



# Home Seller's Guide

LIVE WHO YOU ARE

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# Preparing Your Home

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# Your Property, Your Choice

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	Essential	Plus	Premium	Ultimate	Ultimate+
Detailed Home Preparation	•	•	•	•	•
Professional Photography	•	•	•	•	•
Coming Soon Marketing	•	•	•	•	•
Personal Calls to Likely Agents	•	•	•	•	•
E-mail Marketing Campaign	•	•	•	•	•
Craigslist, Pinterest, Twitter	•	•	•	•	•
Blog Post	•	•	•	•	•
Yard Sign (Where Possible)	•	•	•	•	•
24/7 Text for Information (Where Possible)	•	•	•	•	•
Who's Who in Luxury RE (1m+)	•	•	•	•	•
International Distribution	•	•	•	•	•
Google PAID Search	•	•	•	•	•
Facebook Marketing with Targeted Demographics	•	•	•	•	•
Network Distribution to 80 Websites	•	•	•	•	•
Single Property websites	•	•	•	•	•
Full Color, 2 Sided Flyers	•	•	•	•	•
Open House/Broker's Open	•	•	•	•	•
Weekly Updates	•	•	•	•	•
Transaction Coordination Services	•	•	•	•	•
200+ Just Listed Postcards		•	•	•	•
Home Warranty for Buyer and Seller		•	•	•	•
Dual Agency Discount		•	•	•	•
Staging Consultation			•	•	•
Pre-listing Home Inspection			•	•	•
Professional Cleaning Services			•	•	•
Materport 3D Walkthrough			•	•	•
Staging				•	•
Surveying					•
Tenting/Fumigation					•
	5.5% COMMISSION	6% COMMISSION	6.5% COMMISSION	7.5% COMMISSION	8.5% COMMISSION

\*2.5% OF THE COMMISSION PERCENTAGE WILL BE PROVIDED TO THE COOPERATING BROKERAGE.

# Home Preparation Checklist

Corcoran Pacific Properties is your partner in the sale of your home. We will do everything possible to provide the best marketing for your property. As a homeowner, you will also need to do everything possible to prepare your property for sale. We will give you specific recommendations, suggested service providers, and even coordinate the work. Together, we'll make sure that your house looks its best for buyers. Remember, the higher the price you want to receive and the faster you want to sell your home, the more you should do to prepare it for sale.

## Curbside View:

- ☐ Inspect mailbox post. Replace, repair, or repaint mailbox as necessary.
- ☐ Remove everything unnecessary from the exterior.
- ☐ Regularly sweep the sidewalks and lanais.
- ☐ Pressure wash or reseal the driveway if necessary.
- ☐ Inspect and repair walls, fences and gates.
- ☐ Inspect the foundation, walkways, steps, and lanais for cracks and crumbling. Repair as necessary.
- ☐ Scan neighboring houses to see if there are any detracting issues that could be addressed.

## Lawn Area:

- ☐ Keep the lawn watered, fertilized, mowed, and hoses neatly coiled. Regularly rake leaves
- ☐ Add flowering plants, remove dead plants and keep beds weed-free and mulched.
- ☐ Check trees and bushes, trim if necessary (especially if blocking a window). Check and remove dead limbs and debris.

## Excess Items:

- ☐ Rent a large storage unit for excess items.
- ☐ Remove everything possible from closets, cabinets, and attic and put in storage. Organize remaining items.
- ☐ Remove excess furniture and reduce decorative items.
- ☐ Minimize personal items (photos, paintings, children's art).

## Front Entrance:

- ☐ Carefully inspect the front door. Paint, stain, or clean it as necessary.
- ☐ Place a new welcome mat at the front door. Remove excess shoes.
- ☐ Check to ensure the doorbell works. Repair if necessary.

## Before Photography, Open Houses and Showings:

- ☐ Make beds. Ensure linens are neatly tucked and pillows are fluffed.
- ☐ Spot-clean, especially kitchens and bathrooms.
- ☐ Clean mirrors.
- ☐ Empty trash cans/recycling.
- ☐ Refrain from cooking fish or other strong-smelling foods.
- ☐ Open all drapes.
- ☐ Open windows or turn on air conditioner.
- ☐ Turn on fans.
- ☐ Turn on lights if it enhances the room.
- ☐ Remove pets, pet dishes, and litterboxes.
- ☐ Fresh flowers throughout the house.
- ☐ Light vanilla candles.
- ☐ Close the garage door.

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## Exterior:

- ☐ Wash all windows, inside and out.
- ☐ Inspect exterior paint on siding, doors and windows. Pressure wash or repaint as necessary, especially the front of the house.
- ☐ Check to ensure all exterior lights are working. Replace bulbs or repair if necessary.
- ☐ Inspect all windows. Repair any that are broken/cracked or difficult to operate.
- ☐ Inspect all screens. Repair if necessary and clean.

## Garage:

- ☐ Remove everything possible from the garage.
- ☐ Organize anything left in the garage.
- ☐ Inspect garage doors. Also inspect the garage floor and pressure wash if necessary.

## Lanai & Pool Area:

- ☐ Check the appearance of lanais and walkways. Pressure wash if necessary.
- ☐ Remove unnecessary items from lanai.
- ☐ Make the pool and pool area clean and attractive.

## Roof:

- ☐ Inspect the roof and sweep if dirty. Repair loose shingles/ flashing if needed.
- ☐ Inspect and clean gutters. Repair/repaint as necessary.

## Inside the Home:

- ☐ Clean the entire house thoroughly, and have it cleaned weekly. A service is recommended.
- ☐ Replace light bulbs with highest allowed wattage.
- ☐ Inspect walls. Patch and paint (white or off-white) as necessary.
- ☐ Check wallpaper. Replace or re-glue if needed.
- ☐ Check ceilings for water damage. Repair any roof leaks and repair/ paint water damage.
- ☐ Check all light switches, light fixtures, fans and receptacle plates. Replace if broken, rusty, or corroded.
- ☐ Inspect all woodwork and doors. Repair, paint, stain, and clean/ polish as necessary.
- ☐ Test all doors and windows for operation. Repair any broken/ sticking/squeaky.
- ☐ Pull on all door knobs. Tighten any that are loose.
- ☐ Inspect all carpets and drapes. Have cleaned as necessary.
- ☐ Check all steps for squeaks. Repair if needed.

## Kitchen & Bathrooms:

- ☐ Clear everything possible from kitchen counters and refrigerator front.
- ☐ Clear everything possible from bathroom counters, shelves, showers, etc.
- ☐ Keep bathrooms spectacularly clean with clean, matching towels.
- ☐ Check cabinets, drawers and pulls. Repair or tighten if needed. Consider new pulls and facing.
- ☐ Check faucets and showerheads for leaks. Repair if needed.
- ☐ Check all plumbing fixtures for corrosion. Replace if necessary.
- ☐ Check all toilets. Repair if necessary.
- ☐ Inspect marble and granite floors and counters. Polish or refinish if needed.
- ☐ Check bathroom caulking. Replace if necessary.

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# What matters in the sale of your home

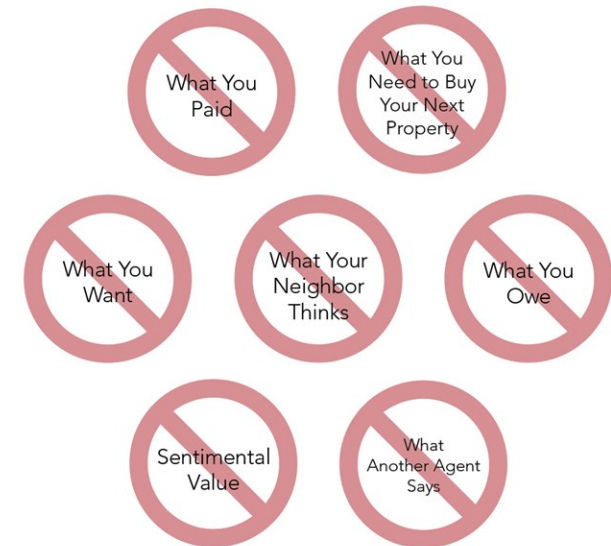


Pricing your home at Fair Market Value is the single most important factor in selling your home for the most amount of money, in the shortest amount of time. There are several factors we use to determine this value:

## Factors Impacting Sales Price:

- Location
- Lot Size
- House Size
- House Condition
- House Features
- Recent Sales
- Competition
- Timing
- Financing
- Special Conditions

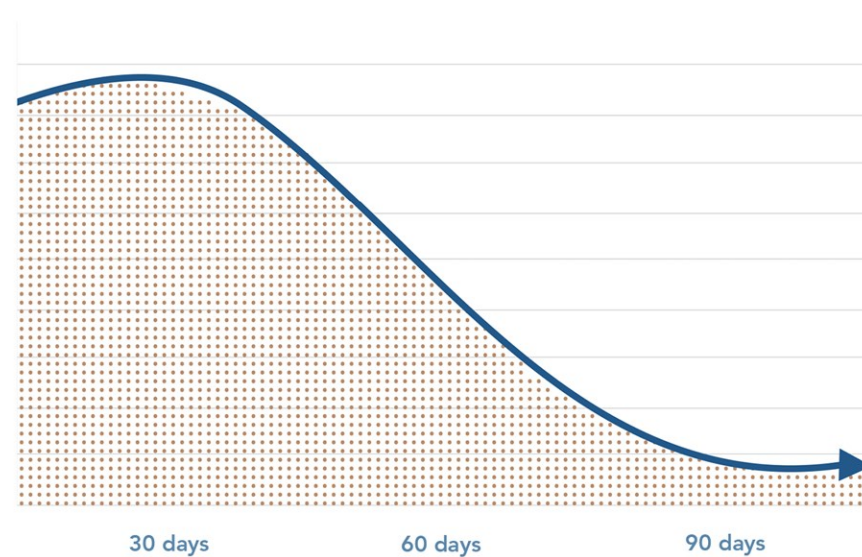
Regardless of what you paid, what you owe, how much you want, or what any other agent may say they can sell the house for, in the end it is the Buyers who will determine the selling price.



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# Pricing Your Home at Fair Market Value



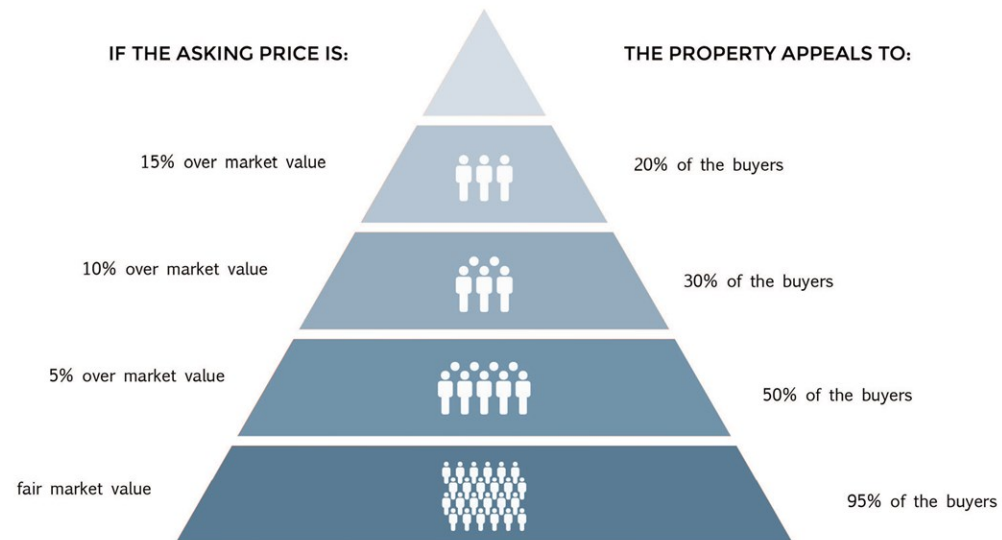
Your home receives the most exposure to the greatest number of potential Buyers within the first 14-30 days on the market. Pricing at fair market value from the beginning ensures the highest number of interested Buyers see the home.

As time passes, perceived value decreases, resulting in a lower sales price.

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# Pricing Your Home at Fair Market Value



If the asking price of a property increases beyond fair market value, the market of potential buyers decreases dramatically.

# Marketing Plan

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# Pre-Launch Plan

- 1 Make recommendations on how to best showcase the property.
- 2 Have the property photographed and the floor plan drawn.
- 3 Assess comps and current market conditions for proper pricing.
- 4 Schedule professional cleaning and pre-listing home inspection.
- 5 Preview the property to brokers.

# Launch Plan

- 1 Install luxury yard sign, post, and 24/7 information sign rider text code.

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- 2 Publish the listing. Targeted social media campaign begins

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- 3 Publish the listing. Targeted social media campaign begins

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- 4 Create necessary printed marketing materials.

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- 5 Schedule & advertise the first broker's open and public open house.

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# Ongoing Efforts

- 1 Field appointment requests and show the property.

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- 2 Compile regular reports of showings, web traffic and broker/customer feedback.

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- 3 Present and negotiate all offers.

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- 4 Revisit pricing and marketing plan as appropriate.

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- 5 Open escrow and transaction management.

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# Our Proven Marketing System



## TEAM APPROACH

Hundreds of man-hours go into the marketing for each and every Elite Listing, and no agent can do it alone. We have a team of 7 full-time marketing staff to execute 100s of steps to deliver on our marketing services to you.



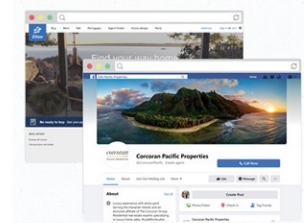
## LUXURY YARD AND POST SIGN

First impressions matter in the sale of your home. Our clean and professional signs let potential Buyers know you are working with a reputable firm in the sale of your home without detracting from the curb appeal of the property.



## 24/7 INFORMATION SIGN RIDER WITH TEXT CODE

Potential Buyers want information at the tip of their fingers. Our Text Code sends them your property details instantly and allows me to follow up on their inquiry afterwards.



## HIGHLY TARGETED SOCIAL MEDIA CAMPAIGNS

We leverage the power of our significant social network when marketing your new listing. Using blog posts, Facebook and Instagram we place your home in front of a wide audience of potential buyers. Targeted Facebook posts allow us to laser focus ads to possible buyers based on dozens of behavioral, geographic, and demographic metrics. We use your property location, price, and unique characteristics to showcase your home to Facebook users who most closely match your ideal buyer.



## PROFESSIONAL PHOTOGRAPHY AND VIDEOS

95% of homebuyers look online for properties during the home buying process. How your home looks online is critical to getting Buyers through the door for showings. If the photos online don't wow them, they may never come, which is why Elite has strict professional photography guidelines for all listings.



## DISTINCTIVE PROFESSIONAL FLYERS AND BROCHURES

Professionally designed and commercially printed, our Elite Pacific Properties flyers allow buyers to take away a favorable representation of your home after every showing.



## CUSTOM WEBPAGE SPECIFIC TO YOUR PROPERTY

We build a custom website specifically for your property, where potential buyers can follow the status, share with friends, request showings and much more. This encourages engagement with your home online and showcases your property individually.



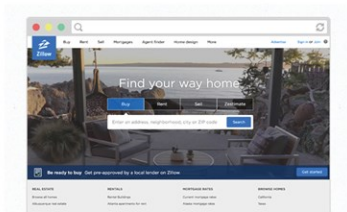
## NATIONAL AND INTERNATIONAL NETWORK REACH AND DISTRIBUTION

We display your property on dozens of the top national real estate websites in order to reach Broker's outside of Hawaii. Luxury properties are also displayed on over 80 of the top international real estate websites."

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# Our Proven Marketing System



## PREMIER EXPOSURE ON ZILLOW

We understand buyers' search preferences can vary and don't rely on just our website to promote your listing. We provide Premier exposure on Zillow, one of the most used real estate search websites in the country, to ensure your home is seen by a wide audience.



## MULTIPLE PUBLIC OPEN HOUSES

There's no better way to sell your home than to have interested Buyers walk through the front door. We advertise and promote your home to potential buyers and their agents in advance to ensure successful Open Houses.



## LOCAL BROKERAGE NETWORK REACH

By participating in our local MLS, your home will reach all agents on the island as well as show on other Brokerage websites. This increases exposure, and allows us to better cooperate with other agents who may have the perfect Buyer for your home.



## BROKER'S PREVIEW SHOWINGS

Most Buyers work with an agent in the purchase of their home, so generating excitement with the Broker Community is critical to the success of your sale. By showcasing your property to outside Brokers, we build a sales team of agents who want to sell your property.



## TOP LOCAL AGENT PREVIEW EMAIL

Not all agents will have clients interested in your home. We specifically target the top agents bringing buyers to your neighborhood and your price point. Our focused communication means that agents pay attention when they hear from us.



## YOUR PROPERTY, YOUR CHOICE

If your home and desired selling strategy requires more from us, we can do it! Every home sale is different, and we can't wait to create the perfect plan for you.



## TransactionPoint® From Real Estate Digital

Managing your escrow to keep you on track and aware of the closing timeline. We store a complete record of all executed documents and emails to and from the transaction management team.



## DocuSign®

Sign documents electronically from any device, anywhere in the world. We can handle your sale seamlessly, even if you aren't here.

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# Around the web, across the globe.

As soon as you list with Corcoran,  
your home greets prospective buyers  
on Corcoran.com and across hundreds  
of prominent partner websites in  
our extensive real estate network.

The New York Times

realtor.com®

WSJ

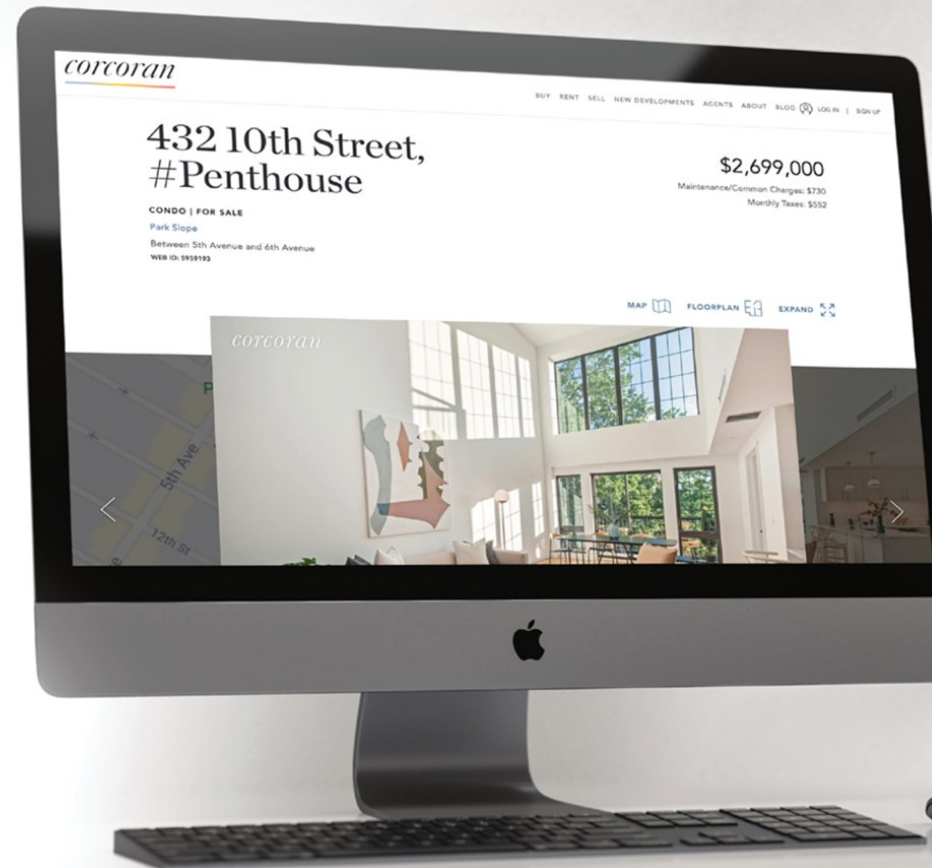
Homes.com

MANSION GLOBAL  
ONLY THE EXCEPTIONAL

Zillow®

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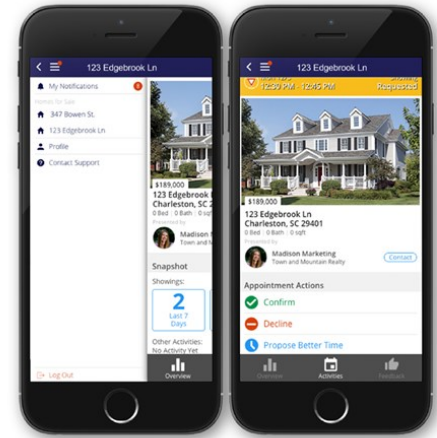
# Seller's Guide to ShowingTime

Sellers love ShowingTime because it's a simple way to stay informed and confirm appointments. Sellers can automatically receive notifications about showings, see feedback from potential buyers and view all activity on their home(s) during the sales process.

Communicate through text, email or our mobile app. Electronic notifications allow you to easily confirm, decline or reschedule showings based on preferences that work best for you.

Never miss a notification with the My Home by ShowingTime app for sellers. The notification center is your inbox for all showing and feedback alerts.

Conveniently communicate with your listing agent and keep a record of it in your messaging center.



## Listing Activity Report

Keep track of all the showings on your listing(s). Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report.

Here you can see all activity for your home including a list of all the showings, scheduled and completed. Your feedback is listed with the showings and can be broken down to show trends to help you identify those items to address to sell your home faster.





# At Your Service

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# Bridget Townsend

REALTOR®, SRES, MRP, E-PRO | RB-23199

Purchasing or selling a home is one of the most important decisions a person or family can make during their lifetime. Whether a client is a new or seasoned home buyer or seller, Bridget Townsend and her team of professionals are committed to making the process a smooth and pleasant experience for everyone. Meeting the client's needs and goals are always Bridget's top priority.

Clients also benefit from Bridget's 16 years of experience in sales and customer service. She also relies on her extensive knowledge of real estate and outstanding negotiating skills to help her clients reach their real estate goals. Bridget works to educate first-time and out-of-state buyers about the various factors related to Hawaii's housing market.

For buyers, Bridget uses a hands-on, personal and flexible approach that guarantees the home they seek is right for them. She can also offer assistance and guidance with financing options. During her career, she's placed "locals" in homes they thought were "out-of-reach" and assisted out-of-town buyers to purchase homes using "virtual walk-throughs" and other innovative technology.

For homeowners who are selling, Bridget's clients benefit from proven marketing strategies to sell the property quickly and at the best price and terms.

"This is not about a 'one size fits all' approach when it comes to assisting my clients to buy or sell their home," Bridget says. "Each client has unique and specific needs and goals that I work hard to meet."

Working with Bridget means you get a realtor that pays diligent attention to detail, and thoroughly explains the process of making the right deal that leaves her clients happy and satisfied. If you are looking for a realtor who puts the client first and has a proven track record of success and satisfied clients, call Bridget Townsend.



"Our mission is to exceed our client's expectations and to cultivate a lifelong relationship built on trust,"

*- Bridget Townsend*

# Our Communication Guarantee

**Fact:** According to the National Association of REALTORS®, 70% of the public thought their agent did a poor job communicating with them.

- I guarantee I will provide feedback to you within 24 hours after showings (when available).
- I guarantee I will call/Voxer you weekly to discuss feedback, showing traffic, market activity, and price adjustments with regards to positioning your home on the market.
- I guarantee I will be available to receive your calls between 8 AM and 5 PM Monday through Friday and between 10 AM and 5 PM on Sunday.
- I guarantee I will return all phone calls as soon as I can.
- I guarantee that your home will be marketed heavily throughout the area with our door knocking (where possible), postcard campaigns (with applicable packages), and online marketing.
- I guarantee that you will be kept informed regarding new homes that come on the market to compete with yours, as well as recent sales around you.
- I guarantee you will visually see any brochures, websites, etc., to see how you're being marketed.
- I guarantee that I will hand deliver any correspondence that is of an urgent nature.
- I guarantee I will reverse prospect and update agents and brokers in the area about your home.
- I guarantee that buyers will have information on your home available 24/7.

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# Testimonials

Home buying was much more inspiring after attending one of her workshops.

Can't say enough good things about Bridget!! High energy and down to earth. Home buying was much more inspiring after attending one of her workshops. She was always accessible and utilized Voxer app which made communication between me, my wife, and her (all had different schedules) a breeze. I would definitely put any family or friends interested in purchasing any real estate in contact with her!

**Brendan Smith, Zillow**

Her expert staging truly added to the value of our home and the easy sale of our property.

Bridget Townsend receives top marks from my family and I for her work in both purchasing our first home and selling it when we were relocated off island. She is personable, knowledgeable of the area, and has connections with many industry experts. From home inspectors to painters to professional cleaning services to plumbers and window companies! She knows everyone. Her expert staging truly added to the value of our home and the easy sale of our property. Bridget, Thank you so much for your help! We could not have done this without you.

**Thomas Buttino, Zillow**

All of the appointments were scheduled around my busy military schedule including several weeks underway during closing.

From the start Bridget always had lots of listing for me to look at even as my needs changed we were able to find plenty of condos to look at. I put an offer in on a condo that was at the top of my price range and she advised me that it would probably go above asking and was patient with me when I had to back out. All of the inspections and appointments were scheduled around my busy military schedule including several weeks underway during closing. Upon recording she gave me and my daughter a wonderful house warming gift that my daughter still loves and plays with. GREAT EXPERIENCE!!!

**Jeremy Burke, Zillow**

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# Questions to Ask Every Realtor

## **Is Real Estate your fulltime job?**

Yes. Not only that, Corcoran Pacific Properties only hires full time professional Realtors. Maintaining another job while trying to sell real estate is distracting and can take away valuable attention to detail. Buying and selling your home is often the biggest financial decision you make in your life, and it takes a full time Realtor to stay focused and dedicated to the successful sale of your home.

## **Are you a member of the National Association of Realtors?**

Yes, I am, which means I pledge to uphold the Code of Ethics set forth by the National Association of Realtors (NAR). In addition to maintaining good standing with the NAR, we are also members of Who's Who in Luxury Real Estate - Who's Who in Luxury Real Estate is an exclusive organization of top luxury brokers in the world.

## **How are you going to market my home for sale?**

We know that simply putting your home in MLS, placing a sign in the front yard and hoping for the best will no longer cut it in this market. We have an extensive marketing program for each property. There are over 200 steps to implementing this marketing plan, and I have a team of seven full time professionals to execute on our promise to you.

## **Do you have a dedicated and legally trained real estate expert look at your contracts before we sign them?**

Absolutely. I have a dedicated contract review team consisting of current and former attorneys who exclusively review and assist Corcoran Pacific agents with contracts, 365 days a year. Each contract is carefully reviewed by them before you sign.

## **Do you have a full time, professional, in-house Transaction Coordinator to assist you?**

In addition to my marketing and review teams, I have a dedicated transaction coordinator to manage our escrow once we are under contract. Our coordinator keeps us on track and ensure complete documentation of the entire process. This allows me to focus on the important aspects of the sale instead of getting tied up in paperwork.

## **Do you have flexible listing commission options?**

Yes. Every home sale is different, and as a Seller with Corcoran Pacific, you have the choice in the program that is right for you. Each home sale plan is excellent, and there is no sacrifice in quality of marketing or our commitment to you based on which you choose.

## **How many specific Buyers do you already have for my home?**

At Corcoran Pacific, we maintain an internal Client Relationship Management database consisting of over 100,000 potential buyers, complete with their contact information and the exact properties they are interested in. We will match up your property to specific buyers based on location, price and size. We will then contact them directly about your listing.

## **What happens if I'm not happy with how things are going?**

My goal is to always exceed your expectations. I hope that you will want to refer me to your friends and family for their future real estate needs. If I'm not doing that for you, you just need to let me know. We have an Easy Exit listing agreement, and I will immediately let you out of the agreement if you aren't happy with my service or performance.

## **What sets your firm apart from other Brokerages?**

Corcoran Pacific Properties is one of the highest-volume luxury brokerages in Hawaii. We believe luxury is an experience, not a price point. This means that no matter what your home's sales price, you get the same luxury service we provide to all our clients.

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# Bridget Townsend

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License  
HI RB-23199

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All information furnished regarding property for sale, rental or financing is from sources deemed reliable, but no warranty or representation is made as to the accuracy thereof and same is submitted subject to errors, omissions, change of price, change of concessions, rental or other conditions, prior sale, lease or financing or withdrawal without notice. All dimensions are approximate. For exact dimensions, you must hire your own architect or engineer.

