



# HOME *SELLER* GUIDE

*Getting the best value for  
your home in today's market*

*Leigh Anne*  
BARTH

# Selling In *Today's* Market

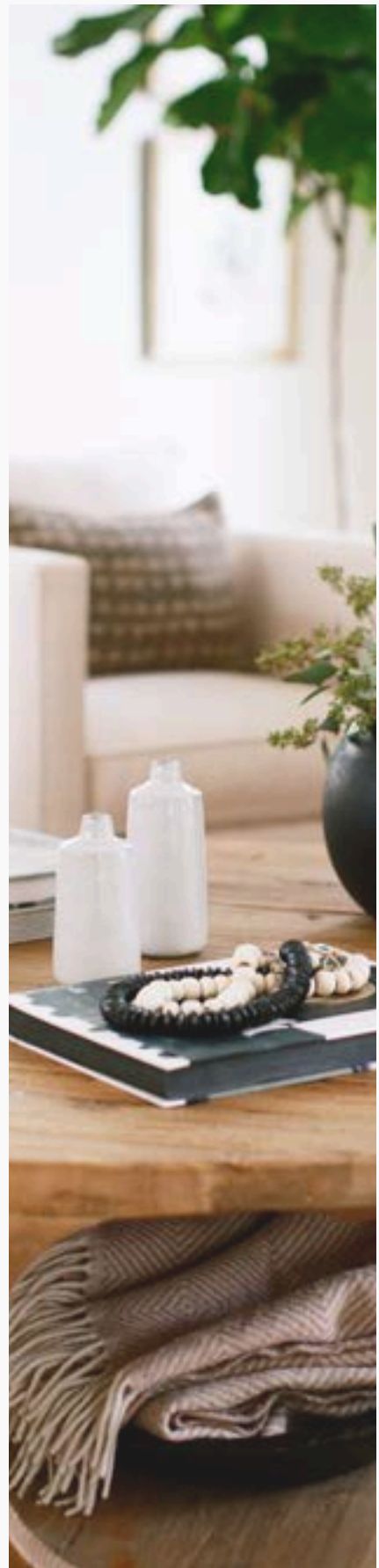
In today's dynamic real estate market, sellers face higher interest rates and buyer insecurities.

Despite these challenges, my strategic approach to selling your home is designed to maximize its appeal and attract qualified buyers.

I'll leverage strategic pricing, targeted marketing, negotiation expertise, and thoughtful staging to position your property for a successful sale.

By adapting my strategy to current market conditions, I'm confident in my ability to help you achieve your real estate goals.

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# 10 Steps to Selling Your Home

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.



Find Your Motivation



Hire A licensed Agent



Complete Home Improvements



Market Your Home



Stage Your House To Sell



Price Your Home



Receive Offers & Negotiate



Accept An Offer



Prepare For Closing



Move Out!

# Find Your *Motivation*

Selling your home is a significant decision. You'll likely be leaving a place you've turned into a home, and that can make selling it difficult.

Take some time to discuss with your family all the reasons you want to sell, and ensure it's the right choice for you. You don't want to progress too far into the selling process and then change your mind, as it can be costly.

Once you're sure about selling your home, the first step is to call your lender and discuss your current home loan. Determine how much equity you have, deduct selling expenses, and ensure you have funds for any necessary home improvements. Additionally, confirm that you have enough equity to contribute to your new home.

## Questions To *Ask Yourself* When Selling

- WHAT IS YOUR TIME-FRAME TO MOVE?  
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- WHAT IS YOUR BUDGET FOR PRE-LISTING HOME IMPROVEMENTS?  
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- WHAT IS THE MINIMUM SALES PRICE YOU WILL ACCEPT?  
\_\_\_\_\_
- DO YOU HAVE A PLAN A & B TO WHERE YOU WILL MOVE NEXT?  
\_\_\_\_\_





## Hire a *Licensed Agent*

Selling a home entails numerous steps, such as marketing, engaging with potential buyers and other agents, managing extensive paperwork, and closing the sale. Navigating this process alone can be overwhelming, which is why hiring a professional real estate agent is advantageous.

With my experience, resources, and connections, I can streamline the home-selling experience significantly more than if you were to handle it independently.

My objective is to advocate for you as the seller, present your home in the most appealing way, and market it effectively to ensure it sells promptly and at the highest possible price.

## What a Listing Agent does for Sellers

- PRICE YOUR HOME COMPETITIVELY
- MARKET YOUR HOME ACROSS MULTIPLE MEDIUMS
- NEGOTIATE OFFERS & TERMS
- SCHEDULE SHOWINGS
- GUIDE YOU THROUGH THE ESCROW PROCESS
- MAKE SURE ALL DEADLINES AND TERMS OF THE AGREEMENT ARE MET

*Plus so much more!*



# Complete *Home Improvements*



Preparing to sell your home typically requires some effort. Whether it involves your own hard work with deep cleaning and home repairs, or hiring professionals for improvements, it's crucial to have your home in excellent condition if you want to receive top dollar.

You want buyers to fall in love with your home, just as you did when you first bought it, so it's essential to invest time in making your home move-in ready. The aim is for your home to attract the widest range of potential buyers.

You might also consider having a home inspection before listing your property. A pre-inspection can help you avoid unexpected repairs or issues that might deter buyers. Buyers will likely hire their own inspector, and the more problems they uncover, the more likely they may be to request a price reduction or withdraw altogether.

## Home Improvement *Checklist*

- REPLACE SINGLE PANE WINDOWS WITH ENERGY EFFICIENT ONES
- PAINT WALLS NEUTRAL COLORS
- SWITCH OUT DATED KITCHEN HARDWARE TO MORE MODERN ONES
- UPGRADE YOUR APPLIANCES OR REPLACE WITH STAINLESS STEEL
- GET FLOORS AND CARPETS PROFESSIONALLY CLEANED
- CUT BACK OVER-GROWN TREES
- POWER WASH THE DRIVEWAY AND PORCH
- ADD SOME SEASONAL FLOWERS IN POTS
- GET RID OF POPCORN CEILINGS
- GET YOUR HOME PROFESSIONALLY CLEANED
- ORGANIZE YOUR CLOSETS AND CLEAR OUT PERSONAL ITEMS
- GET RID OF ANY FUNKY ODORS

# Price Your Home

## *Competitively*

Finding the right listing price for your home can be a challenge, but it's one of the most important factors in a successful home sale.

Homes that are accurately priced are more likely to sell in a timely manner. According to Zillow research, 57 percent of homes nationwide sell at or above listing price when they accept an offer in the first week. In the second week on the market, that drops to 50 percent and trends downward as the weeks go on.

I have all the tools available to know exactly where to price your home.

## Listing *Strategies*

### *Strategic Pricing*

I examine past sales, current listed properties and explore market conditions and trends to determine a listing price range.

### *Curb Appeal*

I ensure that the home's exterior and landscaping are presented in such a way as to catch potential buyers' attention before they ever step foot inside your home.

### *Staging*

As a Staging Design Professional, I apply my expertise to rearrange, repurpose, and refine your home's furnishings. This maximizes space, accentuates key features, and showcases even the most unique and challenging aspects of your home in a positive light.

### *Video and Market Exposure*

I always utilize professional photos and videography to create lead-generating reels on social media.



# *Stage* Your Home

Staging your home to sell is an important part of the sales process. According to Forbes, for every \$100 you put in to staging, you should see a return of \$400. If your goal is to sell for top dollar, you should consider this important step.

Buyers expect to walk into a home and envision what it will be like for their family to live there. Therefore, you should do your best to make the home inviting and as neutral as possible. Highlight your home's strengths and downplay its weaknesses to appeal to the largest pool of prospective buyers.

Start with a few things that you can easily do yourself. Declutter, clean and depersonalize. Too much stuff in a room can make your home feel small, crowded and lacking in storage. Having too many personal items, like family photos, can make it hard for buyers to picture themselves living in the home.

But, home staging is more than just cleaning and getting rid of clutter. This is where my experience as a Staging Design Professional comes into play.

I use my unique skillset to ensure all areas of the home are presented in a manner that showcases the greatest value and appeals to the broadest range of potential buyers.

Staging your home is about creating an inviting space that attracts a majority of potential homebuyers, which in turn provides you with an amazing opportunity to sell your house at the best price.

## *Action Plan*

### STEPS TO ORGANIZE AND STAGE

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### DEADLINE

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# Market Your Home *Effectively*

Once your home is ready for buyers, the next step is getting your listing in front of as many buyers as possible.

To do so, I hire a professional photographer, list your property on the MLS, and begin to advertise your listing across multiple platforms.

## How I *Effectively Market* My Sellers' Homes For *Top Dollar*

### STRATEGY #1

PROFESSIONAL PHOTOS, EVERY SINGLE TIME

### STRATEGY #2

EXTERIOR DRONE PHOTOS

### STRATEGY #3

PROFESSIONAL VIDEOGRAPHY

### STRATEGY #4

TARGETED SOCIAL MEDIA MARKETING

### STRATEGY #5

EXCLUSIVE EXPOSURE AT ALTA LAKE GOLF RESORT

# Receive Offers & *Negotiate*

At this stage, your home is now on the market and potential buyers are making appointments for showings and they are ready to make an offer.

If you priced your house competitively, you should soon receive an offer, if not multiple offers. If offers are lower than your asking price, don't hesitate to make a counteroffer or ask for full price. You can also change any of the terms in the offer to better suit you. Buyers often like to "test the waters" to see how you might respond, while still making room for negotiation.

Once an offer is accepted, it is signed and legally binding. It is important that your offer contains all requirements, as it is difficult, if not sometimes impossible, to go back or make changes.

## Negotiate Contract Terms

**SALES PRICE**

**CLOSING DATE**

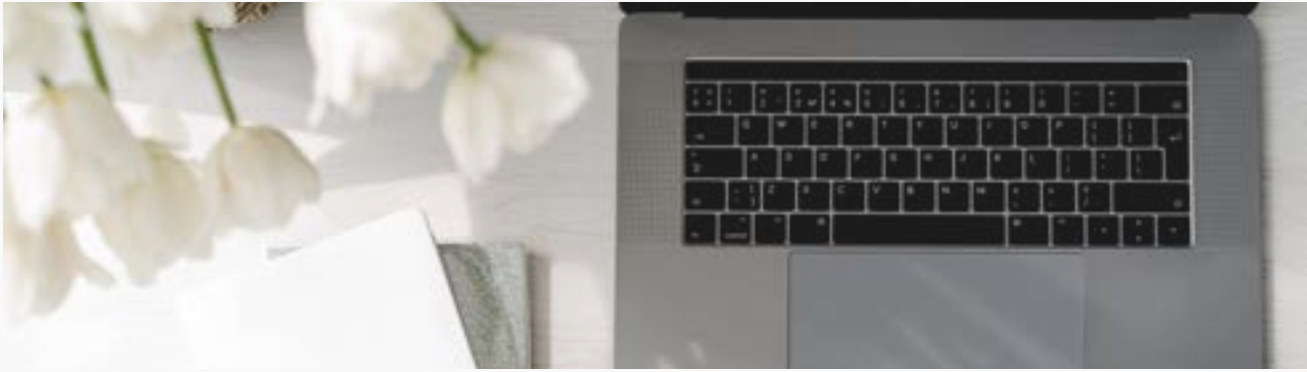
**SEPTIC OR WELL INSPECTION**

**CLOSING COSTS**

**HOME REPAIRS**

**AMOUNT OF DAYS FOR  
INSPECTIONS**





# Understanding *Seller's Agent Compensation* & the Importance of Offering a Buyer's Agent Commission

As a potential home seller, it's essential to understand how seller's agents are compensated for their services and why offering to pay for a buyer's agent commission can benefit you in the selling process. Here's a breakdown of how seller's agent compensation typically works and why including a buyer's agent commission is important.

01

## Commission Structure

Seller's agents are typically compensated through a commission paid by the seller upon the successful sale of the home. As the listing agent, I charge 3.5% commission, paid by the seller out of proceeds at closing.

## Importance of Offering a Buyer's Agent Commission

Offering to pay for a buyer's agent commission is essential for attracting more potential buyers to your property. Many homebuyers work with a buyer's agent to assist them in the home buying process, and not offering a commission may deter agents from showing your property to their clients. By offering a competitive buyer's agent commission, you increase the likelihood of your property being shown to a broader pool of buyers, potentially leading to more offers and a faster sale I recommend offering a commission of 2.5% to the buyer's agent.

02

03

## Inclusion in the Listing Agreement

The compensation for the seller's agent and any offered buyer's agent commission is typically outlined in the listing agreement between the seller and their listing agent. This agreement specifies the total commission amount, how it will be split between the listing and buyer's agents, and any other relevant details.

It's important to discuss the buyer's agent commission with your listing agent and consider offering a competitive commission rate to incentivize buyer's agents to show your property to their clients.

## Maximizing Exposure and Offers

04

Offering to pay for a buyer's agent commission maximizes exposure to potential buyers and increases the likelihood of receiving multiple offers. When buyer's agents know that their commission is covered, they are more inclined to show your property to their clients, resulting in increased interest and offers.

By attracting more potential buyers and offers, you create a competitive environment that can lead to a higher sale price and better terms for your property.

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## Discussing Compensation with Your Agent

If you have any questions or concerns about the buyer's agent commission or how it may impact the sale of your home, don't hesitate to discuss them openly with me prior to signing the listing agreement. I can provide you with guidance and recommendations to help you make informed decisions about offering a buyer's agent commission.



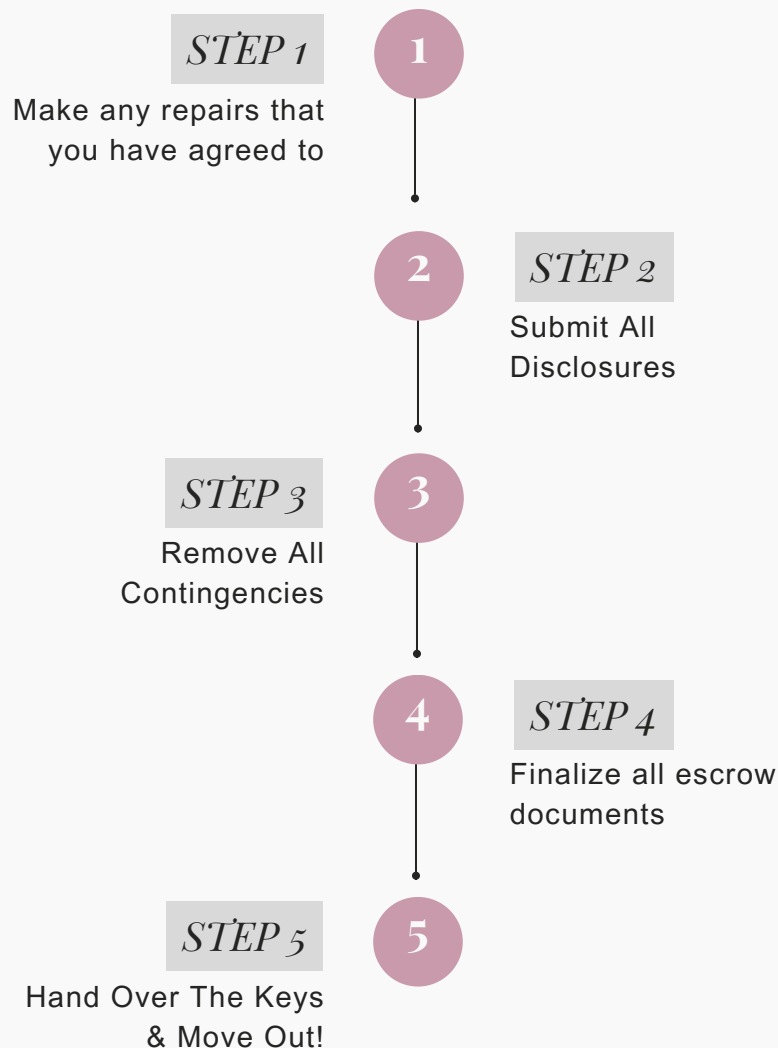
# Final Steps To *Close*

After an offer is accepted, it's time to prepare for closing. In this step, the buyer will have the opportunity to do a home inspection, finalize their financing, and your home will be appraised if the buyer is using a lender.

Be prepared that each of these steps can come with some setbacks. The buyer might back out of the deal if something major is found during the home inspection. The buyer can also lose their financing and lastly, your home can potentially come in under value or over value during the appraisal and cause some issues.

Having me by your side is crucial to help you navigate these hurdles and ensure your home is sold quickly and with ease.

Below are the final steps you will need to take to close on your home:





## *Real Life* Case Studies

Let me show you firsthand insights into how I've assisted previous clients successfully navigate the home-selling and buying process.

These scenarios provide a unique perspective, showcasing the challenges encountered, the strategies implemented, and the ultimate outcomes achieved with my guidance and expertise.

These stories serve as testimonials to the value I bring as a dedicated agent, highlighting my commitment to helping clients achieve their goals of buying and selling their homes effectively and efficiently.

## *It all started with...*

A buyer who had made over 10 failed offers on homes in a competitive market with another agent and was ready to give up.



### *Background:*

She was a first-time homebuyer in Wenatchee, WA and had made multiple unsuccessful offers on homes across the valley. Although she was well-qualified, her offers were beaten out every time.

### *Challenges Faced:*

This was during the buying frenzy of 2021. Homes were selling the moment they hit the market for considerably more than asking price.

### *Solution:*

I wrote a compelling and competitive offer for my client, collaborating with her lender to make the offer as strong as possible. I also spoke with the listing agent to better understand the sellers' position and advocate for my buyer on her behalf.

### *Results:*

Offer accepted! We were able to close quickly with no hiccups or setbacks.

### *Testimonial:*

Working with Leigh Anne was a great experience. As a first-time time home buyer, Leigh Anne made the process easy. She went the extra mile to walk me through the house buying process and to make sure that I understood each step of the process. She was available to answer questions and got back to me with answers quickly. She is knowledgeable about the real estate market and is very professional and efficient at her job. Leigh Anne made the home buying experience less stressful and made it a fun experience.

S. Varrelman

## *It all started with...*

A seller who was referred to me by a former local agent. The property was a lovely PUD waterfront lot with a darling tiny home.



### *Background:*

The seller was a residential appraiser. We worked along side one another to set a listing price for this unique property. We compared notes and comps and were on the same page from the jump.

### *Challenges Faced:*

The tiny home made the property super fun and captivating to buyers, but it also made it challenging in terms of lending, narrowing the potential buying pool.

### *Solution:*

We waited for the perfect weather and yard conditions to take photos, and the listing popped! We received a strong initial response and considerable interest from legitimate buyers.

### *Results:*

An offer was received, we drafted a strong but reasonable counter, and the buyers accepted!

### *Testimonial:*

Leigh Anne was wonderful to work with. She helped us sell a complex and unique property, and her expertise of the area was invaluable in the process. I work in the appraisal industry and her insight, marketing and customer service was second to none. With her knowledge of the area, we were able to establish a proper market value that only required minimal days on the market for the type of property being sold. Leigh Anne was also fantastic in negotiating all the terms for the sale as well. Bottom line is this is one of the best possible agents you could ever work with.

J. & C. Anglin

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## *A little about me*



As a member of Coldwell Banker Danforth since 2017, I offer an outstanding level of real estate knowledge and an exceptional level of professionalism. I am a licensed real estate broker and a regular top producer with experience in a wide range of real estate transactions, including luxury residential properties, golf course properties, condos, commercial properties, first-time homes, investment, and vacation properties throughout Chelan, Okanogan and Douglas counties. My recognized relationships and local experience, combined with Coldwell Banker's national resources present an exclusive benefit to my clients.

The many decisions needed in today's real estate market require an agent with dedication, experience, and professionalism. I am devoted to service with an emphasis on accountability, reliability, and enthusiasm. Especially during shifting market cycles, I provide my clients all the information they need to help make informed real estate investment decisions.

The power of relationships and the experience to know how to get things done is the foundation of a successful real estate transaction. I am well-regarded by my peers and have created valuable working relationships with other professionals in the business, including title companies, attorneys, lenders and appraisers.

Relationships with both clients and professionals like these are the driving force behind my career. Your wants and needs are always represented in my approach to negotiating on your behalf. It is this mindset that has earned me the trust of repeat clients and their enthusiastic referrals.

## *My Designations*



### **Pricing Strategy Advisor (PSA)**

I pride myself on using a combination of market data and experience to expertly price your home when the time comes to sell. Maximum return + minimum time is always the goal when placing a property on the open market.

### **Resort and Second Property Specialist (RSPS)**

It only makes sense that living in Seattle's playground, I am an expert on second properties and investments, including 1031 exchanges.

### **ePRO**

This certification ensures that I both correctly and effectively utilize the internet and social media as platforms to engage potential buyers, to promote your listings, and to help buyers connect with potential sellers.

### **Luxury Homes Certification (LHC)**

As a Coldwell Banker Global Luxury Property Specialist I have access to relationships in the luxury market and am prepared to deliver both discretion and exceptional marketing and consultation services that meet the needs of luxury buyers and sellers.

### **Certified Luxury Home Marketing Specialist (CLHMS)**

My specialized training in luxury homes provides you with an edge in negotiation tactics, proper home valuation, and successful luxury home marketing.

### **Certified Negotiation Expert (CNE)**

From thriving in this ever-changing market to winning in a multiple offer situation, negotiating is key! Only the top 3% of real estate agents hold this important designation.

### **Staging Design Professional**

I am uniquely trained to help in all areas of home staging and listing preparation.

## *My Awards*



2020 Coldwell Banker International Diamond Society  
2020 Coldwell Banker Danforth Northgate Top Producer  
2021 Coldwell Banker International President's Circle  
2022 Coldwell Banker Sterling Society Award  
2024 Coldwell Banker Sapphire Award  
2025 Coldwell Banker Sterling Society Award

While I am grateful for the awards and recognition I've received over the years, and the designations earned to hone my skill, nothing has prepared me better to represent you in a real estate transaction than my own personal experience.

In just the last few years, I have been a buyer, a seller and an investor. I've gone through the exciting and exhausting process of new construction when we built our family home in 2015. So, no matter where you are in your real estate journey, there is a good chance I've been in your shoes!

I am a local resident of Pateros and enjoy the beauty of nearby attractions like Alta Lake and the surrounding wine country. My husband, five boys, and I all enjoy the fantastic year-round activities and adventures that this amazing region of North Central Washington has to offer. From golf and water sports in the summer, to skiing and snowboarding in the winter, we embrace all four seasons here in NCW and the different opportunities for family time and activities that each has to offer.

No matter what your dream property may be, it's here! Waterfront? Done. Golf course property? Check. Something you can vacation rent? Yep, that's here. Large and private? We've got that. You want to start a farm? I know just the spot! You get the idea! The diversity in properties here is endless!

She gets up while it is still night; she provides food for her family... She considers a field and she buys it; out of her earnings she plants a vineyard. She sets about her work vigorously; her arms are strong for the task. She sees that her trading is profitable, and her lamp does not go out at night.

Proverbs 31:15-17

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# *Let's Do This!*

Congratulations! You've decided to sell your home!

Still have some questions? Ready to sell your home? Want to know what your current home is worth? Great! Let's discuss. Message me, call me, email me. You have my contact information below.

With me as your agent, you will never have to go down the long road of selling your home with doubts or confusion. I will continuously be right by your side every step of the way. Let's Do This!



*Leigh Anne*  
**BARTH**

509-670-3245

LAB@EVERYSTEPEVERYHOME.COM



WEBSITE [WWW.EVERystePEVERYHOME.COM](http://WWW.EVERystePEVERYHOME.COM)



FACEBOOK LEIGH ANNE BARTH REAL ESTATE



INSTAGRAM @LEIGHANNEBARTHREALESTATE

*"Don't wait  
for the right  
opportunity.  
Create it."*

