

THE HOMESELLING PROCESS

A S T R A T E G I C A P P R O A C H



KAMILA
KENNEDY
HOMES


Windermere
REAL ESTATE

206.406.6303 | kamila@windermere.com | kamilakennedyhomes.com

Windermere Real Estate | 4526 California Avenue SW | Seattle, WA 98116



MEET KAMILA KENNEDY

R E L I A B L E - R E S O U R C E F U L - R E A D Y



With proper preparation, organization and planning, anything is possible. This is something Kamila Kennedy knows firsthand; she's spent over 20 years living in Seattle, getting to know the people, place and culture of the city she now calls home. As a broker, she eases her clients through life's transitions by taking care of the details of their transaction so they can focus on the next step.

Originally from Rio de Janeiro, Brazil, Kamila moved to Seattle to learn the language and go to school. Since then, she's worked as a professional organizer, fundraiser and event planner before pivoting to real estate. Her love of home design and knowledge of architectural styles is bolstered by her previous experience — Kamila's clients know that she always comes prepared. She considers every detail for her clients, factoring in their needs and wishes before proposing a plan or timeline to guide them toward their goals.

Organization is truly Kamila's superpower. With her foresight and time-tested process, she's able to help first-time homebuyers confidently enter the market, investors and developers maximize their ROI, and sellers successfully part with their properties, all on schedule. Kamila's market research is top-notch; she does due diligence to stay tapped into the pulse of the market, putting her buyers in a position to win. But Kamila's process is always paired with empathy, sensitivity and kindness. Having moved around the city and even to a different country, she knows that big moves deserve compassion and a listening ear.

When she's not working with clients, Kamila loves using her skills in her personal life by organizing closets and planning dinner parties. Her husband, three teenagers and her dog keep her smiling, and she's an avid supporter of local nonprofits like the White Center Food Bank, Westside Baby and Dress for Success.



LET'S CONNECT!



Instagram @kennedykamila #kamilakennedyhomes

LinkedIn www.linkedin.com/in/kamila-kennedy-homes

Facebook @kamilakennedyhomes



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TESTIMONIALS

F R O M M Y C L I E N T S



"We met Kamila Kennedy through our daughter-in-law Stephanie when we needed to think about downsizing from our five-bedroom home to something with a lot less maintenance and responsibility, as we gracefully (or not) aged. She developed a plan to sell our house and help us look for our next 'forever' home, which we decided should be a condominium. Kamila was very understanding of our issues and limitations going into this process and offered nothing but great advice from start to finish. She guided us through the preparation for the sale of our 40-year homestead and quickly found a buyer once it went on the market. She then led our quest for 'the world's greatest condo' (within our price range) at a time when the market was somewhat depleted. She checked the new listings daily and after a month or so, the one we wanted finally hit the market. She was all over it and we had a winning bid on the table within 48 hours. She led us through the closing process and suddenly we had our new home. We are now in a great unit in a complex north of the WS Junction. Throughout this entire experience the key was communication. Kamila was there for us every step of the way on a difficult journey. Everyone knows a real estate agent, not necessarily based on experience. We are happy to be able to recommend Kamila based on our experience."

- Tom and Charlaine Jensen, *West Seattle*



"Kamila is a super star agent. She was a true partner from start to finish. From getting our house ready to go to market through the closing and even after. We highly recommend Kamila."

- Donna, *Seattle*



Kamila was everything and more we needed in an agent to sell our home of 19 years. Attention to detail, connections to get the house ready for the market, social media and marketing skills plus constant and helpful communication. She went above and beyond and got us to the finish line seamlessly!

- Nancy and Tom, *Seattle*



"Over the past 18 months we worked with Kamila on buying one house and selling two others. It was a lot of work, and we could not have done it without her! She was with us every step of the way with great advice, planning, and help in expediting everything. We highly recommend her to anyone either buying or selling a home. She was wonderful to work with!"

- Cara and George, *Seattle*



LISTING PLAN OF ACTION

Y O U R S U C C E S S I S M Y S U C C E S S



My Five Key Areas of Focus

Each home has a price range in which it will sell. My job is to get you the high end of that range, while at the same time protecting you from risk.

To sell your home for more than average, I focus on the following key areas:



Preparation



Promotion and Marketing



Presentation



Negotiation



Pricing



AREAS OF FOCUS

P R E P A R I N G T O L I S T



HOME PREPARATION

Thorough preparation is crucial in the real estate process. We should focus on enhancing your property's curb appeal, addressing any necessary repairs or upgrades, and organizing necessary documents. A well-prepared home not only attracts more potential buyers but also positions the seller for a smoother transaction.



PRESENTATION

Professional staging is recommended for most properties. Most Buyers today are part of the HGTV generation: they prefer professionally curated interior spaces with a modern, minimalist style that “opens up” the rooms of a house or condo. While some home sellers have décor that matches these expectations, the majority of sellers possess a signature style and unique furnishings that make their home distinctly theirs. The role of staging is to present a clear canvas that's less personalized and therefore lets buyers more easily imagine themselves living in the particular space.



AREAS OF FOCUS

EXPOSURE AND MARKETING



PRICING

Accurate pricing is a key factor in the success of a home sale. I will conduct a thorough market research, consider recent comparable sales, and be realistic about your property's value. A strategic pricing approach can maximize the likelihood of a timely and successful sale.



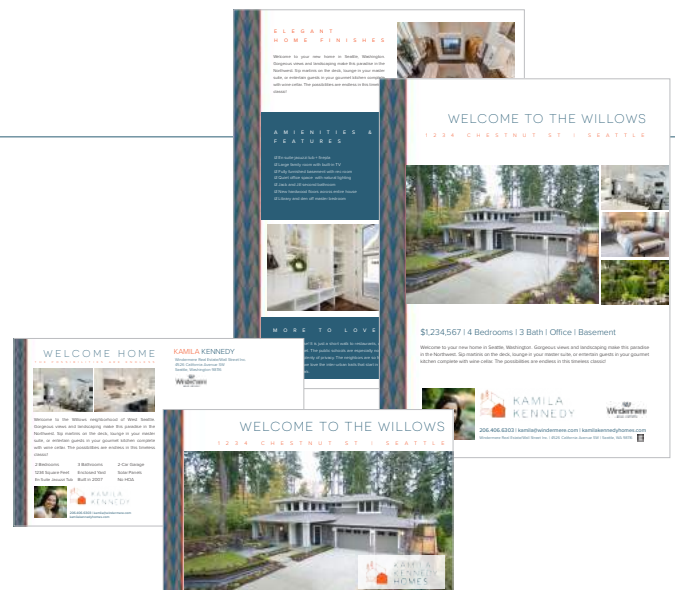
PUBLIC OPEN HOUSES

The more people that see your home, the faster it will likely sell, and open houses help achieve that goal. They also allow us to answer any questions about the home or neighborhood while face-to-face with potential buyers. Open houses are an important tool in getting your home sold quickly and at the best price.



PRINT MARKETING

Colorful flyers using premium paper will be designed for your property and placed on your property for potential buyers. Depending on your home and personal marketing plan, I will also send out Just Listed postcards to dozens of the neighbors or even hold an open house complete with invitations to get more eyes on your home.



AREAS OF FOCUS

A D I G I T A L P R E S E N C E



SINGLE PROPERTY WEBSITES

As we customize a marketing strategy for your home, we'll consider whether creating a unique website with property details and photo galleries is beneficial. In this fast-paced market, these sites are often unnecessary. But if we agree that a devoted website would help build momentum and bring local and international attention to your home, then we'll use our social media pages, network of past and potential buyers, and links on marketing materials to generate site visitors.



REDFIN realtor.com®

plus thousands more!



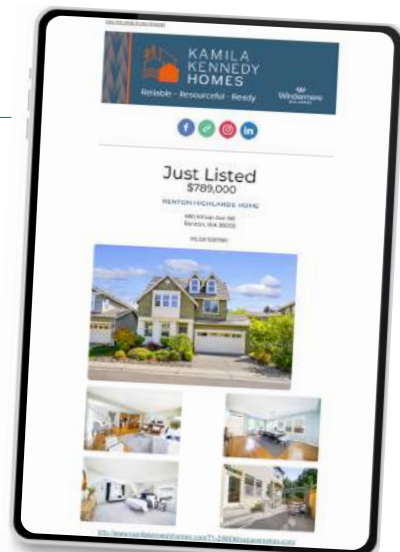
WEBSITE SYNDICATION

Your property listing will be syndicated on the most important real estate websites including Zillow, Realtor.com and more. We'll make sure no one misses seeing your home, no matter where they're looking.



EMAIL BLASTS

We'll send an email alerting top agents in our area to your listing. Buyers' agents jump to open these emails because they're all trying to stay on top of inventory and get their eager clients into competitive properties ahead of the competition. We sell a lot of our homes through buyer's agents we've known and worked with for years and as a result they pay attention when we alert them to an exciting new home on the market.



AREAS OF FOCUS

M O D E R N R E S O U R C E S



PROFESSIONAL VIDEOS

Videos are remarkably effective in marketing your home. They give us the opportunity to showcase the highlights as the video walks through your home. At times during an open house buyers may miss some of the features that differentiate your home from the competition. A well crafted and edited video allows us to focus on those specific features.



STUNNING PHOTOS

Buyers need to see what your home looks like before they decide to visit. To enhance the exposure of your home, I utilize a professional photographer who showcases all the best features of your home - inside and out.



3D VIRTUAL TOURS

To give buyers an immersive experience, we provide a 3D virtual tour to capture a three-dimensional representation of your home. With this feature, buyers can look at the floorplan from above, or move from room to room using their mouse. This helps potential buyers feel as though they are walking through the floorplan, allowing them to grasp the flow of the home and appreciate its design and features.



DOLLHOUSE
VIEW



FLOORPLAN
VIEW



3D WALKTHROUGH
WITH LABELS



AREAS OF FOCUS

NEGOTIATION AND CLOSING

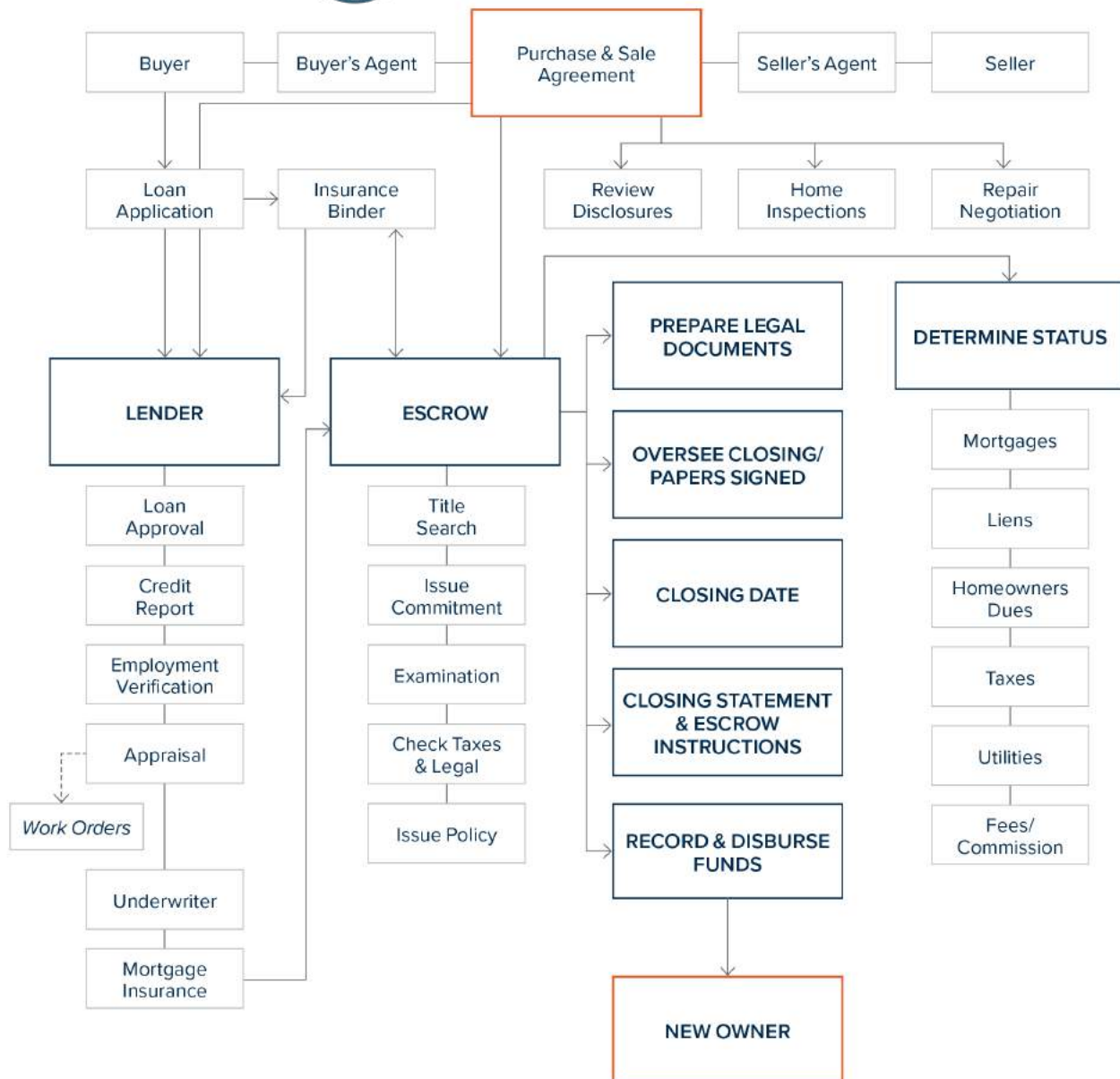


NEGOTIATION

Effective negotiation skills are crucial in navigating the complexities of a real estate transaction. I will guide you to facilitate a mutually beneficial agreement, leading to a successful and satisfactory closing for all parties involved.



CLOSING COORDINATION



COMMITMENT TO COMMUNITY

W I N D E R M E R E G I V E S B A C K .



Kamila is a proud board member at Westside Baby, a local non-profit that meets the basic needs of children to promote safety, security and healthy development in Western King County.

Windermere 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.

Kamila is the Windermere Foundation Representative for the West Seattle office.



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 \$41 million in donations.
- Assistance is provided to non-profit agencies dedicated to helping homeless and low-income families in our community.



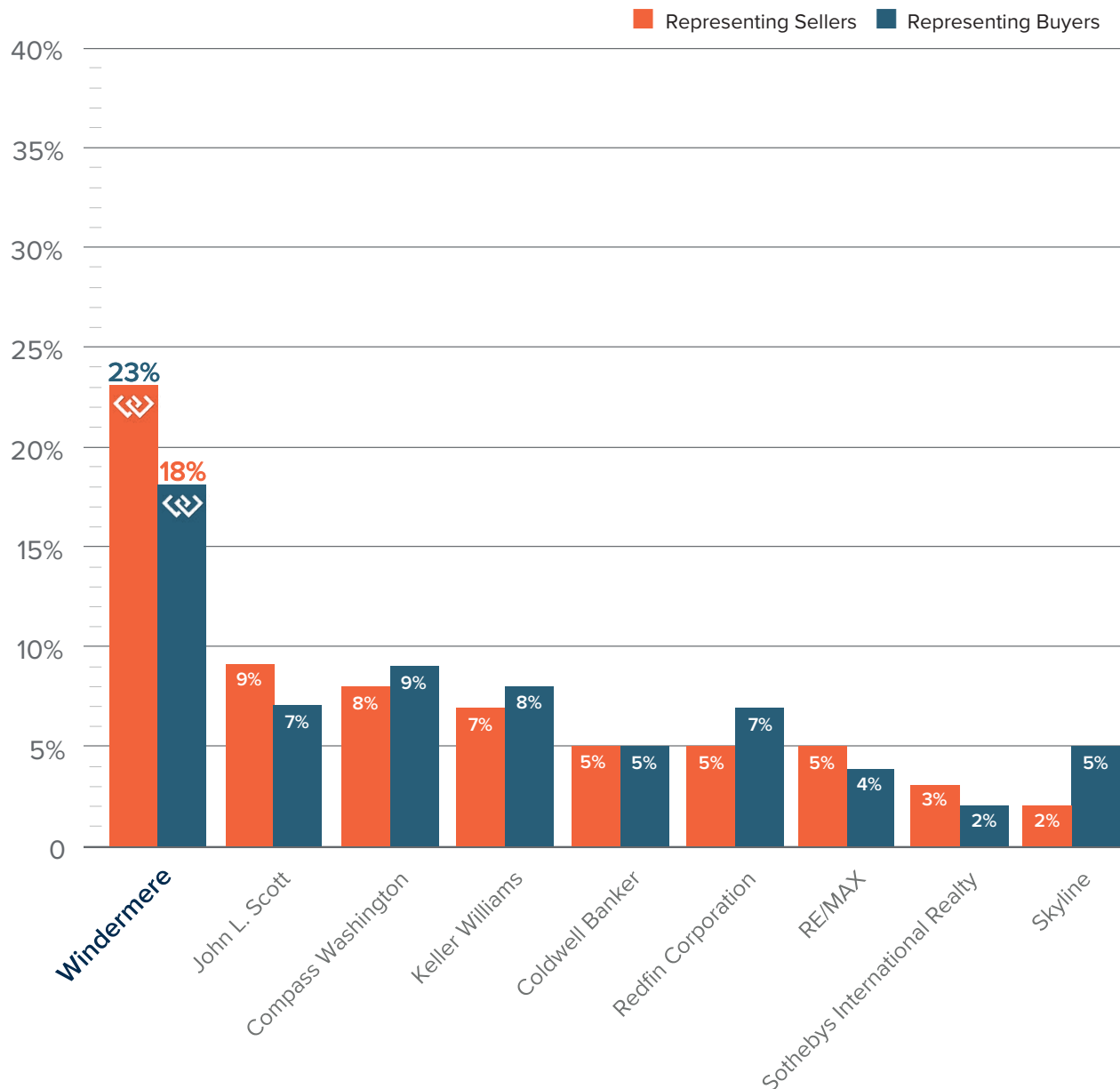
Windermere Community Service Day

- Every year since 1984, Windermere agents have dedicated a day of work to those in need.
- These hands-on projects benefit a wide variety of community-based organizations.
- Projects have included maintenance at a senior center, construction of a children's playground and sorting duties at a food bank.

2022 SEATTLE MARKET SHARE

T H E P O W E R O F W I N D E R M E R E

KING COUNTY: All Areas



All companies with more than 2% market share of both sellers and buyers are shown. Graphs were created by Windermere using NWMLS data and TrendGraphix, but information was not verified or published by NWMLS. Data reflects all new and resale single-family residences and condominiums sold from 1/1/2022 - 12/31/2022 in King County all areas.

COMMUNICATION GUARANTEE

M Y P L E D G E T O S E L L E R S



I pledge to be available between 8AM-8PM Monday-Sunday.



I pledge to return your calls, texts, and emails as quickly as possible, at least by the end of one business day.



While prepping your home for the market, I pledge to keep you up to date on the other homes that have come on the market that may be competition.



I will share all the photos, virtual tours and brochures with you to make sure you approve of how your home is being showcased and marketed.



Based on your preference, will electronically or hand-deliver correspondence of urgent nature.



I pledge to update you on all agents brokers, and clients that express interest in your home.



If there is an offer date established, I will communicate daily regarding disclosure packages being reviewed, and potential offers being written



I pledge to contact buyer's lender (if financed) prior to acceptance of an offer to establish relationship and qualify buyer strength.

Kamila Kennedy

OUTPERFORMING THE MARKET

M Y R E C O R D S P E A K S F O R I T S E L F

DOES YOUR INVESTMENT OUTPERFORM THE MARKET?

You deserve a REALTOR® who consistently does.

My Numbers vs. The Other Guys

Comparing list price vs. the price the home sold for over my career.

K A M I L A

110.18 %

Advantage:

8.62%

N W M L S

101.56 %

I H A V E C O N S I S T E N T L Y O U T P E R F O R M E D T H E M A R K E T .

Data from NWMLS up to 12/31/2022





"We sold two houses and bought one this year with Kamila, which may be a record for one-year real estate transactions for one family! She was absolutely great thru the whole process and really helped us reach our goals. The process started in February and just finished a couple of weeks ago. She has had high energy levels throughout, very good communication skills, very knowledgeable about the real estate business, and real determination to get the job done. Very good job, Kamila!"

- Bob and Patty



"Kamila is a true professional from the beginning of the selling process through closing and beyond! She provides a timeline, staging, amazing photos and videos of your home, and top notch advice every step of the way! She knows the market and has an outstanding reputation. I highly recommend her as your realtor!"

- Bridget and Bill



"Kamila is the best! When we decided to sell our West Seattle home, Kamila developed a timetable for all of the steps involved. Shortly after the staging was complete and the photos taken, the listing went live. Kamila is an excellent marketer and promoter. Open houses were held and in less than a week we accepted an offer above the listing price.

Kamila's attention to detail and her communication are great. She kept us informed during each step of the process and responded quickly to our calls and emails. She is enthusiastic, energetic, and makes the selling process go smoothly. We can recommend her highly for anyone thinking of buying a home or selling their home."

- Leo and Becky

THANK YOU!

I ' L L B E T H E R E F O R Y O U



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