CARRINGTON DURR GROUP

John L. Scott | REAL ESTATE

HOME SELLING GUIDE

VAN DURR

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REPRESENTATION

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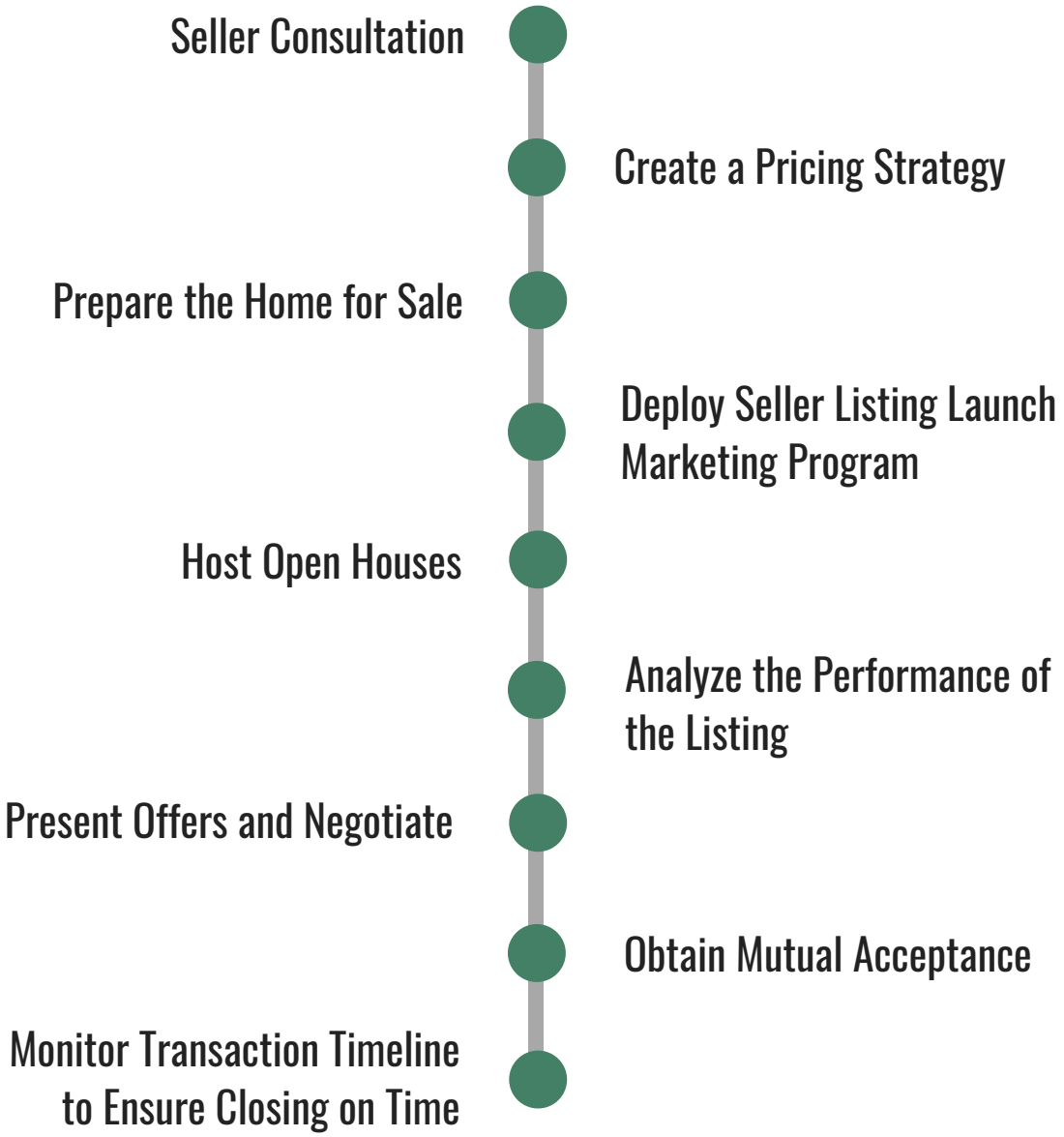
When selling a home, we utilize comprehensive marketing programs and strategies that not only highlight the qualities of your home, but also maximize the exposure of your home to reach the highest amount of potential buyers and the best results.

Here is a standard timeline of home buying steps:



COMMUNICATION

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NEVER BE LEFT IN THE DARK

We understand that selling a home can be emotional and stressful. In our experience, the clear and consistent communication we provide has gone a long way towards easing any anxiety.

Whether there is good news or no news to report, you can expect to hear from us with an update.

PRICING YOUR HOME

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FINDING THE SWEET SPOT

Pricing a home correctly can be the difference between receiving zero to multiple offers. Starting too high or too low could raise red flags with buyers. We will find the optimal list price that generates the most interest and action from the available pool of buyers.

PREPARING FOR THE SALE

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HOME MAKEOVER

In order to make the home more appealing to a wide range of buyers, we often suggest some combination of the following home readiness strategies:

- Home staging
- Professional photography
- Cleaning and de-cluttering
- Lightening and brightening

MARKETING YOUR HOME

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To reach the widest possible audience of buyers, we use multiple marketing channels to promote your listing, including (but not limited to):

Northwest Multiple Listing Service (NWMLS)

NWMLS is the primary source for new and current real estate listings. Only licensed real estate professionals may post listings here.

GPS HOME SEARCH APP + PROPERTY TRACKER

Stay connected to your home search where ever you go. Get instant notifications, a real-time GPS map, and view extensive photo and listing details.

Strategic Partnerships

Our expansive network of real estate connections offers clients the opportunity to learn about upcoming listings before they appear on NWMLS.

LISTING LAUNCH CAMPAIGN

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5 STEP MARKETING PLAN

Step 1

The Power of Professional Photography

We will take the time to help you determine what is needed for the necessary presentation, maintenance, or repair of your home. Your home's digital presence is the first exposure most buyers have to your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.

Step 2

Seller Listing Launch®, Engaging your Community

It's all about the backlog of buyers

Our exclusive, federally trademarked program is all about elevating the psychology of the backlog of buyers while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.

Step 3

Comprehensive Marketing Strategy

We market your home

Our exclusive marketing strategies will position your home to reach virtually every buyer. Our approach is designed to showcase your home to the largest audience in order to leverage your position in the market and get you superior results.

Step 4

Digital Marketing

Our award-winning website is the foundation for your ho
Every listing is complete with a custom property web addre
galleries, social media sharing, demographics and school data.

Step 5

Online Presence, We're Local, We're Global

We get maximum exposure through 65 countries. In addition to the dynamic visibility on our own website, we have a strategy for market exposure so your home is syndicated to the top sites throughout the country, across the globe and all local and regional real estate companies. We reach virtually 100% of all potential buyers through our online exposure of your property.

Leading Real Estate Companies of the World · Zillow · trulia · realtor.com · 居外

GIVING BACK

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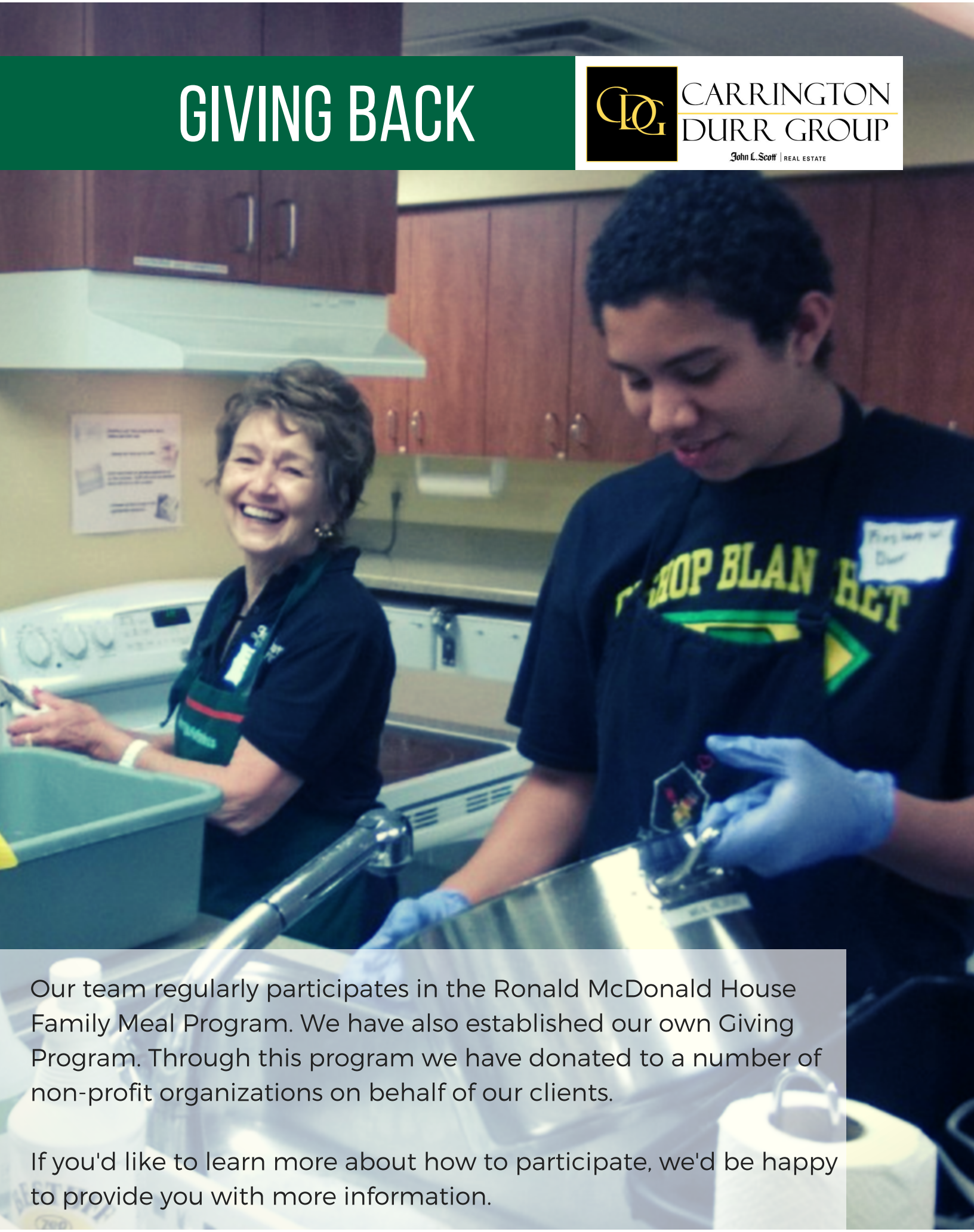

Our team regularly participates in the Ronald McDonald House Family Meal Program. We have also established our own Giving Program. Through this program we have donated to a number of non-profit organizations on behalf of our clients.

If you'd like to learn more about how to participate, we'd be happy to provide you with more information.

ABOUT US

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Wendy Carrington - Managing Broker

For over two decades, Wendy has provided residential and commercial real estate services throughout the King County area. She is an action-oriented broker who is committed to being responsive and attentive to the specific needs and goals of each client. Her real estate knowledge and dedication to providing outstanding service has resulted in numerous repeat clients and multiple John L. Scott top producer awards.

Wendy was first introduced to real estate when she worked as an on-site manager of a 48-unit apartment building while attending the University of Washington. Her experience showed her how she could directly, and positively, impact the lives of her residents. She obtained her real estate license shortly afterwards and has continued to serve the needs of others through real estate ever since.

Outside of real estate, Wendy is a proud wife and a devoted mother to her teenage son, Preston. She enjoys volunteering and participating in community events and organizations.

Van Durr - Managing Broker

Van has helped home buyers and sellers throughout the Seattle metropolitan area reach their real estate goals for over 25 years. His knowledge and experience in real estate has enabled him to overcome various challenges in the market. Combined with his commitment to client service, Van has built a successful track record which has translated into many John L. Scott top producer awards.

Van has spent most of his career working for some of the Pacific Northwest's most well-known brands. Before joining John L. Scott, Van spent 14 years with Alaska Airlines where he focused on customer service. The transition to real estate was seamless and has enabled Van to provide a more personal and long-lasting client experience.

In his spare time, Van enjoys spending time with his family, fishing, traveling, and cooking.

ABOUT US

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Zoe Durr - Broker

Zoe Durr spent her Pacific Northwest childhood immersed in sports and community, developing a work ethic that earned her full academic and sports scholarships to The Evergreen State College. This same drive directs every step of a real estate experience with Zoe.

Zoe's professionalism is augmented with compassion developed in working with local YMCA and Boys and Girls clubs, and is matched by a real estate knowledge meticulously gleaned from an early career as with the then-top property management firm in the state of Idaho. In her role as Senior Property Manager specializing in Multi-Family, New Construction, Lease Ups and HOA management, Zoe rounded out her portfolio by overseeing the completion and day-to-day operations of two new mid-rise off-campus student housing buildings for Boise State University.

Zoe has returned home to the Emerald City to join The Carrington Durr Group here at John L. Scott, where she hopes to pursue her dreams and get to the next level of her career in real estate. Outside of the office, Zoe loves modeling all of the above on adventures with her two beautiful children.

Thao Nguyen - Marketing & Administrative Assistant

Thao supports day-to-day business operations regarding the team's marketing efforts. Her administrative and marketing skills and ability to handle multiple responsibilities allows the team to focus on delivering the highest quality service to meet the client's expectations.

Thao is a graduate from Seattle University, She finished her four-year undergraduate study focusing on communications and marketing and looks forward to starting her career life with Carrington Durr group. Thao's skills of marketing and social media will help the team to build better promotional strategy to create stronger brand perception with the public.

In her spare time, Thao enjoys listening to music, hanging out with friends, and traveling.

ABOUT US

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Our Awards & Regconition

Chairmans Circle 2020

Chairmans Circle 2019

Chairmans Circle 2017

Presidents ELITE 2018

Presidents ELITE 2016

CERTIFIED SELLER MARKETING SPECIALIST®

CERTIFIED BUYER REPRESENTATION SPECIALIST®

John L. Scott Support Staffs

Sarah Hodge - Transaction Coordinator

Sarah performs administrative and clerical support for the Seattle branch and to our team. She provides a wide range of transaction coordination services, making our client's transactions flow smoothly as we work towards a successful close.

Tuli Moose - Marketing Service Representative

Tuli is the face of the Seattle branch as the first point of contact for walk-in customers. She assists our team by providing marketing support, technical assistance, and a variety of administrative tasks. She plays an instrumental role in creating a positive work environment and ensures that the office provides outstanding service to all clients.

CLIENT TESTIMONIALS

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"Van made himself available 24/7 and was willing to help with any question I had, no matter how obscure or difficult. His experience in a very competitive Seattle market really set him apart from anybody else and is the sole reason I was able to get a new condo as quickly as I did.

He is honest and really understands what I was looking for in a new place. I would 100% recommend Van to all of my friends and family moving to Seattle."
- Gavin

"We couldn't recommend Van more highly. Our number one priority was having an agent who listened to us. Van not only listened, but he took notes about our conversation the first time we met him at an open house, and that's why we invited him back to talk to us when it was time to put our place on the market.

Van and his partner Wendy were always positive and helpful about the marketing process but they didn't sugar coat anything. They expected the house to sell quickly (and it did), but they made sure we understood that it was the market that would ultimately determine the results, and that was a difficult thing to predict much less guarantee. Their recommendation on pricing for the market was spot-on. We don't think we would have gotten nearly as much interest in the house if the initial pricing hadn't been set where it was.

Van was professional and friendly. We never felt like we were on our own when it came to the selling process and he was always available with information and help from the beginning of the process to the closing."
- Dave & Joan- Sherri

"Van did an excellent job in working with us and selling our condo.
We live in Alaska and our condo is in Seattle. Yet, Van made everything easy. He was immediately responsive to any question or concern. He guided us throughout the entire process. And, he has a delightful sense of humor."
- Linda

MY 5 STARS REVIEWS

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Van Durr, John L. Scott Real Estate

★★★★★

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Google Reviews ★★★★★

Zillow

Bought and sold a home in Bonney Lake, WA

★★★★★

Van Durr was instrumental in guiding us in our journey to sell our current home and acquire a new home. His knowledge of the housing market and the surrounding/local area was instrumental in helping us to make the best choice for our future purchase. Van is a consummate professional who actively listened to our interests. I will entrust Van and his team with any future needs and highly recommend him!

Sold a home in Bryant, Seattle, WA

★★★★★

Van is a super nice guy that will be a bulldog when needed to protect your interest. He will not push an agenda on you, but will do whatever you ask to sell your property. I both bought and sold my VRBO property from him because he is totally trustworthy and one great guy.

Bought a Townhouse in East Queen Anne, Seattle, WA

★★★★★

Our needs were very specific and the Seattle market was a challenge to find everything we wanted. Van is very good at understanding what kind of home his clients are asking for, even if they don't know what we were doing since this was our first home in the area. His experience in the area is obvious and the homes he recommended where top notch!

Sold a Single Family home in Seattle, WA.

★★★★★

We couldn't recommend Van more highly. We don't think we would have gotten nearly as much interest in the house if the initial pricing hadn't been set where it was. Van was professional and friendly. We never felt like we were on our own when it came to the selling process and he was always available with information and help from the beginning of the process to the closing.

Bought a Condo home in Seattle, WA.

★★★★★

Vann made himself available 24/7 and was willing to help with any question I had, no matter how obscure or difficult. His experience in a very competitive Seattle market really set him apart from anybody else and is the sole reason I was able to get a new condo as quickly as I did. He is honest and really understands what I was looking for in a new place. I would 100% recommend Vann to all of my friends and family moving to Seattle!

Bought a home

★★★★★

Van was an excellent resource and guide for us as we were looking to purchase a condo in Seattle. We ended up purchasing one of the first condos he had selected to send us for our review. We recommend him highly.

Sold a condo in Seattle, WA

★★★★★

Van did an excellent job in working with us and selling our condo. We live in Alaska and our condo is in Seattle. Yet, Van made everything easy. He was immediately responsive to any question or concern. He guided us throughout the entire process. And, he has a delightful sense of humor.

Bought a home in East Queen Anne, Seattle, WA

★★★★★

Van is incredibly knowledgeable about condos and homes in and around Seattle. Not only does he have expert knowledge about the market and it's current trends but he is well versed with all parts of purchase and sale agreements. Van was and still is responsive to all needs and questions that I have about real estate in Seattle.