

SELLING YOUR HOME

marketing & pricing strategies

John L. Scott
REAL ESTATE

Your trusted advisor with you
every step of the way

Personal Representation for the **Best Results**[™]

At John L. Scott we are innovators, we embrace technology, and we pride ourselves on our transactional excellence. Since 1931, we have built our business on the principle that real estate is local and that homeownership is the heart of our communities. We are industry leaders in technology, marketing strategies and trends. We will showcase your home in the best light to get you the best price.

knowledge

WE'RE LOCAL,
WE'RE GLOBAL

strategy

negotiations

representation

WE KNOW
THE MARKET

Over **85 Years** of
Innovation and **Success**

John L. Scott | REAL ESTATE

Five Rights,

make a sale™!

- 1 House Right**
Presentation: Create an emotional connection with all potential home buyers by presenting your home in the best light.
- 2 Yard Right**
Presentation: The yard and entry are the first impression of your home and will entice the interest of a buyer.
- 3 Marketing Right**
Promotion: Advanced marketing strategies will proactively captivate buyers, assuring your home receives the most exposure.
- 4 Price Right**
Pricing: Strategically position your home in the market to attract the most buyers to get your home sold at the best price.
- 5 Right Real Estate Expert**
As your John L. Scott agent, my commitment is unwavering - **Personal Representation for the Best Results™**.





presentation

HOUSE RIGHT, YARD RIGHT

Market Ready, Day One™

— the little **details do matter**





stage, clean, & declutter

to reduce market time and get maximize price

First impressions are vital to attracting a prospective buyer. How your home and yard are experienced by a potential buyer can directly affect the amount for which your home sells.

Buyers will envision themselves in your home when it presents beautifully and feels inviting. We will take the time to help you determine what is needed for the presentation, maintenance, or repair of your home.

Our goal is to create a positive connection by showcasing your home in the best light.

**“you never get
a second chance to make
a first impression”**

- Will Rogers

The **POWER** of professional *photography*

More than 95% of buyers will experience your home through photos when they start their home search online. Your home's digital presence is the first exposure most buyers have of your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.

Research shows that the higher quality and quantity of home listing photos helps a home sell 32% faster.

Source: PRNewsFoto/VHT Studios





Comprehensive Marketing Strategy

— we **market** your home

Our exclusive marketing strategies will position your home to reach virtually every buyer through robust syndication, networking within the real estate community, personal connections, community outreach, and online exposure. Our approach is designed to showcase your home to the largest audience in order to leverage your position in the market and get you superior results.



we **reach virtually 100%**
of all potential buyers
through our online exposure
of your property



promotion

MARKETING RIGHT

You've been INVITED

EARLY ENTRY FOR NEIGHBORS

Congratulations on your Sold Listing!

Real Estate Home on Hill

Download the NEW John L. Scott GPS Home Search App 3.0

Mobile App

QR Code

John L. Scott REAL ESTATE

Digital Marketing

your **online presence**



As a founding member of Leading Real Estate Companies of the World®, we get maximum exposure through 65 countries. We provide advanced market exposure so that your home is syndicated to the top sites throughout the country, across the globe and to all the local and regional real estate companies.

Plus, our award-winning website **JohnLScott.com** is the foundation for your home's online presence. Every listing is complete with:

- Custom property web address
- Beautiful photo gallery
- School data

← Previous Next →

\$499,999 Your Neigh
4 Beds 2.75 Baths

Map/Directions Loan Calculator

Luxury home in desirable comm. the Arbors in Sunrise! This 4 bed 3 bath home w/ beautiful finishes & open floor plan. Hdw'd.s throughout the main top, custom painted cabinets & huge pantry. Kit. nook leads to outdoor co w/ spa like tub, double shower heads & extra lg. bonus. Walking distance

Property Type	Single family home	Coun
Bedrooms	4	Year B
Bathrooms	2.75	HOA
SqFt	3,528	
Lot SqFt	8,596	

Architecture

Exterior

- Cement/Concrete

Roof

- Composition

Interior

Appliances Included

- Dishwasher
- Garbage Disposal
- Microwave
- Range/Oven

Neighborhood

3,528 SqFt



Jordan Kingston
Broker
425.353.3333
jordan.kingston@johnlscott.com
www.jordan.kingston.johnlscott.com

...ome has covered front porch that leads to a well crafted
...w/ white mlwk. Chefs kit. w/ sub. tile, granite counter
...ered patio & large backyard. Upstairs is a dream master
...o sought after schools.

...y
...Built
...Dues

Pierce
2014
50

More information about this property

Name

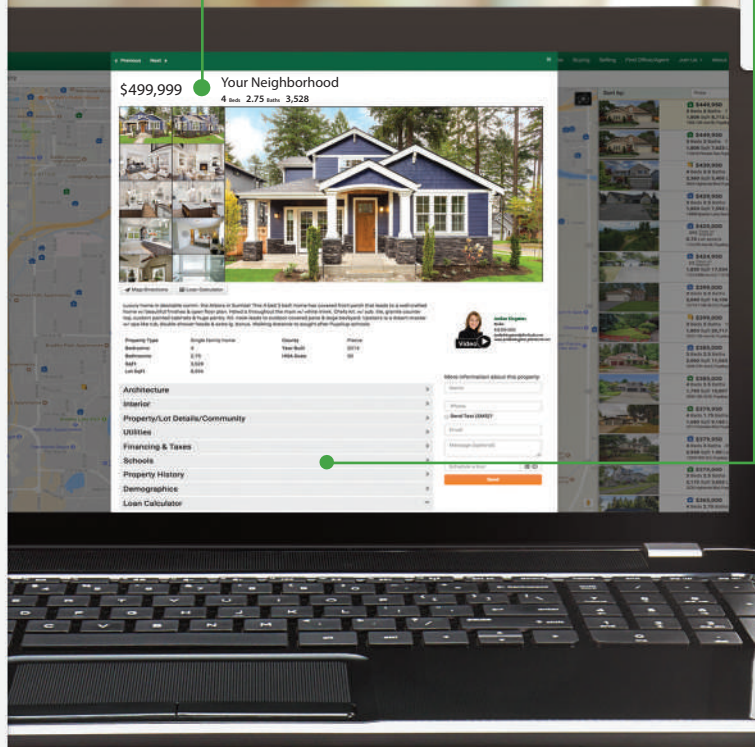
Phone

Send Text (SMS)?

Email

Message (optional)

Schedule a tour



2

Schools

School District: Three Trees
Elementary: Maple Elementary

Middle: Fir Middle School
High: Evergreen High School

Seller Listing Launch[®]

— engaging **your community**





we showcase
your home

it's all about the backlog of buyers

Our exclusive, federally trademarked program is all about elevating the psychology of the backlog of buyers* while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.

hyperlocal
strategies

***Backlog of buyers:**

The pool of buyers who are currently searching for a home but haven't found the right home. These buyers are waiting for the right home to be listed for sale.

we know
the local market

Enhancing the home search experience for Buyers



award winning website & instant mobile search

Buyers and sellers can experience the power of JohnLScott.com with advanced search features and "instant notifications" on both desktop and mobile devices. Buyers looking for a home that matches yours will be notified instantly when your house hits the market. In addition, you can keep track of your neighborhood competition through Property Tracker® and MarketInsights™ reports with instant text notifications on new homes for sale as soon as they hit the market.



The **POWER** of **NUMBERS**

John L. Scott Real Estate

#4 IN PRODUCTION

on per person basis

ONE OF THE
TOP 20
REAL ESTATE BRANDS
IN THE NATION

33,000+

transactions
per year

110+
Offices

OVER
3,000
Brokers / Agents

IN

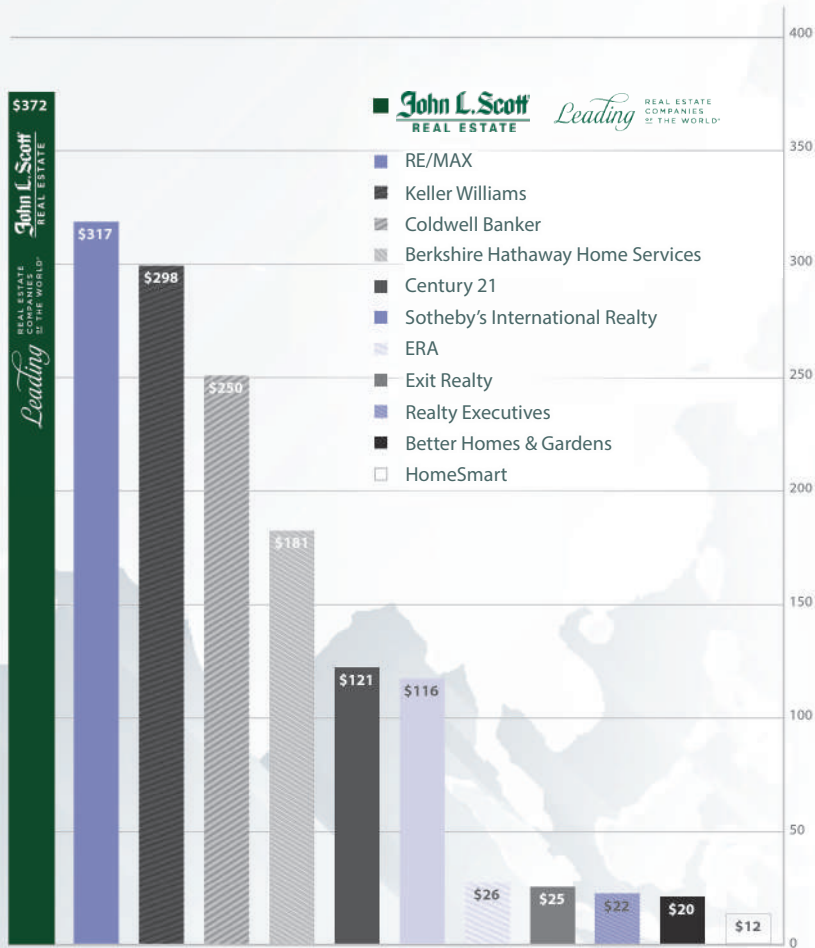
WASHINGTON
OREGON
IDAHO
CALIFORNIA

\$14 Billion+

in sales volume annually

John L. Scott Real Estate is a founding member of Leading Real Estate Companies of the World® with national and international exposure. **We are the #1 network in the nation.**

Volume shown in billions of dollars.



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Equal Housing Opportunity. Source: RealTrends.com

We're proud to be part of the largest and most successful real estate network in the world.

**We're Local,
We're Global**

Home Pricing Strategies

priced right day one™

The best chance to sell your home for the best price is in the first thirty days. During this time, you have a “seller negotiation advantage” with the energy of the current backlog of buyers.

You will attract the largest pool of prospective buyers when your home is priced competitively with other comparable homes on the market.

We closely track the yearly housing cycle and use this information to help you price your home and then negotiate the best price and terms once we get an offer.

yearly housing cycle

today's market strategies

strategically
position your home

best price and terms

best chance to
sell your home

Today's Buyers



Source: Trendgraphix

pricing strategies
PRICE RIGHT

Personal Representation

for the **best results**™

Advocacy, Negotiation and Transactional Excellence

Our commitment to you is beyond full service. It is a level of representation that includes being a trusted advisor, advocate, and local market expert who is with you every step of your real estate journey. Have peace of mind knowing you will be skillfully guided through what may be the most important transaction of your life.

Our vast network and connections within the real estate community help us secure and negotiate offers to ensure you get the best results.

our commitment
to you



We represent you through the
entire transaction process

representation
RIGHT REAL ESTATE EXPERT

Ongoing Communication

— understanding the process

Keeping you informed will help you make educated decisions throughout the entire home selling process. We will help you understand changing market conditions and get your home Market Ready, Day One™. We will also negotiate on your behalf and oversee the vital details to ensure a successful closing.



Strategy Recap

— delivering **superior results**

Ongoing communication throughout the entire process

- Market Ready, Day One™
- Photography and Presentation
- Strategic Pricing
- Seller Listing Launch®
- Marketing Strategies
- Advanced Online Presence
- Instant Notification to Buyers
- Negotiations – Offer Accepted
- Transactional Representation

your trusted advisor

your advocate, your success



We are committed to selling
your home at the best price.

SOLD

www.JohnLScott.com

EXCLUSIVELY

John L. Scott®
REAL ESTATE

Supporting our Community



John L. Scott
FOUNDATION

HELPING KIDS STAY
HEALTHY & BE AT HOME

Last year the
John L. Scott
Foundation
Helped Sponsor

30
EVENTS

WHICH HELPED RAISE NEARLY
\$18 Million
For Children's Healthcare

50 DINNERS SERVED
at Ronald
McDonald Houses

Living Life as a Contribution®
is our core value at John L. Scott