

# SELLER'S RESOURCE

*Turning Houses Into Homes*

**KJ**  
*Kelly Jeffers*

Kelly Jeffers (ABR®, PSA)  
Licensed Principal Broker  
PNW Realty Associates LLC

# Kelly Jeffers



My name is Kelly Jeffers. I am a licensed Oregon Real Estate Principal Broker with ABR® and PSA certifications. I offer honest insights and essential tools to make your buying/selling experience more enjoyable.

**KELLY JEFFERS (ABR®, PSA)**

Licensed Principal Broker in Oregon



# Working With Kelly

## MARKET EXPERTISE

I work with the local Residential Multiple Listing Service to list your property. This listing service is used by several hundred licensed real estate brokers working with your potential buyer. I am also able to provide homeowners with a list of comparable home sales in your area as well as update market information. These tools can provide a seller with the right price point for listing the property. I am also a certified Pricing Strategy Advisor (PSA) with the National Association of Realtors.

## NEGOTIATION SKILLS

I will draft the listing contracts and handle all of your real estate negotiations. I work to keep the transaction moving forward while at all times protecting your investment and privacy. I am mindful of the importance of your property and the desired outcomes. I am attentive to not only the required time frames during the offer and closing process but I will work quickly to get your home from listed to sold.

## PROFESSIONAL GUIDANCE

As a licensed real estate broker I often work together with other brokers to help our sellers sell their homes. Having a professional network of realtors allows me to seek out answers to questions that the typical seller would not always have access to. I can use my MLS information to acquire comparable sales in the area and ensure I am providing my sellers with a price that will be competitive yet obtainable to buyers.

# The Home Selling Process

1

## PROPERTY ASSESSMENT & STRATEGIC PRICING

Let's meet and discuss your real estate goals. I will analyze and gather the needed information to evaluate your home's condition and address any necessary repairs or improvements to acquire a competitive price point for the property.

2

## MARKETING MASTERY

I arrange for professional photos that capture your property's best features and include them in the Multiple Listing Service to maximize exposure; as well as implement a personalized marketing strategy, utilizing online platforms.

3

## OPEN HOUSES & PRESENTATION

Open houses are designed to bring buyers into your home and I will conduct open houses several times while your home is listed. I will strategically arrange existing furniture or discuss staging to present your home in its best light As well as collect and immediately present to you any offers that are submitted .

4

## SKILLFUL NEGOTIATION & CLOSING

I handle the negotiations with the buyer's broker to navigate offers, counteroffers, and inspection results, where I do my best to represent your position and expectations of repairs and or pre-paids; while always maintaining contact with escrow to prepare for a smooth closing process.

# RECOMMENDED

# Preferred Professionals

## KELLY'S TEAM MEMBER

Eric Lawrence

✉ eric.pnwrealtor@comcast.net

☎ 971-226-5544

## MORTGAGE LENDER

Mortgage Express – Rick Valdez

✉ rvaldez@mtgxps.com

☎ 503-621-2634

## GENERAL CONTRACTOR

Maximum Construction

Gordon Hermanson

☎ (503) 631-3813

## PLUMBER/SEWER

Oregon Environmental Services

✉ info@oregonenvironmentalservices.com

☎ 503-583-0640

## ROOFER/GUTTERS

USA Roofing and Waterproofing LLC

✉ ccaven@usaroofingpdx.com

☎ 503-836-5016

## HOME INSPECTION

APEX Home Inspections Inc.

✉ apexhomeinspections.office@gmail.com

☎ 503-650-8999

## HOME CLEANING

Birds Eye Cleaning

Aubree Krogh

☎ 503-739-3282

## MOVING COMPANY

Bridgetown Movers

www.bridgetownmoving.com

☎ 503-664-4477



# In Your Home Sale

When selling your home, it's important to know how real estate agents are compensated for their services. This page will help you understand the different compensation options.

## COMPENSATION FOR YOUR LISTING AGENT

Your listing agent works hard to help you sell your home, and their compensation is typically based on a percentage of the final sale price or a fixed fee. This is something you can discuss and negotiate with your agent before the home goes on the market. Make sure you're comfortable with the amount, as it reflects the services they provide, such as marketing, negotiating, and managing the sale process.

## COMPENSATION FOR THE BUYER'S AGENT

You have the option to offer compensation to the buyer's agent, though this is not a requirement. Offering compensation to the buyer's agent can make your property more attractive to potential buyers. However, you are free to decide whether or not you want to do this, and the amount you offer can be negotiated.