MAKE A SMOOTH MIGRATION

MEET YOUR AGENT

1 Our agents are uniquely savvy. We know Portland and we know houses.

Helping you sell your home is a collaborative effort. We provide a thorough market analysis of your property to give you feedback on price, staging, selling, and what comes next—whether it's the purchase of a new home or a move out of state.

KERI FRIEDMAN, LICENSED BROKER

I chose a career in real estate after more than two decades of marketing work in the photography and publishing industries. I had the honor of helping authors and photographers through life-changing moments in their journeys as artists.

I am proud to be a full-time real estate agent serving the Portland Metro Area, guiding people through one of the most important journeys of all - buying and selling their homes. The care and guidance I received from my realtors buying and selling my own homes in Portland was essential, and I am so honored to be able to provide that care and guidance for my own clients.

SIZE UP YOUR HOME

2

We love getting to know you and your home.

We do a walk-through to help us understand its style, size, and condition.

We compare your house with current active, pending and recently sold listings that are similar in location and/or features—to create a **Comparative Market Analysis** (CMA). We'll share our findings with you, and discuss how the CMA fits your expectations for price and presentation.

Once **we decide to move forward together,** we'll sign an Oregon Listing Contract which will specify list price, market date, and commission.

THINGS TO KNOW

List Price
The price of a home for sale, set by the Seller and their listing agent.

Commission
A percentage of the sale price paid by the Seller at closing as compensation to the brokers.

Market Date
When your house will be listed on the market.

SPRUCE UP YOUR HOME

3 We believe the best looking homes sell faster and for more money.

We can make suggestions for getting your house in the perfect shape for showings. We can even arrange a detailed staging report for you. A professional Realtor® or experienced home stager can advise on paint colors, placement of furniture, ways to update the look of your countertops and flooring, plus recommend places to buy affordable items that can give your home a quick facelift.

WHY STAGE YOUR HOME?

- Most Buyers form an opinion about a home within the first 7-10 seconds of arriving.
- A staged home will sell, on average, 17% higher than a home that is not staged. (US Housing and Urban Development)
- In a 2009 Home Gain Survey of over 2000 Realtors©, it was discovered that home staging typically provides a 586% return on investment!

MARKET YOUR HOME

4

Now that your house is ready, it's showtime. We use many ways to get your home noticed.

› RMLS

The Regional Multiple Listing Service (RMLS) is Portland's multiple listing service and the number one site for Realtors® and Buyers searching for homes. Once a house is on the RMLS it will automatically be advertised on many additional websites.

› PROFESSIONAL PHOTOGRAPHY

A Buyer is likely to see your home for the first time online. The room-by-room photos of your home must be worth a thousand words—we're committed to utilizing the very best professional photographers to make sure your house is a knockout.

› MAJOR DIGITAL VISIBILITY

Your home is advertised on the Urban Nest Realty website—a fresh and lively resource for home Buyers. It will be seen by thousands of subscribers via our e-newsletter, plus our popular social media communities (including Facebook, Twitter, LinkedIn and Instagram). In fact, we send out a special email to Buyer's agents who work in your neighborhood, showcasing your home to our colleagues. It will be featured simultaneously on national and local websites including Redfin, Zillow, Trulia, Craig's List and Realtor.com.

MARKET YOUR HOME

PAPER AND WOOD

Our full color, beautiful custom flyers and other marketing materials are created by design professionals. And of course, we'll hang a lovely, unique Urban Nest Realty For Sale sign outside your house.

FACE-TO-FACE

Broker's Tour Tuesday

In Portland, Realtors© open up their new listings to fellow brokers. We provide food and act as hosts to other brokers as they tour your home.

Weekend Open Houses

Some Sellers like to have their listing agents invite the public for an Open House on a Saturday or Sunday. Open Houses also give Buyer's agents a chance to send their clients over without having to make an appointment.

Hand-Selling to Colleagues

As experienced agents in Portland, we've created relationships with other brokers working our local markets. We make a point of getting in touch personally to let them know about your home.

OFFER IN HAND

5

When a Buyer makes an offer on your home, we present the "offer" (the Oregon Sale Agreement) to you and negotiate on your behalf to reach a mutually acceptable agreement.

Once you've accepted the offer, your Urban Nest Listing Agent and Urban Nest Transaction Coordinator make sure all the documents relating to the sale are signed, sealed and delivered to the Buyer's agent and the escrow officer. The Oregon Sale Agreement includes time periods and deadlines. We make sure these timelines are met and the contract is followed as written and agreed upon by both parties.

MULTIPLE OFFERS

Sometimes more than one Buyer will want to purchase your home. If multiple offers are submitted, we help you sort out the details of each bid so you can make an informed decision about which one to accept. Our job is to simplify what can be a complicated process.

DEPOSITS & ESCROW

6 EARNEST MONEY

This is a sum of money (usually 1% – 2% of the sale price) a Buyer deposits at the beginning of a transaction.

If the deal proceeds smoothly to closing, the earnest money is applied to the Buyer's down payment. If there is a problem and the Buyer does not follow the terms of the contract, earnest money may be released to the Seller as compensation for a failed sale.

TITLE COMPANY

Conducts a "title search" to trace the title of your home back to its original owner to ensure that there are no **competing claims for the property.** The results of this search produce a Preliminary Title Report sent to Buyer and Seller. If the title is "clear," title insurance will be issued.

ESCROW

An arrangement made between Buyer and Seller whereby an independent trusted third party (Escrow Officer) receives and reviews all documents relating to the transaction, oversees signing of final documents, and disperses payouts to close the deal. The Escrow Officer works at the Title Company.

INSPECTION & APPRAISAL

7 INSPECTION PERIOD

The standard Inspection Period is 10 business days.

This period can be lengthened or shortened by agreement between Seller and Buyer. This is a chance for the Buyer to inspect the property and determine what repairs they want to address with the Seller.

REPAIR ADDENDUM

An addendum drawn up by the Buyer based on investigations during the inspection period. It lists the terms and conditions by which the Buyer is willing to accept the property and move forward to closing. This is sent to the Seller within the inspection period for response and negotiation. On rare occasion, agreement is not reached and the transaction is terminated.

APPRAISAL

Unless the offer is all cash, an appraisal will be ordered by the Buyer's lender.

This is prepared by a licensed appraiser and is usually completed after the repair addendum has been negotiated. This determines that your home is worth what a Buyer has agreed to pay. We are in touch with the appraisers, often meeting them at the house with a list of upgrades and comparable properties to help them understand why your house is worth the amount that was offered.

8 SIGNING

We help coordinate a time for you to review and sign final documents at the title company.

Your agent will do their best to be on hand at the signing. Signing usually occurs within a week of closing and takes about 30 minutes. Please bring a picture ID. Your escrow officer will be in touch to confirm final details.

CLOSING

Once all final documents have been signed and you receive payment for your property, the deed is recorded with the county in the new owner's name. The transaction is officially closed.

IT'S OFFICIAL,

Your Home has Sold!

LISTING SERVICES - IN DETAIL

Part I – Before You List:

- [x] Explain the process involved in selling a home like yours in the current market - and evaluate your specific property within this current market to then provide a thorough market analysis to help suggest a listing price.

- [x] Discuss and advise on the advantages and options to prepare your home for sale and help you prioritize and find contractors.

- [x] Project manage contractors to make chosen fixes/updates before putting house on the market.

- [x] Order tax and title records on your property to make sure paperwork is complete.

- [x] Complete listing paperwork and property disclosures to assure that you're in full compliance with current laws.

- [x] Discuss and advise you on ways to make property accessible to buyers (ShowingTime appointments, open houses, how much notice you'll need, etc.)

- [x] Discuss staging options and hire someone if we go that route.

- [x] Hire and schedule professional photographer to create listing photos.

- [x] Enter property information and visuals into RMLS (realtor database which all realtors in the area have access to, and which will feed into consumer-facing realty sites like Redfin, Zillow, etc.)

- [x] Install signpost, laminated flier or printed flier box and lockbox on property.

LISTING SERVICES - IN DETAIL

Part II – Once Your Listing is Live

- ☑ Create color flyer and deliver to property, and place directional signs leading to the property.
- ☑ Set up electronic lockbox on property to ensure maximum security.
- ☑ Hold open houses per your wishes.
- ☑ Check in with any agents who show the house to get feedback and gauge clients' interest.
- ☑ Update you on listing activity, current market & competition.
- ☑ Network with other Urban Nest Realtors to further expose the property to the market
- ☑ Present offers for you to review and explain the the terms and conditions of each.
- ☑ Advise on negotiating and obtaining the best possible terms.
- ☑ Deliver all documents to all parties in a timely manner.
- ☑ Once offer is accepted, create a timeline for you.
- ☑ Inform you on inspection times so you can make sure everything is ready.

LISTING SERVICES - IN DETAIL

Part II – Once Your Listing is Live, continued:

- ☑ Open escrow with the title company.
- ☑ Confirm earnest money has been deposited into escrow.
- ☑ Check in with lender on buyer's loan approvval
- ☑ Draft response to buyer's repair addendum if necessary.
- ☑ Help coordinate repairs if necessary.
- ☑ Place sale pending sticker on sign after inspection conditions have been negotiated.
- ☑ Provide appraiser with any information requested plus access to the property.
- ☑ Replace pending with Sold sticker once appraisal comes through.
- ☑ Send any invoices you're paying for to the title company.
- ☑ Review settlement statment to ensure everything is correct.
- ☑ Attend signing appt with you at title company.
- ☑ Coordinate delivery of keys to buyer.
- ☑ Change status to sold in RMLS and remove lockbox and sign from property.
- ☑ Submit complete paperwork to Urban Nest for storage.