



**TAYLOR MADE**  
REAL ESTATE

Seller's Guide



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REAL ESTATE

Thank you for contacting me regarding the sale of your home. It's an honor to be consulted.

Let me start with an important question; Do you believe your home will sell for a fixed price, or do you believe there is a range of value based on the marketing and negotiating skill of your realtor?

My job is to help you get the most value at the top of the range. There are 5 ways I do this:

1. We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar for it.
2. I'll help you with a pricing strategy – not pricing it too high so you scare buyers away or too low so you leave money on the table.
3. My marketing plan will give you maximum exposure so we attract more buyers and more contracts. The more buyers and contracts you have, the higher your property will sell.
4. I'll help you negotiate the best contract. Negotiation is an important skill in any market.
5. I'm your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.

The goal of this packet is to give you some background on how I endeavor to provide you with all of these services. Also, I don't like anything to come as a surprise in a real estate transaction. If I were in your position, I would want time to read all of the relevant data, contracts and preparation material before I had to make a decision. To that end, I am providing you with copies of everything that you need to sell a piece of real estate in Oregon.

I'm excited for our upcoming appointment! I hope you find this packet a valuable resource.

**Your Realtor,**



# TABLE OF CONTENTS

SELLERS ROADMAP.....	<i>01</i>
TWO STEP LISTING PROCESS.....	<i>03</i>
GETTING YOUR HOUSE "PARADE READY" ....	<i>08</i>
THE PRICING PROCESS.....	<i>09</i>
MARKETING STRATEGY.....	<i>14</i>
COLLABORATION & NEGOTIATION.....	<i>17</i>
ABOUT ME.....	<i>19</i>
CLIENT TESTIMONIALS.....	<i>21</i>





# SELLERS ROADMAP

In each real estate transaction there are between **80 and 300 moving pieces**. I've closed transactions in 4 days and I've had them take years. Regardless of your situation, I am here to manage all of the details of your move, from start to finish.

Here are 6 of the biggest pieces involved in the marketing and sale of your home.



**PREPARATION:** Consultation, property and market research. Preparing your home for listing. Home inspection, repairs. Staging.



**PRICING STRATEGY:** Comparable sales and analysis of the competition.



**MARKETING:** 21-point marketing plan. Maximum exposure. Shine online. Weekly updates.



**COLLABORATION & NEGOTIATION:** Making it easy for other agents to show and sell your home. Finding a win-win solution.



**TRANSACTION MANAGEMENT:** Offer negotiation & acceptance. Escrow management. Inspection, repair negotiation. Appraisal.



**REAL ESTATE CONCIERGE FOR LIFE.** The answers to your real estate questions are always a phone call away.



## TWO STEP LISTING PROCESS

Over the years I have developed an approach to listing homes that involves two appointments with the client, bookended by a lot of research. For most folks in most situations, it makes sense to take time to prepare for such a big event. In the current market there is often a sense of urgency. Even in a more balanced market there are occasions when an individual may want to list their house as soon as possible. My process can be accomplished in a hurry, when necessary, have no fear. Whenever possible though, I think it's in all our best interest to spend parts of multiple days gathering information, preparing reports and sharing ideas before making any final decisions.

### PRIOR TO OUR FIRST APPOINTMENT

The transaction we undertake together can only be as strong as the trust we have in one another. For this reason, I focus our initial conversation, before we even meet, on getting to know you and your home. The better I know you the better representative I can be.

I like to know how you feel about your home, what you love about it, what you would change, why you bought it, why you are selling and any other relevant background information you are comfortable sharing.

Remember, as your realtor I have a fiduciary duty to you and what you tell me will be kept in confidence.

*“Hurry but  
don’t rush”*

-Dr. John Wooden

My background education is in science and I approach real estate with the same analytical mindset. Before meeting with any potential seller, I start digging for data to complement and flesh out the picture you've begun painting for me.

### HERE ARE SOME EXAMPLES OF THE KIND OF INITIAL INVESTIGATION I UNDERTAKE:

- Public records search
- Deed and/or certificate of title
- Deed restrictions
- Easements
- Rights of first refusal
- Mortgage information
- Prior sales history

With this basic information I can do a preliminary search of recent sales and competing listings. After the first appointment and inspection of the property I can refine this search and begin the process of drafting a competitive market analysis.

I consider our first meeting to be a job interview and I want to plan for it accordingly.

**Every home has a story to tell. Selling a home effectively amounts to retelling this story in a compelling manner.**



## FIRST APPOINTMENT

At our first meeting you get to show me around the house and highlight all of its best features. This tour is a great way for us to get to know one another but it's also an essential prerequisite to being able to prepare a meaningful price opinion.

**My goals for the first appointment are numerous. Here are a few of the most important ones:**

- I want to understand your goals and expectations for the sale
- I want to learn all of the things about your home that can only be seen in person
- I want to check that the information in the county records matches up with reality
- I want to give you a chance to interview me, to learn about my background, and to make sure that you can trust me to represent you

The length of the first meeting is really up to you. Touring a home rarely takes more than 15 minutes, although I have certainly listed homes that can't be done justice in that amount of time! For the rest of our time together at this first meeting I will be prepared to talk about anything else that you think is relevant. At this point it is common for sellers to want to know more about my marketing strategy, my level of experience with homes similar to theirs, and things of that nature.

Be aware that I won't recommend a list price at this point. The rationale behind this approach will be forthcoming.

## PRIOR TO OUR SECOND APPOINTMENT

Until I have had the benefit of seeing your house in person, it would be a dereliction of duty to suggest a list price. To give you meaningful data I need to combine my initial research with what I see during the site visit. It is between our first and second appointments when I really get to sharpen my pencil and crunch some numbers.

Pricing a home is as much an art as it is a science. Before meeting with you again I will be preparing all of the data necessary for you to make an informed decision about price. The art lies in the application of that data.

## SECOND APPOINTMENT

Ideally the second appointment takes place at the property as well. Alternatively, we can meet in my office, via video conference or talk on the phone.

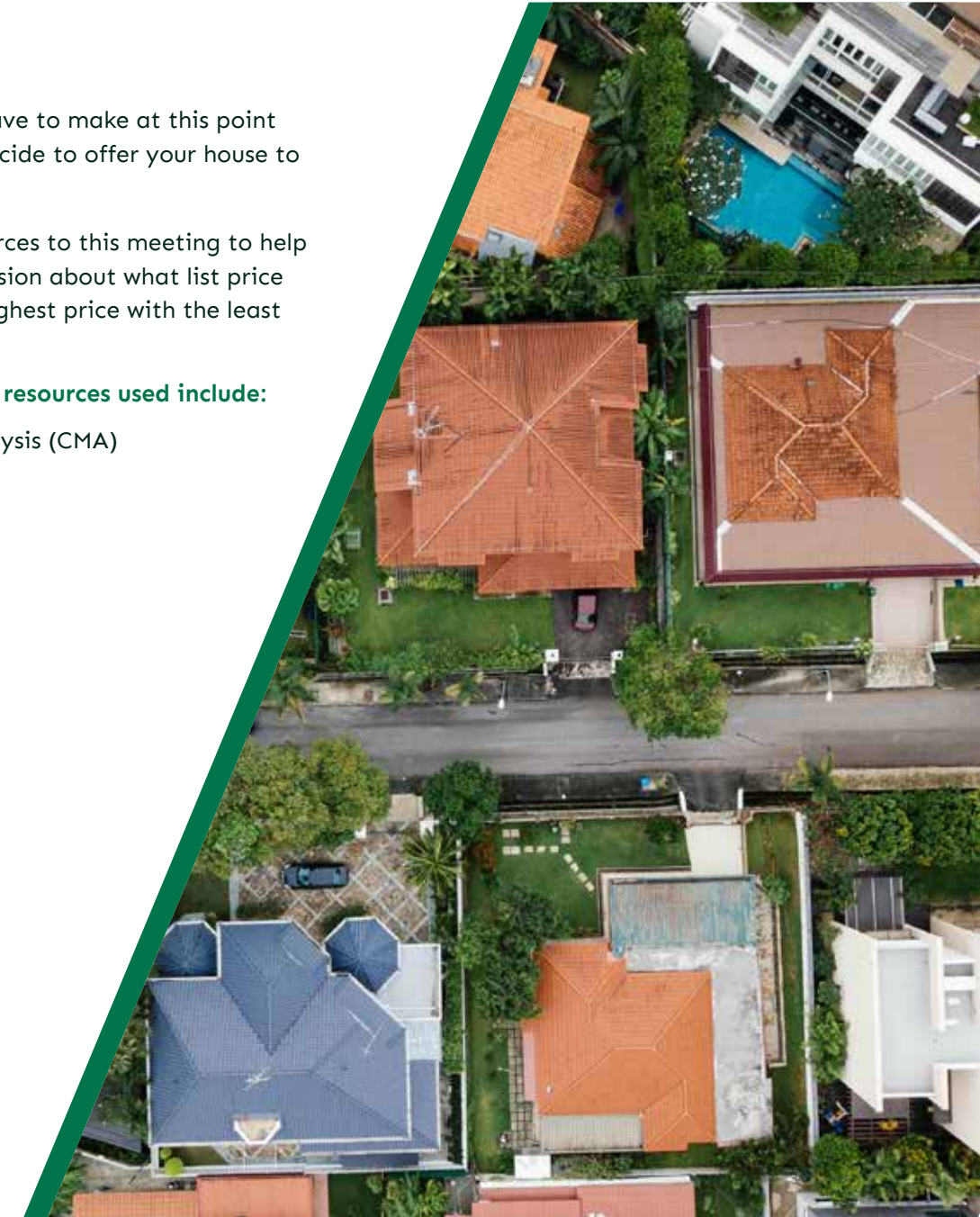
What do you think is the biggest influence on the sale of a home? If you guessed "seller decisions" you're right.

The last big decision you have to make at this point is the price at which you decide to offer your house to the market.

I'll bring a number of resources to this meeting to help you make an informed decision about what list price to choose to get you the highest price with the least amount of stress involved.

**Some of the most common resources used include:**

- Competitive market analysis (CMA)
- Odds of selling
- Time to sell
- Buying patterns
- Pond
- Pricing Scattergram







## GETTING YOUR HOUSE “PARADE READY”

Another important decision to tackle is what you need to do to get your house ready to show. For every seller this involves a cost/benefit analysis. Whether you have major repairs to do, or simply need to tidy up, your selling experience will be improved by taking time to prepare your house and make sure you're offering a finished product to the market.

I like the parade analogy. Have you ever seen a float go down the street partially finished? I haven't. Before we show it to potential buyers, we want your house to be “parade ready”!

When preparing your home for sale, remember you only get one chance at a first impression.

The correct staging of your home goes a long way toward achieving a successful sale at the highest price. Appearance and overall condition play a major role, so stand across the street from your home and review its curb appeal.

We will address your homes specific needs as part of our listing process. Until then, here are a few ideas to get your juices flowing:

- Enhance curb-up appeal by removing clutter, cleaning stains off the driveway and touching up the exterior paint where needed

- Wash the outside of the house
- Clean the roof and gutters
- A nicely trimmed and edged lawn always makes a good first impression
- Remove dead and dying flowers and consider adding color with hanging baskets or pots of flowers
- Sparkling clean windows let the sun shine through
- Give the carpets a good cleaning to remove stains and odors, or even re-carpet if you feel it is appropriate
- Cracked or peeled paint and smudges on walls are easy fixes that, once taken care of, can give your home a fresh, new look
- Have a reputable, licensed contractor service all of the major systems
- Consider having a whole home inspection prior to listing

If you plan to move out of the house before it gets listed let's talk about hiring a professional stager. TV & social media has profoundly influenced what buyers expect houses to look like. Additionally, strategically placed furniture and decor helps buyers imagine how their furniture will look (or fit) in the new spaces.





## THE PRICING PROCESS

There are any number of ways to estimate market value of a home. You've probably come across online tools like the zestimate. The general name for this category of tool is Automated Valuation Model (AVM). The downside of these tools is that they rely heavily on price per square foot and have little to no regard for the level of finishing, the condition of the home, how it looks as you pull up to it, what the neighborhood looks like and all of the other immeasurable details.

What AVMs and appraisers do is look to see what else has sold recently that is similar to your home. They call these comparable sales, or comps.

The primary flaw in this approach is that it is looking into the past, which may or may not be an indication of what a willing and able buyer would pay for your home today. What your home will be able to appraise for is an important factor in the equation though, as about two thirds of houses in our area require a mortgage, and therefore an appraisal, to sell.

I will prepare a CMA for you by our second appointment so that you have some insight into what your home will appraise for.

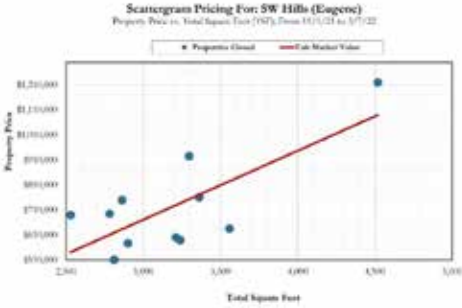
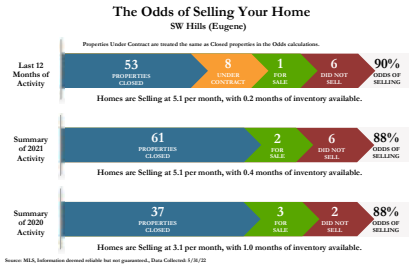
When it comes to pricing your home though, I have more sophisticated tools. I use a brilliant piece of software written by a company called Focus First LLC. This tool will give you a lot more information about what's going on in your specific market.





ODDS OF SELLING

By evaluating trends over the last 2 years in your market I can tell you what the odds of your home selling will be. But wait, everyone says it’s a seller’s market, so why don’t you have a 100% chance of selling?



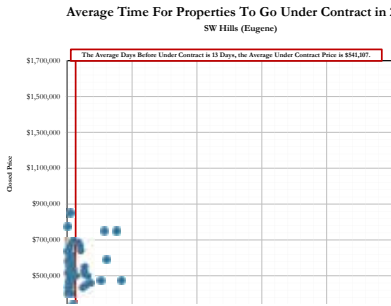
PRICING SCATTERGRAM

An extremely useful graph can be constructed by plotting recent, relevant sales.

In this example, the home that I was evaluating was about 3300 square feet. You’ll notice that there were 4 homes sold recently very near and their market values differed by over 300,000! So what made 2 of these homes worth low 600s, one of them worth low 700s, and one of them worth 910? If this were your home, would you expect it to sell somewhere in that range or outside of it. This is where we compare the strengths and weaknesses of your house versus its competition.

TIME TO SELL

How long will it take to sell your house? This is an important thing for us to discuss as we plan your strategy. From the time your listing goes live, how long should we expect before you get offers? Before the sale closes? Before you need to move out?



TIMING IS EVERYTHING

It’s critical to have the right price the moment you hit the market. The graph on the left shows the level of activity your house will receive over time.

There is a lot of pent-up buyer demand in the marketplace. The vast majority of potential buyers will be looking at your property within the first week it is listed, often within the first couple of days. You want to be sure that the price of your home is a price the market will be receptive to right out of the gates.

Historically the best offers come when a home is newly listed. That is more true now than ever as buyer’s perception is that good houses without problems will sell quickly.

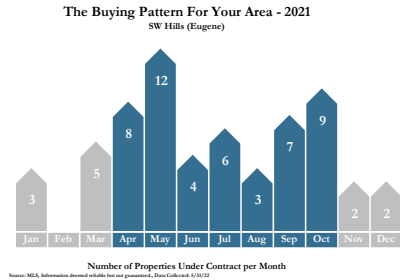
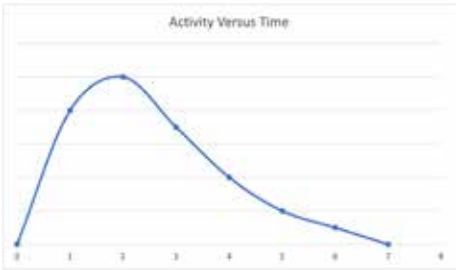
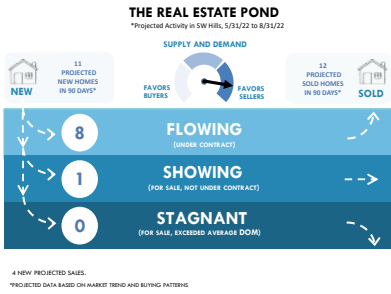
If your home is priced too high for the market:

- It attracts lookers, not legitimate buyers
- It implies that you aren’t motivated to sell
- It reduces the number of showings
- It makes the other homes on the market look more appealing
- You may ultimately have to drop your price below market value in order to sell

BUYING PATTERNS & THE POND

Since the days of Adam Smith it’s been well recognized that price is determined by the interplay of supply and demand. It stands to reason that we should consider what other homes buyers will be comparing yours to.

Is buyer demand seasonal? Are there months when your home is more likely to sell? Are there any patterns from last year that might influence when you decide to list?





### MY GOALS ARE:

- 1. To help you get your home sold and get you where you want to go on time.*
- 2. To put you in the strongest negotiating position possible.*
- 3. To make it easier for you and reduce surprises.*

When it comes to marketing your home my aim is to give it maximum exposure. I have developed a 21-point plan to ensure that your listing gets in front of every potential buyer, anywhere in the world. Here are all 21 ways that I promote your home when I list it for sale:

- **Pre-inspection:** I talked about this earlier but it sets the tone for the whole transaction and goes a long way toward accomplishing the second and third goals, listed above. We will have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and to make your transaction smoother. I will pay for these inspections as part of my service to you.
- **Pre-title commitment:** I will order (at my cost) a pre-title commitment to reduce your risk of any title problems at closing.
- **Staging:** I will assist you with preparing your home for sale.
- **Pricing:** I will assist you with pricing your home based on a competitive market analysis and using the tools discussed in the previous section. This will help you to set the best price on your home so that it will sell within your time frame.



- **Yard sign:** I will place a Taylor Made Real Estate sign on your property.
- **Professional photography:** I will have your home professionally photographed and will include a floor plan in the photo package.
- **Ad copy:** RMLS only gives us 2,000 characters to describe each home. I pride myself on being able to tell the story of your house in a meaningful and memorable way.
- **Perma-flyer:** I will design and install a permanent flyer so that anyone passing by can easily see the highlights of the property and have access to all of the most current listing information.
- **Lockbox:** I will place a SentiLock Bluetooth-enabled lockbox on your property to increase showings and provide you with the security of knowing who has shown your home.
- **Multiple listing service (MLS):** I will enter your home's information into the MLS, giving your home exposure to over 1,000 realtors in Lane County.
- **Contact realtors with buyers:** I will mail a color postcard of your home to the realtors who have buyers in your price range.
- **Mail to neighbors:** I will mail a color postcard of your home to 50 neighbors closest to your home.
- **Internet:** I will enter your home's information on the nation's largest real estate websites.
- **Enhanced internet technology:** I will enhance your property on realtor.com with additional photos and technology so that you will appear earlier on internet searches and receive up to 300% more visitors to your property than non-enhanced listings. I will also email you reports showing the number of internet visitors to your property. In addition, I will set you up on my search system so you will be automatically emailed any new listings that come on the market in your area. This is an automatic way for you to stay up to date on the competition.
- **Personal contact:** I will personally contact the 20 neighbors closest to your home to get their ideas on prospects for your home. In addition, I personally contact at least 50 people a week throughout the community who may be (or may know) potential buyers for your home.
- **Counter display:** I will prepare an informational notebook containing most things a buyer will want to know – survey, school information, utilities, homeowners' association, pre-inspection information, contract, etc. This information will give buyers the confidence to write a contract.
- **Buyers/realtor survey:** As part of the counter display, I will have a survey card for realtors and their buyers to fill out and give us feedback on their showing of your home. They will leave the cards in a bowl on the counter so you can review their comments. I will offer a drawing for a gift as an incentive for them to fill out the survey card.

- **Open house:** I will hold your house open (with your permission). Three days before the open house, I will place a sign in front of your home promoting the open house. See my "open house checklist" for all of the other ways that I promote your open house.
- **Transaction management:** I will manage the details of your transaction to ensure that your contract closes on time – and you can move on time.
- **Weekly contact:** I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.





# COLLABORATION & NEGOTIATION

## COLLABORATION

**92%** of homes that sell in our marketplace do so with a buyer's agent. The odds that I will have the buyers for your home are less than **8%**. A critical part of my job is collaborating with the other realtor involved in the transaction.

I have worked hard over the years to establish and maintain a reputation for being great to work with. I want to make it as easy as possible for another agent to show and sell your house.

### Here are a few examples of how I go about that:

- Helping you prepare your home to list. When your home is "parade ready" and your competition isn't we put ourselves in a strong position
- Sharing resources. Every agent who shows one of my listings has an electronic folder shared with them that contains everything they need to know about your home. This folder includes:
  - Property disclosures
  - Pre-inspection report
  - Invoices for services/repairs
  - List of upgrades and special features
  - Supplemental information about your home
- Taking an active role in the Eugene Association of Realtors. I was the chairperson for the Young Professional Network Committee between 2017 and 2018. I continue to be actively involved in the Eugene Association of Realtors and I volunteer my time there for 2 reasons:
  - The association is a strong advocate for property and home-owner rights
  - It helps me to know and form good working relationships with all of the other members of our association, all of whom may have a buyer for your property!

## NEGOTIATION

Not all buyers shop the same way and not all people have the same view of what negotiation looks like.

In a recent survey of how buyers make their decisions it was found that 15% buy based on the lowest price, 5% buy based on the highest price and 80% buy based on value (perceived relationship of price and quality). Knowing your property's appeal and gauging which of these categories the prospective buyer comes from helps me personalize my approach to negotiating with them.

When it comes to negotiation there are three common paradigms:

- Zero sum: in every contest there is a winner and a loser
- Synergy: look for a win-win
- Lose-lose: none of the choices lead to a net gain

By nature I tend to be synergistic. I am looking for a way where we can all be better together. However, my viewpoint isn't the key issue here. What's more important is for me to be able to understand how the principals to the transaction (and the other realtor involved) are approaching the negotiation and behave in a way that helps you accomplish your goals.

***I pride myself on being able to alter my approach to negotiation depending on the situation and the parties involved.***



## ABOUT ME

In my 9 years as a realtor I have had the privilege of helping more than 160 families buy and sell real estate. In a typical year about 40% of my clients are buyers and 60% sellers. Working on both sides of the table helps me stay current with all the subtleties of the industry and makes me a stronger resource for both aspects of the job.

As a broker/owner and sole proprietor, I can make sure that every ounce of my energy, every dollar I spend on the business goes directly to the service of my clients.

### EDUCATIONAL BACKGROUND

Masters in Arts, Teaching	Lewis & Clark College	2006-2007
B.S. Environmental Science	University of Oregon	2000-2004
High School Diploma	Marist High School	1995-1999

### CAREER HIGHLIGHTS

Top 3% (Lane County) by # of Transactions	2019-2022
Top 3% (Lane County) by sold volume	2019-2022
Chairman Circle Gold	2018
Chairman Circle Gold	2017
Rookie of the Year	2016

### REALTOR ASSOCIATION

Chair Person	YPN	2017-2018
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## MY FAMILY

My family is my "why". I am so grateful to have a career that allows me to support the family and provides Lindsay the privilege of being a full-time mom. Lindsay is the reason I show up to work dressed well and well rested. Having Joe and Julia light up to greet me when I get home each day is a constant reminder of what I'm working for.





## CLIENT TESTIMONIALS

“Xander made what could of been a difficult sale into an easy transition for us. He’s the best & so easy to work with. Thank you again Xander!!”

- Harold Korop

“Xander is Awesome! Great Experience!”

- Ben Clark

“Xander has a professional and friendly personality, which made it easy as well as a pleasure to work with him. We became aware of several issues when we put my mom’s house on the market, such as needing a new roof. Xander immediately knew the best company to call, who then were able to put on a roof in record time! Xander helped us out with several issues, helping to get them fixed and ultimately selling the house for the asking price.”

- Curt Grote

“Xander is a true professional with a personal touch. Selling a home or property is never easy and he seems to have a knack for making the process much less stressful. He is who I always recommend when asked for a realtor. Thank you Xander for all you have done and your continued friendship.”

- Joe Southwell

“There’s always some risk in entering a business transaction with a friend, but we couldn’t have had a better experience selling our house than we did with Xander Taylor. We agreed that it was best to move fast with the listing, and Xander set an ambitious schedule that we accomplished without it feeling frantic. Throughout the process, Xander kept us informed, educated and motivated so that we were comfortable with the entire process, and knew what he was doing for us, as well as what we could do to maximize our return. From the first text message to closing, Xander was fun, clear, thorough and easy to work, and there was never a doubt that we were in the hands of a professional.”

- Jeff Hess

“Xander did a great job representing us in the sale of our house. His research was excellent; he understood the house and who it would appeal to, and he did a terrific job of marketing. We accepted an offer within five days, and he represented us well during negotiations with the buyer. He also took care of several repairs that came up. He is really energetic and personable, and his judgment is excellent.”

- Leslie Harris



TO READ ALL CLIENT TESTIMONIALS PLEASE VISIT MY GOOGLE BUSINESS PAGE: [HTTPS://G.PAGE/XANDERSLISTINGS](https://g.page/XANDERSLISTINGS), OR SCAN THE QR CODE.







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