

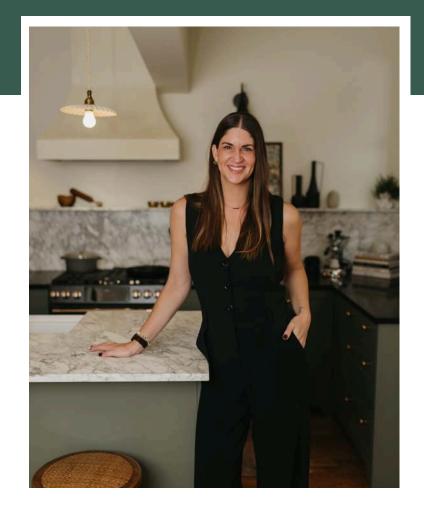
YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & and exceptional client experience.

ABOUT ME

REALTOR & HOME ENTHUSIAST

I am a mom of two, first responder wife & a WA real estate broker. I support local and am passionate about our hometown and communities surrounding us – PNW proud! I have been in the real estate industry since 2016, I have a knack for it all and I really like to get my hands on every part of the process. My partnerships with my clients mean the world to me and I look forward to serving you within the world of real estate.



Lauren Vigus BROKER | REALTOR®



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Client Testimonials

CLIENT HAPPINESS IS WHAT MOTIVATES ME

Aly & Eric, Gig Harbor

'I wish we could use Lauren for every house we ever buy or sell in the future! We'd already moved out of state when we decided to sell our home and Lauren was there nearly every day getting it ready for market in our absence. She even made sure it was presentable for each showing. Her knowledge of the local market was invaluable and her professionalism is unmatched. Start to finish it was the smoothest real estate transaction we've ever had. Lauren will make you feel like her top priority, even when I know she is juggling multiple properties and clients at once.

Nick & Taryn, Lakewood

I can't say enough good things about Lauren helping us sell our home! She was easy to work with, very explicit about the process, and really made the whole timeline much simpler than I expected. She literally takes care of everything! Her attention to detail and her accessibility helped us feel like we were in the best of hands. She was willing to do whatever we needed or wanted in order to get our best outcome, and for that we are very grateful!! Lauren, thank you for all that you did in the home selling process and we can't wait to buy from you in the future! If you're nervous about the process, I can promise you that with Lauren you won't be!

Ron & Debra, University Place

If you're looking for a great, hardworking realtor, look no further! We've been working with Lauren for over a year—and she has been dedicated, patient, knowledgeable, and responsive. We haven't been the easiest clients to work with, unsure of when to sell and where we want to move to, as we are retired and this will hopefully be our last move! But Lauren has been extremely patient with us, guiding us through the changing market and our fluctuations in where we might want to live.

We can't say enough good things about Lauren! We have had occasion to work with other realtors in the past, and she is truly exceptional!

My Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



Hooray! You did it. Time to hand over your keys and celebrate selling your home

KEEPING IT SIMPLE

My Proven Home Selling Timeline

I'M HERE TO BE YOUR CALM IN THE CHAOS

STEP ONE

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing plan, whether staging could benefit the home and when your home will go active on the market.

STEP THREE

Staging and Media Day

First Impression is *everything*. Again, it's what gets people in the door. Everyone is starting their search online these days. The photos and media need to be top-notch & that is exactly what my photographers provide! Staging is imperative, whether were are doing a vacant stage or occupied stage - it's a no-brainer! Staged homes sell for 5-10% more than non-stage homes (NAR).

STEP TWO

Our Marketing Plan

I am very particular about my marketing process and overall presentation of your home. It's proven to sell homes and it's essentially what gets people in the door. Besides the prep work; Running social media ads, holding an open house, contacting potential buyers directly, & networking is the general idea. However, each marketing plan will be tailored directly for your home to showcase the special attributes.

STEP FOUR

Pricing & LIVE! on the MLS

The week of listing we will go over pricing one last time. As this is an ever-changing market, things adjust all the time. We want to make sure that in the event a neighboring home comes on the market, that we are priced accordingly. Then we are LIVE! We are ready to rock the showings and welcome the buyers to tour with their agents.





STEP FIVE

Receive an Offer

Wahoo! We got an offer (s). In the event we have an offer review date, we will have a date to review and dissect offer (s) to ensure you understand the terms. If we don't have a set date and receive offers as they come in, I will notify you as soon as I receive said offer and we will review together to decide upon accepting, rejecting or countering.

STEP SEVEN

Appraisal

The buyer's mortgage lender will typically order an appraisal to determine the value of your home. We will discuss options shall the appraisal come back with red flags or an alternative price.

STEP SIX

Inspections

The buyer will schedule their inspection (if applicable) within 10 days of mutual acceptance. This is a negotiable period if the buyer brings any requests or repairs to the table. You have the right to respond how you feel appropriate and the buyer also has the right to walk away if terms are not agreed upon.

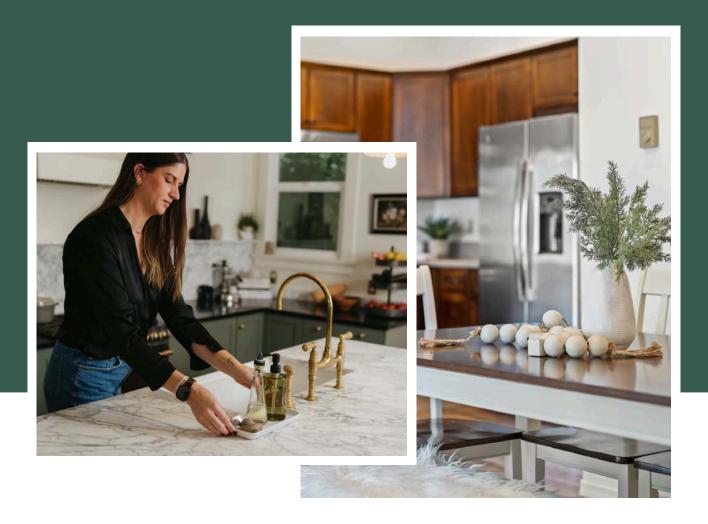
STEP EIGHT

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs. and move out. After you sign the documents., it's time to celebrate because the home sale is complete!







About Your Home

HELP ME UNDERSTAND YOUR HOME

- ✓ What drew you to this home when you bought it?
- What is your favorite feature of your home?
- ✓ What do you like most about your neighborhood?
- √ What are your favorite nearby attractions and amenities?
- ✓ What don't you like about your home?

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS







01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do *if* your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.



The Competition

We will look to see what other homes are on [and sold] the market to determine how your listing will compare to other listings in your area.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price that fits to meet your goals.







THE TOP THREE

Pricing Factors To Consider





SELLING YOUR HOME

The Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

The goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

My Proven Marketing Plan

- SIGNATURE STRATEGY -



Create a professional, engaging listing flyer & in-home marketing material



Strategic & targeted post card campaign + print marketing



Use high resolution, professional quality media



Informative & engaging MLS listing presentation



Hold Open Public Houses & a Broker's only Open House



Target one-to-one social media advertising



Expose to my associates at weekly business meeting



Staging; Vacant or Occupied.

A staged home spends 73% less time on the market than a non-staged home.



Community
Promotion;
Connections, &
Networking,

MULTI-CHANNEL MARKETING

Marketing Deep Dive

Signage

- Yard signage + Perma Flyer to capture walkby's or drive by's (optional)
- Directional signs leading in
- Interior & instructions, Favorite Things &
 'Silent Sellers' pin pointing hidden features

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Develop immersive virtual tours
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of every property corner

Agency Disclosure & Exclusive Listing Agreement. Allows Hawkins-Poe and myself to properly photograph and market your property. Hired professional photographer for still shots and/or drone footage.



I'm going the extra mile to get your home gold timely

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers attention on your home. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

Myself and my company are constantly seeking new technology and marketing skills to stay on the forefront to make certain your home stands out from the rest.



Internet Exposure

- Ensure maximum online exposure for your home; laurenvigus.com | hawkinspoe.com
- List on leading real estate websites; Any website with a IDX feed for the MLS (zillow, redfin, realtor.com + more)
- Utilize social media platforms for a broader

reach; Facebook: @laurenvigusrealtor, @hawkinspoe instagram: @laurenOvigus, @hawkinspoerealestate YouTube: LaurenVigusRealtor

- Targeted online advertising campaigns
- Designed to attract qualified buyers
- REALTOR access only; NWMLS.com

Exclusive Services

- Provide weekly status updates for consistent communication
- Maximum flexibility and accessibility
- Open Houses when warranted
- Include complimentary professional home staging consultations for organization
- Ensure the property is showcased at its best and market-ready

MY SPECIAL APPROACH

What Makes Me Different

My approach with you will be honest and straightforward: you come first. I'm here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I'll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail.



YOUR DEDICATED REALTOR®

Helping buyers, Sellers & Investors in:

Pierce + Kitsap County & Surrounding Areas



15.7m Dollar Volume Sold last 3 years



101.5% LP vs SP % ratio



Est. 2016



Lauren confidently and expertly helped us prepare our home for sale, collaborated professionally with us on listing details, found a full price offer in no time and worked tirelessly to manage the offer through to closing without hiccups. Amazing down to earth professionalism! - Jeff & Becky

Lauren did an excellent job selling our home. The advertising materials including photography was top notch. In this crazy time, she helped us successfully navigate the sale of our home without any problems. She communicated well and the team was great. Thank you! - Mark & Eileen

About Compensation



01.

Compensation is Negotiable

My compensation rates are designed to reflect the comprehensive, high-quality service you'll receive and are in line with what you can expect in today's market but are not set by law. We can set a compensation rate that reflects the value you will receive and the results you're aiming for.



02.

What Does it Pay for?

The compensation is your investment in my expertise to effectively partner, market and sell your home by implementing everything I have presented so far. I'll work hard to find the right buyer and manage the sale process with diligence. I'll ensure that every aspect of selling your home is handled with care, and secure a successful outcome.



03. What's the same and what's different?

Deciphering the NAR Settlement for Buyers & Sellers

Here's the scoop:

SAME: Compensation remains fully negotiable and is not set by law. When finding an agent, buyers and sellers should ask questions about compensation and understand what services they are receiving. DIFFERENT: Listing and Buyer Brokers negotiate their fees independently, ending the practice of linked compensation. Both Buyer and Selling Brokers are required to have written agreements with their clients



SELLING YOUR HOME

Photo & Showing Prep Checklist

PREPARING FOR PROFESSIONAL MEDIA & SHOWINGS



- > Interior cleaned
- Create a list for the photographer of areas of your home your want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burnt out bulbs. Ceiling fans off.
- Shutters and blinds should all be set to matching angles Photographer will open or close whichever looks best for the shot.
- Remove all personal items; medicine, weapons, important documents or photos
- Declutter all counter spaces in kitchen and bathrooms
- Closets tidied clothes and shoes off the floor
- Remove your furry friends from the areas being photographed Store away pet supplies, food bowls, toys, etc.
- Lawn mowed, landscaping freshened up, patio furniture in place, BBQs cleaned etc.
- Sweep the porch and exterior area



YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:
Open house Best Day/Time:
Is a showing appointment required? If yes, perferred notice?
Do buyers need to take their shoes off?
Will pets be in the house during showings?
Do you have a security system that will be on during showings?



Additional Notes

YOUR HOME MATTERS

Thank you for choosing me to help you in the task of selling your home. I look forward to working with you to help you achieve all of your real estate goals.



Lauren Vignz

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