

BUILDING COMMUNITY ONE HOME AT A TIME

ABOUT JAMIE

REALTOR® with more than 25 years experience in real estate sales, non-profit management, marketing, social work, and customer service.

→ Seattle resident since 1992 and a homeowner since 1995. First owned a condo in Magnolia, where I was active in my homeowner's association including stints as treasurer and president. Since that time I have owned homes in Meadowbrook, Queen Anne, and the Phinney Ridge communities, the latter of which I currently live in with my teenage son.

→ Active with numerous community organizations, including the Pancreatic Cancer Action Network, FamilyWorks Family Resource Center & Food Bank, and Ingraham High School. Prior to becoming a real estate broker, I was in non-profit management including with Wallingford Boys & Girls Club, Seattle Youth Involvement Network, Hilltop Children's Center, Big Sisters of King County, and SCAN-TV. I also worked as a consultant with a host of other non-profits, primarily focused on the well-being of children, families, and women in our community

→ Accredited Buyers Representative, Certified Negotiation Expert, and Seniors Real Estate Specialist. Member of the National Association of Realtors, and Northwest Multiple Listing Service.

BUILDING COMMUNITY



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SUCCESSFULLY SELLING YOUR HOME



REALTOR® | Broker
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STEP 1: PREPARING FOR MARKET & PRICING

The first step to selling your home is to show it off right! Have you ever walked into a home and instantly known you could live there? That's exactly how I want potential buyers to feel about your place. Curb appeal, staging, painting, and decluttering will result in a higher sales price.

Additionally, many homes don't sell because they're simply not priced for today's market. It's critical that we identify the asking price that generates a healthy amount of traffic while still helping you achieve your financial goals. If we don't get the price right, nothing else matters. Buyers have access to more data than ever before, and no buyer will pay more than market value for a property.



STEP 2: PROFESSIONAL PHOTOGRAPHY

Presenting your home to the market begins with high-quality, high-resolution images of your home. Top notch photographs are a cornerstone of both online and print marketing. Most buyers see images of your home online before they decide to see your home in person and therefore, high-quality photography is the best bet to get the most potential buyers through your home.



STEP 3: VIDEOS OF YOUR HOME

I'm always pursuing innovative ways to market your home online. Our research shows that home buyers respond to real estate videos and want to see more of them. So, when you list your home with me, we feature it in a high quality video presentation. Buyers who watch your home's video tour are much more likely to be engaged and entertained. They'll feel as if they've visited your home in person – before they've even stepped in the front door.



STEP 4: MEMORABLE ON-SITE MARKETING MATERIALS

Buyers who take the time to visit your home deserve to walk away with a flyer that accurately describes your home, paints an emotional picture, and compels them to keep your home in mind as they are making buying decisions. A great flyer is a must ... and it's one of the places where I use the professional photography I mentioned in Step Two.



STEP 5: COMPREHENSIVE ONLINE MARKETING

We live in an increasingly “wired” world ... so online marketing of your home is crucial. Once again, we will rely on the high-quality photographs of your home to help convey its desirability.

Your home will be featured on my company website and my personal website. Through syndication, I am able to distribute a strong message for your home on dozens of highly ranked websites which buyers utilize during their home search.



STEP 6: OPENING THE DOORS!

I believe there's value in the “old fashioned” methods of selling a home – such as open houses. Open houses allow agents and the public the opportunity to get that sense of the home that's only possible via a live visit. We may even want to talk about a “neighbors only” open house, since your neighbors often know friends, family, or colleagues who would want to be in the area.

STEP 7: COMMUNICATION WITH CLIENTS

When we work together you'll get copies of calendars detailing key events, and reports on the work I've undertaken to get your home sold. My reputation for solid service is built in part on my ability to help you understand exactly where we are, every step of the way.



STEP 8: FEEDBACK

Getting feedback about your listing – the price, the condition, and how it compares in the marketplace – is a valuable part of the process. This feedback will help us evaluate the need for any adjustments we may need to make, and can help us reinforce the positive aspects of your home to future buyers.

