIDGE

Preparing to Sell

Your Timeline

As you prepare to sell your home, it's important to outline your approximate timeline. This will determine the amount of prep time you and Susan have for repairs, staging and how exactly your home will be marketed. With these details in hand, Susan can tailor her recommendations to make sure that your needs are met.

Preparation Checklist

The following is a checklist of common repairs and features to be cleaned before listing your home. Taking the time to do this can increase the price your home ultimately sells for.

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



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

Clean grease and oil stains from driveway

DECKS / 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

FRONT DOOR:

Polish or replace the door hardware so it shines

Add a fresh coat of paint to get rid of nicks

Clean the glass on the storm door;
make certain the screen is secure

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

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

THROUGHOUT:

Clean all floors, carpets, walls and trim

Replace burned-out light bulbs

Empty trash

Remove all the family photos, valuables,
and prescription drugs

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

Make sure the refrigerator and freezer are
defrosted and free of odors

Clean the oven and cook-top thoroughly

Set the table

LIVING / FAMILY / DINING 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

Position the furniture to showcase the size
and space of the room

Remove and replace any attached items such as
chandeliers and draperies, that you wish to move
with you

Put away toys and hobby supplies;
remove extra magazines and books from tables

BATHROOM:

Make sure sinks, tubs, showers and countertops are clean and free of stains

Repair any leaky faucets

Remove grout and soap stains from tile

Replace any missing or cracked tiles or grout

Make sure all joints are caulked

Make sure all fixtures, including heat lamps and exhaust fans, are operating

Install a new shower curtain and buy matching towels

Store all supplies, such as toilet paper, shampoo bottles and cleansers, out of sight

BEDROOMS:

Repair cracks in ceiling and walls

Apply a fresh coat of paint if necessary

Make sure wallpaper is secure

Clean draperies and blinds; open them to maximize light

Put away toys, clothes and clutter

Neatly make up the beds

BASEMENT:

Check for water penetration or dampness; call 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 all "fixer" cars, campers and boats from the property

Discard the clutter of magazines on the coffee and end tables

Tidy and de-clutter all closets

Hide or get rid of worn-out throw pillows

Store pet supplies

At night, turn on the porch light and outdoor lighting. Buyers often drive by homes they are considering at various times of day





Staged for Success

The real difference between homes that sell quickly and for their asking price and those that don't often comes down to how they are staged. Today, more buyers than ever before begin their home search online – which means that clean, inviting photos of your property play a critical role in getting a buyer's attention.

With Susan's eye for detail and knowledge of current home trends, she can provide custom recommendations for staging your home and selling its best features. If necessary, she can also connect you with a professional stager before arranging for property photos to be taken. The property photos will showcase the best aspects of your home and make sure that your listing stands out everywhere it's seen, from its digital presence to printed marketing materials to the moment a buyer sets foot inside.

95%

**OF STAGED HOMES SELL
IN 11 DAYS OR LESS**

81%

**OF BUYERS HAVE AN
EASIER TIME VISUALIZING
THE PROPERTY AS THEIR
FUTURE HOME**

46%

**OF VIEWERS ARE MORE
WILLING TO WALK THROUGH A
STAGED HOME THAT THEY'VE
LOOKED AT ONLINE**

Sell for more in less time

You only get one chance at a stunning first impression. Windermere understands this, and that's why we set our sellers up for success with the Windermere Ready program. This resource will cover up to \$50,000 in repairs or updates to a home before listing – at no up-front cost to you. Through Windermere Ready, Susan will recommend high-impact updates with the best return on investment for your home. These improvements will attract buyers and increase your list price, helping you get the most out of your home investment.



Masterful Marketing

Your Marketing Plan

Marketing is a particular specialty of Susan's, and this is where she can make your listing truly shine. She'll work with you to identify the ideal target buyer for your home and will create a customized marketing plan to appeal to them. This plan will cover everything from print marketing materials like postcards and brochures to digital assets and open house events. Susan is also an expert in luxury real estate and knows how to attract discerning buyers for unique and high-end properties.

Print Marketing

BROCHURES, TRIFOLDS AND ONE-SHEETS:

Utilizing the photography captured of your property, Susan can create eye-catching, professional marketing assets to help sell your home. Brochures and trifolds can provide the full story of your property to prospective buyers, highlighting key features accompanied by illustrative photos. One-sheets are useful for quick reference, particularly when placed in a flyer box in your yard or set out in the home during tours and open house events.

PHOTOGRAPHY:

Susan will arrange for professional real estate photos to capture the essence of your property. This may include aerial or drone photography depending on your property; these images will be the focal piece of your print and digital marketing.





POSTCARDS:

Postcards are great tools for getting the word out when your property is first listed. “Just Listed” postcards can be sent to neighbors in the area in case they are looking to buy in your neighborhood. Postcards can also be utilized to invite people to open house events and keep them updated about the listing.

Digital Marketing

DIGITAL LISTING SYNDICATION:

Your property will be listed on the Northwest Multiple Listing Service (NWMLS), where brokers from around the region will be able to view it. In addition to this, your listing will be published on some of the most popular home search sites, including Zillow and Trulia, along with Windermere.com.

ADWERX DIGITAL ADVERTISING:

With this tool, Susan can automate the online advertising of your home, placing personalized ads for your listing targeted by zip code across highly visible social media platforms and websites.



LOOKBOOKS:

For high-end properties or those with a unique niche, Susan can create high-end lookbooks for prospective buyers. These books explore the property through artful photography and captivating written descriptions, selling buyers on the lifestyle offered by your listing.



VIDEO:

An in-depth property video is a great way to give buyers a glimpse into the lifestyle and features offered by your property. Not only will it make your digital listing more robust, high-end property videos are an enticing way to encourage buyers to visit the property in person.

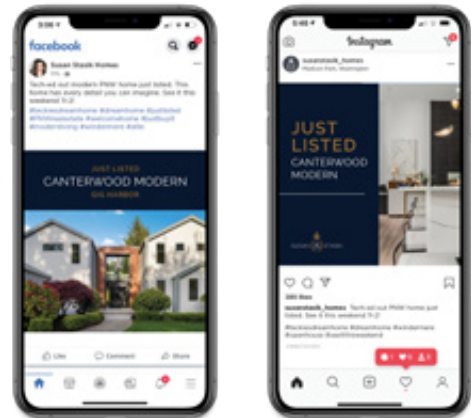
MATTERPORT:

Using this tool for 3D floorplans, buyers can explore your property on their own as if they were there. Matterport allows for self-guided exploration with a simple click, and gives viewers a complete sense of a property’s floorplan and layout.

SOCIAL MEDIA:



With so many buyers searching online for homes, the power of social media cannot be understated. To help promote your listing, Susan will also create a custom post about the property on her Instagram page.

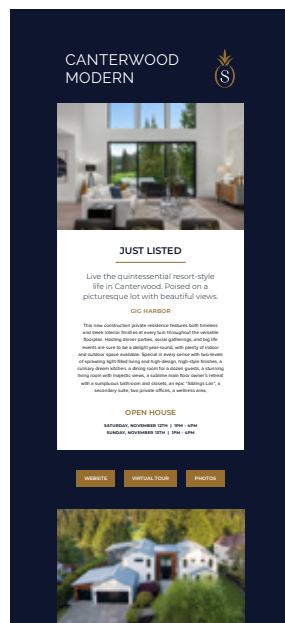
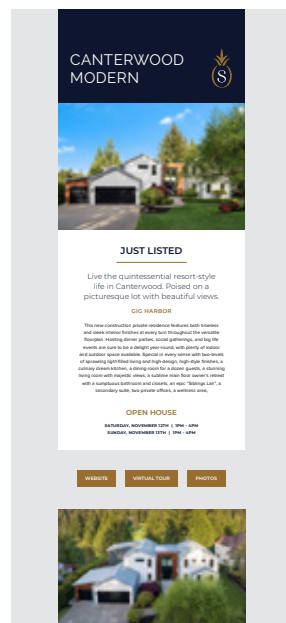


CUSTOM PROPERTY WEBSITE:

If you'd like to go beyond a traditional MLS listing, Susan can also create a custom property website for you. This site will include high-end property photos and written descriptions, along with key selling points for the home – allowing users to explore your home in-depth from anywhere.

EMAIL MARKETING:

To keep other brokers and potential buyers updated about your listing, Susan can also utilize email marketing. She'll send out "Just Listed" announcements and information about the listing and open houses to a curated list of her fellow brokers and potential buyers to spread the word.





Luxury Marketing

Selling high-end properties requires a special skill set, and that's where Susan comes in. As Premiere Properties Director, she is a leader in the sale of luxury real estate and knows how to attract just the right buyer for your unique property.



For high-end homes in need of marketing that goes above and beyond, Premiere Properties is the answer. Through Windermere's Premiere Properties program, Susan can create custom marketing materials for your property and catch the attention of buyers with unique signage in your yard.

Every Premiere Properties listing includes photo galleries, enhanced search features online, specialized advertising, publications and polished direct marketing materials. Susan's experience in this specialty, combined with her professional network and the esteem of Premiere Properties, will ensure that your luxury property is seen by the right buyer at the right time.



Curating Windermere's most sought-after properties, the W Collection provides concierge-level marketing and brings a tradition of success to each of its luxury listings. Focusing on properties worth \$3M+, the W Collection attracts high-net-worth buyers from around the globe, thanks to Windermere's partnership with Luxury Portfolio International.

By listing in the W Collection, Susan will ensure that your property receives the utmost care and attention. Bespoke marketing materials, including a feature on the W Collection's website and its associated publications and platforms, along with custom signage for your yard, will create the maximum impact on buyers both locally and internationally. If you're looking for the best of the best, look no further than the W Collection.

Listing Your Property



MAKING A SPLASH:

The marketing of your property doesn't end once the listing is live. In fact, that's just the beginning of the process. From here, Susan will work with buyers and brokers directly, making sure your property stays top-of-mind while it's on the market. She'll utilize her personal network and resources at Windermere to make sure that your property is seen by as many likely buyers as possible to keep the sale moving and keep you on track to meet your goals.

OPEN HOUSE:

Once your house is officially on the market, it's time to generate some buzz with events like open houses. One of the first things Susan will do is arrange for a Broker's Open — this is an industry-standard event in which Susan's fellow brokers and real estate professionals can visit your house, provide feedback and learn about the property on behalf of their own clients.

Then, typically the first weekend after your property is listed, Susan will host a public open house. This event gives a chance for neighbors and interested buyers to tour the property, ask questions and consider if your house could be the right fit for them.

TOURS:

In addition to public events like open houses, prospective buyers can also schedule private tours of the property. Susan will help arrange this and can provide scheduling tools for you to help manage the number and frequency of tours. To make them as successful as possible, you should try to be out of the house when tours are occurring so prospective buyers can ask candid questions and provide honest feedback about the property.



REMOTE TOOLS:

As part of a new trend in real estate, offering options for remote tours is becoming increasingly popular. This could include a 3D map and floorplans of your house that will allow buyers to experience it virtually, property videos showcasing your home's best features and lifestyle, and potentially private video walkthroughs scheduled with Susan. All of these tools make it easier for buyers to tour your home remotely and safely, while still giving them the full story of your property.

LUXURY EVENTS:

For truly impeccable properties, Susan knows how to pull out all the stops. She can arrange for custom events to help sell your property to high-end buyers, including sunset open houses, catered events for brokers and even giveaways to attract more guests to the event. If you have a luxury property with special needs, Susan is happy to work with you to make sure your property stands out.

Navigating the Sale

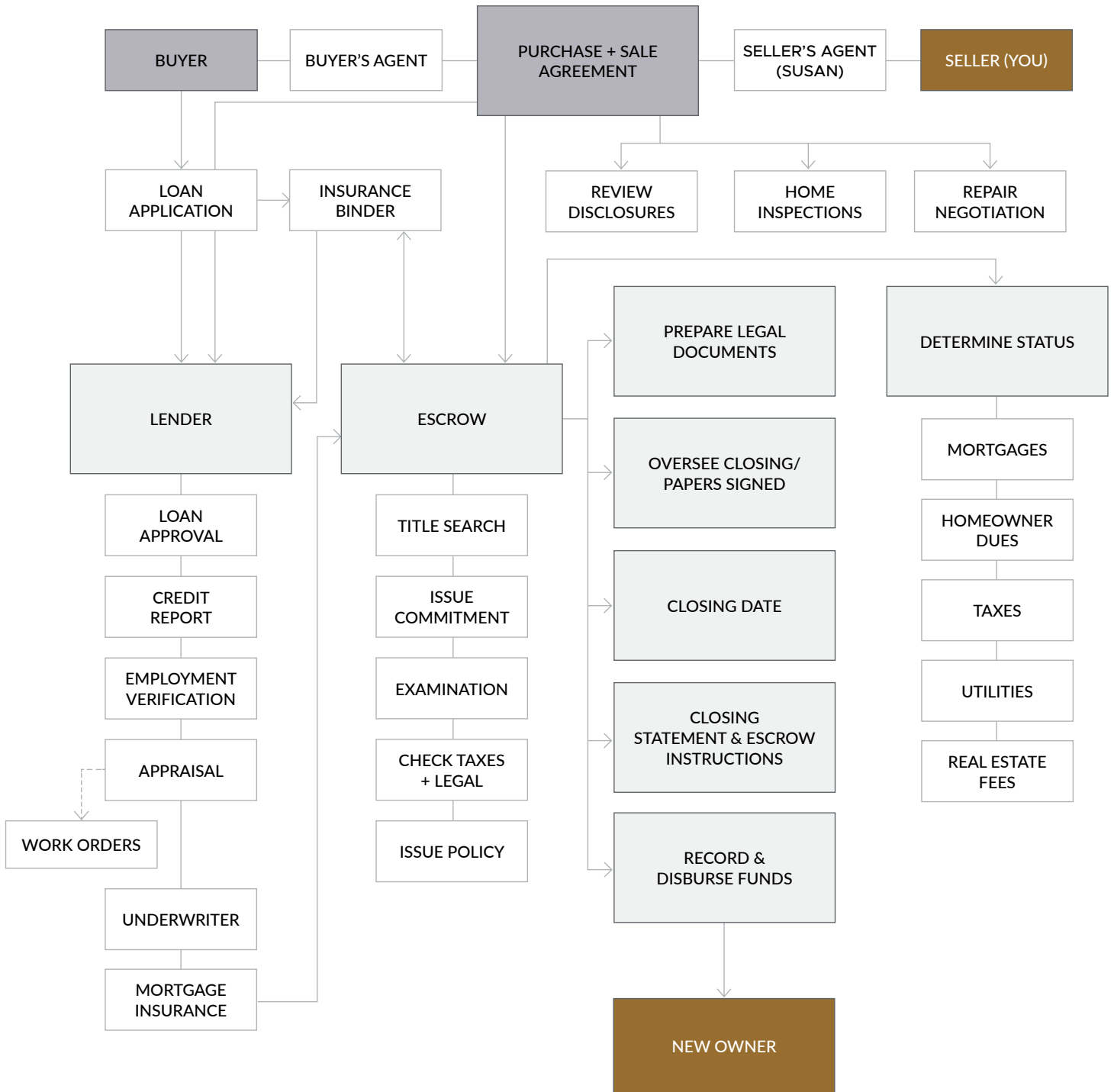
Transaction Management

The final part of any successful sale is navigating the offers, negotiations and closing. At the end of the day, you'll have a "Sold" sign in your yard, and you'll be able to focus on your next endeavor. In the meantime, however, you'll have to make sure that you get the best possible offer on your home, with the most favorable terms.

In our region, multiple offers on a home are fairly common. This is great news for you as a seller because it means you get to choose the offer that works best for you. Susan will help you with this, comparing offers and vetting buyers to ensure that only the most serious offers are considered. Once you've picked the winning offer, Susan will work with the buyer's agent to confirm the details of the sale.



Getting to Sold



Purchase and Sale Agreement

After selecting the winning offer, Susan will work with 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 USUALLY CONSISTS OF THE FOLLOWING:

Earnest money receipt

Financing addendum

Inspection addendum

Conditions / disclosure addendum

Contingency addendum, when appropriate

Addendum outlining special conditions

Lead-based paint notification, when appropriate

IN SELECTED AREAS, THE FOLLOWING FORMS WILL ALSO BE PART OF YOUR AGREEMENT:

Agency disclosure form

Property disclosure form



Negotiation

Ever your advocate, Susan will also negotiate on your behalf with the buyer's broker if there are any contingencies or conditions for the sale. Susan takes a cooperative approach to negotiation, seeking out win-win situations while never compromising what you really need. As a longtime broker with Windermere, Susan is well-respected in the real estate community, and will use her reputation to make sure everything goes smoothly.

Closing the Sale

Once you've agreed to the terms of the sale, Susan will help you navigate the escrow and closing process. Escrow is essentially a neutral third party that holds important documents and deposits on behalf of the buyer and seller, ensuring that all conditions for the sale have been met before any assets change hands. During this period, Susan will act as your transaction manager, ensuring that inspections are scheduled and completed in a timely manner, required paperwork is filed and making sure you don't miss any deadlines.

When all is said and done, you'll meet to record the sale and turn over the keys to the new owners. Congrats, it's now time for the next adventure.

Who Pays for What?

Be sure to keep in mind that while you will receive the net proceeds from your sale, there are several fees and other items you will be responsible for paying for as the seller. Below is a breakdown of who typically pays for what during a real estate transaction.

THE BUYER PAYS FOR:

- Down payment on the home
- Buyer's escrow fee (according to 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
- Real estate services fee (according to contract)

THE SELLER PAYS FOR:

- Seller's escrow fee (according to contract)
- Work orders, if required by lender, or agreed between parties (according to contract)
- Owner's title insurance premium
- 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 judgments, 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
- Real estate services fee (according to contract)

BROKERAGE SERVICES AND BROKER COMPENSATION

When you and Susan work together to sell your home, she'll follow Washington agency law* by presenting a listing agreement — or a Seller Brokerage Services Agreement — that you both will sign. This agreement spells out the terms and duration of the agency relationship, as well as the specifics of compensation for real estate services.

*RCW 18.86 "Real Estate Brokerage Relationships"

“

You did an unbelievably amazing job in selling our home. It was the best decision we made to go with you. You are such a professional. We are so grateful, and we are lucky to have you.

ERIC & NINA | SELLERS | SEATTLE

Testimonials

SEE WHAT SUSAN'S BUYERS AND SELLERS HAVE TO SAY ABOUT WORKING WITH HER.

"Susan coordinated the whole process. Worked with the home stagers, got the house prepped, studied the market, and nailed the asking price. Our home sold in 2 days for 10% over the list price."

NICK & LINDSEY | SELLERS | SEATTLE

"Susan's negotiation skills are excellent. She professionally guided us, from helping to get our home ready for the market to the close of escrow."

KEVIN & RENEE | SELLERS | LAURELHURST

"You are the beloved of our family. Thank you for all your attention to detail, walking us through the process, and making us feel like we are your only clients."

-RICH & STACY, SELLERS, WOODINVILLE

Excellent from initial contact through closing and beyond. Susan gets an A+ for how she handled everything, especially since we were out of town, relied on her market sense, and also the clear communication with us, with buyers and tenants. Great job, Susan. We will recommend you to anyone we know."

KATE & JOHN | SELLERS | PHINNEY RIDGE

"You've been amazing! Thank you for your faith in me and my project. I have valued your marketing savvy, attention to detail, diligence, and follow-through. It is truly a pleasure to know you and to work with you."

HEIDI | SELLER | SEATTLE

"An outstanding lady! Susan demonstrated excellent care throughout the selling of our mother's home. Her marketing is top-notch. We will happily recommend her."

ROLF & GERD | SELLERS | BALLARD

"Excellent knowledge of the area and very impressive interest in serving me. Professional at all times. Susan was always happy and thoughtful. A well-rounded lady and a job well done."

IRIS | SELLER | QUEEN ANNE

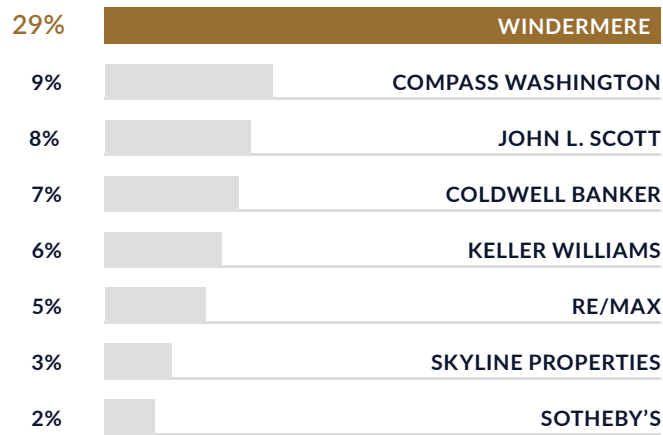
"We have worked with many agents over the years, but nobody as professional as Susan. Her attention to us and every detail put us at ease throughout the sale of our home. We will always recommend Susan to our friends and family."

WILL & BESS | SELLERS | UNIVERSITY DISTRICT

The Windermere Difference

The sign in your yard matters. Windermere is the top-producing residential real estate company in Seattle, with more than three times the listing-side market share than the next-leading firm. When you choose Windermere and Susan, you know you're working with the best of the best.

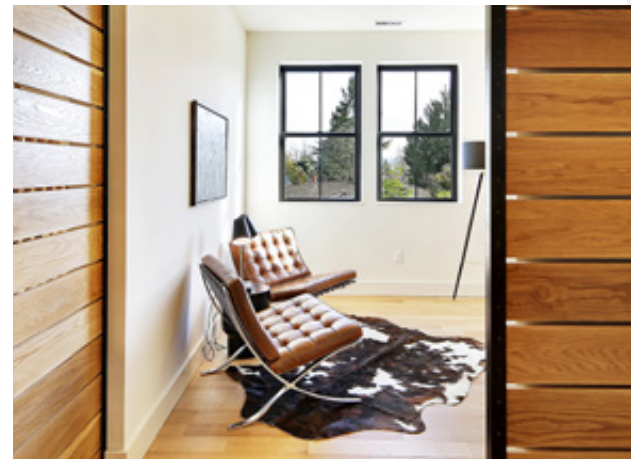
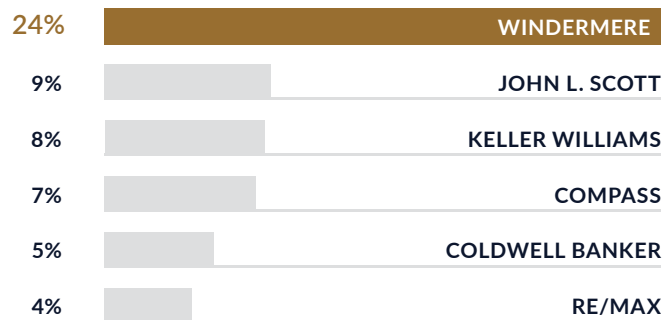
SELLERS REPRESENTED BY WINDERMERE ARE MORE LIKELY TO RECEIVE MULTIPLE OFFERS*



3x
HIGHER \$ VOLUME OF LISTINGS SOLD BY WINDERMERE THAN BY THE #2 FIRM

\$15B
WINDERMERE'S ANNUAL PROPERTY SALES IN KING COUNTY BY \$ VOLUME

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



*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 unit sales of King County single-family homes and condominiums over a recent 12-month period.

SOLD
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REAL ESTATE
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WINDERMERE REAL ESTATE CO.

EXCLUSIVELY

**Susan
Stasik**
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windermere.com



Extraordinary is my ordinary.

FINER REAL ESTATE. IMPECCABLE SERVICE.



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