



# Selling Your Home



**SETTING THE STANDARD**



**STELLAR MARKETING**



**UP-TO-DATE STATISTICS**



**EXTENSIVE ARRAY OF SERVICES**



**LOCALLY OWNED & OPERATED**



**BEST IN INDUSTRY SELLING PROCESS**



**REALTORS® WHO UNDERSTAND YOUR UNIQUE SELLING NEEDS**

**Erin Dobrinski**

REALTOR®

(360) 380-7702

[edobrinski@windermere.com](mailto:edobrinski@windermere.com)



**Tom Dobrinski**

REALTOR®

(360) 380-6257

[tdobrinski@windermere.com](mailto:tdobrinski@windermere.com)

[thedobrinskiteam.com](http://thedobrinskiteam.com)





# Why Windermere?



## SETTING THE STANDARD

We deliver the best in our industry, including:

- ◆ Exceptional Service
- ◆ Unsurpassed Integrity
- ◆ A Strict Code of Ethics
- ◆ Premium Tools and Services
- ◆ Marketing Expertise
- ◆ Top-Level Negotiation Skills
- ◆ Contract Management Expertise



## WE ARE LOCAL

- ◆ Neighborhood Insight
- ◆ Locally Owned and Operated
- ◆ Committed to Our Community





## MARKETING YOUR LISTING

It's important to maximize online exposure. According to a national survey, 95% of home buyers use the internet to search homes (National Association of REALTORS® 2017 survey).

Your listing will be posted the NWMLS, which provides data to most real estate sites. As Windermere Professional Partners agents, we will also promote your listing on:

- ◆ Windermere.com
  - 1 million average monthly visitors
  - 500,000 property listings
  - Enhanced search capabilities
- ◆ WindermerePC.com
  - In-depth Pierce County information
  - City and neighborhood pages
  - Listings, local information, crime reports, school info, and more!
  - 17,000+ average monthly views
  - Features popular searches and open house search
- ◆ Social Media
  - Targeting online buyers through the WPP Online Marketing Program



## MARKET STATISTICS

Using Up-to-the-Minute Market Data to Make Informed Decisions.  
My expertise is fueled by access to Windermere's experts...



**Matthew Gardner, Chief Economist**

Windermere's chief economist, Matthew Gardner, has been a real estate economist for more than 30 years. He specializes in residential market analysis, financial analysis, and land use and regional economics. His study and interpretation of this economic data, and its impact on the real estate market, gives us unique insights into short and long-term housing trends and are important to consider when buying or selling a home.



**Windermere Professional Partners Statistics - local statistics by county and city**

**FROM SALE TO SOLD** | See benefits of pricing your home correctly right from the start and the consequence if you don't.

**MEDIAN SALES PRICE** | Markets don't increase or decline in a straight line. See what is happening, real-time in the market.

**MARKET UPDATE** | Weekly statistics meetings and top education for calculating local and specific stats.





*BEST IN INDUSTRY*

# Selling Process



Pricing &  
Positioning Your  
Property for the  
Highest Return

- ◆ Analyze current market conditions and price of comparable properties
- ◆ Work with you to identify your goals and needs
- ◆ Advise and assist you on ways to make your property more attractive to buyers
- ◆ Create a comprehensive marketing plan



Title Review

Order a preliminary title review on your property.



Open Houses

- ◆ REALTOR® will be present the entire time
- ◆ Provides greater exposure for your home
- ◆ An opportunity to answer buyer interest and increase interest
- ◆ Gather valuable feedback to help better market your home



Listing Your  
Home

- ◆ Your online presence will be launched, including listing your home on the Multiple Listing Service and all syndicated websites
- ◆ Solicit feedback from other agents on price and the home's presentation
- ◆ Keep you up-to-date on sales activity and market conditions



Offer &  
Contract  
Management

- ◆ Review all offer(s) received and discuss all important aspects of the contract
- ◆ Discuss and understand all timelines associated with the contract
- ◆ Qualify all buyers prior to offer review







Guide You  
Through  
Inspection

- ◆ Buyer will perform inspection within the agreed upon timeframe in the contract
- ◆ Review and discuss inspection requests from the buyer
- ◆ Negotiate seller's response to the buyer
- ◆ Coordinate any repairs to the home if applicable



Help with Your  
Path to Closing

- ◆ Coordinate with title and escrow
- ◆ Help facilitate a timely closing
- ◆ Provide updates and keep you informed of all timelines within the contract
- ◆ Facilitate transfer of keys to the buyer



# Services

Thank you for considering us as your listing agents. Selling your home is a privilege. We will do our very best to ensure the process goes smoothly and produces optimal results. Choosing to list with The Dobrinski Team and Windermere Professional Partners ensures that your home will sell in less than average market time and for top market dollar.

- ◆ Provide a **Comparative Market Analysis** for your home, to ensure it is appropriately priced.
- ◆ Provide a **complimentary professional staging consultation**, to ensure your home will be “show-ready” when listed.
- ◆ Hire a **professional photographer** to take **beautiful photos** of your home and create an **amazing custom video** of your property.
- ◆ List your home with **Northwest Multiple Listing Service**. As a result of your home being listed on the NWMLS, all potential buyers and agents from various companies can view your home online. The listing information will syndicate to all the major real estates websites.
- ◆ Send **Just Listed postcards** to a select group of people who may be interested in upgrading to a home with your home’s profile, as well as 100 of your closest neighbors; many times a neighbor will introduce a buyer to your home.
- ◆ Host a **Broker’s Open**, which is an open house for REALTORS.
- ◆ Host one or more **Open House**, which we will advertise on the NWMLS and Zillow.
- ◆ Have a **Dobrinski Team - Windermere Professional Partners sign** posted in front of your home, as well as provide directional arrows (in accordance with Pierce County guidelines) to lead buyers to your property.
- ◆ Create a custom, color **Permaflyer for your home**, which is affixed to the sign post. This way, there will always be information available about your home.
- ◆ Create custom, color **listing flyers** to place inside the home.
- ◆ Create **placards (“silent talkers”)** to place throughout your home, to highlight important features in your home.
- ◆ We have a **team of professionals** working to market and manage your listing. This allows us more time to focus on YOUR listing and keeping you best positioned to attract buyers.
- ◆ Serve as a **“Concierge” for professional resources** you may wish to use for preparing your home for sale (painters, house cleaners, yard workers, roofers, electricians, etc.). Interested in the **Windermere Ready Program** loan to fund projects? We can help with that too!





## SERVICES CONTINUED

- ◆ Provide **weekly activity reports**, which include:
  - ◆ Individualized marketing plan and calendar
  - ◆ The number of agents who have looked at your home on Realtor.com, Zillow, NWMLS
  - ◆ Reverse prospecting information
  - ◆ Feedback from agents who have shown your home
  - ◆ Feedback from any Brokers Opens or Open Houses
  - ◆ An ongoing neighborhood review to share any activity from current listings (price changes, status changes, additional listings).
- ◆ Expertly guide you through **negotiating offers** you receive on your property.
- ◆ Educate you about the **inspection process** and facilitate the **inspection response** that best suits your needs.
- ◆ Provide **ongoing communication** throughout the transaction, particularly with regard to lender information, title and escrow updates and assist with fulfilling seller information requests. **Keeping you informed every step of the way** is our job!

## OTHER UNIQUE SERVICES WE CAN PROVIDE

- ◆ If desired or necessary, pull comparable homes via a “field trip” approach, whereby we actually **preview comparable homes** together, to assist with selecting your listing price.
- ◆ Provide a **home warranty**, which protects your home (limited protection) throughout the selling process and then passes to the new owners.
- ◆ Accompany you the day you sign your seller documents.
- ◆ Continue to keep you up-to-date with real estate information, current market trends and items of value by including you in our **Client Appreciation Program**.







# Social Media

The Dobrinski Team and Windermere Professional Partners recognize that social media plays a vital role in this real estate market. We guarantee your listing will receive thorough and intentional online marketing, and strategic social media exposure through our extensive Online Marketing Program (OMP). We offer the full package including a blog, video, and promotion on Facebook and Instagram.

## ONLINE MARKETING PROGRAM

### ◆ Custom Written Blog

- ◆ A blog featuring your home's highlights and beautiful photographs will be professionally written by our copywriter.
- ◆ This blog will be posted to my personal website, [www.thedobrinskiteam.com](http://www.thedobrinskiteam.com) and on the Windermere Professional Partners website, [www.windermerepc.com](http://www.windermerepc.com).
- ◆ This blog and the professionally shot video of your home will be featured on Facebook [@Erin Dobrinski's Real Estate News](#) and [@Windermere Professional Partners](#)
- ◆ This blog and the professionally shot video of your home will be featured on Instagram [@the\\_dobrinski\\_team](#) and [@windermere\\_piercecounty](#)

## CHECK OUT AN EXAMPLE OF ONE OF OUR BLOGS!

(Move-In Ready 2019-Built 4-Bedroom, 2.5-Bath Home in Puyallup's Lipoma Firs Community)



Blog Link & Social Media Graphic posted to Facebook & Instagram!







# Client Reviews

Using a business model of working by referral, we have the tremendous pleasure of meeting and serving the best clients! Real estate transactions are as unique as every individual and we take great pride in successfully meeting the needs of those with whom we work. Our clients' perspectives and feedback regarding success and satisfaction are of utmost importance to us. We invite all our clients to share testimonials about their experiences working with us. Here are the responses we have received:

## THIS TEAM INSPIRED CONFIDENCE

*"Everything went very smoothly with the sale of our home and we couldn't have been more pleased with the whole process, thanks to the entire Dobrinski Team. From advice and assistance with preparations, to attracting multiple buyers and selling for well over asking price, this team inspired confidence. Thank you!"*

**Kathy & Ty - Puyallup, WA**

## PROFESSIONAL ATTITUDE AND PERSONAL TOUCH

*"Erin Dobrinski was professional in all areas and provided us with up to date information regarding the sale of our property. She prepared extensive comparable property information and got us started on the right path. Erin was very patient with our questions and communicated clearly and often with the progress of the sale. We appreciated Erin's professional attitude and personal touch."*

**Nancy McIlraith - Orting, WA**

## GREAT JOB NEGOTIATING

*"We loved working with Erin! I was offered a great job opportunity that required a cross-country move and the sale of our house that we had purchased less than a year ago. Erin was able to help us sell the house in the needed timeframe and did a great job negotiating a deal that worked well for us and our buyer. We really appreciated her hard work, as well as all her advice for us as we went through the buying process on the other side of the country!"*

**Erin Moya - Charleston, SC**

## COMMUNICATIVE AND RELIABLE

*"We took a leap of faith after only ten months in our last home and couldn't have done it without Erin's expertise and Tom's help. We have so much trust in her ability to guide us through any selling/buying situation. She never lets a communication get by her and she goes above and beyond to make sure we have everything we need to make an informed decision. So grateful to work with both Erin and Tom again. They are amazing!"*

**Amy & Jeremy - Eatonville, WA**

# Our Team

## CUSTOMER SERVICE IS PARAMOUNT

When buying or selling a home, precise market knowledge, expert negotiation skills and exceptional customer service are key to a successful transaction! Any realtor can list your home or open the lockbox to view a home; few can take you through the selling process or purchasing process and provide the same level of experience and service that we offer. Further, our team will serve as your real estate “concierge”, providing you with a vast network of resources and services to assist you as you transition from one home to the next.

*Grab your slippers, settle into your favorite chair, put up your feet & relax!*

That’s our goal—for our clients to entrust us with the sale of their home or the purchase of their new home, free from worries.





# Who are we?

## ERIN'S QUALIFICATIONS

I'm a native of the Puget Sound, so I know this beautiful area well. Having been raised in Tacoma, I graduated from Bellarmine High School, then received my B.A. from Gonzaga University. As a former teacher, I bring the gifts of education, strong listening skills, patience and persistence, plus the desire to truly and best serve each person with whom I work.

As an experienced Windermere agent, I enjoy top-notch opportunities for the best education and state-of-the-art learning. Because of this, I am able to offer my clients experience and success in the areas of precise market knowledge, current technology, strong negotiating skills, effective communication, and comprehensive client education. Additionally, I am super relational! If you've ever worked with me to buy or sell a home, then you know that I don't let you forget about me. I pop by to say hello, always with a little gift. My business is almost 100% referrals, and I love working with amazing people!

### ERIN'S PROFESSIONAL DESIGNATIONS

Accredited Buyer  
Representative (ABR)  
Senior Real Estate  
Specialist (SRES)

## TOM'S APPROACH

I have a more relaxed approach, and I try to exceed the expectations of what an agent's duties are. Years ago, I was a server in a Mexican restaurant before the popularity of Mexican dining took. My approach was more of an interview process with my guests to find out what they liked and disliked so I could make suggestions on orders. The feeling of that personal touch set me apart from others and increased my overall focus on guest satisfaction.

I am someone who has the ability to easily conform to many different situations, constantly adjusting to the needs of my clients. Similarly, I understand that buying or selling a home is a very important part of someone's life and they need to know that their real estate agent will go the extra mile for them.





**Erin Dobrinski**

REALTOR®

(360) 380-7702

[edobrinski@windermere.com](mailto:edobrinski@windermere.com)



**Tom Dobrinski**

REALTOR®

(360) 380-6257

[tdobrinski@windermere.com](mailto:tdobrinski@windermere.com)



[thedobrinskiteam.com](http://thedobrinskiteam.com)

All in, for you.