

AGENT CHECKLIST FOR PREMIER PROPERTIES



Want to ensure you are utilizing all the Premier resources available to you? Consult the checklist below so you are sure not to miss anything important!

PRE-REGISTRATION:

- Prior to your listing presentation, confirm that the listing meets [Premier price guidelines](#). To verify, have a Premier Director/Associate evaluate the listing to determine if it would qualify for the Premier program. **NEVER** promise a client a listing will be Premier until you have a signed registration for that listing or confirmation from a director/associate

- Brush up on program details, by referring to the [Agent Talking Points](#).

- Utilize listing presentation tools to explain the power of the Windermere network, its international reach, and advertising opportunities. Below are a list of tools. Pick and choose which ones will be the most effective with your clients.
 - [Use](#) branded presentation sheets (located in the Premier & the LeadingRE/LP folders)
 - [Order](#) CustomXpress presentation book
 - Use Ipad [presentation sheets](#)
 - [Order](#) the Black box through Luxury Portfolio
 - [Order](#) a custom Agent Folder through Luxury Portfolio
 - Share the Luxury Portfolio [video](#) with your clients

- Consider sending a [Luxe Letter](#) to your potential client. This letter can be used at a pre-listing appointment or as a follow-up. It is a great way to stand out from your competition. View sample letter [here](#).

- [Submit](#) completed Premier [registration form](#).
NOTE: You need to have a Premier Director or Associate complete the evaluation and sign the lower portion of the form before submitting to Windermere Services. You will receive a Premier confirmation email from Services. (The listing needs to be active on Windermere.com before the confirmation email is will be received).

- Complete your registration by using the payment link (\$150) in your confirmation email.

POST-REGISTRATION:

- Create a Photo Gallery for your Premier listing to display your professional photographs via [WORC Technology > More > Tech Tools > Add new photo gallery](#).
- Send your clients the link to their listing on [LuxuryPortfolio.com](#)*, [Juwai.com](#), and [MansionGlobal.com](#)**. *After you receive your confirmation email, allow 1-3 business days for your listing to appear on the additional websites.*

- [Order](#) a Premier sign for your listing. [View](#) approved sign vendors.

- [Order](#) property marketing pieces using the Premier templates available through Custom Xpress.
- If you have a video hosted online, add video to your listing on LuxuryPortfolio.com by logging into [LuxeXchange](#), clicking on the MLS#, and selecting Virtual Tours.
- [Set up](#) Luxe Analytics reports to see what type of activity your listings are receiving on LuxuryPortfolio.com.
- [Submit](#) your listing to be featured in the slideshow at the upcoming Luxury breakfast. (We will need 4 horizontal images). This will give your listing additional exposure to 140+ local agents that work with luxury real estate. [View](#) the Luxury Event calendar.
- Contact [Kenady Swan](#) for potential PR opportunities (Patti Payne's Cool Pads, Seattle PI, Seattle Curbed, etc).
- Have extremely exceptional photography? [Submit](#) your listing for consideration to be featured on the homepage of LuxuryPortfolio.com or other additional complimentary exposure.

PROPERTY ADVERTISING:

- [Schedule](#) property or branding digital ads through Adwerx.
- [Schedule](#) co-branded digital ads through Luxury Portfolio. *Ads run \$103 for 3 weeks.*
- Reserve print ads in your local publications. [View](#) our Luxury Advertising Calendar.
 - o [Puget Sound Business Journal](#) – Runs weekly.
 - o [Windermere Living](#) – Runs quarterly.
 - o [Lifestyle Northwest](#) – Focus on waterfront homes; runs quarterly.
 - o [Pacific NW Magazine](#) – Listing ad on back cover; runs a few times each quarter.
 - o [Alaska Beyond](#) – Premier & W Collection exclusive ad; runs approx. 4-6 times per year.
- Reserve subsidized print ads through Luxury Portfolio (national and international). Click here for the [2018 Media Kit](#).

**If listings are from an office that participates in Luxury Portfolio and meet the pricing requirement – listings priced \$999,900+ in Seattle Metropolitan areas (Seattle, Bainbridge Is, Mercer Is, Bellevue, Kirkland, Redmond, Issaquah, Sammamish, Woodinville, Lake Forest Park, Edmonds, Woodway) or \$899,900 in all other areas.*

***If priced \$1,000,000+*



Western Washington REQUIREMENTS & PRICING

Effective January, 2018

The following are pricing guidelines for the areas shown, but price alone does not determine whether a property qualifies for the Premier™ program. The quality of the property is even more important than the price. First determine that the property is truly an upscale quality property, well-maintained in a quality neighborhood; if so, then the pricing should fit the following minimums.

If you have any questions about criteria, please contact WIndermere Services at (206) 695-5959.

KING COUNTY*

100-130		\$700,000
140		\$1,350,000
300		\$675,000
310, 330		\$500,000
320, 350		\$750,000
340, 360		\$550,000
380		\$1,350,000
385		\$1,250,000
390		\$1,750,000
500	East of I-405	\$1,350,000
500	West of I-405	\$1,625,000
510		\$1,900,000
510	Condominiums	\$1,250,000
520		\$2,000,000
520	Condominiums	\$1,250,000
530		\$1,300,000
540	98024, 98045, 98050, 98065	\$1,175,000
540		\$1,300,000
550	98008, 98052, 98053, 98073	\$1,300,000
550	98014	\$1,175,000
560		\$1,750,000
560	Condominiums	\$1,250,000
600	98033, 98072, 98083	\$1,300,000
600	98011, 98014, 98019, 98034, 98077	\$1,175,000
700		\$1,750,000
701	Residential	n/a
701	Condominiums	\$1,500,000
705		\$1,500,000
710		\$1,650,000
715	The Highlands	\$2,000,000
715	All others	\$1,300,000
720		\$1,000,000
800		\$800,000

ISLAND COUNTY

Camano Island	\$800,000
Whidbey Island	
811	\$1,150,000
812	\$850,000
813	\$750,000

KITSAP COUNTY

Bainbridge Island	\$1,300,000
All others	\$775,000

SNOHOMISH COUNTY*

610, 730, 740	\$800,000
All others	\$600,000

PIERCE COUNTY*

1-9, 13-25, 31-43, 71, 72	\$700,000
63-69	\$500,000
73-74	\$550,000
79-89, 122	\$650,000
94-95	\$800,000
109	\$900,000

SKAGIT COUNTY*

815, 816	\$995,000
820	\$850,000
825-835	\$750,000
All others	\$750,000

OTHER COUNTIES

Clallam	\$500,000
Mason	\$350,000
Grays Harbor	\$325,000
San Juan Islands	\$1,150,000
Jefferson	\$650,000
Thurston	\$600,000
Lewis	\$350,000
Whatcom	\$800,000

*Pricing by NWMLS Area

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