

SELLING YOUR HOME

— *a guide to success* —





A FEW WORDS *of welcome*

Who you work with matters. Selling a home is no small task, and it's important to find the right team to help you through the process—one with the passion and experience to help your home stand out.

Welcome to the Tribeca NW Real Estate experience! Our agency is a unique blend of real estate brokers, marketers and artists setting a new standard in the industry. Strong media and marketing experience is the cornerstone of our company. Our innovative marketing raises the bar for digital content by incorporating cinematic videos, interactive websites, and engaging social media campaigns. Your home has a story to tell, and we know how to tell it better than anyone.

Of course, we recognize that the decision to sell your property does not come easy.

Your home is your sanctuary; it's filled with years of memories, life's moments, celebrations, and stories. Our unique marketing aims to recreate those same memorable experiences in the eyes of any prospective buyers and conjure as much interest in your home as possible. Bottom line, the people we have the pleasure of helping sell their homes faster and with higher offers.

Beyond the technical side of the business, every member of our team has a genuine passion for people, for real estate, and a passion for our Pacific Northwest community. To say that we care is an understatement! We invite you take a closer look inside our team, meet the people who work diligently for you, and better understand the pinpoint precision of our proven homesale process—we think you'll like what you find!

Faithfully,

Your Tribeca Team



WHAT WE CAN *do for you*

Selling a home isn't easy. It takes time and teamwork to prepare your home for the perfect presentation. There can be roadblocks along the way. There may be stress and unexpected turns. But it's okay. We are here to handle that for you and to guide you through the entire process. It's what we're here for.

Here at Tribeca NW, we're more than just a real estate team; we're a family, and we trust in each other and our experience. And

our experience tells us that there's a few things we can do to best help *you*: navigate, market, negotiate, and communicate. We strive to find your home the perfect buyer, and to bring you peace of mind, every step of the way. That's our promise to you. And no, we can't promise everything will go smoothly from start to finish, but we can promise that we will be there to handle it, so you don't have to. That's what we do for family.

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Tribeca's team is awesome. We highly recommend them. They give personal attention — they're accessible, easy to work with. We worked with them when we bought our first house, and when we sold our house and bought our dream home! We wouldn't work with anyone else!

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BROKER EXPERTISE

For many people, their home is their most valuable asset. So when it comes to selling, who you work with matters. Our team's leadership has been in the business for over 15 years. You hire a broker not for what they say they can do; you hire them for what they've already done.



HOME PRESENTATION

They say looks aren't everything, but they sure weren't talking about houses! We'll help your home look its very best by providing professional cleaning services both inside and out, as well as offering a staging consultation.



HOME SECURITY

We don't take chances when it comes to the safety of your property, believing that providing you peace of mind and a sense of security is not just a benefit, but a requirement. No one comes or goes from your home without us knowing.



HD PHOTOGRAPHY

It's no secret that pictures sell homes; we'll provide a gallery of portfolio-quality digital photos of your home to gain the attention and draw it deserves. From HDR to drone photography, this is the backbone for telling your home's story.



LISTING VIDEO

An HGTV-quality, narrated video can highlight the best features and angles of your home. Video is now one of the most effective ways to market a home, and it can attract all kinds of potential buyers.



3D MATTERPORT

We can create a full, professional 3D rendering of your home from top to bottom, viewable publicly on web or mobile as a virtual tour or "dollhouse" model. Captivate buyers before they ever visit with stunning, vivid, interactive 3D experiences.



TARGETED MARKETING

Your home has a unique story to tell, and we'll ensure that its story is told to as many people as possible. Our in-house marketing team will promote your listing on social media, through print media, and more to capture those leads for you!



BROKER EXPERTISE

negotiation and support

Selling your home can be a lot of work, and it can come with a lot of stress. That's why we're here. We handle the headaches so you don't have to. We'll be in your corner every step of the way, putting our experience, expertise, and passion to work for you. We're here to be your guide, negotiator, and your promoter. We do this each and every day.

From the outset, we'll help you establish a strategic pricing plan for your home, watching the market to ensure it remains competitive and nets you the best price possible. We'll walk you through every step of the pre-listing process, so you can feel confident when your home "goes live." We are a resource there for you; need a last-minute repair for the kitchen? We've got a list of referrals for you, whatever issue may arise. We will host open houses, walk-throughs, and track buyer leads. And when the offers come in, our brokers bring to bear their negotiation experience, training, and talent to sell your home for more.





HOME SECURITY

safeguarding your property

There are many things to mull over when selling a home, but security should not be one of them. From the moment you choose Tribeca NW as your representative, we take seriously the role of gatekeeper to your home. Care and thought goes into who we employ and partner with, including all of our vendors, contractors, and our team members who will prepare your home for market. Rest easy.

We do not believe in pre-promotion.

We will never rush your home to market. We are here for *you*, and want you to feel with safe with your decision. When your home has gone live and is on the market, we use a secured and monitored key box to allow access to only licensed Real Estate Brokers to track all entries into the home. Tribeca can also offer a temporary video security system that will help you monitor who is accessing your house, every hour of the day.



HOME PRESENTATION

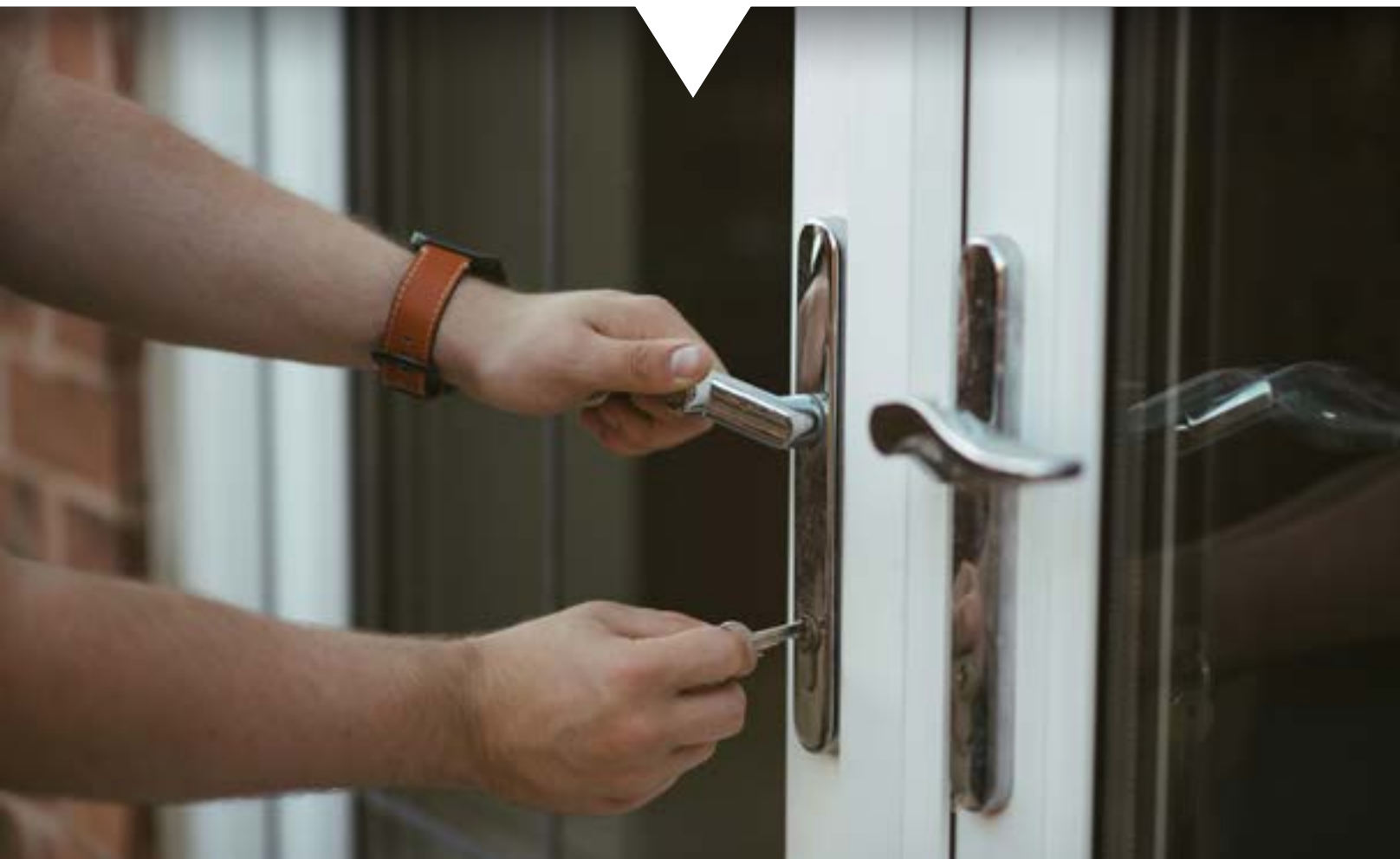
cleaning and staging

Want your home to look better than new when you put it on the market? Of course you do! You're smart and savvy, and you know the importance of presentation. It's no joke; a clean, well-presented home sells far faster and attracts more attention than a less tidy home. We're ready to help with that.

Before you ever open the front door for a single tour, our team will provide a thorough, professional deep cleaning. This includes full window cleaning, gutters, roof, as well as your carpets, floors, and appliances, if needed.

Simply put, a well-cleaned home sparkles, and by the time we're done, you won't be able to wait to show it off.

We also offer a comprehensive staging consultation, as well as provide staging assets for your home, before starting photography and video production. Most potential homebuyers need to be able to visualize how a property's space can be utilized. They need to see if, and how, a home will fit with their unique tastes and plans. We'll help prepare you for this challenge. Your home will have never looked better!





HD PHOTOGRAPHY

showcase your home

We've all heard that a picture is worth a thousand words. If that's true, then a full portfolio of HD photography would surely say a whole lot about your home! These days, beautiful home imagery is often a must-have when selling a house. Most buyers won't even consider viewing a home without it.

When you work with us, our professional photographers will capture the best angles

and features of your house, allowing potential buyers to experience it before ever stepping through the front door.

Want your images to stand out even more? We can do that. Drone photography can grant buyers a unique, eye-catching perspective at your property. Twilight shoots can add a vibrant splash of color and artistry. These options are available upon request .





3D MATTERPORT *virtual listing tour*

Imagine being able to host a unique, private tour of your home, 24/7. How much easier could that make it to sell? Well, dream no longer. We can make that a reality. Using our Matterport 3D technology, we'll create virtual renderings of your home, openly viewable online. This means a buyer can take a personalized walk-through night or day, from their smartphone or tablet. The realistic, interactive experience allows viewers to experience your home room by room, letting them see it as if they were actually walking through it.

The Dollhouse view offers a total sense of home, allowing a viewer to see full layouts, interactive floorplans, and a unique sense of space that video and picture simply cannot capture. Furthermore, VR capability allows for a completely immersive experience of your property, giving buyers a sense of your home from every angle.

With these tools, potential buyers are more engaged, more intrigued, and far more likely to reach out. Open the front door to more buyers: anytime, anywhere.



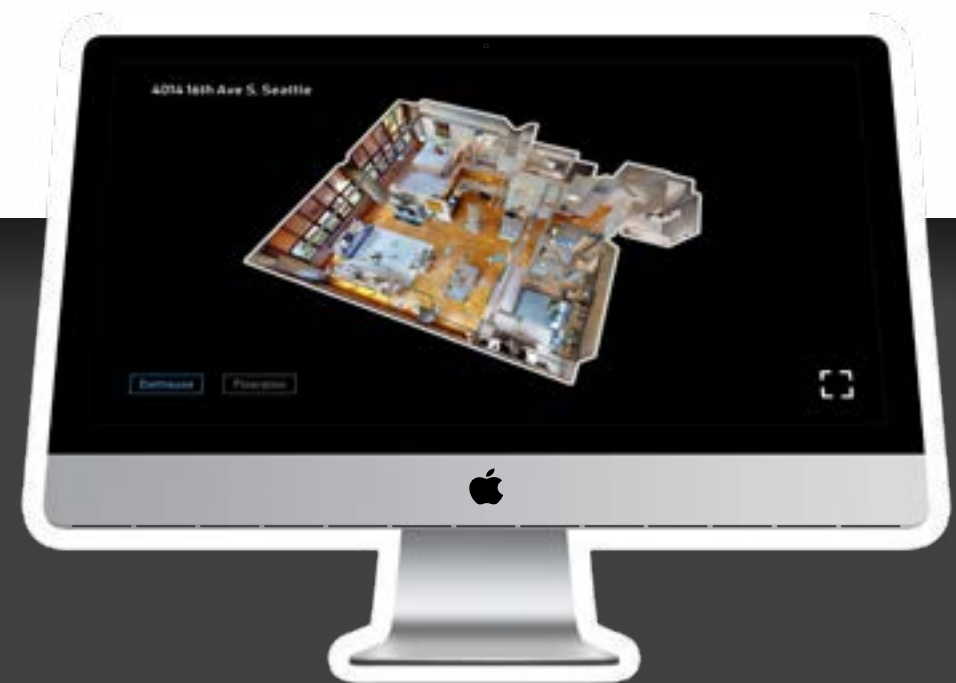
LISTING VIDEO *views for your home*

Let your home be the star of the show. No one knows real estate videography quite like Tribeca NW, and we can assure you: our videos attract buyers. From video scripting and editing to distribution, our team will see that your home gets the attention it deserves. Our listing videos are seen by thousands of people online each week, and that's the kind of viewership we'd bring to you.

A video can highlight the best features of your home, creating a vivid experience for

buyers. That's one way we work to cultivate the emotional connection that can motivate a buyer to act. Each video tells a story which, like your home, is one of a kind.

Professional video means seamless, HGTV-quality content, feature call-outs, drone footage, and custom narration. We don't cut corners with your home; an HD listing video is the edge we offer in today's competitive real estate market to help draw in the viewers and potential buyers from far and wide.





TARGETED MARKETING

telling your home's story

Your home has a unique story to tell. Here at Tribeca NW Real Estate, we honor each and every home by designing custom branding campaigns to advertise it in an innovative way. Throughout the branding process, we create a profile of your property with an authentic name and descriptive personality. From there, we can promote your home by showcasing all of its best features and by painting a picture of what it will be like for a buyer to live there. This pulls at the heart-strings of the buyers and brings serious offers from those who appreciate your home's attributes most.

Using the high-end photography and professional video content of your home, our in-house marketing team ensures that your home is seen by potential buyers. Facebook, YouTube, Instagram, LinkedIn, Google and several other platforms are taking the real estate industry by storm, with 75% of the population actively using social media on a daily basis. Your home will also appear on Zillow, Redfin, Trulia, and more. Our branded pages will host your home's custom marketing campaign, engage with interested buyers and capture leads every day until it's sold.



SOCIAL MEDIA & EMAIL

We work hard leveraging social media and targeted emails to bring your home right to the palm of buyers' hands. We advertise across a variety of platforms, and we can promise that your home will get the views it needs.



PRINT PROMOTION

Hot off the presses! We'll create a battery of custom print materials — premium flyers, signage, open house placards and invitations, and a unique homebook — all tailored to drum up interest for your home.



GLOBAL SYNDICATION

When you choose to work with Tribeca NW, your home gets global promotion and exposure. Through the MLS, our outreach campaigns, and paid promotion, your home will appear across hundreds of sites worldwide.

what our team **STANDS FOR**

TEAMWORK.

When you're a part of the Tribeca family, you know that moving mountains is always easier with a team behind you. We firmly believe that great things begin with a great team, so when you work with us, you don't just have a broker to help you. You have a team. Digital marketers, designers, agents, and coordinators all in your corner. That's just how we get the job done here at Tribeca NW.

RELATIONSHIPS.

Sure, real estate is a business, but who says it has to be "just business?" We feel business is better when it's personal. And, let's be honest, we prefer it that way. Our team believes in pouring our hearts into our work each and every day, fostering real connections with real people. At its core, that's the nature of real estate, and we try to remind ourselves of that fact with every home bought or sold.

INTEGRITY.

A mission to redefine full service starts with going back to the basics: simple, honest business. There's a lot of white noise out there about "full service" and what it looks like, and we've got to admit: we're not all that impressed. That's why we strive to offer the best support, experience, and expertise to you. Cutting away the fluff, and getting back to genuine service. That's our creed.

BALANCE.

To fully embrace the Northwest lifestyle, you love breathing in the outdoors, starting the day off with a freshly brewed cup of Pike Roast, or catching the big game, and of course, indulging in the diverse Seattle food scene. We stand behind the notion that the most successful people are those who can maintain a strong work-life balance. We live and breathe real estate, but we value family and self-care just as much.

EQUALITY.

Everyone has something to contribute, and we not only accept, but actively seek out, novel ideas, skills, talents, and experiences. Diversity is something we value and celebrate here at Tribeca NW, cherishing the unique backgrounds and stories of every single person who walks through our door. We think fresh perspectives are *in*, and we're always hungry for more!

COMMITMENT.

Our team is rooted in a simple truth: passion and dedication never go out of style. From our inception, Tribeca NW has trusted that there is no stronger foundation than one built upon commitment. We believe in follow through, whether for a client or a team member. We firmly believe in going the extra mile. Hard work and determination is our expectation, and we'd say that's a pretty stable cornerstone.

ACCOUNTABILITY.

We expect amazing things from one another here at Tribeca NW, and we work hard ensuring that no one on the team stops short of their very best. That kind of tough love is a crucial ingredient for the business we want to be.

WE SPEAK *northwest*

We love the pacific northwest. From its soaring mountains and evergreen forests to the vibrant bustle and hum of downtown Seattle, this is where our brokerage belongs. It's where we were planted. We love our coffee, and our rainy days, and we think a ferry is a perfectly fine way to get around. We're all weirdly passionate about finding the very best hikes. In fact, we're so passionate about our home that we put it right in our name! Tribeca NW fully embraces the area that we live in. Maybe that's why our friends and neighbors have already come to

equate our name with the kind of expertise only a true local can provide. At Tribeca, we treat every client like a neighbor because, well, that's exactly what they are.

We really do love our community here, and we think giving back is a good way to show that love and celebrate this beautiful area we call home. Tribeca NW regularly partners with local organizations, non-profits, and hosts community service campaigns each year, helping raise money and awareness for the causes we care about, in the place we care about.

In the three years since we were founded, we've had the pleasure of helping of hundreds of families buy and sell their homes in the greater Seattle area!

WE GIVE BACK.

BATTLEFIELD ADDICTION

For years, we've been active sponsors and supporters of Battlefield Addiction, a non-profit support network dedicated to "reconnecting family, the addict, and the community." Their organization works in partnership with treatment centers, intensive outpatient programs, and sober living facilities that support a "family first" approach in combating addiction here in the Pacific Northwest.

WE SPEAK NW FOOD DRIVE

Our last annual food drive was a massive success! With the help of more than 40 volunteers and hundreds of donations from gracious families, we were able to collect over 3,500 pounds of food to give back to local families in need, crushing our goal of 2,500 pounds.

BEHIND THE BADGE

Tribeca NW proudly supports Behind the Badge Foundation. Their foundation honors law enforcement officers who have died or suffered serious injury in the line of duty. They also provide immediate and on-going support to families, agencies and communities in times of critical need.

don't just take our **WORD FOR IT**

Does the Tribeca way really work? Just ask our friends! We've had the pleasure of working alongside hundreds of our neighbors, selling their homes faster and for more money. When we are in your corner, we don't settle for anything less. We are deeply honored to say that the friends and neigh-

bors we've worked with have been impressed with our service. Their testimonials—and the cold, hard numbers—say it better than we ever could! Allow us to share some of those with you, and see for yourself if you're ready to become a part of the ever-growing Tribeca family. Our door is open!

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It's truly a great team of professionals at Tribeca. They provided me with all the information I needed, when I needed, to successfully navigate through the unique Pacific Northwest real estate process. I would, without hesitation, refer any one of my friends and business associates to give Tribeca NW Real Estate a call for any real estate needs.

— Matthew A.

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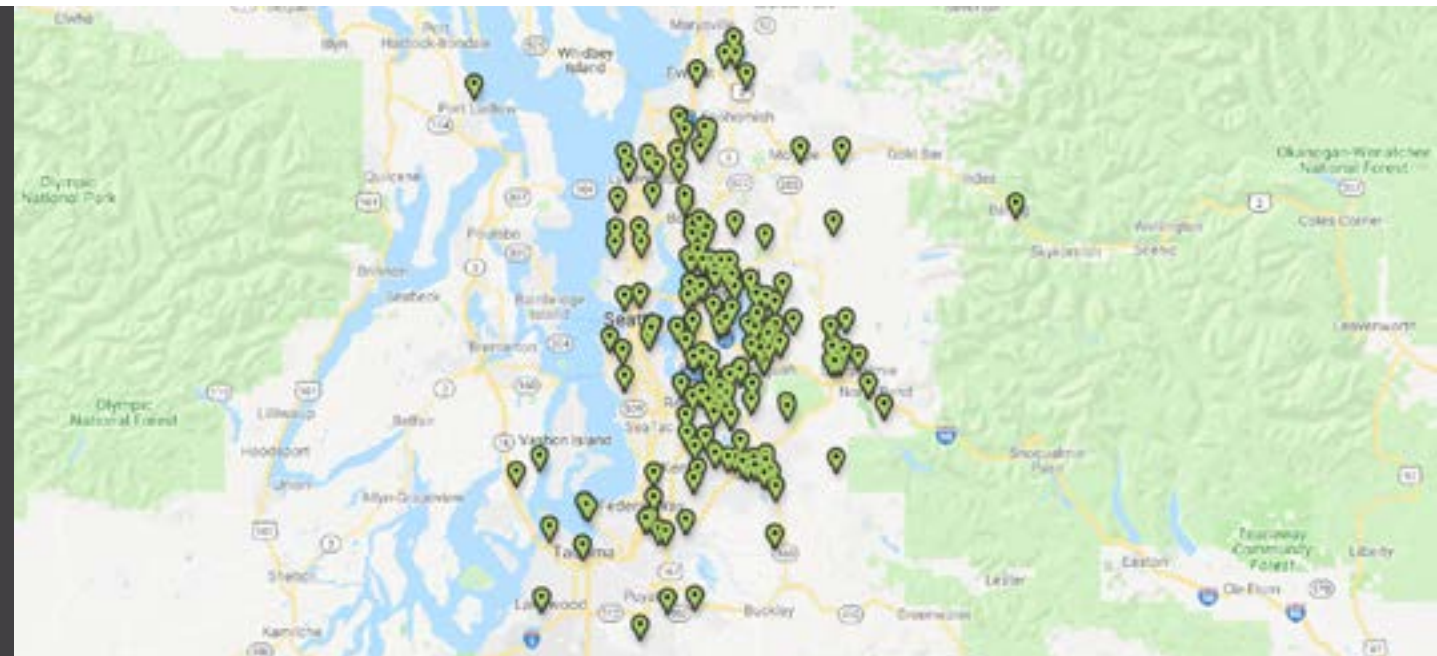
160 **5-STAR REVIEWS**
AND GROWING!



WE SELL HOMES AT AN AVERAGE OF
7% **OVER LIST PRICE**



— AN AVERAGE OF —
9 DAYS
ON THE MARKET
FROM LIST DATE TO PENDING



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Our agent was always there to support us to answer questions and even help move boxes in a pinch. A few days after the open house, we received two offers, and one was 10K over our asking price. Tribeca also negotiated us an extra month to stay in our home while we searched for a new one. Overall our experience with Tribeca NW was fantastic! They're a great team, and everyone is so professional and has a wealth of knowledge about the area.

— Devon M.

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We sold our condo with Tribeca Northwest. The process was smooth, clear-cut, and easy. We had a killer agent, and we are now using him to find our next home! The team has a keen sense of the market, and I'd recommend them to anyone.

— Sabrina C.

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The Tribeca NW team is amazing! They market and promote their listings with heart and a smile. Our home sold in 4 days and over asking price! We were thrilled!

— Tasha P.

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ARE YOU READY

for the next step?

You've made it this far already, and that's a big step towards starting this exciting process. Making the decision to sell your home is no small choice, and it really does matter who you have in your corner. We would love to be a part of your team, and to help you through the rest of the process. You don't need to tackle all the stress and headaches that can come from the selling process alone — let us handle that. It's simply what we do for any member of our Tribeca NW family. We look after our own.

So if this was the first step, what comes next? Well, we're ready then to answer any and all questions you may have (questions are a good thing!). We'll work with you to draw up a preliminary schedule, even before you sign a single piece of paper. You're then ready to start the pre-sale process, and we can help take it from there. Our surveys have shown that preparing to put your house on the market is often the most stressful point of the process for home sales, but there's no need to fret. This part's our specialty! We've got you. Let's get started!

STAY IN TOUCH WITH US.



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