

Welcome and Thank You!

This Sellers Packet provides information on what to expect when selling your home. Whether its marketing your home or negotiating for the best price your home could sell for, you can consider me your trusted real estate advisor. I look forward to serving and assisting you.

Respectfully,

A handwritten signature in blue ink that reads "Joseph R. Kennedy". The signature is written in a cursive style with a large initial 'J' and a distinct 'R'.

Joe Kennedy

Broker

600 "A" Avenue

Lake Oswego, OR 97034

About Joe Kennedy



Born and raised right here in Portland, Oregon, I have an exceptional feel and understanding for the community and the local real estate market. I have always had a passion for homes, starting in my early years working at the family plumbing business and then painting houses throughout college. As a middle-school teacher for fifteen years in the Portland area, I developed relationships with students and families, and helped them grow and succeed. As your realtor, I strive to establish a relationship that seeks to meet your home needs. My success is based on positive results and your happiness in the end. I look forward to working with you!

I graduated from Gonzaga University with a B.A. in History, and also hold a Masters in Teaching from the University of Portland. In the fall of 2015, I taught a college course at Concordia University. I mention my education to show how I am well-rounded and an effective communicator. Lastly, my ability to problem-solve, my work-ethic and attention to detail is what you can count on to make your home-buying experience smooth and successful!

503.704.4898

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600 "A" Avenue Lake Oswego, OR 97034

HOW I HELP SELL YOUR HOME



Helping to find a buyer for your home is only one facet of my job.

In addition, I will:

- Explain basic real estate principles and paperwork
- Do a Comparative Market Analysis (CMA) to help determine your home's value
- Help determine the right selling price
- Assist you in preparing your home for sale
- Market your home to buyers and other agents
- List your home on Realtor.com, Windermere.com and other real estate websites
- Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- Assist you with the purchase and sale agreement
- Negotiate with buyers and their agents on your behalf
- Track contingencies and ensure contract deadlines are met
- Work with the escrow company to ensure all documents are in order and on time



So by working with me, you will:

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



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A Roadmap to Selling Your Home



Prepare home
for sale:
de-clutter,
clean & stage

Showings:
agents will call,
text or email
to see home

Mutual
Acceptance

Appraisal

Funding
(24-48 hours)



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Go live on
RMLS &
Internet

Update with
feedback once
a week



Inspection
period
(typically 10
business days)

Signing

Sold

Closing is Approximately 45 Days
(Steps 5 to 10)

Pricing Your Home to Sell

- ❖ Serious buyers look in the price range that has been predetermined by their down payment and monthly payment ability. Unless your property is priced correctly, the down payment and monthly payment requirements will not be competitive.
 - ❖ A buyer who is seriously looking, soon becomes very knowledgeable in their range. An unreasonable asking price only discourages them from looking and considering your property.
 - ❖ Buyers purchase by comparison, and a property priced above the competition does not “compare” favorably. Inviting a buyer to make a lower offer than the asking price could indicate that a fair price has not been established.
 - ❖ If you plan to adjust your price at the time of a sale, it is better to adjust the price now and attract serious buyers. This often places you in the favorable position of having more than one buyer interested in your property.
 - ❖ It is very difficult to obtain a reasonable offer on an over-priced property. The buyer feels they should be just as unreasonable in their offer as the seller is in their asking price.
 - ❖ By contrast, offers are much easier to obtain on a reasonably priced property. You can then choose which offer to accept with no obligation to one that does not meet your requirements.
 - ❖ It is a mistake to believe that you will get more for a property by asking more. You usually get less, because fewer buyers will consider it when it’s placed on the market. The right buyers will not see it, and it usually stays on the market so long that it tends to become “shop worn”.
 - ❖ To obtain proper market exposure, it is an absolute necessity to be competitive in price, terms, and conditions with similar properties that are selling in the area.
 - ❖ If you are a serious seller, price your property at market, and attract serious buyers. You will stand a much better chance of getting full-market value, and your property will sell much faster.
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REALTORS® Provide to Sellers



PRICE

- Provide Market Overview
- Produce Comparative Market Analysis
- Design Price Strategy
- Help Determine Inclusions & Exclusions

REPAIRS & UPGRADES

- Recommend Home Improvements and/or Staging to Increase Value
- Recommend Repairs to Home

SAFETY

- Install Lockbox for Controlled Access
- Document All Showing Activity
- Make Safety & Anti-Theft Recommendations



MARKETING

- Design & Implement Marketing Plan
- Hire & Schedule:
 - Professional Cleaner
 - Professional Photographer
- Provide & Schedule:
 - Sign Installation
 - Pre-Inspection
 - Home Measurements
- Host Broker Open Houses
- Host Public Open Houses
- Host Neighbor Open Houses
- Input Home into MLS System
- Produce Property Brochure
- Send Home Information to Syndicate Websites
- Send "Just Listed" Postcards
- Post on Social Media
- Send Email Blast to Realtors & Industry Professionals
- Run Print Advertising
- Promote Within Office
- Promote to Sphere of Influence

CONTRACTS

- Explain Contract to Buy & Sell
- Explain Listing Agreement
- Explain Required Disclosure Documents
- Explain Deeds
- Explain Title Work
- Assemble H.O.A. Documents
- Obtain Owners & Encumbrance Report
- Obtain & Review Buyer's Qualification Letter

COMMUNICATION

- Conduct Pre-Listing Interview To Determine Needs
- Guide Through Inspection Process
- Guide Through Appraisal Process
- Explain Closing Procedure
- Schedule & Manage Vendors
- Guide Through TRID Requirements
- Track Due Diligence Deadlines
- Provide a Weekly Showing Report
- Coordinate With:
 - Lenders
 - Appraisers
 - Inspectors
 - Title Company

NEGOTIATION

We negotiate the following:

- Price
- Inspection Resolution
- Appraisal Resolution
- Title Resolution
- Multiple Offers
- Seller Concessions
- Earnest Money
- Inclusions & Exclusions
- Conditional Sale Contingency
- Survey Resolution
- Due Diligence Resolution
- Closing & Possession Date

Marketing Overview

Here is an overview of how I will be marketing your home. When we sit down together, I can further elaborate on how the marketing will happen!

Traditional Marketing:

Yard Sign

High-End Flyers in Home

Directional Signs

Eco-Flyer

My Full-Service Marketing:

Professional Photos

Marketing Prior to Going on the Market

Networking Within the Windermere Realty Trust Group (Approx. 650 Brokers)

Networking With Top Brokers in Your Area

Broker Tours

Internet Exposure (RMLS, Web-Sites, Facebook, etc)

Targeted Post Card Campaigns

Open-House

Preparing Your Home for Sale



CURB APPEAL

- ☐ Drive up to your home and look at it through the eyes of potential buyers.
- ☐ Inspect shingles; repair or replace damaged shingles where necessary.
- ☐ Inspect, clean & repair gutters.
- ☐ Inspect, clean & repair HVAC system.
- ☐ Repair/ replace broken windows & screens and missing caulk.
- ☐ Repair/ replace missing or damaged door & window hardware and light fixtures.
- ☐ Remove all toys, equipment & debris.
- ☐ Remove spider webs & nests.
- ☐ Remove mildew, moss & stains from exterior of the home with clothes detergent. Remove stains from the walkways and driveway .
- ☐ Repair & clean patio furniture and deck areas.
- ☐ Power wash exterior paying attention to entryways.
- ☐ Touch up exterior paint.
- ☐ Make sure pool/ spa/ hot tub are spotless.
- ☐ Keep trash receptacles hidden from street view,
- ☐ Clean/refinish front door & mailbox.
- ☐ Maintain landscape, including mowing the lawn, trimming trees & shrubs, weeding garden beds.
- ☐ Replace worn doormats.
- ☐ Keep walkways and driveway s swept.

KITCHEN

- ☐ Ensure all appliances are in clean, working order.
- ☐ Clean & organize inside of cabinets and throw away expired food.
- ☐ Replace stovetop drip pans.
- ☐ Repair/replace outdated or broken plumbing.
- ☐ Keep counters & backsplashes clean and small appliances stored away.

GENERAL INTERIOR

- ☐ Store, recycle or donate nonessential items & clutter until after the move.
- ☐ Repair / replace outdated or broken door knobs, cabinet hardware, light fixtures, switch & outlet plates.
- ☐ Repair/ replace or clean vent covers.
- ☐ Repair cracked molding.
- ☐ Spackle & repaint nail holes.
- ☐ Clean fireplace(s); Go the extra mile and have it inspected by a certified chimney sweep.
- ☐ Clean & organize closets.
- ☐ Clean/ vacuum window blinds & shade.
- ☐ Dry clean curtains.
- ☐ Wash all the windows, frames and sills.
- ☐ Keep wall colors light and neutral.
- ☐ Shampoo carpet or replace if heavily soiled.
- ☐ Polish hardwood floors.
- ☐ Keep valuables such as jewelry, artwork, medication and cash in a safe or deposit box.
- ☐ Keep pet supplies and food in an inconspicuous location.
- ☐ Dust off TV's and other electronics.

BATHROOM

- ☐ Remove rust and mildew stains.
- ☐ Wash or replace shower curtains.
- ☐ Make sure every surface sparkles - including grout.
- ☐ Replace worn rugs and towels.
- ☐ Repair/ replace outdated or broken plumbing.

DINING ROOM

- ☐ Clean out the china cabinet. Polish any visible silver.
- ☐ Treat yourself to fresh flowers as a centerpiece. Set the table for dinner to help potential buyers envision entertaining there.

BEDROOM

- ☐ Keep surfaces clean, especially nightstands.
- ☐ Replace bedspreads, quilts and pillow shams if they are worn or faded.
- ☐ Keep the bed made.

ATTIC, BASEMENT & GARAGE

- ☐ Donate or recycle unnecessary items. Store & pack items you won't need until after the move.
- ☐ Create as much floor space as possible to keep inspections easy. Put things on shelves or in stacking boxes.
- ☐ Provide adequate lighting.
- ☐ Clean & service all equipment and vents. Replace filters.
- ☐ Eliminate stale or musty odors. Open the windows, dust, wash & seal walls and floors. Rent deodorizing machines for heavy smells.

SHOWTIME!

- ☐ Make sure your property folder is out in the open. It should contain utility bills, an MLS profile, Seller's property flyers and business cards.
- ☐ Do a quick clean and vacuum. Empty garbage cans, wash dishes, make the beds.
- ☐ Put pets outside if it's safe to do so.
- ☐ Turn on radio with peaceful music?
- ☐ Turn on all lights, open blinds.

Home Energy Score Portland 2018



Starting January, 2018, the City of Portland will require a Home Energy Score be performed prior to publicly listing or advertising a home for sale.

Some common things you must know about the Home Energy Score:

- All single-family homes where each unit extends from foundation to roof will be required to have a Home Energy Score (HES) prior to listing the home for sale.
 - Most condominiums and detached ADU's are excluded.
- To find out if your home must have a mandatory HES, go to **Portland Maps.com**:
 - Type your address in the box in the upper right-hand corner
 - Look under **Jurisdiction**.
 - If **Portland** is listed as the city, you have to obtain a Home Energy Score before advertising and listing your home for sale... whether listing with a real estate agent or listing as "For Sale by Owner."
- The HES must be a part of any online advertisement for the home for sale and a paper copy must be available inside the home.
- The Home Energy Audit can, and must, be performed by a state licensed "Home Energy Assessor."
- Every single HES performed will be publicly available by property address at:
www.GreenBuildingRegistry.com/Portland.
- Exceptions are few and far between
 - Trustee sales, foreclosure sales, and short sales are exempt.
 - You can make an exemption request "Due to Special Circumstances" no later than 10 business days prior to the date of listing your home for sale by email. Send an email with the subject "City of Portland Home Energy Score Exemption Request" to: **HESinfo@portlandoregon.gov**
 - You may also request a high-performance waiver for new construction homes that have excellent green energy features, partnering with Energy Trust of Oregon.
- Fines for non-compliance are ever-ending, \$500 fines will accumulate monthly until resolved.

*An Inspection Ranges from \$100 to \$300 based on home size

*A comprehensive list of Inspectors can be found at this link:

<https://www.earthadvantage.org/pdxhes/assessors.html>

Home Energy Score Portland 2018 Example



Exhibit A: Home Energy Performance Report for Existing Homes (SAMPLE – NOT AN ACTUAL HOME)

City of Portland
HOME ENERGY SCORE

U.S. DEPARTMENT OF
ENERGY

THIS HOME'S
SCORE **1**
OUT OF 10

THIS HOME'S ESTIMATED
ENERGY COSTS

\$2,932
PER YEAR

HOME PROFILE

LOCATION:
1234 Anyplace St
Portland, OR 97201

YEAR BUILT:
1923

HEATED FLOOR AREA:
945 sq. ft.

NUMBER OF BEDROOMS:
2

ASSESSMENT

ASSESSMENT DATE:
12/22/2017

SCORE EXPIRATION DATE:
12/22/2025

ASSESSOR:
Maria Gomez
Gomez Energy Partners

PHONE:
503-555-1211

EMAIL:
mgomez@
gomezenergymodeling.com

CCB LICENSE #:
1234567890

*Flip over to learn how
to improve this score
and use less energy!*

Home Energy Score

Higher energy use

1 2 3 4 5 6 7 8 9 10

Lower energy use

SCORE TODAY

Official Assessment | ID#1234567

The Home Energy Score is a national rating system developed by the U.S. Department of Energy. The Score reflects the energy efficiency of a home based on the home's structure and heating, cooling, and hot water systems. The average score is a 5. Learn more at HomeEnergyScore.gov.

HOW MUCH ENERGY IS THIS HOME LIKELY TO USE?

Electric: 10,000 kWh/yr.....\$930

Natural Gas: 0 therms/yr.....\$0

Other: 776 gal/yr.....\$2,002

TOTAL ENERGY COSTS PER YEAR \$2,932

How much
renewable
energy does
this home
generate?

_____ kWh/yr

THIS HOME'S CARBON FOOTPRINT:

15 tons/year WORSE

9.2 This Home

0 tons/year BEST

What should my home's carbon footprint be? Between now and 2035, Portlanders should reduce carbon pollution per household to 3 metric tons per year to reach our climate goals.

- Actual energy use and costs may vary based on occupant behavior and other factors.
- Estimated energy costs were calculated based on current utility prices (\$0.11/kwh for electricity; \$1.09/therm for natural gas; \$2.58/gal for heating oil; \$2.21/gal for propane).
- Carbon footprint is based only on estimated home energy use. Carbon emissions are estimated based on utility and fuel-specific emissions factors provided by the OR Department of Energy.
- Relisting 2-7 years after the assessment date requires a free reprint of the report from: www.greenbuildingregistry.com/portland to update energy and carbon information.
- This report meets Oregon's Home Energy Performance Score Standard and complies with Portland City Code Chapter 17.106.

Score
today:

1

Score with
improvements:*

9

Estimated energy savings
with improvements:

\$1,672 PER
YEAR

Estimated carbon reduction
with improvements:

57% PER
YEAR

TACKLE ENERGY WASTE TODAY!

Enjoy the rewards of a comfortable, energy efficient home that saves you money.

☒ Get your home energy assessment. Done!

☐ Choose energy improvements from the list of recommendations below.

Need help deciding what to do first? Non-profit Enhabit offers free 15-minute phone consults with expert home advisors. Call 855-870-0049.

☐ Select a contractor (or two, for comparison) and obtain bids.

Checkout www.energytrust.org/findacontractor or call toll free 1-866-368-7878.

☐ Explore financing options at www.enhabit.org or www.energytrust.org.

* PRACTICAL ENERGY IMPROVEMENTS | COMPLETE NOW OR LATER

To achieve the "score with improvements," all recommended improvements listed below must be completed. Improvements all have a simple payback of ten years or less and may be eligible for mortgage financing. For a more detailed explanation of costs and payback, please get a bid from a contractor.

FEATURE	TODAY'S CONDITION	RECOMMENDED IMPROVEMENTS
Attic insulation	Ceiling insulated to R-8	Insulate to R-38 or R-49 if code requires it
Attic insulation	Ceiling insulated to R-19	Insulate to R-38 or R-49 if code requires it
Duct insulation	Un-insulated	Insulate to R-8
Duct sealing	Un-sealed	Reduce leakage to a maximum of 10% of total airflow
Envelope/Air Sealing	Not professionally air sealed	Professionally air seal
Heating Equipment	Oil furnace 80% AFUE	Upgrade to ENERGY STAR
Heating Equipment	Natural Gas/Propane Furnace	Upgrade to ENERGY STAR
Wall insulation	Insulated to R-0	Fully insulate wall cavities
Water Heater	Standard electric tank	Upgrade to ENERGY STAR, minimum 2.76 EF (Energy Factor)
Windows	Multiple types	Upgrade to ENERGY STAR
Air Conditioner	None	
Basement wall insulation	None	
Floor insulation	Insulated to R-0	
Foundation wall insulation	None	
Skylights	None	
Cathedral ceiling	None	
Solar PV	None	Visit www.energytrust.org/solar to learn more

YOU CAN DO IT YOURSELF!

Looking for low-cost ways to cut energy waste, boost your comfort and lower your energy bills?
Visit the resources below to learn about easy changes you can make today:

www.energytrust.org/tips and www.communityenergyproject.org/services

2018 HOUSING FORECAST

It's the time of the year when I look deep into my crystal ball to see what's on the horizon for the upcoming year. 2017 was a stellar year for housing across the country, but can we expect that to continue in 2018? Here are my thoughts:

MILLENNIAL HOME BUYERS

Last year, I predicted that the big story for 2017 would be millennial buyers and it appears I was a little too bullish. In 2017, first-time buyers made up about 34% of all home purchases—below the 40% that is expected in a normalized market. Although they are buying, it is not across all regions of the country, rather they are currently attracted to less expensive markets such as North Dakota, Ohio, and Maryland.

This year, the number of millennial buyers should expand further and be one of the biggest influencers in the U.S. housing market. I also believe that they will begin buying in more expensive markets.



INTEREST RATES

Interest rates continue to baffle forecasters. The anticipated rise that many of us have been predicting for several years has yet to materialize. As it stands right now, my forecast is for interest rates to rise modestly to an average of 4.4% for a conventional 30-year fixed-rate mortgage—still remarkably low when compared to historic averages.



NEW HOME SALES

New home sales should rise by around 8% to 655,000 units, with prices increasing by 4.1%. While housing starts—and therefore sales—will rise next year, they will still remain well below the long-term average due to escalating land, labor, materials, and regulatory costs. I do hold out hope that home builders will be able to help meet the high demand we're expecting from first-time buyers, but in many markets it's very difficult for them to do so due to rising construction costs.



EXISTING HOME SALES

In 2018 we should expect existing home sales to increase by 3.7%—or 5.62 million housing units. In many areas, demand will continue to exceed supply, but a modest increase in inventory will help take some heat off the market. Because of this, home prices are likely to rise by 4.4%.

HOUSING BUBBLE

I continue to be concerned about housing affordability. Home prices have been rising across much of the country at unsustainable rates and, although I still contend that we are not in "bubble" territory, it does represent a substantial impediment to the long-term health of the housing market. But if home price growth begins to taper, as I predict it will in 2018, that should provide some relief in many markets where there are concerns about a housing bubble.



MATTHEW GARDNER

As Chief Economist for Windermere Real Estate, Matthew Gardner is responsible for analyzing and interpreting economic data and its impact on the real estate market on both a local and national level. Matthew has over 27 years of professional experience both in the U.S. and U.K.

Windermere
REAL ESTATE

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