



# FROM “FOR SALE” TO “SOLD”

## SYSTEMS AND TOOLS FOR SUCCESSFUL LISTINGS





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# Preparing to Sell

When you are getting ready to sell, there can be a lot to consider.

- What are the repairs and improvements that can mean the most to my bottom line?
- Is now the best time or should I wait?
- What should I keep and what should I get rid of?
- Will my neighbors be mad at me? How much inconvenience should I expect?

I have honed my home-selling process so that your sale comes as close as possible to achieving your timeline and financial goals. It all begins with a discussion.



# Take a Moment to Consider

## PREPARING TO SELL



### THE MARKET

If you have to move, what is happening in the real estate market is irrelevant to deciding if now is the right time. But if you are selling out of convenience or your timeline is flexible, timing the market may just be to your advantage. Variables such as interest rates, employment, and inventory can dictate the number of buyers in the market. The more buyers, the better chance you have of realizing the most for your property.



### WHAT & WHERE YOU WILL BE MOVING TO

Are you buying a larger and more expensive home or downsizing to a small condo? Are you staying in the area? I find that when you can envision where you are moving that it is easier to strategize in terms of your finances, your timing, and your possessions!

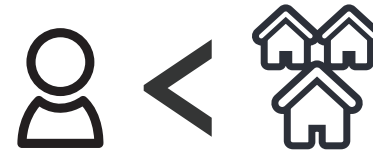


### MAINTENANCE AND REPAIRS

In my experience, you get out the elbow grease you put in to fixing up your property before a move. But I can help you determine the repairs and maintenance that are absolutely necessary and possibly some ideas for making improvements while you are at it that can really add to your bottom line!

# The Real Estate Market

PREPARING TO SELL



## BUYERS MARKET

Buyers < Inventory

High inventory in relation to number of buyers

Good inventory selection for buyers

Sales are low in relation to number of listings = Buyer's Market



## BALANCED MARKET

Buyers = Inventory

Balanced inventory

Average inventory selection for buyers

Sales are average = Balanced Market



## SELLERS MARKET

Buyers > Inventory

Low inventory in relation to number of buyers

Poor inventory selection for buyers

Sales are high with quick market time = Seller's Market

# Guide to Proper Pricing

## PREPARING TO SELL

Determining the right price for your home is one of the most critical aspects of marketing. It's true! A home that looks great and is priced along with other similar homes will be perceived as a good value, generating the most interested buyers.

The longer a home is on the market, usually the lower the final sales price. That is why I recommend not starting off too high. Reducing the price doesn't usually result in more buyer interest.

I will help you set the price and position your property so it stands out in the market. Here is my custom pricing plan:



Analyze the market and determine what other comparable properties are selling for.



Work with you to determine your selling goals.



Help your home shine and make it most attractive to prospective buyers.



Create a custom home marketing plan for your property



Market your property to not only potential buyers, but also to other agents to get their feedback on price.



Keep you informed about traffic and buyer activity.

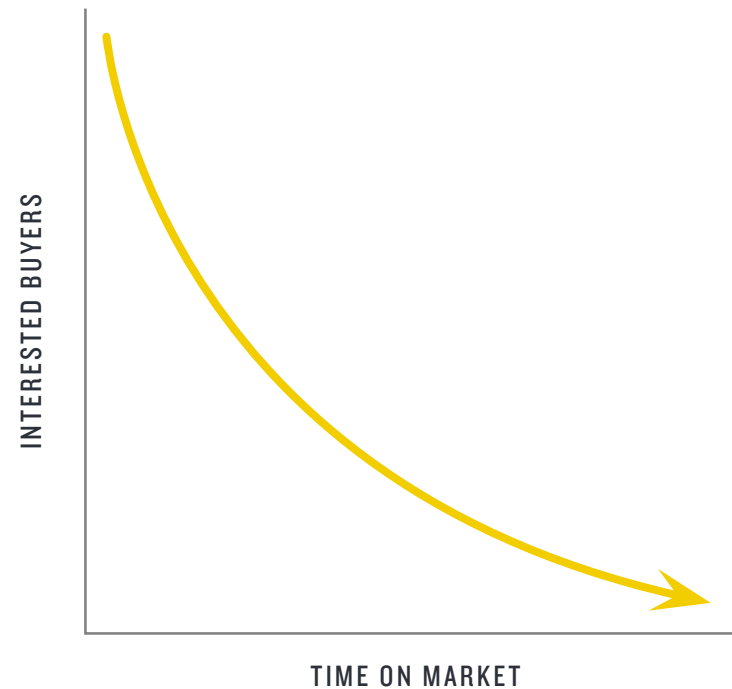
# Time on the Market

## PREPARING TO SELL

MLS statistics show that the longer a home is on the market, the lower the sales price. My job is to help you set the right price from the start and to position your property so it stands out in the market.

### THE DANGERS OF OVER-PRICING:

- Your targeted buyers may not see your property because the list price is out of their price range
- The buyers in the higher price point may compare your property to other properties at that price point and consider it a bad value
- Your home may sit on the market longer and sell for less than asking price while you continue to pay ownership costs such as utilities, proper taxes, and your mortgage. This becomes much more problematic if you have purchased another property.
- The number of interested buyers diminishes the longer the property sits on the market.



An aerial photograph of a residential neighborhood. The image shows several houses with grey roofs and light-colored siding. The houses are surrounded by green lawns and various trees, some with yellow and orange autumn foliage. A paved road is visible on the left side of the image. The overall scene is bright and clear, suggesting a sunny day.

# Marketing Your Property

Finding the right buyer for your home is all about getting the word out. I have several avenues of marketing your property in a way that quickly attracts qualified buyers. From taking beautifully staged professional photos, to hosting virtual tours on social media, to networking with other buyer agents, every system builds upon the others to make sure your home is presented in the best light.



# Preparing for the Spotlight

## MARKETING YOUR PROPERTY

The key to selling your home quickly and at the right price is to have it show-time ready! And that means moving out the non-essentials, reviewing each room to make sure it is showing its best, and making sure everything is sparkling clean.

We recommend starting to pack and put things away in boxes that can be stored in the garage or off site. This protects your valuables, helps you get a head start on your move, and prepares your home for potential buyers to view.

There can be a difference between a home that looks “lived in” and a home that looks desirable to move into. In every room, we need to go through and remove and pack away most personal items so that when a prospective buyer comes through the home they can immediately look at the home and not be distracted by the seller’s items.

Here are some other 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

I will go through your home with you and make custom recommendations that will allow your home to shine!

# Staging

## MARKETING YOUR PROPERTY

This is a strong point of difference in my home marketing system. Yes, staging has more to do with marketing than it does about design. How you live in a home is different than how it is marketed to sell. You want your home to be at the top of the homes that are listed that week – the one everyone wants to come and see!

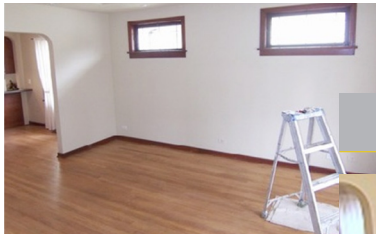
**83%** of buyers have an easier time visualizing property as their future home.

**53%** of sellers' agents stated that a home's time on market decreased when it was staged.

**38%** of people are more willing to walk through a staged home that they've viewed online.

**44%** of buyer's agents said that staging a home increased the dollar value offered.

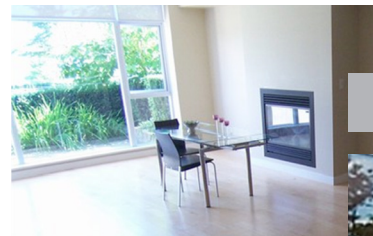
BEFORE



AFTER



BEFORE



AFTER



# Photo & Video MARKETING YOUR PROPERTY

Your home photos will represent your home in almost every marketing avenue. That's why I always use a professional photographer with real estate experience. Our final high-resolution photos will be used to attract the 95% of homebuyers who are searching for properties online. Since buyers are searching for homes online first, we want them to be wowed even if they aren't standing on the front porch.

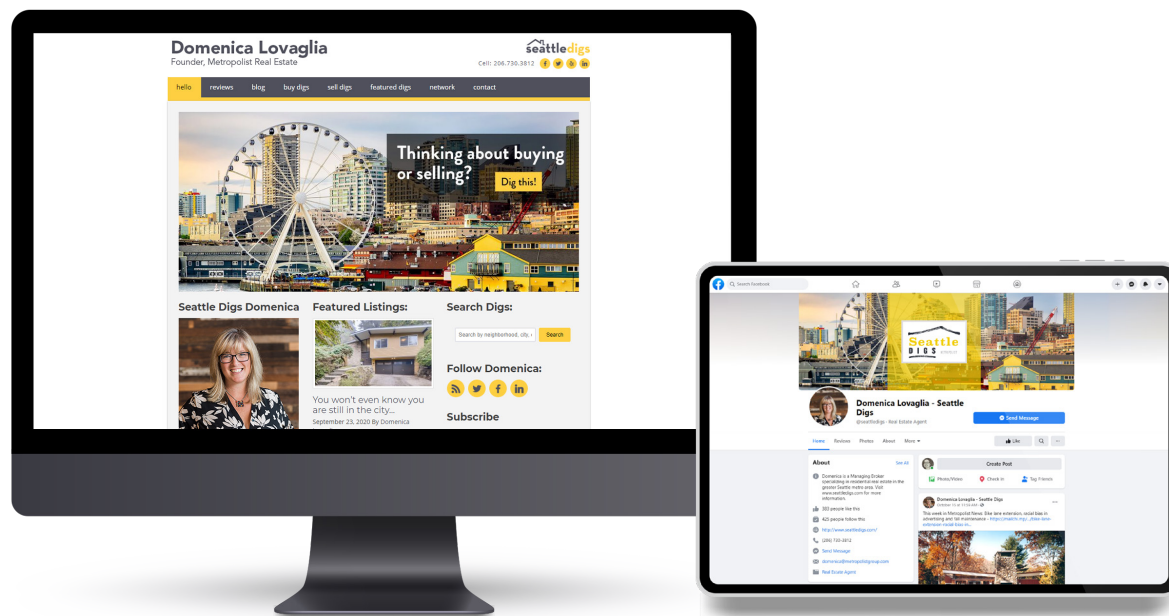
If warranted, I will also utilize drone photography and/or video to market your home. This is especially effective during Social Distancing.



# Online Marketing MARKETING YOUR PROPERTY

I mentioned buyers searching online and in fact, according to the National Association of REALTORS, 95% of buyers are doing just that. Between Windermere Real Estate, the NWMLS, and Leading Real Estate Companies of the World, there are dozens, if not hundreds, of websites your listing will be included on – even internationally! Zillow, Homesnap, HomeFinder, and Homes.com are some of the sites you may have heard of and your listing will be on every one of them.

Not to be forgotten, I leverage social media as a way of getting the word out. I create ads for my listings and promote them on social media. I also advertise my open houses and share with networks of agents who may be working with buyers looking for your kind of property.



# Listing Website

## MARKETING YOUR PROPERTY

In this day and age, a single property website is a must for a home like this.

Over the past 10 years, the internet has become an integral part of the buying and selling process with buyers waiting an average of 120 days before contracting an agent. It is our job to offer you the widest range of possible buyer interactions to help quicken that process. First, let's look at a few statistics.

- Google reports a 253% growth in real estate related searches in the past 4 years
- 50% of all buyers start their search for properties online
- 85% looked for detailed information on a specific property on a website
- 47% of buyers reported not going to an open house

It's interesting to note that the look and feel of most single property websites are all relatively the same. Below are a few examples of websites that showcase homes of similar stature to yours.

- <http://www.hainsworthmansion.com>
- <http://listings.elevatovisuals.com/6934-96th-ave-se/mls>
- <https://tours.tourfactory.com/tours/tour.asp?t=2778589&idx=1>
- <https://www.captivatinghouses.com/2019/09/06/1928-tudor-in-seattle-washington/>

We believe that the look and feel of a website is a major part in the exploration of the home. The website that we provide will be fully customized to capture the era and style of your home while maintaining the Metropolist brand. It's these details that help us stand apart from our competition and provide you with the exceptional service you should expect in your real estate transaction.

# Matterport MARKETING YOUR PROPERTY



Photos are an excellent way to show off your home, but what if you could do more? With the expansion of digital technologies, virtual reality is quickly becoming the best way to highlight everything your home has to offer.

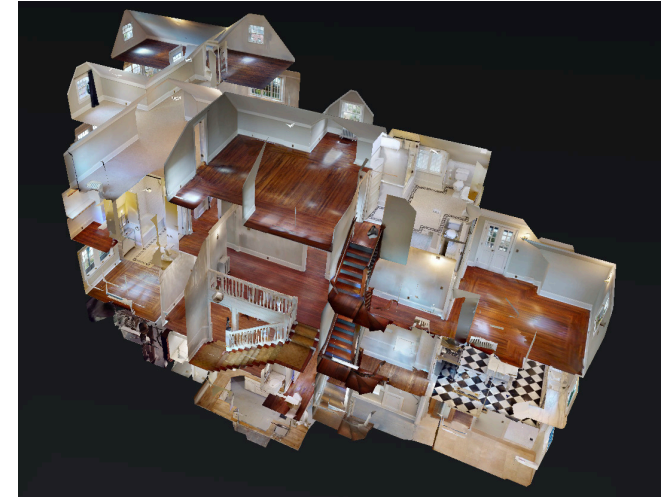
## VIRTUAL REALITY

Matterport is the leading spatial data and technology company focused on digitizing the real world. By creating a virtual version of your home, buyers will be able to visit with ease, revisit something they want to see again and imagine themselves living in the space; all from the privacy of their home.

Examples:

<https://my.matterport.com/show/?m=iSfBUKnfG6&mls=1>

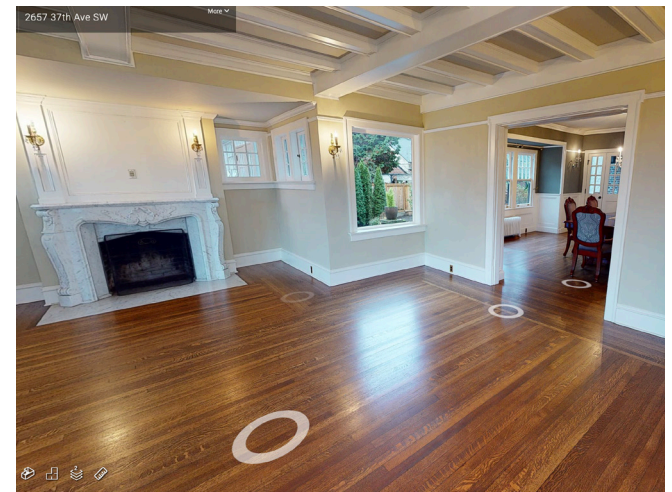
<https://my.matterport.com/show/?m=LvjVNZXHyB9&brand=0>



## 360 DEGREES

With a virtual walkthrough, potential buyers are able to stand in various locations throughout your home and “turn all the way around.” This gives them the unique experience of visiting without bumping into other interested parties and allows them to take all the time they want to look at rooms from multiple angles.

Your Matterport can also be uploaded directly to Zillow, which means even more opportunity for exposure and the widest reach for domestic and international buyers that money can buy.



# Print Marketing

## MARKETING YOUR PROPERTY

Print marketing is also a strong component of my marketing plan. I invest in color flyers for listed properties that includes photos of your home along with all the information. These will be available both inside your home as well as in a box on your "for sale" sign. I will send "Just Listed" postcards with your property information to potential buyers as well as neighbors. We will also place small special feature cards around your home, highlighting your home's best features. Potential buyers may overlook hidden items that are perks and bring value to your home.

**Point of Interest:**

**BATHROOM SERVED BY AN ON-DEMAND WATER HEATER.**  
(NEVER RUN OUT OF HOT WATER AGAIN!)

SEATTLEDIGS.COM

**Seattle DIGS**

**BEAUTIFUL SINGLE-OWNER HOME**  
1234 CHESTNUT STREET | \$876,000  
3 BEDROOMS | 2.5 BATHROOMS | 2870 SQ.FT. | MLS#1234567  
OPEN KITCHEN & GREATROOM LAYOUT

**THE MARKET IS HOT—DON'T WAIT TO MAKE AN OFFER!**

206-730-3812 | domenic@metropolistgroup.com | SeattleDigs.com

**SEATTLEDIGS.COM** **METROPOLIST**

**4 BEDS | 3.5 BATHS | 4321 SQ FT**

**Just Listed IN BURLEN**

1234 CHESTNUT ST  
BURLEN, WA

\$1,234,567 | MLS 1234567  
3 BEDS | 2.5 BATHS

# Signs

## THE CLOSING PROCESS



In order to successfully sell your home, other buyers and their brokers should be able to easily find it. That is where my eye-catching signage comes in. Utilizing signage and curbside marketing is an important component of my marketing plan. When a Metrolist and Seattle Digs sign is in your yard, passers-by will know that you are represented by quality professionals and that your home will be presented in its best light.





# The Closing Process

The closing process can be a stressful time in a real estate transaction, but it doesn't have to be! I will put my industry expertise and negotiation skills to work for you in order to achieve your desired outcome.

Think of me as your advisor - I provide my knowledge, you make the decisions.

The following pages outline what to expect from navigating offers to transferring the title and the keys.

# Offer & Negotiations

## THE CLOSING PROCESS

I will help you evaluate offers to determine the ones that are in your best interest. In the event there is opportunity to negotiate, I will put my win-win negotiating strategy to work, collaborating with all parties to find an end goal that meets your needs. In my experience, when both sides come together, both parties come out as winners.

### WIN-WIN NEGOTIATIONS

Finding the perfect compromise is my specialty.



### LOSE-LOSE NEGOTIATIONS

Forcing the buyer to make the majority of concessions is risky. This is the most common negotiation to go sideways.



# Pending to Closing Process

## THE CLOSING PROCESS



# Commission Distribution

## THE CLOSING PROCESS

Although there is no single model that is the law, real estate brokers work on commission and are generally paid when the transaction closes and generally out of the seller proceeds. However, the exact details are laid out in both the listing agreement that the seller makes with the listing agent and the purchase and sale agreement.



**\$500,000 Selling Price**

6% Commission = \$30,000 Total Commission Owed



**\$15,000 paid to the agent who lists the home.**

**\$15,000 paid to the agent who finds the buyer for the home.**

In this example, the total commission paid by the seller is \$30,000 with the listing broker and the selling broker each receiving \$15,000. From that \$15,000 each broker will need to pay a fee to their brokerage (which could be as high as 50%), errors and omissions insurance, taxes, and additional transaction fees.

Because most brokers are independent contractors, they use their portion of the commission to cover all of their business costs, including marketing, office rent, licensing costs, business insurance, health insurance, continuing education and more.

# Impact of Selling Office Commission

## under \$1,000,000

2.5%	96.5%	44	753
3.0%	98.2%	34	5,471
SOC	LIST-TO-SOLD PRICE RATIO	AVERAGE DAYS ON MARKET	NUMBER OF SALES

## \$1M to \$2M

2.5%	96.5%	45	507
3.0%	99.0%	31	938
SOC	LIST-TO-SOLD PRICE RATIO	AVERAGE DAYS ON MARKET	NUMBER OF SALES

## over \$2M

2.5%	93.6%	75	166
3.0%	96.4%	54	38
SOC	LIST-TO-SOLD PRICE RATIO	AVERAGE DAYS ON MARKET	NUMBER OF SALES

Data reflects all new and resale single family home sales sold in NWMLS areas 500-600 using NWMLS data and Trendgraphix, but information was not verified or published by NWMLS.

# The Case for Full Service



## REAL VALUE | REAL RESULTS

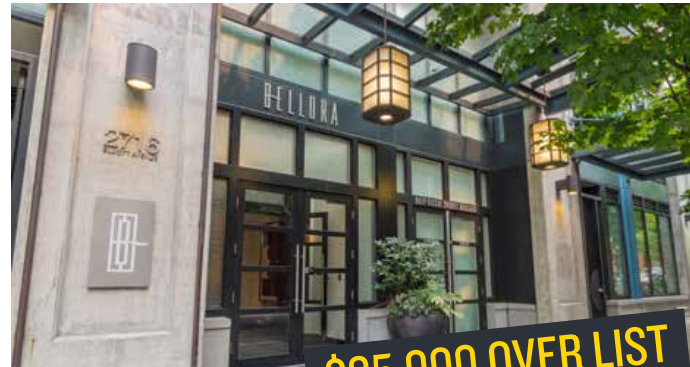
### SET TO WORK WITH REDFIN, SELLER CHOOSES METROPOLIST INSTEAD

Randy Olbrich is convinced that broker Chad Zinda got at least 80k more for his 1-bedroom Belltown condo than he would've gotten with Redfin.

In early Spring, Olbrich witnessed the sale of his fiancée's Belltown condo. The Seattle market was white hot, with rampant stories of multiple offers and properties "selling themselves."

What he witnessed was an initial list price that seemed too high, no bidding war and ultimately only one offer.

Months later, he met with the same Redfin broker regarding his own similarly beautiful condo. The broker suggested a strangely low initial list price and recommended they not stage the property. These were big red flags.



### NEEDED CHANGE

Upon reflection he realized that a sale of this magnitude deserved the best broker he could find and decided to work with Chad Zinda.

The first offer came in before the review date at \$50k higher than list price and Olbrich was ready to accept.

Zinda suggested moving up the review date and calling all of the buyers' brokers who had expressed interest. Real value, and real results came in Zinda's responsiveness, timing and communication skills under pressure.

"Chad has a bubbly, friendly personality that is also professional and approachable. It helps," shared Olbrich.

Helps, indeed. The condo sold for \$95k over list price.

"I made much more money with Chad," said Olbrich. "I'm convinced he got at least 80k more for it than I would've gotten with Redfin."



### MEET RANDY:

Olbrich has several broker friends, including Metropolist broker Chad Zinda. Olbrich was hesitant to use any of his friends as his broker, plus, he questioned if he'd make up the broker commission in a higher sale price.

### THE REAL VALUE

Looking back, Olbrich noted exactly where the biggest value came in working with Zinda:

-  1. The initial list price was "on the bridge"
-  2. Help finding a staging company
-  3. Care and work in finessing the offers

**“ I MADE MUCH MORE MONEY WITH CHAD ”**

# Pledge of Service

## MARKETING • COMMUNICATION • CLOSING COORDINATION

Listing what is likely your most valuable asset is something I take very seriously. Although we will sign a listing agreement outlining many of the listing terms, I want you to feel confident in your decision for me to represent you and your property. This Pledge of Service outlines what you can expect from me as your representative:

## MARKETING

### HOME PREPARATION

I will assist you in making a plan to prepare your home for sale and will help coordinate vendors.

### STAGING

I will bring in my staging consultant to assess each room in your home and make recommendations in order to allow your home to appeal to the widest range of buyers.

### PHOTOGRAPHY

My professional photographer will take dozens of photos of your property and the top 25 will be included on the MLS listing. If your home has a view, I will also utilize drone photography.

### FLOORPLAN

Potential buyers want to see how they can live in your home and how their furniture might fit in. My team will create a floorplan for buyers.

### 3D TOUR

My photographer will take photos with a special camera that weaves your whole home together and creates a 3D tour for buyers.

### SIGNAGE

I will place a yard sign with open house riders in your yard and directional signs will be installed on local corners.

### FLYERS

I will place a yard sign with open house riders in your yard and directional signs will be installed on local corners.

### HOME BOOK

I will supply a binder of home information which will include school, neighborhood, amenities, boundary, and tax information.

### SPECIAL FEATURE CARDS

These will be placed throughout the home to highlight your home's special features, especially those not obvious to potential buyers.

### JUST LISTED CARDS

These will be created and distributed to at least 100 neighbors or move-up buyers.

# Pledge of Service

MARKETING • COMMUNICATION • CLOSING COORDINATION

## ONLINE MARKETING

Your property will be listed on dozens of home search websites including NWMLS, Zillow, Redfin, REALTOR.com, and more.

## AGENT PACKET

I will prepare a packet of instructions for agents who have potential buyers for your property who might be a good match. The packet will include instructions for preparing an offer.

## OPEN HOUSE

I will hold an open house the weekend that your home comes on the market. If your home is on the market the week following the open house, I will make an open house plan for your property.

## BROKERS OPEN

I will hold a special open house for brokers the week your home comes on the market.



## COMMUNICATION

### FEEDBACK

I will follow up with each broker who shows your property to get feedback.

### WEEKLY UPDATE

I will provide you with a weekly report which includes: Showings, Sign Calls, Feedback, Past Advertising, Website Traffic, Favorites, Interested Parties, and the marketing plan for the upcoming week.





# Pledge of Service

MARKETING • COMMUNICATION • CLOSING COORDINATION

## CLOSING COORDINATION

### MULTIPLE OFFERS

If your home receives multiple offers, I will create a spreadsheet so it is easy to compare the high points of the different offers. I will color-code this document so you can see the variables that are positive and things I am concerned about.

### NEGOTIATION

There are several times negotiation may be needed in the contract to closing process—from negotiating the initial offer, inspection repairs, and dealing with possible low appraisals. I will negotiate on your behalf and work with you on creative solutions that keep the transaction moving forward.

### INSPECTION COORDINATION

Whether you decide to allow pre-inspections or will allow inspections after the offer, I will coordinate with the selling agent and make sure these happen at an agreeable time.

### APPRAISAL COORDINATION

I will supply the appraiser with information about your home and recent sales in the neighborhood that support the contract price.

### SELLING AGENT COLLABORATION

It is in your best interest for the property to close and therefore, I will work collaboratively with the agent representing the buyers to solve any problems that arise.

### TITLE REPORT REVIEW

We will open title before listing which will identify any challenges with ownership and any liens that need to be cleared up. I will work with you to make sure title is clear.

### ESCROW COORDINATION

I will coordinate all deadlines and signing times with escrow and keep you informed.

### LENDER COORDINATION

In the event the buyer for your property is getting a mortgage, I will make sure the buyer is pre-approved and is a strong loan candidate by communicating with the lender. I will also make sure the buyer is following through on their obligations by getting the lender everything they need to keep the loan approval process moving forward.





# Meet Domenica

## FOUNDER & MANAGING BROKER

After 13 years growing a successful real estate practice in Seattle serving professionals and their families, Domenica and co-founders identified a gap in the stale real estate brokerage industry. Driven to develop a lifestyle-forward real estate firm dedicated to providing clients and brokers alike an environment of continuous learning and improvement, they seized the competitive edge in a tradition bound industry and created Metropolist Real Estate in 2014.

Metropolist Real Estate is in the top 20 brokerages in Washington, the only majority woman owned real estate brokerage at it's level in the marketplace and is continuously honored for it's exceptional level of philanthropic contribution.

Domenica has a firm grasp of market trends, strategies for client success and a never ending drive to improve processes for her clients. Are you looking to be led through the process of selling in an organized and systematic way?

WELCOME TO THE WORLD OF SEATTLE DIGS.

**Domenica**  
**LOVAGLIA**  
Founder & Managing Broker



206-730-3812 | [domenica@metropolistgroup.com](mailto:domenica@metropolistgroup.com) | [seattledigs.com](http://seattledigs.com)

# From My Clients



We are thrilled with Domenica, who has been our agent for two real estate sales and one purchase. In the purchase transaction, her proactive approach kept a bidding war from developing and saved us, conservatively, well over a hundred thousand dollars... Domenica is a great and unflappable negotiator. We have recommended her to friends who have also been very happy with her... We wouldn't consider using anyone else.

**- Lisa & Jim H**

We had previously met several agents that just weren't the right fit for us, and within a few minutes of talking with Domenica, we knew we were on our way. Domenica leads you through the process with ease, grace, and FUN! She helped us prep, stage, market and sell our house in **THREE DAYS**, including deciding on a listing price, putting together awesome, attractive flyers, introducing us to painters, gardeners and fix it folks to help us do the projects we didn't have time to complete ourselves. I give her my highest recommendations as both a listing and selling agent and I don't think you will find another agent willing to work this hard (with a smile) for you!

**- Mia & Todd E**

I met Domenica through a good friend at the perfect time, almost 9 years ago when I was looking to purchase my first house. I (and my family) have dealt with Domenica on several occasions involving real estate both looking and buying. Domenica is the complete package as far as a real estate agent. She is very knowledgeable, courteous, and professional and I consider her a friend. Domenica aided me in finding and purchasing my first home. I would not consider dealing with any other agent in all of Seattle. I look forward to dealing with Domenica in the future. She is a credit to her profession and anyone working with Domenica should consider themselves very fortunate.

**Ann L**

We have nothing but good things to say about this lady. She takes the time to get to know you, and what you are looking for, (even if you are not sure yourself), she somehow figures it out. I was up on a pretty tight time line, but did not want to rush into the wrong house. Domenica, was fantastic to work with, great sense a humor and professionalism. She was always willing to move things around to be able to help us, and that was much appreciated. She also know the local areas really well, which was such a bonus, with being from out of state. If you are looking for a great realtor, I encourage you to check Domenica out.

**- Marie H.**



# THANK YOU!

Thank you for taking the time to read through this package. It is full of information that will assist you in the first steps towards selling your home.

Take your time to review the materials, and don't hesitate to give me a call or send me an email if you have any questions. I look forward to hearing from you.

