



Summit Properties NW Listing Presentation

A quick look at some of the unique marketing benefits you will receive by listing your home with Summit Properties NW

1: Custom Video of your home Designed and Edited by in-house Summit Videography Dept. – It is no longer enough to have high quality, professional HD photography. A custom walk through video will show case all the benefits of your home and get the attention of YouTube buyers/brokers within your market. This video can be shared online such as Facebook, Instagram, LinkedIn and Google+ or can be e-mailed to friends and family. In addition, this video will be uploaded to the NWMLS listing as a virtual tour and will be syndicated to 100+ real estate websites.

- Only 14% of all real estate listings contain video, yet there is a 200% higher chance your home will sell for full price or over list with video viewings.
- Ensure your listing gets the complete marketing exposure it deserves with a custom Summit Properties NW Marketing Video.

2: Complete Certified Real Estate Appraiser Support – The owner of Summit Properties NW, LLC, Sean Reynolds, is also the owner of Reynolds & Kline Appraisal, Inc and has been active in the appraisal of real estate in Western Washington since 1984. Sean holds two of the highest designations in the real estate appraisal industry from the Appraisal Institute, the SRA and AI-RRS. Less than 1% of all Certified or Licensed appraisers have earned these designations. Pricing your home correctly is **THE MOST CRITICAL** component to selling your home and getting the greatest return on your investment. Real estate brokers from all areas of the greater Puget Sound area seek

the opinion of Sean Reynolds when determining list price for their real estate listings.

- Whether it is a list price issue, the need to know how many square feet in your home or an appraisal issue during financing, you will have all of the tools at your disposal by listing your home with Summit Properties NW, LLC.

3: Listing website Syndication – Your home will have its own unique web page on www.summitpropertiesnw.com which can be edited, added on to or revised as necessary. We encourage our homeowners to be active in the marketing of their homes by posting a link to this page on their Facebook, LinkedIn, Twitter or Instagram. According to Zillow.com over 6% of real estate transactions occur as a result of friends or family spreading the word your home is on the market. The best people to market your home are the ones who have already been inside..

3: Professional Photography by Darryl Eng - Licensed Real Estate Broker

Not only does Darryl provide excellent photography, he is also a licensed real estate broker and understands the photo angles buyers want to see. You can see examples of Darryl's work here: <https://goo.gl/eXPAML>

Listings with professional real estate photos generate an increase of 139% more Internet clicks than non-professional photos. It pays to have professional photography!

- Listings with professional photos sell on average 32% faster than those with amateur photos.
- According to a recent National Association of Realtors study, 86% of buyers stated that photos were among the most powerful reasons for purchasing a home. Make sure your listing has professional photography.



- Less than 50% of local agents utilize high quality, high definition, professionally real estate photography for their clients.

Simple fact: Homes marketed with professional photography **sell faster and for more money** than those without.

6: Open House Event – Summit Properties NW will hold an Open House Event on your listing, once a week or more if needed, until your home is under contract. At the initial onset, open houses may occur more frequently as buyer interest is at its peak during the first couple weeks of marketing.

- Many real estate websites list homes with open houses first when a consumer searches their site.

- Most real estate websites allow consumers to search by open house date because they have found that consumers like to search that way. According to the National Association of Realtors 2013 Profile of Home Buyers and Sellers, driving through neighborhoods is one of the top buyer's activities, and if the house is open, they will stop on in!

7: For Sale Signage - Yard For Sale sign activity accounts for 11% of all home sale purchases. Summit Properties NW, LLC relies on professional yard sign posting by Sign Pros of Redmond to accurately place your sign and install it just as your home hits the market. Not having a For Sale sign in place the first few days on market can have a detrimental impact on the sale of your home. Buyers and their brokers may ask: "Is this house really on the market?" The For Sale sign is an important, often overlooked marketing tool, which can attract potential buyers driving through your neighborhood. Make sure your home has a professional looking For Sale sign when it is time to hit the market.



8: Professional Home Staging by Stacey Stuart – optional home staging services You can see examples of Stacey excellent staging work by clicking here: <http://pacnwstaging.com/> Not only does Stacey provide professional staging at an affordable price, she’s also a licensed real estate broker with Summit Properties NW, LLC. This gives Stacey an advantage in staging your home to its highest potential. Sometimes it’s just a few well placed pieces of furniture that make all the difference in the world. Stacey understands what it takes to get your home from “For Sale” to “Sold”.