
Selling with *Confidence*



Dru Hill, REALTOR®
206.771.9373
DruHill@kw.com
druhill.kw.com

DRU HILL *The Realtor*

kw GREATER SEATTLE
KELLER WILLIAMS REALTY

Each office is independently owned and operated.



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Real Value

Real Expertise



Dru Hill, REALTOR®

Credentials

2021

Excellence in Client Service | Homesnap



1307 N 45th ST STE 300
Seattle, WA 98103

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Family, community, legacy these are the pillars of my life and the foundation of my real estate career. I'm passionate about empowering families to create a legacy and enrich their communities through real estate. I believes that real estate investment is one of the few pathways to generational wealth that everyone has access to and I am excited to help my clients take their first step towards financial peace.

I was born in Philadelphia, PA, and moved to Seattle in 2013 where I currently reside with my beautiful wife and amazing children. In my spare time I enjoy sports, traveling, movies, and cooking. I also have a deep appreciation for whiskey, wine, beer, and cigars.

A Simple Proposition

Less Time

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

Least Amount of Hassle

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

More Money

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.



Years in the Industry



Total Transactions



Clients Served in 2021

"Dru is helpful, knowledgeable, kind and passionate about real estate. I picked him initially because he is a family man who likes cats! Since then I have witnessed him give so many people advice, post so many pictures of his work in sales and his other endeavors. **He is talented and truly he knows what he is talking about. You would be lucky to buy a house or sell a house with him.** What started out as a REALTOR® will end in a long term friendship and he will become your go to for real estate. He is truly dominating the field..."

Alisha D.



"Dru is amazing! He goes above and beyond. I have used him several times now, and honestly would never think of using anyone else. **He has such an amazing knowledge of the market, and is as honest as they come.** He is more than just an agent, he is a master negotiator, a friend, and a counselor."

Derrick D.

"Can't say enough about our REALTOR®, Dru. **He's first and foremost a family man, and his genuine warmth and care shows right away...** His advice on our home offer was solid. Also the teams he hooked us up with to do the financing, closing, title, etc. were phenomenal. He was so chill every step of the way. I highly recommend him for your purchase (and I see many happy customers in the community who sold through him too!)"

Katharine H.



The Proof is in *My Numbers*



These numbers depict not only the trajectory of my business, but the expertise, dedication, and commitment that you will receive.

Source NWMLS All Areas, November 2020 - November 2022

\$371
Market Median: \$351

**5.7%
Higher**

**Median Price
per Sq. Ft**

7 Days
Market Average: 18

**157%
Faster**

**Average Days
on Market**

Outpacing the Market

5X

Year over year, the total volume of new listings I've taken grew 62%

7X

Year over year, the total units of new listings I've taken grew 25%

26X

Year over year, my total volume closed on the listing side grew 64%

3X

Year over year, my total units closed on the listing side grew 25%

A Portfolio *of Excellence*



433 N Macleod Ave | Arlington

4 Bed | 3 Bath | 2,458 Sq. Ft.

List Price: \$699,000

Sold for \$750,000, **7.3%** over list price



4731 86th Place NE | Marysville

4 Bed | 2.5 Bath | 2,039 Sq. Ft.

List Price: \$699,000

Sold for \$720,000, **3%** over list price



512 3rd St | Sultan

3 Bed | 1 Bath | 1,400 Sq. Ft.

List Price: \$475,000

Sold for \$600,000, **26%** over list price



2001 SE 120th Pl #9-102 | Everett

3 Bed | 2.5 Bath | 1,314 Sq. Ft.

List Price: \$525,000

Sold for \$510,000

Full Service Brokerage *vs.* Discount Brokerage

Discount Brokers









have an average tenure of five years, work as W2s on salary, have no skin in the game, and their incentive for your listing is approximately \$350.

Traditional Brokers

often state they offer full service. As a seller, pay close attention to what they are prepared to do for your listing to cause a successful sale for you.

Full-Service Brokers

should give you confidence and an understanding that your broker is going the extra mile to meet (ideally exceed) your expectations by demonstrating comprehensive value. We invest in our success.

	Discount	Traditional	Our Model
Listing Prep Advice			
Upfront Prep Investment			
MLS Database Entry			
MLS Database Syndication			
Target Market Top Buyer Brokers			
Transaction Warranty Protection			
Professional HDR Photography			
Professional Collateral			
Transparency & Single Contact			

Why *Keller Williams?*

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates across the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology to keep you informed and engaged in what's happening in the local market.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matters most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

Win-Win
or no deal

Integrity
do the right thing

Customers
always come first

Commitment
in all things

Communication
seek first to understand

Creativity
ideas before results

Teamwork
together everyone achieves more

Trust
starts with honesty

Equity
opportunities for all

Success
results through people



Credentials & Awards

2013

KW becomes the largest real estate franchise in North America

2015

KW named World's Largest Real Estate franchise by agent count

2017

KW Labs, the innovation hub of KW, launches

2019

KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud

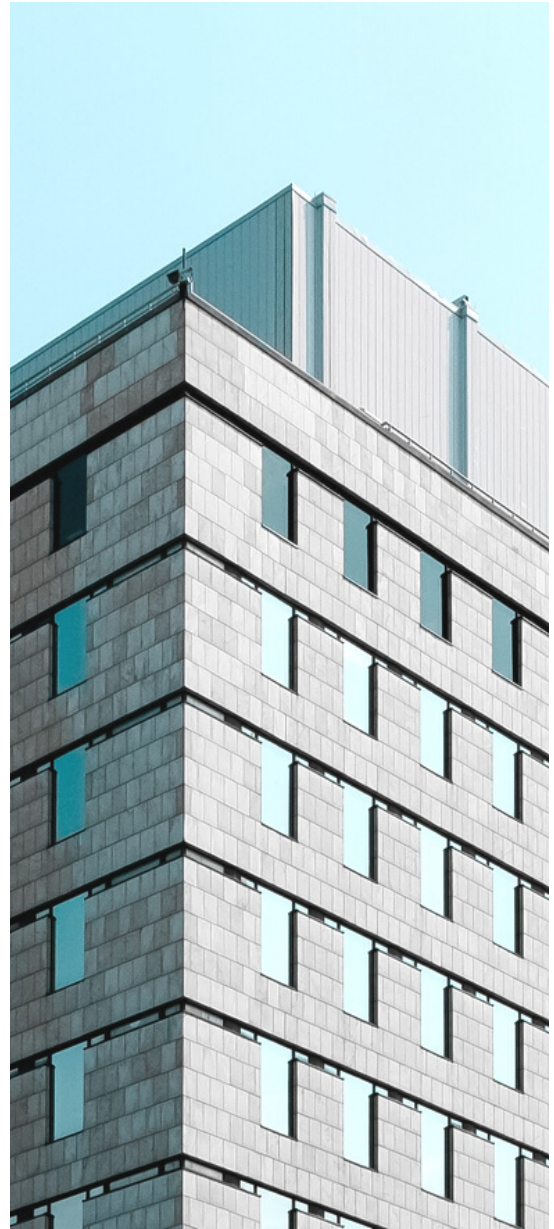
2020

Command wins Housing Wire's Tech100 award

Named one of those most innovative franchises in real estate

2021

Named top real estate agency for customer service by Newsweek



A Promise

To serve the community as a leader in the real estate industry and as a friend and neighbor.

To always do the right thing, even if it isn't what is easiest.

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small.

To serve as a trusted local expert and adviser by your side.

To consistently and clearly communicate with you in the manner and frequency that you prefer.

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond.

To treat you and your family with straightforwardness, integrity, and respect at all times.

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on.



Pricing *Right*

Preparation/Attracting Buyers



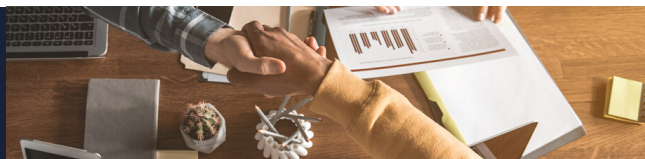
- Choose Me as Your Agent
Sign Listing Agreement
- Prepare Home
Repairs, Cleaning, Staging, Photos
- Go on Market
• Open to Showings
• Launch Marketing



Contract/Negotiation

- Appraisal
- Inspection
• Potential Repairs
- Negotiate Terms
• Accept
- Receive Offers

Road to Closing



- Clear Title
- Buyer Financing Approved
- Final Signing
Record Deed

Sold

Cost to Sell

Your Home

Calculating Your Net Proceeds

Existing Home Loan	+\$
--------------------	-----

Other Liens	+\$
-------------	-----

Standard Title Insurance	+\$
--------------------------	-----

State Excise Tax	+\$
------------------	-----

Loan Discount	+\$
---------------	-----

Escrow	+\$
--------	-----

Brokerage/Service Fees	+\$
------------------------	-----

Proration of Interest	+\$
-----------------------	-----

Recording	+\$
-----------	-----

Inspections	+\$
-------------	-----

Potential Repairs/Miscellaneous	+\$
---------------------------------	-----

Total Estimated Disbursements	= \$
--------------------------------------	-------------

Sale Price of Home	+\$
--------------------	-----

Estimated Disbursements	-\$
-------------------------	-----

Estimated Net Proceeds	= \$
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Maximizing a Home's Sale Price

Create Space

Declutter and depersonalize your home as much as possible. Renting a storage unit can be helpful here. Remove personal family photos and clear surfaces. Each surface should have no more than three items on it.

Organize closets and cupboards and start packing items you don't use every day. It will help buyers see past the 'stuff' and gives the impression of more room.

Stage Your Home

Appeal to a larger pool of buyers by allowing people to better visualize themselves in the home. Staging can be done by a professional, or on your own, and will not only increase your home's sale price, but likely help it sell faster as well.

Stage Outdoor Spaces

Update doorknobs and locks, paint the front door, and be sure outdoor furniture is clean and well-kept. And a few color pots or plant flowers for added color.

Go Green

When replacing household items, opt for energy-saving alternatives. Windows, HVAC, lighting; energy-saving utilities can save big bucks, while attracting buyers.

Make Budget-Friendly Fixes

Fresh paint, clean carpets, and new faucets can go a long way without breaking the bank if the house just needs to be freshened up.



Pricing *Right*

Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

Get a Comparative Market Analysis (CMA)

A Comparative Market Analysis is a document, drawn from a local Multiple Listings Service (MLS) database, that presents pricing information, property details, and photos of homes similar to yours (termed "comps") that recently sold, failed to sell, or are currently on the market in your area. A real estate professional will typically provide you with a CMA as part of a listing presentation he or she delivers at your home in hopes of being able to exclusively represent your interests when you sell. This CMA will include the price or price range the agent suggests for your listing. Generally, studying what has worked in your area - and what hasn't - will help you to strategically price, position, and present your property to sell for top dollar in a reasonable time frame, with the least inconvenience for you.



Allow Room to Negotiate

Adding a bit of a cushion to your asking price is a wise move. Most buyers will want to engage in some wheeling and dealing, so set your sale price to allow for this. Your agent can help you determine the amount of wiggle room. Another way to help seal the deal is offering to cover closing costs, while sticking to a higher asking price.

Pro Tip

Online pricing tools are notoriously inaccurate, so it's unwise to view them as good assessments of home values. Between your agent's pricing recommendation and any online price tool, the former will always be able to provide you with a better idea of how much your home is actually worth. Your agent will also help you determine the best pricing strategy for the current market and season. Even in a hot seller's market, not every home will get top dollar if not priced correctly. Your agent will help you analyze where the home prices are trending (up or down) not only based on the last six months, but look at the active and pending listings to determine your strategy. Are homes taking longer to sell? Or are they selling faster than the previous month? This is why hiring an expert is so important to ensure you get the right price and right exposure the first time.

Pricing *Right*

A Well-Priced Home

creates interest, attracts buyers, generates showings, and produces offers, all very quickly.

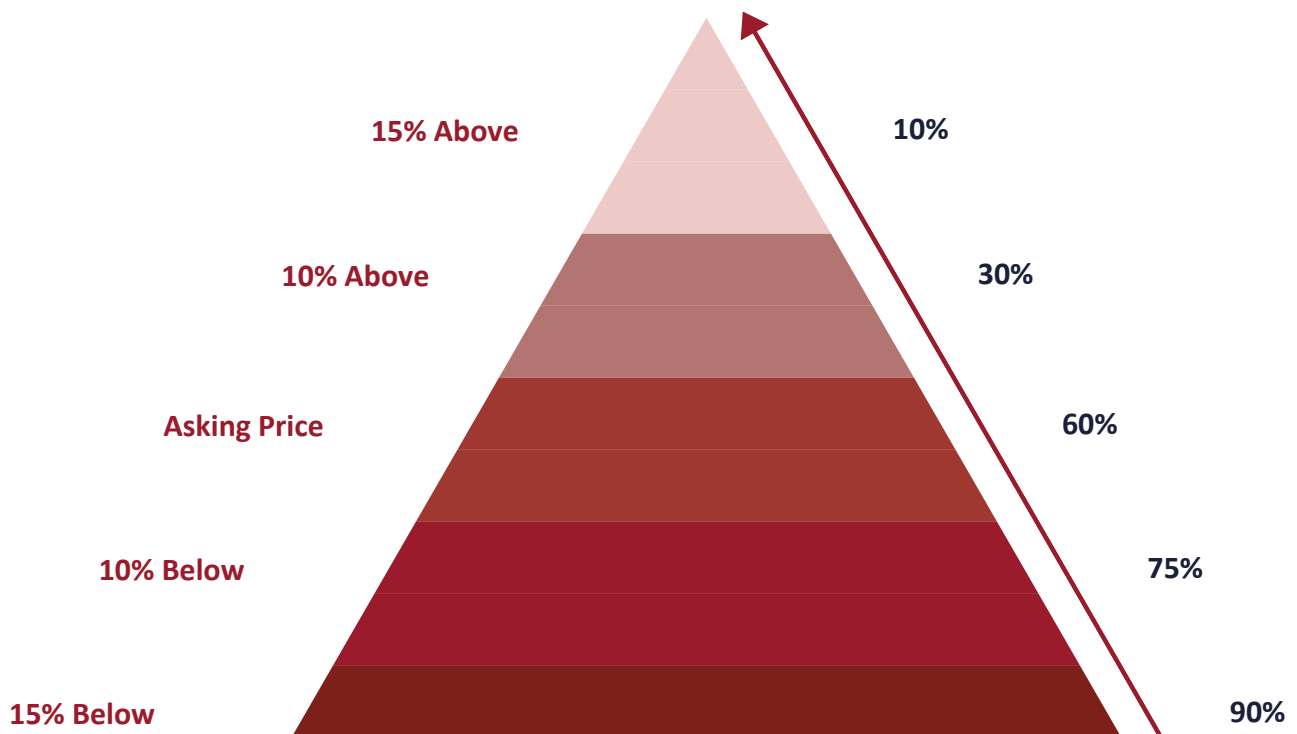
An Underpriced Home

will attract buyers and may sell quickly, yet may detract buyers who wonder "what's wrong with it?" as well as be overlooked by buyers looking in a slightly higher price range.

An Overpriced Home

will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts-which look bad from the buyer's perspective.

Even though it's true that a lower price will attract more viewings, it doesn't ensure a sale, and may not meet your financial goal.



Your Needs

Come first

Visualize your Dream Scenario for Selling Your Home.

- What's the one thing that has to happen to make that dream a reality?
 - How can I make that happen for you? Why is that important to you?
 - If we could add just one more thing to make this process even better, what would it be? Why is that important to you?
-



It's in the *Details*

Eye-Catching Yard Signs

For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

Door-Knocking

While online marketing is critical in today's environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

High-Quality, Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly-qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

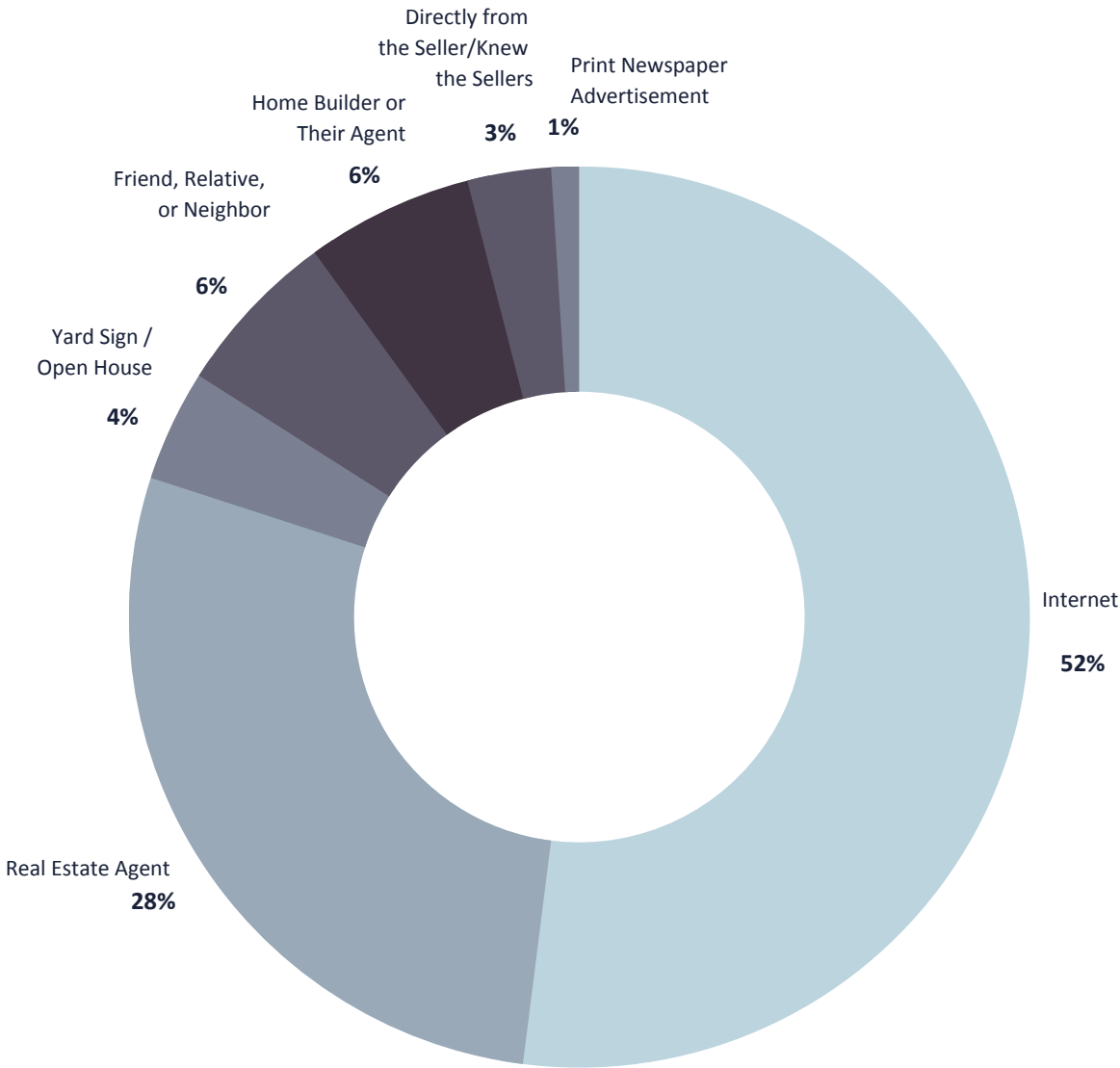


Finding *Your Buyer*

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

How Home Buyers Find Their Home

National Association of REALTORS®
Profile of Home Buyers and Sellers 2022



Your Custom *Marketing Plan*

Digital Marketing that Drives Results

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.



Strategic *Promotion*

Prep Campaign

- Walk-through and needs analysis
- Professional staging, photography, and videography
- Professional cleaning and landscaping

Just-Listed Campaign

- Launch listing on MLS and other syndication websites
- Professional yard signage and takeaway fliers
- “Just listed” email blast to database
- Custom landing webpage
- “Just listed” social media posts on Instagram, LinkedIn, and Facebook
- Facebook Ad Campaign



Your *Media Plan*



Just-Listed Flier

Produce a just-listed flier to feature during property showings.



Favorite Features

Highlight what aspects you love about your home the most.



Door Hangers

Let neighbors in your community know about upcoming open houses.

Just-Listed Email

Send a just-listed email blast to my database.



Agent Website Property Feature

Showcase your property on my professional website.



Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight property features, and upcoming open houses.

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers.

Open House *Strategy*

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners.
- Getting on the phone the morning of the open house to remind everyone about attending.
- Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers.
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house.
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends.



The *Bottom Line*

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the sale of your home exceeded all of your expectations, so throughout our interactions - from listing to close - I'll work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.



Here's How You Can *Get in Touch with Me*



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