



# HOME SELLER GUIDE

Marketing and Pricing Strategy

**John L. Scott**  
REAL ESTATE

# Our History is Your Advantage

John L. Scott Real Estate was founded in downtown Seattle in 1931 and continues to be locally owned and operated. The company has grown throughout Washington, Oregon, Idaho, and Northern California.

Led by the grandson of founder John L. Scott, Chairman and CEO J. Lennox Scott is nationally recognized as one of the top 30 most influential leaders in the industry. He leads with the vision that **"our business is real estate, but our core value is Living Life as a Contribution®"**

Deeply rooted in the Northwest with strong local, national and global presence, John L. Scott Real Estate is consistently recognized as one of the most productive brands in the nation.

Over **90 years**  
of innovation and success





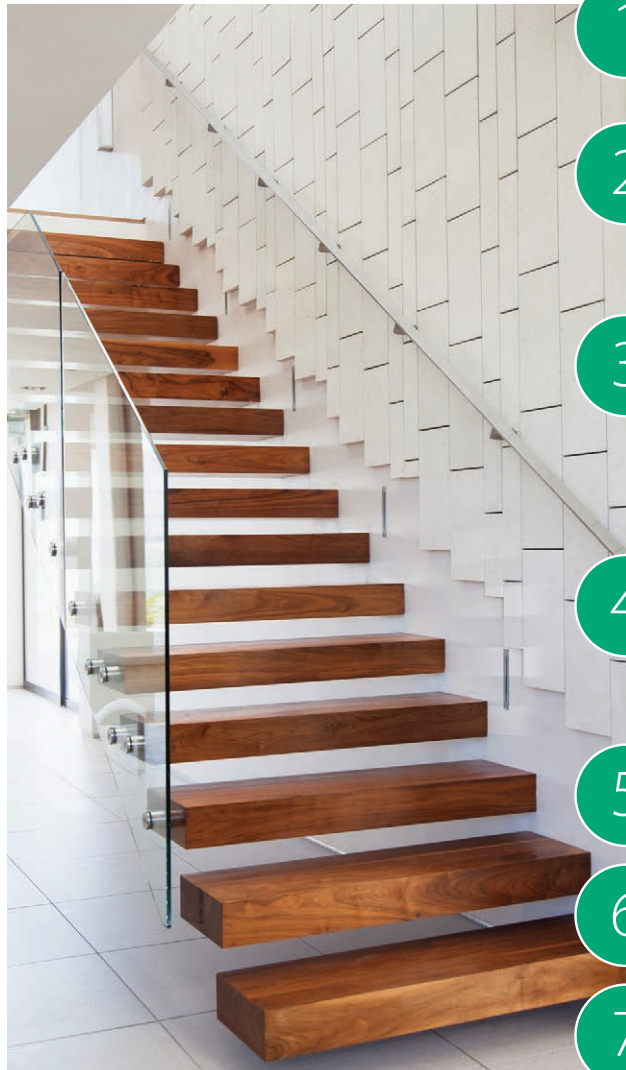
# Your Trusted Advisor

Selling your home can be complicated and overwhelming. We provide you with *peace of mind* through our extensive knowledge of the market, showing your home in the best light, transactional excellence, negotiation expertise, and being your advocate throughout the entire process.

Your personal  
representative  
and advocate  
throughout  
the home  
selling process



# Steps to get Your Home Sold



- 1 — **Identify Your Priorities**
- 2 — **Market Ready, Day One™**
  - Simplifying, Staging, and Cleaning
  - Photography
- 3 — **Comprehensive Marketing Approach**
  - Digital Marketing Strategy
  - Local and Global Reach
  - Seller Listing Launch®
- 4 — **Pricing Your Home**
  - Intelligent Pricing
  - Sales Activity Intensity™
- 5 — **Understanding the Transaction Process**
- 6 — **A Successful Negotiation**
- 7 — **From Start to Close: The Home Seller Journey**

# Identify Your Priorities

What's important to you?





# Market Ready, Day One™

Showcasing your home in the best light to get the best price



“

You never get a second chance  
to make a first impression

- Will Rogers

Photo by: Clarity Northwest Photography

# The Little Details Matter

Making sure every aspect of your home is ready the moment it hits the market

- ✓ Landscaping
- ✓ Roof
- ✓ Paint
- ✓ Doors
- ✓ Windows
- ✓ HVAC System
- ✓ Home Appliances
- ✓ Lighting
- ✓ Flooring
- ✓ Kitchen
- ✓ Bathroom





# Simplify, Stage, and Clean

## Reduce market time and maximize price

Being Market Ready, Day One™ is all about helping potential buyers visualize the property as their future home. Simplifying, staging, and cleaning are vital steps to maximizing your home's appeal and starting the process for an effective digital presence.





# The Power of Professional Photography

**95% of potential homebuyers will view your home online**

Research shows that homes sell 32% faster when displaying professional photos. Our goal is to attract all potential homebuyers through photography, motivating them to take action and visit your home in person.

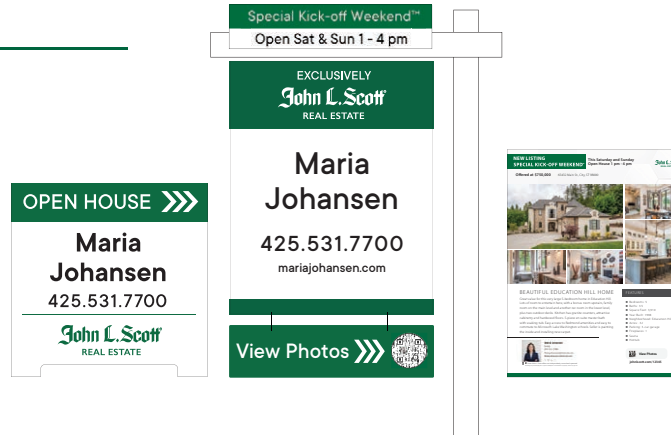


Photo by: Clarity Northwest Photography

# Comprehensive Marketing Strategy

We reach virtually every buyer through robust syndication, networking, personal connections, community outreach, and online exposure

## The 19% Signage and Neighborhood Network



## The 29% Broker Introduced



OPEN HOUSES  
AND  
BROKERS OPEN



BROKER  
TO BROKER  
NETWORKING



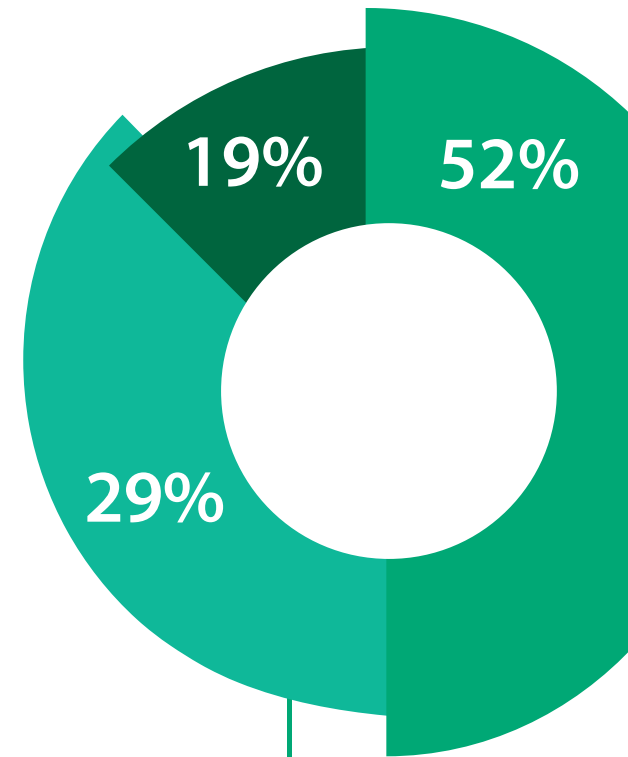
SELLER LISTING LAUNCH®  
POSTCARDS, FLYERS,  
NEIGHBORHOOD INVITES



BROKER FILTER  
SEARCHES  
AND SELECTIONS



BROKER WEBSITE  
AND  
SOCIAL MEDIA



Where buyers first found the home they purchased\*



# Maximizing Your Online Presence

Our approach is designed to showcase your home to the largest audience to leverage your position in the market and get you superior results

## The 52%

### The MLS and Syndication

#### THE JOHN L. SCOTT ADVANTAGE



JOHN L. SCOTT PLATFORM  
(johnscott.com, PropertyTracker®, listing details page)



JOHN L. SCOTT NETWORK  
(3000+ Broker Associates)



HOME  
SEARCH APP

#### GLOBAL PARTNERS

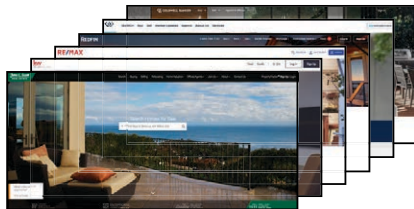


REAL ESTATE  
COMPANIES  
OF THE WORLD®



LUXURY  
PORTFOLIO  
INTERNATIONAL®

#### ALL REAL ESTATE WEBSITES



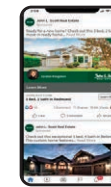
#### NATIONAL PORTALS



#### SOCIAL MEDIA



BOOST ADS

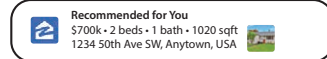
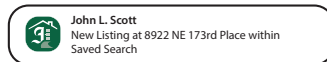


POSTS



REELS/STORIES

#### NOTIFICATIONS AND PROPERTY ALERTS



\*National Association of Realtors®  
Data fluctuates, averages included

# Local Reach: An Experienced Network

Experience is the backbone of our business with over 90 years of real estate transactions. At John L. Scott, our innovative initiatives and tools maximize the power of our local, regional, and national presence to better serve our clients.

**Over 3,000**

● Broker Associates



Residential  
Condominium  
New Construction  
Land

**Recognized as one of the Top Real Estate Brands in the Nation**

● John L. Scott brokers are some of the top-producing brokers in the industry



**100+**

● Offices

Washington  
Oregon  
Idaho  
California



**Over 30,000\***

● Yearly transactions



\*Average over 10 years

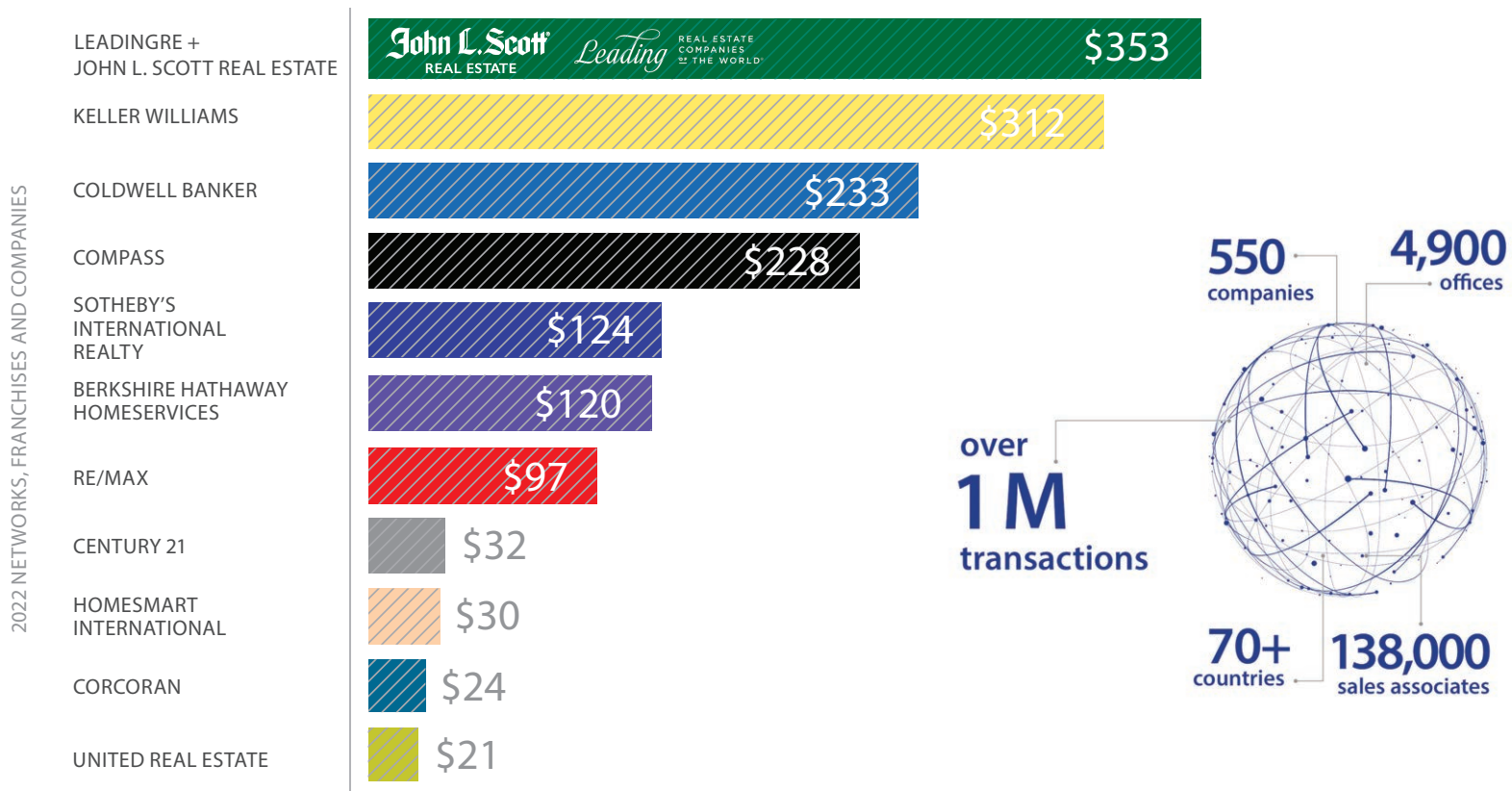
T3 Sixty



# Global Reach: Leading Real Estate Companies of the World®

We're Local, We're Global. We are a founding member of LeadingRE network, which is comprised of 550 companies representing over 70 countries and over 1 million transactions each year. We network and share all John L. Scott listings across the entire footprint to maximize exposure of your home.

## U.S. HOME SALES VOLUME AMONG THE TOP 500 U.S. REAL ESTATE FIRMS



VOLUME SHOWN IN BILLIONS OF DOLLARS

# Motivating Buyers to Take Action

**Seller Listing Launch**<sup>®</sup> is our exclusive, federally trademarked program. John L. Scott understands how to market specifically to the *backlog of buyers*<sup>\*</sup> while connecting with new buyers just beginning their home search. Paired with Market Ready, Day One<sup>™</sup>, Seller Listing Launch<sup>®</sup> immediately motivates buyers to take action.



**\*Backlog of buyers:**

The pool of buyers who are currently in the market searching for a home but have not yet purchased. These buyers are active in today's market.



# Seller Listing Launch<sup>®</sup>

The highest chance of selling your home at the best price is within the first 30 days on the market. That's why the launch is so important. We reach all potential buyers in the marketplace by generating momentum with the current backlog of buyers and attracting new buyers just beginning their home search.

**NEW LISTING SPECIAL KICK-OFF WEEKEND** This Saturday and Sunday Open House 1 pm - 4 pm  
Offered at \$750,000 65432 Main St., City, ST 98000

**NEW LISTING SPECIAL KICK-OFF WEEKEND**  
YOU'RE INVITED!  
EARLY ENTRY FOR RESIDENTS!  
SATURDAY 12 pm - 1 pm

**OPEN HOUSE \$750,000**  
WHEN → Saturday, March 20, 2022 | 1 pm - 4 pm  
Sunday, March 21, 2022 | 1 pm - 4 pm  
WHERE → 65432 Main St., City, ST 98000  
VIEW PHOTOS → [www.johansc.com/12345](http://www.johansc.com/12345)

**BEAUTIFUL EDUCATION HILL HOME**  
Great value for this very large 3-bed room home in Education Hill. Split all rooms on individual level with a bonus room upstairs, family room on the main level and another apt room in the lower level, plus two outdoor decks. Kitchen has granite counters, affix five cabinets and hardwood floors. 5 piece en suite master bath with soaking tub. Easy access to Redmond amenities and easy to commute to Microsoft, Lake Washington schools. Seller is painting the inside and outside near garage.

**FEATURES**

- Bedrooms: 5
- Baths: 3.5
- Square Feet: 3,310
- Year Built: 1998
- Full glass front Education Hill
- Acres: .32
- Parking: 3-car garage
- Fireplace: 1
- Laundry
- Hardwood

**Maria Johansen**  
Broker  
425.531.7700  
[maria@johansc.com](mailto:maria@johansc.com)  
[www.johansc.com](http://www.johansc.com)

**NEW LISTING \$750,000**  
Special Kick-off Weekend! Call for private showing.  
65432 Main St., City, ST 98000

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[www.johansc.com](http://www.johansc.com)



# Home Pricing Strategies

The first 30 days after you list your home gives you a “seller negotiation advantage” with the backlog of buyers. Strategic pricing will help you attract the largest pool of prospective buyers. Many factors contribute to pricing your home:

- Condition
- Location
- Price Range
- Seasonality
- Sales Activity Intensity™
- New Listing Inventory
- Months of Unsold Inventory
- Sales Price to List Price Ratios

## HOW DOES THE MARKET AFFECT YOU?

### BUYERS MARKET

#### Selective Buyer Activity Intensity™

- More than 5 months of inventory
- More homes available for sale

#### As a seller, that means....

- Increase in listing competition
- Dispersed buyer energy
- Flat or softening of home prices

### HEALTHY MARKET

#### Healthy Sales Activity Intensity™

- 3 - 4 months of inventory is considered a healthy market

#### As a seller, that means....

- Healthy supply of homes for sale
- Healthy buyer demand

### SELLERS MARKET

#### High Sales Activity Intensity™

- 2 months or less of inventory
- Low or shortage supply of unsold inventory

#### As a seller, that means....

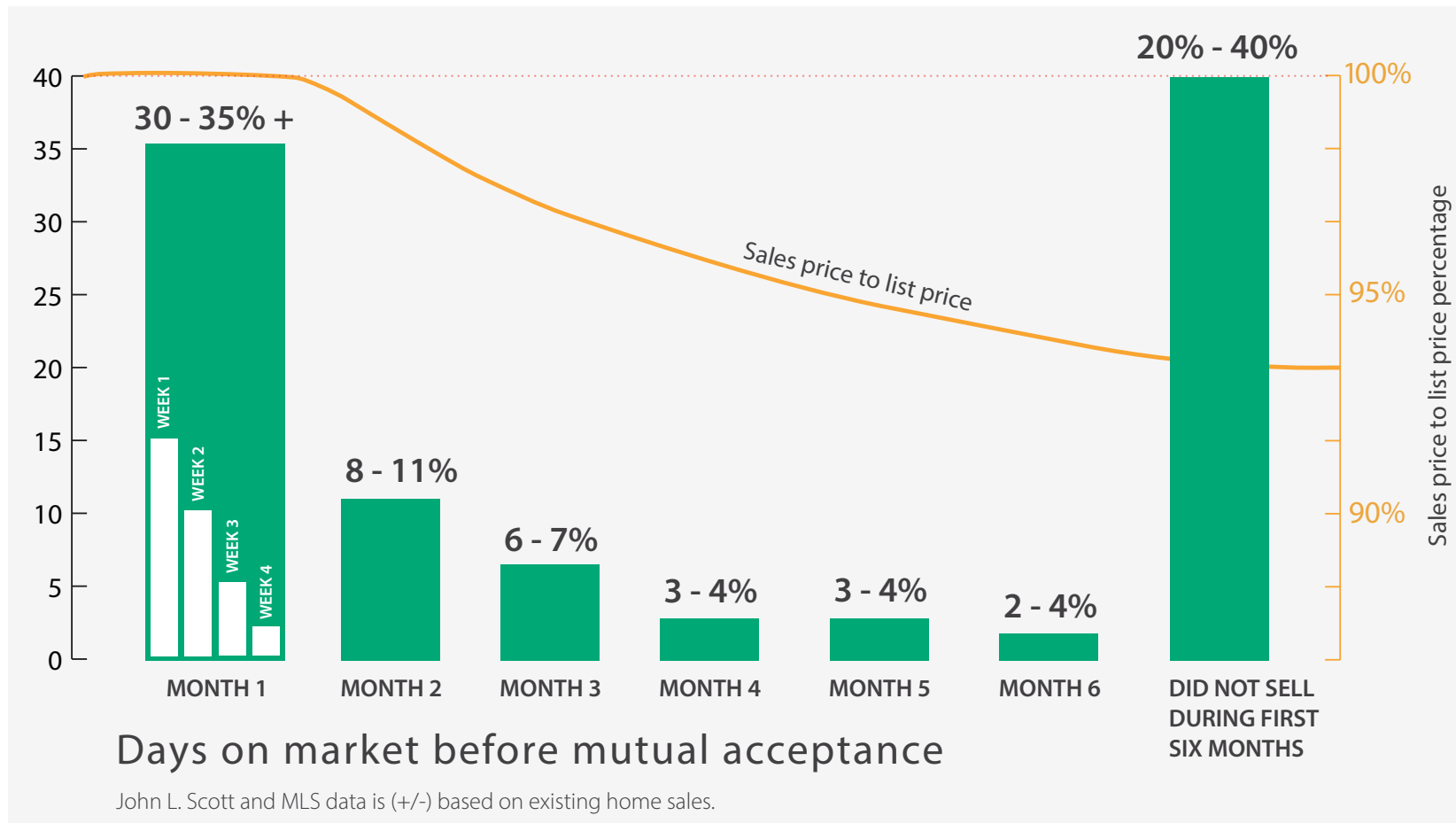
- Decrease in listing competition
- Increase of multiple offers
- Upper pressure of home prices



# Sales Activity Intensity™

John L. Scott's exclusive Sales Activity Intensity™ reporting tracks and analyzes buyer sales activity to help us strategically price your home.

Percentage of NEW listings in a **healthy market** that go under contract each month



# Understanding the Transaction Process

Knowing the negotiation points in the real estate transaction journey helps us partner together to reach your goals





# A Successful Negotiation

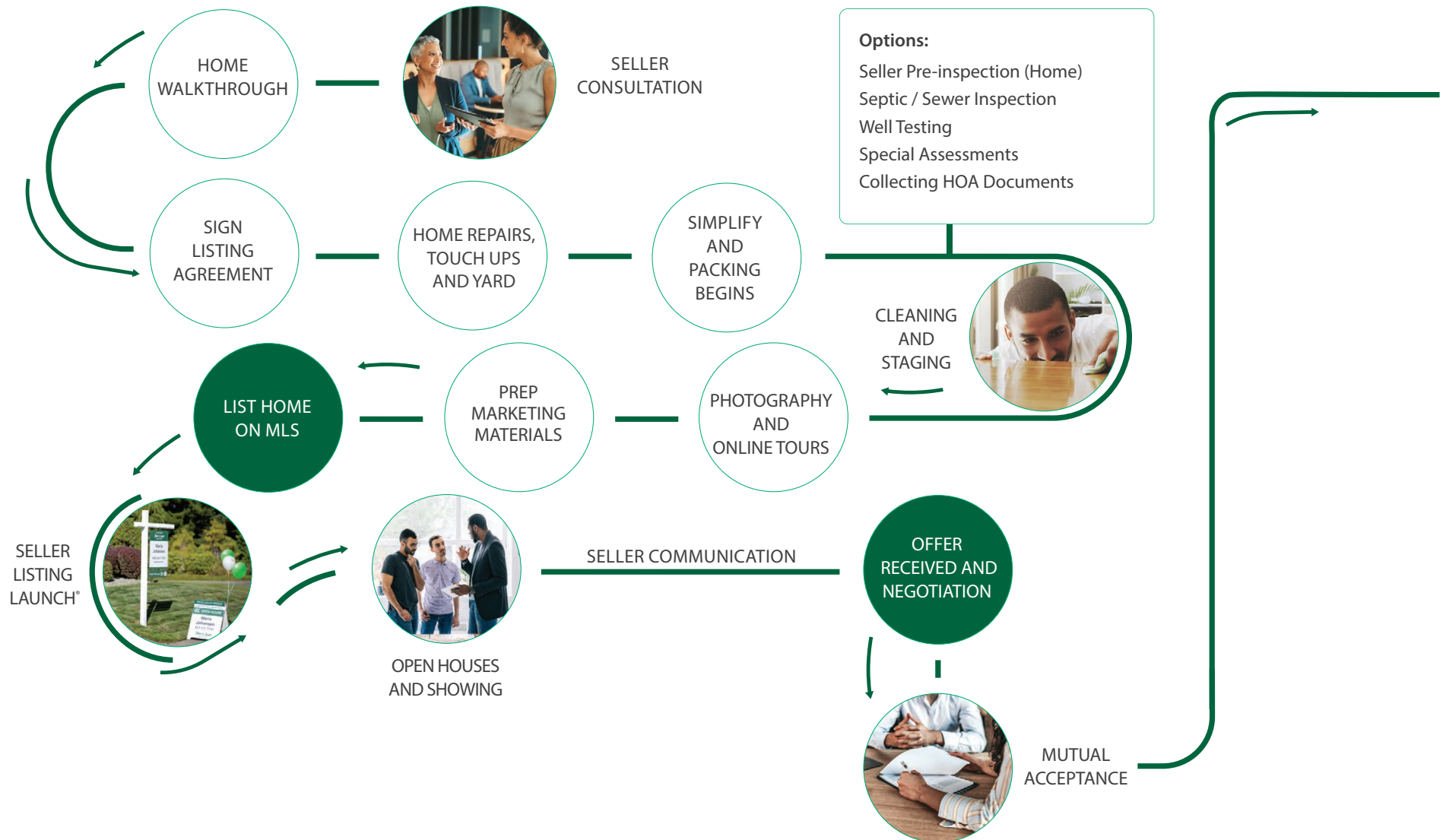
## Achieving the best price and terms

There are many points in a real estate transaction that are complex and need expert negotiation. We believe in negotiating the terms that matter most to you.



# The Home Selling Journey

From Start to Mutual Acceptance





# The Home Selling Journey

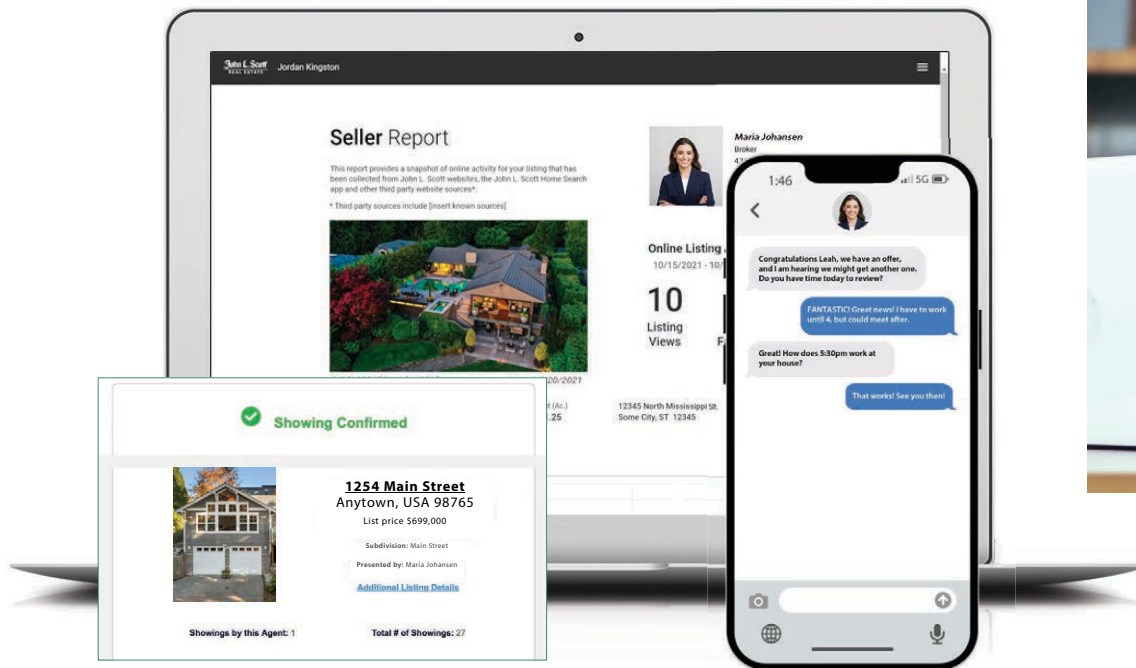
From Mutual Acceptance to Closing



# Our Communication Commitment

## Ongoing communication throughout the entire process

Keeping you informed will help you make decisions throughout the home selling journey. As your personal representative, we will keep you informed on changing market conditions, buyer activity, and every step of the transaction process.



# Thank You

The time you've taken to go through this guide and better understand the home selling process and strategies is vital to our success.

John L. Scott is committed to you and getting your home sold at the best price and terms.





SUPPORTING OUR COMMUNITY

## Helping Kids Get Healthy and Be at Home

LAST YEAR  
THE JOHN L. SCOTT  
FOUNDATION  
HELPED SPONSOR

**30** FOR **17**  
EVENTS HOSPITALS

WHICH HELPED RAISE NEARLY

**\$20 MILLION**

FOR CHILDREN'S HEALTHCARE



**3,500** MEALS SERVED AT  
RONALD MCDONALD HOUSES

Living Life as a Contribution®  
is our core value at John L. Scott

**John L. Scott**  
FOUNDATION

[johnlscottfoundation.org](http://johnlscottfoundation.org)