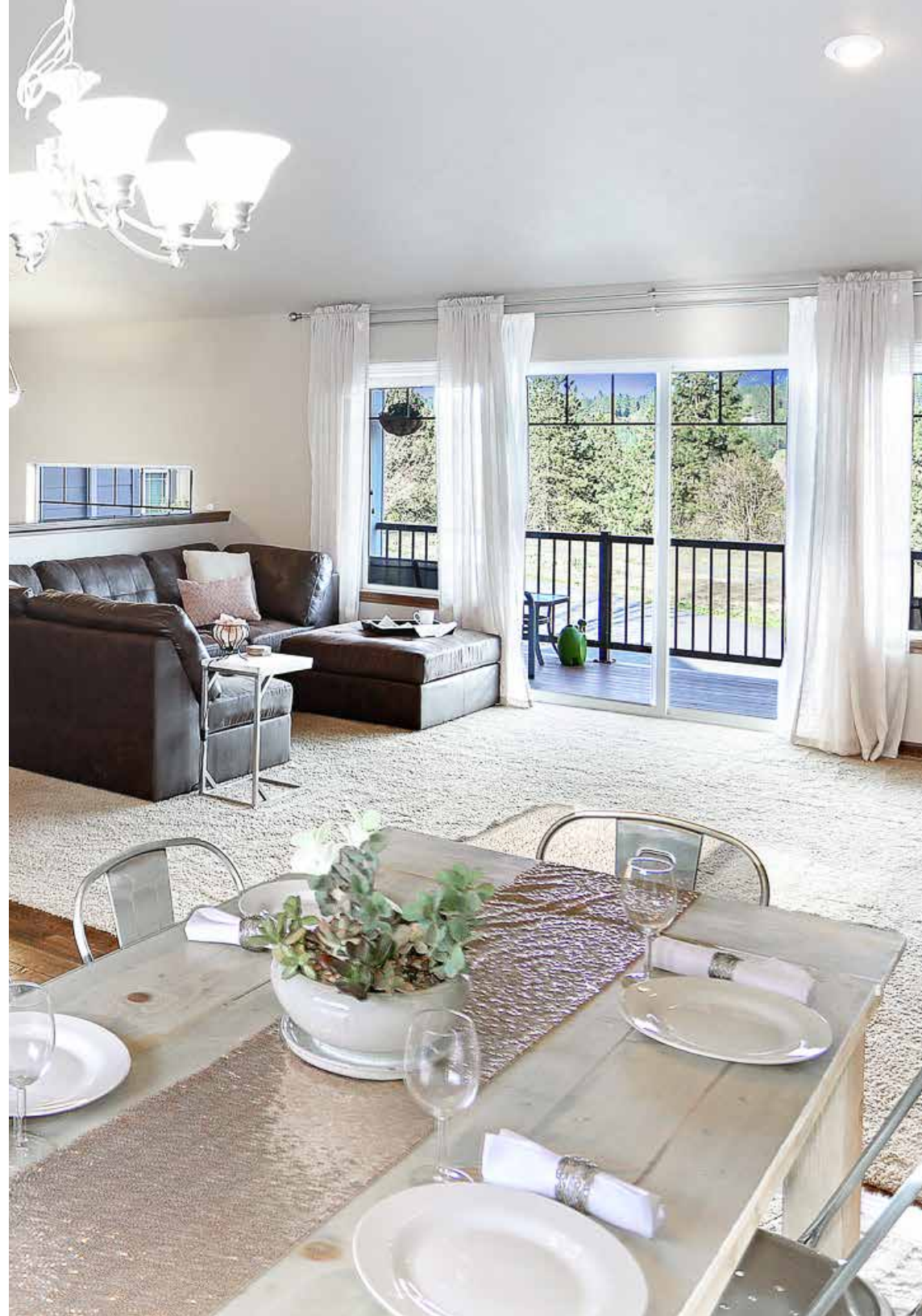


SELLER'S GUIDE



Our team exists to glorify God by providing exceptional service beyond the sale to our clients through building lasting relationships, advocating fervently, speaking honestly, and adding value in all we do.

THE BAXTER HOMETEAM MISSION STATEMENT

The Baxter Hometeam



LEFT TO RIGHT:

NATE WRIGHT
Real Estate Broker

COURTNEY HAMMOND
Executive Assistant

BREE CAMPANA
Real Estate Broker

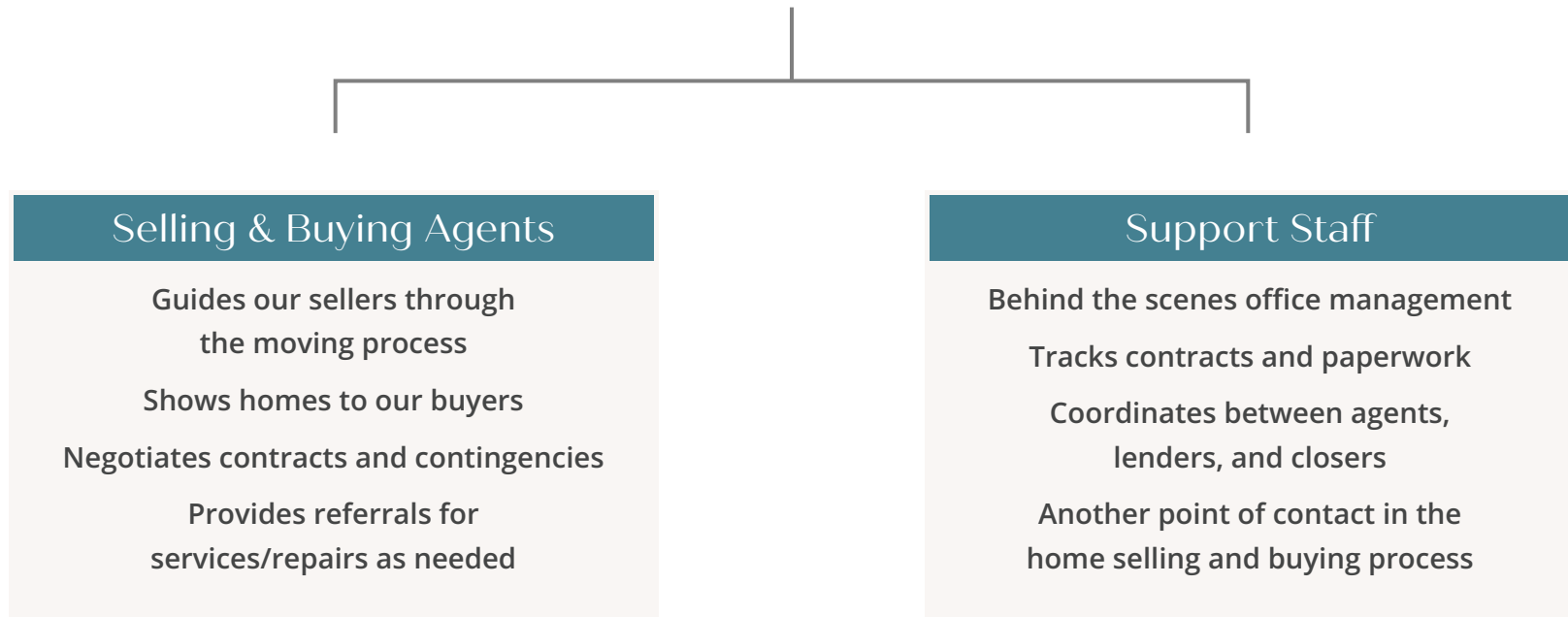
LYDIA HOMBEL
Licensed Transaction Coordinator

CHASE BAXTER
Real Estate Broker & Team Lead

DEREK DEHAAN
Real Estate Broker

How Our Team Works

Who Does What



The Baxter Hometeam as a whole is here for you throughout the home sale process! The team is built with people that are excellent in their roles and you can count on consistent communication, strong advocacy, and helpful advice from start to finish.

A suburban backyard scene featuring a white vinyl fence in the foreground, a paved patio area, and a house with a grey roof in the background. The sky is blue with scattered white clouds. Various trees and plants are visible, including a large evergreen and a flowering tree on the right.

“The strength of the team is each individual member. The strength of each member is the team.”

PHIL JACKSON – NBA CHAMPIONSHIP COACH (BULLS + LAKERS)

Are You Ready?

Preparing Your Home

01

Home & Yard Presentation

Create an emotional connection with all potential home buyers by presenting your home in the best light. The yard and entry are the first impression of your home and will entice the interest of a buyer.

02

Marketing Promotion

Advanced marketing strategies will proactively captivate buyers, assuring your home receives the most exposure.

03

Strategic Pricing

Strategically position your home in the market to attract the most buyers to get your home sold at the best price.

04

Trusted Representation

Our commitment to our clients is beyond full service; we are dedicated to getting you results.





Media Marketing

Professional Photography

More than 95% of buyers will experience your home through photos when they start their home search online. Your home's digital presence is the first exposure most buyers have of your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.

Research shows that the higher quality and quantity of home listing photos helps a home sell 32% faster.

Social Media

Most people are on either Facebook and/or Instagram, so what better way to bring even more exposure to your listing than posting about and advertising your listing? Our marketing specialist will provide you with high quality photos, a video tour, a social media graphic, and how-to instructions of how to post your listing on your social media to support our paid advertising. Don't forget to tag us!

 [Baxter Hometeam](#)  [baxter_hometeam](#)



Marketing Strategies

What We Do For Our Clients

Our highest goal is to provide exceptional service in making your home ready for the market with as little stress as possible for you. YOU get to choose what services you want, and we will do the work of making those things happen.

Here are some of the vendors we can help you connect with in the listing process:

- Professional house cleaning services
- Staging Solutions (staging options in our brochure)
- Professional photos for marketing your home

Once your home is ready to be put on the market, our marketing strategies are designed to provide a wide range of potential buyers so you can get the most value for your home in the current market conditions.

This includes:

- Listing on well-known real estate search sites (Zillow, realtor.com, Redfin, etc.)
- Facebook posts
- Instagram stories and posts
- Email blasts
- Flyers and signs
- Networking with local agents

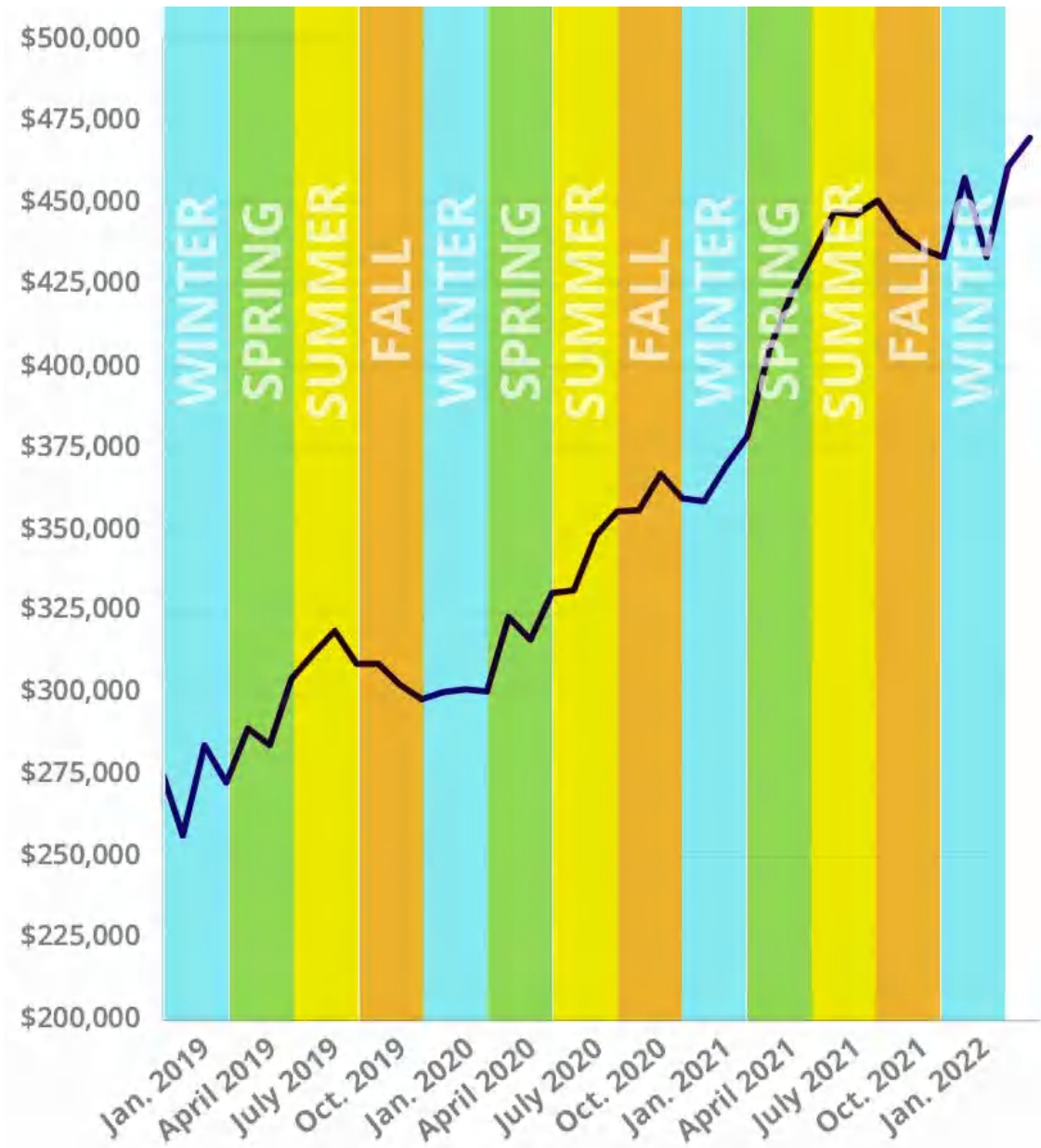


Buyer Activity On New Listings

It's important to understand the supply and demand of each season in the real estate market in order to price your home to get the best offer. Because, most buyers are set up on notification systems to receive a notice when new homes come on the market in their price range. If your home is priced appropriately for the season you're in, you'll increase your likelihood of receiving the buyer's highest and best offer. Then, when someone makes an offer on your home, we enter the negotiation process to get the best price and terms for your house.

Data provided by SAR MLS. ©Domus Analytics

Average Sales Price





Home Pricing Strategies

Pricing your home is based on the market value of your home – i.e. what someone is willing to pay for your home. So how do we figure out what someone is willing to pay?

We base it off of similar homes in the area and what they end up selling for in the current market climate. This is based on a tool called Comparative Market Analysis. We use data based on recent sales of similar properties to determine the most value someone would be willing to pay for your home. With that data, we will advise you on what the best price point would be that will get the most competitive offers for your home. Ultimately, the decision is up to you, and the final price will be decided by you as the seller.

Our job is to help ensure that those first few days of your home on the market are successful and that the house is not overpriced when it hits the market.

Who Pays Who?

Great question! It can be a little overwhelming to understand the ins and outs of who pays who, so the Baxter Hometeam is here to help you every step of the way.

Seller

Taxes
Closing Company
Transaction Fee
Listing Brokerage
Buyers Brokerage

Buyer

Lender
Inspector
Appraiser
Transaction Fee
Title Fees





The 10 Steps

In The Transaction Process

- 01 Preview home
- 02 Get Home Market Ready
- 03 Listing Launch
- 04 Receive Offer(s)
- 05 Negotiations & Acceptance
- 06 Contingencies
- 07 Title Review
- 08 Appraisal
- 09 Escrow Final Signing
- 10 Closing

Service Beyond the Sale

We are proud of our amazing reputation that you helped us to build. Our biggest goal is to exceed your expectations and to provide such a tremendous experience for you from start to finish, that we become your REALTOR® for as long you are here in Spokane. We love seeing our clients get the best value for their home and we want to continue to celebrate that win! Here's some fun ways we do that:

Client Parties

Referral Gifts

Annual Market Update

Wealth Accumulator





What Can You Do For Us?

Our business is built around people like you! We will provide the highest level of service to you as well as your friends and family. To help us meet our goal, we would love to get to know you better with our “All About You” questionnaire and help you with preparing your home to put it on the market.

Also, the most valuable gift that we can receive are referrals - even if they are not ready to buy or sell a home, we still love getting to know people in our community!

What We Need From You

All About You Form

We Need Your Help Form

Signed Listing Paperwork

The Next Step

Let's Get Your Home Ready to Sell!



BAXTER
HOMETEAM

4DEGREES