



SOLD!



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SELLER'S GUIDE



MEL FOLEY

REALTOR®, CRS, ABR

360-770-3115

www.melfoley.com

kw WESTERN
REALTY
KELLERWILLIAMS.



It's All About You

My real estate business has been built around one guiding principle:

It's all about you.

Your needs
Your finances
Your dreams
Your time
Your concerns
Your life
Your questions
Your future



Real Estate is complicated.

That is where I come in. At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions, from listing to marketing to closing, I will work hard to achieve that goal.

When you choose me as a partner, you are not just getting a trusted, respected agent—you are getting a local expert who is passionate about serving her community and those who call it home.

Let's get started...

I want to earn your Referrals too!

My focus is on your complete satisfaction.

In fact, I work to get the job done so well you will want to tell your friends and associates. Maybe that's why more than 75% of my business comes from repeat customers and referrals.

Good service speaks for itself. I am looking forward to the opportunity to earn your referrals too!



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What You Get

Clear Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Every real estate market is different. Even within the same community, different locations will require different marketing strategies. Signs, flyers, mailings, and networking with other real estate professionals are some of the many tools I have developed to help sell your home for as quickly as possible, at the best price. Your home will get the exposure it deserves.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Technology

Our leading-edge tech tools and training allow me to market your property online, 24 hours a day, seven days a week and all over the world! Once your property goes into our exclusive Keller Williams listing service (KWLS) your property is fed to more than 350 on line search engines and is available on KW's Web network of more than 76,000 sites.

Satisfaction

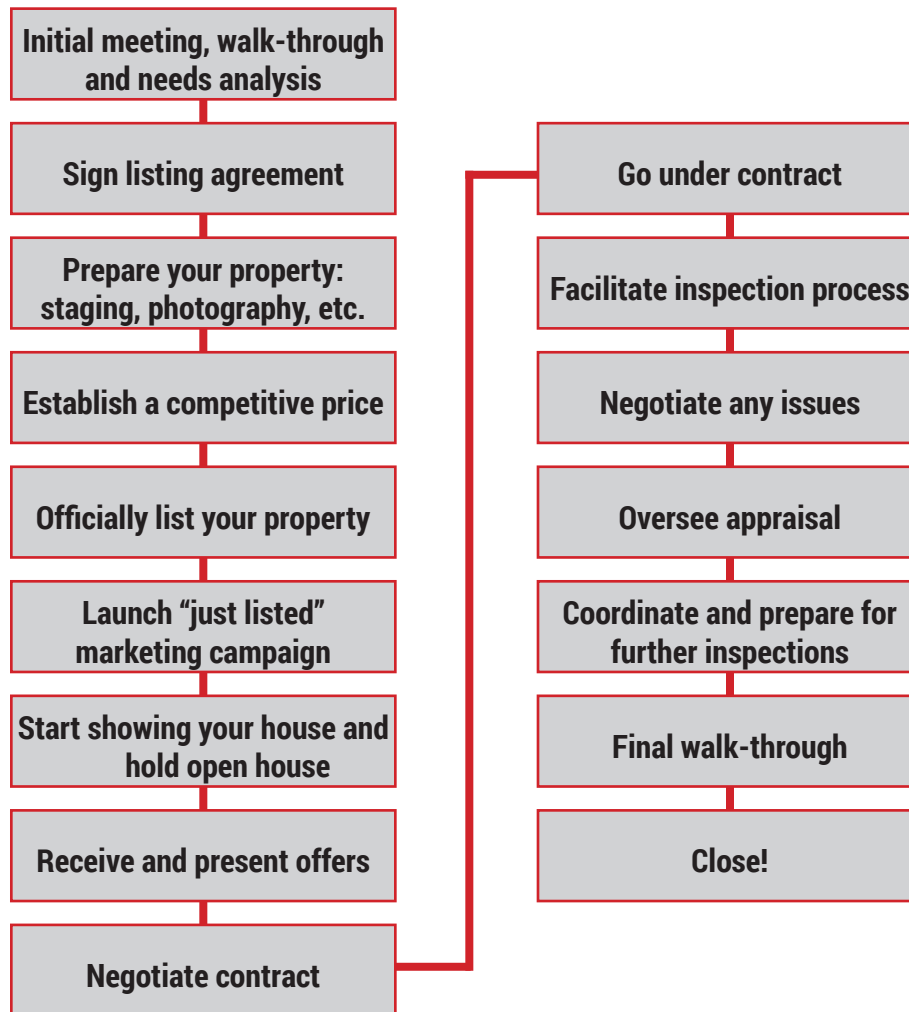
Unlike most agents, I will guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship at anytime if you are not satisfied

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The Home-Selling Process: From List to Close

The real estate transaction is complex.
Navigating you through every step of the sale is my expertise.



Beyond the Sale

Do you need an agent to assist you in your relocation?
Need a recommendation for a moving company?
Would a moving checklist help?
I'm happy to refer you to great providers of other real estate-related services.
I'm here to make the sale of your home as smooth and stress-free as possible.

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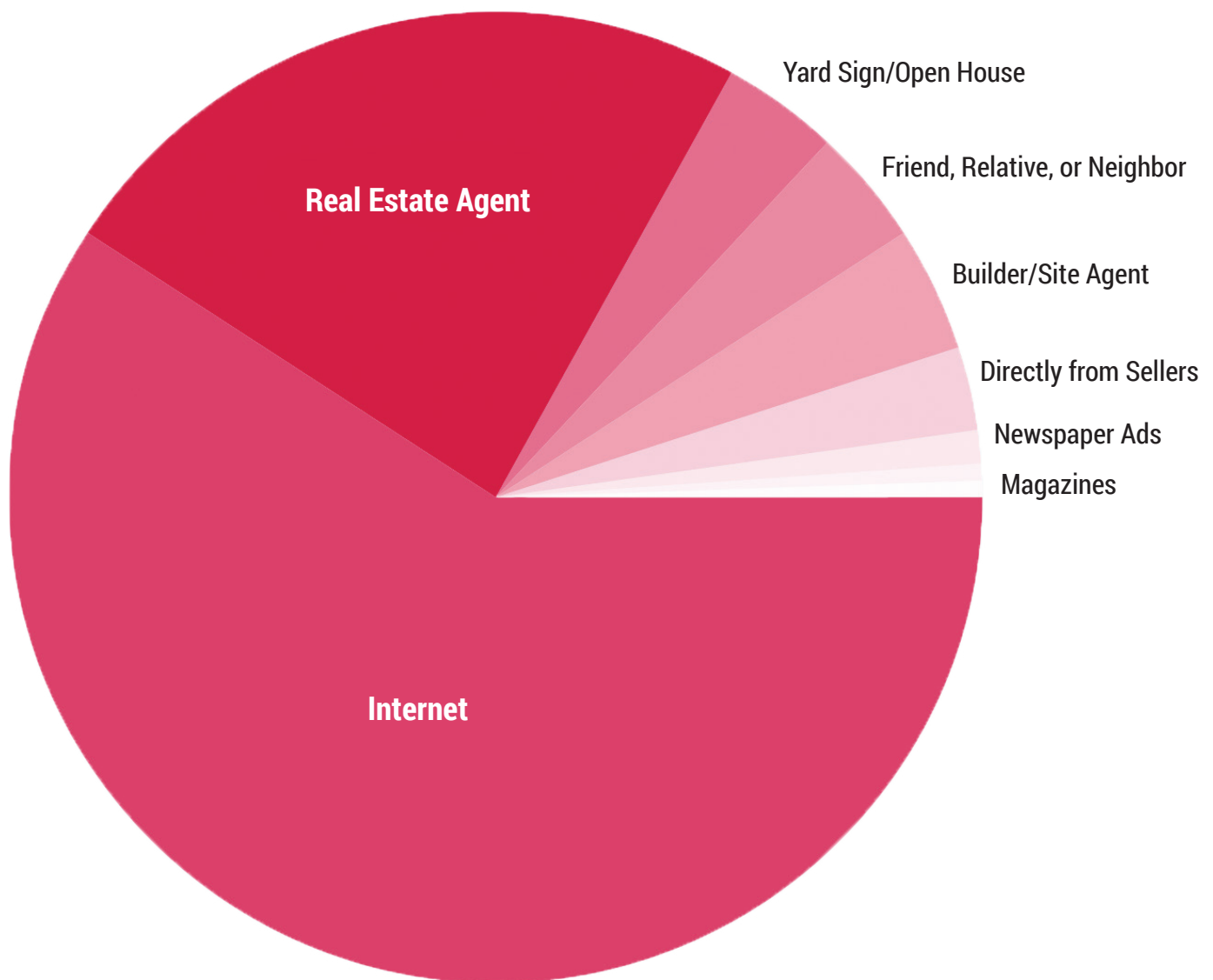
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The Home-Selling Process: Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes.

From optimized internet exposure to networking with local brokers, I will work diligently to find your buyer as fast and efficiently as possible.



National Association of REALTORS®
Profile of Home Buyers and Sellers 2018

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Tips for a Faster SOLD!

THROUGHOUT THE HOUSE

- 1. Open the draperies, pull up the shades and let in the sunlight.
- 2. Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show your home brightly.
- 3. Remove clutter from each room to visually enlarge them.
- 4. If you have a fireplace, highlight it in your decorating.
- 5. Keep your home dusted and vacuumed at all times.
- 6. Replace the carpet if it does not clean up well.
- 7. Air out your home for one-half hour before showings, if possible.
- 8. Have a family "game plan" to get the home in order quickly, if necessary.
- 9. Lightly spray the house with air freshener so that it has a chance to diffuse before the buyer arrives.
- 10. Put family photos in storage.
- 11. Improve traffic flow through every room by removing unnecessary furniture.
- 12. Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
- 13. Putty over and paint any nail holes or other mishaps in the walls.
- 14. Paint all interior walls a neutral color to brighten the home and make it look bigger.
- 15. Repair or replace any loose or damaged wallpaper.
- 16. Clean all light bulbs and light fixtures to brighten the home.
- 17. Wash all windows inside and out.
- 18. Use plants in transitional areas of your house.
- 19. Make the most of your attics potential.
- 20. Remove and/or hide excess extension cords and exposed wires.
- 21. Open doors to areas you want potential buyers to see; such as walk-in closets, pantries, attics, etc.
- 22. Remove all smoke and pet odors.
- 23. Repair or replace banisters and handrails.

IN THE KITCHEN

- 1. Microwave a small dish of vanilla 20 minutes before a showing in an out-of-the way place.
- 2. Highlight each area in your kitchen with a table set for dinner.
- 3. The kitchen should always be spotlessly clean.
- 4. Expand your counter space by removing all small appliances.

IN THE BEDROOM

- 1. Create a master suite effect in your decorating.
- 2. De-personalize bedrooms and decorate in a neutral scheme.
- 3. Make sure that the beds are made and the linens are clean.
- 4. Organize your closets, remove unnecessary items and put them in storage.

IN THE BATHROOM

- 1. Do not leave towels around and wipe down the sinks and shower areas after each use.
- 2. Re-caulk the tub if the caulk is not sparkling white.
- 3. Repair or replace broken tiles in the shower/tub.
- 4. Replace shower curtains and keep them clean.
- 5. Put out fresh towels and decorative soaps.

OUTSIDE

- 1. Keep the yard mowed and raked at all times.
- 2. Use flowering plants to dress up the yard, walkway and patio.
- 3. Remove all toys, bicycles, tools, unsightly patio furniture and trash from the yard.
- 4. Porches, steps, verandas, balconies, patios should be kept uncluttered, swept and in good condition.
- 5. Paint all entrance doors.
- 6. Make sure the garage door opens easily. Fix and paint garage door if necessary.
- 7. Clean and shine all hardware and accessories indoors and out (door knobs, lamps, mailbox, etc.).
- 8. Trees and shrubs should be trimmed and pruned.
- 9. Use a new doormat.
- 10. Be sure the front doorbell is in good working order.
- 11. Be sure the front door and screen work perfectly.

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Marketing Your Property

It is my goal to provide innovative digital marketing strategies and media tools to drive results and attract the right buyers to take action!

DIGITAL MARKETING

- Video tour/walkthrough
- Virtual staging
- Professional photography
- Drone photography
- Launch the listing on KWLS, MLS and 1000's of other websites
- Facebook and Instagram postings to promote new listing and open houses
- Custom Property website

MEDIA MARKETING:

- Home book
- Property flyers
- Attractive yard sign
- ECO flyer
- Just Listed postcards

VIRTUAL REAL ESTATE SERVICES

I know this can be a disconcerting time, and I wanted to bring you some good news in case you are worrying about your home sale or purchase. Myself, as well as Keller Williams, are taking steps to make sure we can still serve you without the need to leave the house!

VIRTUAL MEETINGS Virtual Zoom meetings for Listing Consultations and Buyers Consultations.

VIRTUAL STAGING Professional photography and virtual staging.

VIRTUAL 3-D TOURS Virtual tours of your home 24/7.

VIRTUAL SIGNINGS Electronic signatures and document signing.

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Showing Appointment Preparation

Prepare for Showings

- Turn on all lights.
- Open drapes in the daytime.
- Keep pets secured outdoors or kenneled in garage.
- Play quiet background music.
- Light fireplace during cold weather.
- Infuse home with a comforting scent, such as apple spice or vanilla. *Lightly please.*
- Vacate the house while it is being shown to Buyers.**



The condition of your property is always a factor in how quickly your home sells.

It's a fact: Acquiring the highest market value and elevating your home above the others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's curb appeal:

- Keep the grass cut and yard clutter to a minimum.
- Apply fresh paint to any wooden fences and your front door.
- Clean windows inside and out.
- Wash or paint your home's exterior.
- Ensure gutters and other exterior fixtures are firmly attached.

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During the Home Inspection

Prepare your home to show it's best during the home inspection.

- ❑ Remove items that may be blocking the furnace, electric service, and hotwater heater.
- ❑ Remove items that are under sinks that may be blocking plumbing.
- ❑ Free up access to crawl space and attic space.
- ❑ Empty the dishwasher and washer/dryer. They will likely run and test them.
- ❑ Light fireplace during cold weather.
- ❑ **You will need to vacate the house during the inspection.**

The inspection will take 2 to 3 hours, sometimes longer. The Buyer, their agent, and their inspector will be at the house during these hours. The standard home inspector's report will cover the condition of the home's heating and cooling systems, plumbing and electrical systems, visible issues with the roof, walls, ceilings, floors, windows and doors, the foundation and structural components. A qualified pest inspection will also include a report on the existence of any wood destroying insects or other potentially damaging circumstances.

Pre-Inspection

Most homes require at least a few things that need to be done to prepare their home to go on the market. Staging and cosmetic improvements may be some of the issues that come to mind first, but in order for the selling process to go smoothly, sellers should also consider preparing their homes for the inspection.

A pre-inspection is undertaken prior to placing your home on the market, so that you can uncover any potential defects, and resolve them prior to listing.



Tips for a Smooth Closing

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Please bring to the closing:

- A picture ID

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

What are your costs?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

Before closing, make sure you transfer the utilities out of your name and leave the following items at the home:

- House keys • Mailbox keys
- Garage door opener(s) • Appliance Manuals

Make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold



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About Mel Foley & Keller Williams

Experience & Expertise

I have been serving Sellers, Buyers, and Investors in Skagit, Island, and Snohomish Counties since 2004. During the course of my career, I have helped over 500 individuals and families make a move. I am Full Time & Full Service.

Awards, Certificates, & Recognition

I have been awarded The North Puget Sound Association of Realtors Gold, Silver, and Bronze awards for the past 15 years for sales volume and community involvement. I am a member of the RRC-Residential Real Estate Council, a Certified Residential Specialist (CRS) and an Accredited Buyer's Representative (ABR).



My Commitment to You

I am committed 100% to exceeding my client's expectations. My mission is to make the buying and selling of real estate as cost effective as possible while maintaining the highest level of service for my clients. I strive to make every transaction seamless.

Personal

I am an avid animal/dog lover and for over 9 years I have volunteered many hours a year at NOAH-Northwest Organization for Animal Help.

I live in Burlington with my terrier-papillon mix/mutt Sadie, who I rescued from NOAH. A few of our favorite things are hiking and long walks and you will find me bike riding, skiing, boating, and shopping at the local festivals.

Keller Williams continues to stand as the U.S. leader in units and sales volume. Staying unflappable in the face of inventory challenges and a global pandemic, Keller Williams agents have reason to celebrate. In 2020, they pivoted, shifted, and persisted, closing 1.2M homes for a whopping \$407.4B in sales volume and earning \$10.5B along the way.

Keller Williams

"We're #1. Holding the top spot in agent count, units and sales volume, our sales force is one to be reckoned with. Home to the Tech-Enabled Agent, our business model equips agents with a technological edge and the ability to offer customers whatever they wish."

April 2021

Forbes, on its annual list of America's Best Employers for Diversity 2021

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When it's time to buy or sell, call Mel!

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Serving Buyers & Sellers in Skagit, Snohomish, Island, and Whatcom Counties.

QUESTIONS/NOTES