

# Buying Your Home

*I deeply care about each experience I have with my clients, and I'm always ready to cater to my clients' individual needs.*



**ERIN GOODWILL, REALTOR®**

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**WINDERMERE PROFESSIONAL PARTNERS**



# My Mission

I love that my name “good will” says it all! For me it’s all about relationships and building trust between one another. People find me to be very approachable and focused, and soon realize that I will represent each client in the way I would want to be represented.

## **PROFESSIONAL EXPERIENCE**

Having spent 20 years in the hospitality industry, I have worked with every type of personality imaginable! My decades in hospitality were spent working for Estee Lauder and for some of the best restaurants in Seattle, and this vast experience has supplied me with the tools I need to adapt to almost any situation. Additionally, I worked as a chair side assistant for 15 years in a very high profile dental office. This experience helped my ability to empathize with others, a skill that certainly comes in handy in real estate. I know that purchasing or selling a home can be an emotional time, and I’m equipped to support my clients in anyway needed.

## **PERSONAL ABOUT ME**

I live in Gig Harbor, and I love staying active. Cycling is my sport of choice, but I also enjoy hiking, skiing, and gardening! And I am the lead singer in a band!

*“Erin Goodwill was extremely professional, responsive and courteous throughout our experience with her and we felt like she always had our best interests at heart.”*

**- Clay, Buyer**



# Why Windermere?



## SETTING THE STANDARD

We deliver the best in our industry, including:

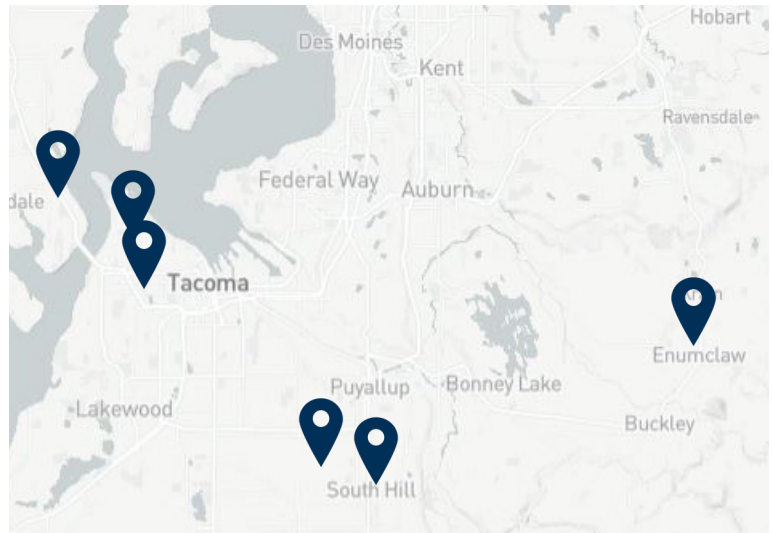
- Exceptional Service by Putting Clients First
- Unsurpassed Integrity
- Strict Code of Ethics
- Premium Tools and Services
- Marketing Expertise
- Top Negotiation Abilities
- Contract Management Skills
- Keeping You Informed Promptly and Regularly

## WE ARE LOCAL

Here are some of the benefits of having offices located all over Pierce County:

- Locally Owned and Operated
- Area Expertise
- Neighborhood Insight
- Committed to Community

*Windermere believes in giving back. We contribute to our communities through the Windermere Foundation. Each year our company chooses several local organizations to donate to or volunteer for. A portion of my commission will be donated to the Windermere Foundation.*





# Process Overview

## Preparing



- Pre-approval guidance
- Earnest money discussion
- Buying interview to determine your goals
- Provide local area knowledge and resources
- Buyer's agency representation



## Early Insights



- Generate statistical market overview
- Manual and automated inventory search setup
- Provide community tours
- Schedule and show homes
- Offer discussions on property pros/cons & criteria
- Provide comparative market analysis for target properties



## Under Contract



- Negotiate all aspects on your behalf, including:
- Price Contingencies
- Inclusions and exclusions
- Inspection, appraisal, and title resolution
- Closing and possession date



## Writing the Offer



- Prepare a competitive offer
- Discuss possible multiple offer situations and best strategies
- Review and discuss all aspects of your contract



## Communication



- Buyers agency representation ensures that I will thoroughly communicate with all parties, including:
- Inspection and appraisal coordination
- Title and escrow facilitation
- Facilitate closing procedures and timeline management
- Negotiation of all associated contracts



**Transfer keys to buyer!**

# Home Search Tools

## The NWMLS

- Customized searches (manual and automatic) via the Homespotter App
- Virtual home tours

## WindermerePC.com

- In-depth Pierce County information
- Neighborhood resource pages (featured listings, neighborhood videos, photos, and links to local resources)
- Popular searches and open house search

## Open Houses

- Great opportunity to tour homes (in person or digitally) and gather insights

## Social Media

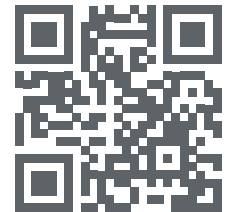


Facebook  
@windermerepartners



Instagram  
@windermere\_piercecounty

## WINDERMERE SEARCH APP



### Quick Connection

Download the app using my personalized link so we can easily connect about listings.



### Saved Searches

Create and save searches for available homes matching your criteria and get alerts when they hit the market.



### Stored Favorites

Select your favorite listings and add notes about which homes and features you like best.



### Instant Engagement

I'll be able to see which listings you have viewed and any notes you've added.



### Easy Communication

We can chat, text, or call each other via the app anytime.





# Market Stats

## MY EXPERTISE IS FUELED BY ACCESS TO WINDERMERE EXPERTS



### Matthew Gardner, Windermere's Chief Economist

He has been a real estate economist for more than 30 years. He specializes in residential market analysis, financial analysis, land use, and regional economics. His study and interpretation of this economic data, and its impact on the real estate market, gives us unique insights into short and long-term housing trends and are important to consider when buying or selling a home.

### Windermere Professional Partners Statistics

WPP offers local statics per city and county. You'll understand the benefits of pricing your home correctly, and the consequences of going too high or low. You'll also see how the real estate market constantly changes in real-time. Our weekly sales meetings go over area specific stats to ensure we understand how to help you in this dynamic market.



### WHY DO CURRENT STATISTICS MATTER? MARKET TAKEAWAYS

*Understanding the current real estate market helps us determine the best strategy to buy your home. A high chance of selling means there is room for sellers to price high, or even plan for multiple offers.*

*A low chance of selling means we have more room to negotiate. Overall, current statistics help me determine how to secure you **the best deal for your home.***

# Buying Your Home

The prospect of buying your home can be both exhilarating and scary at the same time. It's likely the largest purchase you've made in your lifetime—and also one of the best long-term investments. But buying a home is not a one-size-fits-all proposition. Finding the right place in the perfect neighborhood, and at a cost that's within your budget, is no small task. That's where I come in. My job is to help you navigate the twists and turns of the buying process, so that you end up with a house you're proud to call home.



## HOW I HELP

- ◆ Explain the entire real estate process from start to finish so there are no surprises
- ◆ Recommend a lender that can help you determine how much you can afford and pre-approve you for a home loan
- ◆ Help you determine the types of homes and neighborhoods that best fit your needs
- ◆ Arrange tours of homes that meet your search criteria
- ◆ Provide you with detailed information about homes you're interested in
- ◆ Determine the market value of homes you're interested in
- ◆ Assist you in writing and negotiating a mutually-accepted purchase and sale agreement
- ◆ Accompany you to the inspection
- ◆ Coordinate necessary steps after inspection
- ◆ Work with the escrow company to ensure all needed documents are in order and completed in a timely manner
- ◆ Provide ongoing support and services even after you've moved into your new home





# Services for You

## HOW I HELP YOU BUY YOUR HOME

### MY SERVICES

- Explain real estate principles, contracts, and documents
- Refer you to a reputable lender that can help you assess your financial situation and pre-approve you for a loan
- Help you determine the types of homes and neighborhoods that suit your needs
- Arrange tours of these homes
- Determine the market value of homes you're interested in
- Assist you in writing and negotiating a mutually-accepted purchase and sale agreement
- Accompany you to the inspection
- Coordinate all necessary steps after the inspection
- Work with escrow company to ensure all needed documents are in order and completed in a timely manner

### YOUR BENEFITS

- Be more likely to find the home that fit your needs
- Decrease the amount of time it takes to find your home
- Understand all the terms, processes, and documents involved
- Have current market information to make informed decisions
- Have a skilled negotiator on your side
- Have peace of mind that all the details are being handled



*Once the path to closing has completed and you own your home, I will continue to be your resource.*

## MY COMPENSATION

As an independent contractor, I'm paid by commission only after a sale is complete. Therefore, helping you sell or buy a home is my top priority. My compensation typically comes from a percentage of the commission posted with the listed property. If the listed property does not offer any or adequate compensation to the Buyer's Agent, then my compensation will be an added fee.





# Answers to FAQs

## **How does my offer get presented to the seller?**

In today's electronic world, offers are sent via email to the seller's agent. I will call the agent to let them know it's coming and tell them a little bit about you and the details of your offer. Then I will follow up with the agent again to confirm receipt of your offer.

## **Does it cost me money to make an offer?**

When you write the offer on the home you've chosen, you will be expected to include an earnest money deposit.

## **Where does my earnest money go?**

Once the buyer and seller have a mutually accepted offer, the earnest money is deposited into a trust account. That deposit becomes a credit to the buyer and becomes part of the purchase expense.

## **Is that all the money that's involved?**

Some lenders require the cost of the appraisal and credit report at the time of the loan application.

## **Can I lose my earnest money?**

Real estate contracts are complicated legal transactions. This is another area where having a knowledgeable and professional agent is a necessity. Rarely does the buyer lose the earnest money. Most often, if the transaction falls apart, there are circumstances beyond the buyer's control that cause it to happen. If the buyer willfully decides, however, that they no longer want to buy the house and has no legal reason for rescinding their offer, then the seller has the right to retain the earnest money.

## **What happens if I offer less than the asking price?**

If you offer less money, the seller has three options. They can accept the lower offer, counter your offer or reject it completely. Remember that there could be another buyer who is also interested in the home you've chosen. If they happen to write an offer at the same time you do, the seller will have two offers to compare. There are usually many aspects of each offer to consider, but ultimately the seller will want to accept the best and most complete offer. In active real estate markets, homes often sell for their listed price. In hot markets, there may be many buyers vying for the same house, which sometimes drives the final sale price above the original listing price.

As a real estate professional, I can help you plan your strategy, based on the current real estate market in our area.

## **What if I need to sell my home before I buy a new one?**

To put yourself in the best negotiating position before you find the new home you want, hire a qualified real estate agent to help you put your home on the market. Once you write an offer on a new home, your offer will be "contingent" upon the sale of your home. A buyer in this position may not have the same negotiating power as one whose home has already sold (or at least has an accepted offer). The seller may be hesitant to accept your offer because there are too many things that must happen before the sale can close.





# Needs

(BEDROOMS, BATHROOMS, ETC)

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# Wants

(GAME ROOM, HOME OFFICE, ETC)

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# Deal Breakers

(LOCATION, LAYOUT, ETC)

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*“Erin was obviously on our side from the very start. She was professional, knowledgeable and approachable. She was much more interested in our needs than her own interests. Always listened to us and responded accordingly.*

*We had been in our home for 30 years and felt overwhelmed not only by the market but also transactional complexities. Erin was firmly on top of it all. Most importantly to us, she was always calm and patient with us and showed a warm and consistent focus on our needs and concerns. We highly recommend her.”*

*- Lee, Buyer*

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