

# SMART GUIDE TO SELLING YOUR HOME



Prepared for:  
**Home Owner**

Compliments of:

**Steve Roesch**, Principle Broker, Owner  
**PDX Home Group, LLC**

**Keller Williams Realty Professionals**

9755 SW Barnes Rd. Suite 560.

Portland, OR 97225

Each office is independently owned & operated

## Competitively Pricing Your Home

**I am not the one who decides how much your home is worth. The market does.** It is my job to help guide you toward a price you are comfortable with, that the market will allow for your home.

Ultimately it is your choice. You may opt for a price that gets your home sold in less than average days on the market, or you may choose a less-aggressive approach that may lead to fewer showings and more time on the market. Other items to be considered when setting a price for your home include:

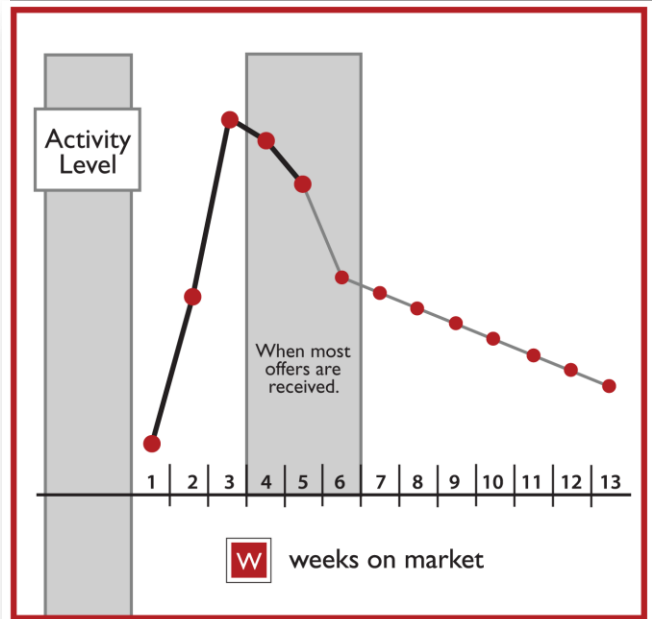
**Location:** The single most important factor in determining the value of your property.

**Condition:** The condition of your home affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. We'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

**Competition:** Prospective buyers are going to compare your property – both the condition and the price – to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

**Timing:** Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

### Activity level of offers received compared to time on the market



## Understanding Our Market: Residential Review

# MARKET ACTION

A Publication of RMLS™, The Source for Real Estate Statistics in Your Community

Residential Review: Metro Portland, Oregon

January 2013 Reporting Period

### January Highlights

The Portland real estate market got off to a good start in January 2013. There were 2,438 new listings, an 89.6% increase over December 2012 listings of 1,286, but 6.7% fewer than the 2,613 listings of January 2012.

Although fewer than December's 1,760 closed sales, the 1,344 closed sales in January 2013 are the most for the month of January since 2007, when there were 1,594 sales. There were 1,906 offers accepted, also the most in January since 2007 when there were 2,544 pending sales. Pending sales increased 37.7% over the previous month when there were 1,384.

Active inventory continues at historic lows, rising only fractionally to 6,366 homes on the market—a mere six more listings than December 2012. Unsold inventory remains low at 4.7 months.

### Market time continues to shrink.

At 114 days, January's total market time has lowered by 16.3% from an average of 136 days on the market in January 2012.

### Average and Median Sale Prices

The average sale price in January was \$287,700, and the median sale price was \$248,000. Prices are rising over time. Comparing the average price of homes in the twelve months ending January 31st of this year (\$277,000) with the average price of homes sold in the twelve months ending January 2012 (\$262,900) shows an increase of 5.4%. In the same comparison, the median has increased 7.3% to \$236,000 in the last twelve months from \$219,900 in the preceding twelve months.

	Inventory in Months*		
	2011	2012	2013
January	11.3	7.0	4.7
February	10.9	6.5	
March	7.1	5.0	
April	7.2	4.7	
May	6.8	4.2	
June	6.0	3.9	
July	7.0	4.6	
August	6.2	3.9	
September	6.7	4.6	
October	6.8	3.8	
November	6.2	4.2	
December	5.3	3.6	

\*Inventory in Months is calculated by dividing the Active Listings at the end of the month in question by the number of closed sales for that month. This includes proposed and under construction homes.

Percent Change of 12-Month Sale Price Compared With The Previous 12 Months

Average Sale Price % Change:  
+5.4% (\$277,000 v. \$262,900)  
Median Sale Price % Change:  
+7.3% (\$236,000 v. \$219,900)

For further explanation of this measure, see the second footnote on page 2.

Portland Metro Residential Highlights		New Listings	Pending Sales	Closed Sales	Average Sale Price	Median Sale Price	Total Market Time
2013	January	2,438	1,906	1,344	287,700	248,000	114
	December	1,286	1,384	1,760	290,200	247,900	111
	Year-to-date	2,438	1,906	1,344	287,700	248,000	114
2012	January	2,613	1,823	1,224	249,100	207,500	136
	Year-to-date	2,613	1,823	1,224	249,100	207,500	136
Change	January	-6.7%	4.6%	9.8%	15.5%	19.5%	-16.3%
	Prev Mo 2012	89.6%	37.7%	-23.6%	-0.9%	0.0%	2.7%
	Year-to-date	-6.7%	4.6%	9.8%	15.5%	19.5%	-16.3%



Steve Roesch • Principal Broker, Owner



503-318-6351 • Steve@PDXHomeGroup.com • www.PDXHomeGroup.com

## Understanding Our Market

NW Portland (Single Family Residential)		TOTAL MARKET OVERVIEW REPORT							Area 149 February 19, 2013			
Price Range	Number of Active Listings	Number of Pending Listings	Pending Ratio	Months of Inventory	Expired Listings Last Six Months	Closed Listings Last Six Months	Average Original List Price of Sold Homes	Average Final List Price of Sold Homes	Average Sale Price of Sold Homes	List to Sales Ratio	Average Days on Market (Solds)	Average Days on Market (Actives)
\$0-\$199999	26	6	23.1%	4.3	12	41	\$ 165,583	\$ 157,288	\$ 157,646	100.2%	88	188
\$200000-\$224999	13	8	61.5%	1.6	3	15	\$ 218,060	\$ 216,223	\$ 216,550	100.2%	41	318
\$225000-\$249999	18	8	44.4%	2.3	5	33	\$ 243,120	\$ 237,937	\$ 233,308	98.1%	45	256
\$250000-\$274999	15	9	60.0%	1.7	6	27	\$ 268,961	\$ 261,998	\$ 257,639	98.3%	72	234
\$275000-\$299999	17	5	29.4%	3.4	2	50	\$ 291,930	\$ 288,903	\$ 284,184	98.4%	57	93
\$300000-\$324999	17	7	41.2%	2.4	3	31	\$ 326,586	\$ 314,678	\$ 309,052	98.2%	55	70
\$325000-\$349999	28	19	67.9%	1.5	8	52	\$ 343,959	\$ 338,314	\$ 333,378	98.5%	47	61
\$350000-\$374999	13	6	46.2%	2.2	4	34	\$ 371,068	\$ 361,994	\$ 358,000	98.9%	28	131
\$375000-\$399999	23	12	52.2%	1.9	16	38	\$ 393,193	\$ 389,074	\$ 385,648	99.1%	36	74
\$400000-\$424999	10	9	90.0%	1.1	6	30	\$ 418,528	\$ 415,226	\$ 412,460	99.3%	38	7
\$425000-\$449999	29	14	48.3%	2.1	6	35	\$ 445,936	\$ 438,180	\$ 433,503	98.9%	54	102
\$450000-\$474999	15	8	53.3%	1.9	2	32	\$ 466,488	\$ 463,152	\$ 455,353	98.3%	34	96
\$475000-\$499999	20	10	50.0%	2.0	8	27	\$ 493,985	\$ 489,608	\$ 478,859	97.8%	95	52
\$500000-\$599999	23	14	60.9%	1.6	13	54	\$ 558,861	\$ 549,070	\$ 539,437	98.2%	51	91
\$600000-\$699999	27	14	51.9%	1.9	8	22	\$ 663,240	\$ 655,917	\$ 642,171	97.9%	35	165
\$700000-\$799999	13	4	30.8%	3.3	2	5	\$ 771,027	\$ 735,847	\$ 717,067	97.4%	85	181
\$800000-\$899999	7	1	14.3%	7.0	5	3	\$ 853,267	\$ 856,633	\$ 849,967	99.2%	35	139
\$900000-\$999999	9	3	33.3%	3.0	1	1	\$ 1,100,000	\$ 995,000	\$ 950,000	95.5%	31	184
\$1000000-\$1499999	7	1	14.3%	7.0	2	4	\$ 1,092,250	\$ 1,092,250	\$ 1,070,000	98.0%	21	139
\$1500000-\$1999999	7	1	14.3%	7.0	2	0	N/A	N/A	N/A	N/A	N/A	263
\$2000000-\$2499999	4	2	50.0%	2.0	1	0	N/A	N/A	N/A	N/A	N/A	97
\$2500000-\$2999999	3	0	0.0%	N/A	0	0	N/A	N/A	N/A	N/A	N/A	550
\$3000000-\$3499999	0	0	N/A	N/A	0	0	N/A	N/A	N/A	N/A	N/A	N/A
\$3500000-\$3999999	1	0	0.0%	N/A	0	0	N/A	N/A	N/A	N/A	N/A	225
\$4000000+	1	0	0.0%	N/A	0	0	N/A	N/A	N/A	N/A	N/A	80
<b>Market Totals</b>	<b>346</b>	<b>161</b>	<b>46.5%</b>	<b>2.1</b>	<b>115</b>	<b>534</b>	<b>\$ 390,621</b>	<b>\$ 383,950</b>	<b>\$ 378,256</b>	<b>98.5%</b>	<b>52</b>	<b>147</b>



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## Why NOW is a Great Time to Sell

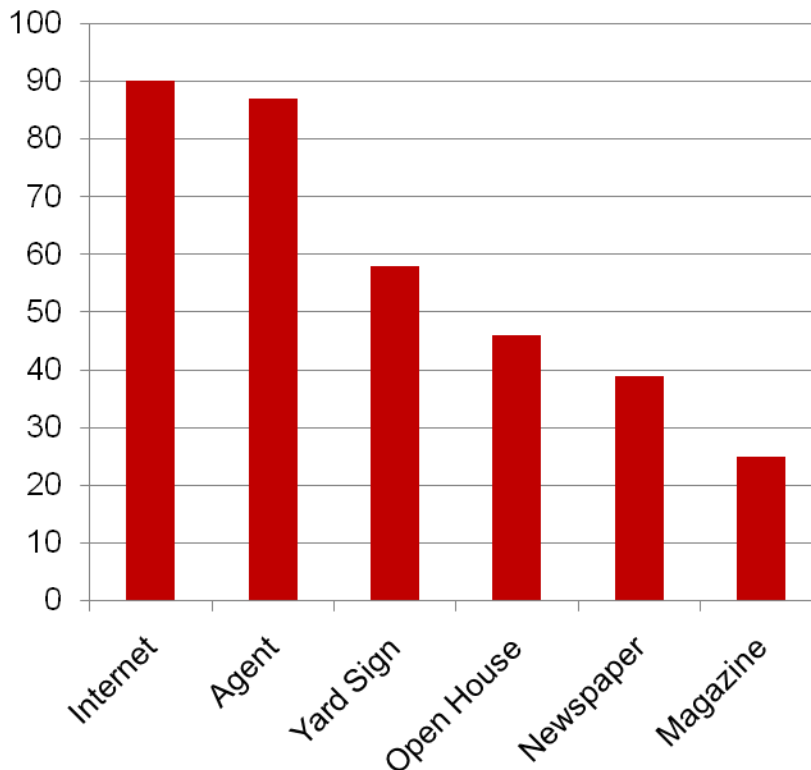


## How Buyers find the home they purchase

According to The National Association of Realtors, prospective buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An experienced, well-connected agent with a terrific Internet marketing program is your best path to a sale.

Information Sources Used in Home Search



## Plan of Action – 10 Steps to a Successful Sale

Designed to get your home the maximum amount of exposure in the least amount of time, my proven techniques include leveraging opportunities to best showcase your home to key individuals who are ready and able to make a purchase.

### We will:

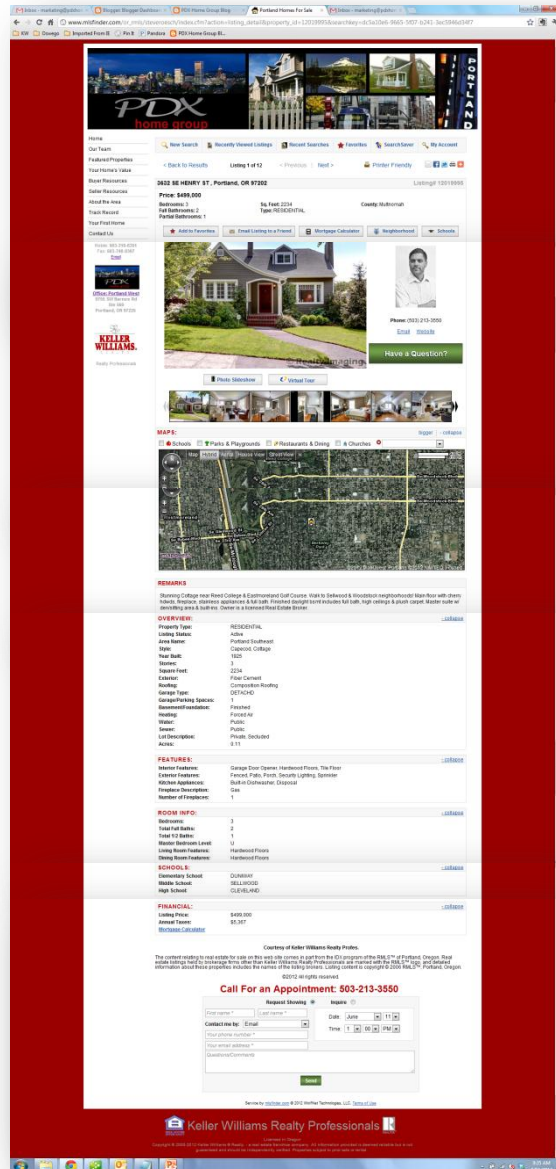
1. Price your home strategically to be competitive with the current market and price trends.
2. Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
3. Take Photographs and produce a 360° virtual tour of your home, placing it on multiple Websites to attract both local and out-of-town buyers.
4. Place “for sale” signage including permanent flyer with QR code that is highly visible to drive-by prospects and distribute “just listed” notices to neighbors, encouraging them to tell family and friends about your home.
5. Optimize your home's internet presence by posting it on local MLS systems including images and creative descriptions. In addition we will post your listing to more than 200 Internet sites,
6. Advertise your home through direct-mail campaigns, email campaigns and social media including my blog, CedarMillHome.com
7. Create an open house schedule to promote your property to prospective buyers and include your home in our company and MLS tours, allowing other agents to see your home for themselves.
8. Create a home book, comment cards and fliers to place inside your property.
9. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood as well as active buyers and investors in my database who are looking for homes in your price range and area.
10. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

## Optimum Online Exposure

Making your home visible to homebuyers is the most important thing to do as a Seller. According to the National Association of REALTORS® Profile of Home Buyers and Sellers 2010, the Internet was used by 89 percent of people searching for a home to buy.

We share our listings with over 200 websites, featuring your property and directing web traffic to pdxhomegroup.com. Behind the scenes, PDX Home Group continuously works on ways to get our listings even more exposure through mobile apps, social networking, online advertising and more.

When you sell your home with PDX Home Group, rest assured that your property is getting optimum online exposure. In addition, our site makes it simple for visitors to view your property on their smartphone or tablet as well as share with friends via Facebook, LinkedIn and Twitter.



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## Avenues for Online Exposure

We will market your home 24/7 through the most popular Real Estate search tools on the Web.



**PDX Home Group's Track Record**

**\$115,706,990**

VOLUME IN HOMES SOLD OVERALL

**102.32%**

**Over List Price**

RECEIVED BY OUR SELLERS

**51%**

REPEAT & REFERRAL CLIENTS

**400+**  
TOTAL TRANSACTIONS

**\$16 Million**  
2012 TOTAL SALES VOLUME

WE SELL HOMES

**75 DAYS**

FASTER THAN AVERAGE MARKET TIME



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## A Dynamic Team Who Works for You

What sets us apart? We are a team of diverse individuals with varied skill sets that work together to provide you with the results you deserve. Whether you are buying or selling, we will leverage the skills of each individual combining leadership with accountability for a smooth, competent and successful client experience.

## Our Clients Receive

- Representation by a professional, connected team
- Tailored plan to help meet your real estate goals
- Unparalleled support from listing to closing
- Open communication and timely response
- Access to more agents resulting in more exposure
- Experienced, full-time transaction coordinator
- Expertise to accommodate any situation

## Stats

- 28+ Years Combined Experience
- 5th Ranked team in NW Region of Keller Williams
- More than half of our business is Repeat & Referral
- 3 out of 5 listings receive offers in just 1 day

## Specialties

- Non-distressed homes
- Short Sales
- Foreclosures
- For Sale By Owners
- First Time Buyers
- Investment Properties
- Multi-Family
- Relocation

## The PDX Home Group Team



**STEVE ROESCH**  
PRINCIPAL BROKER, OWNER

**Steve Roesch, Principal Broker**  
503-318-6351 (direct / text)  
Steve@PDXHomeGroup.com

**Christina Saribay, Buyer's Specialist**  
503-709-2534 (direct / text)  
Christina@PDXHomeGroup.com

**Becki Roberts, Transaction Coordinator\***  
Admin@PDXHomeGroup.com

**Andrea Roesch, Listing Coordinator\***  
Andrea@PDXHomeGroup.com

**Erin Primrose, Marketing Director\***  
Marketing@PDXHomeGroup.com

\*Unlicensed



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## What Our Clients Say About Us

"I purchased a property from Steve and was so impressed with him that I hired him to sell the property too. He was very knowledgeable, honest, nice, and timely with communication. I would use him again and recommend him to anyone. Top qualities: Great Results, Expert, High Integrity."

-Adam Hagen

"Steve is a real estate investment guru! The combination of understanding client needs, matched with his knowledge of great investment markets makes him invaluable. He is my "go to guy" for the best investment opportunities."

- Terry Gilliam

"As first time home buyers Steve's expertise in both the market and negotiations helped move us into our dream home. Steve is very knowledgeable with a lot of neighborhoods in the greater PDX area. Steve was able to give us his expertise when visiting homes about the neighborhood, potential repairs, even driving routes to work. We highly recommend Steve as he is very committed to his clients."

- Dan & Eileen Vlasak

"I have known Steve for over 6 years and have worked extensively with him on various real estate investment property transactions. His understanding of market fundamentals and valuation are outstanding, and way beyond what you will typically find in so called market savvy realtors. He recently handled the sale of one of my investment properties in Portland, Oregon. Market analysis and value were spot on. The Buyer we contracted with was a very difficult individual as it turned out, and Steve's adroit handling and management of the Buyer, the Buyers Agent and the transaction itself enabled a positive result and timely close."

- Michael Gruener, CEO  
Itero Energy, Inc.

"You exceeded all of my expectations. Your help in finding a buyer for my Sister's property was smooth and effortless. I will share my wonderful experience with anyone looking to sell in your market!"

- Peter Paredero



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## Questions to ask when hiring an agent:

Are you a full-time or part-time agent?

What is the average number of days your listings are on the market before selling?

Will you service our listing personally or will we be working with your assistants?

How many sellers and buyers are you currently representing?

What is your Internet marketing program?

What is your policy on responding to phone calls/emails/text messages?

How much of your business is generated by referrals?

What references can you provide?

Do you offer an "easy exit" listing so that I can end our agreement if I am not satisfied?