



HOME SELLER GUIDE

Marketing and Pricing Strategy

John L. Scott®
REAL ESTATE

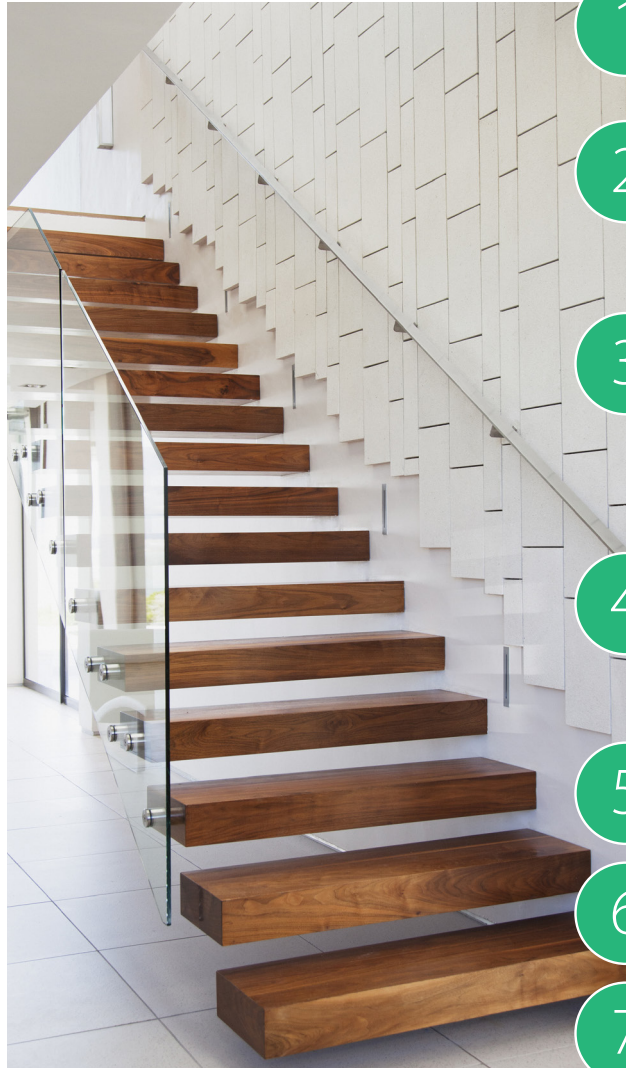
Your Trusted Advisor

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.



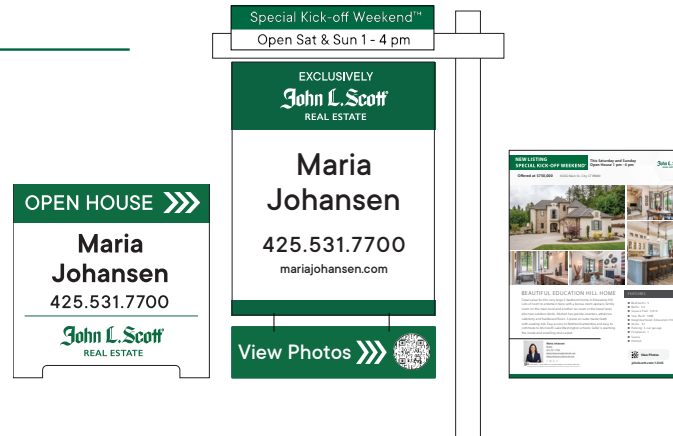
Photo by: Clarity Northwest Photography

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



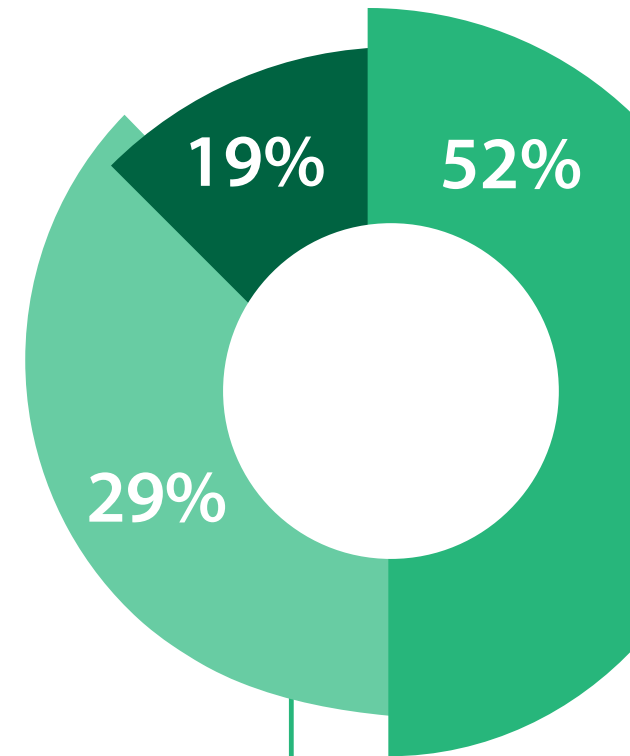
SELLER LISTING LAUNCH®
POSTCARDS, FLYERS,
NEIGHBORHOOD INVITES



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
(johnlscott.com, PropertyTracker®,
listing details page)



JOHN L. SCOTT NETWORK
(3000+ Broker Associates)



HOME
SEARCH APP

GLOBAL PARTNERS

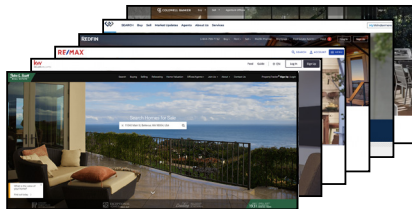


REAL ESTATE
COMPANIES
OF THE WORLD®



LUXURY
PORTFOLIO
INTERNATIONAL®

ALL REAL ESTATE WEBSITES



NATIONAL PORTALS



Homes.com®



realtor.com®



SOCIAL MEDIA



BOOST ADS

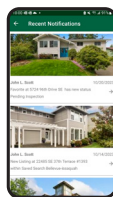
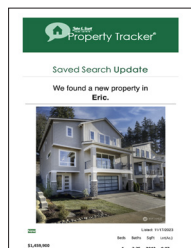


POSTS



REELS/STORIES

NOTIFICATIONS AND PROPERTY ALERTS



John L. Scott
New Listing at 8922 NE 173rd Place within
Saved Search



Recommended for You
\$700k • 2 beds • 1 bath • 1020 sqft
1234 50th Ave SW, Anytown, USA

*National Association of Realtors®
Data fluctuates, averages included

Our History is Your Advantage

John L. Scott Real Estate was founded in Seattle in 1931 and has grown throughout Washington, Oregon, Idaho, and Northern California. Deeply rooted in the Northwest, our innovative initiatives and tools maximize the power of our local, regional, and national presence to better serve buyers and sellers.

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®.”**



Over **90 years**
of innovation and success

Local Reach: An Experienced Network

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



T3 Sixty

100+ offices

Washington
Oregon
Idaho
California



**Over 30,000*
yearly transactions**

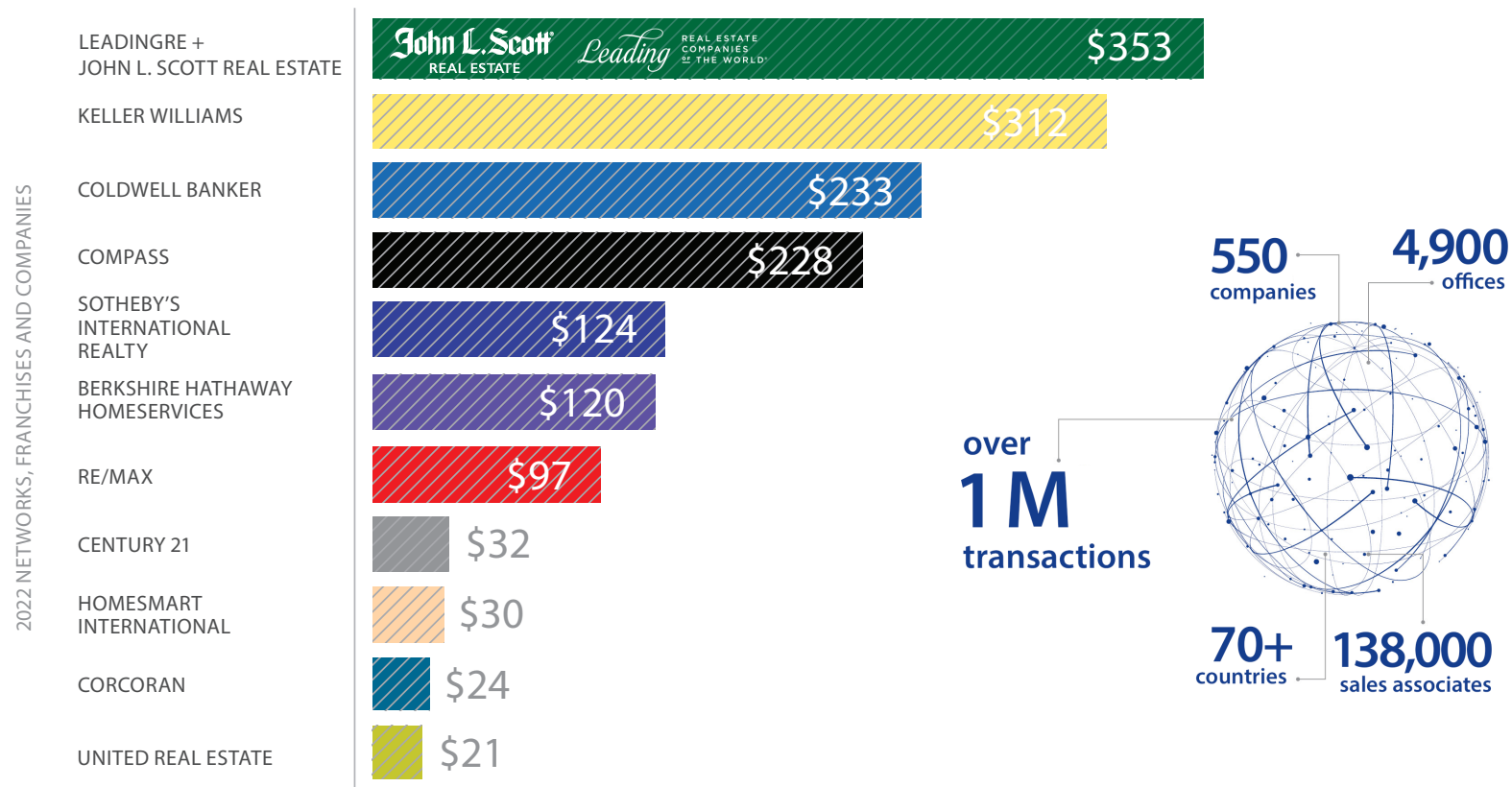


*Average over 10 years

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

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.



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

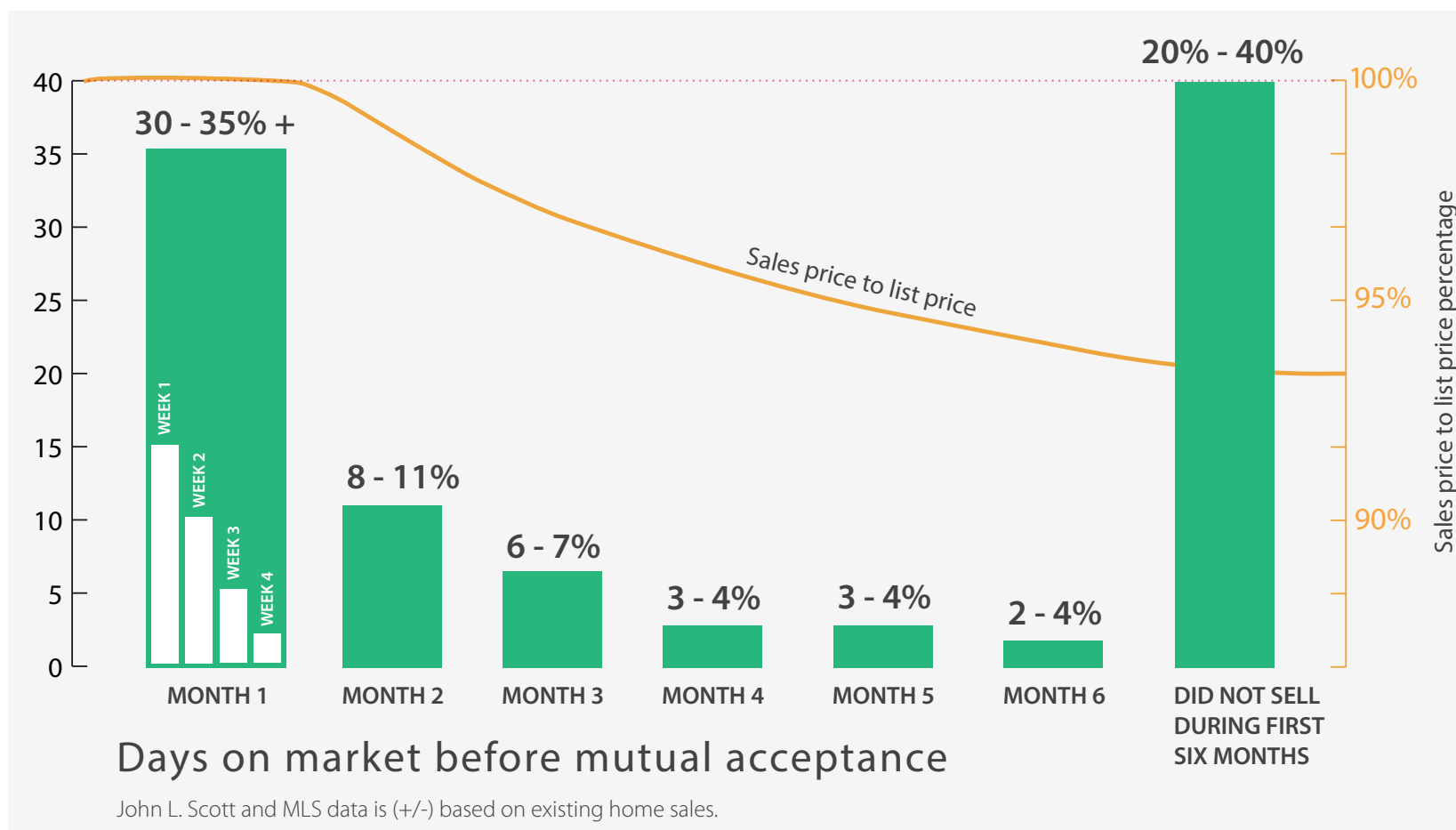
As a seller, that means....

- 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

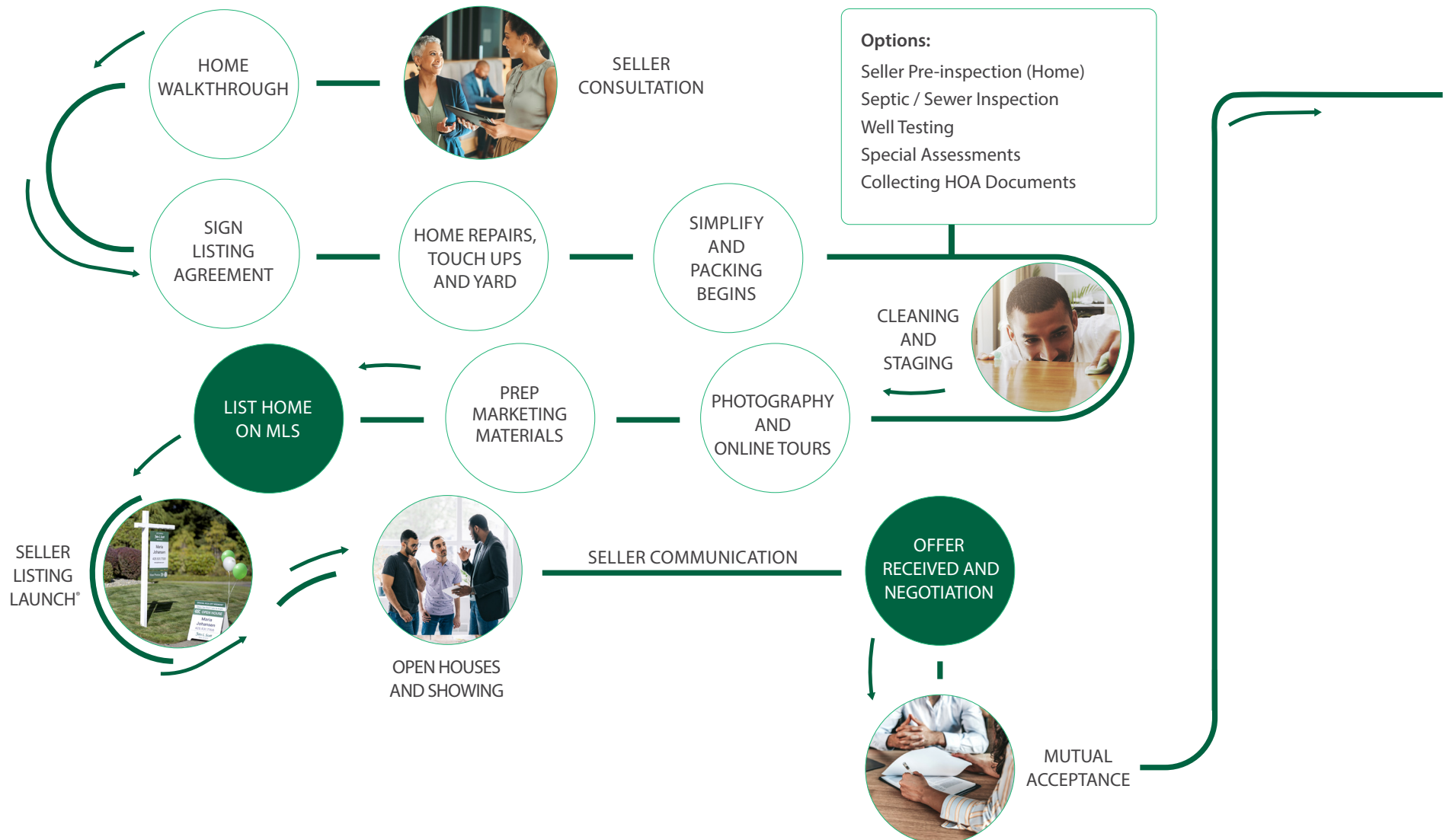
Achieving the best price and terms

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

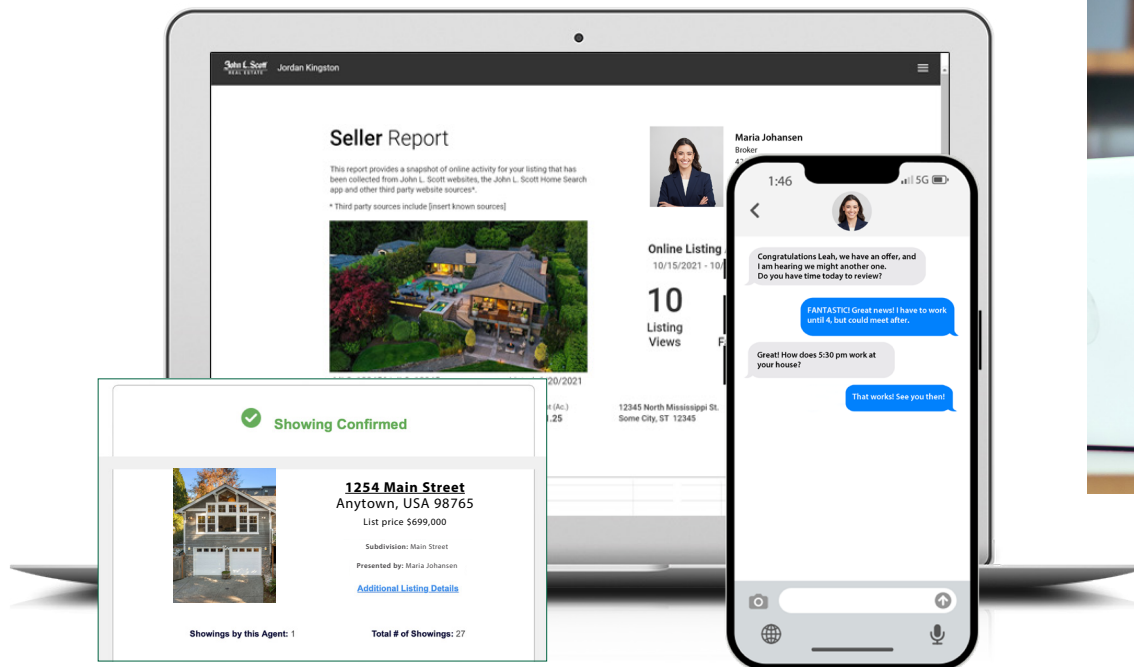
From Mutual Acceptance to Closing



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 **18**
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