

REALTY CONNECTION

Seller Packet



NextHome Realty Connection

About NextHome Realty Conection

What sets us apart? We are a team of diverse individuals with varied skill sets that work together to provide you with the results you deserve. Whether you are buying or selling, we will leverage the skills of each individual combining leadership with accountability for a smooth, competent and successful client experience.

Benefits to Our Clients

- Professional, connected team
- Unparalleled support from listing to closing
- Access to more agents for expedited service
- Expertise to accommodate any situation
- > Tailored plan to help meet your real estate goals
- > Open communication and timely response
- Experienced, full-time transaction coordinator

Team Statistics



25%
Of our Transactions
are Rental & Income
Properties



Expertise

- Foreclosures
- > First time Home Buyers
- Multi-Family
- Contract Negotiations

- Short Sales
- Investment Properties
- Relocations
- For Sale by Owners



Meet the Team



Steve Roesch Owner, Principal Broker

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Administrative Coordinator

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Sue Graff Transaction Coordinator

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Kathryn Joseph Marketing Director

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NextHome Realty Connection

What our Clients Are Saying

"I purchased a property from PDX Home Group and was so impressed with them that I hired them to sell the property too. Steve and his entire team were very knowledgeable, honest, nice, and timely with communication. I would use them again and recommend them to anyone. Top qualities: Great Results, Expert, High Integrity."

-Adam H.

"As first time home buyers Steve's expertise in both the market and negotiations helped move us into our dream home. He is very knowledgeable with a lot of neighborhoods in the greater PDX area. Steve was able to give us his expertise when visiting homes about the neighborhood, potential repairs, even driving routes to work. We highly recommend Steve and his team as she is very committed to her clients."

-Dan & Eileen V.

"Steve is a real estate investment guru! The combination of understanding client needs, matched with his knowledge of great investment markets makes him invaluable. He is my "go to guy" for the best investment opportunities."

-Terry G.

"PDX Home Group, you exceeded all of my expectations. Your help in finding a buyer for my Sister's property was smooth and effortless. I will share my wonderful experience with anyone looking to sell in your market!"

-Diana T.

"I have known Steve for over 6 years and have worked extensively with him on various real estate investment property transactions. His understanding of market fundamentals and valuation are outstanding, and way beyond what you will typically find in so called market savvy realtors. He recently handled the sale of one of my investment properties in Portland, Oregon. Market analysis and value were spot on. The Buyer we contracted with was a very difficult individual as it turned out, and Steve's adroit handling and management of the Buyer, the Buyer's Agent and the transaction itself enabled a positive result and timely close."

-Michael Gruener, CEO Itero Energy, Inc.



-- 2013 Sales



Home Sales - Annual 5.09 million homes sold in the United States in 2013, the highest level since 2006. This is 430,000 more homes than were sold in 2012, an increase of 9.2%.

■ Total Annual Single-Family Home Sales (in Millions)





In order to successfully market and sell your home we first need an understanding of today's buyer; who they are, what they are looking for and how they shop for real estate. Understanding them will influence how and where we market your home.

Current trends and demographics of today's homebuyers:





Milestone Phases to a Successful Close



1. Strategic Plan

- √ Select Home Selling Team
- √ Review Market Conditions
- √ Buyer Profile Analysis
- √ Outline Custom Marketing Plan
- √ Determine Pricing Strategy
- √ Set Listing Timeline

2. Preparation

- √ Prepare Property for Marketing & Showings
- √ Pre-listing Inspections
- √ Photography & Video
- √ Creation of Marketing Materials
- √ Complete Disclosure Package

3. Marketing

- \checkmark Submit Listing for National Listings Distribution
- √ Website, Video, Photography and All Online Marketing Launched
- √ Open House Schedule Syndication and Invitations Sent
- √ Direct and Email Marketing Initiated
- √ Signage and Advertising

4. Showings

- √ Setup House Prior to Each Showing
- √ Broker's Tours
- √ Open Houses
- √ Evening Showings
- √ Showings By Appointment

5. Offers

- √ Provide Buyers With Disclosure Packages
- √ Accept Offers
- √ Review Buyer Financial Qualifications
- √ Consideration of Offer Terms
- √ Negotiations, Counters and Addendums
- √ Offer Acceptance

6. Escrow

- √ Open Escrow Account
- √ Buyers Good-Faith Deposit
- √ Preliminary Title Report and Documentation Review
- √ Contract and Escrow Timeline
- √ Home Buyer's Inspections
- √ Appraisal and Lender Review
- √ Complete Signed Disclosures
- √ Additional Negotiations and Terms

7. Closing

- √ Review File and Confirm All Paperwork
- √ Review & Sign Closing Documents
- √ Moving & Clean Property for Transfer
- √ Loan Funding & Final Cash Deposits
- √ Close of Escrow
- √ Proceeds to Seller







Home Sale Preparation Checklist



Here is a list of home features, tips and things you can consider in sprucing up your home for that first date with your homebuyer. Accomplish a little everyday and soon your home will be ready to make that lasting first impression.

Your Home's Curb Appeal Mow lawn Trim shrubs Edge gardens and walkways Weed and mulch Sweep walkways and driveway, remove branches, litter or toys Add color and fill in bare spots with plantings Remove mildew or moss from walls or walks with bleach and water or other cleaner	 □ Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved □ Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc. picked up—especially on stairways □ Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks □ Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent □ Secure jewelry, cash and other valuables 	The Garage □ Sell, give away, or throw out unnecessary items □ Clean oily cement floor □ Provide strong overhead light □ Tidy storage or work areas The Basement □ Sell, give away, or throw out unnecessary items □ Organize and create more floor space by hanging tools and placing items on shelves
□ Take stains off your driveway with cleanser or kitty litter □ Stack woodpile neatly □ Clean and repair patio and deck area □ Remove any outdoor furniture which is not in good repair	The Living Room ☐ Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs	 □ Clean water heater and drain sediment □ Change furnace filter □ Make inspection access easy □ Clean and paint concrete floor and walls □ Provide strong overhead light
 Make sure pool or spa sparkles Check for flat-fitting roof shingles Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking 	The Dining Room ☐ Polish any visible silver and crystal ☐ Set the table for a formal dinner to help viewers imagine entertaining here	The Attic ☐ Tidy up by discarding or pre-packing ☐ Make sure energy-saving insulation is apparent
 □ Hose off exterior wood and trim, replace damaged bricks or wood □ Touch up exterior paint, repair gutters and eaves □ Clean and remove rust from any window air conditioning units □ Paint the front door and mailbox □ Add a new front door mat and consider a seasonal door decoration 	The Kitchen ☐ Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains) ☐ Make sure all appliances are in perfect working order ☐ Clean often forgotten spots on top of refrigerator and under sink ☐ Wax or sponge floor to brilliant shine,	 □ Make sure air vent is in working order □ Provide strong overhead lighting When It's Time To Show □ Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available □ Open all draperies and shades, turn on all lights □ Pick up toys and other clutter, check to
 Shine brass hardware on front door, outside lighting fixtures, etc. Make sure doorbell is in good working order General Interior Tips 	clean baseboards Unclutter all counter space, remove countertop appliances Organize items inside cabinets, pre-pack anything you won't be using before you move	make sure beds are made and clothes are put away Give the carpets a quick vacuuming Add some strategically placed fresh flowers Open bathroom windows for fresh air
 □ Add a fresh coat of interior paint in light, neutral colors □ Shampoo carpeting, replace if necessary □ Clean and wax hardwood floors, refinish if necessary □ Clean and wash kitchen and bathroom floors □ Wash all windows, vacuum blinds, wash window sills □ Clean the fireplace 	The Bathrooms ☐ Remove all rust and mildew ☐ Make sure tile, fixtures, shower doors, etc. are immaculate and shining ☐ Make sure all fixtures are in good repair ☐ Replace loose caulking or grout ☐ Make sure lighting is bright, but soft The Master Bedroom ☐ Organize furnishings to create a spacious	 □ Pop a spicy dessert or just a pan of cinnamon in the oven for aroma □ Turn off the television and turn on the radio music at a low volume □ Make a fire in the fireplace if appropriate □ Put pets in the backyard or arrange for a friend to keep them □ Make sure pet areas are clean and odorfree □ Make sure all trash is disposed of in neatly covered bins

and dressing areas





Determining the value of your home comes from looking at a Comparative Market Analysis (CMA), considering influencing factors and the relationship of a comprehensive marketing plan with a pricing strategy.



Comparative Market Analysis

In the CMA process, we will review related properties recently active and sold on the market. Recent sales strongest are the indicator of what a current buyer and current seller are able to contract for a successful close, resulting in today's fair market value. Sold properties illustrate the relativity of home location, features and salability with buyer interest. Current listings will indicate the level of competition and homes being compared against your property.



Influencing Factors

A number of factors influence buyer interest in both their willingness to make a purchase and the price they are willing to pay. Some factors like consumer confidence, the state of the economy, availability of money and interest rates, are important considerations outside of our control. Other significant factors are also finite, such as the location, size and features of the home. The condition of the home also has a substantial impact on buyer interest and their evaluation of what the home is worth when compared to competing listings.



Marketing & Pricing Strategy

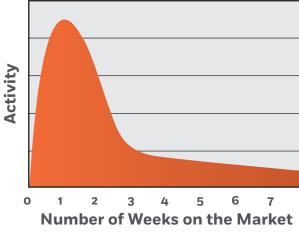
In addition to consideration of a CMA and influencing factors, it is important to consider the comprehensive, impact a quality marketing plan will have in reaching the widest breadth of current homebuyers, and their perception of the value of the home. The presentation of your property impacts whether a homebuyer puts it above or below the value of your competitors. In short, they see the home as worth more or less than the others.



Deciding on the best listing price for your home is one of the most important and most challenging steps in the selling process. If your home is listed at a price that is above current market value, prospective buyers who would otherwise be candidates to purchase your home, may turn away or lose interest. If you price your home too far below market value, you could ultimately be leaving money on the table by starting too low at the beginning of the negotiations.

Most buyers purchase homes within the fair market range with even more purchasing a home if it is a better price than market value. Pricing your home at market value exposes your home to the greatest percentage of prospective buyers and increases the possibility of a sale.





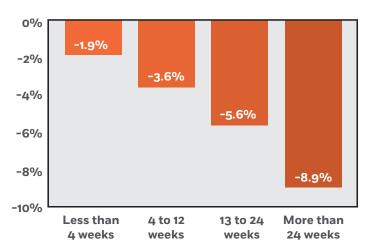


Figure 2 – Activity versus Timing

Figure 3 - Market Value

Another critical factor related to the pricing strategy is timing. A property attracts the most attention, excitement and interest when it is first listed on the market. A home that is priced right and well marketed when first listed is positioned to generate the level of interest needed to sell the home for the highest amount possible. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. The result of a languishing home is typically a below market value sale, or no sale at all.



Custom Marketing Strategy





First Steps

- √ Complete Home Preparation & Staging
- √ Professional Photography of Home & Neighborhood
- √ Film and Produce Custom Video of the home
- √ Prepare and review all disclosures
- √ Create Home package to keep on site for Buyers to preview (disclosures, reports, property & neighborhood profile)
- √ Write out property description, highlights, features, facts, etc. for use in all online and print marketing materials
- √ Prepare disclosure package for buyers and agents
- √ Prepare Seller's estimated closing sheet

Pre-Listing Preparation

- Create high quality, professionally printed home brochures
- √ Create and mail just listed postcards
- √ Book, Create and Submit Print Advertisements
- √ Create custom property website (photos, description, facts, disclosures, showing schedule, etc.)
- √ Install High Quality and Viable Listing Signage
- √ Set up Mobile Connect marketing program
- √ Send E-Flyer of property information to all area agents
- √ Send preview invitation to local network of agents
- √ Email property information to out of area agent networks
- $\sqrt{}$ Deliver letter and open home invitation to neighbors
- √ Create neighborhood board of information on property, lifestyle and local resources for property showings and open houses

First Two Weeks

- √ Enter listing into the multiple listing services system
- √ Enter listing into NextHome National Listing
 Distribution program to feature property on top
 homebuyer searched sites and distribute listing on
 hundreds of websites
- √ Post new listing marketing on Social Media sites
- √ Host first Broker's Tour
- √ Host first weekend open house
- √ Follow up on buyer calls, emails, text messages and showing requests
- √ Host wine and cheese evening open house
- √ Private showings as requested by buyers and agents
- √ Host second Broker's Tour
- $\sqrt{}$ Host second weekend open house

Next 30 Days

- √ Traffic results of the national listing distribution exposure
- √ Continuously update property profile and showing information on the MLS, Trulia.com, Zillow.com, Homes.com, Realtor.com, Yahoo.com and other sites
- √ Continue private showings and open houses until pending
- √ Provide updates on buyer and agent responses from showings/open houses
- √ Review market conditions, changes and price position
- √ Qualify interested buyers and prepare presentation of any offers





Today's homebuyers begin their search for properties and information on the Internet. Online and mobile real estate searches have grown each year while the use of print media in home shopping continues to decrease. The Internet (82%) and your Real Estate Agent (75%) are the top two most useful information sources for homebuyers (National Association of REALTORS Profile of Home Buyers and Sellers, 2014).

Want to maximize your profit within a timeline right for you? Marketing your home online is essential in reaching the broadest audience of buyers. We create high quality, professional online marketing of your home with direct avenues to communicate with us for quick, responsive access to more information and showings.



Information Sources Used in Home Search*

Source	Homebuyers	
Internet	88%	
Real estate agent	87%	
Yard sign	48%	
Open house	44%	
Print newspaper advertisement	21%	
Home builder	18%	
Home book or magazine	14%	
Billboard	4%	
Television	4%	
Relocation company	3%	

Usefulness of Information Sources*

Source	Homebuyers
Internet	82%
Real estate agent	75%
Home builder	44%
Open house	37%
Yard sign	32%
Relocation company	28%
Billboard	21%
Print newspaper advertisement	17%
Television	16%
Home book or magazine	13%

*2014 National Association of Realtors Profile of Homebuyers and Sellers

76% of all homebuyers found the home they purchased from the Internet or their real estate agent.



In addition to expansive online marketing and easy access for more information, we feature your home on the top sites searched by homebuyers.

Why feature your property? Premium placement gives you greater exposure and displays your property at the top of the search results, above competing listings, giving you more buyer traffic.



Top 10 Visited Real Estate Sites*

Website		Visits Share
Zillow	Zillow	21.1%
realtor.com® where home happens	Realtor.com	9.5%
Y trulia	Trulia.com	8.6%
YAHOO! REAL ESTATE	Yahoo! Real Estate	3.1%
Homes.com	Homes.com	2.8%
apartments.com	Apartments.com	2.1%
REDFIN	Redfin	2.1%
Apartment guide	Apartment Guide	2.1%
MOVOTO	Movato	1.5%
	LoopNet	1.2%
LoopNet		*Experian data as of March 2015

With NextHome your home will be featured on these top search sites, who collectively make up over half of all real estate searches:



36,000,000 estimated unique monthly visitors



 20,000,000 estimated unique monthly visitors



23,000,000 estimated unique monthly visitors



5,000,000 estimated unique monthly visitors

ebizmba.com, Alexa.com, Statista.com



Listing Activity Report

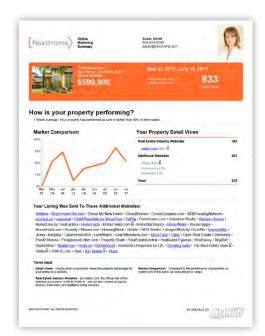
Keeping You Updated Every Step Of The Way

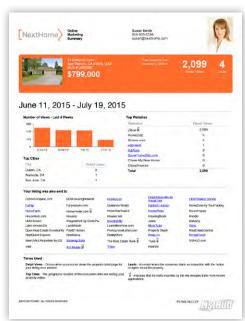


With homebuyers beginning

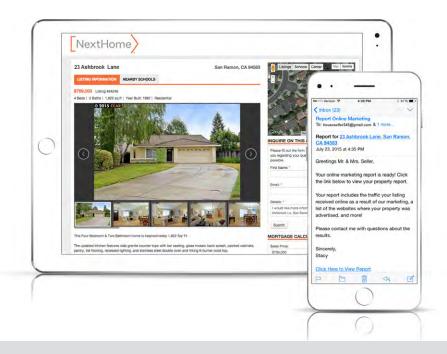
their search online, and spending an average of 10 weeks looking for a home, we know Internet marketing is important maximize the highest sales price of your home. That is why we have a National Listing Distribution program, to market your home on hundreds of websites with your home featured on the top sites: Zillow.com, Trulia.com, Homes.com Yahoo.com. and Aol.com.

Once your home is displayed on these sites we keep you informed of the online homebuyer traffic results. We show you the trends, sites being used, and help you gauge the level of interest during our marketing strategy. This information allows you to make informed decisions about the sale of your home and any adjustments needed along the way.





Strategic Marketing = Results Marketing



Premium placement on sites like Zillow and Trulia gives you greater exposure and places your property at the top of the search results.

The Internet (82%) and your Real Estate Agent (75%) are the top two most useful information sources for homebuyers.

(2014 National Association of REALTORS Profile of Home Buyers & Sellers)



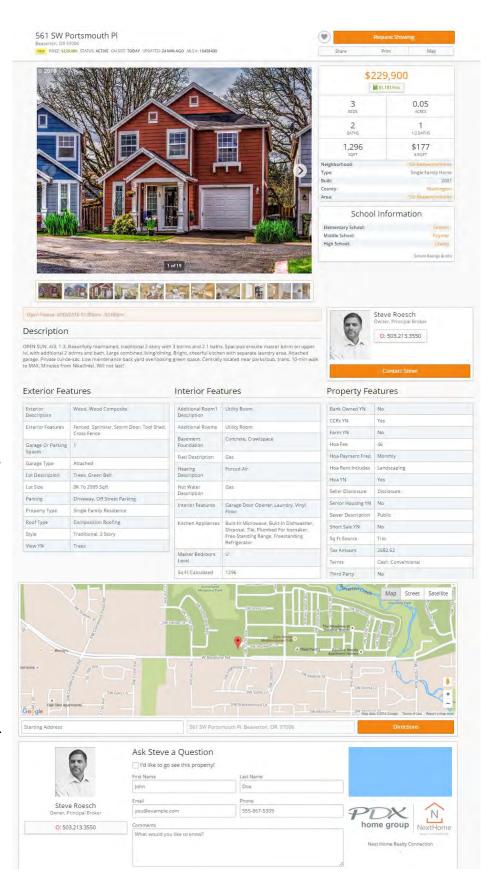


Optimum Online Exposure

Making your home visible to homebuyers is the most important thing to do as a Seller. According to the National Association of REALTORS® Profile of Home Buyers and Sellers 2010, the Internet was used by 89 percent of people searching for a home to buy.

We share our listings with over 200 websites, featuring your property and directing web traffic to NextHomePDX.com Behind the scenes, NextHome Realty Connection continuously works on ways to get our listings even more exposure through mobile app, social networking, online advertising and more.

When you sell your home with NextHome Realty Connection assured that your home receive the exposure it deserves. In addition, our site makes it simple for buyers to view the property on their smartphone or tablet as well as share with friends via Facebook, Linkedin and Twitter!





Open House Syndication





Today's homebuyers begin their search online and use the Internet to preview homes. They are hunting for listing, neighborhood and home buying information, but that is not all. Research is just the first step.

Today, our product consumption and purchases primarily occur online. And while we know Ebay and Amazon are great alternatives to mall shopping, most buyers do not purchase a home online, sight unseen. They want to walk through the home, get a sense of the lifestyle it offers and imagine what it would be like living in it.

At NextHome, we built an in-house system to unite the triedand-true Open House with cutting-edge technology. We send our scheduled open houses to national websites who display showing times and information. We also feature your home on top real estate search sites like Yahoo. com, Zillow.com, Trulia.com, and Homes.com. This powerhouse combination of featured exposure and our Open House Syndication Program puts your listing heads above the rest, increasing your exposure to the number of interested buyers.



92% found open houses useful in the purchase process.

2014 Profile Of Home Buyers and Sellers





It's time to make an offer, so what happens next?

First, we will provide you with as much background, details and disclosures on the property as possible. Next, we will discuss a strategy for your offer considering your needs while making it as appealing as possible to the sellers. We will represent your interests when presenting your offer to the seller and their agent. We will highlight and discuss the details of your offer as well as address any questions they may have.





Follow up negotiations may be necessary during your offer consideration period. The seller could take a number of steps in response to your offer such as: accept it as is, reject it as is, counter specific changes to the offer, counter multiple offers with the same or different changes to each offer.

Each contract and offer is different. Deal points will take into consideration both parties financial position, diligence in investigation of the property, timing to close and moving necessities. We will provide you with guidance, options, ideas and information along the way. We will also follow through in presenting and executing on your decisions as we represent your interests.

Once both parties are able to find **common ground** on deal points and the offer is fully accepted and executed, it will be time to move toward closing!





Home Warranty

American Home Shield 800-800-8880 bmhurlbutt@mindspring.com www.AHSWarranty.com

Inspection Services

Crawford Inspection
503-650-6957
www.crawfordinspections.com

Key Home Inspection Services
Ken Newell
503-869-4417

Home Inspectors
Brendan Fitzpatrick
503-750-0795
brndfitzpatrick@yahoo.com

Insurance

Farmers Insurance
Amir Panahpour
503-442-7779
Amir.mstclaire@farmersagency.com

Country Financial

David R Hurt

503-641-9417

www.countryfinancial.com/david.hurt

Lenders Washington

Homestreet Bank
Brenen Palmersheim
503-539-0805
Brenen.palmersheim@homestreet.com

Lenders Oregon

Mortgage Express
Tom Hestmark
503-517-2417
www.mtgxps.com

Guild Mortgage
Dave Duty
503-439-9191
dduty@guildmortgage.net

Property Management

Uptown Properties
Aj & Chris Shephard
520-204-6727
2830 NW 29th,
Portland OR 97210
aj@Uptownpm.com

Holland Properties
5295 NE Elam Young #110
Hillsboro, OR 97124
503-533-2121
Hollandprop@frontier.com

Sewer Scope, Radon, Oil Tank EchoTech LLC 503-493-1040 www.echotech.com

Soil Solutions 503-238-2118

