

Your Guide to Selling

Provided by Joe Kennedy

“In Tune With Your Real Estate Needs”




Windermere
REAL ESTATE

WINDERMERE REALTY TRUST





Joe Kennedy



Portland Native- Portland has always been my home. Having lived and worked on both sides of the river, I am well versed in the many personalities Portland's metro area neighborhoods offer. I absolutely love Portland. I fully take advantage of being located between the beach and mountains. Besides being an avid outdoor adventurer, I enjoy gardening and picking tunes on my guitar and mandolin.

Full Service, Trusted Advisor- Direct and timely communication is paramount throughout the buying and selling process. I take pride in giving timely feedback and welcome all questions along the way. When challenges arise, I am able to problem-solve and find solutions that work for my clients so that end goals are achieved.

Experience you can count on- Staying up to date on the current local housing market trends is a must when pricing your home to sell. Besides sharing my knowledge of data and statistics, I will help you negotiate the best price and terms when selling, with consideration of market trends. When it comes to purchasing, I have a deep understanding of what to look for in a home, especially the systems of a home and how they could affect it's value. I am your trusted advisor when selling, purchasing or investing. Lastly, I am a certified relocation expert.

My Goals- Building professional relationships with my clients in which they can honestly say it was a 100% positive experience. I know my goal has been fulfilled when I have repeat business with clients or have been referred by past clients.

Joe Kennedy

503.704.4898

jkennedy@windermere.com

www.brokerjoepdx.com



www.joekennedypdx.com

Principal Broker in Oregon

2424 SW Vista Ave

Portland, OR 97201

Recent Testimonials

"Joe expertly handled 5 transactions for us last year. Quite simply... Joe makes real estate easy. He reaches out early, thoughtfully and with his warm nature to ensure that every need is taken care of to the utmost success. He preaches that he gives 5 star service and I can attest that he does! Every step, phone call, conversation is important to Joe which equates to his clients feeling that they are his number one priority through the entire process. I cannot suggest Joe's partnership in your real estate transaction enough. He is the highest caliber in the Portland Real Estate market." -Sydney L.

"Was extremely lucky to have Joe Kennedy help us with selling our property. We previously worked with a different realtor who supposedly had a great reputation but was not getting the job done on so many levels. Joe came in to help us - immediately we felt that we were in good hands. The level of service, communication, attention to detail, knowledge, positivity and good ol' elbow grease that he provided to get the property sold was second to none. Even with a difficult closing situation that had a lot of hurdles, Joe managed to get everything buttoned up and closed on time. Can't recommend him enough." -Michael T.

"Joe Kennedy is a great realtor. Joe kept a deal together that most realtors would have just given up on. The odds were against us but Joe kept pushing forward over every hurdle (which there were many). He has a great work ethic and truly cares about helping his clients. I am happy we had a chance to make two deals happen and the end result was magnificent!" – Matt D.

"Joe and I have worked together on numerous transactions and he is a great negotiator for his clients and will give sound advice. I'm lucky to work with him." – Olivia P.

*Recipient of the Five Star Professional.
Awarded for Volume and Client Satisfaction.



WINDERMERE
Foundation

*Foundation Representative for
Portland Heights Branch



My Provided

Five Points of Value

1

ENHANCE HOME VALUE

We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.

2

PRICING STRATEGY

I'll help you with a pricing strategy — not pricing too high so you scare buyers away, or too low so you leave money on the table.

3

MAXIMUM EXPOSURE

My marketing plan will give you maximum exposure so we attract more buyers and more contracts. The more buyers and contacts you have, the higher your property will sell.

4

NEGOTIATE THE BEST CONTRACT

I'll help you negotiate the best contract. Negotiation is an important skill in any market.

5

TRANSACTION MANAGER

I am your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.



Professional Photography

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

Statistically we know that 95 percent of buyers use the Internet during their home search, and 89 percent of them cite photos as a “very useful” aspect of their online search*. If they don’t like what they see, 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 buyer interest and potentially your final sales price.

** National Association of REALTORS® 2017 Profile of Home Buyers and Sellers*



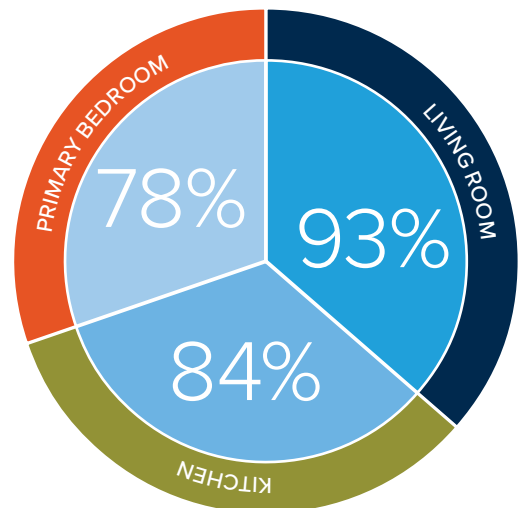
Staged for Success

A well presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market.

- › 83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home
- › 25% of buyers' agents say that staging a home increases the dollar value offered
- › 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market
- › 95% of agents recommend that sellers declutter their home before putting it on the market

Source: *The National Association of Realtors®
2019 Profile of Home Staging*

MOST COMMONLY STAGED ROOMS



5820 SW KRUSE RIDGE DR Portland, OR 97219



\$ 899,900

MLS 22337434

Must-see traditional home! Outstanding layout with over 3,200 sqft, featuring 4 bedrooms, bonus room and office/den on the main level. The 3-car garage has plenty of room for your cars and toys. Exceptional location-adjacent to Lake Oswego and close to I-5 and 217. Stay cool under the mature trees and surrounded by beautiful landscaping. Don't miss this solid-built and expansive home!

BEDS 4

BATHS 2.1

APPROX 3236 sq. ft.

YEAR BUILT 1992



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If you are already working with an agent, this is not meant as a solicitation for that business.



Tradition Meets Contemporary

Offered at:

\$719,000



- 3 Bedrooms
- 2.5 Baths
- Family Room off Kitchen
- Full Finished Basement
- 2,974 sqft
- Oversized Lot- .14 Acre
- Refinished Floors- Inlays
- Taxes \$8,119
- MLS # 21412090
- 3015 NE 70th Ave Portland, OR 97213



The perfect blend of Traditional and Contemporary in Rose City! With high ceilings and an open layout on the main floor, this home invites guests and entertaining. The over-sized lot and level backyard offers plenty of space to enjoy. The finished basement is an expansive multi-purpose room (office, workout space, etc). Upstairs, beautiful inlays in the refinished floors will catch your eye, and the primary bedroom's fireplace will put you at ease. This could be your home for the Holidays!



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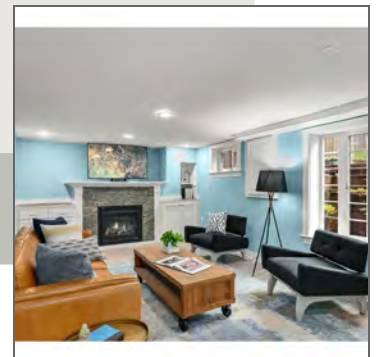
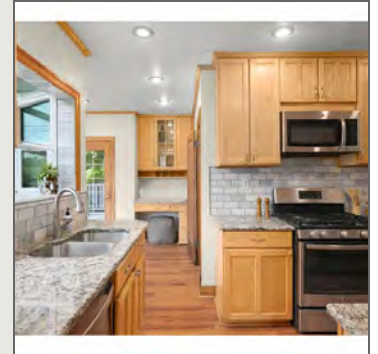
Classic and Updated Bungalow!

6717 N Michigan Ave, Portland, OR 97217

Beautifully updated Piedmont bungalow! Main floor offers circular flow with newer granite counters and SS appliances in kitchen. Full primary suite with walk-in closet and sitting area. The finished basement includes a spacious, fully permitted bedroom w/ gas fireplace and separate office/den.

- 4 Bedrooms
- 2 Bathrooms
- 2,676 SqFt
- Built in 1925
- Garage: Attached, 1 Space
- Lot Size 4,792 SqFt
- Taxes: \$5,808

© 2022



MLS - 22458471

\$639,000



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Information above has been obtained from public records, and the current owner(s) of the subject property. The listing broker has not independently verified the accuracy or completeness of any information obtained from sources reasonably believed by the broker to be reliable. Interested buyers should inspect the property carefully and verify all information to their own satisfaction. Windermere is committed to EQUAL HOUSING OPPORTUNITY.



1829 NW LOVEJOY ST #413 Portland, OR 97209



\$ 218,900

MLS 22240979

In the heart of NW Portland, the Royal Arms Building is conveniently located near the Pearl, steps away from NW 21st/23rd streets, and along a popular streetcar line that can connect you to anywhere in the city! Brand new stainless steel appliances, luxury vinyl flooring, subway tiling and fresh paint makes this condo dazzle. Enjoy entertaining at the bar in the kitchen, or retire to your separate bedroom which boasts two closets. Bike storage available. Live the NW Portland condo lifestyle!

BEDS 1

BATHS 1

APPROX 537 sq. ft.

YEAR BUILT 1915



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1717 SE 151ST AVE Portland, OR 97233



\$ 439,000 \$208/sqft!

MLS 22329353

Located on a quiet street and on an oversized lot, you will be impressed by this home! The upstairs features 3 bedrooms, and refinished wood floors throughout. Tons of potential can be found in the finished basement, which includes an enormous bonus room, a separate laundry room, full bathroom and 2 additional rooms. Step out to the backyard, and enjoy the covered deck while over-looking the raised beds and deluxe chicken coop! With over 2100 sqft, this home has so much to offer!

BEDS 3

BATHS 2

APPROX 2112 sq. ft.

YEAR BUILT 1960



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How I Help Sell Your Home

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

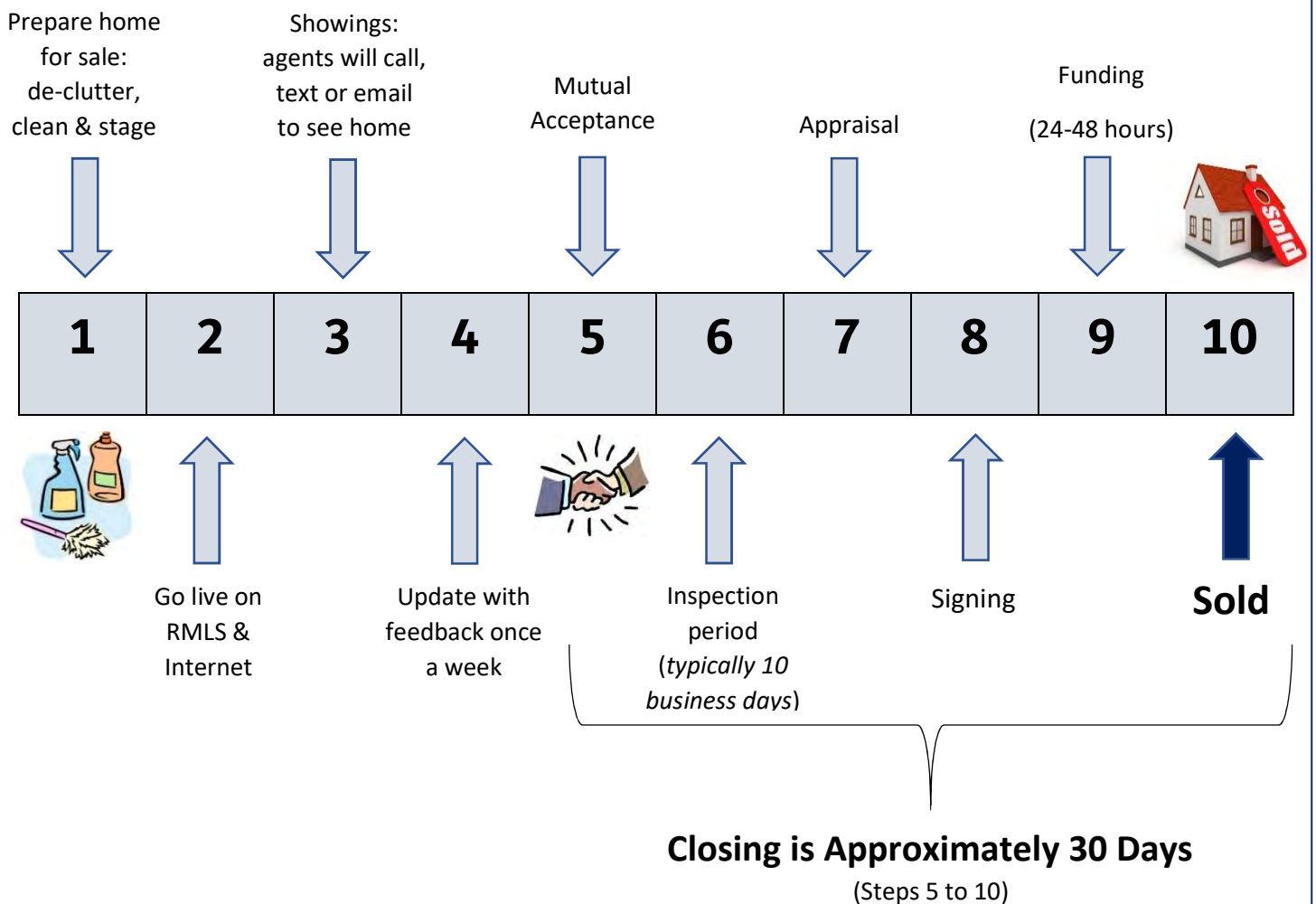
MY SERVICES

- › 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

YOUR BENEFITS

- › 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

A Roadmap to Selling Your Home





Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

DANGERS OF PRICING ABOVE MARKET VALUE:

- › True target buyers may not see your property because it's listed out of their price range.
- › Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- › It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

YES

WE CAN CONTROL:

- › Price
- › Terms of Sale
- › Condition of Property

NO

WE CANNOT CONTROL:

- › Location
- › Competition
- › Market Conditions

HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- › Analyze current market conditions and sales prices of comparable properties.
- › Discuss your goals and needs.
- › Advise you about ways to make your property more attractive to buyers.
- › Create a comprehensive marketing plan targeting the most likely buyers.
- › Market your property to other agents, and get their feedback on its price and presentation.
- › Keep you up-to-date on sales activity and market conditions.

PRICING ANALYTICS USED FOR ANALYSIS

A Comprehensive approach to pricing your home





Marketing

Your Home Online

According to a national survey*, 95 percent of home buyers use the Internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

I will post your home on Windermere.com, and because I am a member of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on real estate search sites like Realtor.com®, Trulia and Zillow, with nearly 300 million combined monthly visits.

Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.

Windermere.com



Nearly 300 million combined monthly visits

** National Association of REALTORS®
2017 Profile of Home Buyers and Sellers*



Market Preparation Guide

Properly preparing your home for sale is one of the best ways to make a favorable impression that will help it sell more quickly and for the best price. I can help you stage your home or refer you to an accredited staging professional. But there are a lot of things you can do yourself, both before and during showings, to improve its appeal.

BEFORE SHOWINGS

- › Turn on all interior lights, even during the day, and exterior lights at night.
- › Make the temperature comfortable—approximately 68 degrees.
- › Keep pets in a separate area, and change litter boxes daily.
- › Put money and other valuables out of sight.
- › Keep curtains, drapes and shades open.
- › Open all doors inside the home, except closets.

DURING SHOWINGS

- › A buyer will likely spend more time previewing your home if you're not there.
- › If you can't leave the home, try to stay out of the way, and keep children quiet and out of the way.
- › Don't precede or follow potential buyers through your home.
- › Let the sales associate show and sell your home.

Here's a checklist to help you identify areas in your home that may need improvement in order to make the best impression on potential buyers.

ENTRY, LIVING, DINING, FAMILY ROOMS

- ☐ Traffic Patterns
- ☐ Furniture Arrangement
- ☐ Window Coverings
- ☐ Fireplace
- ☐ Floors/Carpet
- ☐ Walls & Ceilings

KITCHEN

- ☐ Countertops
- ☐ Cabinets—Exterior & Interior
- ☐ Appliances
- ☐ Faucets & Sinks
- ☐ Floor
- ☐ Walls & Ceiling

BATHROOM(S)

- ☐ Tub
- ☐ Shower Enclosure
- ☐ Tile & Grout
- ☐ Sinks & Counters
- ☐ Toilet
- ☐ Faucets
- ☐ Floor
- ☐ Walls & Ceiling

BEDROOM(S)

- ☐ Traffic Patterns
- ☐ Furniture Arrangement
- ☐ Window Coverings
- ☐ Closets
- ☐ Floor/Carpet
- ☐ Walls & Ceiling

YARD

- ☐ Lawn
- ☐ Hedges & Shrubs
- ☐ Flower Beds
- ☐ Fences & Gates
- ☐ Walks & Driveways

HOME EXTERIOR

- ☐ Paint
- ☐ Trim Paint
- ☐ Porches, Decks, Railings
- ☐ Brickwork
- ☐ Siding
- ☐ Front Door
- ☐ Roof

BASEMENT

- ☐ Stairway
- ☐ Floor
- ☐ Storage Areas
- ☐ Finished Areas
- ☐ Windows & Window Coverings

GARAGE

- ☐ Storage
- ☐ General
- ☐ Doors
- ☐ Windows
- ☐ Window Frames
- ☐ Lights



Commitment to Community

Windermere understands the importance of giving back to our community. Enriching the neighborhoods in which we live and work is an integral part of how we do business.



WINDERMERE
Foundation

THE WINDERMERE FOUNDATION

- › We donate a portion of our commission from every transaction to benefit the Windermere Foundation.
- › Since 1989, the Foundation has collected and contributed over \$37 million.
- › Assistance is provided to non-profit agencies dedicated to helping homeless and low-income families in our community.



WINDERMERE COMMUNITY SERVICE DAY

- › Every year since 1984, Windermere agents have dedicated a day of work to those in need.
- › These hands-on projects benefit a wide variety of community-based organizations.
- › Projects have included maintenance at a senior center, construction of a children's playground and sorting duties at a food bank.
- › I am pleased to be a part of such an important mission. It's just the right thing to do.


Windermere
REAL ESTATE



PORTLAND
BUSINESS JOURNAL

2022

CORPORATE
PHILAN-
THROPY

Rank#2

WINDERMERE REALTY TRUST

Large Business Category

2022

PORTLAND BUSINESS JOURNAL'S

**MOST ADMIRABLE
COMPANIES**

#1

WINDERMERE REALTY TRUST

-Residential Real Estate Category-