

Seller's Guide



Joey Costello Real Estate

Spokane's Trusted Real Estate Advisor




Windermere
REAL ESTATE

 **Zillow**
PREMIER AGENT

I CONTROL THE PROCESS, YOU CONTROL THE DECISION

Your home is often your single biggest asset and one of the largest financial transactions you'll ever make. Of course, you'll want to make the most of your investment and sell it for the best price with the most favorable of terms. But there is more to selling a home than just placing a "For Sale" sign in the front yard. House preparation, marketing, and contract negotiation are only a few of the details that go into selling a home.

I'm ready to guide you through every step to achieve your goals of selling. I will partner with you from the moment you set the listing price to the day you turn over the keys. With 87% of buyers finding their home online, my number one priority is to ensure I help you make the very best first impression.

My philosophy is that I will control the process so that you can control the decision.





STEP 1: CONSULTATION

Our first meeting will begin with asking you several questions about your objectives for selling your home. As I begin to understand your goals and expectations, I will develop a customized plan to achieve your needs and address any fears .

Whether you're selling for the first or fourth time, I find that most sellers have very similar concerns, including:

- Will your home sell when you need it to?
- What is a competitive price for your home in today's market?
- Should you make any improvements to your home to maximize return on investment (ROI)?

My priority is to address these and any other questions you may have.



STEP 2: DETERMINING VALUE

After the consultation and in-person home tour, I will put together a Comparative Market Analysis (CMA) which is an in-depth analysis of your neighborhood's housing data. Combined with the condition and features of your home, I will provide a suggested list price.



UNDERSTANDING THE COMPARATIVE MARKET ANALYSIS

There are many factors that go into a Comparative Market Analysis (CMA). After I have had the opportunity to tour your home, I will take a deep dive into the market, analyzing several factors. This process begins with touring comparable properties in your neighborhood to compare and contrast them, as well as to determine what makes your home unique and attractive to potential buyers. From there, I will analyze market statistics to examine current activity. The result of my work will be a recommended list price range designed to help you achieve your goals of selling your home.

IN-DEPTH STUDY INCLUDES:

- ➔ Comparable properties that have sold in the last 3-6 months.
- ➔ Current active properties that are similar in size and condition to yours.
- ➔ Current pending comparable properties.
- ➔ Size of the property, including bedroom and bathroom count, plus square footage.
- ➔ Condition and finishes throughout the home, including kitchens and bathrooms.
- ➔ Specific features unique to your home, such as view, garage, ADU, etc.
- ➔ Lot size, access, and landscape condition.
- ➔ Neighborhood profile, including location and schools.
- ➔ Convenience to amenities, including local establishments and public transportation.
- ➔ If a condominium, monthly dues as well as balance of association reserves.





STEP 3: PREPARING YOUR PROPERTY

Within my market analysis, I'll provide you with my recommendations for repairs you may want to make to leverage your ROI. This can be as simple as fresh paint on the walls, or it could include upgrades like replacing countertops. I will give you direct input to help you attract the right buyer, and will be there to support you throughout the process.



STEP 4: MARKETING

During this phase, I dive deep into marketing your home with the intent to reach the largest audience as possible, with the best first impression. This includes:

- Reviewing staging options and suggestions for your home.
- Professionally photographing the property.
- Designing full-color brochures featuring your property's highlights.
- Online marketing of your listing throughout all relevant real estate websites, including: NWMLS, Windermere, Zillow, Trulia, Realtor.com, spokane realestate.org, and many other satellite sites.
- Promoting the listing throughout my social media network via posts with both organic and sponsored reach.



WHAT IS WINDERMERE READY?

THERE'S NO SECOND CHANCE FOR THE PERFECT FIRST IMPRESSION:

I believe so strongly in the power of first impressions that I have created the Windermere Ready program to provide you with concierge-level service that prepares your home for sale. I will determine the repairs and upgrades most likely to appeal to today's buyers, who prefer stylish, turnkey spaces.

From decluttering and deep cleaning to major repairs or replacements, I'll work with you to set your home up for selling success.

ONE-ON-ONE CONSULTATION

I'll walk through your home and identify potential updates and repairs. With your timeline and needs in mind, I will help you decide on the improvements that will get the biggest return.

PERSONALIZED PLAN

Once we identify the top home improvement priorities, I will connect you with my preferred local service providers, help coordinate vendor scheduling, and arrange access to your home.

A photograph of a modern interior hallway. On the left is a white door with three arched glass panes. The floor is light-colored wood-look tile. To the right, a blue abstract painting with white and yellow floral motifs is partially visible. A dark blue horizontal bar is overlaid on the image, containing the text 'CONCIERGE SERVICES FOR MY SELLERS' in white, uppercase letters.

CONCIERGE SERVICES FOR MY SELLERS

➔ HIGH IMPACT UPDATES

No matter how small they seem, even the simplest changes can make a big difference. However, there are some that are most valuable, including:

- Landscaping
- Interior and Exterior Painting
- Floor Repair/Refinishing
- Carpet Cleaning/Replacement
- De-cluttering
- Window Washing
- Professional Deep Cleaning
- Fixture Repair/Replacement
- Cosmetic Updates
- Punch List Repairs

➔ STAGING

When your home is ready to shine, I'll arrange for professional staging to elevate its presentation and maximize its appeal. Staging can make a significant impact on both buyer interest and your final sales price—according to Forbes, staged homes sell 87% faster and for up to 17% more than non-staged homes.

MY STEP-BY-STEP PROCESS PROVIDES A SEAMLESS TRANSACTION

SAMPLE LISTING ACTION PLAN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
						MOVING DAY!
2	3	4	5	6	7	8
FINAL WALK THROUGH TO PICK UP LEFT OVER ITEMS	SIGN LISTING AGREEMENT	PAINTING SEWER SCOPE	PAINTING	PAINTING	REPAIRS	REPAIRS
9	10	11	12	13	14	15
REPAIRS	COMPLETE SELLER DISCLOSURE FORMS	YARD CLEAN UP	PROFESSIONAL WINDOW CLEANING YARD CLEAN UP	CARPET INSTALL YARD CLEAN UP	PROFESSIONAL INTERIOR CLEANING FLOOR PLAN MEASURE	
16	17	18	19	20	21	22
	STAGING	11:00 AM PHOTOSHOOT	SIGN INSTALL LISTING DAY! 11:00-1:00 PM WRE BROKERS TOUR	10:00-1:00PM BROKERS OPEN AREA TOUR		12:00-3:00PM PUBLIC OPEN HOUSE
23	24	25	26	27	28	29
1:00-4:00PM PUBLIC OPEN HOUSE	3:00 PM REVIEW OFFERS					



STEP 5: Listing

Once you have hired me to represent you in the sale of your home and we have determined a listing date, I will put together a customized Listing Action Plan for you. This calendar will help organize and track all of the important deadlines and action items needed to prepare your home.

When the work is complete, it's time to bring your home to market. A sign will be installed, an MLS keybox will be placed on the property, and brokers will begin reaching out to me to schedule showings (if the home is not vacant). There can be advantages to having the home vacant during the first few weeks of marketing, and I'm happy to discuss those options with you during our initial consultation.

In addition to the marketing efforts used to promote your listing, I will also host open houses to invite both agents and the public to tour your home.

Each week, you will receive a listing market report to track activity, showings, and overall exposure across social media and other marketing channels.

Joey Costello
REAL ESTATE

LISTING MARKET REPORT 123 MAIN STREET

PROPERTY INFORMATION

LIST DATE	PRICE	PRICE PER SQUARE FOOT	DAYS ON MARKET
October 18th	\$850,000	\$295.53	9

COMPARABLE PROPERTIES

	ACTIVE	PENDING	SOLD
October 27th	8	1	1

SEPTEMBER SPOKANE MARKET STATISTICS

30

AVERAGE DAYS ON MARKET FOR COMPARABLE PROPERTIES

1.7

MONTHS SUPPLY OF SINGLE FAMILY HOME INVENTORY

19%

OF LISTINGS SOLD ABOVE LIST PRICE

47%

OF LISTINGS SOLD IN 15 DAYS OR LESS

INDIAN TRAIL PRICE COMPARABLES

	HIGH	LOW	MEDIAN
October 27th	\$849,900	\$429,995	\$499,999



LUXURY MARKETING



WINDERMERE'S GLOBAL CONNECTIONS DELIVER UNIQUE EXPOSURE ANYWHERE IN THE WORLD.

Based on its condition and price, your property may qualify for our Premier (\$1.75+ million) or W Collection (\$3+ million) programs, which include additional benefits such as:

- **Featured presentation at our Luxury Breakfast, providing exposure to hundreds of local Windermere brokers working with buyers in high-end markets.**
- **Custom signage and marketing materials.**
- **Global exposure through Luxury Portfolio, where your listing will be translated into nine languages and over 60 currencies. Your property will also gain exposure to more than 3 million high-net-worth visitors from over 200 countries worldwide.**
- **A professionally translated listing featured on Juwai.com, the #1 property portal in China, with over 2.6 million monthly visitors.**
- **Printed advertising opportunities, including Spokane Business Journal, Pacific Northwest Magazine, Luxe Interiors & Design, Windermere Living, Lifestyle Northwest, Alaska Beyond (Alaska Airlines magazine), The Wall Street Journal, Unique Homes, and Galerie.**



STEP 6: OFFER RECEIVED

Hooray—you received an offer! Now what? At this point, I will help you evaluate the pros and cons of each offer, including which aspects are strong and which components may be less reliable. I will also highlight any potential red flags. I will guide you through the offer(s) and negotiate to secure favorable terms, while ensuring the buyer has the ability to close on time. While issues are rare, occasional hurdles can arise during a transaction. My role is to anticipate those challenges and keep everything on track so we can successfully close on time.



STEP 7: Escrow

Escrow is an important neutral third party that receives and oversees the contract documents and funds deposited by buyers, sellers, and lenders to facilitate the closing of a real estate transaction. In partnership with escrow, I will manage your transaction daily to ensure a smooth closing.



STEP 8: CLOSING

Once closing is complete, your move will likely require resources such as movers and relocation assistance. You may also need a referral for an agent to help you purchase a home in your new city. I am committed to continuing our relationship beyond the sale through my network of trusted vendors and will remain your go-to resource for anything home-related as you transition into your next chapter.



ABOUT ME

As a real estate broker at Windermere Real Estate, I have a true passion for helping you navigate the ins and outs of selling a home in the Spokane real estate market.

Selling a home, whether it's your first or third time, can bring a range of emotions—from excitement to uncertainty and everything in between. With my proven 8-Step Seller Guide, you can feel confident that the process will be both seamless and rewarding.

My mission is to understand your goals so I can help you achieve the best possible outcome.



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Outstanding Professional

I received a Bachelor's degree from California Lutheran University where I majored in Psychology and minored in Business Marketing. Both fields of study have strengthened my ability to connect with clients, equipped me with strategic skills to effectively promote listings, negotiate deals, and guide my clients through what can be an emotional process.

Exceptional Personality

My outgoing and energetic nature allows clients to feel comfortable and excited throughout the buying or selling process, which sets me apart in a way that builds lasting relationships. Being an expert negotiator, I consistently advocate for my client's best interests. My trusted reputation means that clients know they're in reliable, capable hands, which fosters confidence and loyalty. All of these attributes combined make me not only effective, but memorable and highly valued in real estate.

Service Minded

I love to support the community by contributing to the Windermere Foundation with each real estate transaction, as well as giving back through multiple organizations. This community feels like one big family to me. When you choose me as your agent, you are treated as more than a client, you are treated like a family member.