

*At Home in Spokane*

# SELLER'S PACKAGE



## KATIE DEBILL

509 251 3013

[katiedebill@windermere.com](mailto:katiedebill@windermere.com)

[www.katiedebill.com](http://www.katiedebill.com)



  
Windermere  
Windermere/Manito LLC



# ABOUT ME

I was born and raised in Spokane and graduated from Eastern Washington University. After obtaining my Masters in Secondary Education Administration, before launching my career in Real Estate in 2005, I spent several years on the West side of the state as a middle school vice principal. Coming from a Real Estate family--3rd generation, I am a natural in my career as a Residential Specialist and thrive to provide my clients with the best service, knowledge, and commitment possible.

From my previous career in education I have learned the necessity of continued education – we are life long learners. With this in mind, I have invested many hours of continued education in order to provide my clients with the best service possible.

*Successes include:*

- Senior Real Estate Specialist (designation)
  - Accredited Buyer Representative (designation)
  - Certified Negotiation Expert (designation)
  - Successful Representation of Electronic HUD Bidding
  - Foreclosure Opportunities for Buyer-Clients
  - Continual Training of Changing State-wide Forms
  - 30 Hours in bi-annual accredited coursework to maintain real estate licensing
  - Purchase and Sale Agreement Revisions--ongoing
  - Living by the Code of Ethics
  - 1031 Exchange
  - Power of Analysis – Income Producing Properties
  - Current Issues in Real Estate
- Current Financial Trends and Issues

In addition to my Real Estate training and Master's in Sec. Education Administration I also hold a B.S and a B.A.E in Biology.

***Put the power of Katie's experience and Windermere Real Estate behind you!***





# HOW I WORK

I pride myself on creating long lasting relationships with my clients. My utmost goal is to help my sellers make wise Real Estate decisions while I take care of all the details involved with marketing, showing and selling their home. I encourage my clients to be involved with creating the marketing plan most suited for their property.

I offer my clients the highest level of service by providing them an in-depth analysis of their needs, their wants, and of course what is realistic for them. I offer personal service and I do not hand my clients off to anyone. Communication is the key to our success working together as a team.

Once I have completed the analysis I then provide my clients with ongoing research and information to keep them up to date with the ever changing market. I never rush my clients into making decisions and I let them know from the beginning that this process may be quicker than they expected or take much longer than they expected. Either way, I am with them until they reach their goal.

Once we have found a qualified buyer, agree on an offer and even close on the sale, that is when my true level of service shines through. I do not forget my clients after closing and I stay in touch with you for years to come providing you with up to date Real Estate reports, articles and information. If you are relocating outside of the Spokane area, I can assist you in finding a qualified agent in your new city through my nationwide network.

*The key to my success is your success.*

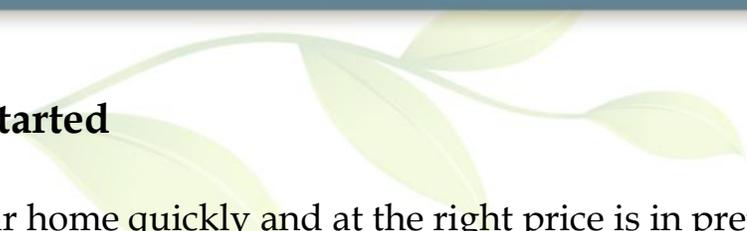




# SERVICES FOR SELLERS

**WHEN IT COMES TIME TO SELL 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 is a list of services I will provide for you during the selling process:

- Conduct Initial Walk-Thru and Seller's Goal Interview
  - Complete Market Analysis of home including current Market Trends
  - Customized Marketing and Communication Plans
  - Implement the Marketing Plan and Share Initial Showing Feedback
  - Screen and Interview Buyers
  - Arrange for Showing Appointments
  - Receive and Personally Present Offers
  - Assist with Negotiations
  - Review and Explain the Formal Sales Contract
  - Ensure Satisfaction of Contract Contingencies & Timelines
  - Coordinate Appraisal, Structural/Engineering Inspections
  - Oversee Mortgage Approval Process
  - Coordinate Signing Appointment and Attend with Clients
  - Coordinate Final Walk-Through Inspection
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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.

- 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
- Get rid of clutter both inside and out
- 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

## Here are some helpful tips for showing your home

- 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.
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# MARKETING PLAN

It is my objective to have as many qualified buyers as possible exposed to your property until it is SOLD. My marketing plan includes:

## **On-line advertising**

The latest research shows that 90% of home buyers begin their search on-line.

- Professional Photography
- Featured Property on my Website: Katiedebill.com
- Windermere.com – the most widely used home search website
- WindermereSpokane.com – local listings featured
- On-line Virtual Tour via Tour Factory
- Realtor.com, Trulia.com and many more national home search websites

## **Print advertising**

- Spokesman Review Sunday Real Estate section (Newly Listed & Opens)
- Custom made, professionally designed full color flyers and marketing pieces
- Full Color Photography

## **In person & on-site**

- Full time access to your agent – including weekends and evenings
- Broker's Open & Windermere Agent Tour
- Windermere yard sign w/ flyer box
- Coordinated showings

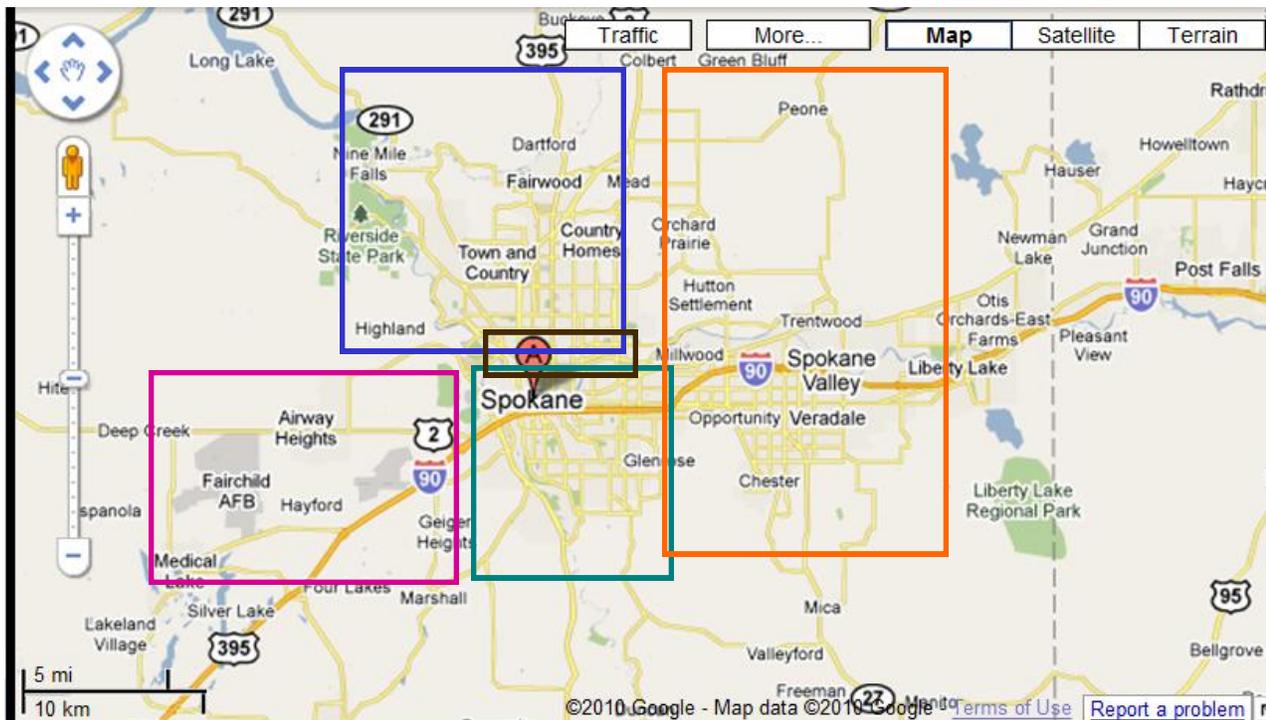
## **During the sales transaction**

- Personally present all offers of sale to you (or by email if desired)
- Negotiate terms of the offer on your behalf as you direct- CNE™
- Coordinate all aspects of the closing from ordering title to setting up your signing appointment

*For the highest level of marketing call me today!*



# SERVICE COVERAGE AREA



- South Hill** — Spokane School District 81; 2 public High Schools: Ferris & Lewis and Clark, Cannon Hill Park, Comstock Park & Public Pool, Manito Park and Duck Pond, Lincoln Park, Southside Family Aquatic Center; Deaconess Medical Center & Sacred Heart Medical Center
  
- North Spokane** — Spokane School District 81 & Mead School district; 3 public High Schools: Shadle Park, North Central & Mead; Gonzaga Prep Private High School; Audubon Park and Downriver Golf Course, Corbin Park, West Central Community Center Public Pool, North Side Family Aquatic Center;
  
- Spokane Valley** — West Valley School District—West Valley High School; Central Valley School District—University & Central Valley High Schools; East Valley School District—East Valley High School; Valley Mission Park and Public Pool; Valley Hospital & Medical Center
  
- Downtown Spokane** — Primary Business Core; Greater Spokane Incorporated (Chamber); River Park Square Shopping Center (shops, restaurants, theater), Riverfront Park - Looff Carrousel, Imax Theater, Spokane Falls Skyride; Spokane River
  
- West Plains** — Including Airway Heights, Fairchild Air Force Base, Deep Creek Canyon, Medical Lake & West Spokane



# WHAT TO ASK OTHER AGENTS

If you are talking to other Realtors, here are a few suggested questions you may want to ask to help you make your decision:

1. How long have you been selling real estate in the Spokane area?
2. Do you specialize in any particular area or client type?
3. Are you a full-time Realtor?
4. How do you customize the selling process for your clients?
5. What does your Marketing Plan look like?
6. How do you keep your sellers informed during the process?
7. How do you handle the details of your transactions?

**YOU DESERVE THE BEST!**



# WHAT HAPPENS WHEN YOU RECEIVE AN OFFER ON YOUR HOUSE?

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. It is my job as your listing agent to explain the terms of the contract and all the implications associated with those terms. I will help you plan and negotiate adjustments as needed.

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



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

1. Accept the offer as written.
2. Counter the offer on those terms and conditions which are not acceptable to you.
3. 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. 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.



# FREQUENTLY ASKED QUESTIONS

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 commission for both the listing agent and the buyer’s agent. Commissions are typically paid only at closing, out of the proceeds of the sale of your home.

## **What is a “dual agent”, and do you practice dual agency?**

“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 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.



### **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

### **How does an agent figure out the asking price?**

Your agent will do what is called a Current Market Analysis or CMA on your home. This typically includes an evaluation of recently sold homes in your neighborhood that share similar attributes to your home. It should also include information specific to the market trends in your area.

### **How will an agent market my home?**

Every Realtor has their own unique style for marketing a home. You should ask your agent for specific examples on what their marketing plan will look like.

### **Can't I just sell my house by myself?**

Of course. Historically, many sellers sold 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) 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. According to the National Association of Realtors, homes sold by owner sold at an average of 16% less than those listed with a Realtor.



# THANK YOU!

Thank you for taking the time to preview my qualifications and resumes. This information package was prepared for you to answer any questions you may have and to prevent and future misunderstandings between my clients and myself.

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.

