

My Service For Sellers

Making the Move With Ease



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Eastside King - Snohomish Counties

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Services for Sellers

When it comes to selling your home you want the best price and the most favorable terms. There are countless marketing choices, along with legalities and details that go into a sale.

When I market your property you receive my customized approach, personalized just for you. I will support you in all facets of marketing, from preparing your house to sell, to print and Internet advertising. I am a licensed experienced professional with specialized skills.

Here are the many benefits you receive when working with me:

I know the market and will assist you in setting the right price.

I also know what buyers want and the monetary motivation that will encourage the sale.

I am a member of the Multiple Listing Service (MLS), a service that enables me to present detailed information about your home to the thousands of other agents helping buyers.

Along with the MLS, I work together with other agents on a regular basis. We exchange information about new properties and help fit enthusiastic buyers with appropriate homes.

I will increase the amount of qualified buyers for your home because Compass's national referral system of having a presence internationally and nationally gives me access and exposure to the sizable number of people who move each year.

I know how to swiftly separate the qualified buyers from the unqualified buyers. Your home is shown only to serious buyers, which saves you time.



Our Team

Our support team helps to provide top-notch customer service ensuring every detail of the process is handled with utmost care. From getting your home market ready to the final days of closing. We will be with you every step of the way.



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Tips for Getting Started

The key to selling your home quickly and at the right price is in preparing it appropriately.

Here are some tips to help you get started:

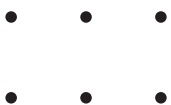
- Get rid of clutter both inside and out
- Give home a thorough cleaning
- Oil door hinges, tighten door knobs
- Have carpets professionally cleaned, or replaced if damaged
- Repair dripping faucets and leaky toilets
- Replace all burned out light bulbs and clean all light fixtures
- Repair defective light switches
- Cut and edge grass
- Trim hedges and weed gardens
- Paint, fix or wash railings, steps, storm windows, screens and doors
- Clean out the gutters
- Wash the windows
- Tidy up the garage
- Paint, wash and fix garage doors and windows
- Touch up all interior paint



Tips for Getting Started

Here are some tips to help you get started:

- Keep pets out of the house. Either take them with you or keep them penned in the yard or garage.
- Put away items in the yard like garden tools, bicycles and toys.
- Make sure your home is well lit.
- Remove clutter from tables and shelves. Less clutter creates the illusion of a larger space.
- Keep money, prescription drugs, and other valuables out of view.
- Add a ground up lemon to the garbage disposal to give the kitchen a fresh smell.
- Open shades and curtains to let in light.
- Light a fire in the fireplace to create a comfortable ambiance.
- Keep radios and TV off— although oftentimes soft music in the background is a nice touch.



My Process for Sellers

Proactive Marketing is the fundamental of a highly effective marketing campaign. The list below includes just some of the innovative marketing strategies I implement for every listing.

Staging Your Home

One of the key factors to selling your home for more money is staging—making your home more appealing and inviting to the majority of potential Buyers. We'll work together to determine the level of staging your home may need and I offer my own inventory for you to use if this is the route you would like to go and it's a complementary service. My stager will be on board to help us with this process and is available for an hour consultation.

Online

Today's buyer is very tech savvy! Often they look for their new home Online before they ever actually visit a home. I'll showcase your home by using professional and eye-catching marketing to maximize your home's Online presence. Additionally, your home will be syndicated on my company website, my personal website, and all our affiliated websites.

Photography

Buyers want to see what your home looks like before they decide to visit. They need visual images in order to imagine themselves living there. To enhance the exposure of your home, I create an Online photo album (or virtual tour) of your home, showcasing all the best features, both inside and out. Detailed descriptions further catch a potential buyer's attention to your home.

Property Flyers & Advertising

Colorful and custom flyers using premium paper will be designed for your property and placed on a stand inside your home as well as a flyer box outside your home. This allows potential buyers that drive by to have instant access to your property information, in addition to qualified buyers who are touring inside your home. First impressions are extremely important! Additionally, a wide variety of advertising will also be implemented to put your home in front of the largest group of potential buyers.



My Process for Sellers

Personal Website specific to YOUR address and home:

Example: www.LivingInBallard.Info This is purchased and designed by Jennifer and a rider will be added to the top of the for sale sign advertising the property so buyers can find you and research all the useful information that will be available: school info, area income information, demographics, grocery stores & more! Perfect for the first time or relocation buyer & this site is also filtered out to additional websites such as Google search!

Yard Sign

With my company sign in your yard, your listing will be associated with one of the most successful and regionally recognized real estate companies in our area. My personalized yard sign is placed in a manner to draw attention to your home, direct potential buyers to my website, and to provide easy access to my professional flyers.

Networking

My extensive network includes my database of contacts and qualified buyers, real estate investors, the agents within my local company and community, plus the thousands of agents I have a referral relationship with outside of our region. What better way to get your home sold!

Your listing will also be presented to my professional networking group of top area agents, all from different companies and we call ourselves the NWWRE = Pacific NW Women In Real Estate. These gals will tour your home, give us honest & helpful feedback & help spread the word to support me in my efforts to sell your home!

Another benefit to this group is brainstorming & sharing new ideas for marketing which is one of the reasons the group began in the first place. I am honored to be a part of such a great group of successful hardworking women!



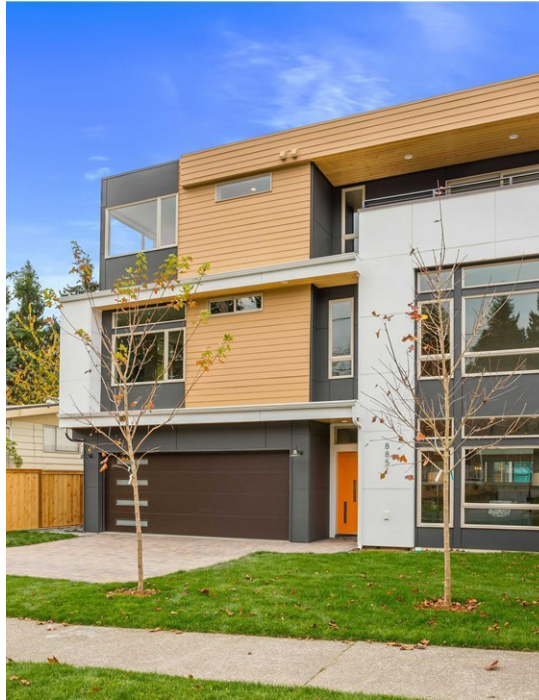
My Process for Sellers

Voted Five Star Real Estate Agent / Seattle For Three Consecutive Years

Seller Representative Specialist

Honored to be a preferred Realtor for PRESS1

#5 top producer for 2014
within RE/MAX Metro & Eastside



- Consistent sales
- 95% of listings result in a sale
- List-to-sell ratio of 95-98% averages
- Over 70 homes sold in the past 3 years
- Consistent top producing agent
- Top 7% in the King County MLS
- Proactive marketing methods'
- Active local Realtor member
- Vendor Opportunity Programs
- Professionally produced graphics



Update Guarantee

Proactive Marketing is the fundamental of a highly effective marketing campaign. The list below includes just some of the innovative marketing strategies I implement for every listing.

The benefits to you are:

- You will be kept up-to-date on all Marketing efforts being made regarding the sale of your home.
- You will be given feedback on all showings.
- You will be advised of all current market conditions that may affect your sale including financial market changes as well as local listing you are competing with.

My responsibility to you:

I am 100% committed to providing the highest level of service in the real estate industry. My success depends upon this commitment to serve your needs and continue growing my business by continued referrals and happy clients.



Seller Consultation

Many sellers do not fully understand the sales process and the role of a real estate agent. Here are some of the most often asked questions agents receive from sellers.

What is a "Listing Agreement"?

A "listing agreement" is a document which lays out the contractual terms between the seller and the agent who will be listing the property.

Who pays the buyer's agent?

The seller is responsible for paying the listing commission on the home—the listing office and agent then split that commission with the buyer's agent and office. Commissions are typically paid only at closing, out of the proceeds of the sale of your home.

What is a "dual agent"?

"Dual agency" refers to the practice of a single agent representing both the buyer and the seller during the real estate transaction. When an agent acts in a dual capacity, they owe the same fiduciary responsibility to both parties. Most states have a required brochure or pamphlet which details the responsibilities of buyer's agents, seller's agents, and dual agents. Sellers considering the use of a dual agent should pay particular attention to the difference in responsibilities when an agent acts as a representative of both the buyer and the seller.

When an experienced, competent agent undertakes the responsibility of acting as a dual agent, the agent no longer acts as an "advocate" for one party or the other. Rather, the agent becomes more of a mediator. In theory, because the agent knows the details of each party's bottom line, the agent can negotiate a solution that will please both parties.

When you are working with an agent who is acting as a dual agent, you have lost your strong "advocate" in the selling process. The practice of dual agency, when not performed correctly, is one of the leading causes of real estate litigation.

What type of information will my agent need from me?

To do the best job for you, your agent will need the best information you can provide. This would include such things as:

- **your financial goals regarding the sale of your home**
- willingness to listen to your agent's advice.
- **flexibility in accepting terms and conditions**
- preferred timing for a sale
- **disclosure as to any defects the property may have**
- details about the positive aspects of the home



FAQ

Can't I just sell my house by myself?

Of course. Historically, many sellers have sold their homes as For Sale By Owners (FSBOs). Back in the day, buyers would get in their cars and drive around for hours on end to locate a property. With the advent of the internet, Multiple Listing Services (MLS's) and real estate websites are the ultimate source of property information. However, MLS sites are available only to the real estate agents who subscribe to them. Having your home listed by a real estate agent vastly increases your visibility in the marketplace. Statistically, 89% of homes which are sold each year are listed by a real estate agent via an MLS.

What if a buyer approaches me directly?

If your home is listed and a buyer contacts you directly, please refer them to me. I would be happy to put them in the hands of a good agent who can both show them your home and represent them in preparing an offer. Or I would be happy to show them your home. If they have any interest in moving forward with an offer, I can then put them in the hands of a good agent who can help them prepare an offer.

I'm torn between two agents. Can more than one agent list my property?

Possibly. If both agents are licensed in the same office (and both agents are amenable to a shared listing), your property could be "co-listed" by two agents. It's rare – although possible – to have agents licensed with competing companies involved in a co-listing situation.

What if I am unhappy with my agent?

To do the best job for you, your agent will need the best information you can. Let your agent know that you're unhappy, and the reasons why. It may be a simple misunderstanding that can be corrected. Buying and selling real estate are complex transactions, and it's important that you have an agent to represent your interests.



What happens when I receive an offer on my home?

Once a buyer is interested in making an offer on your home, the buyer's agent will prepare a "purchase and sales agreement," or real estate contract. This written document will lay out all the terms and conditions of the sale, as proposed by the buyer.

Most states have a very "buyer-friendly" contract process, meaning the buyer will have several opportunities to terminate the sale prior to closing. However, once the seller signs the contract, they typically do not have an opportunity to terminate the transaction. For this reason, it is critical that you clearly understand – and are in agreement with – the final terms of the contract.

Once an offer is written, the buyer's agent (also called the "selling agent") will deliver this offer to your agent (the "listing agent"). Some selling agents prefer to present their offer in person; others will deliver it via email or fax. Regardless of how the offer is received, you and your listing agent need to review the contract. Typically, your time limit for response is anywhere from several hours to several days; your agent can advise you as to whether the allotted time is reasonable for your market.

When reviewing the offer, some of the key points you'll want to consider are:

- Purchase price
- Financing
- Down payment amount / percentage
- Type of loan (conventional, FHA, VA)
- Closing cost requests
- Inspection clauses
- Hazardous materials (asbestos, lead-based paint)
- House
- Sewer line
- Septic / drain field
- Well
- Title reviews
- Choice of escrow agent
- Closing date
- Buyer's possession date



What happens when I receive an offer on my home?

As a seller, you have three options upon receipt of the offer.

- Accept the offer as written.
- Counter the offer on those terms and conditions which are not acceptable to you.
- Do not respond to the offer.

Acceptance of the offer—as written—puts buyer and seller in a position of “mutual acceptance”, and is the trigger for counting the days for the purposes of deadlines.

A counteroffer from the seller to the buyer allows the buyer a specified period of time to accept the seller’s offer, after which point the offer expires with no contractual obligation on the part of either the buyer or the seller. Upon receipt of a counteroffer from the seller, a buyer has the same options as those available to the seller when reviewing the original offer – acceptance of the offer as written, a counteroffer to the other party, or a decision not to respond to the offer. The number of counteroffers made between buyer and seller are limited only by the interest of the parties to continue to negotiate toward an agreement.

Not responding at all to an offer is always an option, although one not often seen. Typically a lack of response indicates a feeling on the seller’s part that the offer is simply too low in price, or too unacceptable on some other term, to merit attention.

Your agent should provide guidance as you review offers, and can assist you in determining if the terms and conditions offered are appropriate for your marketplace. Ultimately, with your agent’s input, you will be in a position to determine the response to the buyer that will get your home sold on mutually agreeable terms.

Once we have a mutually agreed-upon offer, I will provide you with a “pending-to-close” calendar or a simple timeline outline of the purchase and sale agreement.

This document will detail all the activities which need to occur between the time we accept the offer, and the time the buyers take possession of your home. It’s an easy to reference, visual tool to help us all stay on track.



Services Outline

Market Analysis: As a member of the Multiple Listing Service (MLS), I am enabled to research and give up to date analysis on each home I list.

Staging/preparing home for listing: I will provide an itemized list of suggestions when readying your home. If staging your home is a better option, I have my own inventory and stager that can help us with this process.

Professional photos: I work with a photographer who will take professional photos of each home I list, for optimal marketing with flyers and online marketing tools.

Develop personal property website: This website is purchased and designed by Jennifer and includes a rider that will be added to the top of the "For Sale" sign advertising the property. The home will also be added to the PNWMLS database, Facebook, and the Compass website for agents review.

Yard signage: My personalized yard sign is placed to draw attention to your home, direct potential buyers to my website, and to provide easy access to my professional flyers.

Flyers: Colorful, custom flyers using premium paper will be designed for your property ad placed on a stand inside your home as well as a flyer box outside your home. Replenished as needed.

Marketing plan: This includes scheduling both open houses for buyer's agents, and broker opens. I will also be using my extensive network which includes my database of contacts and qualified buyers, real estate investors, the agents within my local company and community, and also my professional networking group, Pacific NW Women In Real Estate.

Offer council: I can assist you in determining if the terms and conditions offered are appropriate for your marketplace. If the offer meets your needs we can work together to create either a counteroffer or accept the offer as written.

"Pending-to-close": Once we have a mutually agreed upon offer, I will provide you with a simple time-line outline of the purchase and sale agreement. This document will detail all the activities which need to occur between the time we accept the offer, and the time the buyers take possession of your home.

Client Signature: _____



Client Testimonials

"Jennifer was wonderful! As first time home buyers, we required a lot of hand holding being totally new to the process. She was always eager to help educate and make us feel more at ease! During the negotiation process I appreciated her letting us know all the different strategies we could use, and the risks of benefits of each. She was honest, kind, and knowledgeable!"

- **Kelsey Baird**

"Jennifer was great to work with and was super helpful. I was a first-time seller and went through the entire process while working remotely in south east Alaska. Jennifer was so helpful and super patient with all of the questions I had and challenges we faced with me being remote. She took care of setting up everything from painters to staging to cleaning. Couldn't have gone through this process with a better agent!"

- **Joe Pienody**

"I consider myself lucky to have found Jennifer as my Realtor & can't imagine having had a better experience. She helped me win my perfect home in an insane market & I'm a picky one. She's sharp, intuitive, truly pays attention to her client's character & gives honest input which I appreciate. If I ever sell or buy again, she is without a doubt the first one I'll reach out to! She is generally amazing to work with & be around! Highly recommended."

- **Kathy Burek**



Client Testimonials



"Jennifer is a rock star Realtor! I've worked with her on 4 transactions over the last 12 years. She is super knowledgeable, detail oriented, hard working, and a pleasure to work with. Recently I sold my home with Jennifer acting as the selling agent, and she helped us bring in several amazing offers in a matter of a few days on the market. And we achieved a smooth sale at a price that far exceeded what we hoped to get. You'll be in great hands working with Jennifer."

- Mitch Grafts



"Jennifer is incredibly savvy in today's real estate market. She is highly educated on trends, markets and the use of networking and social media. She is the utmost professional and is very keen on her client's needs. She has an arsenal of resources that can assist you in prepping your home for sale. We had an aggressive listing date and seemed impossible to meet. Jennifer drove our time line and kept us on track and we were able to pull off what seemed the impossible! I would highly recommend her!! Jennifer is also very honest and kind, and offered us a large amount of support throughout the process!"

- Karen McAviney

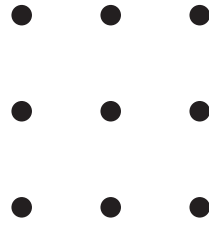


"Jennifer helped us buy our first home and she was an excellent agent and resource. She is a great listener, she's generous with her time and works hard. Her contacts in the industry were all impressive and good to work with. She knows the local market well and is a popular agent. We are thrilled with our new home and the price we paid for it. I would recommend her to anyone shopping for a home in Seattle or in the greater Seattle area."

- Matt Bennett & Robin Finlaydon



Thank You!



Thank you for taking the time to preview my qualifications and resume. This information package was prepared for you to answer any questions you may have about the selling process.

I recognize that selling a home is one of the most important decisions you will ever make. Therefore, I treat our relationship with the utmost care and respect. When you decide to hire my services, please keep this binder to use in retaining all your important real estate documents.

I look forward to working with you in the near future and feel certain that you will be happy with my services.

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