



# 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

3915 243rd Place SE Unit #K-203

4112 150th St SE

21524 161st Ave SE

3907 153rd Place SE

5633 150th St SE

17433 31st Dr SE

3714 202nd St SE

9 242nd St SE

13 242nd (Lot 15) St SE

24227 Meridian Ave S

24223 1st (Lot 29) Ave SE

5004 168th St SW Unit #D

23003 54th Ave W

7806 192nd Place SW

923 217th St SW

24130 Firdale Ave

17105 6th Ave W

3055 215th Place SW

12600 4th Ave W Unit #9B

12712 Admiralty Wy Unit #D302

1823 Rainier Ave

12303 Harbour Pointe Blvd #W202

319 Park Place

13820 Meridian Place W

1000 Loveland Ave

4805 131st St SW

17598 Stanton St SE

15028 222nd Dr SE

15829 423rd Ave SE

1827 71st Ave SE

8626 10th St SE

1401 Vernon Rd

31516 76th Ave NW

8827 184th St SW



## RECENTLY LISTED & SOLD | KING COUNTY

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### PROPERTY ADDRESS

38014 24th Ct S	1731 10th Ave NE Unit #B102
28854 34th Ave S	3002 230th Place NE
1731 10th Ave NE Unit #B108	2857 258th Place SE
34621 56th Ave S	1585 25th Ave NE
28144 33rd Place S	2805 194th Ave SE
34162 56th Ave S	16275 NE 85th St Unit #404
301 S 47th St Unit #B	32870 NE 52nd St
38020 55th Ave S	6702 139th Ave NE Unit #753
1251 SW 296th St	13453 108th Ave NE
33604 4Th Ave SW	15617 183rd Ave NE
134 SW 116th St Unit #H-31	17265 NE 116th (Lot 7) Wy
5603 Elaine Ave SE	11620 173rd (Lot 6) Place NE
34917 176th Ave SE	10807 NE 193rd St
23413 SE 217th Place	8012 NE 183rd St
4912 Talbot Place S Unit #G	10817 NE 193rd St
17105 113th Ave SE	23445 3rd (Lot 3) Ave SE
406 Stevens Ave NW	2806 W Dravus St
430 25th Ave S	3920 W Barrett St
5341 164th Ave SE	3028 Western Ave Unit #315
7425 122 Place SE	583 Battery St Unit #3601N
15930 SE 43rd St	15617 183rd Ave NE
4564 162nd Lane SE	14037 NE 181st St Unit #C-303
500 106th ave NE Unit #1303	22700 SE 17th St
16331 SE 37th St	13927 SE 24th St



## RECENTLY LISTED & SOLD | PIERCE COUNTY

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### PROPERTY ADDRESS

5013 Mariner St	4561 44 St NE
10514 Olympic Place	10609 197th St E
4050 N Whitman St	8412 203rd St Ct E
1005 S Huson St	17118 135th Av Ct E
1201 S Verde St	13910 172nd St Ct E
10920 47th Ave SW	9410 175th St Ct E
5212 77th St W	12112 81st Ave E
5109 80th St SW	14118 63rd Ave E
1972 Nelson St	12003 112th Ave E
1015 S 40th St	12116 113th Ave Ct E Unit #1
2214 E 34th St	1505 W Stewart Ave
22010 154th Ave E	2509 126th Av Ct E
5113 236th St E	10026 19th Av Ct S
20602 193rd Av Ct E	417 E 64th St
405 Rosewood Dr	4019 A Street
19022 146th St E	2214 E 34th St
18330 121st St E	224 S 37th St
10110 201st Av Ct E	4618 S J St
21809 116th St E	5433 S Thompson Ave
117 61st Place SE	1015 S 40th St
6113 Hazel Lp SE Unit #C-10	6606 S Oakes St
17210 6th Ave E	6407 S Prospect St
1921 200th St E	126 -128 E 131st St
1915 Dumas Cir NE	9723 109th Ct SW

# 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 hour 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



## 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 Estimate for 1374 Alki Ave SW #400

**\$1,745,709**

**+\$497K** since sold in 2011

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

[Edit Facts](#)



**1374 Alki Ave SW APT 400,  
Seattle, WA 98116**

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

● OFF MARKET

Zestimate®:

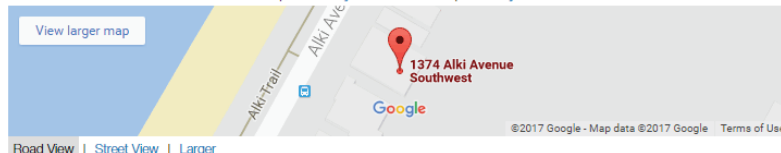
**\$1,539,218**

[I disagree](#)

Rent Zestimate®: \$5,248 /mo



1374 Alki Ave SW 400» Sales & Tax | Recently Sold Homes | Nearby Schools



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 ?

 eAppraisal.com

**\$1,343,388**

 Zillow.com

**\$1,539,218**

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**  
REALTY



# 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?



# 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

Phone Number

Address

Email

Important Dates (Birthday, Anniversary, Etc)

Price Range

If you have a Lender, who are they?

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

Fenced Yard: ☐ YES ☐ NO

House Style:

Garage:

Bedrooms: \_\_\_\_\_

☐ 2-Story

☐ No Garage

Bathrooms: \_\_\_\_\_

☐ 1-Story/Rambler

☐ 1-Car

Square Ft: \_\_\_\_\_

☐ Tri/Multi-Level

☐ 2-Car

Lot Size: \_\_\_\_\_

☐ Split-Level

☐ 3-Car

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:

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Phone #:

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Relationship to You:

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Address:

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City:

State:

Zip:

---

Own or Rent:

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Remarks:

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## 22 YOUR MARKET CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT

IMPORTANT NOTES:

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 KEEP THOUGHTFUL NOTES

# Best Choice

## REALTY