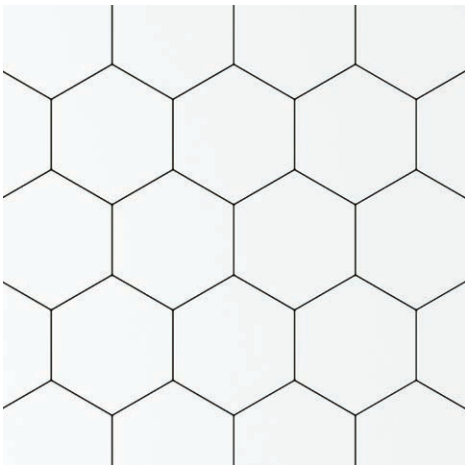
Guide to Selling Your Home

LAURA SMITH
General Manager / Co-Owner
Windermere Real Estate Co.



Meet Laura

Laura Smith General Manager / Co-Owner

206.524.1100
windermereco.com

Laura Smith has been an industry leader in Seattle real estate for over 23 years. Laura currently serves as the Designated Broker of Windermere Real Estate Co. in Seattle, WA. One of Laura's guiding principles in business is the Windermere "truth" that "people are more important than houses." Whether its clients, colleagues or agents she's mentoring or managing, the relationships she builds are paramount. Laura is a blogger, podcaster, leader and coach.

Laura is well regarded as a High Performance coach and mentor to other agents and leaders. Using your innate skills combined with the systems, tools and technology Windermere provides, Laura will help you not only set goals, but exceed them, along the way serving as your #1 fan. As a Certified High Performance Coach, Laura's purpose is to help brokers focus on reaching and sustaining long-term success, while also maintaining well-being and positive relationships.

"

Laura Smith's coaching and consistent mentoring have been truly valuable to me. Her ability to motivate, communicate, and select the perfect words to convey her valuable messages is unparalleled.

SUSAN STASIK

Selling a home isn't always
a walk in the park.
I just want it to feel like one.
All in, for you.

Selling your home

Your home may be your single biggest investment; selling it is one of the largest financial transactions you'll ever make. So when you sell, you want to get the best price and the most favorable terms in the shortest amount of time. There are many decisions to make and strategies to consider in order to maximize your return with a successful sale. I will guide you through these before we list your home; then I'll manage every aspect of the transaction, from the first open house to the final closing.

AS YOUR LISTING BROKER:

I'll communicate what buyers are looking for and the conditions that will encourage them to buy.

I'll analyze the market and help you set the right price.

I'll provide detailed information about your home to the thousands of Northwest Multiple Listing Service member agents actively assisting buyers.

I'll also target a more specific cohort of agents representing the most likely buyers for your home.

I'll capture buyers' attention and captivate imaginations through elegant visuals and thoughtful storytelling, in both digital and print media.

I'll make sure your home is visible to the large number of people who relocate to our region from across the country and around the world.

I'll quickly separate the qualified buyers from the rest of the pack, saving you time and potential heartache.

Listing timeline

I'll work hard to match the time and effort it takes to prepare your home for market with the current pace of buyer activity so you can achieve the best results from your sale. Below is a sample listing timeline that may vary for your property based on a number of factors.

PRE-LISTING PREP

04 WEEKS TO LIST

- Listing agreement signed
- Pre-inspection conducted
- Staging walk-through held with designer
- Paint or repair jobs begun

03 WEEKS TO LIST

- House cleaning / de-cluttering started
- Landscaping finessed and windows cleaned
- Furniture removed (as needed)

02 WEEKS TO LIST

- Staging installation begun (as needed)
- Photo shoot conducted
- Video + 3D shoot conducted (as needed)

01 WEEK TO LIST

- Marketing collateral designed (flyers and/or brochures, email blasts, website)

LISTED

WEEK 1 / DAY 01

- Property listing published on Northwest Multiple Listing Service
- Listing posted to Zillow, Redfin, Windermere.com, Realtor.com, etc.
- Property website launched
- Just Listed email blast sent
- Listing posted to social media
- Digital and/or print advertising published
- Broker's open house and/or public open house hosted
- Private showings begun

WEEK 2

- Buyer pre-inspections finished
- Offers received
- Offers reviewed
- Contractual negotiations started

Intelligent pricing + strategy

I WILL HELP YOU DETERMINE THE PRICE AND STRATEGY THAT WILL ACHIEVE THE HIGHEST RETURN, BASED ON YOUR PERSONAL GOALS FOR YOUR SALE.

The longer a home is on the market, the lower the selling price (per MLS statistics).

Overpricing is risky; some qualified buyers will miss your property because it's out of their price range.

STRATEGIC PRICING

The importance of pricing smart from the start

A property attracts the most interest and excitement when it's first listed on the market.

In a seller's market, pricing the property strategically is more likely to drive multiple offers.

Agents hesitate to show an overpriced home unless it makes a competing property look better.

MARKET ANALYSIS AND PRICING STRATEGY

Before listing your property, I'll provide you with the latest sales data for your area and a review of the current competitive landscape. My in-depth market analysis will help determine a recommended price range for your listing. Our pricing strategy will depend on the actual market conditions at the time your property is listed.

Ultimately, the listing price is up to you, but I will walk you through the pros and cons of different approaches so you remain in control of your sale and are best positioned for success.

HOW TO PRICE AND POSITION YOUR PROPERTY FOR MAXIMUM RETURN

- Review active inventory / competing listings
- Analyze comparable properties that were recently sold
- Assess your home's condition and features compared to those of similar properties
- Determine price based on your home's real-time competitive position in the market

WHAT MAY INFLUENCE PRICE PERCEPTION AMONG BUYERS

- Assessed tax value
- Published appraisal
- Homebot estimate
- Other AVM (automated valuation model)

Preparing your home for sale

REPAIR AND CLEANING CHECKLIST

For your home to make the best impression on buyers and fetch the highest possible price, I recommend making some basic repairs before we list it. I'll give you a tailored checklist once I've visited your property, but here are some things you may want to consider.

EXTERIOR:

- Remove peeling and chipped paint; replace with a fresh coat.
- Fix loose trim and fencing.
- Clear gutters and downspouts.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean and repair the roof as needed.
- Clear garage of clutter and tidy shelves.
- Inspect chimney for cracks and damage.

YARD:

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs.
- Weed flower beds; remove or replace dead or diseased plants, shrubs and trees.
- Clean grease and oil stains from driveway.

DECKS/PATIOS:

- Paint or stain worn areas on wood decks.
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees.
- Clean all deck rails and make sure they're secure; replace missing slats or posts.
- Clean outdoor furniture.

FRONT DOOR:

- Polish or replace the door hardware so it shines.
- Add a fresh coat of paint to get rid of nicks.
- If there is one, remove the storm or screen door.
- Make sure the doorbell operates properly and there are no squeaks when the door opens and closes.

WINDOWS:

- Clean all windows inside and out.
- If needed, add a fresh coat of paint to the window trims and sills.
- Make sure all windows open and close easily.
- Replace cracked windowpanes and those with broken seals.
- Make sure window screens are clean and secure; replace any screens with holes or tears.

ENTRY:

- Clean entryway floors and area rugs.
- Downsize clutter in the entry and entry closet to give the appearance of spaciousness.
- Double-check entry lighting to make sure it works.

THROUGHOUT:

Clean all floors, carpets, walls and trim.

Replace burned-out light bulbs.

Empty trash.

Remove family photos, valuables and prescriptions.

KITCHEN:

Make sure countertops, grout and sinks are clean and stain-free; replace grout as needed.

Fix dripping faucets.

Organize pantry and cupboards so they appear clean, neat and spacious.

Clean the refrigerator and remove odors.

Clean the oven and cook-top thoroughly.

Set the table.

LIVING/FAMILY/DINING ROOMS:

Give rooms a fresh coat of paint as needed.

Repair cracks and holes in ceiling and walls.

Make sure all wallpaper is secure.

Repaint any woodwork that is worn or chipped.

Clean or replace draperies and blinds; open them to maximize light.

Make sure draperies and blinds open and close.

Steam-clean carpets, rugs and wood flooring, removing any stains or odors.

Remove and replace any items, such as pendant lights or draperies, that you wish to take with you.

Put away toys and hobby supplies.

BEDROOMS:

Repair cracks in ceiling and walls.

Apply a fresh coat of paint if necessary.

Make sure wallpaper is secure.

Clean draperies and blinds; open to maximize light.

Put away toys, clothes and clutter.

Neatly make up the beds.

BASEMENT:

Check for water penetration or dampness; call for professional repairs if necessary.

Get rid of musty odors.

Clean furnace, hot water heater and drains.

Make sure light fixtures work.

Arrange storage area in a neat and organized manner.

Make sure stairway handrail is secure.

TIDY EXTRAS:

Use air fresheners or bake treats to make the house smell good.

Plant flowers to brighten a walkway and enrich the entry.

Remove any indoor houseplants that are brown or losing their leaves.

Remove cars, campers and boats from the property.

Remove extra magazines and books from tables.

Tidy and de-clutter all closets.

Hide or retire worn-out throw pillows.

Store any pet supplies.

WINDERMERE READY

REAL BEFORE AND AFTER PHOTOS FROM THE WINDERMERE READY PROGRAM →

INVEST TO IMPRESS

There's no second chance for the perfect first impression

MAKE SURE YOU'RE WINDERMERE READY

At Windermere, we believe in the power of first impressions. We've created the Windermere Ready program to help you prepare your home so it stands out from the competition.

After visiting your property, I'll provide a customized list of high-impact updates that will keep your home on trend with the things buyers are looking for while getting you the best possible return on investment. From simple de-cluttering to necessary renovations, we'll make your property one that buyers can't pass up.

Windermere Ready can provide up to $100,000 to help mitigate any expenses incurred during the preparation stage, with no upfront cost to you.

Getting your home Windermere Ready will increase its market value and make it more attractive to buyers, maximizing your selling success.

100%

RETURN ON INVESTMENT FOR REFINISHING ORIGINAL HARDWOOD FLOORS

4X

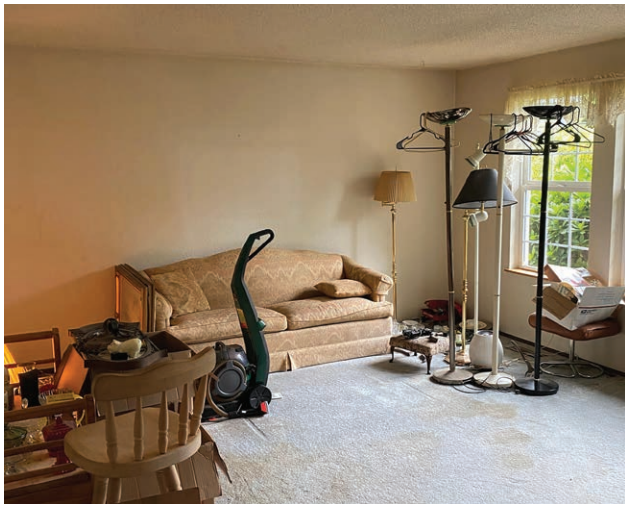
THE POTENTIAL RETURN ON EVERY $100 INVESTED IN STAGING YOUR HOME

97%

OF REALTORS BELIEVE CURB APPEAL IS IMPORTANT TO POTENTIAL BUYERS

BEFORE

AFTER



BEFORE

AFTER

BEFORE

AFTER

Staging your home

STAGE TO STAND OUT

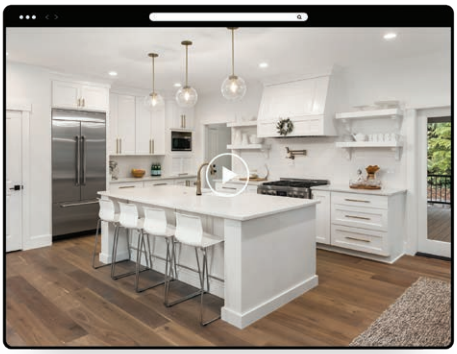
Most homebuyers today are part of the HGTV generation: They prefer professionally curated interior spaces with a modern, minimalist style that "opens up" the rooms of a house or condo. While some home sellers have décor that matches these expectations, the majority of sellers possess a signature style and unique furnishings that make their home distinctly theirs. The role of staging is to present a clear canvas that's less personalized and therefore lets buyers more easily imagine themselves living in the particular space.

1. **Eight seconds.** That's all it takes for most buyers to form an impression of your home. It's not a long time, so you need to make it count.

2. **You'll make more money.** U.S. Housing and Urban Development reports that a staged home will sell for 17% more on average than a home that's not staged.

3. **Photos.** According to NAR*, over 90% of buyers first search for homes online before deciding to visit. The photos of staged homes will stand out among the rest.

Marketing your home



PHOTOGRAPHY

If home buyers aren't sold on the images they see online, chances are they will move on. And conversely, rich visual storytelling will help a listing stand out, leading to increased buyer curiosity and traffic. That's why I'm committed to hiring one of our region's top architectural photographers to help set the scene when your property is listed. When appropriate we'll also shoot aerial photos via drone; these added visuals will literally elevate your home above the competition.

VIDEO

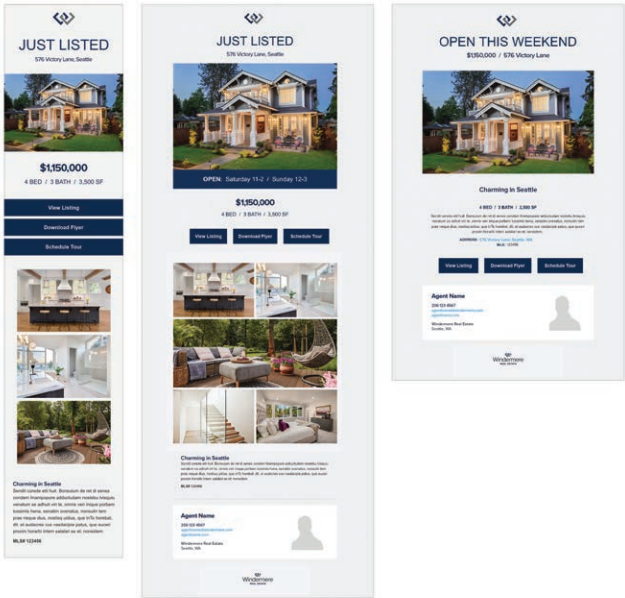
To further tell the story of your home's unique features and lifestyle, I may opt to have a video produced for the property website or to post on social media. Creating a video walk-through of your home allows buyers to experience it as if they were there in person.

3D TOURS AND MATTERPORT

In addition to capturing exquisite photos of your property, I may also post a 3D tour online. This is another way to provide a compelling visual experience that motivates buyers to put your home at the top of their list. Through tools like Matterport, we can provide a floorplan and a self-guided tour that help buyers visualize how your home's layout and interior spaces will complement their lifestyle.

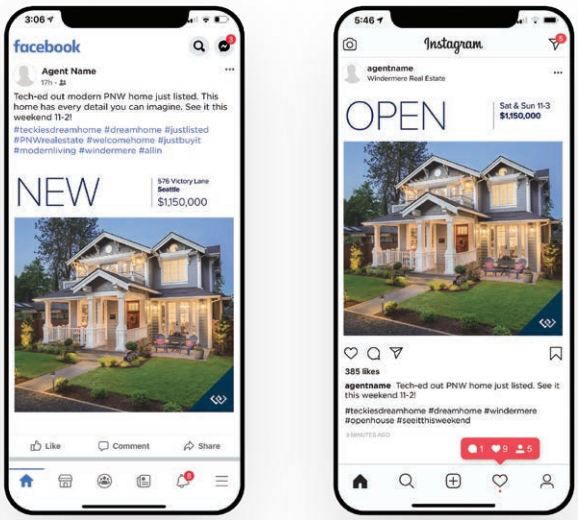
PROPERTY WEBSITE

I may also create a custom property website that showcases your home more than a typical MLS listing would. Through this unique site, visitors will have a chance to see photos of your property, read about its features and amenities, and even get a sense for the neighborhood and local attractions.



EMAIL

I will utilize my own curated email database of active buyers, previous clients and fellow brokers to send Just Listed announcements to generate buzz about your property. I can then send follow-up email campaigns to keep them informed of open houses, broker's opens and other updates pertaining to your listing.

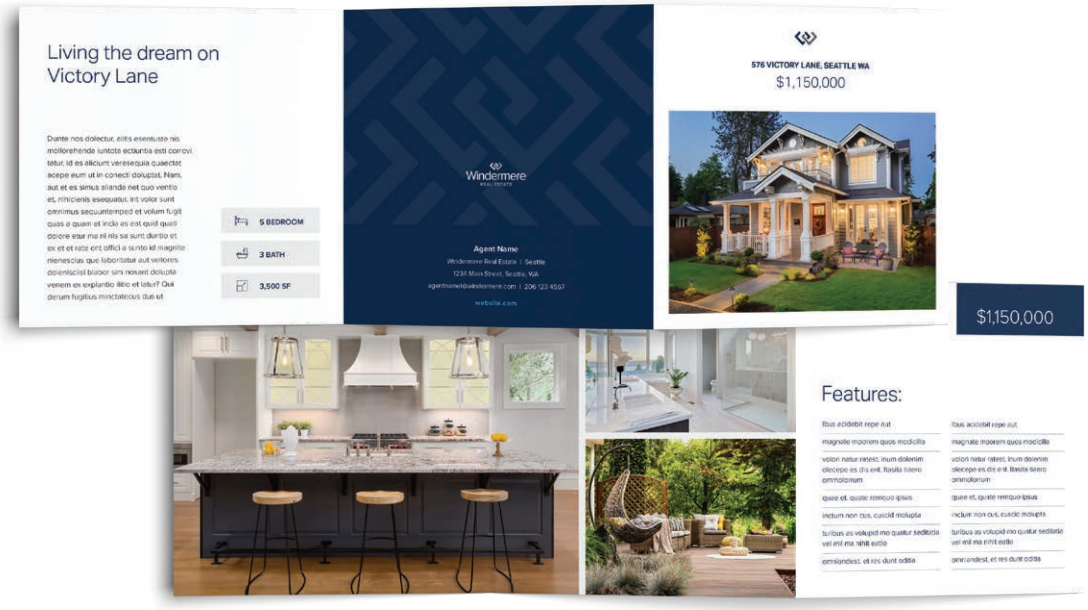


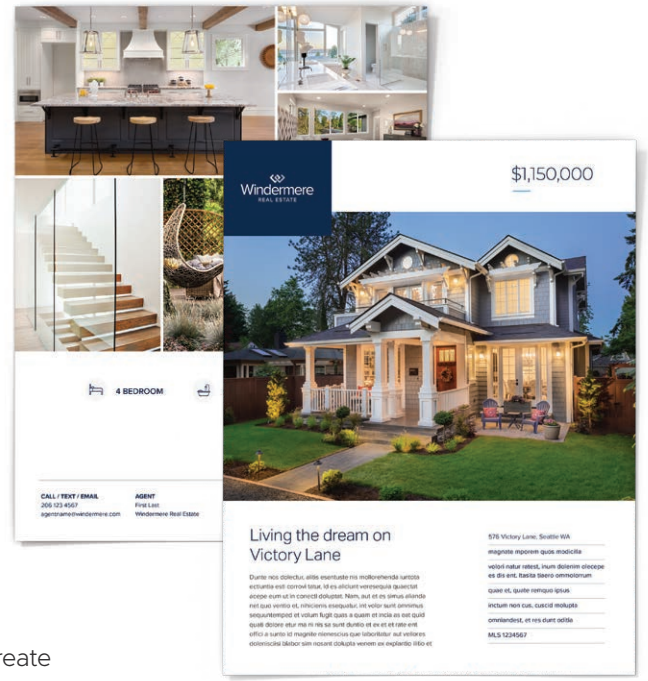
ADVERTISING

I have access to myriad advertising vehicles — digital, social and print — that I can deploy in promoting your listing to the market. I will choose the right message and medium to target the most likely (and most qualified) buyers for your home.

SOCIAL MEDIA

I can also promote your listing on my own social media. From an enthusiastic Just Listed post to a video walk-through of the property, audiences can experience the unique attributes of your home and share them with their friends, too.





PRINT MATERIALS

Once we've captured great photos of your property, I can create high-end print marketing materials that inspire prospective buyers. These may include brochures, trifolds, informational one-sheets or in-home signage. I may also send Just Listed postcards to neighbors and targeted qualified buyers.

Luxury marketing

GOING ABOVE AND BEYOND FOR LUXURY PROPERTIES

When listing your home, I may leverage Windermere's Premier Properties™ program and its many luxury marketing benefits. Under the Premier Properties brand, high-end listings are promoted to luxury buyers using distinctive marketing materials and media. I also enthusiastically promote my luxury listings to Windermere's extensive network of luxury brokers, who represent hundreds of buyers seeking our region's finest properties.

Windermere's W Collection is an elevated property marketing program, tailored to the needs of affluent clients in the ultra-luxury market. If I list your home under the W Collection brand, I'll promote it on the brand's website, using distinctive signage, and via exclusive advertising opportunities and marketing collateral. These will elegantly showcase your home and its most distinctive features to lifestyle-motivated luxury buyers.

WbyWindermere.com

Marketing your home to the world

REACHING LUXURY BUYERS AROUND THE CORNER AND ACROSS THE GLOBE

THE WALL STREET JOURNAL.

MANSION GLOBAL

LUXURY PORTFOLIO INTERNATIONAL®

waijule.com

居外 Juwai.com

Windermere and I belong to Luxury Portfolio International® (LPI), a worldwide network of luxury brokers. Through LPI, I can promote my luxury listings to a global audience of affluent buyers. Each year, LPI markets more than 50,000 of the world's most remarkable homes and attracts over three million high-net-worth visitors. Luxury Portfolio's global reach is evident in its extensive collection of homes, with an average price above $2.6 million and an inventory valued at over $58 billion. Through Windermere's affiliation with LPI, I'm able to promote my local luxury listings to a sought-after worldwide network of buyers and agents.

Windermere's luxury listings are promoted to international buyers on websites such as LuxuryPortfolio.com, WallStreetJournal.com, MansionGlobal.com, Juwai.com and Waijule.com. Your property will be marketed to high-net-worth homebuyers around the world through these sites.

Showing your home

Once your home is ready to show, I'll begin marketing it to potential buyers and other real estate brokers. If possible, you'll need to leave the home when buyers are present so they feel comfortable asking their agent candid questions.

TIPS FOR A SUCCESSFUL PROPERTY TOUR:

Remove pets. Take them with you or keep them penned in the yard or garage.

Open shades and curtains to let in light.

Turn on enough lights so the home is well-lit.

Remove clutter from tables and bookshelves. Neatness makes rooms seem larger.

Put away items in the yard such as garden tools, bicycles and toys.

Turn on gas fireplaces to create a cozy atmosphere.

Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.

Keep radios and TVs off, or on low volume.

Keep money and other valuables, as well as prescription medications, locked up.

VIKING

Purchase and Sale Agreement

Once we've found a buyer for your home, I'll guide you through the Purchase and Sale Agreement. This is the contract in which you and the buyer outline the details of your property transfer.

THE PURCHASE AND SALE AGREEMENT USUALLY CONSISTS OF THE FOLLOWING:

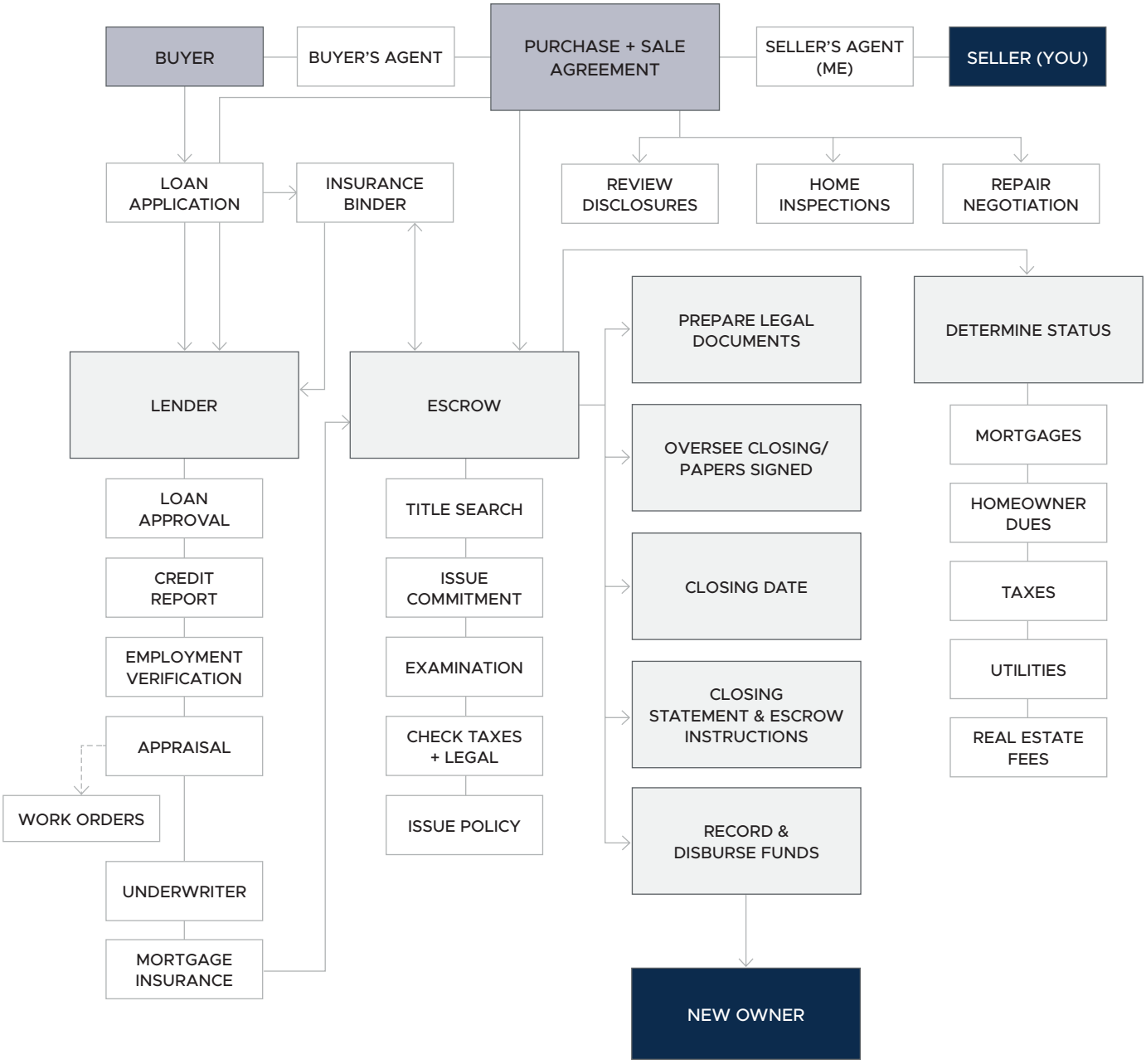
- Earnest money receipt
- Financing addendum
- Inspection addendum
- Conditions/disclosure addendum
- Contingency addendum, when appropriate
- Addendum outlining special conditions
- Lead-based paint notification, when appropriate

THE FOLLOWING FORMS WILL ALSO BE INCLUDED WITH YOUR AGREEMENT:

- Agency disclosure form
- Property disclosure form

The path to closing

Once you accept an offer, you'll formally begin the process of closing. This period typically takes several weeks, and entails the opening of escrow for the sale, performing inspections and transferring the title and deed of the house to the buyer. It's a complicated process with many moving parts, but I will help manage the details and advocate for your interests.



Selling a home can be an emotional journey.

I want you to arrive happy.

All in, for you.

Home inspection

Once a buyer has decided to make an offer on your home, it may be contingent upon a professional inspection of the entire property — including improvements. The home inspector looks beyond the cosmetics to make sure that the home's general systems operate properly. The inspector will also look for large repairs that are needed and report on the condition of the home.

The standard home inspector's report will review the conditions of the home's heating and cooling systems; interior plumbing and electrical systems; the roof, attic and visible insulation; walls, ceilings, floors, windows and doors; foundation and basement; and any visible structures. The inspector will also look for cracks in cement walls, water stains that indicate leakage, and any indication of wood rot.

A home inspection also points out the positive aspects of a home, as well as the maintenance that will be necessary to keep it in good shape.

As the seller, you can also elect to hire an inspector to evaluate your home prior to putting it on the market. Many times an inspector can point out major or minor issues with your home that you may be unaware of and that may affect its value.

I work with the best home inspection services and will be happy to give you a list of names from which to choose.

Remember, no home is perfect. If problems are discovered during the inspection, I'll help you negotiate through the process while protecting your interests.

Settlement & closing

Before mutual acceptance, a closing date is agreed upon by you and the buyer. "Closing" is when you each sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. Prior to the closing date, the escrow officer will complete a detailed settlement statement identifying all the expenses associated with selling your home.

THE BUYER PAYS FOR:

- Down payment on the home
- Buyer's escrow fee (according to the contract)
- Lender's extended title insurance premium (ALTA)
- Document preparation (if applicable)
- Prorated property taxes (from date of acquisition)
- Prorated homeowner's association dues (from date of acquisition)
- Recording fees for all documents in buyer's name
- Notary fees, if applicable
- Homeowners' hazard insurance premium for first year
- Inspection fees (according to contract)
- Loan fees as agreed with lender
- Interim interest on new loan, prorated from date of funding to first payment date
- Real estate services fee (according to contract)

THE SELLER PAYS FOR:

- Seller's escrow fee (according to contract)
- Work orders, if required by lender, or agreed between parties (according to contract)
- Owner's title insurance premium
- Payoff of all encumbrances (loans) in seller's name
- Prorated property taxes (prior to date of sale)
- Interest accrued by lender that is being paid
- Prepayment penalties
- Any judgments, tax liens, assessments or encumbrances placed against property title
- Any unpaid homeowner's association dues
- Loan fees that are required by the lender, based on loan types such as FHA or VA (according to contract)
- Recording charges to clear all documents of record against the seller
- Excise tax, if applicable, determined by county and based on sale price
- Real estate services fee (according to contract)

THE SELLER RECEIVES:

- Utility deposits held by gas, electric, cable, telephone and other companies
- Prorated portion of pre-paid property taxes
- Prorated mortgage interest from payments made during the current month
- Fuel rebate for oil or propane remaining in storage tank
- Net proceeds after seller's share of expenses are paid

Terms to know

ASSESSED VALUE the value placed on a property by a municipality for purposes of levying taxes. It may differ widely from appraised or market value.

CERTIFICATE OF TITLE a document, signed by a title examiner, stating that a seller has an insurable title to the property

COMPARATIVE MARKET ANALYSIS (CMA) a survey of the attributes and selling prices of comparable homes, whether active or sold, used to help determine pricing strategy for a home

DEED a legal document that formally conveys ownership of a property from the seller to the next owner

LIEN a security claim on a property until a debt is satisfied

MUTUAL ACCEPTANCE the point at which the seller and buyer reach agreement on both purchase price and offer terms and enter into a binding contract

BROKERAGE SERVICES AND BROKER COMPENSATION

When we work together to sell your home, I'll follow Washington agency law* by presenting a listing agreement — or a Seller Brokerage Services Agreement — that we both will sign. This agreement spells out the terms and duration of our agency relationship, as well as the specifics of compensation for real estate services.

**RCW 18.86 "Real Estate Brokerage Relationships"*

Moving tips

6-8 WEEKS BEFORE MOVING

Use up things that may be difficult to move, such as frozen food.

Get estimates from professional movers or from truck rental companies if you are moving yourself.

Once you've selected a mover, discuss insurance, packing, loading and delivery, and the claims procedure.

Sort through your possessions. Decide what you want to keep, what you want to sell and what you wish to donate to charity.

Record serial numbers on electronic equipment, take photos (or video) of all your belongings and create an inventory list.

Change your utilities, including phone, power and water, from your old address to your new address.

Obtain a change of address packet from the post office and send to creditors, magazine subscription offices and catalog vendors.

Discuss tax-deductible moving expenses with your accountant and begin keeping accurate records.

2-4 WEEKS BEFORE MOVING

If you're moving to a new community with school-age children, contact the school district and request information about enrollment.

Make reservations with airlines, hotels and car rental agencies, if needed.

If you are moving yourself, use your inventory list to determine how many boxes you will need.

Begin packing nonessential items.

Arrange for storage, if needed.

If you have items you don't want to pack and move, hold a yard sale.

Get car license, registration and insurance in order.

Transfer your bank accounts to new branch locations. Cancel any direct deposit or automatic payments from your accounts if changing banks.

Make special arrangements to move pets, and consult your veterinarian about ways to make travel comfortable for them.

Have your car checked and serviced for a trip of any length.

Collect items from safe-deposit box if changing banks.

2-3 DAYS BEFORE MOVING

- Clean out your refrigerator and freezer.
- Have movers pack your belongings.
- Label each box with the contents and the room where you want it to be delivered.
- Arrange payment for the moving company.
- Set aside legal documents and valuables that you do not want packed.
- Pack clothing and toiletries, along with extra clothes in case the moving company is delayed.
- Give your travel itinerary to a close friend or relative so they can reach you as needed.

Moving essentials

- Furniture pads
- Hand truck or dolly
- Packing tape
- Bubble wrap
- Newspaper or packing paper
- Scissors
- Utility knife
- Labels
- Felt-tip markers
- Cornstarch packing peanuts
- Plenty of boxes

MOVING DAY: OLD HOME

- Pick up the truck as early as possible if you are moving yourself.
- Make a list of every item and box loaded on the truck.
- If you are working with a mover, let them know how to reach you.

MOVING DAY: NEW HOME

- Be on hand at the new home to answer questions and give instructions to the movers.
- Check off boxes and items as they come off the truck.
- Install new locks.
- Confirm that the utilities have been turned on and are ready for use.
- Examine your goods for damage.

Why Windermere

$14B

WINDERMERE'S ANNUAL PROPERTY SALES IN KING COUNTY*

3X

HIGHER $ VOLUME OF LISTINGS SOLD BY WINDERMERE THAN BY THE #2 FIRM

To me, the choice to affiliate my business with Windermere is a no-brainer. We have the largest regional network with the best real estate minds. We also have local owners focused on our local communities and not on growing a giant national footprint or pleasing distant shareholders.

A COMPETITIVE EDGE

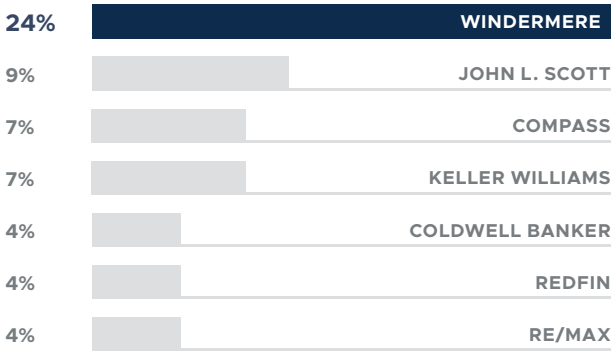
Windermere sellers increase their odds of receiving multiple offers and maximizing their sale price because:

— We understand which home improvements and preparation strategies will make each home stand above its competition.

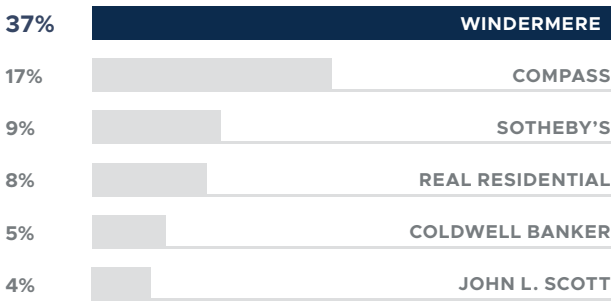
— We enhance the buyer experience by utilizing stunning photography and staging and by offering a seller-provided inspection report.

— Knowing that Windermere listings are market ready, priced accurately, aptly compensated and professionally represented, other brokers in our region know to bring their strongest offers.

WINDERMERE IS PERENNIALLY #1 IN SALES OF SINGLE-FAMILY HOMES & CONDOMINIUMS**

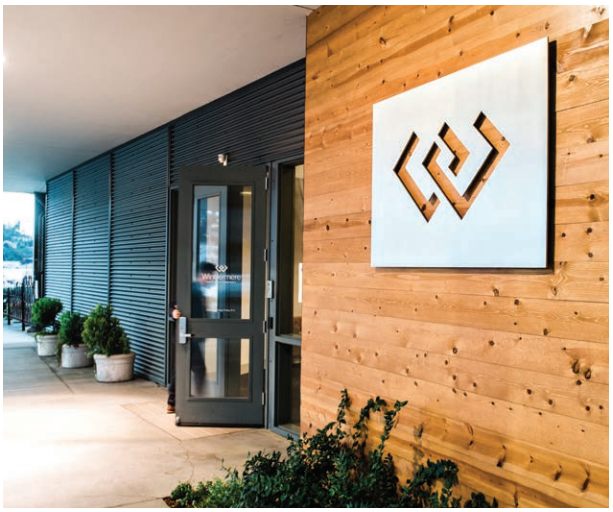


WINDERMERE LEADS THE MARKET IN LISTING LUXURY HOMES***



*Source: Trendgraphix. Reflects Windermere's total dollar volume of King County properties sold over a recent 12-month period.
**Source: Trendgraphix. Data reflects unit sales of King County single-family homes and condominiums over a recent 12-month period.
***Source: Trendgraphix. Data reflects unit sales of King County single-family homes sold for $3M and above over a recent 12-month period.

Giving back, together



YOUR HOME SALE FURTHERS THE IMPORTANT WORK OF THE WINDERMERE FOUNDATION

When your property sale closes, I'll donate a portion of my commission to the Windermere Foundation, which is committed to making our communities a better place to live for our most disadvantaged neighbors. Housing is our business, so helping homeless and low-income families — with an emphasis on helping children — has been our way of giving back. Over the years the foundation has donated tens of millions of dollars to cover families' housing costs, help stave off evictions, and fund backpacks full of food so school kids don't go hungry on weekends.

For almost 50 years, Windermere has been our region's most recognized real estate brand and a respected philanthropic leader. We remain deeply rooted in our local neighborhoods and committed to keeping the region a place where everyone can have a home.

WINDERMERE Foundation

$54M+

GIVEN TO NON-PROFITS

550+

ORGANIZATIONS SUPPORTED

1,000s

OF LIVES CHANGED

"To achieve great things that the world will never forget, start out by accomplishing small things that the world will never see."

THE GO GIVER

welcome
home

Our value lies in our values

Windermere and I share some deeply held values. First, we prize people over transactions — client relationships are our number one priority. Listening for ways we can be helpful, regardless of whether someone is in the market to list or buy a home, is how we're able to provide memorable service and meaningful value.

Second, we freely give away our knowledge and share our expertise in order to help people move confidently into their next chapter. We're passionate dispensers of market insights, creative strategies and winning angles in order to boost our clients' readiness and success.

And third, we work hard to keep our region strong and communities vibrant. Through our actions and contributions, we strive to create economic and lifestyle opportunities for both the households and neighborhoods we serve.

#1

WINDERMERE'S LOCAL RANKING IN CLOSED UNITS, TOTAL DOLLAR VOLUME AND, MOST IMPORTANTLY, CLIENT SUCCESS

50+

YEARS THAT WINDERMERE HAS BEEN A RESPECTED CIVIC AND CORPORATE LEADER IN WESTERN WASHINGTON

100%

OF OUR BROKERS DONATE TIME AND/OR MONEY TO THE WINDERMERE FOUNDATION

I look forward to working with you

THROUGHOUT YOUR TRANSACTION, MY ROLE IS TO ADVOCATE FOR YOU AND MY GOAL IS TO GIVE YOU AN OUTSTANDING CLIENT EXPERIENCE.

I'll work tirelessly to educate and advise you about the current real estate market and how its conditions might influence the sale of your home. When the time is right, I'll help you prepare your home to appeal to its best, most qualified prospective buyers. And, once you've received an offer (or offers), I'll negotiate the critical and contractual components of the transaction and deliver creative solutions to whatever challenges may arise.

Your house has
a particular value.

My value is maximizing it.

All in, for you.

LAURA SMITH / GENERAL MANAGER / CO-OWNER
206.524.1100 / laurasmith@windermere.com / windermereco.com

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Windermere REAL ESTATE

Premier PROPERTIES

W COLLECTION WINDERMERE