



**Premier Team**



## Company Overview – Asset Realty Group

As a software executive with a decade's experience designing software, Chad Storey had a sweeping vision to transform the way we buy real estate. Chad founded Asset Realty Group in 2005 to improve the way people shop for real estate, the way potential buyers are informed of opportunities, and how real estate companies use Internet-based software.

## Commitment to Professionalism

Professionalism is the rock solid foundation on which Asset Realty Group is built. We hire professionals and provide extensive training and continuing education to ensure that the Asset sales team sets a new standard of excellence serving the needs of Buyers and Sellers.

## Commitment to Service

Asset Realty Group is committed to providing each and every client with exceptional service. We go above and beyond in finding homes for our customers. Our team continually researches and stays up to date on the newest listings, constructions, zoning laws, appreciation and current market values. We do the work for you so you don't have to, making it a breeze to buy or sell your home!

## Commitment to the Best People

Asset Realty Group's sales team is the company's most valuable resource. Our team includes experts in all areas of Real Estate including Residential, New Construction, Commercial, Relocation, Foreclosure Services, Property Management and Mortgage Services.

## Commitment to the Best Software Tools

Today's Real Estate market is experiencing a paradigm shift and a sweeping change of innovations where Real Estate meets the Internet. Asset Realty Group has quickly become the state's leading full-service Real Estate Brokerage using World-Class Internet Technologies.

## About the Premier Team

### Justin W. Richards

Justin Richards, born and raised in Seattle, has been marketing, buying, and investing in real estate since 2004. He is a member of the National Association of Realtors.

"You know when someone is buying or selling a home, how nervous and stressed they can get? I'm the guy that takes care of all the details and the paperwork. I will hold your hand through the entire process and make the whole thing a more enjoyable experience. That said, I know how to work with any type of homeowner. Whether you're facing the pressure of a foreclosure or want to execute a successful short sale and move ahead financially — I can help alleviate your real estate concerns."



### Yvette DuBee

As a longtime resident of Seattle, Yvette can put her insider knowledge to work to find a special property in your neighborhood of choice. She has been actively involved in real estate for the last seven years owning investment property in Vancouver B.C., Mazatlan, Mexico and in the Pacific Northwest. In addition to being a licensed real estate agent, Yvette is Managing Partner of Premier Lots, LLC — a real estate investment company. She is passionate about helping others. In her personal time, Yvette enjoys golf, poker, traveling, and a good bottle of wine."



Justin W. Richards & Yvette DuBee | PremierTeam@PremierLots.com | 425.765.8088 / 206.953.8186

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## **Personal Service Standards for the Premier Team**

### **Client-Agent Relationships**

At the beginning of our client relationship, we will explain our client-agent obligations, noting that our client is our employer and pays our fee.

### **Structuring the Offering**

We will advise our clients on the most advantageous way(s) to offer their home for sale, reflecting varying terms and conditions of sale. This “structuring” may include a conventional sales approach, lease-purchase, short sale, and other methods of sale should they be necessary.

### **Maximum Market Exposure**

Our client’s home(s) shall be fully exposed to the largest number of potential buyers possible. Normal marketing channels shall include all personnel in our office, local cooperating offices, regional & national Brokerages, relocation contacts, and the Internet.

### **Preparing the Home**

We will advise our clients on how to prepare their home for showing in the most positive manner. We will not gloss over glaring physical defects and will make recommendations as to how they may be corrected quickly and efficiently.

### **Appointments and Negotiations**

We will insure that all negotiations by interested parties and other agents are coordinated through us, your listing Broker.

### **Inform the Market**

We shall advise our clients weekly on buyer activity and interest, local market conditions and other factors that may affect the sale of their property. We will provide an updated Market Value Analysis if warranted by increased or decreased market activity.

### **Qualified Listings**

The Premier Team recognizes that only a “qualified listing” provides our clients with the basis for the most comprehensive and effective marketing plan possible. This can be defined as a home listed with the following:

1. Complete and accurate details
2. Well motivated clients
3. Competitively priced using a market analysis

## **Our Definition of Service**

By signing this “Definition of Service”, I hereby agree to allow The Premier Team to market my property through their proven methods. I also acknowledge that The Premier Team’s marketing methods are different than those of other agents in the area in the following ways:

- They do not advertise property in conventional ways.
- Their goal is to spend the majority of their time with Buyers, Sellers, and Realtors.
- The Premier Team delegates everything they can to allow them more time to market their properties.
- Because The Premier Team runs their business like a business they have a team to assist them.



- The Premier Team can and will return my telephone call if I indicate that I want to speak with them even though their assistants may have already tried to help me.
- Working with The Premier Team means they have someone available from 9:00 am to 5:00 pm weekdays to assist them.
- I am aware that part of The Premier Team's marketing plan consists of direct mail, networking, and internet exposure at the highest possible level.
- The Premier Team contacts a minimum of 200+ buyers by mail or phone to promote their listings.
- The Premier Team or their assistants will follow up as we receive feedback from Buyers and Realtors who may have seen my home.
- The Premier Team does NOT place high emphasis on Open Houses; instead spend all of their time on high impact prospecting such as internet exposure and direct mail.
- The Premier Team and their assistants will keep me educated regarding the current market as it pertains to my property and its ability to sell.
- I understand that in today's competitive marketplace it takes active and aggressive marketing to get homes sold and that 90% of the marketing plan is based on the price of my property.
- I will call The Premier Team as soon as possible with the names and phone numbers of any Realtors who may have shown the property (this is essential so that I can be informed of agent feedback... should there be any).
- During the listing period, prior to the property being entered into escrow, I shall direct my inquiries to The Premier Team or their assistants. They will graciously seek out the answers to my questions.
- I agree to meet with The Premier Team at their office every Twenty One (21) days to discuss the price of my property until it sells.
- If I am not getting enough showings, I understand that my price is too high. If I am getting showings but no offers, the feedback from agent showings will isolate their objections for me. I understand that we have to evaluate those objections and address them, and/or compensate for them with a price adjustment.
- I agree to reduce my asking price by \_\_\_\_ % or \$ \_\_\_\_\_ every Twenty One (21) days if we have not come to terms with an offer.
- The Premier Team will show my property every chance they get. I understand that they have two main jobs... Marketing my property to buyers directly and marketing my property to cooperating real estate agents and their buyers. With more than 3,000 agents in the average Multiple Listing Service area, the odds are very high (80% or more) that my property will sell as a direct result of The Premier Team's marketing efforts to other agents.
- I am aware that Washington State law requires The Premier Team to present all offers, regardless of their content.
- The following companies will be used during the sale of my property:
  - Commonwealth Land Title & Escrow – Bellevue
  - Northpoint Title & Escrow – Kirkland
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  - Commonwealth Land Title & Escrow – Bellevue
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- If there is no Pre-Approval letter from a buyer they MUST be Pre-Approved by one of The Premier Team's lenders prior to accepting the offer.
- Please be advised that I have advised my agents, Justin W. Richards and Yvette DuBee, to receive all offers and relevant correspondence for presentation to me.
- Should I require additional information regarding an offer, I shall contact The Premier Team immediately.

Seller: \_\_\_\_\_ Date: \_\_\_\_\_

Seller: \_\_\_\_\_ Date: \_\_\_\_\_

The Premier Team: \_\_\_\_\_



## Our Internet Marketing Plan

### Our Software Advantage!

We have a large team dedicated to marketing your property. We track how many buyers are viewing properties on a daily basis, we also submit and publish to all the popular Real Estate web sites and search engines.

<p><b>The Seattle Times:</b> Your listing will be added to the most recognized and leading daily newspaper in Seattle, Washington.</p>	
<p><b>Craig's List:</b> Your listing will be added to the most popular community classifieds site on the internet.</p>	
<p><b>Google:</b> Your listing will be added to the most popular search engine on the internet.</p>	
<p><b>Edgeio:</b> Your listing will be added to a popular site for classified listings where consumers can view and tour your home online.</p>	
<p><b>Oodle:</b> Your listing will be added to Oodle, a popular site for classified listings where consumers can view and tour your home online.</p>	
<p><b>Backpage:</b> Your listing will be added to backpage.com a classifieds site on the internet where consumers can view your home online.</p>	
<p><b>Trulia:</b> Your listing will be added to Trulia, a popular real estate search engine where consumers can view your home online.</p>	
<p><b>Broadcast Emails:</b> Broadcast emails to all 27,000 Northwest Realtors, alerting them about the new property.</p>	
<p><b>Our Web Site:</b> Over 45,000 visitors search assetrealtygroup.com per day!</p>	



## Our Traditional Marketing Plan

**Flyer Promotion:** A customized flyer, which promotes your property, will be designed and created especially for your home. These flyers are full color and advertise multiple photographs of the property and all of the property highlights. The property flyers will also be available to “drive-bys” via the yard sign flyer box.

**Your Professional Yard Sign:** Sign will go up on day of listing. The yard sign is the best form of advertising we can provide for you! As associates, we get numerous calls from yard signs. It is possible that your home is not in the right price range for the prospects when they call. Our Associates are trained to qualify these callers on the telephone. Under no circumstances will we show your home to an unqualified buyer!



## The Seller's Role

Experience shows that taking the time for advance preparation of your home increases desirability, provides a marketing “edge,” and results in shorter market time while assuring the highest return.

### Before Presenting Your Home to Buyers:

- Remove clutter from the yard
- Cut and edge the grass
- Trim hedges and weed gardens
- Paint, fix or wash railings, steps, storm windows, screen and front door
- Check side and back doors
- Clean gutters
- Wash windows
- Straighten up garage
- Paint, wash and fix garage doors and windows
- Repair dripping faucets and leaky toilets
- Replace all burned out light bulbs
- Repair faulty light switches
- Remove clutter from halls and stairs
- Oil door hinges, tighten door knobs
- Give the home an overall cleaning

### Before Buyers Come to Your Home:

- Turn on all inside lights even during the day
- At night, turn on outside lights
- Turn on soft music
- Keep heat at 68 degrees
- Keep pets in separate area and change litter box often
- Put money and other valuables away and out of sight
- Keep draperies and shades open
- Open all doors inside the home, except closets
- Light a fire in the fireplace in the fall and winter months whenever possible
- Make sure home is comfortable in summer months, with windows open



**When An Agent Shows Your Home:**

- Consider leaving your home during the showings. Buyers will stay longer if you are not home.
- Group children around television with volume on low, or in a specially designated area if you cannot leave the home.
- Don't precede or follow the buyer through your home
- Let the sales associate show and sell your home

**Please have the following items available.**

An extra set of keys for the lockbox	
A copy of the most current appraisal of the property (If applicable)	
Current loan information: company name, address, phone and loan number	
Second lender information (if applicable)	
Completed copy of Seller Disclosure – Form 17	
A list of recent upgrades or improvements	
A list of special features, amenities / Selling Points	
A list of average monthly expenses (i.e. utilities)	
A list of all decision makers who must approve sale of the property. This is anyone on Title.	
A copy of your Home Association Guidelines and Fees (if applicable)	
Your Home Warranty contract number and expiration date (if applicable)	



## Customary Closing Cost Guide

### **SELLERS usually pay for:**

- Half of the escrow fee\*
- Any judgments, tax liens, etc. against the seller
- Recording Fees to clear all documents of record against seller
- Work orders, such as termite inspection or home repairs
- Payoff of all loans in Seller's name
- Any unpaid Homeowner Association dues/Assessments
- Owner's title insurance premiums
- Home Warranty\*
- Any assessments or bonds\*
- Excise tax (% based on county and sale price)
- Real estate commission
- Any loan fees required by buyer's lender\*
- Interest accrued to lender being paid off, reconveyance fees and any prepayment penalties

### **BUYERS usually pay for:**

- Half of the escrow fee\*
- Document Preparation (if applicable)
- Any judgments, tax liens, etc. against the buyer
- Inspection fee\* (i.e. property, roofing, geological, etc.)
- Home Warranty\*
- All new loan charges (except for those required by lender for seller to pay)
- Interim interest on new loan from date of funding to first payment date
- Lender's title policy premiums (ALTA)
- Tax pro-ration (from date of closing)
- Hazard insurance premium for first year
- Recording Fees for all documents in the buyer's name