

Listing Appointment Checklist

DATE: _____

PROPERTY TO BE LISTED: _____ VACANT OR OCCUPIED

CLIENT NAME: _____

MAILING ADDRESS: _____

PHONE: CELL: _____ WORK: _____ HOME: _____

EMAIL: _____ EMAIL: _____

LEAD TRACKER SOURCE:

CCR	PCR	PC	PF	RLTR	AD	BUS	A/R	BLDR

PRE-LISTING CHECKLIST

- ___ ADD LEAD TO GREATNESS TRACKER
- ___ LEAD TRACKER _____ (MONTH)
- ___ PRE-LISTING PACKAGE BLACK BOX | DATE: _____
- ___ THANK YOU VIDEO TO REFERRING PERSON/FLOWERS
- ___ PHONE CALL TO CLIENT VERIFYING APPOINTMENT DATE AND TIME
- ___ PREPARE COMPLETE LISTING FOLDER (TAX RECORD, MLS SHEETS, CMA + DOCS)
- ___ PREPARE LISTING CONTRACTS

LISTING APPOINTMENT CHECKLIST

- ___ KEY TO PROPERTY OR CODE _____
- ___ CREATE PUNCH LIST
- ___ SIGN LISTING CONTRACTS
- ___ FORM 17 SELLER DISCLOSURE
- ___ CREATE SLACK CHANNEL AND SEND HOME PHOTOS

NEW LISTING CHECKLIST

- ___ CREATE CLIENT GROUP MESSAGE THREAD
- ___ SEND BIG THANK YOU EMAIL
- ___ DELIVER BOX KIT
- ___ SCHEDULE BIDS WITH VENDORS
- ___ CREATE CALENDAR EVENTS FOR LISTING INCLUDING ADDRESS
- ___ EMAIL CLIENT CALENDAR AND PUT ON TEAM CALENDAR
- ___ CONTRACTOR BOX ON DOOR | COMBO: _____
- ___ ORDER SIGN POST
- ___ ORDER TITLE
- ___ EMAIL CLIENT PRE-INSPECTION REPORT
- ___ SHOWING YOUR HOME EMAIL TO CLIENT
- ___ ENTERED INTO THE MLS
- ___ SCAN PROPERTY DISCLOSURE INTO MLS
- ___ CREATE QR CODE OF SUPPLEMENTS
- ___ FEATURE CARDS, BOOTY BASKET, MARKETING TO HOME
- ___ JUST LISTED CARDS MAILED
- ___ OPEN HOUSE NEIGHBOR THANK YOU CARDS

Listing Presentation Checklist

A general guideline on what to put in your listing presentations. **Don't forget** to include relevant properties when choosing flyer examples and the listing on the video card!

- CMA
- Brad's Resume/Agent Spotlight Brochure
- List Local Flyer (MV/BD/No City)
- Two Page/Perma/Door Knocker/Postcard Examples
- Listing Presentation Summary Sheet
- Pre-Listing Packet
- All About You Form
- BHG Seller Guide
- BHG Packet For Black Boxes
- WA State Disclosure
- Misc. Brochures (Law of Agency Pamphlet, etc.)
- BHG Marketing Data Sheet
- Weekly Marketing Tracker Example
- Calendar Prep Example
- BHG Video Card
- Thank You Card

Drop Black Box on door step same day as appointment set.

LISTING CHECKLIST



CLIENT: _____

TRANSACTION FLOW

- BUILD/PRINT TRANSACTION TIMELINE SHEET
- PRINT/SAVE CONTRACT TO FILE
- PRINT/SAVE AGENT DETAIL REPORT
- ADD KEY DATES TO TEAM CALENDAR
- CREATE SKYSLOPE LISTING & CONVERT TO TRANSACTION
- UPLOAD CONTRACT, AGENT DETAIL TO SKYSLOPE
- SEND INTRODUCTION EMAIL TO PROFESSIONALS
- SEND INTRODUCTION EMAIL TO CLIENT
- SIGNED FORM 17 PRINTED & ADDED TO FILE / SKYSLOPE
- PRE-APPROVAL LETTER PRINTED & ADDED TO FILE / SKYSLOPE
- CONFIRM FOLDER IN TRANSACTIONS & BRADLEY EMAIL ACCOUNTS
- SHARE EARNEST MONEY RECEIPT
- CALL CLIENT TO INTRODUCE TRANSACTION COORDINATOR

IF APPLICABLE

- SIGNED 35R TO FILE, SKYSLOPE, NOTIFY CLIENT OF SATISFACTION
- RESALE CERTIFICATE TO SELLING AGENT (IF APPLICABLE)
- REFERRAL FEES LISTED IN SKYSLOPE?

MARKETING ITEMS

- ADD CLIENT TO FOLLOWUP BOSS
- ADD/UPDATE CLIENT TO LETTER OF HEART DATABASE
- ADD TRANSACTION TO GREATNESS TRACKER
- ADD CLIENT TO BHG CALL LIST SPREADSHEET
- ADD CLIENT TO HOUSE POSTER SPREADSHEET

FEES & COMMISSIONS

- COMMISSION DISBURSEMENT TO ESCROW
- BROKER BILLS SUBMITTED TO ESCROW?
- MARKETREADY+ PACKET COMPLETED & SENT TO ESCROW?
- CONFIRMED THAT ALL INVOICES ABOVE ARE ON SETTLEMENT STATEMENT?

MUTUAL TO CLOSE

- WEDNESDAY UPDATE #1
- 7-DAY SURVEY TO CLIENT **WITH VIDEO**
- 10-DAY MOVING RECOMMENDATIONS TO CLIENT **WITH VIDEO**
- WEDNESDAY UPDATE #2
- 14-DAY SURVEY TO CLIENT **WITH VIDEO**
- WEDNESDAY UPDATE #3
- WEDNESDAY UPDATE #4
- WEDNESDAY UPDATE #5
- APPRAISAL ORDERED BY LENDER?
- APPRAISAL DUE DATE?
- APPRAISAL COMPLETE?
- CLOSING REMINDERS TO CLIENT WITH VIDEO (GET POLISHED)
- MOVE-IN INFORMATION SHEET COMPLETED? 7 DAYS BEFORE CLOSE**
- SEND **ALL SET FOR CLOSING** EMAIL TO PROFESSIONALS
- SEND **CLOSING DAY** EMAIL TO PROFESSIONALS
- SEND FINAL STATEMENT TO CLIENT
- PRINT & ADD FINAL STATEMENT TO SKYSLOPE & FILE
- CONFIRM MLS UPDATED TO SOLD
- SEND **WE NEED YOUR HELP** EMAIL **3 DAYS BEFORE CLOSING**

GIFTING

- MEAL FOR THE MOVE - **SEND WEEKEND BEFORE CLOSING**
- PERSONALIZED DOOR MAT ORDERED?
- CLOSING GIFTS & CONGRATS CARD W/ CHAMPAGNE PREPPED?

COUNTDOWN TO CLOSING

- BUYER CLEAR TO CLOSE?
- HAS ESCROW RECEIVED LOAN DOCS?
- HAVE SELLERS SIGNED?
- HAVE BUYERS SIGNED?
- HAVE WE RELEASED TO RECORD?
- OFFICIALLY CLOSED, FINAL STATEMENT RECEIVED?
- ASK FOR FORWARDING ADDRESS

POST-CLOSING TASKS

- SEND THANK YOU CARDS TO PROFESSIONALS
- SEND THANK YOU CARD TO BUYER
- ADD BUYER TO HOME VALUATION TOOL
- PRINT & POST STICKER TO HOUSE POSTER
- ADD HOUSE TO QUARTERLY JUST-SOLD POSTCARD
- MOVE FOLDER W/ ALL ADDENDA TO FILING CABINET
- ADD TRANSACTION TO HOMELIGHT TRACKER
- SCHEDULE 30-DAY POST-CLOSE EMAIL WITH VIDEO & TAX/CPA/VENDOR BOOK

Pre-Listing Questionnaire



WHERE IS YOUR HOME LOCATED? _____

NAME: _____

SPOUSE'S NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

WE WOULD LIKE TO KEEP TRACK OF WHERE OUR CALLS COME FROM. MAY I ASK HOW YOU HAPPENED TO CALL US? _____

WHEN WOULD BE A CONVENIENT TIME TO MEET WITH US? DATE: _____ TIME: _____

WE WANTED TO LET YOU KNOW THAT WE WILL BE EMAILING OR DROPPING OFF A PACKET OF INFORMATION ABOUT OUR TEAM AND SOME QUESTIONS FOR YOU TO ANSWER BEFORE WE MEET. THANKS FOR CALLING AND WE LOOK FORWARD TO MEETING YOU!

SO THAT WE CAN BE FULLY PREPARED TO DO THE BEST JOB FOR YOU WHEN WE MEET, DO YOU MIND IF I TAKE A MOMENT TO ASK YOU A FEW MORE QUESTIONS?

WHERE ARE YOU MOVING TO? _____

HOW SOON DO YOU NEED TO BE THERE? _____

HOW LONG HAVE YOU LIVED IN YOUR HOME? _____

APPROXIMATELY, HOW OLD IS YOUR HOME? _____

HAVE YOU DONE ANY REMODELING SINCE YOU PURCHASED YOUR HOME? _____

WHEN ARE YOU PLANNING TO PUT IT ON THE MARKET? _____

MAY I ASK IF YOU ARE INTERVIEWING OTHER AGENTS? YES OR NO

WHO AND WHEN? _____

FAQ FACT SHEET FOR HOME SELLERS

REGARDING NAR SETTLEMENT

With recent media coverage of the proposed National Association of Realtors (NAR) settlement in the landmark court case against them, we created this document to help answer some common questions and share the most accurate information - and what it means for you as a home seller.

3 Key Changes To Note:

NAR has finalized a settlement which includes making changes to certain rules realtors will follow as members of NAR and their MLS.

Offers of compensation can no longer be displayed in the MLS

Beginning August 2024, NAR MLS require Listing Agents (realtors who are listing a home for sale on the MLS) will not be able to display a Buyer Agent's commission on the MLS. This doesn't mean Listing Agents can't offer compensation to a Buyer's Broker, but you can't display a pre-negotiated amount on the MLS.

Note: This does not apply to MLS outside of NAR. The NWMLS which serves the Greater Seattle Area will not be following this rule.

Real estate agents touring homes with a buyer must obtain a written Buyer's Agent Agreement with that buyer

Beginning August 2024, Buyer's Agents must have a signed agreement with buyers breaking down the services they are providing the buyer and how they are getting compensated for those services.

NOTE: Washington State passed this law and became effective on January 1st, 2024 so this won't affect us locally. The Bradley Hanson Group has always required brokerage service agreements for both buyers and sellers to assure clarity and understanding at the start.

With these two main changes, a common question we hear is: How can Buyer's Agents get paid? (An important question for Sellers, Buyers, and even agents)

Here are the 3 main options available, as recommended by the National Association of Realtors:

- Fixed-fee commission paid directly by consumers
- Concessions from the Seller
- Portion of the Listing Broker's compensation

We want you to know we are here to help you answer any questions you may have as best as we can with the current information that is available.



BRADLEY HANSON

Managing Broker / Team Lead

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SELLER GIFTING CHECKLIST



CLIENT: _____

SIGNING GIFT

MOVING BOX KIT & BHG VETTED VENDOR BOOK

- BOX KIT
- THANK YOU CARD WITH SCRATCH TICKET

MEAL FOR THE MOVE

GIVEN DURING SIGNING APPOINTMENT

CLOSING GIFT

GIVEN DURING CLOSING CELEBRATION

- CONGRATULATIONS CARD
- CUSTOMIZED FRONT DOOR MAT
- AMAZON ECHO DOT
- BOTTLE OF WINE
- BLINK CAMERA AND DOORBELL

WELCOME HOME BAG

IF SELLER IS ALSO A BUYER THEN THIS GIFT IS GIVEN AT FINAL WALK-THROUGH ON PURCHASED HOME, IF THEY HAVE NOT PURCHASED THEN IT IS TYPICALLY GIVEN 3 DAYS PRIOR TO CLOSE.

- A BONO HARDWOOD FLOOR CLEANER
- A MISTER CLEAN MAGIC ERASER
- A MEYERS HAND SOAP
- A MEYERS DISH SOAP
- TWO GARBAGE BAGS
- A ROLL OF TOILET PAPER
- A ROLL OF PAPER TOWELS
- TWO TIDE PODS (PROPERLY PACKAGED IN PRE-MADE/LABELED BAGS)
- 2 CASCADE PODS (PROPERLY PACKAGED IN PRE-MADE/LABELED BAGS)
- A MICRO FIBER CLEANING TOWEL

Thanks for coming in! We are excited to tell and show you more about this home. Please note the details we've shared below to ensure we follow local and national real estate guidelines.

VISITOR INTENTION TO VIEW PROPERTY: Agent is holding an open house of the Property at this location. Visitor is interested in viewing the Property. Agent agrees to show property to Visitor on the following terms and conditions:

1. AGENT DOES NOT REPRESENT VISITOR: Unless otherwise agreed in writing, Agent is not working with and has not entered into a representation agreement with Visitor that would apply to the Property.
2. COMMUNICATION WITH AGENT AT OPEN HOUSE/PROPERTY TOUR FOR BENEFIT OF SELLER: Any communication or sharing of information that Agent has with Visitor during the open house/property tour regarding the Property is for the benefit of the seller. All acts of Agent at the open house/property tour, even those that assist Visitor in deciding whether to make an offer on the Property are for the benefit of the seller exclusively.
3. COMMUNICATION WITH AGENT ARE NOT CONFIDENTIAL: Any information that Visitor reveals to Agent at the open house/property tour may be conveyed to the seller.
4. IF VISITOR WRITES AN OFFER ON THE PROPERTY through Agent, at that time Agent will disclose if Agent and Agent's Broker represent the seller exclusively or both the seller and the Visitor.
5. IF VISITOR WANTS TO BE REPRESENTED BY THE AGENT HOLDING THE OPEN HOUSE Visitor must sign a buyer representation agreement with the Agent holding the open house. If Visitor is in an exclusive relationship with another agent, this is not intended as a solicitation of Visitor.

Name: _____

Email: _____

Phone #: _____

Are you working with an agent? Yes No

If so, agent info: _____

CURRENT NEEDS?

- Looking to buy now
- Just browsing
- Plan to buy within a year
- Interested in selling

Name: _____

Email: _____

Phone #: _____

Are you working with an agent? Yes No

If so, agent info: _____

CURRENT NEEDS?

- Looking to buy now
- Just browsing
- Plan to buy within a year
- Interested in selling

Name: _____

Email: _____

Phone #: _____

Are you working with an agent? Yes No

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Are you working with an agent? Yes No
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BRADLEY HANSON

TEAM LEAD | MANAGING BROKER

Before joining the KMS Kent North Office, John L. Scott broker Bradley Hanson worked as a retail store manager for 10 years at Sports Authority, leading eight different locations. Now, he fully provides each one of his clients with unparalleled services and is building a brand built on knowledge, expertise and trust .

After spending a decade in the retail/service industry, Bradley understands how important quality client service is. He's willing to devote late evenings and weekends to his clients as needed, as well as use his sales experience behind the scenes to secure them the best outcome possible. Bradley strives to become each client's "go-to" person, and feels great satisfaction when he earns their referral.

The Bradley Hanson Group is committed to finding clients a new home that they'll love, or finding the perfect family to purchase a home. Bradley's group has called Western Washington home for their whole lives, and often helps clients buy and sell single family homes, condos and new construction in Maple Valley, Covington, Kent and Black Diamond. His vision is to provide a low-stress experience for clients, fostering a sense of trust and ensuring that their clients' best interests are always top priority. If need be they will be available at a moment's notice as an advocate.

In today's business climate, many families beginning to explore the world of real estate are first looking at what appears easiest for them, rather than relying on the experience of family and friends. Bradley sees this as an opportunity to get a seat at the table and earn clients' trust and business. His clients often appreciate his consideration of their real estate goals and personal goals, and Bradley is honored when past clients reach out to invite him to a BBQ to show all the improvements they've made to their new home. To market listings, he employs online marketing and strategically uses social media to attract the attention of the right buyers for homes.

The John L. Scott idea of Living Life as a Contribution™ aligns well with Bradley's values. He believes that running a business in a way that gives back to the community is not only morally right, but also personally rewarding. The Bradley Hanson Group leads quarterly local food drives for the Maple Valley Food Bank, and also finds other ways to support local charities. Last year, the team held their annual Ugly Sweater Party where they collected more than 150 new toys for Seattle Children's Hospital.

Bradley values experiences over things, and would rather spend a week traveling abroad over buying the latest gadget or toy. Seeing how other communities live, especially in disadvantaged areas, inspires him to live his life in an impactful way each day. Bradley recently spent a few weeks in Southeast Asia; seeing the poverty that was commonplace there continues to inspire him to give back however he's able.

MEET OUR TEAM!

SALES



BRADLEY HANSON
Managing Broker / Team Lead
Bradley@BradleyHansonGroup.com

"As a John L. Scott realtor, my mission is ultimate client satisfaction. That means I work tirelessly to make your home buying and selling process as efficient, stress-free, and lucrative as possible."



LISA HOLLE
Listing Agent
Lisa@BradleyHansonGroup.com

"Selling your home can be scary, and I fully understand every emotion that can come from start to finish. My job is to be your biggest advocate in ensuring your home is not only priced & marketed correctly, but that every negotiation lands in your favor. I look forward to exceeding your every expectation."



KATE HUMPHERYS
Buyer Agent
Kate@BradleyHansonGroup.com

"I am committed to hearing you first, and acting second. I will be your strongest advocate as you purchase your new home."



ASHLEY MONDT
Selling Agent
Ashley@BradleyHansonGroup.com

"By combining my expertise in market analysis and negotiation skills, I strive to provide exceptional service and exceed my clients' expectations."



HANNAH WENDLING
Selling Agent
Hannah@BradleyHansonGroup.com

"My dedication to understanding my clients unique needs and delivering personalized solutions has earned me a reputation for being a trusted and reliable real estate agent."

SUPPORT



DAVIN LEE
Marketing Coordinator
Davin@BradleyHansonGroup.com

"Real Estate is like dating; put your best foot forward if you want to fall in love. As a professional photographer with years of experience, I bring that expert eye to the team. I promise to showcase your home in its best light, as well as ensure it is seen in all the right places online."



MACKENZIE WILLMS
Marketing Coordinator
Mackenzie@BradleyHansonGroup.com

"As the video-focused marketing coordinator, I get the unique privilege of capturing your home and our team's special moments to bring unparalleled brand awareness and exposure to your home."



MASYN WOOD
Showing Coordinator
Masyn@BradleyHansonGroup.com

"Finding you the perfect property with all the desired features is my top priority. I am always hunting for the perfect gem for you and show up prepared to answer any questions that you may have!"

OPERATIONS



HILARY GARDINER
Transaction Coordinator
Hilary@BradleyHansonGroup.com

"My attention to detail will provide exceptional services to your transactional experience. Over-communication is what I believe in, and I pride myself in giving you weekly updates so that you always know what is happening!"



JEREME FARMER
Operations Manager
Jereme@BradleyHansonGroup.com

"My main goal is to ensure that our team is operating at the highest level, so that we can always put you first. I am a key resource for not only the team, but also for you."



TESTIMONIALS

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Lacey S. | Renton Home Buyer

Everyone on Bradley's Team is so patient, responsive, helpful, and nice! I am a first-time home buyer with a tight budget and a short timeline. They jumped in and helped me find something my family would love and walked me thru each step of the process. Beyond touring the property, I did the rest of the transaction from Arizona and they took care of everything for me. It was such a relief to have a team of people ensuring that everything was on track for me.



Caitlin B. | Maple Valley Home Buyer

Almost 2 years ago my husband and I began the process of moving cross country for his job. I was stuck in VA, with 2 young children, trying to coordinate the sale of our home and the purchase of a new house in Maple Valley. Facebook recommendations directed me to Brad, who quickly took the reins and helped with every aspect of our move. The whole process was seamless. Fast forward to today, I found myself writing his name down as an emergency contact for my kids' schools. Brad not only took care of our real estate needs, he welcomed us into his community, neighborhood (literally), and family. If you are looking for a realtor who is there for all aspects of a major home sale/purchase, Bradley Hanson and his team are top-notch.



Edward L. | Maple Valley Home Seller

Bradley Hanson and his crew of professionals were amazing to work with. 10/10 satisfaction. He is a no-nonsense guy with the work ethic to match. There was very little debate over who we wanted to sell our home and there was no regret afterwards. I am certain that Bradley's industry leading "Full Service Listing Guarantee" allowed us to sell our home promptly and at the right price. I would call it magic but I think that would be a disservice to Bradley's in-depth market analysis and clear understanding of a buyers wants and needs. Bradley also maintains a robust support staff to cover down on any other needs and concerns you may have during the process. Make Bradley your realtor, you won't regret it.



Amanda H. | Puyallup Home Buyer

My fiancé and I were first-time home buyers, went VA, and of course fell in love with a house that was listed as "Popular". We jumped into a multi offer situation with the home, and I'm happy to say we're now the new owners! Long story short. I trusted them throughout the whole entire process. Their team dynamic is simply impeccable, their attention to detail and communication skills are on point, and their negotiating skills are top-notch! We felt 100% taken care of and cannot recommend them enough.



Harold K. | Maple Valley Home Seller

We want to thank Bradley Hanson and his group for the wonderful experience we had selling of our home in Maple Valley. At our 1st meeting he outlined the process, told us time lines, explained the improvements and gave us what price he would list the home for. What was so amazing is that he and his team met every mark and exceeded it! Also went above and beyond helping in a number of ways; with boxes, delivering furniture we had donated, checking on our packing progress and always asking if we needed anything. And the Thanksgiving pie was much appreciated in the middle of packing! The renovation and staging of our home was amazing! And the final joy of having our home sell above asking price immediately upon being listed was proof of his and his team's professionalism and attention to detail. We would not hesitate to recommend Bradley Hanson and his team to be the listing agent for anyone selling a home. We could not have asked for a better outcome!



Stefan V. | Everett Home Buyer

The Bradley Hanson Group was hands-down the best part of the home buying process. The amount of time and dedication each one of them puts into the service they provide is clearly shown in the quality of work. As a first time home buyer they were always making sure I understood the process and made things as easy as possible. They have amazing communication and are extremely responsive. They pay attention to every detail and make sure you are making the best decision possible. I cannot thank them enough for making this entire experience a great one!

FULL SERVICE LISTING GUARANTEE

SETS YOUR HOME APART & SELLS FASTER.

Our results proven, winning strategy is guaranteed to attract the right buyers for your home. The details absolutely matter to us and when you partner with our team to list your home, we take every measure to ensure it is prepared, presented to its fullest potential and free of charge to you.



Extensive Comparable
Market Analysis



Pre-Listing
Home Inspection



Decluttering & Complete
Home Staging



Professional Deep
Cleaning Services



Online Marketing on all
Major Listing Websites



Mega Open
House Events



Early Entry Events
for Neighbors



Targeted Agent to
Agent Marketing



Professional Real
Estate Photography



Drone Aerial
Photography



Area Postal Code
Marketing



Full Social Media
Marketing Campaign



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BRADLEY HANSON

Experienced Managing Broker | Real Estate Professional

As an accomplished managing broker with 8 years of industry experience, I bring exceptional knowledge, expertise, and team support. With my strong network of industry professionals, referrals, and vendors, I am equipped to serve every client to the best of my ability. Consistently recognized for first-class service and outstanding results, I am committed and confident in my capacity to provide you with value, results, and a seamless experience. When I'm not focusing on our amazing clients, I enjoy donating my time and resources to the Tahoma Schools Foundation and other impactful local non-profits.

CONTACT

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EXPERTISE

- Leadership
- Negotiation
- Real Estate Market Insights
- Analytics and Data Analysis
- Marketing Strategy
- Real Estate Investment/ Short Term Rentals

EXPERIENCE

Managing Broker/Team Lead at Bradley Hanson Real Estate Group
John L Scott Real Estate | Washington State

- Successfully leading a team of 10 members to achieve outstanding sales performance, consistently surpassing goals year over year
- Leveraged market expertise and strategic insights to facilitate the sale of over 100 homes per year, with an average listing period of 4 days or less
- Demonstrated ability to negotiate and close transactions, achieving an average selling price of 3.4% over list
- Focus on digital and print marketing strategies, renowned for implementing cutting-edge technologies to drive results
- Emphasize data analysis and trends to inform decision-making, ensuring that our strategies remain at the forefront of industry innovation

KEY ACHIEVEMENTS

- Over 600 successfully closed transactions, representing a diverse portfolio of property types and client needs.
- Sold over \$500 million in residential real estate sales, showcasing a proven track record of success and expertise.
- Servicing King, Pierce, and Snohomish counties with a focus on buying, selling, and investment properties.
- Active investor with hands-on experience in real estate investment strategies.

CERTIFICATIONS

- Certified Seller Marketing Specialist
- Certified Buyer Representation Specialist
- Certified Open House Specialist
- Certified Relocation Specialist

ROLES AND MEMBERSHIPS

- Co-Owner, Get Polished Cleaning Company
- President, Tahoma Schools Foundation
- Member, Leading Real Estate Companies of the World
- Member, Luxury Portfolio International
- Member, Maple Valley-Black Diamond Chamber of Commerce
- Member, Maple Valley Community Service Coalition
- Member, Maple Valley Rotary International



TELL US A LITTLE ABOUT YOURSELF

YOUR CONTACT INFORMATION:

NAME: _____ NICKNAME: _____

HOME#: () _____ MOBILE#: () _____

SOCIAL MEDIA HANDLE _____ PREFERRED EMAIL _____

PREFERRED CONTACT METHOD: _____

HOBBIES + INTERESTS: _____

FAVORITE RESTAURANTS: _____

BIRTHDAY: _____

SPOUSE'S CONTACT INFORMATION:

NAME: _____ NICKNAME: _____

HOME#: () _____ MOBILE#: () _____

WORK#: () _____ PREFERRED EMAIL _____

PREFERRED CONTACT METHOD: _____

HOBBIES + INTERESTS: _____

FAVORITE RESTAURANTS: _____

BIRTHDAY: _____

CHILDREN:

NAME: _____ AGE: _____

NAME: _____ AGE: _____

NAME: _____ AGE: _____

NAME: _____ AGE: _____

NAME: _____ AGE: _____

PETS:

NAME: _____

NAME: _____

NAME: _____

NAME: _____

NAME: _____

PROPERTY INFORMATION:

ADDRESS: _____

ADDRESS: _____

ADDRESS: _____

Hello! We're so glad to have the opportunity to work with you.

In this package you will see a variety of documents and examples that will help you visualize how we market your home to maximize impact and saleability.

This includes:

- CMA Report - The Comparative Market Analysis gives you an accurate snapshot of recent market activity in your own neighborhood to understand the market locally.
- Marketing Materials - Our team strategically markets your home throughout our social media channels, including paid ads, to reach our organic and geographic target consumers. Traditional print marketing is likewise used to maximize visibility and market reach.
- Listing Timeline - From deep cleaning, pre-inspection, staging, and more, there are many moving parts when selling a home. We will send you a calendar with event timelines so you know what to expect throughout the whole process. Our team is always available too if you have questions!
- Form 17 - The Seller Disclosure form is an important, required legal document in the State of Washington to clarify the condition of the home when it comes time to sell.
- All About You - We're not just here to sell your home. We would love to get to know you on a personal level and take care of you throughout life's chapters!
- Video Card - We hire a professional videographer for every listing. There will be an example pre-loaded on this card for you to watch, along with a video about our team and a client testimonial.

We hope that you are confident in your decision when choosing Bradley Hanson Group. Please reach out to us if you have any questions, we are your local trusted real estate resource!

- Bradley Hanson + The Bradley Hanson Group Team





Seller Interview

URGENCY:

HOW LONG HAVE YOU BEEN THINKING ABOUT SELLING? _____

HOW SOON WOULD YOU LIKE TO MOVE? _____

WHY HAVE YOU CHOSEN TO MOVE? _____

WHAT IS MOST IMPORTANT TO YOU: THE PRICE YOU GET FOR THE HOME OR THE TIME IT TAKES FOR YOUR HOME TO SELL?

WHAT QUESTIONS OR CONCERNS DO YOU HAVE ABOUT SELLING YOUR HOME? _____

EXPECTATIONS OF A REALTOR:

WHAT QUALITIES ARE YOU LOOKING FOR IN YOUR REALTOR? _____

HAVE YOU SOLD A HOME BEFORE? _____

WAS YOUR PAST SELLING EXPERIENCE, GOOD OR BAD? WHY? _____

WHILE THAT HOME WAS ON THE MARKET, DID YOUR PREVIOUS REALTOR DO ANYTHING THAT YOU DID OR DID NOT AGREE WITH? PLEASE EXPLAIN:

WHY DID YOU CHOOSE TO MEET WITH US? _____

ARE THERE ANY SPECIFIC MARKETING TECHNIQUES THAT ARE OR ARE NOT IMPORTANT TO YOU?

HOW DO YOU FEEL ABOUT PUBLIC OPEN HOUSES? _____

YOUR HOME:

WHAT ARE THE FEATURES YOU LIKE MOST ABOUT YOUR HOME? _____

WHY DID YOU PURCHASE YOUR HOME? _____

WHAT WILL YOU MISS MOST ABOUT YOUR HOME? _____

DO YOU HAVE A PRICE IN MIND FOR YOUR HOME? _____

HOME INFORMATION



ADDRESS: _____

UTILITIES

	COMPANY	12-MONTH AVERAGE BILL
Electric		
Gas or Propane		
Water		
Sewer		
Other		

AGE OF SYSTEMS		SYSTEMS FUELED BY		ENERGY EFFICIENCY
Furnace or Heating		Heating & Cooling	<input type="checkbox"/> Natural Gas <input type="checkbox"/> Propane <input type="checkbox"/> Electric <input type="checkbox"/> Dual Fuel	Solar: <input type="checkbox"/> YES <input type="checkbox"/> NO
Air Conditioning		Water Heater	<input type="checkbox"/> Natural Gas <input type="checkbox"/> Propane <input type="checkbox"/> Electric	
Water Heater		Fireplace	<input type="checkbox"/> Natural Gas <input type="checkbox"/> Propane <input type="checkbox"/> Wood	
Windows				
Roof				

Number of HVAC zones: _____

Attic: YES NO

Attic Storage: YES NO

SCHOOLS

Elementary: _____

Middle: _____

High: _____

HOMEOWNERS ASSOCIATION

HOA FEES	AMENITIES INCLUDED	OTHER AMENITIES
HOA <input type="checkbox"/> YES <input type="checkbox"/> NO Amount: _____ Frequency: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Annually	<input type="checkbox"/> Pool <input type="checkbox"/> Playground <input type="checkbox"/> Exercise Facility <input type="checkbox"/> Clubhouse <input type="checkbox"/> Tennis <input type="checkbox"/> Trash Pickup <input type="checkbox"/> Exterior Maintenance (Roof <input type="checkbox"/> Siding <input type="checkbox"/> Deck <input type="checkbox"/> <input type="checkbox"/> Area Maintenance <input type="checkbox"/> Yard Maintenance <input type="checkbox"/> Walking Trails <input type="checkbox"/> Lake / Pond	_____ _____ _____ _____

HOA Contact Name: _____ Email Address: _____

TRASH PICKUP	YARD CARE
Included in HOA: <input type="checkbox"/> YES <input type="checkbox"/> NO Pick Up Day: _____ Provider: _____ Amount: _____	Included in HOA: <input type="checkbox"/> YES <input type="checkbox"/> NO Contracted Out: <input type="checkbox"/> YES <input type="checkbox"/> NO Provider: _____ Amount: _____

TECHNOLOGY SERVICES	SECURITY SERVICE
TV Service: <input type="checkbox"/> Xfinity <input type="checkbox"/> Dish Network <input type="checkbox"/> Other _____ Telephone: <input type="checkbox"/> Xfinity <input type="checkbox"/> Verizon <input type="checkbox"/> Other _____ Internet: <input type="checkbox"/> Xfinity <input type="checkbox"/> Century Link <input type="checkbox"/> Dish <input type="checkbox"/> Verizon	<input type="checkbox"/> Active <input type="checkbox"/> Available but not active <input type="checkbox"/> No existing hardware Provider Name: _____ Provider Fee: _____ <input type="checkbox"/> Annually <input type="checkbox"/> Monthly

RECORDING DEVICE(S) ON PREMISES: YES NO

March 2024



SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Home Inspection @ 2pm Professional Home Cleaning @ 1pm	19 Staging @ 10am	20 Photos & Video @ 10am	21 Live on Market by 5pm	22 Open House between 4pm-6pm	23 Open House between 11am-1pm
24	25	26	27	28	29	30

Your Weekly Marketing Update!

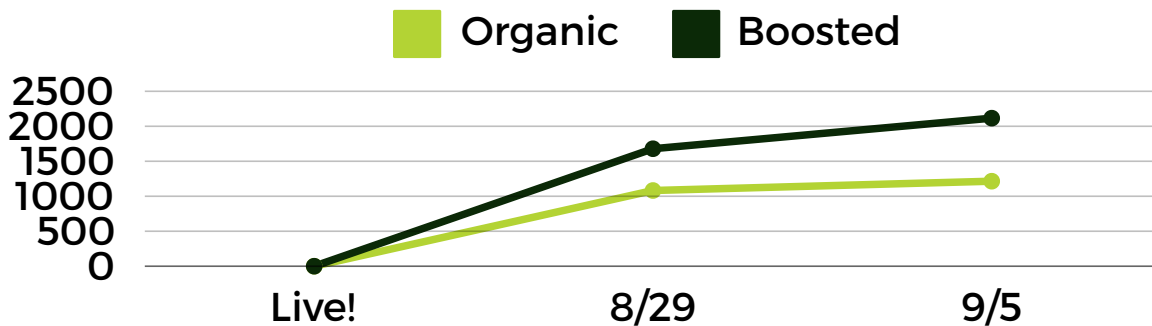


Not every week in the real estate market is the same! We continuously market your home across our physical and digital marketing channels to reach the largest audience possible. Below are your statistics for the past 7 days.



Facebook + Instagram + YouTube + TikTok (Photo + Video Reach)

Organic Reach: 1,215
Boosted Reach: 2,116



Online Website Traffic

John L. Scott: 336 Views

Zillow: 431 Lifetime Views | 24 Saves

(Redfin, Realtor.com, Trulia, Homes.com and other brokerage websites do not provide this data)

John L Scott
336



Zillow
431



BRADLEY HANSON
Team Lead | Managing Broker
425.577.3739
BRADLEY@BRADLEYHANSONGROUP.COM



Your Weekly Marketing Update!



Open House Traffic:

2 groups this week, 6 total

Showings + Local Agent Interest:

1 private showings in the last 7 days,
12 total

26 Agents Sent Your Listing To Their Buyers Through The NWMLS.

This week, 26 agents were contacted by phone or email to attract buyer interest.

Prospective Buyer/Agent Feedback:

Pros: Beautiful, love the updates, main floor layout, greenbelt and decks

Cons: School preference, too big for their needs

Market Watch In Your Neighborhood (1 Mile Radius):

0 New Listing(s) In The Last 7 Days

13 Total Listing(s) Within 1 Mile

3 Pending Listing(s) In The Last 7 Days

0 Price Reduction(s) In The Last 7 Days

0 Expired/Cancelled Listing(s) In The Last 7 Days



Breaking Down These Numbers:

We are optimistic for the upcoming weekend now that the holiday is over. We are hosting open houses both weekend days to extend the possibility of more traffic to your home. Additionally, we have updated the exterior photos now that the deck has been stained to showcase this. Finally, the rates are anticipated to drop in the next couple weeks bringing more buyers from off the fence.



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BRADLEY HANSON
REAL ESTATE GROUP

**LIST
LOCAL**