

Beyond the Blueprint

CHERYL'S NEXT-LEVEL HOME SELLING STRATEGY





YOUR LOCAL REAL ESTATE EXPERT

I'm Cheryl Timko, a Kitsap-based Realtor with over a decade of experience guiding clients through one of life's biggest transitions—selling a home.


I began my real estate career in 2011, working behind the scenes for one of the region's top-producing teams. That foundation built my deep knowledge of the process and sparked my passion for helping people move forward with confidence.

Today, I work with sellers throughout Kitsap, Pierce, and Mason Counties to expertly prepare and position their homes for market. With a strong background in marketing and local insight, I create strategies that make listings stand out—resulting in quicker sales and stronger offers. Backed by 5-star reviews and a track record of success, I'm proud to deliver a level of service that's both professional and personal.

Through Crafted Real Estate, I offer the advantage of local expertise with national reach—connecting your listing to the right buyers with intention and care. My goal is simple: to make the process clear, efficient, and successful from start to finish.

When I'm not working, you'll likely find me on the sidelines cheering on my kids or tending to the animals on our little farm.

LET'S CONNECT

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MISSION

To be your trusted partner throughout the selling process—offering more than just the basics. I go beyond what's typical to create a results-driven, high-level experience that's rooted in strategy, care, and community. My goal is to build long-term relationships by delivering real value, real results, and a positive impact—both for your sale and our community.

VALUES

Service: Serve others with joy & gratitude.

Quality: Radiate quality through education, service & effort.

Efficiency: Work "smarter not harder" to eliminate stress & to better the outcome for all.

Honesty: Tell the truth, no matter how difficult.

Kindness: Spread care, compassion & positivity.

Communication: Provide clear & strong communication.

Creativity: Embrace creativity in all aspects including strategies, tools & problem solving.

Results: Meet & exceed goals for mutual success.



We Rise by Lifting Others...



Crafted Real Estate was founded on the belief that selling your property isn't just a transaction—it's a major life change. Whether you're relocating, downsizing, or moving toward your next chapter, you deserve a team that leads with care, offers clear guidance, and empowers you to make informed decisions every step of the way.

We're a boutique brokerage built on experience, strategy, and heart. With over 40 years of combined knowledge in Kitsap County and beyond, we bring the kind of local expertise that only comes from living and working in the community every day. Crafted was created to offer something better: a high-touch, high-impact approach where every listing is thoughtfully prepared, strategically marketed, and supported by honest, professional guidance.

Because we're small by design, your property gets the full attention it deserves. We take the time to understand your goals, your timeline, and what matters most—then craft a custom plan that reflects all of it. From prep and pricing to presentation and negotiation, everything we do is built to help your property stand out and sell strong.

We also believe that local shouldn't mean limited. Our partnership with Side gives you national reach and cutting-edge technology—so your listing gets maximum exposure without losing the personalized service we're known for.

And because we live here too, we care deeply about the communities we serve. Whether it's our annual Feeding the Heart food drive, cheering on local teams, or spotlighting small businesses, we believe in giving back and showing up.

We're not here for the quick sale—we're here to be your trusted partner through one of life's biggest transitions.



POWERED BY A NATIONAL

Network



Side has a nationwide network of boutique real estate companies owned and operated by incredibly successful agents with proven track records. Working with Crafted Real Estate combines the highly personalized customer service of an independent boutique brokerage with the reach of a national company.

Side supports Crafted Real Estate with a one-of-a-kind platform that includes transaction management, branding and marketing services, public relations, legal support, lead generation, vendor management, infrastructure solutions, and more.

Crafted Real Estate is also a part of an exclusive group of Side partners, tapping into an expansive network of top-producing real estate professionals from coast to coast.

Side 2024 Stats

28,298

Total Transactions

\$24.6b

Total Sales Volume

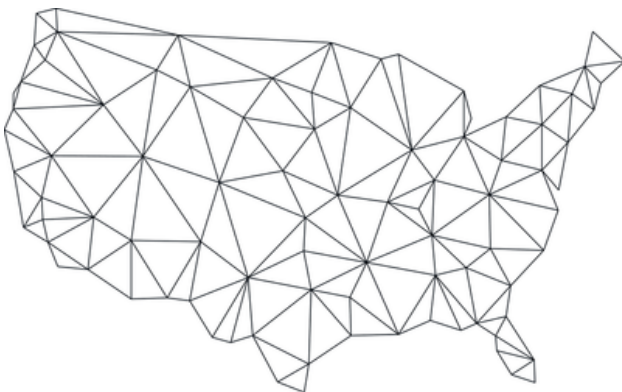
Crafted 2024 Stats

64

Total Transactions

\$36.6m

Total Sales Volume



3,700+

Partner Agents and Associates across Arizona, California, Colorado, Florida, Georgia, Kentucky, Maryland, Massachusetts, New York, New Jersey, North Carolina, Ohio, Oregon, South Carolina, Texas, Virginia, Washington and Washington D.C.



THE

Process

STEP 1

CONSULTATION

- Discuss your needs
- Research CMAs
- Prepare Proposal



STEP 2

PROPOSAL

- Suggest list price
- Provide CMA
- Provide Marketing Proposal



STEP 3

PAPERWORK

- Prepare and sign listing agreement



STEP 4

PREP & MARKETING

- Establish listing timeline
- Schedule items in proposal
- Prepare signage & Print



STEP 5

LAUNCH & SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses



STEP 6

RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks of each offer



STEP 7

NEGOTIATE

- Most offers require negotiating, I will negotiate on your behalf.
- You can accept, counter, or deny an offer



STEP 8

INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer



STEP 9

REPAIRS

- Some small repairs might be needed after inspections. (if any)



STEP 10

CLOSING

- Final walk-through
- Sign closing documents
- CLOSING DAY

A modern bedroom interior with a bed, a large abstract painting, and a dark wood headboard. The room is dimly lit, with a warm glow from a lamp on the right. The bed is covered with a white sheet and a patterned blanket. A large, framed abstract painting with a starburst pattern hangs on the wall above the headboard. A dark wood headboard and a matching nightstand are visible. A small potted plant sits on the nightstand. The overall atmosphere is cozy and contemporary.

3 IMPORTANT

Factors

DETERMINING *Factors*

FOR A SUCCESSFUL HOMESALE

FACTOR 1 PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by: Recommending any repairs that need to be done, providing a staging consultation that will help you declutter and remove personal items to neutralize the spaces, and by making sure the home is clean and smells fresh.

FACTOR 3 MARKETING

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

MY PROVEN LISTING STRATEGY

PRICING · PROFESSIONAL STAGING

PROFESSIONAL PHOTOGRAPHY & VIDEO · PRINT MARKETING

WIDE REACHING ONLINE MARKETING

POSITIVE RELATIONSHIPS · COMMUNICATION



Preparing **TO LIST**

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below are common things I recommend that will help them be able to do that.

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order & MATCH



The Art **OF STAGING**

Staging a home is definitely different than designing a home. The goal of hiring a stager is having a trained eye come into your home and look at it as a buyer would. This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

STAGED HOMES SPENT

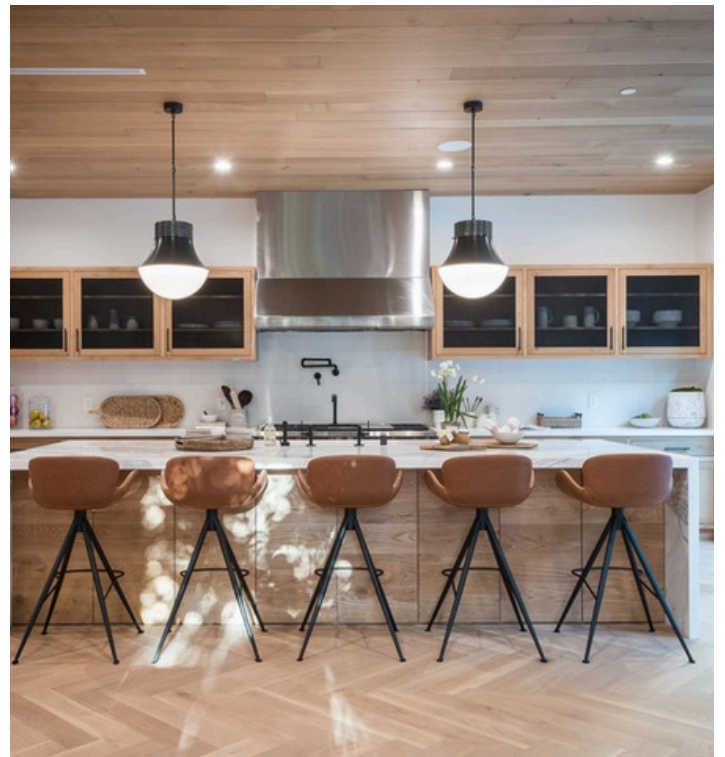
53%

LESS TIME ON THE MARKET

STAGED HOMES INCREASED
SALE PRICE UP TO

5%

Source: Real Estate Staging Association



BENEFITS OF STAGING

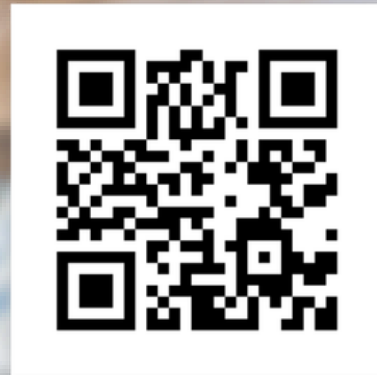
- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

**WHEN LISTING A HOME
I DON'T JUST FOCUS ON THE
HOUSE, I ALSO FOCUS ON**

The Lifestyle



VIDEO EXAMPLE



LOCAL SHOUT OUTS

REAL ESTATE

Photography



A PICTURE SAYS A THOUSAND WORDS

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

I Always Hire A Professional Real Estate Photographer...

THE DIFFERENCE IS IN THE DETAILS...

My commitment to showcasing your home goes beyond the standard. While not all real estate brokers take a hands-on approach, I believe the difference lies in the effort I put into the details. I meticulously craft a vision for your property's marketing strategy well in advance, communicate this vision to the photographer, and personally ensure everything is buttoned up before and during the photo session. This level of proactive involvement is where I set myself apart, ensuring your home receives the attention and presentation it truly deserves.

Maximum EXPOSURE



Get Featured

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



ACTUAL TEXTS FROM

Other Agents...

“

OMG who did your video?
I'm calling you for my next
listing 🥰😄

”

“

BEAUTIFUL listing!!!
Thank you for the wonderful
showing experience...

”

“

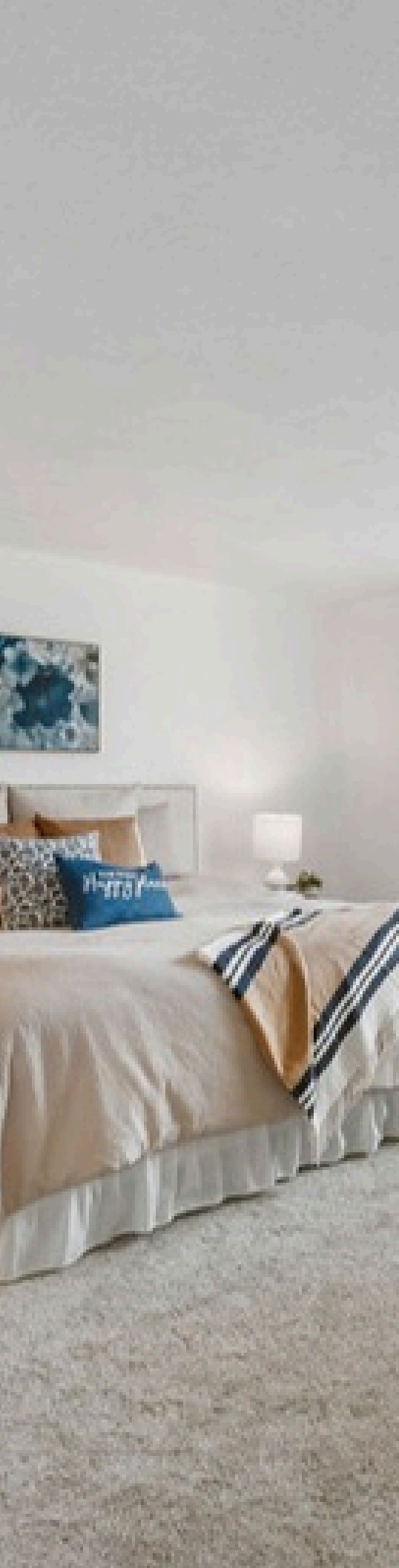
Thank you so much for
your proactive approach,
It's refreshing!

”

SOLD ON KEEPING YOU

Safe





A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

APPOINTMENTS ONLY

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

REMOVE PRESCRIPTIONS & MEDS

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

KEEP DOORS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers and friendly reminder signs for all of your showings.

A dimly lit dining room with a wooden table, wire mesh chairs, a potted plant, and a framed picture on a shelf.

After

LISTING YOUR HOME



Home SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



Reviewing OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals, though it is still a great loan program that is appealing to first-time homebuyers.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS



After an offer is submitted:

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

•Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

INSPECTIONS

WHAT IS INCLUDED

Roof & Components
Exterior & Siding
Basement
Foundation
Crawlspace
Structure
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Doors
Windows & Lighting
Appliances (limited)
Attached Garages
Garage Doors
Grading & Drainage
All Stairs



FAQ

INSPECTION TIME FRAME IS
TYPICALLY 10 DAYS AFTER MUTUAL
ACCEPTANCE.

COSTS

NO COST TO THE SELLER. THE BUYER
WILL CHOOSE AND PURCHASE THE
INSPECTION PERFORMED BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS
ARE USUALLY ONE OF THE TOP REASONS
A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS, STRUCTURAL, MOLD, OR FAILED
WINDOW SEALS.

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

Home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Request to see if a reconsideration of value would be considered
 - Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

Closing **THE SALE**

WHAT TO EXPECT

Closing in WA can be a little different than other states. Here, closing is a two part process. Signing the closing docs, and the day the funds have been released and the deed has been recorded with the county. Typically, signing the closing docs will happen a few days prior to the closing day. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

Seller commonly pays:

- Mortgage balance if applicable
- Any property taxes that are due
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Prorated HOA dues
- Seller side escrow closing fee
- Outstanding Contractor Invoices

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- Correct banking info if receiving any net proceeds by wire

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

CLOSING DAY REMINDERS



✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

REAL ESTATE BROKER

Compensation

Transparency matters—and you deserve to know exactly how real estate compensation works.

At Crafted Real Estate, we believe in clarity from the very start. You're hiring a professional to represent one of your biggest financial assets, and that means knowing what's included, where your money is going, and how it all works to support your success.

In Washington, sellers have the option to offer compensation to both the listing brokerage and the buyer's brokerage. This structure has long helped support smooth, successful transactions—especially in a market where many buyers may not have the liquid funds to pay their own broker directly.

We don't believe in vague fees or “one-size-fits-all” service. Our goal is to show you the value behind every dollar and help you make informed choices that position your home—and your sale—for success.

On the next page, you'll find a full breakdown of how compensation works at Crafted Real Estate, including:

- What our 3% listing fee covers
- How that fee is distributed within the brokerage
- Why offering buyer broker compensation is still a smart move—and what we recommend.



COMPENSATION Breakdown

OUR 3% LISTING FEE: AN INVESTMENT IN YOUR SUCCESS

Our 3% listing fee is more than just compensation—it's our investment in positioning your home to sell strong. This fee covers:

- Professional photography & media
- Custom marketing strategy
- Listing prep guidance & vendor coordination
- Digital advertising & targeted social campaigns
- Broker-to-broker networking & outreach
- Negotiation, contract management & full-service representation from start to finish

We invest heavily upfront out of our pockets, because we believe in earning you the best possible return. We share this so you know—we're not just showing up and collecting a check. We're investing time, resources, and strategy to deliver results.

WHERE THAT FEE GOES: BREAKING DOWN THE SPLIT

It's easy to assume that the full 3% listing fee goes directly into our pocket—but in reality, that amount is divided in several directions. Depending on the brokerage structure, **our portion of that 3%** can be as **little as 50% or up to 80%**, depending on the transaction.

From our share, we still cover:

- Marketing expenses
- Business overhead (insurance, licensing, software, etc.)
- Continuing education & professional development
- Taxes

What's left is our take-home pay—after investing heavily upfront to market, manage, and guide your home sale with care. Regardless of the numbers behind the scenes, our commitment never wavers. We show up with full energy, attention to detail, and a people-first mindset—because your success is what drives us.

BUYER BROKER COMPENSATION: WHAT WE RECOMMEND

While sellers are not *required* to offer buyer broker compensation, we strongly encourage it as a strategic advantage—especially in today's market.

We typically recommend offering **3%** for buyer broker compensation, with a **minimum recommendation of 2.5%**. Why?

- It attracts more qualified buyers
- It supports smoother, faster transactions
- It makes your home more competitive in a dynamic market
- Many buyers don't have the funds to pay their broker directly—offering compensation keeps the pool open

Think of it as another smart investment—one that helps get your home sold, and sold well.



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