

MEET RACHEL

Rachel Lloyd is prepared to defy mediocrity and deliver extraordinary experiences. With her unparalleled passion for service, Rachel has been extremely successful in her ability to bring value to her clients. She is an expert on the products and services she provides and is known for developing lasting relationships throughout the Puget Sound region.

Rachel's diverse background brings a fresh perspective to the Real Estate industry. With over 15 years of experience in hospitality and relocation, she is confident in her ability to exceed expectations by providing her clients with profitable solutions. She is a leader who demands excellence, is fierce in her ability to prevail, and is known for her loyalty and integrity.



CLIENT FEEDBACK

Rachel Lloyd was amazing helping us to sell our home! She was really professional, helpful and friendly. The whole experience was easy with how much she hustled and was always available when we had a question. I have bought and sold a few homes in the past and Rachel by far was the easiest and most efficient person I've dealt with.

-Mat Williams

Rachel's passion for helping people sell and find their dream homes is obvious from the moment we met her. And to top it all off, knowing that she donates money from the sale of each house she sells to WTA made us want to work with her even more. Working with someone who wants to give back is awesome. I highly recommend Rachel Lloyd as your next real estate agent. I really don't think you can find anyone out there that's better!

-Alexandra Kircher

Absolutely loved working with Rachel! Her attitude and energy is through the roof! She's very professional and fun to work with, puts your needs first and is very respectful of you. There are many more amazing things I can say, but most importantly you will love working with her and getting to know her! She will add great value to you!

-Edward Tereshchenko

SELL YOUR HOME, PROTECT OUR TRAILS



As your local Licensed Real Estate Agent, I am prepared to defy mediocrity and deliver dynamic solutions that are needed in the current Northwest market. One of my goals this year is to transform the lives of 52 homeowners as I guide them through their listing experience.

Protect your biggest investment by working with someone you trust.

For every home purchase, I make a donation to the Washington Trails Association to support their mission to protect our trails while providing tools that enable us to adventure responsibly.

ELEVATED SERVICES

Helping you sell your home is only one facet of my job! Here is a list of some of the many ways I can assist you in this process.



Free consultation from professional stagers. Full and partial staging options available.



Do a Comparative Market Analysis to help determine your homes value and the right selling price.



Assist you in preparing your home for sale.



Market your home on real estate websites, to home buyers, and their agents.



Keep you up-to-date on current market activity, as well as comments from potential buyers about your home.



Assist you in writing and negotiating a mutually accepted purchase and sale agreement.



Negotiate with the buyers and their agents on your behalf.



Track contingencies and ensure contract deadlines are met.



Work with the escrow company to ensure all needed documents are in order and completed in a timely manner.



And much more! I will be here to answer your questions and assist through every step.

CONCIERGE SERVICES

I am happy to assist you in a variety of other facets to get your home ready to go live on the market. We will discuss which, if any, of these services will assist your needs best.



STAGING

Full and partial staging options are available for your home with free professional consultations.



CLEANING

I have professional cleaners ready to give your home a detailed cleaning before going on the market.



HD PHOTOGRAPHY

High-quality professional photography is provided for all of my clients listings.



PRE-INSPECTION

I provide the option for a pre-inspection prior to going live on the market.



CONTRACTORS

My affiliated contractors can provide estimates for work to be done before the listing of your home.



LANDSCAPING

I have landscapers ready to give your house the curb appeal to present your home in the best light.



DRONE PHOTOS

HD drone photos may be taken to capture the size and/or significance of your property for consumers.



FINANCIAL

Financial options are available and in some cases, you may be able to buy before you sell your home.

COMMITMENT



By working with me you will:

- Be more likely to get the highest return on your investment.
- Decrease the amount of time on the market.
- Understand all the terms, processes and documents involved.
- Have current market information to make informed decisions.
- Have a skilled negotiator on your side.
- Have exposure to more buyers and agents with qualified buyers.
- Have peace of mind that all the details are being handled.

STEP ONE: PLANNING

Repair projects, decluttering, and packing personal items should happen prior to the final cleaning

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
			FINAL CLEANING		STAGING	
6	7	8	9	10	11	12
	FINALIZE MARKETING MATERIAL WITH NWMLS	PHOTOSHOOT	LIVE!			OPEN HOUSE
		INSTALL YARD SIGN WITH FLYERS & KEYBOX				
13	14	15	16	17	18	19
(1-4PM)		OFFER REVIEW	WEEKLY MARKET REPORT	WHEN OFFER IS ACCEPTED CLOSING TYPICALLY OCCURS IN 30-45 DAYS		
20	21	22	23	24	25	26
			<small>*if needed</small> WEEKLY MARKET REPORT			
27	28	29	30			
	REVIEW MARKETING ACTIVITY & PRICE		<small>*if needed</small> WEEKLY MARKET REPORT			

A commonly asked question is, "Is there a best time to put your home on the market?" The answer is yes. The best time to put your home on the market is exactly when you are ready. Let's talk about your personal goals to determine when is the right time for you. I will determine your home's value, provide you information on the current market conditions, and discuss preparing your home for showings and selling. We will walk through the whole process so that you feel confident when listing your home.

HOME APPEAL CHECKLISTS

Interior Appeal Checklist

We want your home to look as spacious, bright, and clean as possible. Your home should look neutral, without a lot of your personal and sentimental objects, so buyers can begin to imagine living there. Here are some tips to enhance your home's interior appeal to buyers:

- Give every room in the house a thorough cleaning and remove all clutter. This alone will make your house appear bigger and brighter. Consider renting a storage garage for your furniture and larger items to create a sleeker, more spacious look.
- Consider using a cleaning service every few weeks while the house is on the market.
- Remove the less frequently used (even daily-used items!) from kitchen counters, closets, basements, and attics to make these areas more inviting.
- Make sure that table tops, dressers and closets are free of clutter.
- Pay special attention to the kitchen and bathrooms. They should look as modern, bright and fresh as possible. It is essential for them to be clean and odor free.
- Repair dripping faucets and showerheads.
- Buy showy new towels for the bathroom and put them out only for showings.
- Spruce up a kitchen in need of more major remodeling by installing new curtains and cabinet knobs or by applying a fresh coat of neutral paint.
- Clean walls and doors of smudges and scuff marks.
- If necessary, repaint dingy, soiled, or bright-colored walls with a neutral color paint, such as off-white or beige. The same neutral scheme works for carpets and linoleum.
- Check for cracks, leaks and signs of dampness in the attic and basement. Fix any problem areas.
- Seal basement walls if there are any signs of dampness or leakage.
- Repair cracks, holes or damage to plaster, wallboard, wallpaper, paint and tiles.
- Replace broken or cracked window panes, moldings, and other woodwork.
- Inspect and repair the plumbing, heating, cooling, and alarm systems.

LET'S TALK ABOUT STAGING

Why is staging your home important?

Staging improves a property to make it appeal to the largest number of buyers. This happens by transforming it into a welcoming, appealing, and attractive product for sale.

Staging raises the value of a property by way of reducing the home's flaws, depersonalizing, decluttering, cleaning, improving condition items, and landscaping.

For vacant homes, staging furniture is used to create a living space the buyer can "see" themselves living in. Properly executed staging leads the eye to attractive features while minimizing flaws.

Staged homes have also been proven to sell quicker and above asking price!

What is a professional home stager?

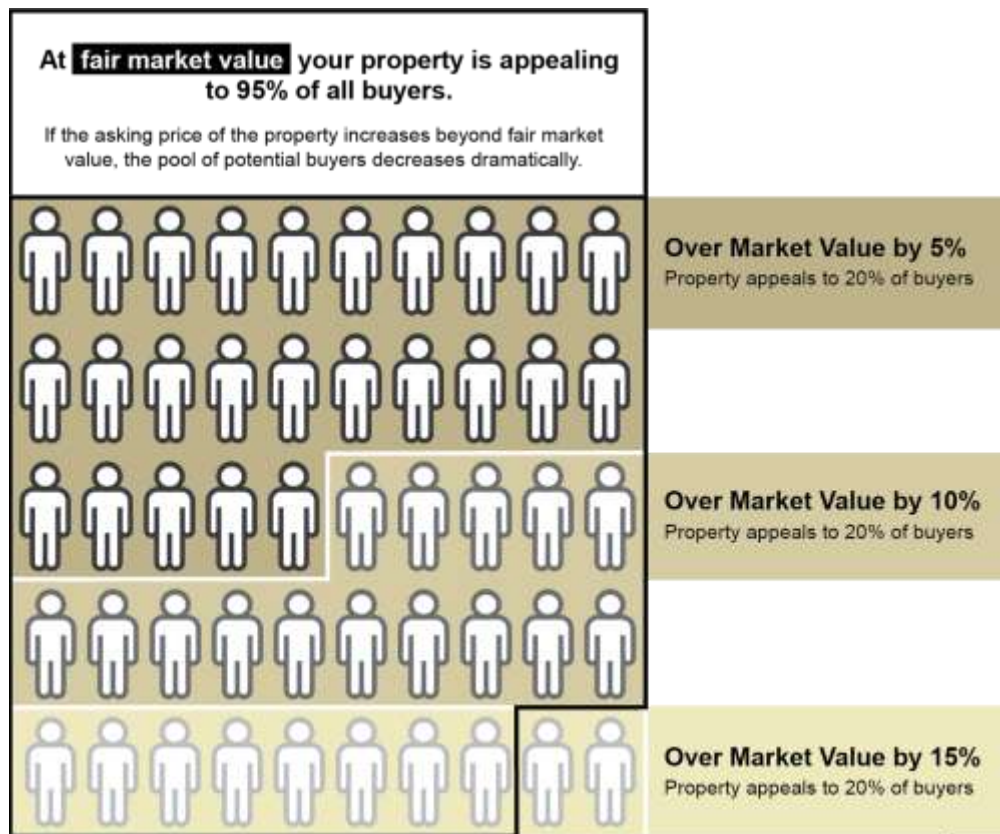
Professional home stagers have the training, interior design skills, and finely-tuned aesthetic eye necessary for staging your home to sell.

Home staging is not decorating. Staging considers a property's curb appeal, square footage, architectural details, and flow to create a home that appeals to buyers.



STEP TWO:

SETTING THE PRICE



A key part of the marketing plan is setting the list price. If a home is priced too low, you won't benefit from the optimal profit. If a home is priced too high, potential buyers may be scared away. To determine the best asking price, I review the cost of recently sold homes, evaluate the competition, and study marketplace trends.

I have been trained to use this information to help you reach the right asking price. It is also helpful for us to discuss other terms and conditions, such as timing and items that can be included with the sale of the home. Both of these can make your home more attractive to potential buyers.

BIGGEST SELLER MISTAKES



77%

OVERPRICED HOME



34%

SHOWING
AVAILABILITY



32%

CLUTTERED SPACE



28%

UNPLEASANT ODORS



21%

WON'T NEGOTIATE



20%

WON'T MAKE REPAIRS

ActiveRain asked 1,000 real estate agents to rate the top three mistakes made by sellers.

NET PROCEEDS WORKSHEET

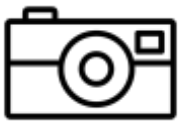
ESTIMATED DISBURSEMENTS: (ADD ITEMS FOR TOTAL)

Your net proceeds, simply put, equal the sale price of your home minus any disbursements you make during the closing process.

Existing home loans	\$
Other liens	(+) \$
Standard title insurance*	(+) \$
State excise tax	(+) \$
Loan discount	(+) \$
Escrow	(+) \$
Brokerage/service fees	(+) \$
Proration of interest	(+) \$
Recording	(+) \$
Inspections (pest, roof, septic, ect)	(+) \$
Miscellaneous	(+) \$
Total estimated disbursements	= \$
Sale price of home	\$
Estimated disbursements	(-) \$
Estimated net proceeds	= \$

STEP THREE: MARKETING

A strong marketing strategy is vital to the sale of your home. Through in-person networking, printed materials, social media postings, open houses, virtual tours, and more I will be using my marketing expertise and experience to sell your home quickly and for the best price.



PROFESSIONAL
PHOTOGRAPHY



VIRTUAL
TOURS



IN-PERSON
MARKETING



OPEN
HOUSES



DIGITAL
MARKETING



PERFORMANCE
REPORTS



SOCIAL MEDIA
STRATEGY



HOME
SHOWINGS



SOCIAL
NETWORKING



ADVERTISING
SCHEDULE

PROFESSIONAL PHOTOS



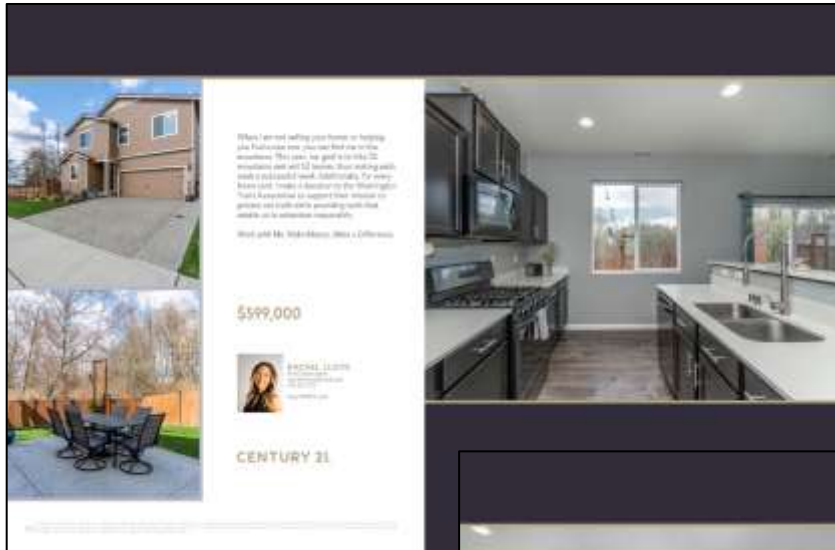
An old adage says, “A picture is worth a thousand words.” There is a reason that some sayings become old... because they are so true.

Statistically, we know that 95% of buyers use the internet during their home search and 89% of them cite photos as a very useful aspect of their online search. If they don't like what they see, in photographs many potential buyers won't bother to see your home in person.

In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible. Professional photographers have the lighting, equipment, and know-how to showcase your home's most flattering aspects.

This helps your home stand out from the competition, increasing your buyers interest and potentially even your final sales price.

IN-PERSON MARKETING



Selling your property means the careful orchestration of advertising, marketing, and public relations. My goal is to reach the right target audience for your property through key local and national contacts.

One way I achieve this goal is to pique interest with full-color marketing materials that showcase your home. Pairing clean design with quality content, your property will exude quality & style.

Another way I market your property is to provide potential clients with the same information digitally. By using technology to maximize audience engagement, making a lasting impression is the key to finding the ideal buyer.

I will work with you to develop a marketing plan that will best tell the story of your home and will provide the tools necessary to bring the vision to life.

SOCIAL MEDIA STRATEGY

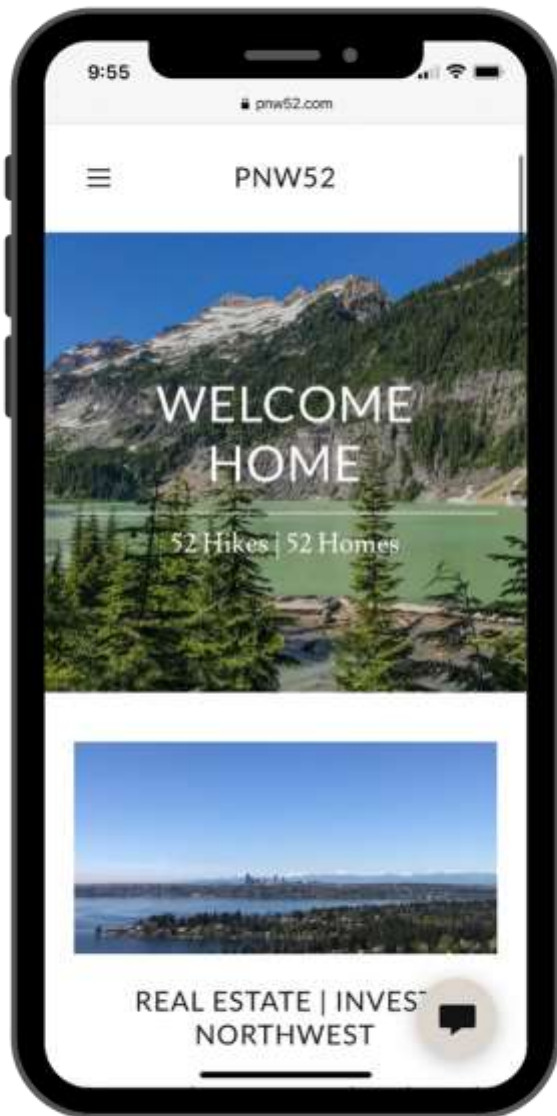
Social media plays a large role in my marketing strategy. We will choose some or all of the popular sites below to showcase your property. When deciding which social platforms to market on, there are a variety of considerations that are unique to your property. We will discuss our options based on your individual needs.

Check out some of the social networking sites your property may appear on below:



VIRTUAL TOURS

Virtual tours are incredibly important to the sale of your property. 90% of all home buyers consider photos to be very useful when checking out properties online.



When a potential buyer goes on a virtual tour, they get to “walk” through the house. These tours can help a buyer see themselves in the property before stepping foot inside.

I am committed to marketing your property with the newest technology available! When your property is one of the thousands listed online, it can use all the help it can get in grabbing and keeping people’s attention.

What are the benefits of virtual tours?

- Increases views you gain online
- Increases the time buyers spend looking at your property
- Provides access to a 24/7 open house
- Saves time for everyone involved
- Offers immediate information to curious buyers
- Improves your social media and search engine reach
- Re-ignites buyers interest
- Increases potential buyer interaction



OPEN HOUSES



One powerful way to create traffic and exposure for your home is by holding open houses. 52% of home buyers describe open houses as an important informational source when looking for a home. The more people that see your home the faster it will likely sell and open houses help achieve that goal. They also allow me to answer any questions about the home or neighborhood while I am face-to-face with potential buyers. Neighbors also love to attend open houses, which can lead to increased word of mouth and exposure.



Toolbox
The Early Advantage
Digital Touchless Sign In Sheet
Same Day Email Engagement

Open houses encourage feedback directly from buyers and agents, which can be valuable in gauging interest and addressing any concerns for future showings. Generating traffic is the key to getting your home sold for the best price in the shortest time possible.

OPEN HOUSE ENGAGEMENT

WELCOME HOME

8911 NE 171st ST NE | ARLINGTON | WA | 98223

4 Bedrooms

2-1/2 Bathrooms

1398 Square Feet



FULL LISTING
INFORMATION

GET
PREAPPROVED

QUESTIONS?

FEATURES

Welcome home! Minutes from Highway 9, this newer home is nestled in a highly desirable quiet Arlington neighborhood. The charming home office and custom staircase greets you upon entry with vinyl hardwood floors and 9-foot ceilings leading to the main living and dining area. The walk-in pantry, custom backsplash and island are complimented by the eat in dining room with access to the back yard. This level fully fenced back yard has a generous sized patio overlooking a private greenbelt. 4 spacious bedrooms, 2 1-1/2 bathrooms, a bonus room and attached 2 car garage offer desirable storage options. The master suite boasts style with w/ an ensuite custom bathroom & walk-in closet. This one-of-a-kind home is move in ready and designed for 2021 and beyond!

52 HIKES | 52 HOMES



As your local licensed real estate agent and friend, my goal this year is to summit 52 mountains and transform the lives of 52 homeowners as I elevate their northwest home buying experience. Additionally, for every home sold, I will donate to the Washington Trails Association to support their mission to protect our trails while providing tools that enable us to adventure responsibly.

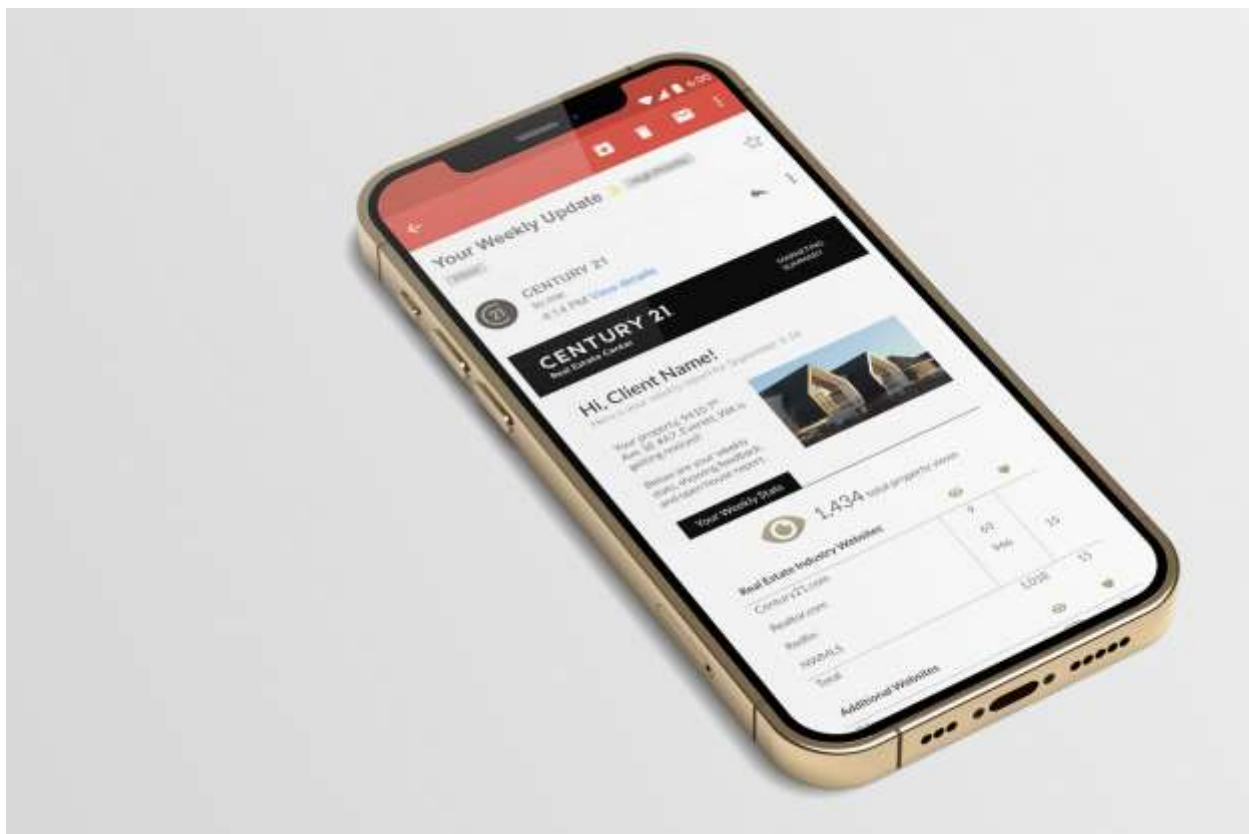
My name is Rachel Lloyd and I am here to help you establish roots in the Pacific Northwest. Whether you are interested in this home, or are continuing with your home buying adventure, I am here to help.

LET'S CONNECT

PERFORMANCE REPORTS

By using analytics to track performance, I can provide you with real time information. This detailed summary helps sellers understand reach of my online marketing systems and provides transparency on the digital interest in your property.

In addition to understanding your digital performance, I will include important feedback from other agents or buyers who viewed the property through either open houses or showings. This information will allow us the opportunity to reassess if we are attracting the right people and to make any necessary changes to our strategy.



STEP FOUR:

PURCHASE & SALE AGREEMENT



Once you've found a buyer for your home, I will work with you through the purchase and sale agreement. This is the contract in which you and the buyer outline the details of your property transfer. The purchase and sale agreement usually consists of the following:

- Earnest money receipt
- Financing addendum
- Inspection addendum
- Conditions/disclosure addendum
- Contingency addendum (when appropriate)
- Addendum outlining special conditions
- Lead-based paint notification (when appropriate)

In select areas, the following forms will also be apart of your agreement:

- Agency disclosure form
- Property disclosure form

STEP FIVE:

HOME INSPECTIONS

Once a buyer has decided to make an offer on your home, it will usually be contingent upon a professional inspection of the entire property — including home improvements. The home inspector looks beyond the cosmetics to make sure that the home's general systems are operating properly.

The inspector will also look for large repairs that are needed and report on the condition of the home. The standard home inspector's report will review the condition of the home's:

- Heating and cooling systems
- Interior plumbing and electrical systems
- Roof, attic and visible insulation
- Walls, ceilings, floors, windows, and doors
- Foundation, basement, and visible structure

The inspector will also look for cracks in the cement walls, water stains that indicate leakage, and any indication of wood rot.

A home inspection also points out the positive aspect of a home, as well as the maintenance that will be necessary to keep it in good shape. As the seller, you can also elect to hire an inspector to evaluate your home prior to putting it on the market. Many times an inspector can point out major or minor issues with your home that you may be unaware of and that may affect your home's value.

As your CENTURY 21 Real Estate Center agent, I am familiar with home inspection services and can provide you with a list of names from which to choose. Another good way to find a home inspector is to ask a friend, or perhaps a business acquaintance, who has had a home inspection and can recommend an inspector they were satisfied with. Remember, no home is perfect. If major problems are found, I will help you negotiate through the process.

STEP SIX: SETTLEMENT



During the negotiation stage of the transaction, a mutually agreed-upon date for closing is determined. “Closing” is when you and the buyer sign all the paperwork, pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to the specific contract language, local laws, and customs. Prior to closing, the closing agent (usually an escrow or title company or attorney) will complete a detailed statement for both buyer and seller. As your CENTURY 21 agent, I can help you understand which of the typical settlement fees apply to you.

THE SELLER WILL RECEIVE:

- Utility deposits held by gas, electric, cable, telephone, and other companies
- Prorated portion of pre-paid property taxes
- Prorated mortgage interest from payments made during the current month
- Fuel rebate for oil or propane remaining in storage tank
- Net proceeds after seller's share of expenses are paid

THE SELLER PAYS:

- Brokerage commission
- Half of escrow or legal fees paid to the attorney or escrow company for preparing the closing
- If applicable:
 - Document preparation fees
 - Recording and notary fees
 - Title search and title insurance (paid by either seller or buyer)
- Local transfer taxes
- State taxes
- Repairs or inspections seller has agreed to pay for

STEP SEVEN: CLOSED AND SOLD

Once you have accepted an offer, I will work tirelessly to help you through the labyrinth of details required in the closing process:

- Guide you through the system.
- Provide timely updates.
- Coordinate all the details with the closing service providers.
- Work with the escrow company to make certain all the documents needed are complete and in order.
- Help facilitate a timely closing.

I can assure you that you will receive my utmost attention, support, and a guiding hand throughout this process.



MOVING CHECKLIST

SIX TO EIGHT WEEKS BEFORE:

- Use up things that may be difficult to move, such as frozen food.
- Get estimates from professional movers or from truck rental companies if you are moving yourself.
- Once you've selected a mover, discuss insurance, packing, loading and delivery, and the claims procedure.
- Sort through your possessions. Decided what you want to keep, sell, and/or donate.
- Record serial numbers on electronic equipment, take photos (or video) of all of your belonging and create an inventory list.
- Change your utilities, including phone, power and water, to your new address.
- Obtain a change of address packet from the post office and send to creditors, magazine subscription offices, and catalog vendors.
- Discuss tax-deductible moving expenses with your accountant and keep records.

SIX TO EIGHT WEEKS BEFORE:

- If you're moving to a new community, contact the Chamber of Commerce and school district and request information about services.
- Make reservations with airlines, hotels, and car rental agencies if needed.
- If you are moving yourself, use your inventory list to determine how many boxes you will need.
- Begin packing non essential items.
- Arrange for storage, if needed.
- If you have items you don't want to pack and move, hold a yard sale.
- Get car license, registration, and insurance in order.
- Transfer your bank accounts to a new branch locations. Cancel any direct deposit or automatic payments from your accounts if changing banks.
- Make special arrangements to move pets and consult your veterinarian about ways to make travel comfortable for them.
- Have your car checked and serviced for the trip.
- Collect items from safe-deposit box.

MOVING CHECKLIST

TWO TO THREE DAYS BEFORE:

- Defrost your refrigerator and freezer.
- Have movers pack your belongings.
- Label each box with the contents and the room where you want it to be delivered.
- Arrange to have payment ready for the moving company.
- Set aside legal documents and valuables that you do not want packed.
- Pack clothing and toiletries. Pack extra clothes in case the moving company is delayed.
- Give your travel itinerary to a close friend or relative so they can reach you as needed.

MOVING DAY - OLD HOME:

- Pick up the truck as early as possible if you are moving yourself.
- Make a list of every item and box loaded on the truck.
- Let the mover know how to reach you.
- Double-check closets, cupboards, attic, basement, and garage for any left-behind items.

MOVING DAY - NEW HOME:

- Be on hand at the new home to answer questions and give instructions to the mover.
- Check off boxes and items as they come off the truck.
- Install new locks.
- Confirm that the utilities have been turned on and are ready for use.
- Unpack your "first day" box (see next page for suggested contents).
- Unpack children's toys and find a safe place for them to play.
- Examine your goods for damage.

ESSENTIAL PACKING ITEMS

PACKING MATERIALS:

- Furniture pads
- Hand-truck or dolly
- Packing tape
- Bubble wrap
- Felt-tip markers
- Cornstarch packing “peanuts”
- Plenty of boxes
- Newspaper or packing paper
- Scissors
- Utility knife
- Packing tape
- Labels

FIRST DAY BOX:

- Local phone book
- Coffee cups
- Tea kettle
- Instant coffee or tea
- Soft drinks or water bottles
- Pencil and paper
- Soap
- Bath towels
- Trash bags
- Shelf liner
- Paper plates and disposable silverware
- Snacks
- Toilet paper
- Children’s toys and books





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