



SOLED

A Guide to Selling

HOW WE HELP SELL YOUR HOME

LIST TO CLOSE: STEP BY STEP

MARKET PREPARATION

PRICING YOUR PROPERTY

FLYERS & SIGNAGE

THE FIRST OFFER

WEEKLY COMMUNICATION

TESTIMONIALS

LISTING INVESTMENT SCHEDULE

GLOSSARY

ABOUT LAROWE TO HOME


Larowe to Home
Real Estate



How We Help Sell Your Home

Helping to find a buyer for your home is only one facet of our job.

Below is an overview of our services & how they benefit you.



OUR SERVICES

- Explain basic real estate principles and paperwork
- Do a Comparative Market Analysis (CMA) to help determine your home's value
- Help determine the right selling price
- Assist you in preparing your home for sale
 - Listing plans to choose from which can include:
 - Pre-Inspection
 - Professional Photos
 - Yard Maintenance
 - Professional Cleaning
 - Staging Consult & Staging
- Market your home to buyers and other agents
 - Perma Flyer
 - Custom Website
 - Listing Summary Display
 - Mass Email
 - Adwerx Digital Marketing
- List your home on LaRowetohome.com, Windermere.com and other real estate websites
- Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
 - Weekly Emails showing progress from listing to closing
- Assist you with the purchase and sale agreement
- Negotiate with buyer's agents on your behalf
- Track contingencies and ensure contract deadlines are met
- Work with the escrow company to ensure all documents are in order and on time

YOUR BENEFITS

- Be more likely to get the highest return on your investment
- Decrease your days on market
- Understand all the terms, processes and paperwork involved
- Have exposure to more buyers and agents with qualified buyers
- Have current market information to make informed decisions
- Have a skilled negotiator on your side
- Have peace of mind that the details are being handled

List To Close: Step By Step



1 Pre-Listing

- Listing Contract Signed
- Listing Documents Completed & Signed: Affiliated Business Disclosure, Fraud Alert, FIRPTA, Lead Based Paint (if built prior to 1978), Utilities Addendum, RMLS Data Input Sheet & Seller Disclosures
- Weekly Email Begins (Every Wednesday)
- Homeowners Association Documents Ordered (if needed)
- Open Escrow – Order Exhibit A
- Order Home Book
- House Professionally Cleaned (paid by agent)
- Landscaping (optional)
- Staging (optional)
- Professional Photos & Drone Photo/Video (paid by agent)
- Listing Summary Display & Table Tents Delivered
- Lockbox Installed

2 List Day

- Sign Post Installed & Perma Flyer Attached
- RMLS Activated
- Website Activated
- Agent Email sent Highlighting Listing
- Listing Boosted on Facebook
- Listing Promoted on Websites via Adwerx
- Listing Highlighted on Agent's Social Media Accounts
- Open House Scheduled (optional)

3 Offer

- Review Offer w/Clients
- Sign Offer & Deliver to Buyer's Agent
- Pending Contract & Timeline Sent to All Parties
- Homeowners Demand Ordered (if needed)
- Buyer Delivers Earnest Money to Escrow
- Buyer Has Inspection
- Buyer Delivers Inspection Response
- Agent Discusses Response w/Clients
- Repairs Completed (if needed)
- Appraisal
- Signing of Closing Documents
- Call Utility Companies to Notify Day of Closing
- Sale Records with County
- Buyer's Agent Collects Keys

4 After Closing

- Final Weekly Email
- Agent Removes Lockbox
- Sign Post is Removed
- Forwarding Address Received



Market Preparation Guide

Properly preparing your home for sale is one of the best ways to make a favorable impression that will help it sell more quickly and for the best price.

BEFORE SHOWINGS

- Turn on all interior lights, even during the day and exterior lights at night
- Make the temperature comfortable - approx 68 degrees
- Keep pets in a separate area, and change litter boxes daily.
- Put money & other valuable out of sight
- Keep curtains, drapes and shades open
- Open all doors inside the home, except closets

DURING SHOWINGS

- A buyer will likely spend more time previewing your home if you're not there.
- If you can't leave the home, try to stay out of the way, and keep children quiet and out the of way.
- Don't precede or follow potential buyers through your home.
- Let the buyer's agent show and sell your home

Here's a checklist to help you identify areas in your home that may need improvement in order to make the best impression on potential buyers.

ENTRY, LIVING, DINING, FAMILY ROOMS

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Fireplace
- Floors/Carpet
- Walls & Ceilings

KITCHEN

- Countertops
- Cabinets: Exterior & Interior
- Appliances
- Faucets & Sinks
- Floor
- Walls & Ceiling

BATHROOMS(S)

- Tub
- Shower Enclosure
- Tile & Grout
- Sinks & Counters
- Toilet
- Faucets
- Floor
- Walls & Ceiling

BEDROOM(S)

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Closets
- Floor/Carpet
- Walls & Ceiling

YARD

- Lawn
- Hedges & Shrubs
- Flower Beds
- Fences & Gates
- Walks & Driveways

HOME EXTERIOR

- Paint
- Trim Paint
- Porches, Decks, Railings
- Brickwork
- Siding
- Front Door
- Roof

BASEMENT

- Stairway
- Floor
- Storage Areas
- Finished Areas
- Windows & Window Coverings

GARAGE

- Storage
- General
- Doors
- Windows
- Window Frames
- Lights

Pricing Your Property

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

DANGERS OF PRICING ABOVE MARKET VALUE

- True target buyers may not see your property because it's listed out of their price range.
- Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.



WE CAN CONTROL

YES

Price
Terms of Sale
Condition of Property

WE CANNOT CONTROL

NO

Location
Competition
Market Conditions

Flyers & Signage



Real Estate

13014 NE 50TH AVENUE
VANCOUVER WA 98686
RMLS #23498650

\$650,000

WINDERMERE NORTHWEST LIVING

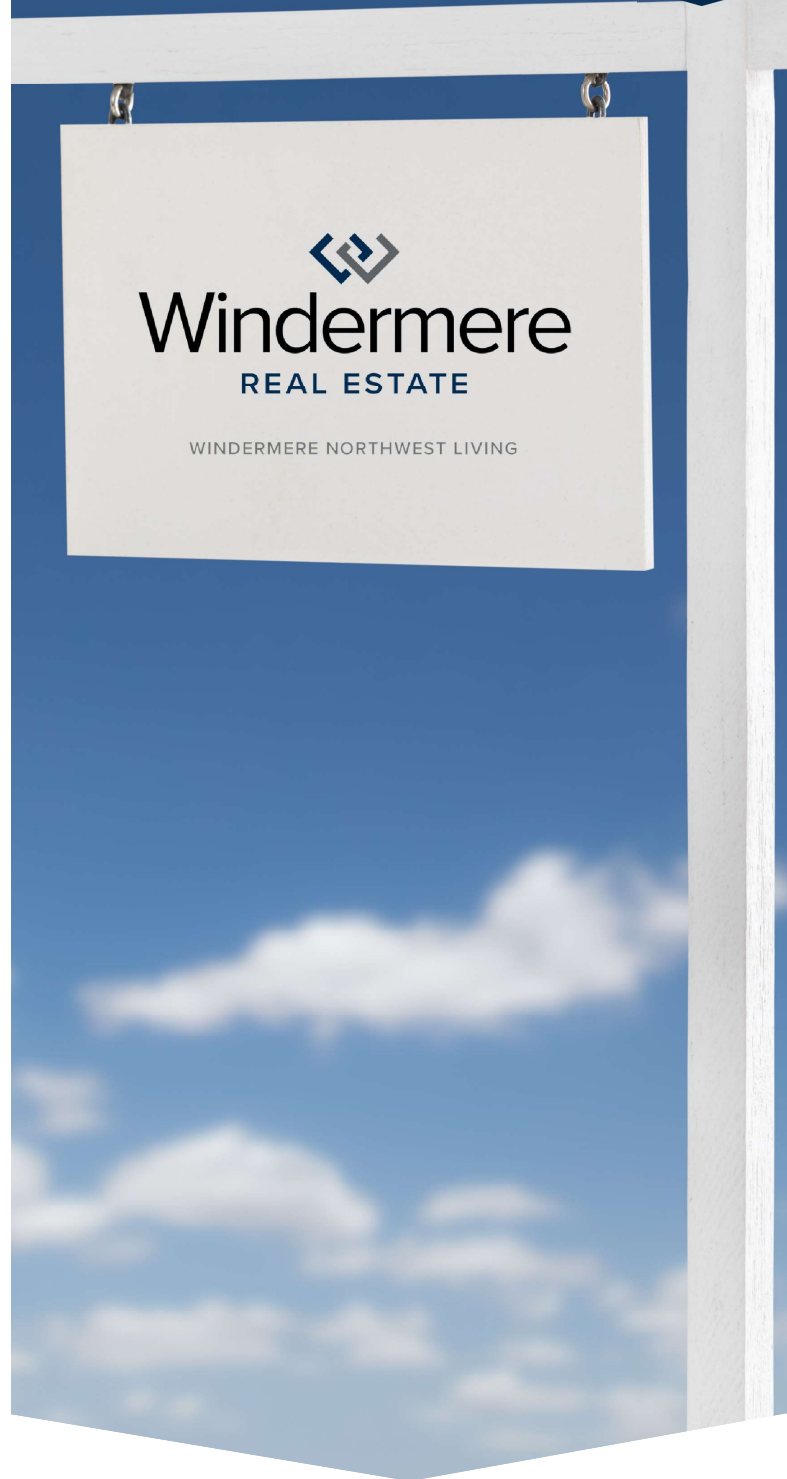
PROPERTY FEATURES

- BUILT 1943
- 2088 SQUARE FEET
- 3 BEDROOM
- 2.5 BATHROOM
- FINISHED BASEMENT
- 20' X 20' DETACHED GARAGE
- 1.45 ACRE LOT
- BEAUTIFULLY RENOVATED

Chelsey LaRowe
360.823.8979

LaRoweToHome@gmail.com
LaRoweToHome.com

Windermere Northwest Living



Perma Flyer Attached to Sign Post

Real Estate

13014 NE 50TH AVENUE
VANCOUVER WA 98686
RMLS #23498650

\$650,000

PROPERTY UPDATES

- NEW BACK DECK - 2020
- NEW CARPET - 2020
- DUTCH DOOR IN KITCHEN - 2020
- PRIVACY WALL - 2021
- PAVER PATIO - 2021
- CITY SEWER HOOK UP - 2022
- REFINISHED CABINETS & NEW HARDWARE - 2022
- NEW DISHWASHER - 2023
- KITCHEN SINK FROM OLD CATHOLIC CHURCH
- FIREPLACE SURROUND FROM OLD STARBUCKS
- PANTRY & BASEMENT DOORS RECLAIMED FROM ORIGINAL BARN
- MATCHING RETRO APPLIANCES
- POWER IN 20 X 20 SHOP

PROPERTY MAINTENANCE

- PRE-INSPECTION COMPLETED FEB 2023
- NEW ROOF - 2012
- FULLY RENOVATED 2010 THRU 2012
- INTERIOR & EXTERIOR PAINT - 2020
- SHOP PAINTED - 2022
- WATER SAVING TOILETS INSTALLED
- LARGE GARDEN: BLACK CHERRY, PIE CHERRY & APPLE TREES. BLUEBERRY PLANTS, ABUNDANCE OF DAYLILIES, DAFFODILS, DAHLIAS & LAVENDER

NEARBY AMENITIES

- NEIGHBORHOOD PARK (1 MILE)
- LEGACY MEDICAL CNTR (2 MILES)
- WSUV CAMPUS (2.5 MILES)
- COSTCO (3.3 MILES)
- EASY ACCESS TO FREEWAYS: 6 MINS TO I-205 AND I-5

WINDERMERE NORTHWEST LIVING

Chelsey LaRowe
360.823.8979

LaRoweToHome@gmail.com
LaRoweToHome.com

Windermere Northwest Living

Listing Summary Display in Home

Selling your property means the careful orchestration of advertising, marketing and public relations.



Capitalizing on The First Offer

When selling your home, it's tempting to pass up the first offer from a potential buyer in hopes that higher offers may come. But the first offer can often be the best offer a seller receives, so it's wise not to take it for granted. The below chart illustrates the reasons why this typically occurs.

OVERPRICING AND INACTION LEAD TO DIMISHING RETURNS



NEW BUYERS

- Fresh and excited
- Focused on value vs price

SEASONED BUYERS

- Seen it all, experienced, particular
- Focused on value vs price

NEGOTIATORS

- Focused on price
- Want to negotiate

INVESTORS

- Drawn by: Just Reduced / Must Sell
- Looking to build property ROI
- Strong negotiators

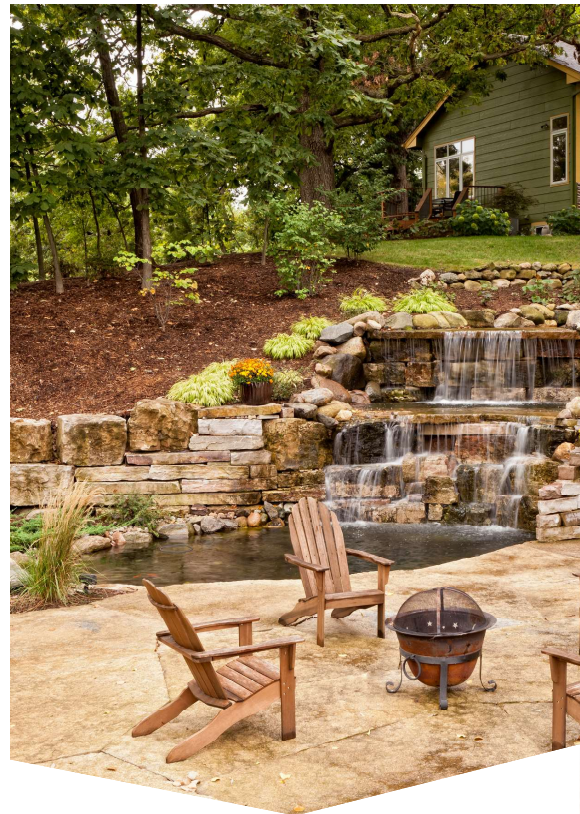
Listing Investment Schedule

Services Provided*

- ▶ Professional photography, drone & video
- ▶ Contractor referrals for fixes & repairs
- ▶ Full Marketing: Custom website, social media, perma flyer, home book, paid digital marketing
- ▶ Weekly emails to update progress & target dates
- ▶ Staging assessment
- ▶ Professional house cleaning

Services Provided: Vacant Homes**

- ▶ ALL the benefits of above **AND**
- ▶ Staging assessment includes 1-month home stage w/furniture included
- ▶ Professional yard maintenance



5.25%



5.75%

2.25% of that amount is offered to compensate the buyer's broker



Weekly Communication

Communication is a top priority at LaRowe To Home. Along with phone calls and texts, every Wednesday clients receive a detailed email containing all activities completed from the previous week, items that need to be completed and upcoming deadlines.

We ensure that every client is always informed throughout the selling process.



Weekly Property
Listing Update:

Address:

LIST PRICE: \$675,000

Listing Update: Weekly Activity

Completed Items:

Items to be completed:

Upcoming Deadlines:



Testimonials

“I am SO grateful that I chose Chelsey to be my realtor. As an out-of-state seller, I needed someone who would stay on top of the entire process and Chelsey MORE than delivered! Not only did she provide a very detailed weekly update, but was in touch with me several times each week just to make sure I knew what was happening. She went above and beyond in helping to arrange an estate sale, cleanup after the sale, repairs, dealt with issues with closing, and more. Any time I needed help or questions answered, Chelsey jumped on it. She was quick to respond and act. I highly recommend Chelsey! If I had to do it over again, I would not choose anyone else.” -Carrie ★★★★★

“As a first time home buyer there was a lot of uncertainties in the process. Having Chelsey as my realtor eased all the uncertainties. She was very informative and answered all my questions throughout the whole entire process. Chelsey is very knowledgeable on what she does and is a very great communicator! I would highly recommend anyone buying a home to go with Chelsey as their realtor!” - Kyle ★★★★★

“Where do I even begin? From our first meeting with Chelsey, all the way to the very end when we got our keys, she was nothing short of absolutely amazing. Being a first time home buyer is scary and stressful but through everything Chelsey was informative, provided reassurance, showed understanding and was so genuine and sincere. She was the constant reminder that everything was going to work out and now I can say I’m a homeowner and it’s still insane to me! We truly got so lucky finding an outstanding agent whom we’ve built such a great relationship with. Words barely scratch the surface of how grateful we are of Chelsey and Sarah, but thank you so much!” - Samantha ★★★★★

“Chelsey was absolutely fabulous! She was professional, very knowledgeable and put my interests first. I knew I could trust her in helping me make the purchase that was best for me. Chelsey was patient and made sure I was purchasing what was in my best interest. She communicated very well, providing me with a weekly written update. In addition to her professionalism she was also very thoughtful and generous which I found very unique! Best buying experience ever!” - Jason ★★★★★



Read more Google reviews here

Glossary



ADJUSTABLE-RATE MORTGAGE (ARM)	interest rates on this type of mortgage are periodically adjusted up or down depending on a specified financial index
AMORTIZATION	a method of equalizing the monthly mortgage payments over the life of the loan, even though the proportion of principal to interest changes over time. In the early part of the loan, the principal repayment is very low, while the interest payment is very high. At the end of the loan, the relationship is reversed
ANNUAL PERCENTAGE RATE	the actual finance charge for a loan, including points and fees, in addition to the stated interest rate
APPRAISAL	an expert opinion of the value or worth of a property
ASSESSED VALUE	the value placed on a property by a municipality for purposes of levying taxes. It may differ widely from appraised or market value
BALLOON PAYMENT	a large principal payment due all at once at the end of some loan terms
CAP	a limit on how much the interest rate can change in an adjustable-rate mortgage
CERTIFICATE OF TITLE	a document, signed by a title examiner, stating that a seller has an insurable title to the property
CLOSING	the deed to a property is legally transferred from seller to buyer, and documents are recorded
CLOSING COSTS	see “settlement” or refer to “Settlement and Closing” in this guide
COMMISSION	a fee (usually a percentage of the total transaction) paid to an agent or broker for services performed
COMPARATIVE MARKET ANALYSIS (CMA)	a survey of the attributes and selling prices of comparable homes on the market or recently sold; used to help determine a correct pricing strategy for a seller’s property
CONTINGENCY	a condition in a contract that must be met for the contract to be binding
CONTRACT	a binding legal agreement between two or more parties that outlines the conditions for the exchange of value (for example: money exchanged for title to property)
DEED	a legal document that formally conveys ownership of a property from seller to buyer
DOWN PAYMENT	a percentage of the purchase price that the buyer must pay in cash and may not borrow from the lender
EQUITY	the value of the property actually owned by the homeowner: purchase price, plus appreciation, plus improvements, less mortgages and liens
ESCROW	a fund or account held by a third-party custodian until conditions of a contract are met
FIXED-RATE MORTGAGE	interest rates on this type of mortgage remain the same over the life of the loan. Compare to “adjustable-rate mortgage”



FIXTURE	a recognizable entity (such as a kitchen cabinet, drape or light fixture) that is permanently attached to a property and belongs to the property when it is sold
HAZARD INSURANCE	compensates for property damage from specified hazards such as fire and wind
INTEREST	the cost of borrowing money, usually expressed as a percentage rate
LIEN	a security claim on a property until a debt is satisfied
LISTING CONTRACT	an agreement whereby an owner engages a real estate company for a specified period of time to sell a property, for which, upon the sale, the agent receives a commission
MARKET PRICE	the actual price at which a property sold
MARKET VALUE	the price that is established by present economic conditions, location and general trends
MORTGAGE	security claim by a lender against a property until the debt is paid
MULTIPLE LISTING SERVICE (MLS)	a system that provides to its members detailed information about properties for sale
ORIGINATION FEE	an application fee(s) for processing a proposed mortgage loan
PITI	principal, interest, taxes and insurance, forming the basis for monthly mortgage payments
POINT	one percent of the loan principal. It's charged in addition to interest and fees
PREPAYMENT PENALTY	a fee paid by a borrower who pays off the loan before it is due
PRINCIPAL	one of the parties to a contract; or the amount of money borrowed, for which interest is charged
PRORATE	divide or assess proportionately
PURCHASE & SALE AGREEMENT	a contract between buyer and seller that outlines the details of the property transfer; or refer to "Purchase and Sale Agreement" in this guide
SETTLEMENT	all financial transactions required to make the contract final. See "Settlement and Closing" in this guide
TITLE	a document that indicates ownership of a specific property
TITLE SEARCH	detailed examination of the entire document history of a property title to make sure there are no legal encumbrances

“Sincerity over selling.



Integrity before convenience.

Positive mindset that never waivers.”



Established in 2020, LaRowe To Home is committed to providing outstanding service built on authenticity and backed by trust.

Chelsey LaRowe is a licensed broker in the state of Washington. Chelsey takes pride in delivering exceptional service during her client’s biggest financial decisions. She is dedicated to being your confidant and counselor throughout the home selling and/or buying process, all the while handling each detail with ultimate care.

In June 2022, LaRowe To Home grew when Sarah Huntington joined Chelsey as her licensed assistant. Sarah is committed to business efficiency while continuing to enhance marketing, communication and transaction management. She is devoted to creating relationships and serving others.



WINDERMERE NORTHWEST LIVING

Chelsey LaRowe

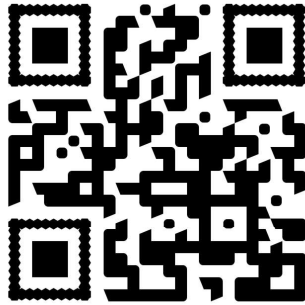
License: 20122204
(360) 823-8979
chelsey@larowetohome.com

Office Location:

1401 SE 164th Ave STE 190, Vancouver WA 98683

Sarah Huntington

License: 106205
(360) 771-6445
sarah@larowetohome.com



WINDERMERE NORTHWEST LIVING