

Service that is  
as elevated as  
your standards.

*Nothing Compares.*

WASHINGTON

TRI-CITIES



It's not luxury prices we  
serve, it's luxury service  
you can expect.

Understanding your expectations from the beginning  
ensures we are always working together toward the  
same goal.



# The Process Of Selling Your Home

Learning Your

—STORY—

Retter & Company | Sotheby's  
INTERNATIONAL REALTY

Our Standard

—SERVICE—

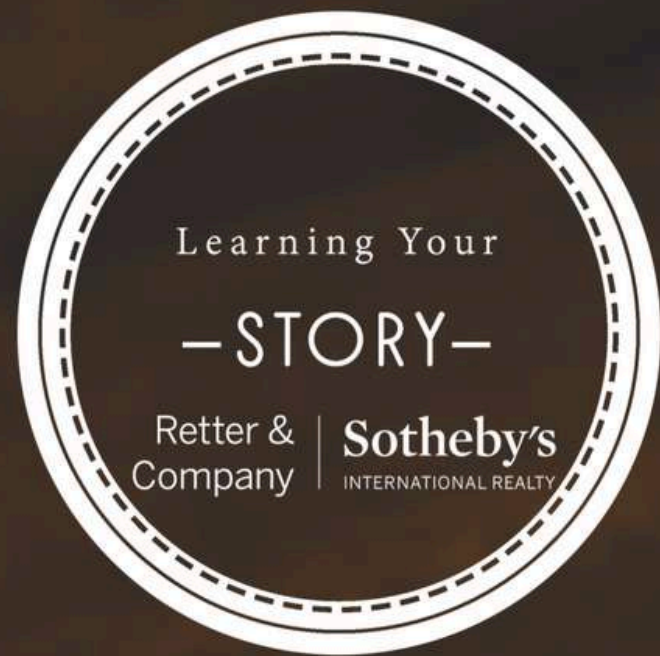
Retter & Company | Sotheby's  
INTERNATIONAL REALTY

Our Cutting Edge

—MARKETING—

Retter & Company | Sotheby's  
INTERNATIONAL REALTY





# We start with an in-person meeting.

We want to hear your story! Knowing your motivation and goals is paramount to our success in delivering the results you desire.



# Next, we'll walk through your home together.

You can provide us with valuable insight about why you bought your home, which helps us market it effectively. We'll discuss recommended actions like staging or pre-packing, and we'll talk openly about your home's features and drawbacks. We know all the right people to get your home in great shape.





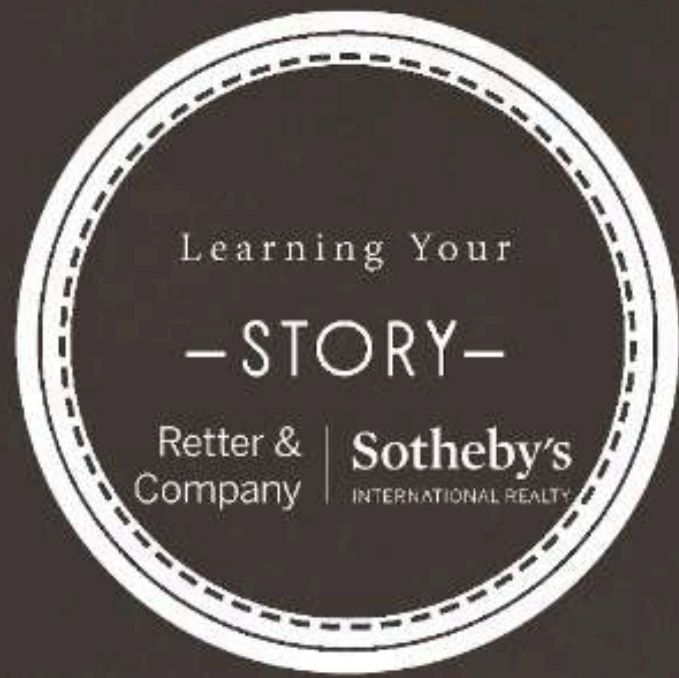
# Then, we'll discuss pricing strategies for your home.

Pricing your home properly from its first day on the market is critical to your success as a seller. Our extensive experience and well-researched market knowledge means we price your home correctly from the start - saving you time and money down the road. With advanced market-tracking software and quarterly market reports, we know this market inside and out.

We do in-depth research to provide you with the most up-to-date property evaluation. You'll receive a comparative market analysis utilizing homes like yours that are currently on the market as well as recently sold. This helps us determine the right value for your home.





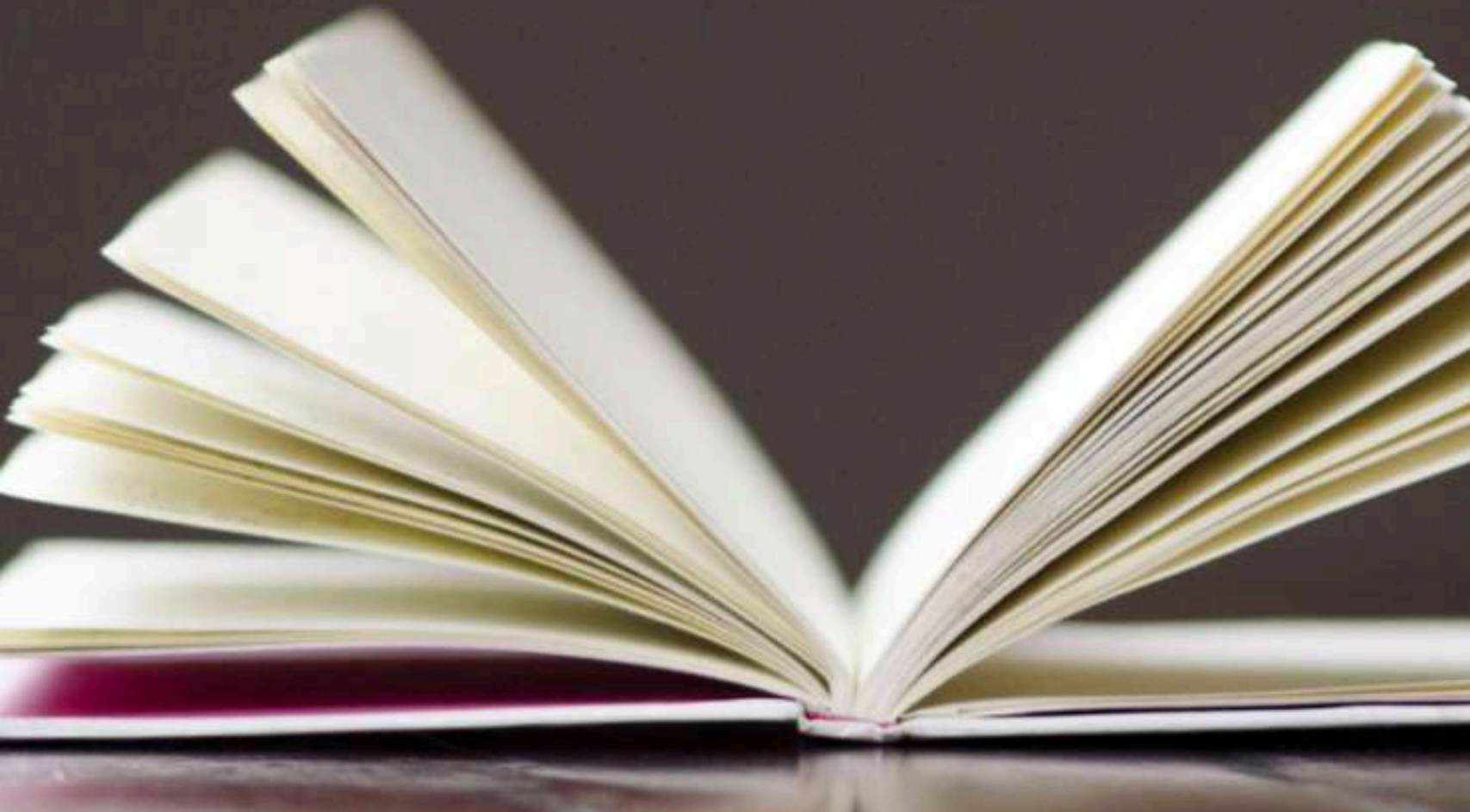


# Finally, we'll discuss expectations.

We believe one of our core responsibilities as your real estate broker is to prepare you for the selling process and help you set reasonable expectations.

Once we know what form of communication works best for you, we'll outline your expectations of us as your representative.

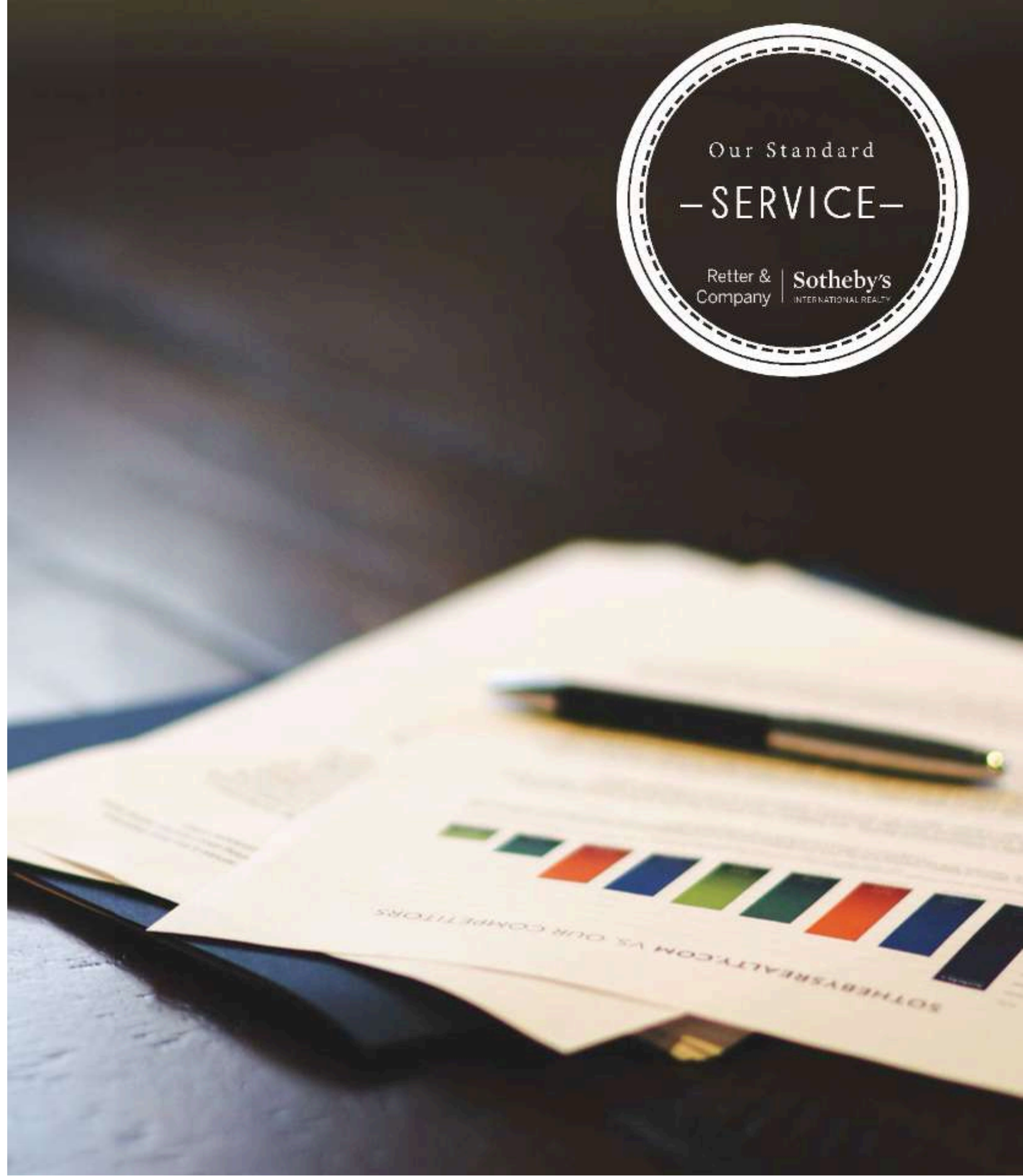
As the homeowner, you'll have a few responsibilities as well. Together, we'll figure out how we can work as a team to sell your home quickly and efficiently. We all have the same goal.



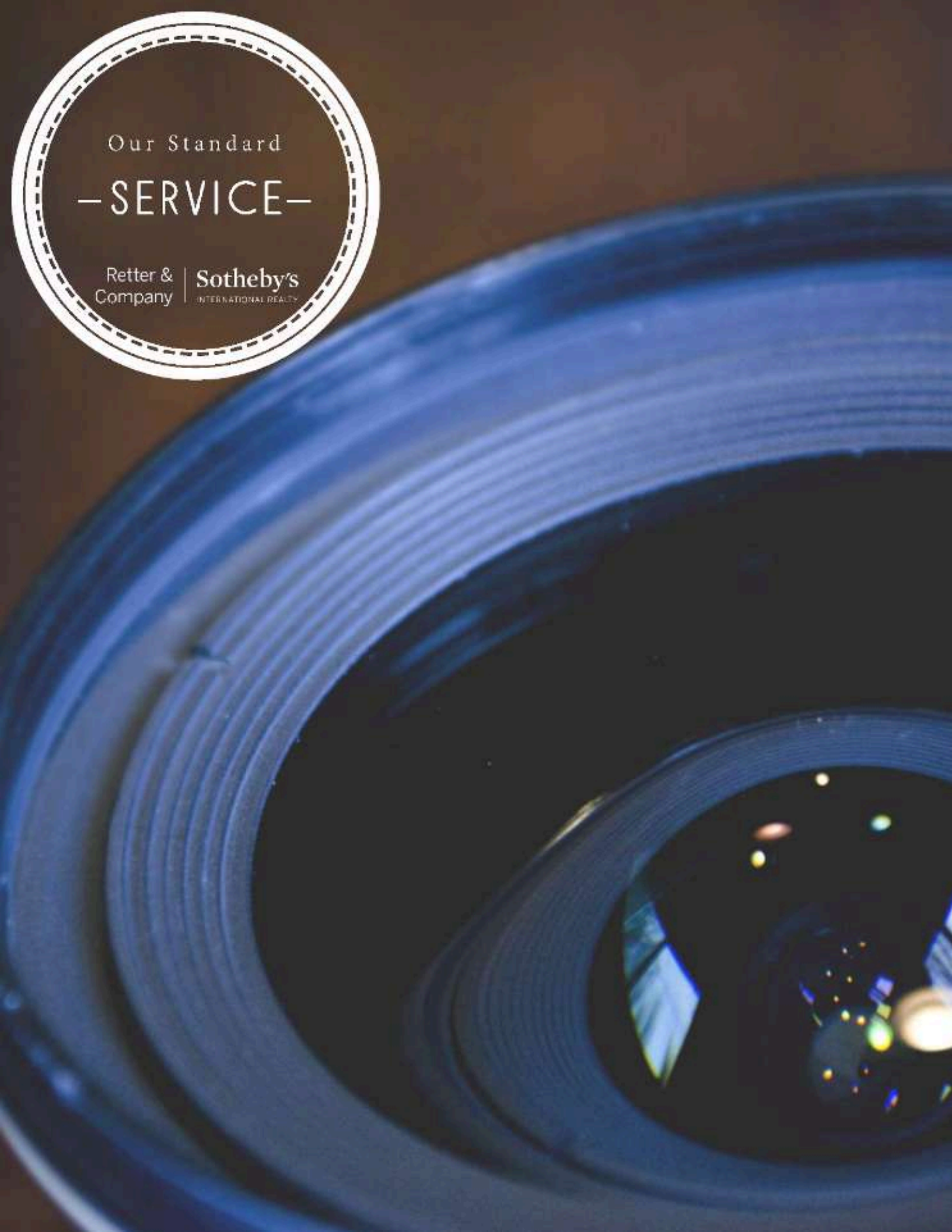


# We want you to feel like you're our only client.

Your home gets one chance to make a great first impression on the market, so we spend a lot of time and effort doing market research, evaluating comparable properties in the neighborhood, and perfecting the way your home will show. It's how we do business.







Our Standard

—SERVICE—

Retter & Sotheby's  
Company INTERNATIONAL REALTY

# We know professional photography is incredibly important.

That's why we employ a full-time professional photographer and videographer to capture the essence of your home, highlighting all of its wonderful features so it sells quickly for the best price possible.



# We want you to feel engaged in the selling process.

Communication is important to us and we want you to know what's happening every step of the way. That's why you'll automatically receive Online Marketing Summary Reports from us. Our online listing-distribution platform allows us to gauge interest of potential buyers so we can track analytics on who's looking at your home and from where they're previewing properties.







# Our Customizable Marketing Plan

The right way to sell your home involves executing a variety of marketing strategies to showcase your property locally and globally in the finest ways possible. Excellent photography, staging, pricing and representation are the four key pillars in our marketing plan. When you list with us, we'll customize a plan to meet your goals and commit to sticking to it together.

*Sotheby's*  
INTERNATIONAL REALTY



# Our Graphic Designers

Retter & Company Sotheby's International Realty's brochures are professionally designed and printed, beautifully illustrating key aspects of a property. Most people are visual in nature and having a photo-heavy brochure after they tour your home helps ensure it rises to the top of their list. Our direct mail pieces are also the highest quality and can be in prospective buyers' mailboxes just five days from list date.







# The Matterport 3D Media System

An immersive online 3D experience that gives buyers a true sense of the feeling of your property before they ever see it in person.

We put Matterport's industry-leading technology to work for your listing. Weed out less interested buyers, and attract more qualified open house attendees.





# Marketing your home properly takes experience and understanding.

We've got both. We know the Tri-Cities real estate market front-to-back and believe in making informed, strategic decisions when marketing your home. We execute innovative marketing programs, delivering maximum results. By utilizing Sotheby's partnerships and resources, we are uniquely positioned to present your home to a diverse, qualified client base. Always on the cutting edge of digital, social and print marketing strategies, we aim to present your home around the world with creativity and elegance.

Let us help you sell your home... the right way.



# Global Marketing

Not only is your home marketed to the Tri-Cities, it's marketed to the world!

Your home will also be listed on sothebysrealty.com and exclusively advertised with our international media partners.

We complement those efforts with targeted digital and print advertising plans that are exclusive to Sotheby's International Realty.

 YouTube

THE WALL STREET JOURNAL.



*Teads*  
The Global Media Platform

LUXURYESTATE

dwel

 theTradeDesk

Instagram

The New York Times

FINANCIAL TIMES

AD

 realestate.com.au

NIKKEI

facebook

MANSION GLOBAL

Google

 居外  
Juwai.com

South China Morning Post

PROPRIÉTÉS  
LE FIGARO

JamesEdition

PropGOLuxury

inman





# Local Advertising

In addition to your home being listed around the world, it's also advertised at home. Your home will be featured and promoted on our website, our social media pages, and in the Tri-City Herald. We believe in getting your home the most exposure possible to get you the best price possible.