

COASTAL REALTY

COASTALREALTYAK.COM



SELLER'S GUIDE

THE ULTIMATE ROADMAP TO SELLING YOUR HOME

• THE COMPANY

WE CARE ABOUT
YOUR SALE.



There is no one-size-fits-all method for selling real property. Find out what we offer that sets us apart and gets your property sold in the least amount of time, for the most money.

In a competitive marketplace, it is important to have an experienced, assertive, communicative, connected REALTOR® in your corner. Ask us how we help our clients achieve their real estate goals.

We are lucky to represent wonderful clients in both Washington and Alaska. Specializing in Lifestyle Properties, from equestrian properties, residential and raw land, to commercial and hobby farms, we have you covered. We look forward to learning more about your real estate plans and how we can help in that journey!

• THE TEAM

WE BELIEVE IN AN APPROACH TO SELLING
YOUR HOME AS UNIQUE AS YOU ARE.



ALLISON TRIMBLE

Associate Broker-Broker WA and AK

360.961.5537 allisontrimblerealestate@gmail.com

LISA HANSON

Salesperson

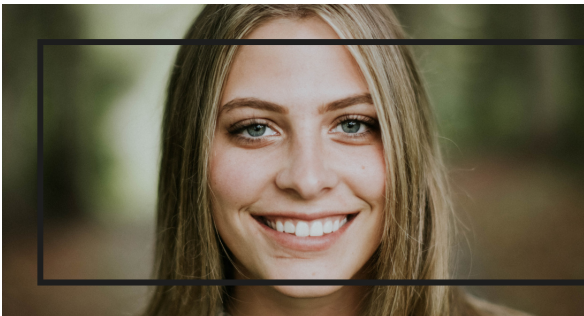
907.299.8331 lisahansonrealestate@yahoo.com



MCKI NEEDHAM

Salesperson

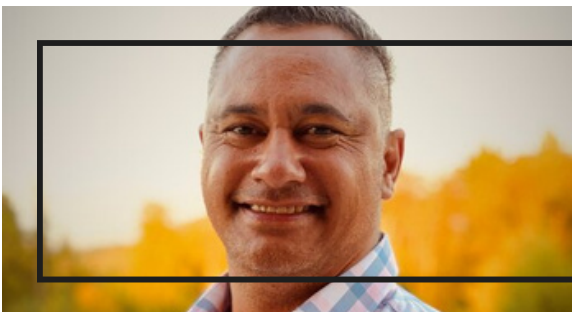
907.435.4077 realestatewithmcki@gmail.com



LEE PAPAROA

Salesperson in WA and AK

360.927.5177 leepaparoa@gmail.com



BLAKE WESTHOFF

Salesperson/Broker WA and AK

306.319.5751 blakewesthoffrealestate@gmail.com



THE NUMBERS

A LITTLE INFORMATIVE
SNAPSHOT OF HOW WE SELL.



**BELLINGHAM ALIVE! 2019,
2020, 2021 & 2022 BEST OF
THE NORTHWEST REALTOR**



**\$58+ MILLION IN REAL
ESTATE SALES IN THE LAST
YEAR IN WASHINGTON
AND ALASKA**



**40 YEARS OF LEADING
BUYERS AND SELLERS HOME
TO THE KENAI PENINSULA**



• THE STEPS

LET'S TAKE A CLOSER LOOK AT
THE STEPS TO SELLING
YOUR HOME.

**START
HERE**



STEP ONE GET IT READY

Make repairs and updates and
give your home a thorough
cleaning so it shows well.



STEP TWO SET THE PRICE

We will review comparable
listings together and arrive at a
price you feel comfortable with.



STEP THREE SNAP SHOTS

Professional photos are crucial to
show your home online. We have
a great photographer that will
make your home look its best!



STEP FOUR SHOWINGS

This is often the hardest part as
your home has to remain
presentable and in tip top shape
every day.



STEP FIVE REVIEW OFFERS

We will negotiate on your
behalf and review all offers
with you.



STEP SIX CLOSING DAY

Schedule the closing,
hand over the keys,
collect the check!

SOLD!



ALLISON AND BLAKE ARE DEDICATED PROFESSIONALS WHO ARE WILLING TO FIND THEIR CLIENTS EXACTLY WHAT THEY WANT AND NEED WHETHER YOU ARE SELLING OR BUYING. -SHANNAN S.



HERE IS WHAT SELLERS
PAY WHEN SELLING.

CLOSING COSTS



BEFORE LISTING

- SEPTIC INSPECTION
- HOME REPAIRS & IMPROVEMENTS
- STAGING & CLEANING

AT CLOSING

- TITLE & ESCROW FEES
- COMMISSION - SPLIT BETWEEN LISTING & BUYER BROKERS
- EXCISE TAX
- MORTGAGE PAYOFF
- TITLE INSURANCE

POSSIBLE CREDITS

- REIMBURSEMENT FOR REMAINING PROPANE
- PRORATED PROPERTY TAX
- UTILITY BALANCES

• THE MARKETING

WE HAVE A UNIQUE
MARKETING SYSTEM THAT
TAKES ALL OF YOUR HOME'S
NEEDS INTO CONSIDERATION.



PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to the widest audience possible. We only use the best professional photographers.

MATTERPORT 3D TOURS

We can show your home to the world through 3D Matterport Technology offering virtual tours.



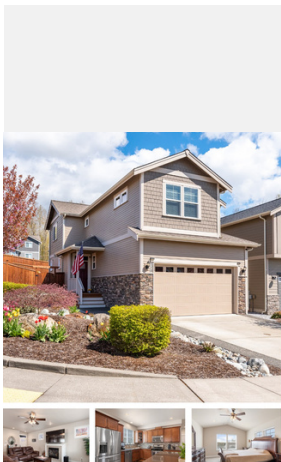
JUST SOLD

7806 Birch Bay Dr Unit #502



1328 WINSLOW CT, BELLINGHAM

just
listed



SOCIAL MEDIA

Social media is a crucial step to getting your home sold. Our social media presence has a wide reach and is growing everyday which means your home gets in front of more eyes.

• THE APPROACH

HOW WE GO ABOUT SELLING
YOUR HOME FROM
BEGINNING TO END.

ASSESS

We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.

PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs and storing personal items to make your home as neutral as possible.

SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, open houses, social media marketing, virtual walkthroughs and print marketing that reach audiences far and wide.



THIS MAY SOUND LIKE A TOO GOOD TO BE TRUE REVIEW BUT JUST MEET THEM ONCE AND YOU WILL AGREE. ALLISON TRIMBLE AND BLAKE WESTHOFF ARE TWO OF THE MOST ATTENTIVE HELPFUL REALTORS THAT WE HAVE EVER WORKED WITH AND WE HAVE DONE QUITE A FEW REAL ESTATE TRANSACTIONS IN OUR LIFETIMES. - HEIDI M.



THE FAQs •

**ALL OF YOUR QUESTIONS
ANSWERED!**

HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes generally sell in less than 3 months on average.

WHAT IS A BUYER VS SELLER MARKET?

A seller's market happens when there's a shortage in housing, less than a 6 month inventory. A buyer's market occurs when there are more homes for sale than buyers, and more than 6 months of inventory on the market.

WHAT CAN I EXPECT WITH OPEN HOUSES?

We have strict systems in place where no one will be left alone in your home at any given time. Usually it's best if the seller's aren't present during an open house so buyers can feel more comfortable looking around.

• THE WORDS

WHAT OUR CLIENTS HAD TO
SAY ABOUT OUR
SELLING PROCESS.



The team at Coastal Realty is the absolute best I've ever dealt with during a real estate transaction. From start to finish the process was completely stress free.

-Rikki L.



Blake made the whole experience easy and efficient! He explained every step and kept me informed where we were and what needed to be done next!

-Mary V.



Lisa helped us evaluate different alternatives both in Homer and the Anchorage area. She was a trusted advisor and friend helping us purchase a beautiful property in Homer.

-Phil G.



Allison goes above & beyond the call of a real estate agent. She's honest, tactful, kind and always 2 steps ahead. I appreciate how she has never left my questions unanswered.

-Cori V.



Lisa was an incredible asset to me while looking at homes and purchasing one. This was my first home purchase and she was great about explaining the process, helping me in putting in an offer/counteroffer, and was incredibly responsive and helpful whenever I had a question.

-Ashley S.



Knowledgeable, responsive, professional, great to work with. Mcki helped me with my first home purchase and it all went smooth.

-Zachary L.



Allison and Blake were incredible from start to finish. They went beyond the call of duty and made sure we were up to date on any changes no matter what time of day. They made us feel comfortable during the entire process of buying our first home, even as things felt shaky at times. We couldn't imagine going through the stress of home buying with anyone but Allison and Blake.

-Kate D.



McKi was very responsive to all of our questions and the closing went smoothly. We live in another state and McKi took additional pictures of the property for us which was very helpful.

-C Clark



• THE COMMUNITY

THE WAYS WE
GIVE BACK TO OUR
COMMUNITY.

HELPING HANDS



Our impact stretches beyond the housing industry. Our Brokers pride themselves on being well-rounded members of the community who stay involved in the issues affecting us locally.



In addition to the time spent volunteering & serving on boards and committees, our Brokers contribute a portion of each transaction to our Have a Heart program. The donations are used to support some of our favorite local organization's missions. Some of our past recipients include:

- DOMESTIC VIOLENCE AND SEXUAL ASSAULT SERVICES (DVSAS)
- MOUNT BAKER THEATER
- MAIN STREET MUTTS
- NW REINING ASSOCIATION
- NW HEARTS UNITED
- NATIONAL ARTHRITIS FOUNDATION
- NATIVE YOUTH HORSEMANSHIP PROGRAM
- LYDIA'S PLACE: HANDBAGS FOR HOUSING
- LYNDEN JR. RODEO AND LYNDEN PRCA RODEO
- SMALL FARM EXPO - WHATCOM COUNTY CONSERVATION DISTRICT
- RANDY WHITMAN MEMORIAL DRAFT HORSE PULL
- FERNDAL YOUTH BASEBALL
- FERNDAL BOYS & GIRLS CLUB
- WA REINING HORSE ASSOCIATION
- PENINSULA HORSEMEN'S ASSOCIATION
- PACIFIC NORTHWEST RANCH HORSE ASSOCIATION

REALTOR DESIGNATIONS AND CERTIFICATIONS



The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

To empower REALTORS® as they preserve, protect and advance the right to real property for all. Our vision is to be a trusted ally, guiding our members and those they serve through the ever-evolving real estate landscape.



The Institute's Designation, Certified Luxury Home Marketing Specialist™, is recognized around the globe as the gold standard in luxury designations. The Institute publishes a monthly Luxury Market Report that provides an in-depth look at over 100 of the top residential markets across the United States and Canada. Institute training and membership is open to all real estate agents, regardless of firm or brand affiliation.



RSPS is recognized as an official NAR Certification, and allows buyers and sellers to have confidence in the ability of a REALTOR® who specializes in buying, selling or management of properties for investment, development, retirement, or second homes in a resort, recreational and/or vacation destination, to assist them with their search.



REAL ESTATE DESIGNATIONS AND CERTIFICATIONS



The course work for the At Home with Diversity® certification is designed to enable you to work successfully with and within a rapidly changing multicultural market. It will help you to learn diversity sensitivity, how it applies to U.S. fair housing laws in your business, and ways to develop professional guidelines for working with people in the increasingly multicultural real estate market.



NAR's Green Designation is designed for agents looking to learn about issues of energy efficiency and sustainability in real estate.



The Seniors Real Estate Specialist® (SRES®) designation is for REALTORS® who want to be able to meet the special needs of maturing Americans when selling, buying, relocating, or refinancing residential or investment properties. By earning the SRES® designation, REALTORS® are prepared to approach mature clients with the best options and information for them to make life-changing decisions.



The Real Estate Negotiation Expert (RENE) certification is for real estate professionals who want to sharpen their negotiation skills. The RENE certification program gives REALTORS® the tips and tools they need to be skillful advocates for their clients.



The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate practitioners by the Real Estate Business Institute (REBI) who meet specific educational and practical experience criteria.



READY TO GET STARTED?



ALLISON - LISA - MCKI - BLAKE - LEE
907.235.7141
COASTALREALTYAK.COM