



Hi,
My name is **Jo Soss** and I sell real estate.

I understand that choosing the right real estate agent can be difficult. That is because lots and lots of people sell real estate but not everyone is good at it. I began my real estate career in 1994 and soon found out that I loved selling real estate and that ***I am really good at it!***

I am passionate about what I do and pride myself on excellent customer service and going the extra mile for all my clients. I provide my customers old fashioned personal service combined with today's technology. Through open communication and my commitment to listening and understanding your needs we will make this an enjoyable experience. My goal is your goal. Let's look at the process. → →



Mission Statement

- My goal is your goal. I will provide all of my clients the finest real estate service based on the highest standard of ethics, values, and professional client care.
- I will educate, inform, and empower my clients with the latest technological tools which will provide the knowledge necessary to make smart decisions about their real estate needs.

Local Real Estate Market Info

Kitsap County | Bremerton | Silverdale

There are 5 **FACTORS** to the home selling process that you must consider prior to "putting your house on the market". These 5 **FACTORS** are.

LOCATION :: CONDITION :: PRICE :: TERMS :: THE MARKET

Let's discuss all 5 with very short explanations.

■ **LOCATION**

I am sure when you were in the home search process you heard this phrase, "location, location, location" a million times. For your circumstances and needs you probably chose the best location possible. Remember, we can't move a home - oops yes we can, but guess what for this scenario we aren't going to. In all reality you know that there are better locations than where your house is at. There always are. That is ok. You bought in the best location for your abilities at the time. So now you might think that because you aren't in the "primo" area you won't be able to sell. **WRONG**. We have to look at location as it reflects the pricing of your home. You must price your home based on your "location, location, location". Make sense?

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■ **CONDITION**

The condition of your property will play a huge roll in the pricing process. We need to make sure that your home is in tip-top condition because there is a ton of competition out there and that is what this is a "competition". We want your house to win so we must make sure that we have "trained" properly to make it to the finish line in the least amount of time. We need to have curb appeal, we need to be clean, and we need everything in its place or packed up and in a storage facility. This is when we can bring in a professional home stager for an edge over most sellers

■ **PRICE**

Price is the most important factor of them all. Most important for you and most important for a potential buyer. You know that your home is only worth what another person is willing to pay for it, right? The price you decided to sell your home at must be in a direct correlation of the other factors. Your price must reflect your location, the condition, the terms and what the market is dictating.

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■ TERMS

The more terms you can offer the more qualified purchasers you will attract. In the past couple of years a lot of seller's didn't want to offer VA as an option because the seller is required by the VA regulations to pay some of the borrower's costs. With the market as hot as it was a seller could still sell for top dollar with out having to take that type of term. Times have changed and for a lot of buyers who are VA eligible the VA program is the best. Sellers are going to have to open up to this option especially in a military populated area.

■ THE MARKET

There's that phrase. "The Market" What is "The Market?" There are a lot of variables that make up and influence "The Market". The local market includes all of these variables, interest rates, local housing inventory, local competition and the economy. Remember that real estate is local and that "The Market" here may not be what "The Market" is in California or Florida. So let's not talk about it in general terms, let's localize it! The pricing of your home MUST reflect the current and up to date status of "The Market" in our area of Puget Sound.

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ABSORPTION RATES EXPLAINED

- I define markets by absorption rates. An absorption rate is the mathematical relationship of supply and demand. The absorption rate is the number of months it would take to sell the entire inventory of homes in the Bremerton Silverdale area of Kitsap County if the pace were to stay constant.

My definition breaks down like this...

- **Normal Market** - Between 5 and 6 months of inventory.
- **Seller's Market** - Between 1 and 4 months of inventory.
- **Buyer's Market** - 7 months and higher.

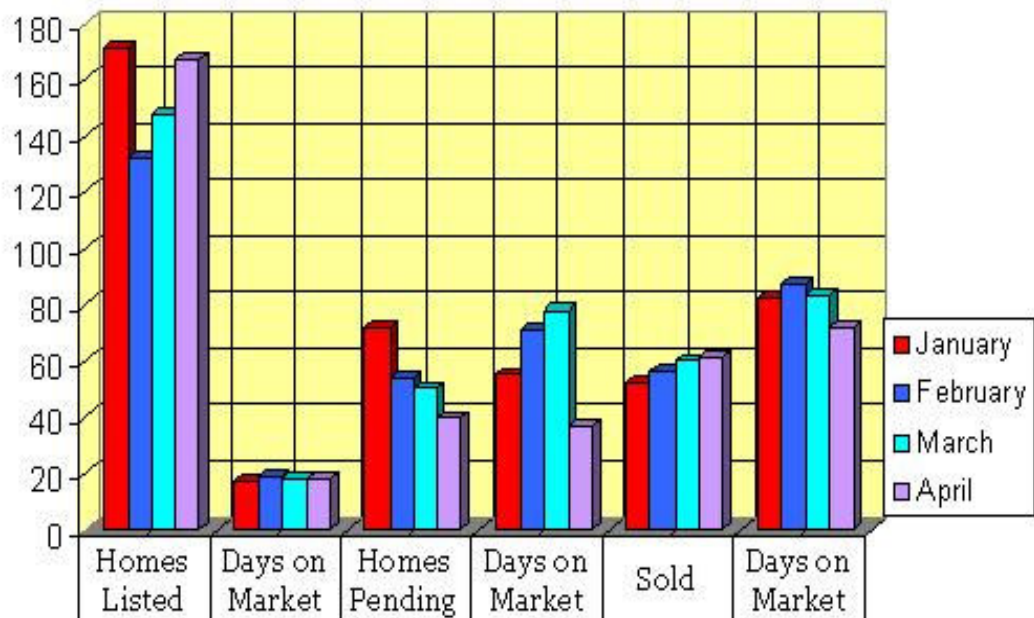
The Kitsap County area is currently in a Buyer's Market – 10 -11 Months of Inventory

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- 2008 Market Recap

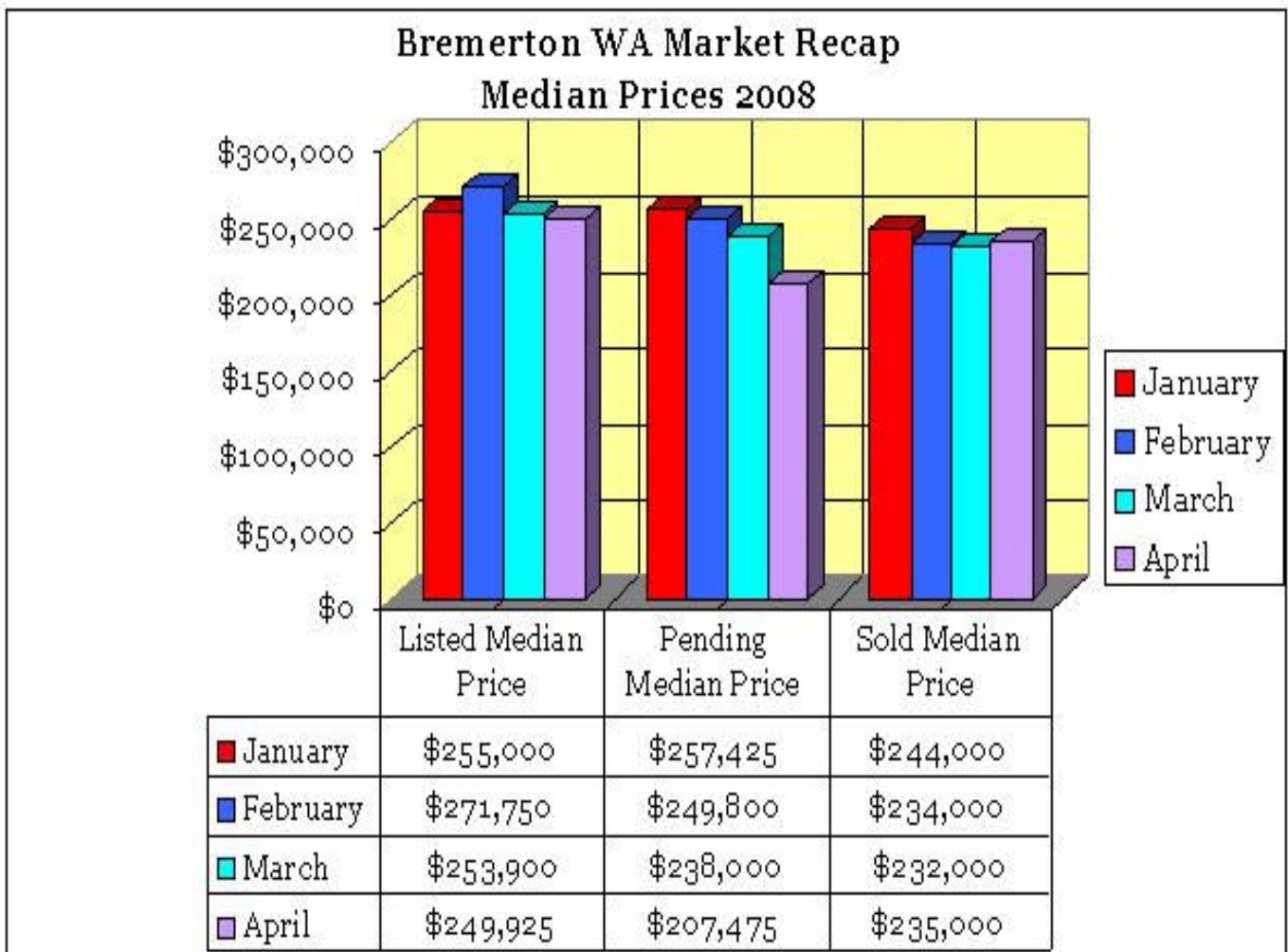
**Bremerton WA Real Estate
Market Report Recap 2008**



Local Real Estate Market Info

Kitsap County | Bremerton | Silverdale

- 2008 Market Recap



My Marketing Plan

- The next several slides are the nuts and bolts of my business.
- These are the secrets to my success.
- This is how I do business and how I get homes sold!



My Marketing Plan :: Part I

- **The Listing Process**
- Prepare a Comparative Market Analysis of your home.
- Determine the best possible list price for your home in **today's** market .
- Complete and review the listing agreement with you.
- ***PREPARE YOUR HOME FOR SALE.*** Spend as much time as needed to go over the entire property with you - both inside and outside. I will make a list, with you, of suggestions and recommendations about your home so it will show at its very best during its time on the market.
- Install a key box and the Skyline Properties, Inc. "For Sale" sign.

My Marketing Plan – Part II

- **The Marketing Process**
- **THE MULTIPLE LISTING ASSOCIATION.** Professionally represent your home to the Northwest Multiple Listing Association. As a result, your home will be exposed to every agent in the following counties: Cowlitz, Grant, Grays Harbor, King, Kittitas, Kitsap, Island, Jefferson Lewis, Mason, Pierce, San Juan, Skagit, Snohomish and Thurston.
- **BROKER'S "OPEN HOUSES".** Hold Broker's "Open Houses" for agents in the multiple.
- **PUBLIC "OPEN HOUSES".** Not all agents hold "Open Houses" for the public. They may tell you that it is not a good idea. Well, I believe it is one of the best ideas. How do you think builders sell their homes - public open houses every weekend!! So I will hold your home open as many times as possible.

My Marketing Plan :: Part III

- Internet Exposure – Web 2.0
- www.PugetSoundRealEstateToday.com
- www.WestSoundLive.com
- www.BloggingBremerton.com
- www.ActiveRain.com/blogs/jososs
- www.NavalBaseKitsapRelocation.com

These are my personal websites on the Internet. I have direct control over their content and work very hard to have them place very high on Google, Yahoo and MSN search engines.

My Marketing Plan :: Part III

■ Internet Exposure – Web 2.0

Your home will be listed on multiple national real estate websites through syndication. A small list is below

- Zillow
- Trulia
- Point2
- Craigslist
- V-Flyer



I also use several networks across the internet to expose a home in a non-traditional way even for the Internet. Some of those sites are Squidoo, Ziki, Facebook and Technorati. I believe in a huge web presence so you will find me on a ton of Social Networks, too. Here is a small list: LinkedIn, Connecture, SpicyPage and Namyz. Just Google my name and you will see!

My Marketing Plan :: Part IV

■ www.YourAddress.com

Your home will become an Internet star. Your address will become it's own domain name. This is where your home will have it's own blog with articles, school reports, census data, localism features all with photos, video and action! This is where I get rid of the traditional "home book" inside the home and take it to the street! We will have business cards made up for prospects to take with them, for you to hand out and for me to use in all of my snail mail marketing.

This is your homes living flyer, this is where your home will stand out from the crowd – how many homes on the market today do you know have their own web address and blog?!

Old Fashioned Service with the Technology of Today

- **Are you aware of the advanced marketing trends of the new technology age of Real Estate?** As a member of the Baby Boomer Generation (1943-1964) I have lived a life of change. We are after all the generation that started it all! Boomers are associated with expressing individual freedom, the civil rights movement, gay rights, handicapped rights, right to privacy and the important feminist cause of the 1970's. I don't call that slacking and I don't call it out of the loop. Those movements taught us how change was good, how it could improve our lives and how it would lead to great things.
- **If I was one year younger I could be considered a member of Generation X.** Generation X (1960-1979) is the most tech friendly of all the generations so far. This generation has driven the majority of the Internet's growth. [Google](#), [Yahoo](#), [MySpace](#), [Youtube](#) and other tech companies were all founded by people who belong to Generation X.
- **Finally, we come to Generation Y.** Generation Y (1981-1995) or sometimes called the "Net Generation" is the first generation to grow up fully surrounded by a total digital and Internet driven world. They are the ones that keep us on our toes when it comes to all the latest tricks and trends.
- **As a Real Estate Professional it is imperative to keep abreast of all the latest marketing and sales trends.** There are over 15 different free websites just to market a listing on. There are several networking sites to reach out to other Real Estate Professionals to help make a relocation transaction less stressful.

Old Fashioned Service with the Technology of Today

- **Do you know what a BLOG is?** From [Wikipedia](#), the free encyclopedia: A blog (a [portmanteau](#) of web log) is a website where entries are commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning *to* maintain or add content to a blog. When I list your home it will be displayed on all of these sites along with all of the other free flyer sites - Yes, and even [Craigslist](#). Craigslist flyers seem to show up very quickly on the first page of Google for some awesome exposure.
- As a real estate consumer whether you are buying or selling you want to make sure your agent is "tech-no savvy" so be sure to ask some questions about their online presence. Ask about their social networking and see if you can make a connection!



My Communication with You

- As we begin our seller/agent relationship I give you my personal commitment through hours of direct communication regarding the current market and the marketing of your home.
- I will verbally keep in touch with you at least once a week as my work progresses for you. You will be able to call me 24 hours a day and either talk with me live or leave a voice mail that will be returned promptly.

Closing the Transaction

- I will constantly keep you informed as to the progress of your earnest money agreement from the time of signing until the close of your sale.
- **ESCROW AND CLOSING.** I work hard to handle any situation that may arise with mortgage bankers, escrow agents, appraisers, underwriters, inspectors, purchasers, and other agents during the time of escrow up to the actual close of your sale.
- The above marketing program is my commitment to you! I will work hard to represent you in the prompt sale of your home at the best possible price. When and only when you have received the proceeds from the sale of your home do I receive payment for my services.



Homework for YOU

I need some help from you to get the process started. If you have any of the items below will you please have them available at the listing appointment.

- Title policy
- Survey
- Mortgage paperwork
- Latest tax bill
- Declaration/covenants (if applicable)
- Average utility bills
- Information on assessments (if applicable)
- Two keys to the front door



Jo Soss

Real Estate Sales Professional since 1994

Skyline Properties, Inc.

360-990-1433

jo@westsoundlive.com

www.WestSoundLive.com

www.PugetSoundRealEstateToday.com

www.BloggingBremerton.com