



KEY MARKET FACTORS

When sellers ask how long it takes to sell their house, there is no easy answer. While some properties sell in a few days, others may take several months. Recognizing the key factors that influence a sale gives you significant control over market time. Proper balance of the following will expedite the sale of your property:

PRICE

If the property is not properly priced, a sale may be delayed or even prevented. Best Choice Realty's comprehensive market analysis will assist you in determining the best possible listing price.

LOCATION

Location is the single greatest factor affecting property values. Neighborhood desirability is fundamental to a property's fair market value.

BUYER'S TERMS

A broad market combined with flexible financing and quick closing dates results in higher prices. Contract terms structured to meet your objectives are important for a successful sale.

CONDITION

A property's condition affects both the price and speed of a sale. Optimizing physical appearances and properly preparing a property for marketing maximizes a property's value.

COMPETITION

Buyers compare your property against competing similar properties. Buyers will interpret your property's value based on available properties on the market.

TIMING

The real estate market may reflect a seller's market or a buyer's market. Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

Based on these factors, what time frame is reasonable for you to sell your property?



RECENTLY LISTED & SOLD | SNOHOMISH COUNTY

In order to fully understand and appreciate the information in front of you, feel free to lookup any of the following houses listed and sold by us to see how well they were displayed and marketed online. Best Choice Realty has a strong and reputable presence in the Puget Sound, and by listing with us, you will benefit from our experience.

PROPERTY ADDRESS

9012 Woods Creek Rd	3128 Broadway #C
4003 152nd Place SE	1430 W Casino Rd #263
2422 195 St SE #A	2015 104th St SW
1316 196 Place SE	12707 29th Place W
22915 27th Dr SE #69	1600 121st St SE #P103
21402 37th Ave SE	14515 16th Park W #A
23301 Cedar Wy #U201	2507 130th St SE
15633 44 Ave W #A3	6115 East Dr
19424 74th Ave W	6121 137th Place SW
4302 216th St SW	433 Marilyn Lane
22028 4th Place W	610 Verlinde Dr
2315 N Castle Wy	17839 160th St SE
122 167th Place SW	15671 Lords Lake Ave SE
19620 81st Place W	11101 Bunk Foss Rd
23300 66th Ave W	22416 151st Place SE
5705 150th Place SW	12621 Monte Cristo Wy
23509 88th Place W	905 87th Dr NE
303 197th St SW	2611 88th Dr NE
1706 236th Place SW	12902 17th St NE
622 Bell St #104	7427 19th Place SE
622 Bell St #101	9311 12th Place NE #41
622 Bell St #102	5311 Robe Menzel Rd
15732 E Shore Dr	22 79th Dr NE
4404 Terrace Dr #7	3407 182nd St NE #3B
12906 8th Ave W #F203	1109 6th St



RECENTLY LISTED & SOLD | KING COUNTY

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PROPERTY ADDRESS

18420 40th Place NE	20811 102nd Place SE
106 136th Ave SE	17050 Northup Wy #12
6636 134th Ave NE	37614 44th Ave S
588 Bell St #3203S	2508 NE Mulberry Walk
18632 SE 42nd Place	25305 212th Place SE
1777 229th Place SE	37022 8th Ave S
3447 11th Ave W	36730 1st Wy SW
102 6th St S	9513 37 Ave S
4639 123rd Ave SE	5102 S 289th Place
5557 Greenwood Ave N	11616 23rd Ave SW
1933 42nd Ave E #4	1920 SW 342nd Place
6052 31st Ave NE	4638 S 289th Place
5723 40th Ave NE	31425 117th Place SE
12220 NE 67th St	28937 12th Ave S
900 228th Ave NE #17C	32229 44th Place SW
3111 E Cherry St	32607 10th Place SW
200 99th Ave NE #23	4633 S 192nd St
1247 NE Hickory Lane #54	14705 NE 31st Place #C5
8606 NE 135th St	33406 28th Place SW
9309 177th Place NE #1	5415 S 296th Ct
15235 SE 132nd St	13551 SE 163 St
8940 142nd Ave NE	10813 SE 229th St
8343 22nd Ave NW	7474 S 116th St
6515 31st Ave SW	2404 Redwood Ct SE
2505 NE 23rd Place	31572 115th Ave SE



RECENTLY LISTED & SOLD | PIERCE COUNTY

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PROPERTY ADDRESS

13318 104th Av Ct NW	5502 S Cushman Ave
3304 77th Ave NW	614 E 35th St
314 N G St #E1	1641 E Sherman
235 Broadway #620	840 E 46th St
3914 Commencement Bay Dr	5410 S Park Ave
4510 S 10th St	6515 S Park Ave
1223 S Verde St	705 E West St
1528 S Prospect St	9121 E G St
1614 S 9th St	326 Lafayette St S
1939 S Ash St	11313 3rd Ave Ct E
2301 S G St #D	15425 25th Ave E
2521 S Ainsworth Ave	11907 1st Av Ct E
8002 33rd St W	5650 Acclamation St E
8716 46th St W	5001 27th St E
6224 57th Ave W	6402 Discovery St E
6602 63rd St W	1825 122nd Ave E
157 Summit Ave	1710 Main St
8407 Forest Ave SW	14803 Rivergrove Dr
14611 Portland Ave SW	16126 120TH Ave E
4827 Diamond Blvd SW	2404 26th St SE
11203 58th Ave SW	2812 31st St Pl SE
1549 Richmond Ave	2407 36th Ave SE
6221 S Huson St	2912 36th St SE
6420 S Cheyenne St	17218 134th Av Ct E
7245 S Bell St	7326 176th St Ct E



OUR INDIVIDUAL TASKS

When you entrust us to list your property, we will negotiate with buyers and their agents to receive the best possible offer. For that to occur expeditiously, it is important to understand each of our duties to ensure a smooth transaction. Each of our tasks are equally as important and difficult as the others.

MY TASKS

- Advise any repairs or design tips, if necessary, in order to get the property ready for sale
- Establish time frame and strategy for getting the property on the market
- Schedule professional photography and sign installation
- Place marketing data in the property for prospective buyers
- Arrange for showings with cooperating agents and potential buyers, attempting to give at least 1 hours notice to you (if not vacant)
- Follow up with other agents who show property for feedback
- Conduct Open House(s) upon request
- Advise possible solutions if property has no offers in a reasonable amount of time
- Review market conditions continuously
- When an offer or offers come in, I will present them to you and will negotiate the best contract for your needs

YOUR TASKS

- De-cluttering and staging the property to appeal to a wide range of buyers
- Start packing items away, if necessary
- Complete all repairs and cleaning
- Keep property ready for showings during the listing term
- Leave the premises for showings and Open Houses
- Keep marketing information visible in the property for buyers during showings and inform me if information is depleted
- Hide or pack away valuables and prescriptions
- Refuse to discuss terms with buyers or their agents without me present
- Tell your family, friends and acquaintances, that you are selling. They might know someone who might be interested in purchasing your property
- Call me if you have any questions or concerns throughout the process

For more information about my duties and legal rights as a real estate agent, refer to the "Law of Real Estate Agency" pamphlet from the Northwest Multiple Listing Service.



ONLINE VALUATIONS

Plenty of sellers have visited online home valuation sites such as Zillow, Redfin, eAppraisal, and others only to be shocked at the value of their homes. Sellers are pleased when the values appear higher than they expected, and are disappointed when online valuations come in lower.

What is important to recognize is that sites like these use their own automated valuation algorithms (each is different). These algorithms, use county records to average prices for similar properties on the market without considering the condition of each of them. Only an appraisal or comprehensive market analysis coupled with condition assessment will be able to determine the closest approximate value of a property.

REDFIN

Redfin Estimate for 1374 Alki Ave SW #400

\$1,745,709

Estimate based on 3 beds, 2.5 baths, 2,959 sq. ft.

+\$497K since sold in 2011

[Edit Facts](#)

Zillow

1374 Alki Ave SW APT 400,
Seattle, WA 98116

3 beds · 2.5 baths · 2,959 sqft [Edit](#)

● OFF MARKET

Zestimate®:

\$1,539,218

[I disagree](#)

Rent Zestimate®: \$5,248 /mo

eppraisal.com

1374 Alki Ave SW 400» [Sales & Tax](#) | [Recently Sold Homes](#) | [Nearby Schools](#)



Road View | Street View | Larger

1374 Alki Ave SW 400, a single family home located in Seattle, WA. This home is currently recorded as part of King county with parcel number 860090-0060 and 2950 sqft of living space. Property records indicate construction in 1990 and show the following attributes: 4 bedroom(s) , 2 bathroom(s).

OFF MARKET ESTIMATES ?

 \$1,343,388	 \$1,539,218
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Home Value Estimate for:
1374 Alki Ave SW 400 Seattle, WA 98116

[Check Today's Rates →](#)

The key component to a market analysis are properties comparable to yours that are in public records and the MLS. Current active listings indicates your competition in the market's supply. Expired listings usually demonstrate overpricing of the property. The best measure of your property's value are recently sold comparable properties. We will price your home appropriately to sell.

Best Choice

R E A L T Y



QUESTIONS TO ASK A REAL ESTATE AGENT

Choosing a real estate agent is an important decision. Here are 15 questions you can ask a potential agent that may help you with the process.

1. Do you work as a full-time real estate agent?
2. How many years have you been licensed?
3. Do you have a working knowledge of Financing and Home loans to assist us in evaluating our potential buyer's loan capabilities?
4. How many potential buyers do you talk with in a day/week/month? With how many are you currently working?
5. What can you tell me about the real estate market in this area?
6. How many of your listings have expired or canceled over the last 12 months? Why?
7. Do you have a marketing plan designed to sell my property? May I see some samples?
8. How do you attract buyers from outside the local area?
9. Will you prepare an informative feature sheet for my property? May I see samples?
10. Do you have a system to follow-up with agents so we get valuable feedback after each showing?
11. How will you know if our property is being shown by other real estate agents?
12. Do you have a transaction checklist to ensure the transaction has the best chance of staying together?
13. Are you associated with a referral network that gives you the opportunity to refer me to the top agents in the town or state where I may be moving?
14. How do you use the internet to advertise my property?
15. Do you have seller references that I may call?



WHICH IMPROVEMENTS ADD VALUE?

Oftentimes, Sellers are hesitant to renovate their houses in the fear that there will be little to no return on their investment. Rest assured, some renovations are more likely to yield a better return than others.

PROJECT	COST	VALUE-ADDED	COMMENTS
Kitchen	Low: \$15,000 High: \$20,000+	80-110%	Cost includes new cabinets and counter tops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: \$7,500 High: \$10,000	80-115%	New fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Room Addition	Low: \$30,000 High: \$40,000	50-110%	Family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or 4th bedroom.
Deck Addition	Low: \$5,000 High: \$10,000+	40-60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trellis-work) influence cost.
Exterior Paint	Low: \$1,200 High: \$1,500+	40-60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the "best profit" to selling an older home.
Converting Attic, Basement, or Garage into living space	Low: \$10,000 High: \$15,000+	25-40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a game-room.)

Source: Home Remodeling Magazine. These are "best estimates" for the most typically consistent remodeling projects across the country. Unless otherwise noted, the maximum time between remodeling and re-sale must be five years; otherwise the "value-added" figures are void.



PREPARING YOUR PROPERTY

Sprucing up your house is an easy way to increase interest in your property. Buyer's are more likely to view a house that is clutter-free, clean and neutral. Below are some ideas on what you can do to prepare for listing your property on the market.

DECLUTTER & DEPERSONALIZE

- Decorating to live and decorating to sell are two very different things
- Pack up personal photos and family heirlooms.
- Pack up Knick knacks
- Clean off everything on kitchen counters
- Pack away unused or extra items that are in your cupboards

HOUSE CLEANING

- Vacuum, wipe down and clean every surface in the house
- Wash windows inside and out
- Pressure wash the walkway and exterior of your home, where necessary
- Re-caulk tubs, showers and sinks
- Polish chrome faucets and mirrors
- Clean out the refrigerator
- Wax floors, if necessary
- Hang up fresh towels
- Clean and air out any musty or strong smelling areas
- Clean curtains and upholstery to remove odors

CURB APPEAL

- Keep the sidewalks cleared
- Mow the lawn
- Paint faded window trim
- Plant flowers and bushes
- Apply new beauty bark or mulch to planting areas
- Trim the bushes and trees
- Make house numbers are visible

ADDITIONAL SUGGESTIONS

- Consider painting your walls neutral colors like beige or light grey -- replacing any bold or dark colors
- If you are going to take window coverings, statues, bird baths, built-in appliances or fixtures when you move, remove them now. Pack those items and replace them, if necessary
- Examine how furniture is arranged and move things around until there is an easy flow
- Patch holes in walls, fix leaky faucets, fix doors that don't close properly and kitchen drawers that jam, replace burned out light bulbs



PREPARING FOR PHOTO SHOOT

BEFORE THE PHOTO SHOOT

- Clean all carpet, tile, hardwood floors, and windows
- Rearrange furniture, if necessary
- Add artwork to bare walls, if necessary
- Check all light bulbs and replace any that are dead inside and outside
- Landscaping should be well-manicured with the lawn mowed, weeds pulled edging and flower beds neatly trimmed
- Add outdoor seating if there is a patio or deck to create a more inviting space
- NOTE: Less is more with knickknacks and accessories

DAY OF THE PHOTO SHOOT

- Keep blinds and curtains open to let in the natural light
- Hide all electrical cords, if possible
- Close all toilet seats
- Turn on all lights
- Make sure pets and children are not in the way during the shoot
- Make sure all beds are made
- Move parked vehicles off of the driveway
- Clear away any clutter and straighten personal items such as family photos, counter top items, garbage cans, children's toys, pet supplies, fridge magnets, etc.



SEARCHING FOR HOMES

Fill in the information below, so I can start looking for your perfect home.

Your Name

Price Range

If you have a Lender, who are they?

How will you be financing? Cash Conventional FHA VA Other:

House Style: 2-Story 1-Story/Rambler Tri/Multi-Level Split-Level

Garage: No Garage Shed 1-Car 2-Car 3-Car

Fenced Yard: #Bedrooms: #Bathrooms: Square Ft: Lot Size:

City / Neighborhood / School District / Area:

Must have:

Would like to have:



LET ME HELP YOUR FRIENDS

Do you know of anyone who is thinking of or planning to move? A friend, relative or client who can use the finest real estate service available? If so, I want to thank you for your referral!

Please provide the following:

Their Name:

Phone #:

Relationship to You:

Address:

City:

State:

Zip:

Own or Rent:

Remarks:

Your Name(s):



YOUR MARKET CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT

IMPORTANT NOTES:
