

A modern interior hallway with a glass door on the right and a living room in the background. The hallway has a white wall on the left with three framed pictures. The floor is a light-colored, polished material. The living room in the background features a brown leather sofa, a large potted plant, and a television mounted on the wall.

SELLING YOUR HOME

marketing & pricing strategies

John L. Scott®
REAL ESTATE

Your trusted advisor with you
every step of the way

Trusted Representation for the **Best Results™**

At John L. Scott we are innovators, we embrace technology, and we pride ourselves on our transactional excellence. Since 1931, we have built our business on the principle that real estate is local and that homeownership is the heart of our communities. We are industry leaders in technology, marketing strategies and trends. We will showcase your home in the best light to get you the best price.

knowledge

**WE'RE LOCAL,
WE'RE GLOBAL**

strategy

negotiations

representation

WE KNOW
THE MARKET

Over **85 Years** of
Innovation and **Success**

John L. Scott | REAL ESTATE

Five Rights,

make a sale™!

1 House Right

Presentation: Create an emotional connection with all potential home buyers by presenting your home in the best light.

2 Yard Right

Presentation: The yard and entry are the first impression of your home and will entice the interest of a buyer.

3 Marketing Right

Promotion: Advanced marketing strategies will proactively captivate buyers, assuring your home receives the most exposure.

4 Price Right

Pricing: Strategically position your home in the market to attract the most buyers to get your home sold at the best price.

5 Right Broker Associate

Trusted Representation: My commitment to my clients is beyond full service; I am dedicated to getting you results.





presentation

HOUSE RIGHT, YARD RIGHT

Market Ready, Day One™

the little **details do matter**





stage, clean, & declutter

To reduce market time and maximize price

First impressions are vital to a prospective buyer. How your home and yard are experienced by a potential buyer can directly affect the amount for which your home sells.

Buyers will envision themselves in your home when it presents beautifully and feels inviting. We will take the time to help you determine what is needed for the presentation, maintenance, or repair of your home.

Our goal is to create a positive connection by showcasing your home in the best light.

you never get
a second chance to make
a first impression

- Will Rogers

The **POWER** of professional *photography*

More than 95% of buyers will experience your home through photos when they start their home search online. Your home's digital presence is the first exposure most buyers have of your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.

Research shows that the higher quality and quantity of home listing photos helps a home sell 32% faster.

*PRNewsFoto/VHT Studios





Comprehensive Marketing Strategy

— we **market** your home

Our exclusive marketing strategies will position your home to reach virtually every buyer through robust syndication, networking within the real estate community, personal connections, community outreach, and online exposure. Our approach is designed to showcase your home to the largest audience in order to leverage your position in the market and get you superior results.



we **reach virtually 100%**
of all potential buyers
through our online exposure
of your property



promotion

MARKETING RIGHT

Mobiles Ready!
Download the new John L. Scott
GPS Home Search App 3.0
to see all listings all companies

Beautiful Home on Hill
This 3,500 sq. ft. home is a true masterpiece. It features a gourmet kitchen with granite countertops, stainless steel appliances, and a large island. The master suite has a walk-in closet and a private bathroom. The home is located in a quiet neighborhood with top-rated schools.

Congratulations on your Sold Listing!
Every Webber Campaign
If you profit's correct, simply click
Send them below and 5% of the
your listing's price. [www.jlscott.com](#)

You've been INVITED
Early Entry
FOR NEIGHBORS

John L. Scott
Real Estate
10000 1st Avenue, Suite 100
Seattle, WA 98108
206.268.2200
www.jlscott.com

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Digital Marketing

your **online presence**

John L. Scott
REAL ESTATE

Leading REAL ESTATE
COMPANIES
OF THE WORLD

LUXURY PORTFOLIO
INTERNATIONAL

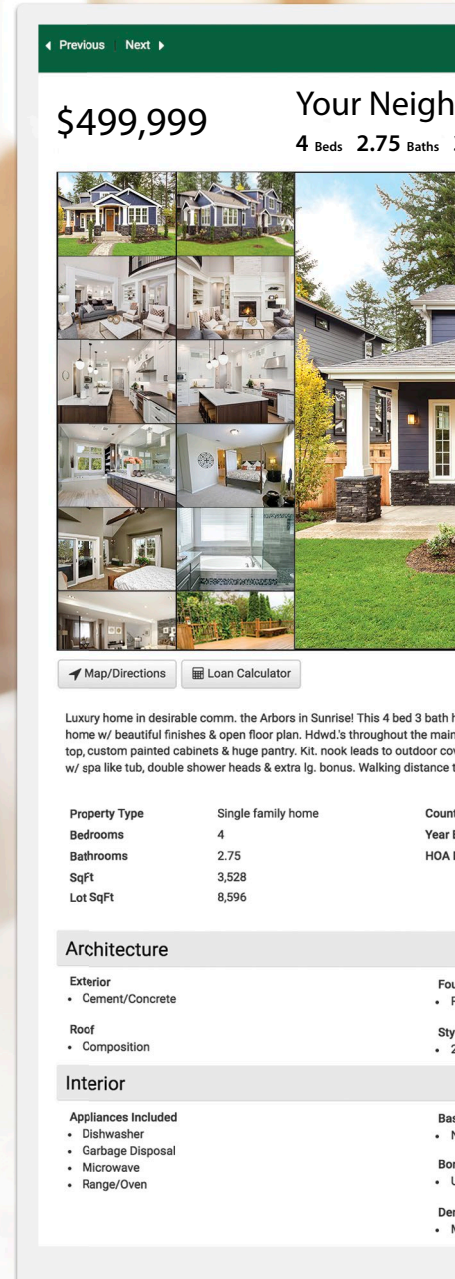
 **EXCEPTIONAL
HOMES** by John L. Scott

As a founding member of Leading Real Estate Companies of the World®, we get maximum exposure through 65 countries. We provide advanced market exposure so that your home is syndicated to the top sites throughout the country, across the globe and to all the local and regional real estate companies.

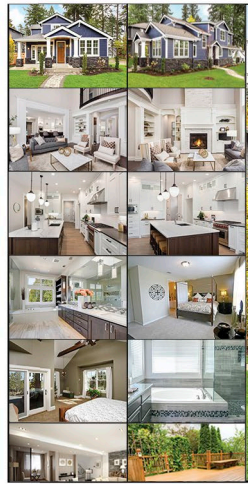
Plus, our award-winning website **www.JohnLScott.com** is the foundation for your home's online presence. Every listing is complete with:

- Custom property web address
- Beautiful photo galleries
- Demographics
- School data



Previous Next

\$499,999 Your Neighborhood
4 Beds 2.75 Baths



[Map/Directions](#) [Loan Calculator](#)

Luxury home in desirable comm. the Arbors in Sunrise! This 4 bed 3 bath home w/ beautiful finishes & open floor plan. Hdwd's throughout the main top, custom painted cabinets & huge pantry. Kit. nook leads to outdoor cov w/ spa like tub, double shower heads & extra lg. bonus. Walking distance to

Property Type	Single family home	County
Bedrooms	4	Year Built
Bathrooms	2.75	HOA
SqFt	3,528	
Lot SqFt	8,596	

Architecture

Exterior		Foundation
• Cement/Concrete		• Foundation
Roof		Style
• Composition		• 2

Interior

Appliances Included		Bathrooms
• Dishwasher		• Master
• Garbage Disposal		• Bonus
• Microwave		• Utility
• Range/Oven		• Den
		• Master

Neighborhood

3,528 SqFt



1

home has covered front porch that leads to a well crafted w/ white mlwk. Chefs kit. w/ sub. tile, granite counter covered patio & large backyard. Upstairs is a dream master o sought after schools.



Jordan Kingston
Broker
425-555-5555
jordankingston@johnscott.com
www.jordankingstonjohnscott.com

Pierce
Built
50

More information about this property

Name

Phone

☐ Send Text (SMS)?

Email

Message (optional)

Schedule a tour

Your Neighborhood



Property Type: Single Family Home
Bedrooms: 4
Bathrooms: 2.5
SqFt: 3,528
Lot SqFt: 8,000

County: HSEA
Year Built: 2014
Phone: (509) 555-5555

Architecture
Interior
Property/Lot Details/Community
Utilities
Financing & Taxes
Schools
Property History
Demographics
Loan Calculator

More information about this property
Name
Phone
Email
Message (optional)
Schedule a tour

2 Demographics

139,814
Population

33.5 square miles
4,176.1 people per square mile

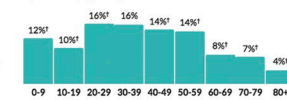
Census data: ACS 2015 1-year unless noted

Age

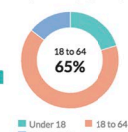
37.4
Median age
* data

about the same as the figure in the Seattle-Tacoma-Bellevue, WA Metro Area: 37
about the same as the figure in Washington: 37.5

Population by age range



Population by age category

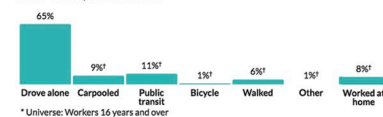


Transportation to work

22.9 minutes
Mean travel time to work

about three-quarters of the figure in the Seattle-Tacoma-Bellevue, WA Metro Area: 30.2
about 80 percent of the figure in Washington: 27.1

Means of transportation to work

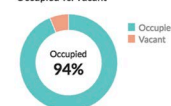


Units & Occupancy

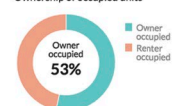
60,755
Number of housing units

the Seattle-Tacoma-Bellevue, WA Metro Area: 1,530,004
Washington: 2,991,584

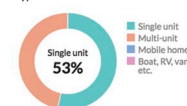
Occupied vs. Vacant



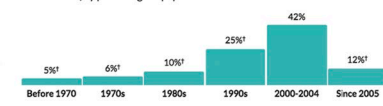
Ownership of occupied units



Types of structure



Year moved in, by percentage of population



3 Schools

School District: Three Trees
Elementary: Maple Elementary

Middle: Fir Middle School
High: Evergreen High School

Seller Listing Launch[®]

— engaging **your community**





we showcase
your home

it's all about the backlog of buyers

Our exclusive, federally trademarked program is all about elevating the psychology of the backlog of buyers* while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.

hyperlocal
strategies

***Backlog of buyers:**

The pool of buyers who are currently searching for a home but haven't found the right home. These buyers are waiting for the right home to be listed for sale.

we know
the local market

Enhancing the home search experience for Buyers



award winning website & instant mobile search

Buyers and sellers can experience the power of JohnLScott.com with advanced search features and "instant notifications" on both desktop and mobile devices. Buyers looking for a home that matches yours will be notified instantly when your house hits the market. In addition, you can keep track of your neighborhood competition through Property Tracker® and MarketInsights™ reports.



The **POWER** of **NUMBERS**

John L. Scott Real Estate

#4 IN PRODUCTION

on per person basis

ONE OF THE
TOP 20
REAL ESTATE BRANDS
IN THE NATION

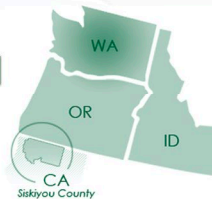
30,000+

transactions
per year

100+
Offices

OVER
3,000
Broker Associates

IN

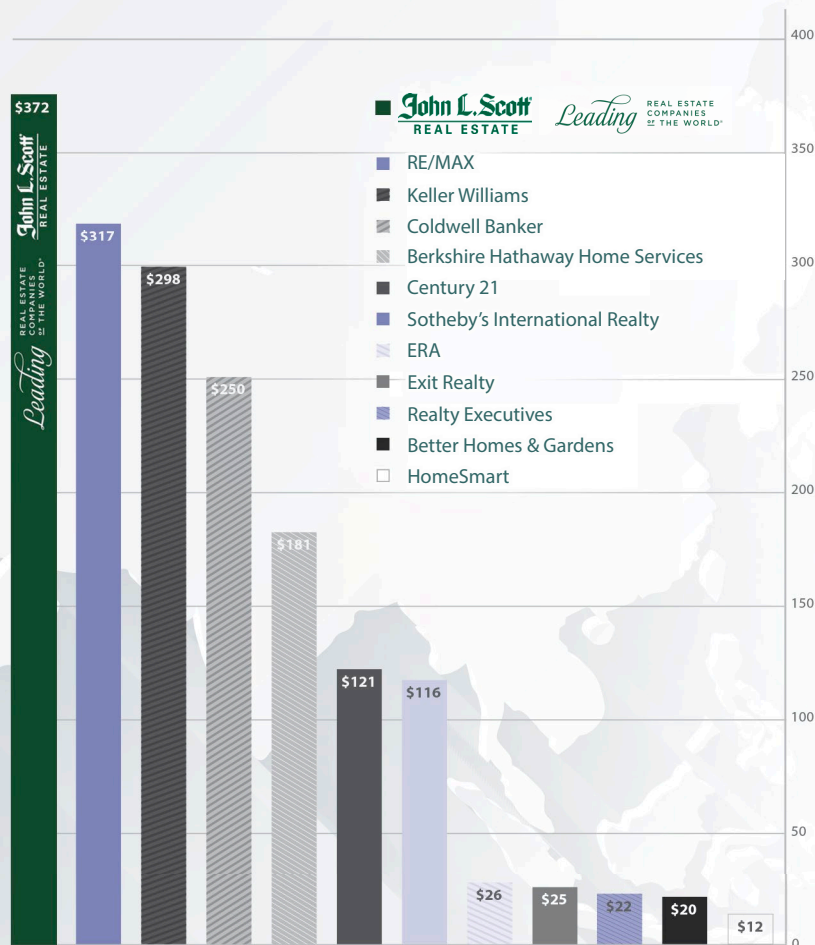


\$13 Billion+

in sales volume annually

John L. Scott Real Estate is a founding member of Leading Real Estate Companies of the World®, with national and international exposure. **We are the #1 network in the nation.**

Volume shown in billions of dollars.



© 2018 Leading Real Estate Companies of the World.® All Rights Reserved. C—Sales Volume. 04.18
Equal Housing Opportunity. Source: RealTrends.com

We're proud to be the **largest and most successful** real estate network in the world.

**We're Local,
We're Global**

Home Pricing Strategies

priced right day one™

The best chance to sell your home for the best price is in the first thirty days. During this time, you have a “seller negotiation advantage” with the energy of the current backlog of buyers.

You will attract the largest pool of prospective buyers when your home is priced competitively with other comparable homes on the market.

We closely track the yearly housing cycle and use this information to help you price your home and then negotiate the best price and terms once we get an offer.

yearly housing cycle

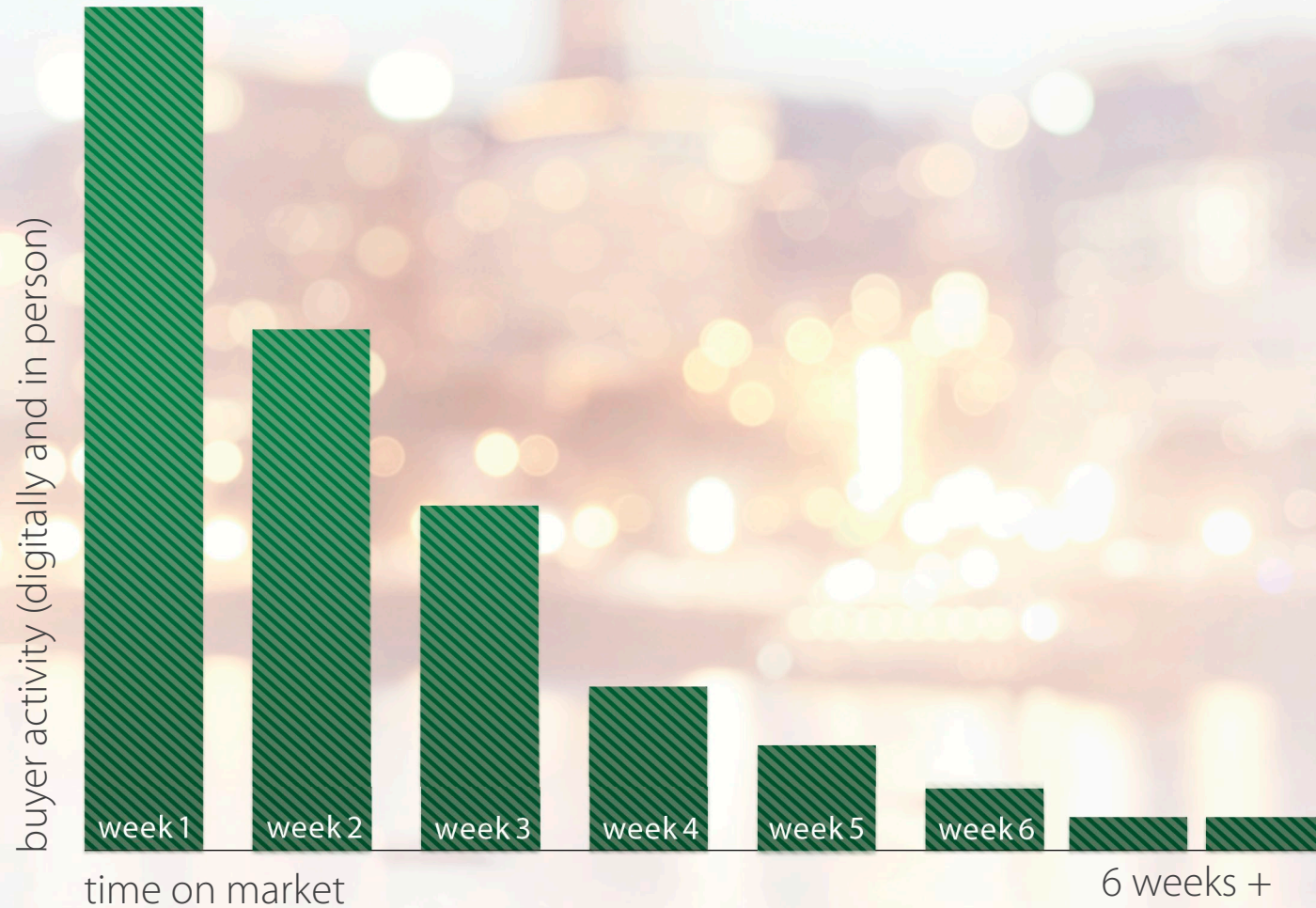
today's market strategies

strategically
position your home

best price and terms

best chance to
sell your home

Today's Buyers



pricing strategies

PRICE RIGHT

Trusted Representation

for the **best results™**

Advocacy, Negotiation and Transactional Representation

Our commitment to you is beyond full service. It is a level of representation that includes being a trusted advisor, advocate, and local market expert representing you throughout your entire transaction. This provides you peace of mind knowing you will be skillfully guided through what may be the most important transaction of your life.

Our vast network and connections within the real estate community help us secure and negotiate offers to ensure you get the best results.

our commitment
to you



representation

RIGHT BROKER ASSOCIATE

We represent you through the
entire transaction process

Ongoing Communication

understanding the process

Keeping you informed will help you make educated decisions throughout the entire home selling process. We will help you understand changing market conditions and get your home Market Ready-Day One™. We will negotiate on your behalf and oversee the vital details to ensure a successful closing.



Strategy Recap

— delivering **superior results**

Premium Service, Premium Results™

Ongoing Communication Throughout the Entire Process

- Market Ready, Day One™
- Photography and Presentation
- Strategic Pricing
- Seller Listing Launch®
- Marketing Strategies
- Advanced Online Presence
- Instant Notification to Buyers
- Negotiations – Offer Accepted
- Transactional Representation

your trusted advisor

your advocate, your success

We are committed to selling
your home at the best price.

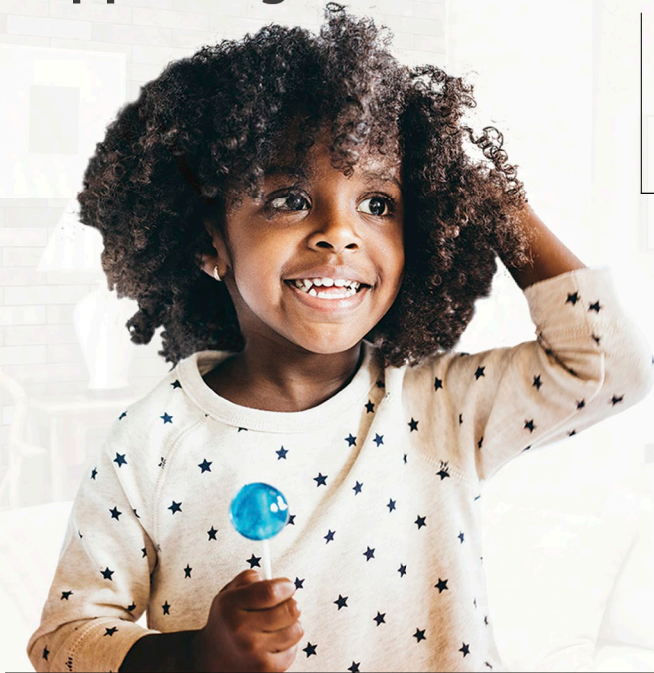
SOLD

www.JohnLScott.com

EXCLUSIVELY

John L. Scott®
REAL ESTATE

Supporting our Community



John L. Scott
FOUNDATION

HELPING KIDS STAY
HEALTHY & BE AT HOME

Last year the
John L. Scott
Foundation
Helped Sponsor

30
EVENTS

WHICH HELPED RAISE NEARLY
\$15 Million
For Children's Healthcare

42

DINNERS SERVED
at Ronald
McDonald Houses

Living Life as a **Contribution®** is our core value at John L. Scott