HomePro Associates
Powered by KW Greater Seattle

The A-Plus Method

Selling Your Home In Seattle for the Highest Profit



Brought To You By Emily Cressey

Keller Williams Greater Seattle

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Worried About Selling Your Seattle-Area Home?



YOU MAY FIND YOURSELF WONDERING...

- Do I need to fix-up my home before I put it on the market?
- Is it worth paying a full commission or should I go with a discount fee/reduced service agent?
- Is this the right time to sell, given the current market cycle?
- How long will this take and how should I time the purchase of my next house?
- How will I get access to my equity to buy my next home?
- How can I tell if my agent is doing a good job?
- Which broker is best to work with and what should I expect?

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You Know You Need to Move…

…BUT IT SEEMS LIKE A GIANT TASK THAT IS JUST A LITTLE INTIMIDATING TO BITE INTO…



The steps of the **process may seem vague** - How do you time the purchase of a new home with the sale of the older property?

Maybe you're **super-stressed about having your house look "clean" and show-ready** at a moment's notice… especially if you've got kids, pets, or just aren't the Martha Stewart Type. (We all have those worries!)

Plus, the **clock is ticking** and you're on a timeline.

Well, as much as you might feel like a deer in the headlights when facing that long list of "big tasks" that need to get done, **you're not the first one to have worried** about these problems.

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These Client Shared Your Concerns...

JUST LIKE YOU, BEFORE SUCCESSFULLY SELLING THEIR HOMES FOR TOP DOLLAR, MANY OF OUR CLIENTS FACED DIFFICULT SITUATIONS...









- Adam and his wife wanted a bigger place for their kids and pets (two dogs, a bird a turtle, and some fish) - and were busy working from home.
- Linda and Ryan had lived in their home 30+ years and were ready to sell their family home when their daughter told them she was moving out of the area.
- Mary and her brother inherited their parents' home and were in the process of removing all the old memories and mess to get it ready to sell.
- Rick and Tiff were on a deadline to go because her job was giving her a transfer out of state.
- Ian and Carolina wanted to get out of the rain and into the sun.
- Jim and Rachel were empty-nesters who were ready for one last fresh start in a new community before retirement.

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Here's What They Learned About Selling Their Homes for Top-Dollar



What almost all of them found was that a home that was **"lived in" and "well-loved," was NOT necessarily “market ready”** right from the get-go. In fact, how we “live” in a home is quite different than how we “market” a home.

On my team, HomePro Associates, we specialize in creating effective, customized solutions to help our clients **transition smoothly** and efficiently to their new home, and still **maximize their PROFITS** in the process.

We are not a “throw a sign in the yard and call it good” type of company.

We are here to **help you every step of the way**.

And even though YOUR plan will be customized, everything starts with a **proven framework: our A-PLUS Methodology**. This 5-step structure is our “secret sauce” to help you have a smooth experience, and a profitable sale.

How we "live" in a home is different than how we "market" a home.

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There's a New and Different Way To Sell Your Home For Top-Dollar

IT'S CALLED THE A-PLUS METHOD.

Simply put, the A-Plus Method combines the best of **our supportive, consultative customer service programs** to give you concierge-level service all the way through from planning, preparation, listing, and after-care...

...With the best of our hard-nosed **marketing and negotiating** skills that offset the cost of our commission, help you sell at the top-of-the-market price, and put the most money in your pocket.

WE WANT YOU TO JUMP FOR JOY

Our purpose is to make you not just "satisfied," but thrilled to the point of telling friends and neighbors about our work, bragging about us on social media, and leaving a trail of 5-star reviews in your wake.

If a few little miracles, "God-moments," and happy coincidences get thrown in along the way, it wouldn't be the first time.



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How Can We Resolve Your Home Sale Hassles?

THE A-PLUS METHOD.

As you'll see, utilizing the A-PLUS Method makes your **transaction flow more easily** so you can put your stress-list (I mean check-list) on mellow. It also puts **more money in your pocket**, which is important when we're talking about the sale of one of your biggest assets.

Best of all, it doesn't require you to pay out of pocket to remodel your home, or worry about what is going on behind the scenes with your agent.

So, if you want a fast, smooth sale that promises to be financially rewarding, you'll want to pay close attention to what I'm about to share with you.



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Emily Cressey

HOMEPRO ASSOCIATES
TEAM LEAD, OWNER

Hi, my name is Emily Cressey and I'm the owner and team lead at HomePro Associates at Keller Williams Greater Seattle here in the beautiful Puget Sound area.

As a third-generation real estate investor, I've been involved in real estate sales, landlording, syndication, apartments, and commercial property since 2002.

I love educating my clients and providing great data so they can make smart decisions to benefit their families, and their pocketbooks.

What's fun for me? Consulting one-on-one with clients and also bringing empowering messages about building wealth through real estate to larger audiences as a stage speaker and seminar trainer.



- Emily

WANT HELP?
Schedule a free 15 min chat!

(206) 245-8813



EDUCATIONAL & PROFESSIONAL ACCOMPLISHMENTS:

- Graduated from Lakeside School in Seattle, WA
- National Merit Scholar
- Full Merit-Based College Scholarship
- Phi Beta Kappa Academic Honor Society
- Bachelor's degree in Economics from The University of North Carolina - Chapel Hill
- Single-Family Home Investments and Commercial Real Estate Syndication
- National Speaker at Real Estate Investment Conferences

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The A-PLUS Method



A-PLUS is an acronym built to remind us about the primary steps we must go through in making a customized game plan for every home we sell.

This method insures the home owner's needs are being met (that's you), while still allowing us to show off your property to its best advantage.

We want to put it in front of the HIGHEST number of people and have it looking as GOOD as possible, so we can bring all the potential buyers out of the woodwork, to elicit strong offers to purchase your home.

Here's How It Works...

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A

ASSESS THE SITUATION



The first step of the process is to assess your situation, and the house condition so we can decide together what's going to happen before the house goes on the market.

ASSESS THE SITUATION

Our Detailed Interview Allows Us To Get To Know You And Your House

Consult With Us So We Can Prioritize Your Goals And Create An Action Plan

Time Frame For The Move

Based On Your Target Move Date, We Can Help You Plan Other Steps

Budget For Home Repairs

Sell As-IS? Fix It Up? Kitchen RemodeL?
We'll Help You Plan and Pay For What's Needed.

Discuss Pricing Options

Price High? Price Low?
Let's Evaluate Your Options And Put The Right Strategy In Place

COMPLETE YOUR HOME SALE ASSESSMENT

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P

PREPARE THE HOME FOR SALE

Next, we help you prepare the home for sale. We can recommend and coordinate all the professionals you need to assist you: Movers, Handymen, Cleaners, and Painters. We've even got contractors who will wait to get paid until AFTER you sell your home. So you don't need to spend any money out of pocket for fix-up work or remodeling.

ASSESS THE SITUATION

Remove Furniture and Personal Items

Most homes are full of "stuff" - to show its best, we pare down what is stored inside the home to prepare it to show its best.

Repairs and UpDates Made

If needed, we work through the punch list to freshen up the home and help it look its best.

SPARKLY CLEAN

It *_must_* be clean. If a home looks dirty, smells "funky" or feels worn down, buyers will psychologically reject it without knowing why.

Home Inspections

Finding a "problem" on a home inspection can scuttle your deal and cause buyers to get cold feet. By pre-inspecting your home, you can fix what's wrong and help buyers know what they're getting into before placing their bids.

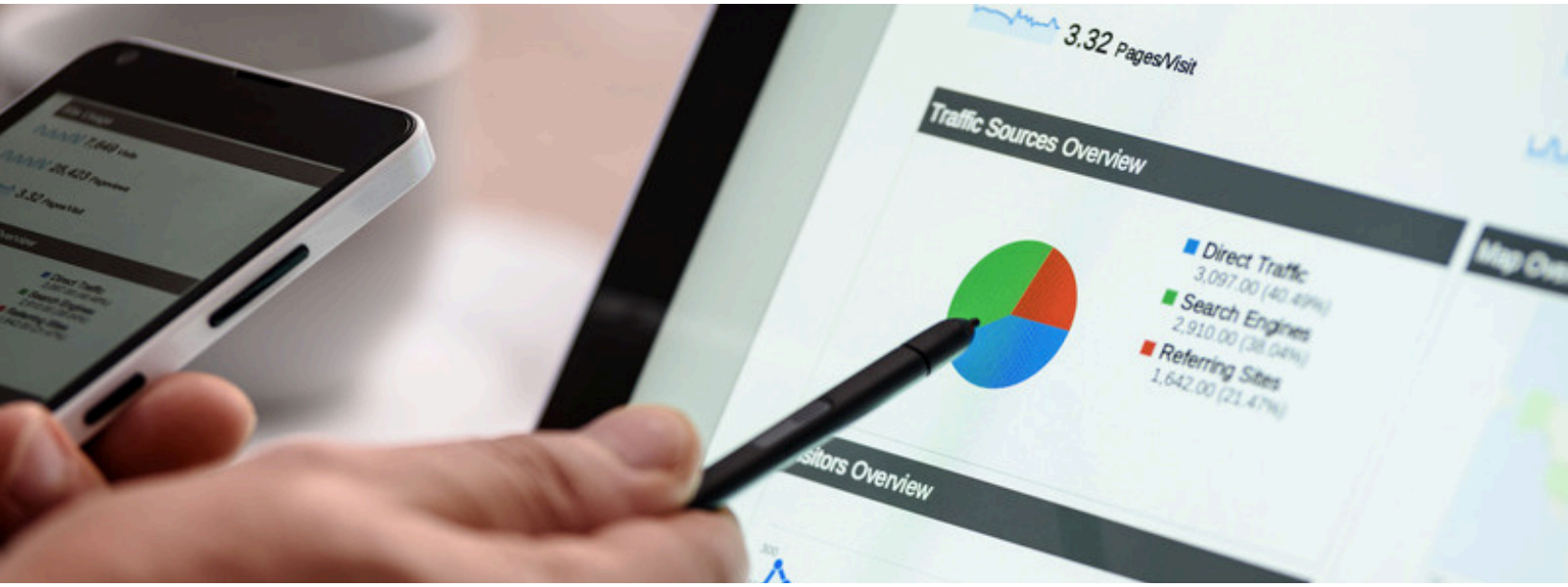
COMPLETE: YOUR HOME IS HEALTHY AND CLEAN

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L

LAUNCH THE MARKETING



We want all eyes on your home. And we want them to like what they see. Selling a home is very much about **selling a dream - a lifestyle - to the future home owners**. We want them to be able to imagine living there, so we want your home to be safe and clean, but we also want it to capture the imagination.

That's why **we invest in your property**. That's right. When we deploy the A-PLUS Method we are partnering with you. We are putting money into marketing your house correctly so that it looks great ONLINE (where 90% of people shop first) and IN-PERSON (where most people fall in love and decide to buy).

We pay for professional staging. We pay for professional photos and videos. We pay for brochures and mailings. And we pay to get these professionally-produced marketing materials out in front of thousands of people, starting the first week your house goes on the market.

In addition, we utilize **ACTIVE marketing techniques to comb through our database** of hungry buyers most interested in a property like yours to personally invite them to our open houses or a personal tour, so they can see your home and have a chance to fall in love with it.

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L

LAUNCH THE MARKETING

LAUNCH THE MARKETING CAMPAIGN

- **Professional staging** to sell the dream lifestyle to buyers (the national association for agents says staging alone can increase the sales price of your home by 3-6%, effectively offsetting our entire commission.)
- **Professional photography and video** to show off your home online
- Paid online ads to thousands of home buyers: youtube, facebook, instagram, google pay per click to convert browsers to visitors
- **Postcards and flyers** to local neighbors - choose your neighbor campaign
- **Phone calls and emails to our internal buyers list** - selling them on your property
- **Publicity and networking** to put it in front of active agents in the area
- **Open house live events** so “new to the market” buyers can be sure to see your house



COMPLETE: YOUR HOME'S LOOKING GREAT IN FRONT OF THOUSAND OF BUYERS

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U

URGENCY FOR BUYERS

When buyers go shopping, they want to “win” and buy a “hot home” that is popular and appealing in the marketplace. When making big decisions, we all look to others to see how they are acting. Think about it: Would you feel good about eating dinner in a restaurant that was completely deserted? No. And buyers feel better when they see other buyers also interested in your property.

By using aggressive pricing strategies, we get a LOT of buyers to the property. This helps throw the home into the spotlight where buyers observe “social proof…” they see others interested in your home, and that makes them want it even more!

U: URGENCY FOR BUYERS

MANY BUYERS COMING TO PROPERTY

The first step of the plan is to get buyers to fall in love with your property and book an appointment to visit: we want to fill your calendar.

OVERLAPPING APPOINTMENTS

We allow over-lapping appointments so buyers see each other at the house and feel that sense of competition for the home.

BUSY OPEN HOUSES

We host an open house at every house we list to encourage all buyers - even if they don't have an agent yet - to visit the home and bring their friends.

TALKING TO AGENTS BEHIND THE SCENES TO BUILD MOMENTUM

When agents bring their buyers to see your house, we begin a dialogue with them to solicit feedback and entice them into submitting offers.

COMPLETE: HUNGRY BUYERS SEE YOUR HOME AND KNOW THEY WANT IT

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S

SELL FOR BEST PRICE AND TERMS

You may think your agent's job is done when they bring you an offer on your home.

For many it is, but - **we do more**.

When an offer (or offers) comes in, we carefully review it with you to **point out its strengths and weaknesses**. We especially look for "escape clauses" that would allow a buyer to wiggle out of the deal, or pay less than what he promised (i.e. in the event of a low appraisal).

Depending on the strength of the offer, we may advise you to take it as-is, renegotiate and ask for better terms, or wait for a better deal to come your way.

By carefully **researching the market before you ever list** your home, we will be able to share solid data on neighborhood trends that will help you make these important decisions.

SELL FOR BEST PRICE & TERMS

NEGOTIATE WITH BUYERS' AGENTS TO INCREASE PRICE

We don't have to accept offers "as-is" - in many cases we can ask buyers to adjust their offer to improve the price or terms.

INCREASE THE CHANCE OF THE BUYER CLOSING

Review contracts to limit buyer contingencies and "escape clauses"

GET THE RIGHT DEAL SIGNED QUICKLY

Once the right offer comes in, we need to get it signed...(even at 11 pm!) Time kills deals and we don't want "buyer's remorse" to set in before we have a chance to lock-in the deal

COMPLETE: GETTING THE PROPERTY SOLD AT A GREAT PRICE AND BENEFICIAL TERMS

Early Offer Accepted!

CLIENTS TOOK AN EARLY OFFER 34% OVER LIST PRICE

This couple HAD to move for work... they wanted to be gone in 1 month! That meant we had to act quickly. We were able to clean and stage the house with the family's furniture, and empty it out of excess items. Through our online marketing, we attracted many early offers, and ended up accepting one from an out of state buyer, who made a tremendous offer - 34% over asking price, setting a new price record in tne neighborhood.





LISTED AT $575K | SOLD FOR $775K

Free Man
★★★★★ 5 weeks ago

When my wife and I decided to sell our home in Marysville, WA, we got referred to Emily Cressey by our pastor. Emily came out and helped us plan what to do and when to do it since we didn't have very much time to get the house ready before our move out of state. From furniture arranging, cleaning, professional photography, videos and drone shots - Emily got the job done when it came to marketing our home. We had a big open house, and we could see on our ring camera how people were lining up outside to come in and see the home. Buyers started sending us offers the first day the home came on the market, but we held fast, waiting to see what the market would bring us. Because Emily was familiar with the market values in the area through her research, we had a good idea of what to expect and when we got an incredibly strong early offer, we decided to take it and sold our home for 35% over the asking price. Emily's professionalism, organization and marketing really came through for us and we were thrilled, and so was the buyer. We would happily refer her to others and have actually already done so!

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Sold At The Open House

CASH BUYER CLOSED IN 10 DAYS

This seller wanted to start a new chapter in his life... selling his home and riding his motorcycle off to points unknown.

He and his dogs and enjoyed the home for a number of years, so it was time for new carpet and a good clean up so it would be welcoming for its future occupants.

With Laura Lee, Broker and Emily Cressey on the team, we hosted a winning Open House that brought in a buyer who was willing to pay all cash and close quickly.

The buyer was originally thinking of working with an outside brokerage, but decided to make the offer through our team because of our fast service and attention. We got the deal done in record time and everyone was happy.

A-PLUS OPEN HOUSE BRINGS IN BUYER





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Selling Their Parents' Home

NO-CONTINGENCIES BUYER PAID $400K OVER LIST PRICE!

The seller looked concerned when she told me there had almost been a car crash outside her parents' house for sale. We had worked together for months getting the home ready, emptying out years of belongings, arranging an estate sale, and freshening paint and carpet. It was work, and it was draining emotionally and physically for the sellers. But when we brought in the staging, the house was transformed. We listed it on the market and had 87 people sign up to see it on the first day and had over 100 folks through our two-day open house. The home was at the end of a "flag lot" and the neighbors were complaining about parking and traffic. One went out and bought a sign to ward-off over-eager buyers from clogging his driveway. Fortunately, the neighbors were thrilled the house sold so quickly, the traffic subsided and they got to meet some lovely new neighbors.

"SO MANY BUYERS, WE ALMOST HAD A CAR CRASH"







LISTED AT $1.1M | SOLD FOR $1.4M

Mel Murray
★★★★★ 13 weeks ago

Emily was a saving grace for our family! She took us under her wing throughout the whole process of preparing and selling my parents home in Bothell. She helped not only deal with the logistical things, but the emotional aspects as well. She went above and beyond by setting up some of the contractors and the home inspection, giving us open ground to figure out what fit our family best with the pre-sale care of the home, going to the home to let contractors in when we were unable, taking the reins with the big mountain of legal paperwork, and most importantly calling when it was the most perfect moment to care for emotional matters. She was attentive and interested in making sure you were given just the right amount of information for your personal capacity. She was always enthusiastic throughout the whole process and kept the positive momentum going to help keep us grounded during a sorrowful time. She worked incredibly hard and earned every last penny of her commission. If you want someone who will help guide you through one of the most stessful things you can go through in your life, Emily is the person to pick for your journey. Thank you from the bottom of our hearts, Emily. We are forever grateful!

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New Price Record In Development

CASH BUYER CLOSED IN 10 DAYS

These sellers really wanted their home to shine... but with kids and pets, they knew it needed some TLC. We got them set up with contractors who did some work on the flooring and painting. The family moved out into a rental so they could get the home fixed up and looking its best.

Next we implemented our marketing plan. We paid for professional staging, photos, and video ads on Facebook and YouTube to attract buyers.

We ended up attracting an all-cash buyer who called hourly throughout the "Offer Review" day, seeing if his offer was number one. Emily ended up staying up til 1:00AM on the offer review date in round-robin phone negotiations and contract drafting.
It paid off! The buyer was able to close all cash in about 10-days and the home set a new price record in the neighborhood. In a time where a discount agent's listing across the street was withdrawn unsold, our A-PLUS Method proved its superiority!

NEIGHBOR'S HOUSE DIDN'T SELL, OURS DID!





LISTED AT $675K | SOLD FOR $860K

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Emotional Buyers Make Strong Offers

SOLD $60K OVER LIST PRICE

What's one thing that needs to happen for a house to sell fast and for top dollar? The buyer needs to become emotionally attached to the home.

The couple who bought this home sent in a "Love Letter" with their offer, saying how much they loved the house and how the wife started crying when they were there. The buyers agent mentioned that, too, and yes - it is unusual to hear that - but that kind of emotional reaction is what gets buyers to pay 11% over list price to get into a home.

The sellers were thrilled with their brokers since they were planning a move but still living in the house with their kids and pets. We were thrilled for them to have a great solution so they could now focus on their move to sunnier climes!

BUYER LOVED THE HOUSE SO MUCH, SHE "TEARED UP"





LISTED AT $545K | SOLD FOR $605K

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So, What Should You Do Now?

IF YOU'VE MADE IT TO THE END - CONGRATULATIONS!

There was a lot of detailed information about our very specific A-PLUS strategy in this manual and how it is designed to help you **sell your home faster, more smoothly, and for the top-of-the-market price.**

You can see how the investment we make in your home, more than covers the reasonable fees we charge.

If you want to experience this yourself and are ready to take the next step, **book a free 15 minute strategy call** to discuss your situation, timelines, and desires.

BOOK: call or text (206) 245-8813

It's time to get answers to any questions you may have about moving and learn more to see if we're a good fit for each other.

AS YOU CAN SEE, AT HOMEPROASSOCIATES.COM, WE DO MORE.

AND WE DO IT FOR YOU.

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