

Selling Your Home



Marketing Plan

We live in our homes and we market them another. New home builders recognize that a clean, nicely staged model home enables them to enhance the appeal of the homes they are selling. Your home appeal can be done the way through this staging process. This will ensure that competitive edge against all other homes on the market at that time. \$500 spent on cleaning, painting touch ups and minor repairs can result in a higher sale price near \$5000 or more not to mention a faster sale. We will share with you which items are cost effective investments in terms of the sale. After you agree to list your home with us we will detail the simple easy steps you can take to bring your homes appeal to the next level. We will market your home but, you will be in control of its official marketability.



- Prepare and sign listing contract
- Input listing to NWMLS, Zillow & other real estate boards
- Place real estate "For Sale" sign on property & assign lockbox
- Professional photos and virtual tour
- Full color photo brochure with photos
- Just listed mailers to neighborhood
- Phone & email blast to potential buyers with listing details
- Open houses held upon request
- Arrange showings for other agents
- Contact owner with verbal progress reports
- Prepare & deliver marketing service reports to owner
- Review marketing activities with owner
- Pre-qualify potential buyers
- Present & discuss all offers on property with owner
- Negotiate the transaction with selling agent
- Advertise your home across social media platforms
- Finalize closing
- Arrange relocation for agent (if required)



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Selling the American dream since 1962

The Veldyke Gaurantee



Your realtor is responsible for one of the largest financial transactions you may ever make. Shouldn't that realtor guarantee their work and shouldn't you choose the best? Yes, you should. After you list your home with us if you are not satisfied with our service, if you feel we made promises we could not deliver on, or if you simply decide to not sell your home, we can guarantee you the right to cancel our listing agreement. We are so confident that our years of experience will work for you that we provide this option at any time prior to accepting an offer to purchase your home with no penalties or obligations. All we ask is for 48 hours written notice to terminate the listing. Your listing will then be returned no questions asked. Success in real estate is selling homes fast and at top dollar and we're confident our system and experience will meet your expectations because of our past success in helping families just like yours sell their homes. Our pledge is to provide you with the highest level of service in the real estate industry.

Satisfaction Guaranteed

The Pricing Issue...

Consumer reports suggest that to be successful in selling your home you should not list your property with a realtor that will do so at the highest price. Instead expect your agent to suggest a price range. Veldyke Realty will suggest an appropriate price that is determined by several factors including the desired date of sale, finance alternatives, the condition of the property and the current state of the market.

A well researched market analysis will be completed for every listing we obtain. As a result homes are sold within close range of the original asking price and problems with appraisal are very rare. This is included in the superior service we provide to you.



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Dealing with buyers who are unable to purchase a home can waste time which in turn costs money to you, the seller. Veldyke Realty has spent many years perfecting the craft of home selling over the last 60 years of business. Continuing education, market research and ample experience are combined with an excellent team of real estate pros to sell your home quickly for the highest possible sale price.

Our time behind the scenes will expedite the selling process. Our database of available buyers allow us to sell your home effectively and efficiently. Unfortunately owners do not have the luxury of only dealing with prequalified buyers. We at Veldyke will only present offers from qualified buyers who are able to purchase the home today to put the you the seller, at ease.

4 KEY DECISIONS TO MAKE WHEN SELLING YOUR HOME

1. PRICE

90% OF THE MARKETING PLAN STARTS WITH THE RIGHT PRICE FOR THE MARKET. THE RIGHT PRICE WILL BRING THE RIGHT BUYER.

2. AGENT

AN AGENT SHOULD POSSESS 3 IMPORTANT CHARACTERISTICS.

- COMPETENCY
- COMPATIBILITY
- COMPASSION

3. COMPANY

CHOOSE A TEAM OF AGENTS WORKING TOWARD A COMMON VISION WITH YOUR GOALS AT THE FOREFRONT.

4. MARKET

IN TODAY'S MARKET IT'S IMPORTANT TO STAND OUT. THE STRATEGY TO SELL YOUR HOME SHOULD BE BOLD & PROFESSIONAL



The Benefits of Pre-Inspection

Requesting a home inspection before placing your property on the market can save thousands of dollars as well as time that would otherwise be spent in negotiations. With an early inspection report you can address any necessary repairs before going into contract. This will allow you to present the house to the buyer in the best condition possible and avoid last minute repairs that may be delaying the selling process. We'll also provide you with any information regarding home warranties per request.



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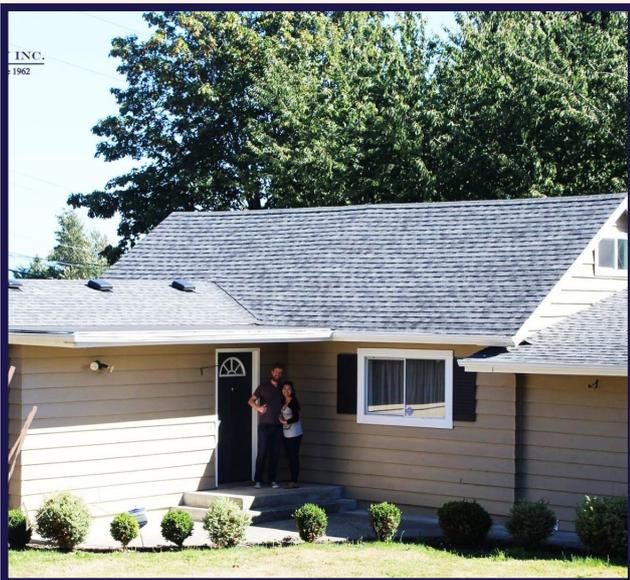


*From our home to
yours!*

Veldyke Realty started with the idea of making our clients feel comfortable while making the biggest decisions of their lives. We put a lot of thought in how and why we make decisions of buying a home and what was important to us. When we asked our clients why they were committed to hiring us for their real estate needs and why they referred us to their family and friends. The most frequent answer was this; we "Provided a level of comfort that could not be matched" They said we "Treated them like family" and we're "Genuinely concerned about their welfare".

*"We work with the
idea that people do
business with people."*

We're taking our client's beliefs to heart. We work with the idea that people do business with people. We connect on a genuine level and they appreciate it. As our company continues to develop innovative marketing strategies we're distinguishing our clients homes from the rest of the market. It's our system that has always been beneficial for our clients that ensures high quality transactions every time. With the addition of established realtors and the continued level of professionalism that makes us a cut above we will go beyond to meet our customers needs.



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Client Testimonials

Karen Ray | Renton, WA

Cheryl was very professional and asked questions we would have never thought of. She definitely had our best interest at heart!



John and Justina Settles

This is our second house purchased from Cheryl at Veldyke and each time she zeroes in on the house we sought and sent us the information. It was like "BOOM!" That's the house! We knew it was and we bought it.

Randy Patrick

The best experience I've ever had dealing with a real estate transaction, happened to me when I met Cheryl Webber at Veldyke Realty. Cheryl was professional from the start to finish. From the open house, initial offer phase, inspection phase, title company, banking, negotiating with the sellers on repairs that needed to be done prior to closing Cheryl guided me through the whole process. As I got to know Cheryl through my home buying experience, I realized she is not just another real estate agent. She has been a contractor, owns vacation rental properties, built homes, remodeled homes and is an expert in the Bryn Mar, Rainier Ave S neighborhood. What impressed me most was her vast knowledge and network of professional subcontractors related to any home repair project that needs to be done. I used her team on several projects for painting, flooring and electrical and all did an outstanding job. I would recommend Cheryl to anyone who is in the market to buy a home

Todd Allred | Tukwila, WA

I have used Cheryl to buy two homes in the last 20 years. She is very knowledgeable and knows how to get things done. I would not hesitate to hire her if I were you. She always steers us in the right direction. Thanks for the many years of service!

John Kwiecinski | Peshastin, WA

We interviewed three agents including Cheryl Webber. We picked Cheryl because of her knowledge of the area, her knowledge of the market and because of the confidence she exuded. She presented us with a plan that was reasonable and that would provide the greatest return to us. At all times during the preparation for the sale Cheryl was with us and extremely conscientious about answering our questions and returning our calls. A true partner in the sale, not just an agent. Our house was on the market only six days. Cheryl handled a brokers open house and two open houses for buyers. She coordinated three pre-inspections and presented us with a sale price well in excess of even her forecasts. At all times she was professional, accessible and approachable. Our closing was painless and we received our funds right on schedule. Cheryl ended up working with three competing offers to get us the best and surest offer possible.

I would highly recommend Cheryl Weber and Veldyke Realty to anyone who might have a real estate transaction in their future.

Client Testimonials cont.

Jess and Carla Hamilton | Renton, WA

I just wanted to take a moment to be sure to recommend my Real Estate Professional (and friend), Cheryl Webber to anyone who might be interested!

As many know, it is hard to blend friendships and business, especially when it is the primary asset of any homeowner. But my relationship with Cheryl was limited to a neighborhood association first, then, as time went on, I realized how lucky me and my wife are to not only know her in a professional manner, but also in a personal manner. Because selling a home is so personal, I believe it is important to not only know the client, and the home, but also to know the neighborhood and the needs present. By providing a marriage on a personal connection to the local buyers and sellers, everyone wins.

Cheryl did every single professional thing needed from the pictures to the assessment of our home, listing, to the explanation of costs, fees and schedules. She also told me what I needed to do to sell the house. What I needed to finish to make the home presentable and workable to the outside client (not just to ME). She was clear in what needed to happen to make the end result happen. After we provide our end of the needed requirements, she put it in gear, created the listing package and ultimately sold the property in a very efficient (and profitable) manner. But moreover, she was there when it was emotional, stressful, and full of questions and doubts on my end.

At the end of the day, we had a successful transaction, a happy buyer, a happy seller, and a friendship retained. I would recommend Cheryl Webber to anyone seeking the same!

