

Selling 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®

(206) 595-2015 • eringoodwill@windermere.com

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 is a top notch realtor who understands the market and how to position a listing to achieve the maximum value in the shortest amount of time for her clients.”

- Patricia, Seller



Why Windermere?



SETTING THE STANDARD

We deliver the best in our industry, including:

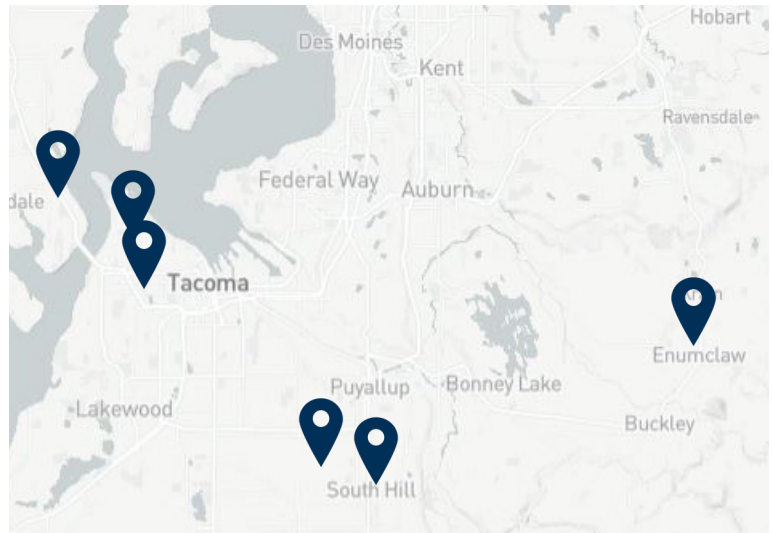
- Exceptional Service by Putting Clients First
- Unsurpassed Integrity
- Strict Code of Ethics
- Premium Tools and Services
- Marketing Expertise
- Top Negotiation Abilities
- Contract Management Skills
- Keeping You Informed Promptly and Regularly

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.





Prior to Listing

WHAT YOU'LL DO

Determine Occupancy: Where will you live while your house is marketed? Are you moved out, are you renting or staying with family? Or will you still live in the property? If it's an investment property, we'll have to work around your renter's schedule. You can have a successful sale in any of these circumstances, though a vacant house is usually easier to show.

Making Repairs: Condition strongly influences how much your home will sell for. Buyers pay more for homes that are ready to move into. Unless you're correcting a significant defect, extensive remodeling generally isn't recommended. However, if you're interested then Windermere has a resource for you.

WINDERMERE READY PROGRAM

We can front your home improvement costs and provide concierge services to sell your home faster and for a higher price. From decluttering and deep cleaning to major repairs or replacements, together we'll set your home up for selling success.

WHAT I WILL DO

Market Analysis: I can offer you a CMA. A comparative market analysis is a tool that estimates the value of a property by evaluating similar ones that have recently sold in the same area.

Staging: Professional stagers help your home make the ultimate first impression by highlighting the best features of each room. This helps your buyers visualize themselves living inside the space. According to Forbes, staged homes sell 87% faster and for 17% more than non-staged homes.

Professional Photography & Videography: I will present your home in the most flattering way through high-resolution photos and videos. Since most people start their home search on the internet, this is the best way to capture their attention.

Ensure Clear Title: Working with locally owned title companies ensures there is a clear title on your home. Addressing any issues upfront will help the transition run as smooth as possible.

File Management: WPP offers file-management to help manage your transaction files. This means that nothing will slip through the cracks, and everything will be accomplished on time.



Services

HOW I WILL SELL YOUR HOME

- 1. Enhance Home Value:** We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.
- 2. Pricing Strategy:** I'll help you with a pricing strategy to ensure no buyers are scared away, and we receive maximum offers.
- 3. Maximum Exposure:** My marketing plan will give you optimal exposure so we attract more buyers and more contracts. The more leads you have, the higher your property will sell.
- 4. Negotiate the Best Contract:** I'll help you negotiate the best deal and terms, which is an important skill in any market.
- 5. Transaction Manager:** There are a lot of moving parts in a transaction. My job is to handle everything so your contract closes on time.

OVERVIEW OF SERVICES

PREPARATION

Recommend Home Improvements
Access to Windermere Ready Loan
Schedule and Manage Vendors
Design Customized Marketing Plan

PRICE

Provide Market Insight and Overview
Produce Comparative Market Analysis
Design Price Strategy

CONTRACTS

Review and Discuss All Contracts
Associated with Your Home Sale

MARKETING

List on NWMLS and Syndicate Listing to
Multiple Sites
Market Your Home in Person and Online
Print Materials and Advertising

COMMUNICATION

Keep You Informed on Showing Activity
Request Feedback on Home Showings
Guide You Through Inspection and Appraisal
Process
Review Closing Procedures and Timeline

NEGOTIATION

Negotiate All Aspects of the Contracts from
Inspection to Closing





Pricing Your Property

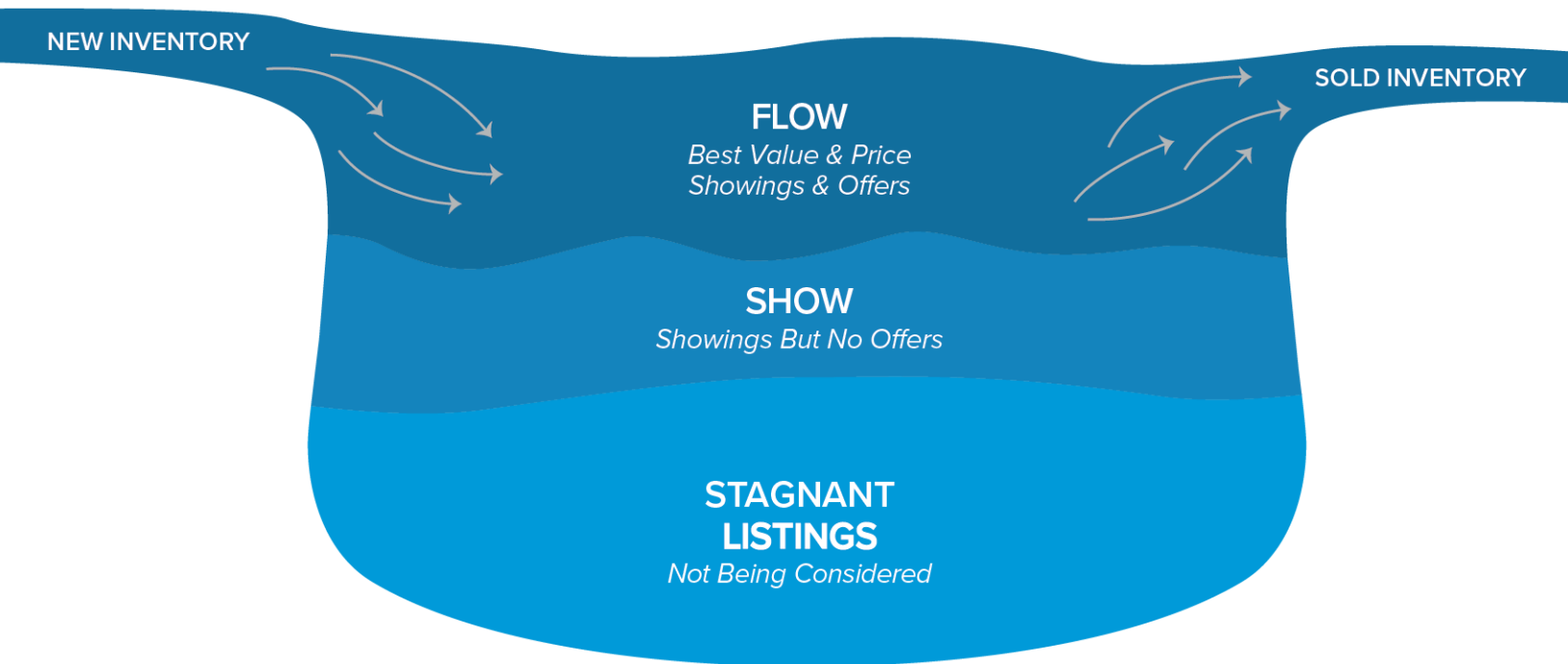
The market value of your home is what buyers are willing to pay. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

We CAN Control

Price
Terms of Sale
Condition of Property

We CAN'T Control

Location
Competition
Market Conditions



In some cases, we will design a price calendar. In the event that buyers and market statistics indicate our price is not correct, we will have a pre-arranged plan for addressing that situation. I only recommend price calendars for properties with challenged condition, high-end properties which have statistically lower chance of selling, unique properties with little-to-no comparable data, or homes in a buyer's market.

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 your overall chance of selling. A high chance of selling means there is room for us to price high, or even plan for multiple offers. A low chance of selling means less margin for error. Overall, current statistics help me determine how to **price your home.***





Marketing Your Listing

MAXIMUM INTERNET EXPOSURE

I will promote your listing on:

Windermere.com

- 1 million average monthly visitors
- 500,000 property listings
- Enhanced search options

WindermerePC.com

- In-depth Pierce County information
- City and neighborhood pages
- Blogs, listings, crime reports, etc.

Your listing will syndicate from the NWMLS to all real estate websites including:



Zillow
Redfin
Realtor.com
Trulia.com
+ more!

SOCIAL MEDIA

Social media allows targeted advertisement, which we'll use to our advantage. We utilize hashtags, geographic tags, and other customizable criteria to ensure the ideal buyers see your home (all while remaining within the restrictions of Fair Housing laws). WPP offers extensive social media options, including our OMP program which has a custom blog written for your listing. We can also choose to highlight your listing on WPP's Facebook & Instagram pages and my business platforms.

DIRECT MAIL

This is where I design and mail promotional mailers the same week the listing goes live. These can be targeted at nearby neighbors or other beneficial recipients.



OPEN HOUSES

Open houses are a helpful way to generate interest in the property. They're most helpful for alerting your neighbors of your impending sale, who may have family or friends looking to move to the area.





Process Overview

Preparing Property



- Analyze current market conditions
- Work with you to identify your goals and needs
- Advise you on ways to make your property more attractive
- Create a comprehensive marketing plan



Title Review



- Order a preliminary title review on your property.



Open House



- REALTOR® will be present the entire time
- Provides greater exposure for your home
- Opportunity to answer buyer questions
- Gather valuable feedback to help better market your home



Listing Your Home



- Your online presence will be launched, including listing your home on the MLS and syndicated websites
- Solicit feedback from other agents on price and presentation
- Keep you up-to-date on sales activity



Contract Management



- Review all offer(s) received and discuss all important aspects of the contract
- Discuss and understand all timelines associated with the contract
- Qualify all buyers prior to offer review



Inspection



- Buyer will perform inspection within the agreed upon timeframe
- Review and discuss inspection requests from the buyer
- Negotiate seller's response to the buyer
- Coordinate any repairs to the home if applicable



Closing



- Coordinate with Title and Escrow
- Help facilitate a timely closing
- Provide updates and keep you informed of all timelines within the contract



**Transfer keys
to buyer!**

Coordinating Closing

NEGOTIATING

The market influences how we negotiate. If you own a well-maintained home in a desirable neighborhood during a seller's market, you'll have significantly more power than if you're trying to sell a rental in a recession. We must plan our negotiation around the market.

A seller has the most influence before they accept an offer. The buyer has the advantage when conducting the inspection. The most vital negotiating must be done on the front end. By negotiating the highest price and best terms before accepting the offer we can form the contract to your advantage.

You achieve the best outcome through collaboration. By viewing the buyer in terms of shared interests, you'll set the tone for a more rewarding experience.

INSPECTION

Inspections make it easier for buyers to imagine themselves in the home. Making repairs and disclosing the home's condition before negotiations can instill confidence in your home's condition. This may help you sell your home faster at a higher price.

Key Takeaways



CHANCE OF SELLING

This statistic helps us price your home. Accurate pricing plays a key role in getting you the highest offer.



BALANCED SUPPLY

The supply of available houses will influence current buyer demand. When the market isn't balanced, negotiating power shifts.



MARKETING

Thorough marketing can boost buyer interest and potential buyer exposure.



EQUAL POWER

Buyers and sellers are equally positioned from a negotiating perspective. With the right decisions, we can leverage your power early.



“Erin Goodwill was amazing to work with. From our first meeting about selling our home up until we closed, she was right there to answer our questions and help guide us through the process.

She brings with her a wealth of knowledge and resources and has the ability to accurately discern what needs to be done to meet the client’s goals. Anytime we needed to get something checked off our list she would offer to make the phone calls and arrange everything for us...and did!

Her open communication and honesty really stood out to me. I never once felt like I was being sold, I really felt like we were partners with the shared goal of selling my home. I can’t recommend Erin Goodwill enough!”

- Jennifer F, Seller

ERIN GOODWILL, REALTOR®

(206) 595-2015 • eringoodwill@windermere.com

WINDERMERE PROFESSIONAL PARTNERS

