



**CHAFFEY**  
REAL ESTATE TEAM

## Guide for Sellers

Bella & Bob Chaffey  
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## IT'S ABOUT RELATIONSHIPS

Chaffey Real Estate Team is a part of Windermere - a Real Estate company that was founded in 1972 by John Jacobi who set out to change the real estate industry by putting relationships before sales quotas, with an emphasis on service to our clients and our community. Over 45 years later, this mission has helped grow Windermere into one of the largest independent real estate companies in the nation, with more than 300 offices and 6,000 agents throughout the Western U.S. and Mexico.



A man and a woman are standing in a modern, well-lit interior space, possibly a kitchen or dining area. The man, on the left, is wearing a white button-down shirt and blue jeans, looking down at a bouquet of light green flowers held by the woman. The woman, on the right, has long brown hair and is wearing a black sleeveless top. She is looking at the flowers. In the background, there is a staircase with a metal railing and a large window. A dark blue semi-transparent banner is overlaid on the left side of the image, containing the text 'WHY CHAFFEY REAL ESTATE TEAM?'.

## WHY CHAFFEY REAL ESTATE TEAM?

The Chaffey name has been an integral part of the Pacific Northwest home building and real estate scene for over 50 years. The standard was set by Herb Chaffey - excellent work, incredible service, and one of a kind communication that has been passed down to Bob and Bella. That coupled with the extensive relationships both Bob and Bella share with their community creates an incomparable level of service.







# HOW WE HELP YOU SELL YOUR HOME

## *Our Services:*

- Explain basic real estate principles and paperwork
- Do a Comparative Market Analysis (CMA) to help determine your home's value> Help determine the right selling price
- Assist you in preparing your home for sale
- Market your home to buyers and other agents
- List your home on Realtor.com, Windermere.com and other real estate websites
- Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- Assist you with the purchase and sale agreement
- Negotiate with buyers and their agents on your behalf
- Track contingencies and ensure contract deadlines are met
- Work with the escrow company to ensure all documents are in order and on time






# HOW WE HELP YOU SELL YOUR HOME

## *Your Benefits:*

- Be more likely to get the highest return on your investment
- Decrease your days on market
- Understand all the terms, processes and paper work involved
- Have exposure to more buyers and agents with qualified buyers
- Have current market information to make informed decisions
- Have a skilled negotiator on your side
- Have peace of mind that the details are being handled





## HOW DO REALTORS HELP SELLERS

### *Price:*

- Provide market overview
- Produce Comparative Market Analysis
- Design price strategy
- Help determine inclusions & exclusions

### *Safety:*

- Install lockbox for controlled access
- Document all showing activity
- Make safety & anti-theft recommendations

### *Repairs & Upgrades:*

- Recommend home improvements and/or staging to increase value
- Recommend repairs to home

### *Marketing:*

- Design & implement marketing plan
- Hire & schedule professional photographer
- Schedule: sign installation & pre-inspection (if agreed upon)
- Host broker, public, & neighbor open houses
- Input home into MLS system
- Produce property brochure
- Advertise via print, social media, email, & sharing within sphere

### *Negotiation:*

- Price
- Inspection, appraisal, survey, & title resolution
- Multiple offers
- Seller concessions
- Earnest money
- Inclusions & exclusions
- Conditional sale contingency
- Closing & possession date

### *Contracts:*

- Explain Contract to Buy & Sell
- Explain listing agreement & required disclosure documents
- Explain deeds & title work
- Assemble H.O.A. documents
- Obtain Owners & Encumbrance Report
- Obtain & review Buyer's Qualification Letter

### *Communication:*

- Conduct pre-listing interview to determine needs
- Guide through inspection & appraisal process
- Explain closing procedure
- Schedule & manage vendors
- Track due diligence deadlines
- Provide a weekly showing report
- Coordinate with: lenders, appraisers, inspectors, & title company





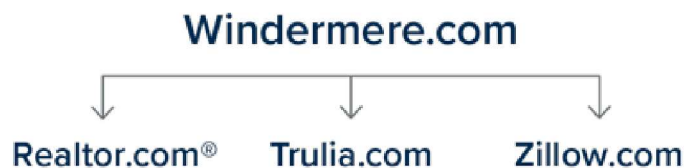


## MARKETING YOUR HOME ONLINE

According to a national survey\*, 95 percent of home buyers use the Internet to search for homes. When you are ready to sell your home, you should expect your agent to have a plan for marketing your home online.

We will post your home on Windermere.com, and because we are members of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on real estate search sites like Realtor.com®, Trulia and Zillow, with nearly 300 million combined monthly visits.

Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.



\* National Association of REALTORS® 2017 Profile of Home Buyers and Sellers.







## KEEPING YOU INFORMED

Good communication is key to a successful working relationship.

We are committed to keeping you up-to-date on the events surrounding the sale of your home. This will enable you to make informed, timely decisions based on the continuing flow of information.

### YOU CAN EXPECT:

- Market Activity updates
- Feedback from agents that tour your home
- Information from agents working with qualified buyers
- Open house attendee feedback





## SETTING THE STANDARD

Windermere and Chaffey Real Estate Team takes our standard of service to our clients very seriously.

As members of the National Association of REALTORS®, we agree to abide by a strict code of ethics that is based in professionalism and consumer protection. To further reinforce our commitment to our clients, Windermere has built upon the REALTOR® code of ethics by establishing what we call our Windermere Standards of Practice outlining how we believe our clients deserve to be treated.

### *Windermere Agent Expectations:*

- Always put the clients' interests first.
- Be up-to-date on the latest real estate laws and local issues.
- Do not discriminate against any party based on race, religion, sex or other legally protected classes.
- Treat you and everyone involved in your transaction with the greatest respect.
- Follow all MLS rules as well as the NAR code of ethics.
- Keep you informed promptly and regularly.

In short, our Standards of Practice ensure that we hold ourselves to an even higher level of competence and accountability. We hope this translates into a more satisfying real estate experience and peace-of-mind for our clients, knowing that doing right by them is our highest priority. If you would like a copy of Windermere's Standards of Practice, I would be happy to provide one to you.







Chaffey Real Estate Team understands the importance of giving back to our community. Enriching the neighborhoods in which we live and work is an integral part of how we do business.



#### **THE WINDERMERE FOUNDATION**

We donate a portion of our commission from every transaction to benefit the Windermere Foundation.  
-Since 1989, the Foundation has raised more than \$38 million in donations.



#### **WINDERMERE COMMUNITY SERVICE DAY**

Every year since 1984, Windermere agents have dedicated a day of work to those in need.

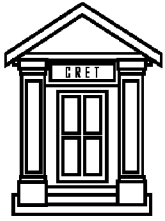


#### **ALEXANDER'S HOPE**

We donate a portion of our commission to the local nonprofit, Alexander's Hope that was founded by Bella Chaffey. Alexander's Hope works to spread awareness of organ donation and provides lifesaving cardiac tests to high school students while teaching them CPR and how to operate an AED.







# CHAFFEY

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## REAL ESTATE TEAM

*The Chaffey Real Estate Team was created after Bob, a home builder with more than 30 years' experience, and his daughter, Bella, decided to join forces. Together they specialize in understanding home construction, navigating the market and bringing fun into buying and selling homes, as well as, providing the highest standard of customer service.*



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Since Bella can remember, she has been touring open houses and walking through new construction thanks to her family's business in home building and real estate.

Bella is no stranger to working hard to achieve goals and getting the best possible results, from being founder and president of her own nonprofit, Alexander's Hope, to always going above and beyond to exceed the expectations of her clients. Bella knows what it takes to get the job done. When working with clients and people, she has learned the importance of listening and understanding what they need. "We have two ears and one mouth, to listen twice as much as we speak."

In 2019, Bella and her Father, Bob Chaffey, decided to partner and form Chaffey Real Estate Team once realizing the impact they could make as a force working together.

Bella finds few things as eye opening and amazing as meeting and working with new people and shows her commitment through working tirelessly with her clients to provide the results they desire.



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Bob has been building and selling homes for 30 years, as a homebuilder with Chaffey Homes and more recently, a Managing Broker with Windermere Real Estate.

Over the years, Chaffey Homes won many awards, including The National Association of Home Builders Green Home of the Year, multiple MAME awards and Best of Show at luxury home events. Bob was integral to the company maintaining its impeccable standards of quality and client service. He proudly carried these same standards and values into his real estate business. Now he is proud to partner with his daughter, Bella, in serving home buyers and sellers throughout Seattle and the Eastside.

Bob's proficiency in negotiating contracts, understanding of how a home is built, his experience managing a sales force and knowing what constitutes a strong investment, give his clients a distinct advantage in a competitive marketplace.

Add in Bella's deep understanding of what today's homebuyers are looking for and you have a real estate team that offers 360-degree perspective, unique insights and outstanding client care.