

SELLER VISION GUIDE



PERSONAL PLANNER

John W Stewart

International Property Specialist



John W Stewart
CIPS, SRES



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A warm welcome



THE GOLDEN RULE

I live my life guided by the principle of treating others as I would like to be treated.
I choose to work with clients who share this approach to life.

MUTUAL AGREEMENT

My purpose is to be a catalyst for you to discover the next chapter of your life
and to get there with peace of mind. What's your purpose?

SHARED EXPECTATIONS

Let us be clear about our expectations of the process and of each another.
This planner is to see if we are a great match and if, how and when to proceed.

Thank you for taking the time to share your story with me.

— John Stewart

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Of greatest importance



THE MOST IMPORTANT PART TO YOU

John starts with a clear understanding of your priority concerns. A client care program is custom created to deliver the services that have value to you.

What is important to you in choosing a real estate agent-advocate?

What is important to you in the overall process of selling?

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Best features and improvements



PEOPLE OFTEN BUY FOR SIMILAR REASONS

Many sellers like the idea of selling their home to people who will value it as much as they do. What made you buy?

WHAT IMPROVEMENTS HAVE YOU MADE?

What significant improvements have you made to your home or property?

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Special needs



PRECIOUS ONES

Whose well being needs to be considered while your home is on the market?

- Pets
- Children
- Out of town company

Who else?

“John was very sensitive to our family’s needs—we felt heard and respected.”

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The future is now



THE FUTURE IS NOW

The equity from our real estate investments often funds our life dreams. Let us consider your mid to long range plans now to structure a savvy financial transaction.

UPCOMING MILESTONES

What kind of life changes and timeframes do you anticipate?

- A child's education
- Assisted living arrangements
- Personal travel

What else?

“John helped us sell our home and find a new one closer into town. He helped find a temporary rental before we were able to move into our new home and worked with us daily through our search. We appreciated his steady course and willingness to support our decision making process. We’d recommend him to any of our friends”.

— Jim and Linda

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Determining factors



IT ALL COMES DOWN TO THIS

Money is not everything to all people—there are often other factors involved in the final decision. What are yours?

- Is it really worth it financially
- Can we substantially improve our lives
- Does a remodel make sense instead

What else?

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John Stewart—Your advocate



John's energy and enthusiasm spark a spirit of adventure.

PROFESSIONAL RECOGNITION

- Certified International Property Specialist (CIPS)
- Seniors Real Estate Specialist (SRES)
- Transnational Referral Certification (TRC)
- Coldwell Banker Sterling Society 2007

ACTIVE MEMBERSHIP

- National Association of Realtors®
- Washington Realtors®
- Washington Realtors® International Council
- Seattle King County Associations of Realtors®
- Asian Real Estate Association of America
- World Affairs Council, Seattle

APPROACH AND STYLE

- Consult for understanding
- Educate to empower
- Nurture a relationship for open communication

MISSION STATEMENT

"I will support you and your plan to sell or purchase real estate anywhere in the Pacific Northwest or in many countries around the world. I will not participate in dual agency. My knowledge and experience in international and Pacific Northwest real estate markets will guide you or a friend through informed and confident real estate decisions.

— John Stewart

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A reputation for high performance



JOHN IS RECOGNIZED AS A LEADER

Top selling agents line up to hear news of John's new listings.

THE POWER TO MOBILIZE TOP AGENTS

John networks with the top 10% of Puget Sound agents who are closing 90% of the business. These agents are eager to transact with John based on his reputation for properties that are:

- Professionally staged
- Precision priced
- Prepared for a Purchase and Sale Agreement with a Buyer's agent sales kit

AVOID MARGINAL BUYERS

John goes the extra mile and holds other agents to a high standard of care to:

- Prepare a legally binding Purchase and Sale Agreement (many agents leave blanks, jeopardizing the sale for their client)
- Adhere to strict contractual performance dates to gain early evidence of the financial viability of the potential buyer
- Avoid tying up your property with marginal buyers

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John increases your *net* dollars



A HIGH PRICE MAY NOT REAP A HIGH REWARD

The highest list price is not always the highest sale price. The highest sale price is not necessarily the highest net dollars to you on closing.

WHICH OFFER IS THE BEST ONE

There can be three offers for the same sale price and the net dollars to the seller can vary by many thousands of dollars. John clearly spells out the differences for your careful consideration.

JOHN STRUCTURES THE SALE TO YOUR ADVANTAGE

There may be a clause in the Purchase and Sale Agreement that says the seller shall be reimbursed for the remaining heating oil in the tank. For this to apply, the seller must provide a certification from an oil company stating the amount and current value of the remaining oil in the tank—no certification, no reimbursement. This is one of the many small details that John attends to for your financial gain.

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Clients share their experience



GENERATIONS OF CLIENTS

John routinely receives cards and letters of thanks from his clients. Here are a few examples of the sentiment expressed by many:

“John recently helped my wife and me with the purchase of our first home. John was very helpful in educating us on all the particulars of the contracts and agreements of which neither my wife nor I had any experience. John went well out of his way to achieve an extremely tight closing date, working in the evenings and weekends to get our house closed on time. We both can’t say enough about how helpful it was to have John as our agent”.

- Jared

“John helped us sell our home and find a new one closer into town. He helped find a temporary rental before we were able to move into our new home and worked with us daily through our search. We appreciated his steady course and willingness to support our decision making process. We’d recommend him to any of our friends”.

— Jim and Linda

“Thank you for helping us find our agent in Houston. He was absolutely professional and great to work with. We have already recommended him to one of our friends. Thank you for following up and checking in on us.

— Sandra and Michael

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What's next



Explore your new life possibilities and discover if it makes sense to make a move. John begins with a visit to see you at your property for an initial consultation.

A WALK THROUGH APPOINTMENT

This is a relaxed discussion to start gathering the facts.

- A one hour appointment to meet you and see your property
- Learn the 'big picture' purpose of your move
- Thoroughly understand the value of your property to you

THE RESULT

At the conclusion of your initial consultation you will be empowered with information to determine how best to proceed.

QUESTIONS TO ASK

John suggests you make notes about the things you want to ask him.

I'm looking forward to meeting you and providing clear choices for your future.

— John