

ORCAS ISLAND REALTY

a feeling of home in the islands



DEBORAH JONES

SOLD.

FROM START TO SOLD.
ALL THE DETAILS YOU NEED
TO SUCCESSFULLY LIST &
SELL YOUR HOME.



*Hi, I'm Deborah and I believe
in home.*

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can often feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that working together, I can help you navigate the process with ease. I'll outline the process while we create a plan, so you don't have to do all of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you and creating a smooth close, this booklet will be your guide.

Deborah Jones

04 About Me

05 Why Hire Me?

06 Successful Selling Process

07 Listing Consultation

08 Setting the Right Price

09 Prepping the Home

10 To Do List

11 Photos & Timeline

12 Shocking Truths

13 Going to Market
14 Marketing Timeline

15 The Timeline

16 Listed to Sell

17 Contingency Period

18 Common Contingencies

19 Closing Day

20 What You Can Expect

21 What Others Are Saying

SELLING



ABOUT ME

DEBORAH JONES

Realtor,
Mother, and Business Woman

ABOUT ME

As a real estate managing broker and mother of two boys, my business background consists of more than 20 years under my belt in the design and home building industry. Formerly co-managing a successful general contracting business and operating an interior design/decorative finish venture, I seamlessly integrate my diverse background into real estate. My robust network (16 years residing in San Juan County) and dual expertise, enhance my ability to guide clients, offering invaluable insights into construction admin, design, and permitting, with meticulous care.

A top producer at Orcas Island Realty, and in San Juan County, since June 2017, I've closed over 100 transactions. Our boutique firm is renowned for integrity and professionalism, consistently leading San Juan County's real estate landscape. My no-nonsense approach, paired with a hands-on attitude, instills trust with both Sellers and Buyers, striving to make each transaction a success.



@dhjoneshomes



WHY HIRE ME?

When it comes to buying or selling a property, having a real estate professional on your side is a game-changer. Not only will I be available to take calls and show properties, but I will also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it's vital to have an experienced and solid perspective to build your specific marketing plan. As a team we build a plan together just for your home. My job is to get you the best deal and often times that is through leveraging my skillset...and NETWORK.

While I personalize my marketing approach, I systemize my approach to paperwork, ensuring you always know what's coming next. Whether you live in the area or reside elsewhere, you are always in the loop.

SUCCESSFUL SELLING PROCESS



I KNOW THAT SELLING YOUR
HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can
be the glorious start to a new chapter.
The reliving of wonderful memories
coincides with the anticipation of a new
family loving your home with fresh eyes.

With our modern approach to marketing
and a streamlined system for paperwork,
we take the stress out of SOLD.

Let's be honest, moving to a new home is
EXCITING!

LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS AND
VIRTUAL TOUR

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to the process. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social media strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.



A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

Deborah



SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

PREPPING THE HOME

Cleaning & prepping your home to sell
can increase its value by 3%-5%

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

Exteriors and Garage

- Tidy all outside accessories
- Trim all bushes & mow any lawns
- Rake any gravel
- Organize and sweep out garage

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Tidy up landscaping and walkways

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

Final Clean

Prior to photos and videos, please hire a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography and video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...



homes listed with professional photography sell 32% faster.



The average ROI on professional real estate photography is 826%.



68% of consumers say that great photos made them want to visit the home.

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 1-2 weeks prior.

On photo day, we'll do light staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Northwest MLS Listing
- Zillow, Redfin, Realtor.Com Etc.
- Social media posts & ads
- Print materials



GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.



THE DETAILS...

01

Local Outreach This is where we let all the neighbors know about your home. People who love the neighborhood they live in will spread the word!

02

Social Media: Instagram and Facebook are proven methods of delivering information quickly and to a broad audience.

03

Broker's Tour: We invite our local Brokers to attend a casual tour of the home and property so that they can get the word out to their clients. This is a valuable strategy so a potential Buyer can be contacted by their own agent.

the TIMELINE

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Virtual tour

INITIAL STEPS

- Sign Listing Agreement
- Order Septic inspection
- Review preliminary Title Report

EXTERIOR SPACES

- Clean up landscaping
- Remove all clutter
- Clean roofs and gutters

SHOWINGS

- Keep home tidy and ready to show
- Try to be flexible, allowing showings at short notice or provide schedule to agent

ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*I give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers*

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Redfin, and Realtor.com, and claim those listings to follow statistics.



CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.



COMMON

01 Inspection Contingency

Many contracts have an inspection contingency. This is where the buyer is able to do their due-diligence on the property with professional inspections, including; structures, water, and septic..

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-qualification from a lender.

03 Appraisal Contingency

Inside the buyer's financing contingency there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price. This is another reason to price the property accurately.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



CLOSING DAY

This is it! The big day. I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork you will have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.
2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.



What you **CAN EXPECT**

Rest assured, this endeavor surpasses simple transactions; it's a commitment to your unique journey. While challenges may arise, I am dedicated to helping you navigate any obstacles or delays. Regular communication is integral, and you can rely on me to ensure you are well-informed and confident in every stage of the process. Your trust is paramount, and I am honored to guide you with the utmost professionalism and diligence.

Deborah

what others ARE SAYING



LIZ H.

I couldn't be more pleased with my experience working with Deborah Jones to sell my home. I have never worked with a realtor who did so much to make the sale happen. Her pricing advice was thoughtful and informed. She found multiple contractors for us to complete upgrades before listing. She was always available when any question or issue arose. I also really appreciate how she listened to us and was sensitive to what we were willing and able to do. She worked really hard for us when we asked for help, but gave us space and support when other events in our life took precedence over the home sale. I highly recommend working with Deborah to anyone buying or selling a home on Orcas Island.



ADINA C.

Deb is a wonderful person and realtor with in depth local knowledge and a friendly, professional personality. She went far above and beyond what other realtors I have worked with have done. And she was very effective at getting our house, finally, sold!


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GET IN CONTACT

**MANAGING BROKER /
REAL ESTATE AGENT**

 360-298-4558

 @dhjoneshomes

 dhjoneshomes@gmail.com

www.dhjoneshomes.com

www.orcasislandrealty.com

123 North Beach Rd.

Eastsound, WA 98245