

ELEVATE

A CURATED SELLING EXPERIENCE



Marketplace

Sotheby's
INTERNATIONAL REALTY





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PRESENTING ELEVATE™, A CURATED SELLING EXPERIENCE OFFERED EXCLUSIVELY BY MARKETPLACE SOTHEBY'S INTERNATIONAL REALTY

From the beginning, Marketplace Sotheby's International Realty has remained committed to achieving one bold, simple goal: to transform the real estate experience for all. How? By providing agents, buyers and sellers with a foolproof, easy to understand, results driven platform on which to harness the profound power of real estate. After years of culminated knowledge, experience and expertise, MSIR has created Elevate™, a curated selling experience designed to increase value, maximize exposure, and deliver truly exceptional results. Simple yet thorough, this straightforward approach aims to minimize the stress and confusion often experienced when selling your home, and provides a series of intentional, reliable checks & balances to ensure clarity and peace-of-mind throughout the entire process.



Sotheby's

INTERNATIONAL REALTY

Sotheby's is one of the world's most recognized and respected luxury brands, having served discerning auction buyers and sellers since 1744. Founded in 1976 to provide independently owned and operated real estate offices with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty® network, through its association with the Sotheby's brand, is uniquely positioned to serve the luxury real estate market.

With that rich heritage in association with the auction house, the Sotheby's International Realty brand is a truly global luxury real estate network representing exceptional clients with discerning tastes. With brokerages in 70 countries and over 22,000 sales associates, the Sotheby's International Realty network continues to define the meaning of luxury by providing unparalleled personalized service along with the most exclusive luxury real estate available in the world.

The Sotheby's International Realty brand strives to provide an unwavering commitment of excellence to all of our clients. Whether you are seeking to purchase a luxury home of your own or sell a distinctive property, Sotheby's International Realty affiliates have the tools to market each and every property with the same level of care and personalization in order to pair buyers and sellers around the world.





24,000
SALES ASSOCIATES

1,000
OFFICES WORLDWIDE

75
COUNTRIES
& TERRITORIES

**\$150
BILLION**
ANNUAL SALES
(2020)





"FAILING TO PLAN
IS PLANNING TO FAIL"
-BENJAMIN FRANKLIN

EXCLUSIVE PREPARATION

A HOLISTIC APPROACH: It may seem simple, but elevating the selling experience begins and ends with a really solid, holistic plan. Throughout the industry we know that Agents who represent their listings with this mindset always realize elevated results for their clients. This all-encompassing approach considers not only the major components of successfully selling your home, but the often overlooked, supporting details as well. When utilized in tandem, the result is the realization of Benjamin Franklin's advice, producing a truly unique, unsurpassed experience.



TODAY'S CONSUMER

When it comes to devising a successful plan, it's imperative that the specific, overall goal of your objective remain central to every strategy, method and technique used to achieve it. In the case of selling your home, this translates to the careful, strategic consideration of the actual person (or type of person) who's likely to make the purchase. According to the

2019 National Association of REALTORS® 2019 Home Buyer & Seller Generational Reports, Millennials and Baby Boomers alone are expected to make up more than 50% of all home purchases within the next five years. This means that taking a moment to better understand them and their unique wants and needs is key to achieving elevated sales results.



STRATEGIC INSIGHT

Did you know that HGTV® is the third most-watched cable channel in the United States? While this may seem like an unrelated fact, the truth is this: those that watch HGTV® are more than just home-loving, house-obsessed viewers. They are today's consumer. What does that mean? More and more home-buyers

want their next place to not only be move-in-ready, but up to date and reminiscent of the many, many examples they've been exposed to. With this insight, our Elevate® approach both addresses this sentiment, and produces increased value and heightened exposure by giving the people what they want.

THE ELEVATE™ APPROACH TO POWERFUL PREPARATION

Similar to a certification process, the Elevate™ approach provides a comprehensive series of suggestions and expert recommendations to ensure that every nuance of the property has been thoroughly considered and evaluated. By preparing their homes for the market at this level of precision, Sellers avoid possible delays and unexpected roadblocks that can often hinder homes listed without such attention to detail.

Should anything be found requiring attention and/or repair, arrangements for remediation can be addressed and implemented before going on the market, typically resulting in a faster sale and an effortless escrow period. Please note: this overview is not intended to replace the assurance, intention or results of a professional home inspection; rather, it is a guide utilized to identify potential hindrances and interruptions to the listing process.





PRE-LISTING CONSIDERATIONS:

TITLE & OWNERSHIP

- ☐ Vesting verification
- ☐ Title Condition
- ☐ Financial obligations

MANAGEMENT & AFFILIATION

- ☐ HOA information
- ☐ Association details
- ☐ Resale certification

HOME EXTERIOR

- ☐ Roof
- ☐ Gutters
- ☐ Drainage
- ☐ Chimney
- ☐ Siding
- ☐ Paint
- ☐ Foundation
- ☐ Doors
- ☐ Windows
- ☐ Window Coverings
- ☐ Garage door
- ☐ Included items

HOME INTERIOR

- ☐ Appliances
- ☐ Doors
- ☐ Windows
- ☐ Paint
- ☐ Fixtures
- ☐ Attic
- ☐ Ventilation
- ☐ Air filtration
- ☐ Smart home systems
- ☐ Included items

ADDITIONAL BUILDINGS

- ☐ Roof
- ☐ Siding
- ☐ Foundation
- ☐ Systems

PROPERTY ATTRIBUTES

- ☐ Property boundaries
- ☐ Fencing
- ☐ Landscaping
- ☐ Topography
- ☐ Critical areas

PROPERTY SYSTEMS

- ☐ Well (quantity/quality)
- ☐ Septic
- ☐ Sprinkler system

HOME SYSTEMS

- ☐ Electrical
- ☐ Electric panel
- ☐ GFCI Outlets
- ☐ Plumbing
- ☐ Water pressure
- ☐ Drainage
- ☐ HVAC & Furnace
- ☐ Ductwork

HOME/PROPERTY AMENITIES

- ☐ Included items
- ☐ Hot tub
- ☐ Unique furniture
- ☐ Game systems
- ☐ Attached electronics

ELIMINATING QUESTIONS

Yes - you read that title right. Why does the Elevate™ approach go to such lengths to prepare your home for sale? Simple: as soon as buyers have the chance to begin viewing and inspecting your home they will immediately begin paying attention to items, things or scenarios that seem questionable and out of place (damage, corrosion, wear & tear - that sort of thing). When this happens, the integrity of the home's well-being is often compromised, and interest levels decrease. By taking the time to fully prepare your home, these "questions" become obsolete, and transform potential doubt and concern into possibility and excitement.

CURATED SPECIALISTS & PROFESSIONALS

When it comes to getting your home ready to list, there are of course many tasks that you can easily perform yourself. However, many items such as electrical, plumbing and structural work should be completed by the pros. For these projects, rely on our exclusive inventory of trusted Elevate™ professionals* who will assist you with your home preparation from start to finish.

*Real estate brokers do not possess the ability to act as General Contractors. However, with Seller consent, brokers may refer trusted, reliable professionals as deemed necessary.



TRANSFORMING POSSIBLE OBJECTIONS INTO RELIABLE SOLUTIONS

In addition to addressing the preparation of every aspect of your property prior to hitting the market, it's important to consider that potential buyers may or may not have possible objections with certain nuances of your home. Because MSIR Agents represent clients from many backgrounds, we know of possible objections that could arise, and are able to provide curated solutions to address them before they do. Here are a few examples:



Some solutions are easier to complete than others. Regardless, overcoming potential objectives with reliable solutions provides enhanced confidence for both Buyer and Seller, and greatly promotes both optimal value and a faster sale.

TRUE CONSIDERATION

Your selling experience with Marketplace Sotheby's International Realty will always begin and end with one thing: YOU. The Elevate™ approach might be a system that works, but it does not imply that we have a “one size fits all” process for our clients. Learning your specific goals is both paramount and central to the success of selling your home, and we commit to always remaining steadfast and devoted to them, no matter how unique they might be.









"YOU NEVER GET A
SECOND CHANCE
TO MAKE A FIRST
IMPRESSION."

-WILL ROGERS

ENHANCED PRESENTATION

A SIMPLE TRUTH: There's no question that a lot goes into the process of getting your home sold. But amongst the many to-do's and multiple checklists, it's important that one very simple truth remain central to every plan, idea and activity: *Buyer's buy with their eyes.*

Now this may seem like nothing more than common sense, but believe it or not, it also happens to be one of the most overlooked components in the entire listing process. Without significant preparation and guided presentation, even the most expensive, gorgeous home in the world will appear unattractive, off-putting and sometimes even downright ugly.

Therefore, every tactic and technique used to enhance the presentation of your listing is conducted in alignment with this very simple truth, down to even the most minute detail. The result? A stunning series of visuals and experiences that truly represent the beauty, essence, and appeal of your home to even the most finicky buyer.

PERFECTING FIRST IMPRESSIONS

Research suggests that humans form first impressions within a matter of seconds. Knowing this, the Elevate™ approach implements an entire arsenal of tools and techniques designed to guarantee the very best first impression possible. This is achieved by employing the authority and influence of proven, intentional methods including:

- » **Professional home staging**
- » **Magazine worthy photography**
- » **Virtual, 3D home modeling**
- » **Cinematic lifestyle videography**

In addition to these endeavors, the Elevate™ approach enhances the perfect, first impression through the promotion of components that extend beyond the visual. These include:

- » **Capturing the story of your home**
- » **Providing insight to the neighborhood and surrounding area**
- » **Producing an unsurpassed showing experience for potential buyers**

Together, these elements form a unique, truly exceptional effect that both captures and captivates the attention of perspective buyers, leaving them no choice but to fall in love with your home.





NEXT LEVEL HOME STAGING

The true meaning of home staging extends far beyond just furniture and accessories. Creating an inspired, inviting space requires both a strong vision for the finished look, as well as a sustained commitment to emphasize and highlight the home's unique features and amenities while staying true to its architectural detail and style.

Home staging techniques range from succinct consultations intended to direct and guide the final look, to expertly designed, professionally placed furniture and accessories that give each room an authentic identity and renewed energy.

Ongoing surveys and studies conducted by The National Association of Realtors® continues to verify that home staging remains an essential component to a successful sale, including the increase of overall property value as well as an accelerated sales timeline. Take a look at these numbers:

- » **83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home**
- » **53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market**
- » **44% of buyers' agents say that staging a home increases the dollar value offered**

Undeniably effective, each remaining component of the Elevate™ Enhanced Presentation approach relies on intentional, next level home staging.

*Data provided by The National Association of Realtors® 2019 Profile of Home Staging



MAGAZINE-WORTHY PHOTOGRAPHY

Smart devices, such as phones and tablets, have immensely changed the way we communicate and share our lives with each other - especially because of their incredibly efficient cameras. However, when it comes to capturing your home, they are simply unable to replace the quality and honed experience that is realized when using a professional photographer and their equipment.

Don't forget: buyers buy with their eyes, which means that the photos of your home need to capture their attention and leave the viewer wanting more from the moment they're seen. To achieve this, Elevate™ photographers rely on proven methods that emphasize and showcase the property, as well as clever techniques such as sunset and twilight shots, lifestyle-inspired scenes, and multi-exposure technology which illuminates each frame to become brilliantly realistic and magazine-worthy.



VIRTUAL 3-D HOME MODELING

Technology continues to enhance the ability to showcase your home, especially with the advent of virtual 3-D modeling. Upon completion, this unique method of representation immediately transports viewers to your home, allowing them the opportunity to virtually experience the property without time constraints or scheduling logistics. Incredibly effective, 3-D Home Modeling is yet another measure implemented by the Elevate™ curated selling experience to enhance your home's exposure and attract as many potential buyers as possible.



CINEMATIC, LIFESTYLE VIDEOGRAPHY

For homes requiring the highest levels of presentation and utmost exposure, the Elevate™ approach relies on the power, attraction, and allure of cinematic, lifestyle videography. Professionally produced and exquisitely edited, the curated experience and surreal immersion afforded through this commanding medium acquaints prospective buyers with the property in the most effective, authentic manner possible.

When applicable, demonstration of the home's exceptional amenities can be implemented through the expertise and skill of trained professionals, further showcasing the appeal and possibility of the property.



STORYTELLING: A POWERFUL CURRENCY

Reliable techniques such as staging and professional photography will undoubtedly enhance the presentation of your home, and are essential for success. But these efforts make up only a portion of the holistic approach encouraged by the Elevate™ experience.

To give potential buyers even more reason to fall in love with your home, the powerful method of authentic storytelling is utilized, promoting emotional connection and increased anticipation to learn more. When the time is taken to both capture and share it with the world, the results are remarkably astonishing.



Much different than a traditional amenities list, your home story will be created upon the completion of the Elevate™ Home Story Questionnaire, a tool designed to intrigue and entice potential buyers with the information we know they want.

**"THE HUMAN
MIND IS A STORY
PROCESSOR,
NOT A LOGIC
PROCESSOR."**

-JONATHAN HAIDT, SOCIAL PSYCHOLOGIST
AND PROFESSOR

CREATING AN INTENTIONAL EXPERIENCE

Rounding out the holistic approach of preparing your home for the market is the creation of a subtle yet highly robust guide, designed to achieve the most intentional showing experience possible for prospective buyers. Produced exclusively for Agents performing private tours for their clients, this dynamic document promotes confidence and expertise throughout the showing.

The Showing Suggestions Guide, unique to the Elevate™ approach, ensures that each detail and distinct quality found throughout your home is understood and highlighted during private tours. Remarkably, Buyer's Agents are typically without such instruction and guidance and therefore refer only to the limited information provided by their listing source (i.e. the MLS). Because of this, many home features, nuances, and amenities are often misunderstood or even overlooked entirely, resulting in lackluster, mediocre showings.

Providing this industry-specific insight and convenient, practical information allows for heightened, intentional showing experiences sure to result in greater excitement and increased appeal.









"THE BEST MARKETING
DOESN'T FEEL LIKE
MARKETING."

-TOM FISHBURNE

ELEVATED EXPOSURE

THINKING OUTSIDE THE BOX: Now that your home is ready to make a perfect first impression, it's time to rely on powerful, proven marketing and advertising methods to make sure as many potential buyers see your listing as possible. The Elevate™ approach goes above and beyond just entering it into the local MLS, and implements a unique orchestration of both active and passive techniques designed to increase exposure and target the ideal, future buyers.



HITTING THE MARKET

As soon as your home is on the market, our collection of marketing efforts can begin their implementation. To start, your home will be syndicated across multiple platforms, based both on local publication via the NWMLS, as well as National and International distribution exclusive to the Sotheby's International

Realty Network. To ensure proper display, the Elevate™ approach relies on an in-depth checklist to verify the accuracy and presentation of your home on each site, including the quality and display of all media assets such as photos, videos, and 3D home modeling tours.



PASSIVE VS. ACTIVE MARKETING

In the world of marketing and advertising, it's often difficult to determine exactly which efforts are the most effective in producing successful outcomes than others. This is primarily due to the unique difference between passive versus active methods and how they work.

Traditionally, passive marketing methods are the most commonly used techniques for real estate advertising. They include attributes such as listing syndication to multiple real estate websites, flyers, postcards, mailers, print, digital and social ads, and other types of similar collateral. While these efforts can indeed be effective, their efficacy is unable to be tracked to their inherent nature.

Active methods, however, provide almost instant feedback and guidance to the overall marketing plan and help to determine what's working and what isn't. Elements of active marketing include networking with local real estate professionals and their clients to connect and collaborate, hosting live, lifestyle-inspired events directed to ideal buyers, and actively promoting your listing within local spheres.

Both methods are critical to the successful exposure of your home, and when used in tandem, produce outstanding results that often lead to escalated values and expedited selling experiences.

Robb Report

THE WALL STREET JOURNAL.

AD
MEXICO

LUXURYESTATE

居外
Juwai.com

Bloomberg

MANSION GLOBAL

facebook

EXPANSION

JamesEdition

ELLE DECOR

The New York Times

YouTube

dwel

PropGOLuxury

inman

FINANCIAL TIMES

IMMOBILIEN
SCOUT 24

AD
ARCHITECTURAL DIGEST

NIKKEI

Google

CURATED CONNECTIONS

In addition to the extensive network of local, National, and International marketing & advertising entities curated by the Sotheby's International Realty network, specific connections and deep-rooted working relationships have been established amongst high

profile organizations that are often inaccessible by other real estate companies. This results in exclusive, front-of-the-line treatment for Sotheby's listings, culminating in expedited placement and premier treatment.



GLOBAL EXPOSURE

When a home is represented by the Sotheby's International Realty brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network

of residential brokerage companies is located in more than 70 countries and territories worldwide, making Sotheby's International Realty a truly global real estate brand.

SOCIAL MEDIA SHARING

Presenting your home across multiple social media platforms cannot rely on a one-size-fits-all approach, and requires the creation and execution of marketing measures specific to each platform.

Facebook, a word-heavy medium, consists of traditional advertising techniques including the use of ads and irresistible calls to action.

Instagram, almost the opposite of Facebook, allows for the age-old saying, “a picture is worth a thousand words” to come to life. Instagram methods should almost never involve text or graphics, resulting in organic connections and sincere requests for more information.

LinkedIn, a professional, business-focused network, provides the opportunity for targeted advertising to both perspective corporations as well as individuals.

Video-Based Sharing Platforms, invite users to experience organic “snippets” of your home as opposed to targeted advertising tactics. This fast moving approach produces high levels of exposure and creates genuine curiosity to learn more.

Social media marketing endeavors should be guided by the specific attributes of each individual platform, remain consistent and cohesive, and be presented in a non-threatening, interactive manner.





DIGITAL ADVERTISING

Data, considered to be a commodity valued even higher than gold, provides an opportunity to create and deliver targeted ads completely specific to the intended audience. This capability allows for precise, detailed criterion to be utilized - unique to the ideal purchaser of your listing - and directed via beautifully designed display ads intended to excite and attract.

In addition, the opportunity for geotargeting allows for individuals to be advertised to based on their exact location. This results in the ability to showcase ads to identified areas around the globe, unique to the attributes and criteria mentioned above.

Using the GoogleAds platform, the marketing team at Marketplace Sotheby's International Realty elevates the overall exposure of your home to unprecedented levels using this cutting edge technique.





PRINTED MEASURES

The Elevate™ approach also implements the power of print advertising as well as beautifully designed print collateral to showcase your listing. Custom flyers, detailed brochures, and other exclusive materials are intentionally created to highlight the unique features of your home and serve as a deliberate takeaway for potential buyers.

Additionally, established relationships with local, National, and International publications provide ad placement opportunities exclusive to the Sotheby's International Realty Network.

Published in collaboration with the specific lifestyle(s) provided by the property, this proven practice continues to serve as a reputable technique, promoting and attracting ideal buyers from around the globe.





"THE BEST WAY TO
PREDICT THE FUTURE
IS TO CREATE IT."

-PETER DRUCKER

EXPERT GUIDANCE

WE'VE GOT YOU. Receiving a mutually agreed upon offer for your home is an incredible feeling full of joy and relief. But in order for such sentiment to last, it's essential that you be expertly guided and informed through the many nuances and unexpected curves the escrow process can inevitably bring. Not to worry though - the Elevate™ approach continues delivering a curated selling experience from start to finish, encouraging confidence, comfortability, and peace-of-mind no matter the situation.





STEADFAST REPRESENTATION

Central to the scope of practice of all real estate brokers is that of constantly and consistently representing the needs, wants, goals, and objectives of their clients. Contrary to popular belief, getting your home sold quickly and for the most amount of money makes up only a small portion of your agent's overall responsibilities. Activities such as negotiation, implementation and even evaluation with the other

party's actions and behavior must always be conducted with relentless, steadfast representation of what is best for you.

Associates of Marketplace Sotheby's International Realty commit to always remaining dedicated to your unique real estate endeavors.

To learn more about the roles and responsibilities of real estate brokers in Washington State, request your copy of the Law of Real Estate Agency.



CLEAR COMMUNICATION

As contingencies are satisfied and decisions are made, a lot can occur within a short period of time. Therefore, in addition to always remaining in communication with you (via your preferred method), you'll receive a weekly update summarizing and explaining the current status and next steps of your selling process.

Concurrently, similar updates are also sent to all parties involved in the transaction (the cross sale agent, escrow officer, mortgage lender, and other associated entities) so that everyone remains up to date and on the same page, thereby eliminating the opportunity for confusion and possible miscommunication.



INTUITIVE ANTICIPATION

Often thought of as unrealistic and sometimes even annoying, “what if” questions can come across as irrational and irrelevant in regard to achieving a successful, stress-free selling experience. However, when considering the fragile, intricate nature inherent to navigating real estate transactions, anticipating possible conflict and addressing it before it has the chance to arise is key to proceeding towards a successful close.

In conjunction with the quote found in Exclusive Preparation, “Failing to plan is planning to fail,” Marketplace Sotheby’s International Realty Associates rely on their honed experience, continued education, and intuitive ability to answer the “what if’s” to always remain up-to-date and fully aware of current market trends & practices.



COMPLETING THE PROCESS

As the anticipated day of closing approaches, rest assured that every aspect of the selling experience will be wholly addressed and expertly finalized. Components of successfully completing your sale include helpful tools and resources including:

- » **Coordination with the escrow and lending teams**
- » **Customized Timelines**
- » **Curated Checklists**
- » **Moving Guides**
- » **Referrals to trusted guides & experts**
- » **Assistance with next home purchase, or referral to out-of-area real estate professionals**

No two transactions are ever the same, and inevitably possess different requirements specific to their unique attributes.

The Elevate™ approach addresses every home sale with consideration and attention to detail, culminating in the most thoughtful, enjoyable selling experience possible.





"THERE ARE NO SECRETS TO
SUCCESS. IT IS THE RESULT OF
PREPARATION, HARD WORK,
AND LEARNING FROM FAILURE"

-COLIN POWELL

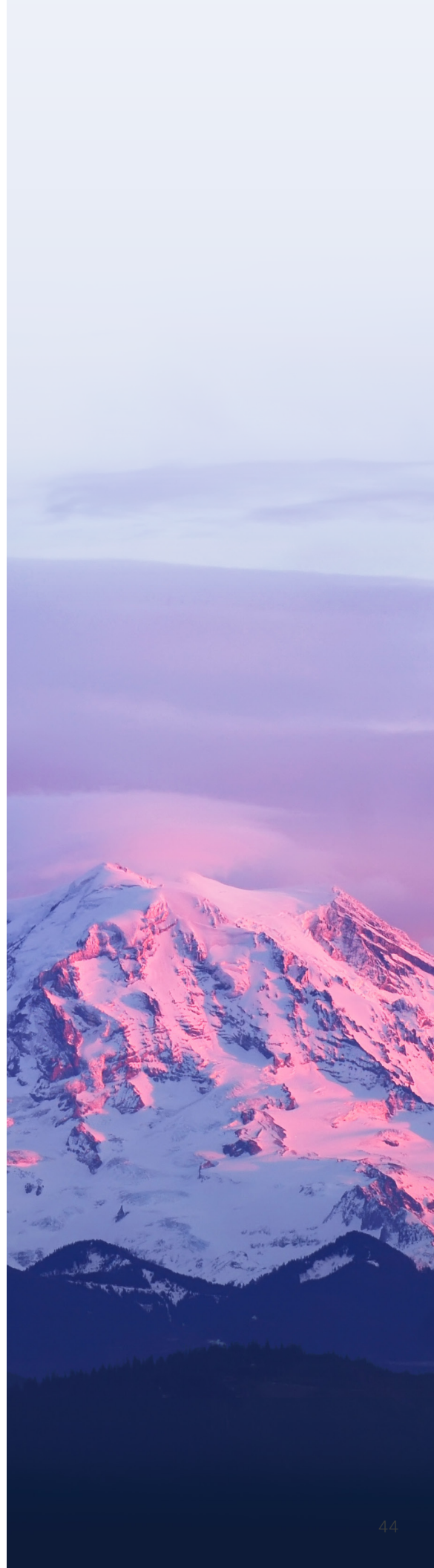
EXCEPTIONAL RESULTS

COMPREHENSIVE, DETAILED AND PROVEN, the Elevate™ curated selling experience provides an unprecedented approach to successfully preparing, presenting and selling your home.

Taking exceptional pride in each of their listings, Marketplace Sotheby's International Realty looks forward to delivering a tailored, intentional experience for your individual real estate endeavors, and welcomes the opportunity to address any and all questions, comments or curiosities related to our unique approach.

For more information and to gain a better understanding of the Elevate™ experience in action, visit:

WWW.MARKETPLACESOTHEBYSREALTY.COM



Marketplace | Sotheby's

INTERNATIONAL REALTY

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