

Windermere Mount Baker Office Best Practices

Listing Presentation

- Provide introduction material and law of agency
- Be on time
- Give client your full attention and professional presentation
- Develop relationship
- Educate seller on presentation of the house
- Use professional photos
- Place color flyers in flyer box

Buyer Representation

- Have a buyer book that includes the law of agency
- Be on time
- Timely communication
- Professional presentation of offers (present when possible)
- Know your client's perspective
- Offer CMA for interested houses
- Know market they are buying in
- Encourage face to face meeting prior to showing

Offer Presentations

- Professionally present offers
- When possible in person to seller and/or broker
- Prepare buyers on process
- Timely communication with listing brokers

Offer Review

- Allow for personal presentation from buyer's broker when possible
- Prepare sellers on process
- Follow *Windermere Multiple Offer Guidelines*
- Timely communicate with all interested brokers
- Respond promptly to all parties who did not get the property

Open Houses

- Be early and prepare to stay late
- Dress professionally
- Educate sellers on presentation of house for open
- Be safe
- Post on MLS and publicize
- Stay off phone, greet guests, prepare in advance
- Have knowledge of real estate activity in immediate area

Memberships to SKCAR, NAR, NWMLS

- Join and pay annual dues

Personal Marketing

- Quality personal photo with an updated website and bio
- Proofread for grammatical/spelling. Don't trust spellcheck
- Follow Windermere and State marketing guidelines

Office Meetings

- Come as often as you can, ideally three a month
- Provide relevant input

Tour

- Tour when possible
- Input listing on Windermere hotsheet, and MLS public/broker
- Support each other's listings

Windermere Foundation

- \$10.00 minimum/transaction
- Organize, support and attend fundraisers

Mt Baker Cares

- \$10/15 month suggested
- Support and bring in requests from community

Client Events

- Support and attend when possible

Community Involvement

- CCBA, Chamber, Food Bank, Treehouse, SE Seattle Schools
- Community Service Day
- Office to participate, and individual brokers participate when interested and available

Dual Agency

- Dual agency is discouraged
- Talk with Branch Manager if situation arises

Commissions

- Refer to NW Inc personnel policy
- Consult with Branch Manager

Education

- Stay up to date and educated

Windermere Standards of Practice

- Follow established guidelines

Mission Statement - *Through our commitment to client relationships, industry knowledge, and community involvement, brokers at Windermere Mount Baker provide exceptional real estate services for home buyers and sellers.*