

Pre-Listing Appointment Information For You From Paul Isenburg

My Mission Statements For You

- To assist you with the sale of your home
- To provide you reliable market knowledge as a basis for your selling decisions
- To create a successful strategy and action plan to accomplish your selling goals
- To always keep your goals as the focus of my efforts and actions
- To do this in a friendly, respectful and professional manner that makes you glad you hired me to assist you

The Benefits of Hiring Paul

- 23 yrs of real estate experience and vision
- Hundreds of successfully closed home sales
- Knowledgeable interpretation of market conditions and their impact to your home
- Proven marketing plans and ideas to get your desired results
- Effective negotiator and communicator
- Selling system to handle the details and eliminate unwanted surprises to you
- Honest communication on market conditions and how they affect you and your property

Market Track Record for Paul

- Your odds of selling triple when I'm hired
- 80% of my listings sold in 2010 with a 96.5% sale/list price ratio. The MLS averaged 18% of sales with a sale price/list price ratio of 93.4%
- My sellers average 64 days time on market. The MLS average was 130 days
- I average 25 closings per year. The average agent has 4 closings per year
- 98% of my business is from satisfied, repeat clients and their referrals

A Brief Outline of Costs to Sell

Most costs are calculated against the final sales price, so these figures are being expressed as percentages only. A detailed breakdown of your costs will be provided to you when we meet

- **Real Estate Fee:** 6% which is split in half; one half paid to listing office, one half to the office of the agent that brings the buyer for your home.
- **State Excise tax:** 1.78% of sale price
- **Title Insurance** you provide for buyer: range from \$800-\$2,000 with most in the \$1,100-\$1,500 range
- **Escrow Fee:** based on sales price; range: \$600-\$900
- **Reconveyance fee:** appx \$150 to pay off liens
- **Present Mortgage & Taxes:** all liens you owe
- **Seller credits to Buyer or Inspection Allowances:** as the sale circumstances may dictate; maybe zero

My Goals in Assisting You

- To obtain top market value for your property in your desired time frame
- To keep you in the strongest negotiating position possible during the sale and closing of your home or property
- To handle as many of the details of your home sale as I can, with your permission
- To coordinate the sale and closing process with the other events in your life
- To minimize all risks, hazards and concerns that you might have with selling your home or property

More Benefits of Hiring Paul

- Single agency representation; I only represent your interest as the seller. Our conversations are confidential and private
- Member of the top producing real estate office in the state for the past 18 years
- 21 yrs of affiliation with Windermere, the #1 company in the state with 42% market share in the Puget Sound area
- Licensed assistant to help monitor the details, communicate with you and watch out for your interests
- Extensive list of contractors and team members to assist you before the sale and through the closing
- Commitment to exceed your expectations

Closing Points and Comments

- I am a Certified Residential Specialist and Licensed Managing Broker. Only 4% of agents match my qualifications to help you sell your home. None match my commitment to you and your goals.
- Windermere's market presence and reputation is the highest in our area among cooperating agents and the public
- Windermere's website offers your property the widest exposure to the most unique visitors in the region, everyday
- **Information may be free, but knowledge is priceless.**
Put my knowledge to work for you.

Paul Isenburg
Managing Broker
Certified Residential Specialist
Windermere Real Estate/East, Inc.

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I'm honored to assist you; please see the back side of this flyer for a sample marketing plan of mine

Sample Marketing Plan Outline

Every property is unique and every seller's circumstances are too. Below is the basic list of duties you can expect from me. I will discuss the full details when we meet to talk about your situation and desires.

- Pre-listing consultation to discuss your needs, goals and specific concerns
- I offer you pre-listing advice and assistance for home preparation & staging to help your home show its best
- Multiple pictures of your home to help capture its unique benefits, visually
- Submit your home to the Multiple Listing Service with photographs and verbal descriptions, so that all local real estate agents and companies have more knowledge of your home to more effectively promote it to their buyers
- Submit a pictorial and verbal layout of your home to Windermere.com, the #1 website for public searches
- Create a marketing flyer that identifies your home's features & benefits, for display inside and outside of the home
- Add exposure with professional signage and a lock box to aid showing access and to monitor agent showing activity in your home
- Compile a property package with maps, tax information, title covenants and disclosure information to be available in the home
- Inform the neighborhood of your home's availability and features
- With your permission, hold an open house for agents and the public, when and as appropriate for added public exposure
- Personally promote your home to the public and brokerage community through targeted calls and mailings
- Advertise your home, on a timely basis, in appropriate publications & websites
- Deliver copies of all promotional material for your review and awareness
- Follow up on all agent and buyer showings for feedback & market adjustments
- Update you on market activity and changes that affect your property and how to make your home more marketable
- Represent and advise you during the negotiations of all written offers
- Monitor and inform you of all progress during the closing process
- Be personally involved in the entire process until it is successfully closed
- Communicate to you, on a weekly basis, all activities and progress we are making to sell and close your home sale on time

Paul Isenberg Sells the Most Important Homes...Yours!

206-948-5885 or email: pauli@windermere.com

Multi-Year Winner of the Best in Customer Satisfaction Award