

SOLD

ELEVATED SERVICE. THOUGHTFUL STRATEGY.

erin
olson
homes





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HELLO

I'm Erin and I believe exceptional service is in the details.

Great service comes down to being prepared, communicating well, and paying attention to the things that can easily get missed. It's making sure your home is thoughtfully prepared before it hits the market, having a marketing plan that feels specific to your home, and staying on top of all the little details happening behind the scenes.

I'll be there to guide you through tough decisions and keep things moving so the selling process feels as smooth and manageable as possible. But being good at my job is only part of what I bring to the table.

Perhaps just as importantly, I'm a regular person, just like you. I'm a mom to four incredible kids, a friend, a neighbor, a podcast lover, and am obsessed with finding the best street taco around. Being authentic, relatable, and sincere matters to me just as much as the experience and expertise I bring to my work. I want my clients to feel comfortable being themselves, asking questions, and knowing they can always pick up the phone and call me.

I created this guide to give you a feel for the selling process, who I am, and how I work. More than anything, I want you to know that you have someone in your corner from our first conversation through closing day and beyond. I'd be honored to work together.

sincerely, Erin

MEET THE TEAM



Lena Maul

Owner & Designated Broker

With more than 25 years in the business, Lena is an invaluable coach, advocate, and educator for me. She equips me with the most up-to-date market analysis, negotiation strategies, and legal nuances that enable me to achieve the highest level of service and success for my buyers and sellers.



Megan Dalton

Transaction Coordinator

Megan is my extra set of eyes on every contract. Once we're under contract, she oversees communication and coordination between all parties involved – including agents, lenders, and escrow – to keep everything on track and ensure deadlines are met. Her exceptional organization and attention to detail help create a smooth, seamless transaction, with clear communication and timely reminders every step of the way, so there are no surprises from contract to closing.



Linda Hauanio

Marketing Manager

Linda takes care of making everything look good so that I can focus on taking care of my clients. She manages the production and execution of local market educational information, property marketing, social media and websites. She is in charge of putting data into easily digestible formats. Her assistance enables me to focus on my most important role – taking care of you while you buy or sell your home.

THE TIMELINE

LISTING CONSULTATION

- review comparable homes
- discuss current market conditions
- discuss difference between list and sale price

GET THE HOME MARKET READY

- take care of any updates, repairs or deferred maintenance
- declutter & depersonalize
- stage the home
- coordinate professional photo/video, 3D Matterport & floorplans

LAUNCH LISTING - IT'S LIVE!

- listing goes live on the MLS
- execute online print & marketing plan

OFFERS & NEGOTIATIONS

- present & review offers & terms
- discuss what best serves your needs & goals

UNDER CONTRACT

- once home is officially pending, buyer performs applicable inspections
- negotiate repairs if necessary
- fulfill all contractual terms

PREPARING FOR CLOSING

- before closing, buyer will:
 - finalize loan
 - complete appraisal
 - confirm repairs
 - perform final walk-through
 - receive clear to close from escrow

CLOSE ON THE HOUSE (AND CELEBRATE!)

- review & sign closing documents
- receive net proceeds
- deliver keys



WHAT WE CAN CONTROL

01 PRICE

THE RIGHT PRICE CREATES OPPORTUNITY.

The list price is more than just a number – it's one of the most powerful marketing tools we have. My goal is to use market data, comparable sales, and current buyer activity to position your home competitively from the start. When a home is priced strategically from the get-go, it attracts more attention, creates greater demand, and gives us the best opportunity for a successful sale without having to chase the market with future price reductions.

02 PRESENTATION

FIRST IMPRESSIONS MATTER.

Today's buyers begin their home search online, often deciding within seconds whether they'd like to see a property in person. Thoughtful preparation – including decluttering, staging, professional photography, and attention to detail – helps your home make a memorable first impression and allows buyers to picture themselves living there.

03 PROMOTION

EXCEPTIONAL MARKETING REACHES THE RIGHT BUYERS.

Even the most beautiful home needs a thoughtful marketing strategy. From professional photography and video to social media, digital advertising, email campaigns, open houses, and exposure through the MLS, every effort is designed to maximize your home's visibility and ensure it reaches the largest pool of qualified buyers.

PRE-INSPECTIONS

BENEFITS

- ➔ Identifies potential issues before they become surprises.
- ➔ Gives you the opportunity to make repairs on your own terms.
- ➔ Demonstrates transparency and builds buyer confidence.
- ➔ Reduces uncertainty during negotiations.
- ➔ May reduce the need for a separate buyer inspection.
- ➔ Can help keep your transaction moving forward with fewer obstacles.

WHAT IS IT?

A pre-inspection is a professional home inspection completed before your home goes on the market. It gives us a clear understanding of your home's condition and allows us to address potential issues before buyers ever walk through the door.

While not required, I always recommend a pre-inspection whenever possible because it helps create a smoother, more transparent transaction.

You can use any home inspector you'd like; I am also happy to refer you to my trusted vendors who I have worked with many times.

FAQ...

How much does a pre-inspection cost?

- ➔ Pricing varies, but a good ballpark is \$400-\$800, depending on the size of the home.

What are the possible outcomes?

- ➔ The buyer can accept the home as-is, negotiate repairs, or conduct their own inspection.

What are common things that come up in a pre-inspection?

- ➔ Electrical/plumbing issues, pests, mold, roof/siding issues, outdated systems (HVAC, furnace, water heater), among many other things!



THE ART OF STAGING

- 83% of buyers' agents say staging helps buyers visualize the home.
- 49% of listing agents report staged homes sell faster.
- 29% of listing agents report staged homes receive offers that are 1-10% higher than comparable unstaged homes.

*Stats from National Association of REALTORS® (NAR) 2025 Profile of Home Staging

Staging a home is more than just decorating. **It is a marketing tool designed to help your home appeal to the greatest number of buyers.** By highlighting your home's strengths, improving flow, and creating inviting spaces, staging helps buyers focus on the home itself – not the belongings inside it. The result is a stronger first impression, more buyer interest, and the potential for a faster, more successful sale.

BENEFITS OF STAGING

- Reduces time on the market
- Maximizes sale price
- Highlights your home's best features
- Defines each living space
- Creates a memorable first impression
- Elevates professional photos and video
- Helps buyers envision themselves living there
- Sets your home apart from the competition

PHOTOGRAPHY & VIDEOGRAPHY

FIRST IMPRESSIONS HAPPEN ONLINE

For most buyers, the first showing happens online. Before they ever step through the front door, they're scrolling through listing photos, watching videos, and deciding whether your home is worth seeing in person. High-quality marketing isn't just about beautiful images – it's about creating an emotional connection that inspires buyers to schedule a showing. That's why I invest in professional photography, videography, drone photography, and thoughtfully curated marketing materials to showcase your home in its very best light.

100%

of recent home buyers used the internet during their home search (Buffalo Niagara Association of REALTORS®).

81%

said listing photos are one of the most valuable features when searching online (NAR, 2025 Profile of Home Buyers and Sellers).

57%

said floor plans are very useful (NAR, 2025 Profile of Home Buyers and Sellers).

38%

said virtual tours are very useful (NAR, 2025 Profile of Home Buyers and Sellers).

A MULTI-CHANNEL MARKETING STRATEGY

Every home has a story worth telling. My marketing strategy is designed to showcase your home's unique features, create meaningful first impressions, and reach buyers wherever they're searching. By combining professional marketing, strategic networking, and personalized promotion, we create the greatest opportunity to attract qualified buyers and achieve the best possible outcome.

Digital Marketing

- Maximum visibility across the MLS and major home search sites
- Optimized listing details designed to capture buyer attention

Online Exposure

- Optimized listing details designed to capture buyer attention
- Ongoing monitoring and updates to keep your listing competitive

Showings

- Thoughtful preparation so your home shows at its best
- Buyer and agent feedback gathered to guide our strategy

Open Houses

- Invites and outreach to buyers, neighbors, and local agents
- Follow-up with attendees to identify serious interest

Social Media

- Custom content created specifically to showcase your home
- Video, stories, and posts designed to encourage engagement and sharing

Print Material

- Beautiful print pieces that highlight your home's best features
- Consistent, elevated branding from online to in-person

Agent-to-Agent

- Promotion throughout my professional agent network
- Personal follow-up to generate interest, showings, and conversations

Signage

- Yard & directional signage for strong neighborhood visibility
- QR codes or property information that makes it easy to learn more

YOUR HOME.

EVERYWHERE BUYERS ARE LOOKING.



Once your home goes live, it's shared across the major real estate websites buyers use every day – along with hundreds of participating brokerage sites – giving your home broad exposure from the start.


Windermere
REAL ESTATE

REDFIN

 **Zillow**

 **realtor.com**

John L. Scott
REAL ESTATE

kw
KELLERWILLIAMS

 Powering the Region's Real Estate Industry
NORTHWEST
MULTIPLE LISTING SERVICE

trulia

...and hundreds of additional real estate and brokerage websites through our listing syndication network.

MORE EXPOSURE.

A STRONGER RESULT.



CONTINGENCY PERIOD

In real estate, a contingency is a condition that must be met within a specific timeframe for the purchase to move forward. Buyers may include different contingencies in their offer depending on the property, their financing, and the level of protection they need.

Contingencies can feel a little complicated at first, but you won't have to navigate them on your own. I'll help you understand what each one means, when it may be appropriate, and what needs to happen to keep the transaction on track.



COMMON

01 Inspection Contingency

An inspection contingency allows the buyer to conduct due diligence on the property with a professional inspection.

02 Financing Contingency

Many contracts are contingent upon the buyer's financing. We *always* want to see the buyer's pre-approval letter from their lender when there is a financing contingency.

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CONTINGENCIES



HOME APPRAISAL

If your buyer is financing the purchase, their lender will order an appraisal to make sure the home supports the purchase price. Ideally, we want the home to appraise at or above the purchase price.

Because appraisals can be difficult to challenge after the fact, I like to be proactive. Before the appraiser visits, I'll make sure they have helpful information about your home, recent comparable sales, and any features or improvements that support its value.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You're in the clear and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

You can...

- 1) Renegotiate the sale price with the buyer
- 2) Renegotiate with the buyer to cover the difference
- 3) Consider other financing or offer options
- 4) Cancel and re-list

FROM SHOWINGS TO SOLD



OPEN HOUSES

Open houses put your home back in the spotlight. Each one creates fresh online buzz, brings more buyers through the door, and gives them a chance to truly experience the home. And sometimes, the person who “just stopped by to look” ends up being the one.



OFFER PRESENTATION

When the offers come in, we'll review them side-by-side, looking beyond just price to compare the terms, timelines, contingencies, financing, and overall strength of each offer. In a multiple-offer situation, seeing everything together helps us identify which offer gives you the best combination of price, terms, and certainty.

From there, we'll decide together whether to accept, counter, or keep negotiating to get you the best possible outcome.



CLOSING DAY

This is it – the big day! Most of the paperwork is already complete, so now it's time to sit back and celebrate. One chapter is closing and another is about to begin! Before we officially cross the finish line, a few things need to happen:

1. Recording

Once everything is signed, the closing agent sends the deed to the county for recording. Your home is officially sold once recording is complete. Timing can vary, so don't worry if it takes a little while.

2. Funding

After recording, your proceeds will be released according to the closing agent's process and your selected disbursement method. The timing of when funds reach your account can vary.

Once we get confirmation that recording is complete, it's official – your home is **SOLD!**

MY SERVICES & COMPENSATION

A **successful home sale doesn't happen by chance – it happens through thoughtful planning and expert execution.** From pricing and preparation to marketing, negotiations, and closing, I'll oversee every aspect of the process while advocating for your best interests. My role extends far beyond listing your home; I'm here to manage every detail, anticipate every step, and guide you with confidence from our first conversation through a successful closing...and beyond.

My Listing Fee is: 3%

My fee reflects the expertise, strategy, marketing, and project-management required to thoughtfully prepare, market, and negotiate the successful sale of your home, including:

- Strategic pricing and in-depth market analysis
- Project management of your listing preparation, including vendor coordination, contractor oversight, and estimate collection
- Professional photography and/or videography, drone photography, and floor plans
- Social media, digital advertising, and email marketing campaigns
- Print marketing and custom property materials
- Reverse prospecting and agent-to-agent networking
- Feedback collection and buyer activity analysis
- Open houses and private showings
- Ongoing market monitoring and pricing recommendations
- Coordination with escrow, lenders, title, and all parties involved
- ...and many small details that come up along the way!

BUYER'S AGENT COMPENSATION

In addition to my listing fee, you'll have the option of offering compensation to a buyer's agent. While you're not required to do so, I recommend considering it as part of an overall marketing strategy.

Why? →

1

It expands your buyer pool.

When buyers are responsible for paying their own agent, they often have less cash available for their down payment and closing costs. Offering buyer's agent compensation can help make your home more accessible to a broader range of qualified buyers.

2

It encourages more showings.

Buyer's agents play an important role in educating buyers, coordinating tours, and guiding them through the purchase process. Making compensation available removes uncertainty and can encourage more agents to confidently show your home.

3

It helps create a smoother transaction.

An experienced buyer's agent helps manage expectations, communicate with all parties, solve problems, and keep the transaction moving toward a successful closing.

what is it like to work with me?

WHAT OTHERS ARE SAYING

AARON & MARCUS ★★★★★

“Partnering with Erin to sell our home was hands down one of the best decisions we could have made ... From start to finish, her guidance, expertise, and patience kept us focused and on track. We trusted her completely because she always truly listened to our needs, concerns, and endless questions. What could have easily been a highly stressful experience felt completely manageable because we knew we had someone we could genuinely trust in our corner ... We couldn't have asked for a better partner in this journey and think the world of her!”

BEKKA G. ★★★★★

“Working with Erin to buy my new house was such a great experience! She was encouraging, super communicative, and really thoughtful throughout the whole process. What impressed me most was how available she was – when we needed to schedule an inspection on super short notice, she made it work without missing a beat. She's got a great, easygoing demeanor that made the whole process feel way less stressful. Highly recommend her if you're looking to buy a home!”

ANDREW H. ★★★★★

“Erin is a lifesaver. I had an acquaintance reach out who wanted help selling their home outside of my normal area (I am an agent). They trusted me to help with the project, but I did not know the neighborhood well enough. I called the local Windermere office and the owner immediately recognized Erin as the right fit for the job. She jumped right in and made all of our lives much easier. She is creative, hard-working, knowledgeable, and just plain nice! Which is always a relief in the real estate industry. I highly recommend her if you're looking in King or Snohomish counties.”

THANK YOU

Thank you for inviting me into the conversation about your home and what's next for you. There is a lot that goes into a decision like this, and I'm grateful for the opportunity to sit down, listen, and talk through it together.

I've always believed I'm in the **people** business, not the selling business. The relationships that come from this work are the part I treasure most, and being trusted to help someone navigate such a big decision is something I never take for granted. I'd love to walk alongside you in this next chapter.

sincerely,
Erin

LET'S CONNECT

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