



Selling Guide

THE WINDERMERE ADVANTAGE



AMY MCMAHON

WINDERMERE REALTY TRUST

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WHY HIRE AMY

“

I've moved many times in my life from coast to coast and can relate to the huge amount of effort that it takes and I love making life's transitions easier and as stress free as can be. I'm in the perfect job!

”

Having started out in corporate America working at US Bank for 10-plus years, I have spent the last several years working with clients to get their homes ready for sale. From 'de-cluttering' and stylizing interiors to setting up homes for custom photography and other marketing activities, I have an outstanding track record of positioning homes to maximize resell value.

This successful career created a natural progression for me to attain her real estate license and represent buyers and sellers in the Portland marketplace and around the country. I understand life changes and transitions can be overwhelming — whether moving to a new city (I've moved for my husband's jobs to Miami, Pittsburgh & Connecticut), a new neighborhood or simply downsizing on your current street—I bring my optimistic attitude and calm nature to help put your mind at ease as you go through the process.





AMY'S MARKETING PLAN

When selling your home, you need worldwide exposure in addition to the strong marketing expertise I deliver locally. As an affiliate of the Leading Real Estate Companies of the World® global network, I have the resources to market your property to the highest possible number of potential buyers.

MARKETING YOUR LISTING TO LOCAL AND GLOBAL BUYERS

- » I market your listing to 130,000+ associates around the world through Leading Real Estate Companies of the World®
- » I expose your listing to buyers in six continents and 65 countries and receive referrals to international buyers looking to buy in our area
- » I have a network of 508 Local Windermere Agents and 6,500+ in the United States
- » Digital Email campaigns reaching agents in the local market
- » Social media marketing on Windermere regional and local Instagram, Facebook sites
- » Regional Market Listing Service
- » Access to Masters Circle Members and relocation specialists

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I strive to go beyond your expectations in meeting your goals and get the maximum financial return for you in your time frame. The high level of service I provide is unmatched.

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AT AMY'S EXPENSE

- » Design consultation and staging
- » Professional architectural photographer and HD video
- » Matterport 3D interactive virtual tour
- » Floorplan
- » Professional customized digital and print marketing materials





HOW I HELP SELL YOUR HOME

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

MY 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
- » Market your home to buyers and other agents
- » List your home on Realtor.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
- » Broker & public open houses
- » Assist you with the purchase and sale agreement
- » Negotiate with buyers and their 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





HOW I HELP WITH PRICING YOUR HOME

The market value of your home is what buyers are willing to pay in today's market conditions. 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.

DANGERS OF PRICING ABOVE MARKET VALUE

- » True target buyers may not see your property
- » 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

YES / ~~NO~~

WE CAN CONTROL:

- Price
- Terms of Sale
- Condition of Property

WE CANNOT CONTROL:

- Location
- Competition
- Market Conditions

STRATEGIES TO OBTAIN YOU THE HIGHEST RETURN

- » Analyze current market conditions and sales prices of comparable properties
- » Discuss your goals and needs
- » Advise you about ways to make your property more attractive to buyers
- » Create a comprehensive marketing plan targeting the most likely buyers
- » Market your property to other agents, and get their feedback on its price and presentation
- » Keep you up-to-date on sales activity and market conditions





UNDERSTANDING THE CMA (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 starts with me touring comparable properties in your neighborhood to compare and contrast, as well as determine what makes your home unique and attractive to potential buyers. From there I will take a deep dive into the statistics to examine market activity. The result of my work is a recommendation to you of a range of list price that will 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
- » Convenience to amenities including local establishments and public transportation
- » If a condominium, monthly dues as well as balance of association reserves





PREPARING YOUR HOME

Within my market analysis, I will provide you with our 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. I will work with you to create a complete list of suggested pre-market items, however here is a list of some of the more common items to consider.

SOME SUGGESTED ITEMS

EXTERIOR

- Fresh coat of paint especially on front entry
- Clean gutters & downspouts
- Ensure all lights are working
- Inspect chimney for cracks or damage

YARD/PATIO

- Fix loose trim & fencing
- Weed & add fresh bark mulch
- Mow & edge grass
- Prune trees and bushes

KITCHEN/BATHS

- Deep clean grout, countertops and sinks
- Fix any leaking faucets
- Organize pantry & cupboards
- Remove items from counters
- Ensure all fixtures are operating
- Install new shower curtain

INTERIOR

- Fresh coat of paint
- Declutter closets and rooms
- Clean flooring, walls and light fixtures
- Ensure all lights are operating and install similar wattage bulbs
- Put away toys and hobbies
- Remove all personal items & photos
- Steam clean carpets
- Make sure blinds and draperies open and close
- Freshen and make up bedding
- Clean furnace and ensure A/C operates
- Discard clutter





SELL FOR MORE IN LESS TIME WINDERMERE READY

THERE'S NO SECOND CHANCE FOR THE PERFECT FIRST IMPRESSION

With our 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.



A SMALL UPFRONT INVESTMENT CAN YIELD A BIG PAYOFF WHEN SELLING YOUR HOME. TO HELP WITH THAT PROCESS, WE PROVIDE THE FUNDS TO COVER THE COSTS OF THINGS LIKE PAINTING, LANDSCAPING, CLEANING, AND STAGING. YOUR WINDERMERE AGENT WILL WORK WITH YOU TO DETERMINE WHICH IMPROVEMENTS WILL GET THE BIGGEST RETURN. THEN YOUR AGENT WILL CONNECT YOU WITH PREFERRED LOCAL SERVICE PROVIDERS TO ARRANGE TO HAVE THE WORK DONE.

PROGRAM DETAILS

- Fast and easy application process
- Quick approval and funding
- Fees are financed into the loan
- 4% loan fee and third-party fees
- Choose your own vendors
- Or sellers can do the work themselves
- Upgrade now, pay later
- No payments due before closing
- Sell for more in less time
- Invest in projects that provide a high return





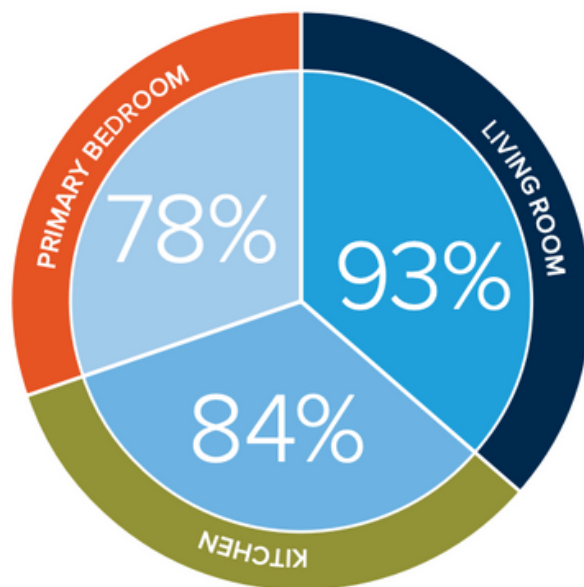
STAGING YOUR HOME

A well presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market. I believe in staging so much, that at my expense, I will bring my stager through your home to discuss if staging makes the most sense for your ROI

BELIEVE IN THE NUMBERS

- » 83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home
- » 25% of buyers' agents say that staging a home increases the dollar value offered
- » 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market
- » 95% of agents recommend that sellers declutter their home before putting it on the market

Source: The National Association of Realtors® 2019 Profile of Home Staging



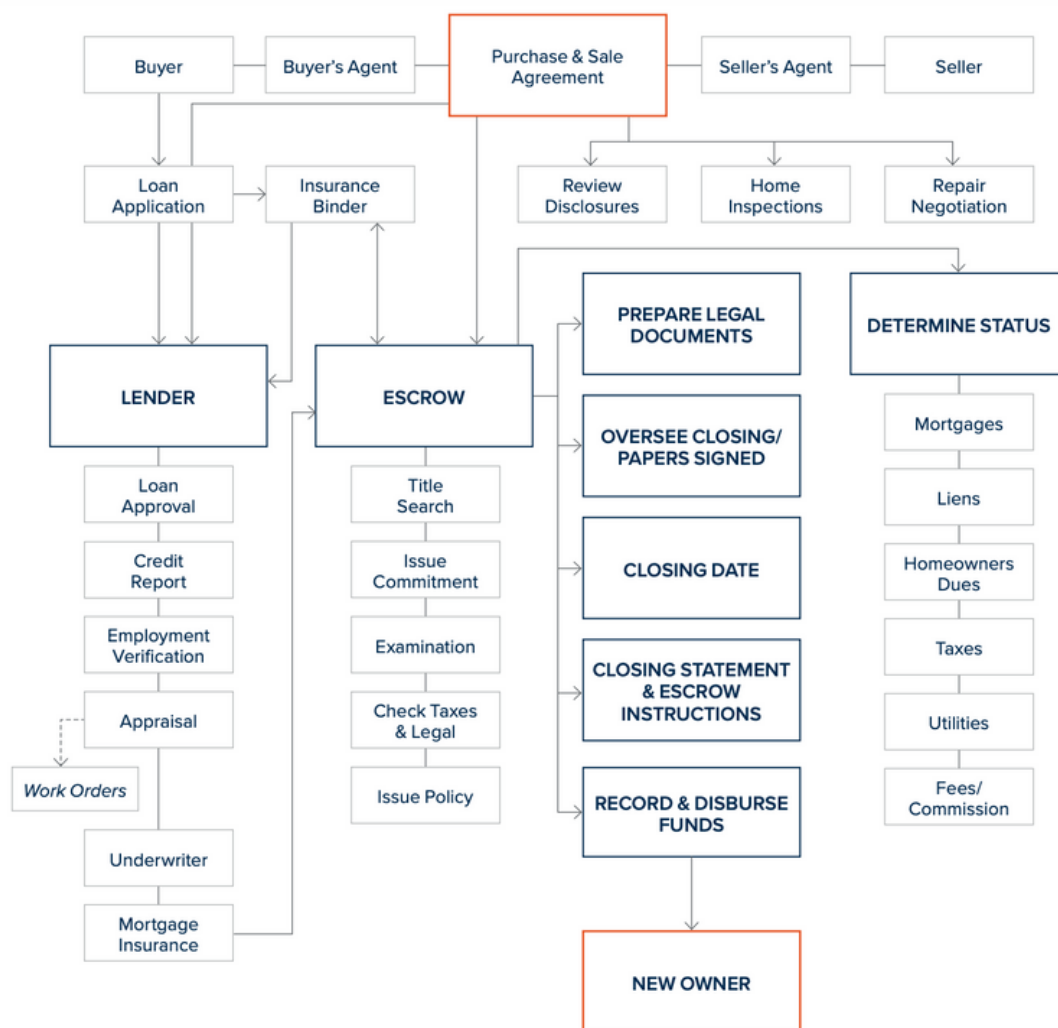
MOST COMMONLY STAGED ROOMS





HOW I HELP COORDINATE THE CLOSING

Real estate can be complicated. I get it. It's also why I'm here to help you every step on the way (and beyond). Below is a workflow of what you hire me to do and ensure I get you smoothly from beginning to end.





CLIENT TESTIMONIALS

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"We made the absolute right choice in selecting Amy McMahon to sell our home and downsize."

”

“

"Thankful for Amy and everything she did for us! From staging and marketing of our old house, to helping us get settled in our new home!"

”

“

"Thank you for getting our acts and home together for the big sell! You were indispensable & can't imagine another move without your help!"

”

“

"Thanks so much for all you have done for our family! This is life changing!"

”

“

"Thank you for all of your hard work, patience and perseverance in our continuing home search for a home in Portland. We enjoy your positive attitude, good humor, and your willingness to show us homes at the last minute."

”

“

"We have purchased two homes with Amy and sold one. Amy identified and quickly found help for us from her deep network of expert contractors. Her broad experience in the Portland housing market is invaluable; she provided consistent and reliable advice on pricing and timing for our sale, and arranged staging that made a huge difference. She has a can-do and hands-on approach that makes it easy and pleasurable to work with her. She is also a delightful source of information on all things Portland!"

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I'D LOVE TO MEET YOU

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I'm so excited to meet you and get started to making your next real estate dreams come true! I

love what I do and feel so fortunate you are considering putting your trust me in to show you what I can do for you!

Amy

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