

Wesley's Priority
Reservation List
Members

Exclusive Downsizer's Club

in-person
& online



01 | Senior Transitions: From Overwhelmed to Overjoyed

Tues., Jan. 14, 2:00 pm Wesley Lea Hill

02 | When Downsizing Means Letting Go Of Things You Love

Tues., Feb. 11, 2:00 pm Wesley Bradley Park

03 | Auction – Donation – Discard & The Planning Process

Tues., Mar. 11, 2:00 pm Wesley Tehaleh Event Ctr.

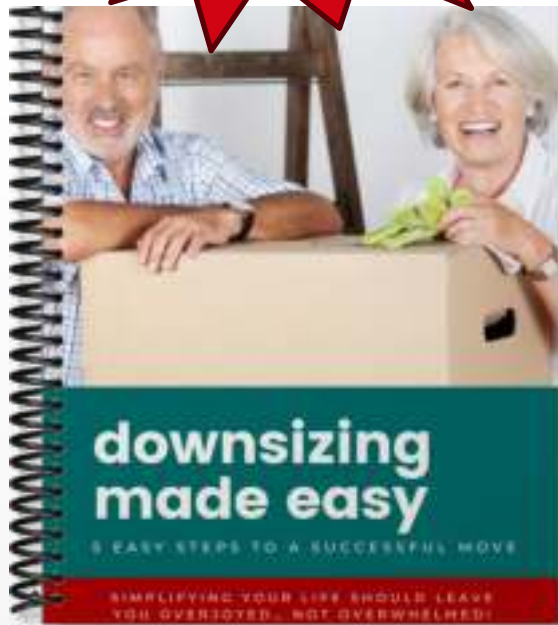
04 | Preparing Your House For Sale & Pricing it Right

Tues., Apr. 8, 2:00 PM Wesley Des Moines Terrace Auditorium





A Team RED
Gift for You
Engage – Educate –
Empower



Wesley's Priority Reservation List Members

Exclusive Downsizer's Club
Monthly Seminar Series

Downsizer's Club Online Library

**Recorded Presentations & Downloadable PDF Materials Available
Exclusively for Wesley Downsizer's Club Members**



Scan the QR code to access
the Online Library

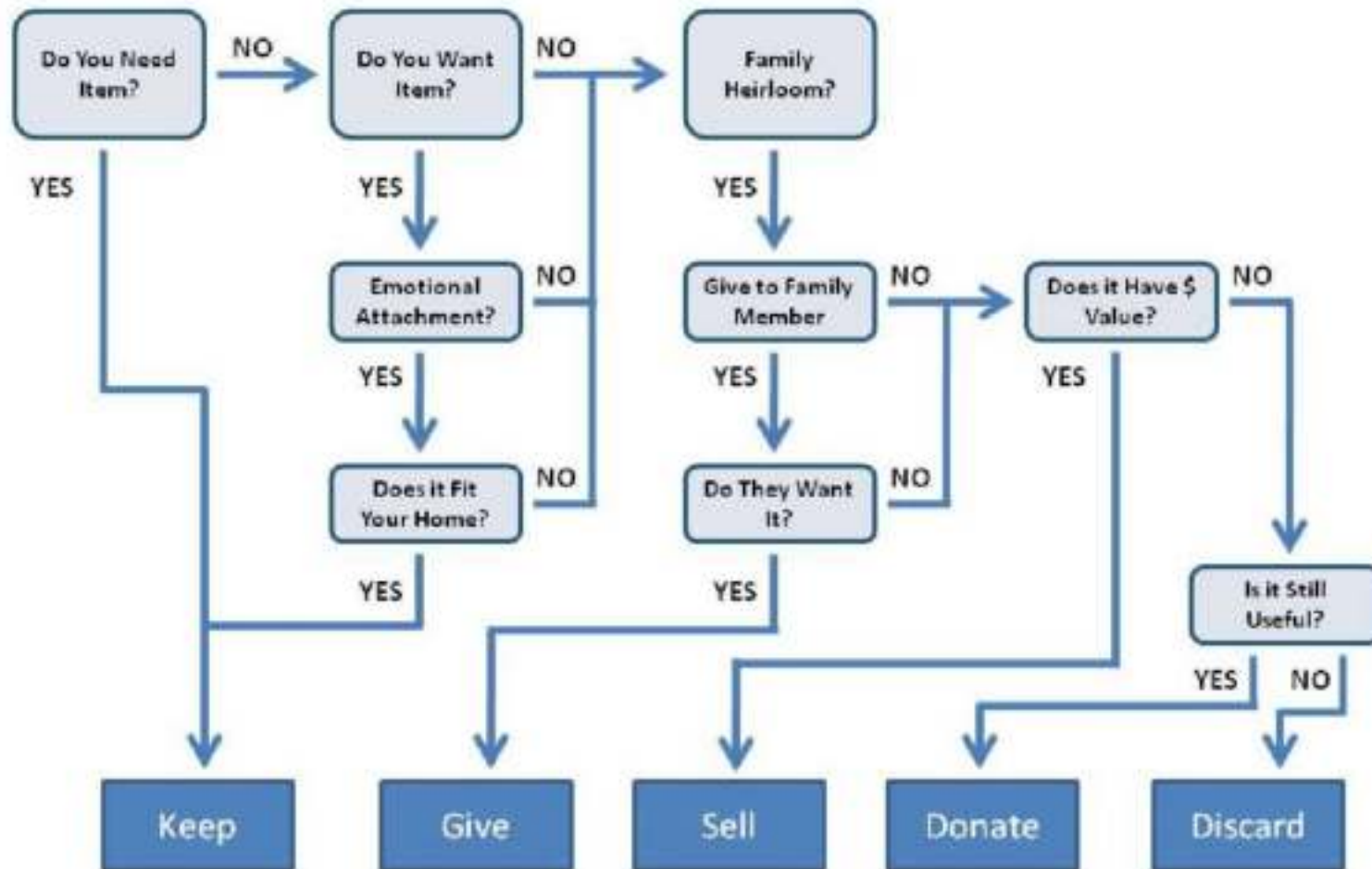
Or go to the

Club Binders Available Through Your Community Relations Director

Team
R.E.D

The Downsizing Process

BEGIN HERE





Ready Set Go

Building A Transition Team



There are many steps to a later life move that have increased complications.

What resources will be most helpful to you?



Team
R.E.D

Ala Carte Team Building



Hiring: Best Practices

- Interview 2-3 people in each field when possible.
- This is not the time when “cheaper is better”.
- Make your selection based on services provided, reputation, references & their ability to meet your needs.
- Check references by asking “Would you use their services again?”



Realtor

Not all Realtors or Real Estate Brokers are the same. Ask what services they include for their fee and research their experience serving senior transitions.



Move Managers

Consider the professional support of a professional move manager to help with packing, moving & unpacking. They often can help with estate dispersal as well.



Estate Liquidators

On-site and off-site, in-person and online auctions, estate sales vs yard & garage sales, and places for donations and discard are all part of the estate disbursement process.



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Home Inspectors

Consider a seller’s pre-inspection. A licensed home inspector can provide sellers with important pre-sale guidance about the condition of their home and avoid costly discoveries later in their home sale.



Licensed Contractors

Check the Labor and Industries website to confirm the current licensing of contractors you are considering hiring. BBB and L&I offer great advice before hiring contractors.



Design & Staging

Give your home its best opportunity for a great first impression. Color, lighting, decluttering, cleaning, staging & professional photography will ensure a successful sale.

Ala Carte Team Building



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Financial Advisor

Trusted financial advisors work as senior transition partners. Accessing funds for your deposit, minimizing penalties, maximizing income, and reinvesting home proceeds.



Mortgage Lender

Mortgage lenders help meet the financial needs of a senior transition. Home equity lines of credit or bridge loans fill the gap from your move to your home sale.



Estate Attorney

Planning for your later years will protect your wishes. An estate attorney can prepare your wills, and trusts, and document your chosen representatives to carry out your plans.

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Exclusive Downsizer's Club

This Month



Tuesday, April 8, 2025 2:00 pm
Online or In-Person

Wesley Des Moines
Terrace Auditorium
Call to reserve a seat

Preparing Your Home for Sale and Pricing it Right

Engage – Educate - Empower



Kathryn Kleber
Facilitator



Senior Transition Specialist
Managing Broker
Keller Williams Team RED



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www.teamredrealestate.com

Senior Real Estate Specialist

Kathryn Kleber

Managing Broker | Owner



25 Years in the Market Research and Advertising Industry

Team RED was founded by Kathryn in 2005 as a collaboration of real estate professionals, operations, transaction, and marketing experts to better serve buyers' and sellers' needs.

Focusing on providing a comprehensive support system for serving senior transitions and home sellers in general, Kathryn developed a full-service project management concierge approach that now helps all Team RED clients.

RED stands for Resourceful - Experienced – Dedicated!

“Serving with Heart, HOMES for All Life's Seasons”





Team RED Real Estate
Senior Transition Services

Selling Success Strategies

A full-service, concierge services approach makes home selling
simpler and more successful





Concierge Services



Team
R.E.D. | Resourceful
Experienced
Dedicated

Serving with Heart. Homes for All Life's Seasons
TeamREDRealEstate.com

Seller Pre-Inspection

“Homes that have a pre-listing inspection generally sell faster and have fewer inspection-related issues to negotiate, enabling a smoother transaction.” ([NAR](#))

—
Maximize Your Control – Minimize The Unexpected





How a Pre-Listing Inspection Differs From a Buyer's Inspection

•Timing and Purpose:

A seller's pre-inspection is conducted before the home is listed to uncover and resolve potential problems upfront, providing a clear picture of the property's condition.

In contrast, a buyer's inspection happens after an offer is made. It's initiated by the buyer to assess the home's condition and potentially negotiate repairs or price adjustments.

•Control Over Repairs:

With a pre-listing inspection, you, the seller, have the advantage of addressing issues on your timeline and budget. You can choose to fix problems, adjust your asking price, or simply disclose the findings.

In a buyer's inspection, the buyer may use discovered issues as leverage to request repairs or reduce the offer price, leaving you with less control.

•Transparency Benefits:

A pre-listing inspection demonstrates your commitment to transparency and can give buyers confidence to proceed without contingencies, potentially speeding up the sale.

Benefits of Conducting a Seller's Pre-Inspection

- **Build Buyer Confidence** shows you have done your homework
- **Avoid Last-Minute Surprises** prevents unexpected repairs/negotiations
- **Set a Competitive Price** allows accurate pricing based on condition
- **Speed Up the Process** may reduce or eliminate buyer's inspection



Maximize Your Home Sale Success

How to Mitigate Risks

- **Fix Major Issues First:** If possible, address significant concerns before listing your home.
- **Be Transparent:** Full disclosure builds trust and avoids legal headaches.
- **Showcase Repairs:** Highlight completed work to reassure buyers.
- **Gather Maintenance Records:** Show off your home's care with documents for recent repairs and servicing.
- **The Importance of Permits:** Apply for permits as needed for your jurisdiction. Ensure that permit final inspections are complete and approved.



Maximize Your Home Sale Success

The Seller Pre-Inspection And Consulting To Your Best Next Steps



- Offer expert advice on pre-listing inspections
- Has trusted connections with knowledgeable inspectors & qualified contractors
- Will obtain competitive bids for your review
- Provide guidance on repair options for your informed decisions
- Evaluate work that will provide the best return on investment
- Create marketing to highlight the home's strengths
- Project manage and coordinate contractors



**Full-Service Support Means
We Help You Prepare Your Home for Sale**

A Team Effort to Your Smooth Sale

Maximize Your Home Sale Success

Vacant VS Occupied

Each Home Is Unique AND
The Best Approach Must Be Tailored to You!

—



The Decision-Making Process Do I Move Out Before Listing?

- **Home condition:** Does my home need paint and carpet to get the best price?

Home appearance: Does my home already look open and staged? What would need to happen to get my home ready?

Health needs: Do you have health needs that make moving first the best option?

Financing considerations: How do I finance the gap between moving and selling my home? And do I have the time to go on the market and sell first?



Vacant and Staged

“The investment of staging
IN your home is far less
than a price reduction ON
your home.”

- Barb Schwarz,
founder of the home staging industry

The 3 C's of Home Staging
Clean,
DeClutter,
Color



Attracting Buyers through Seller Funded Buyer's Agent Commissions



NWMLS

Listing Agreement

Separating Listing Agent and Buyer Agent Compensation

Sellers can choose between three options to offer compensation to the buyer's brokerage firm:

- 1) Sellers can offer a specific amount of compensation (e.g., dollar or percentage amount)
- 2) Sellers can "request in offer" to invite buyers to submit a request for buyer brokerage compensation (in lieu of seller offering zero or a numeric amount); or
- 3) Sellers can choose "none" to indicate that the seller declines to offer compensation and does not intend to pay buyer brokerage compensation.



Attracting Buyers through Seller Funded Buyer's Agent Commissions



National Association of Realtors Agency Law Changes

—
Agency representation
and the changes in contracts and commission



Agency Law Changes 2024



NWMLS

Objectives of the revised law (RCW 18.86 under SB5191)

Modernize the 25-year-old law

Provide additional protections and transparency
for consumers

Acknowledge the importance of buyer
representation





IMPORTANT INFORMATION FOR HOMEBUYERS

Revisions to the Real Estate Agency Law

Effective January 1, 2024, the statute in Washington that governs real estate brokerage relationships (RCW 18.86) – otherwise known as the “Agency Law” – will be significantly revised. The revisions modernize the 25-year-old law, provide additional transparency and consumer protections, and acknowledge the importance of buyer representation.

Key Revisions

For years, real estate brokerage firms were only required to enter into written agreements with sellers, not buyers. Beginning on January 1, 2024, the Agency Law will require firms to enter into a written “brokerage services agreement” with any party the firm represents, both sellers and buyers. This change is to ensure that buyers (in addition to sellers) clearly understand the terms of the firm’s representation and compensation.

The services agreement with buyers must include:

- The term of the agreement (with a default term of 60 days and an option for a longer term);
- The name of the broker appointed to be the buyer’s agent;
- Whether the agency relationship is exclusive or non-exclusive;
- Whether the buyer consents to the individual broker representing both the buyer and the seller in the same transaction (referred to as “limited dual agency”);
- Whether the buyer consents to the broker’s designated broker/ managing broker’s limited dual agency;
- The amount the firm will be compensated and who will pay the compensation; and
- Any other agreements between the parties.

Additional Information

There are other changes to the law that provide additional consumer protections related to the duties that brokers owe to all parties in a transaction.



Revised Pamphlet
The pamphlet entitled “[Real Estate Brokerage in Washington](#)” provides an overview of the revised Agency Law.



Revised Agency Law
[Substitute Senate Bill 5191](#) sets forth the revised Agency Law in its entirety.

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Agency Law Changes 2024



NWMLS

Agency Relationship for sellers OR for buyers

Requires a **written services agreement** to perform agency duties. Includes the duties of loyalty and confidentiality.

Limited Dual Agency (RCW 18.86.060)

This reflects that a broker representing both a buyer and a seller is **limited in the representation** that the broker can provide

This is now stated clearly in the new “pamphlet”



Agency Law Changes 2024



NWMLS

Buyers Agency Agreement & Buyers' Agent Compensation

A buyer's agency agreement must be signed before commencing service

- Acknowledge that a seller may, but is not required to, offer compensation to the buyer's agent
- Document the compensation agreement to be paid by the buyer, if any, for buyer brokerage services

Buyers and their brokers must determine whether the properties shown will be limited to only those where the combined commission being offered by the seller and the buyer covers the contracted buyer agency commission.



Creating Full Transparency

Agency Law Changes 2024



NWMLS

Listing Agreement

Separating Listing Agent
and Buyer Agent Compensation

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Attracting Buyers through Seller Funded Buyer's Agent Commissions



Keller Williams International 2025 National Conference

National Real Estate Market Report

—
Home Sales – Home Prices – Inventory – Mortgage Rates



1. Home Sales - Annual



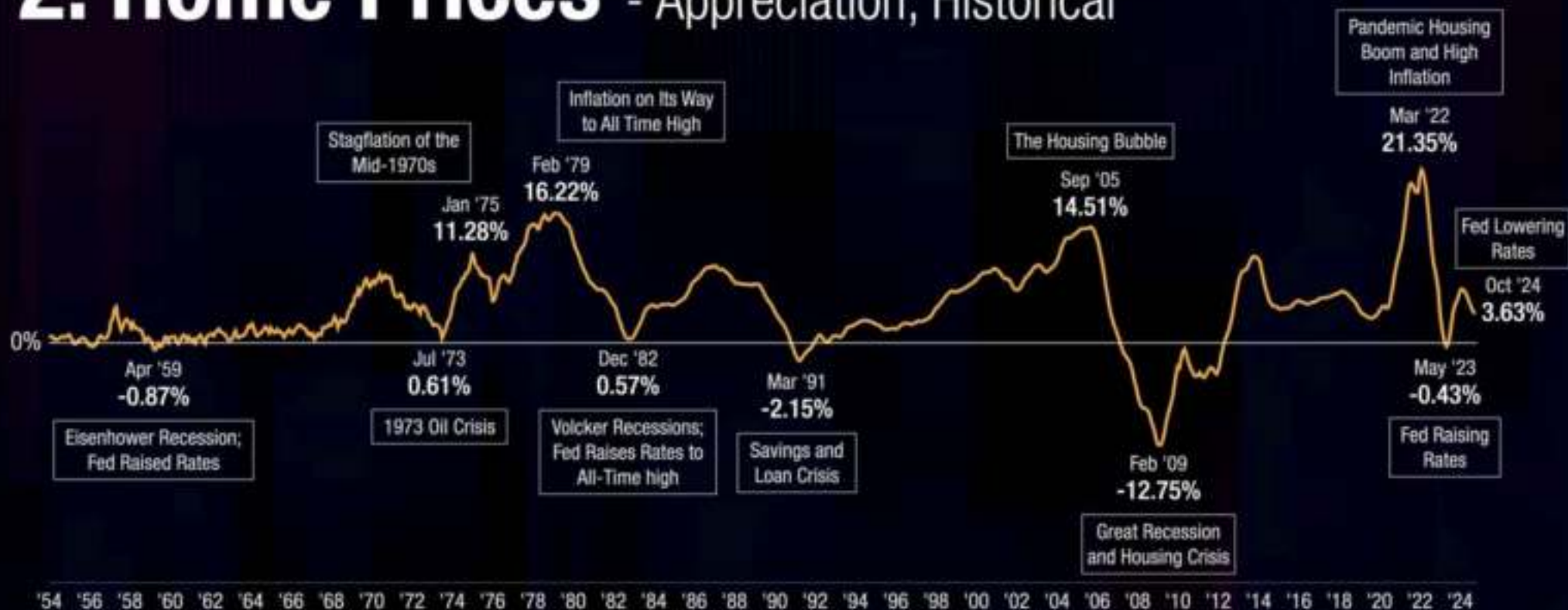
2. Home Prices - Annual



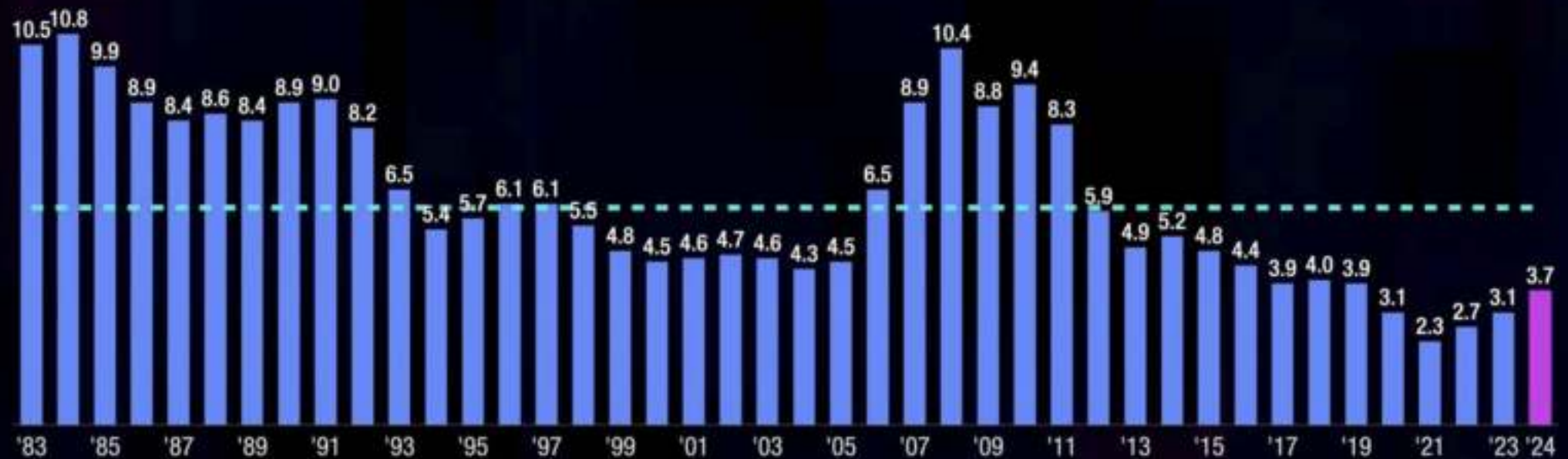
2. Home Prices - Annual Appreciation



2. Home Prices - Appreciation, Historical



4. Inventory - Annual

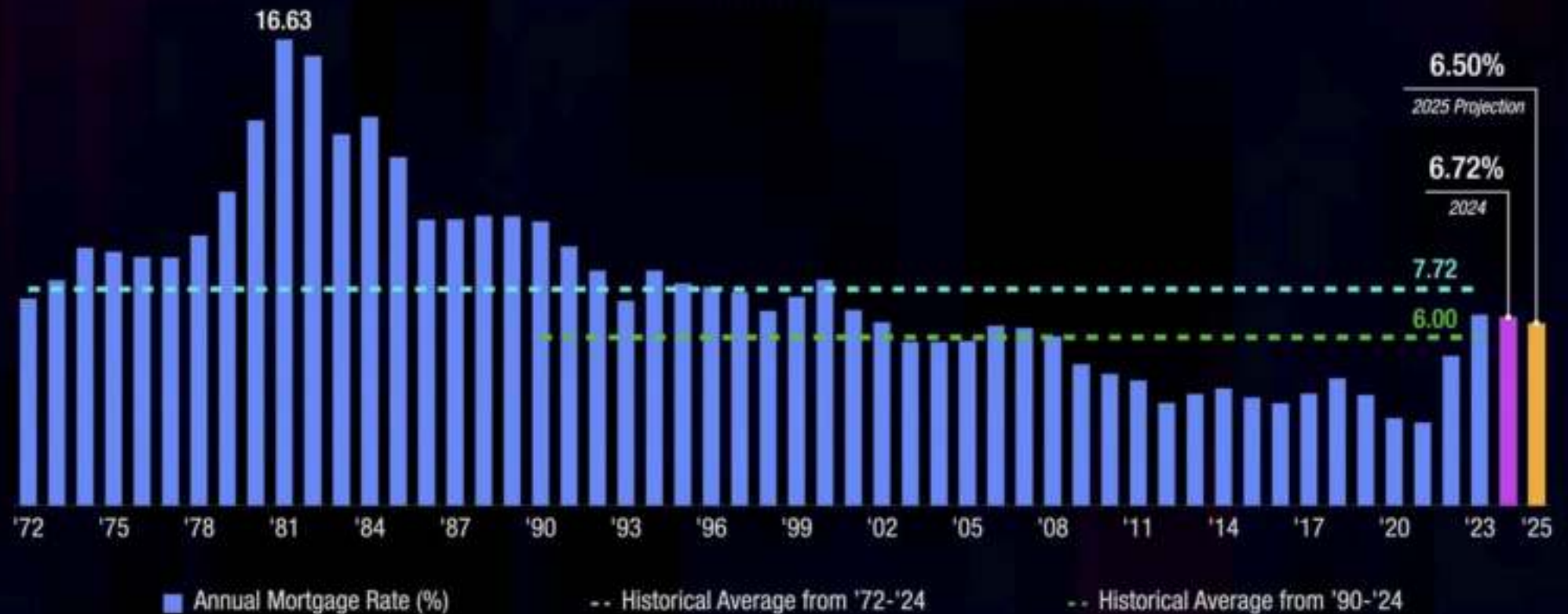


Note - Data prior to 1999 is for single-family homes only.

-- Balanced = 6 months

■ Annual Months Supply of Inventory

5. Mortgage Rates - Annual





Team RED Real Estate

2024 Local Real Estate Market Trends

And the Impact of Interest Rates on Buyers and Sellers
Inventory, Appreciation & Affordability

Part.01

The Puget Sound Region

King, Kitsap, Pierce, Snohomish & Thurston Counties



NWMLS

Sale Prices continue to be strong even with increased interest rates



The Puget Sound Region

King, Kitsap, Pierce, Snohomish & Thurston Counties



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Seller's Market
<4 months of inventory or less

Balanced Market
4-6 months of inventory

Buyer's Market
> 6 months of inventory

December 2024 Available Inventory



There were
9,524
active listings
in the
database in
December 2024



+25.0%
from December 2023



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The Puget Sound Region

King, Kitsap, Pierce, Snohomish & Thurston Counties



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Increasing Inventory Still Indicates A Steady Seller's Market

(less than 4 months of inventory)

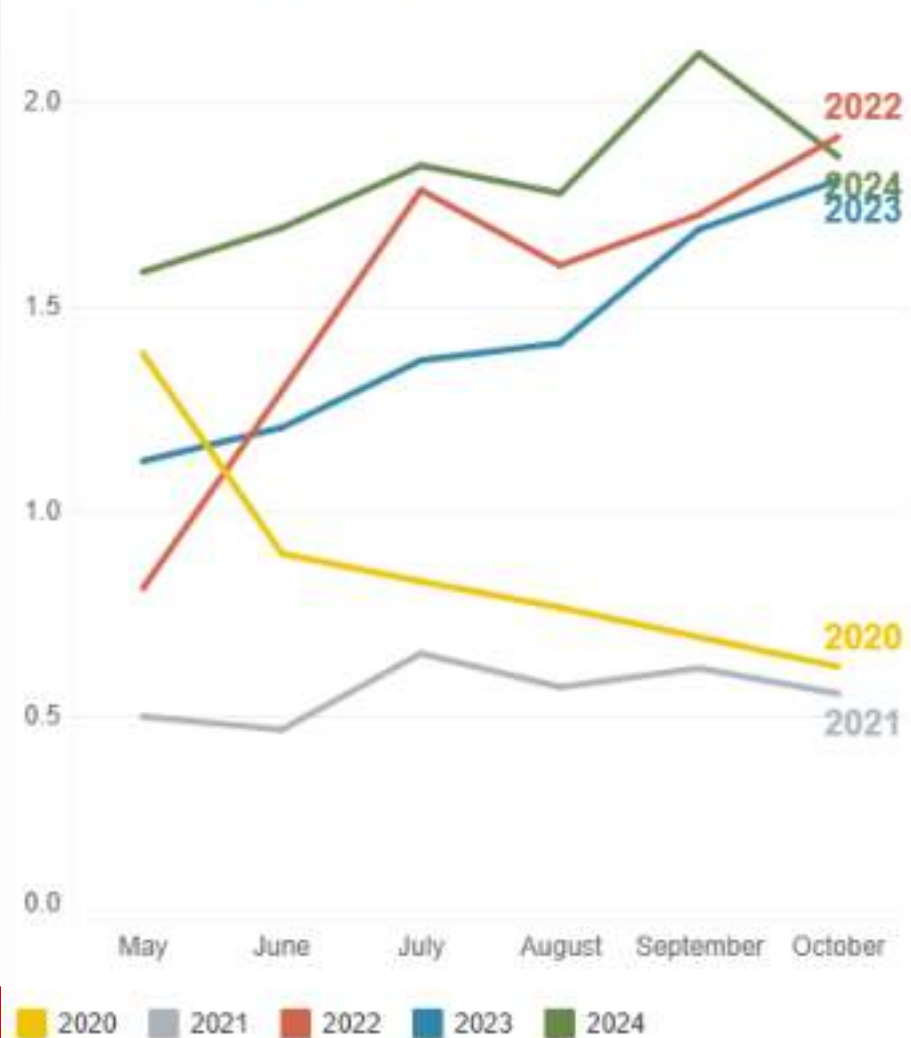
Affordability (reduced by continued increasing prices and increased interest rates) has increased average days on market for some sellers.

Increased inventory puts more pressure to compete on price, concessions and condition.

The hesitancy to list is partially caused by sellers not knowing where they would move.

Months of Inventory - Last 5 Years

King, Kitsap, Pierce and 2 more





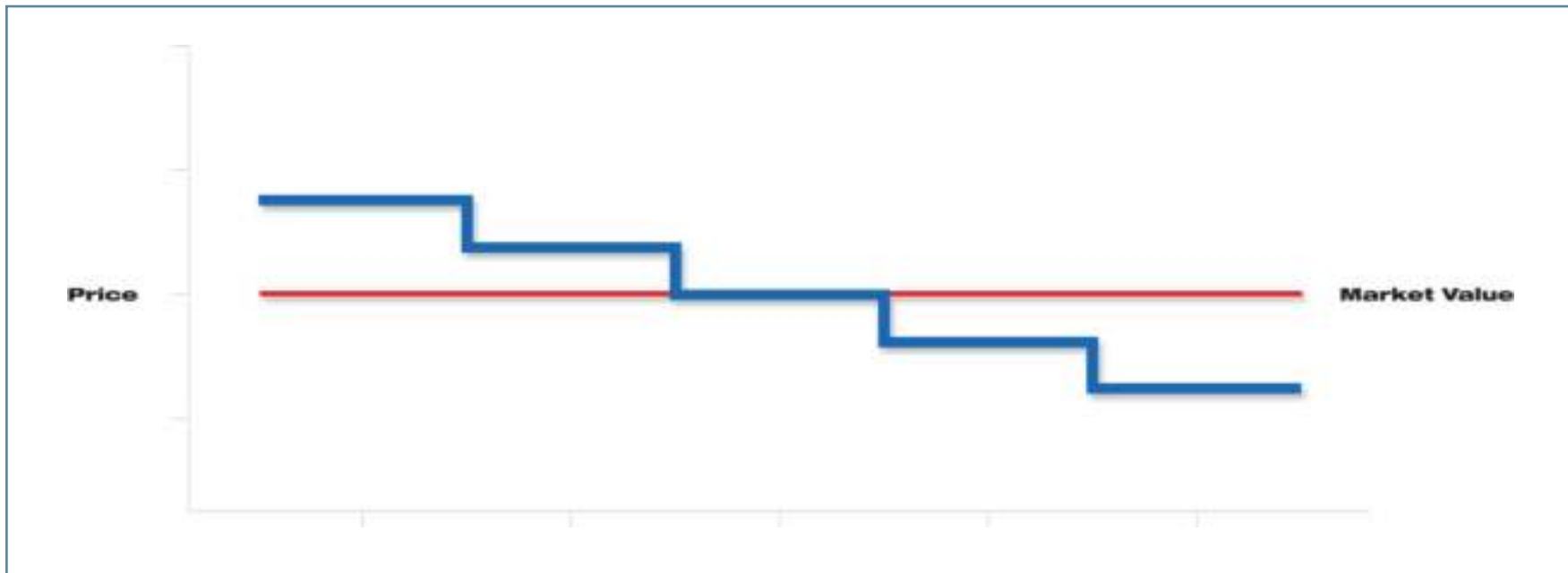
Pricing Strategies Maximize Traffic and Sale Price



The art and science of finding the pricing sweet spot!

Maximize Your Home Sale Success

Overpricing can cost you more than pricing right in the first place.



- Chasing the market will cost you!
- Strategically price your home to get it sold for the most money in the least amount of time.
- Price with strong appraisal data so that your deal does not fail for financing
- Follow the market carefully and adjust quickly if needed

Maximize Your Home Sale Success

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in-person
& online



05 | The Role of Title & Escrow Title Pitfalls & Red Flag Risks

Tues., May 13, 2:00 pm Wesley Bradley Park

06 | Your Home Sale Proceeds & Considering Capital Gains Tax

Tues., June 10, 2:00 pm Wesley Lea Hill

07 | Summer Yard Sales (To Yard Sale or Not to Yard Sale)

Tues., July 8, 2:00 pm Wesley Tehaleh Event Ctr.

08 | Money Matters: Financial Planning & Funding Options

Tues., Aug. 12, 2:00 PM Wesley Des Moines
Terrace Auditorium

