

Marketing your Property



WHEN WINDERMERE MARKETS YOUR PROPERTY, you benefit by receiving our customized approach, tailored just for you.

I'll assist you in effectively preparing your home so your property makes a good first impression to potential buyers.

PREPARING THE HOME

- Attention to the exterior and interior appearance of your home is proven to reduce market time.
- Proper preparation increases final sales price.

MARKETING INFORMATION SHEETS

- Custom-prepared information on your home enhances the marketing process.
- Buyers, and other agents representing buyers, realize the unique features of your home.
- The advantages of your property are remembered when your home is compared to other properties competing for the same buyer.

MULTIPLE LISTING SERVICES

- I cooperate with all members of the local multiple listing associations, to improve your market position.
- Your property is marketed to real estate agents with other firms who are representing buyers.

Windermere maintains the most extensive newspaper advertising program in the Northwest.

ADVERTISING

- More than 2 million home buyers see Windermere ads each week.
- The homes I represent are seen by more home buyers and sellers than properties represented by any other Northwest real estate company.
- Windermere offers unique publications to market niche properties.

INTERNET

- Windermere's web site, www.windermere.com, is an effective marketing tool to attract buyers.
- Our web site allows buyers to learn about properties that they may not otherwise know about.
- Buyers can contact a Windermere professional immediately, via e-mail, while interest is high.