



DANFORTH

Brent Fosso Cell/Direct: 206-371-5060

Helping People Achieve Their Real Estate Goals in Seattle and the Surrounding Area

Experience Selling a home is an important decision. Success can often depend on choosing the right realtor. With any transaction I'm involved with, I bring my 20 plus years of real estate experience and apply my negotiation skills and knowledge of marketing, staging, construction, remodeling, and much more. I will use my real estate knowledge and experience to help you achieve your goals. I am a lifetime Seattle resident and am well familiar with its neighborhoods. I've been through "good" as well as more challenging real estate markets. Two qualities of an excellent real estate agent are superior research and negotiation skills. Home sellers need a realtor who knows the market and one who can get them the best price and in a timely manner.

Integrity As your realtor, I will always look after your best interests, and will work hard to give you quality service and representation. Everything I do will be geared towards accomplishing your real estate objectives, and I will always be upfront with you about what is the best approach to meeting your goals. Having me on your side is an asset, and I will never take it for granted that you chose me to be your real estate agent.

Dedication Selling a home can be emotional. We cherish the memories we have made in our home. Giving you quality service is my highest priority. I am a perfectionist by nature and always make sure my job is done right. I will be committed to helping you achieve your real estate goals. Serving my real estate clients' best interests is my commitment, and you can take comfort in knowing that I am working for you.

I look forward to hearing from you and helping you achieve your real estate goals.

Brent Fosso

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Marketing Your Home: Stage 1

Photo Gallery I strongly believe that a beautiful photo gallery of your home is extremely important. You will find that, even if you don't consider your home to be beautiful, it will look its absolute best with a great photo gallery. Most buyers today begin their search on the web, so great photos are a must. I always hire, at my expense, a professional photographer to best capture and highlight your home's attributes. To view examples, look at photos of my current and sold listings on my website. I am constantly amazed at how many real estate agents skip this vital step. A great photo gallery is the first step to getting a buyer to fall in love with your home.

Property Flyer The property flyer is another important marketing tool. The flyer on the street sign and in the home is the one thing potential buyers take with them. The information on the flyer both emphasizes and reminds potential buyers of your home's unique qualities, features, and the benefits your home offers. I also make sure to include on the flyer the photo gallery web address, so they can view all the wonderful pictures my professional photographer has taken of your home.

Staging and Consultation There are many things that a buyer considers before determining whether he or she is interested in your home and whether to purchase it. Presenting your home in its best light is always important. Occasionally, I assist by helping to stage a vacant home to give it that "comfortable" feeling. A home with furnishings is much more inviting than a home that is empty. This is not always necessary but it often helps. And if your home is occupied, either by yourself or another, I can give you advice about how to improve a buyer's first impression.

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Marketing Strategy: Stage 2

Target Marketing Getting the word out about your home is key. I use many methods to accomplish this. Because my Coldwell Banker office is one of the largest in the greater Seattle area, more real estate agents will be directly familiar with your home. Of course, your home will also appear on all the other Multiple Listing Service member sites such as Windermere.com, JohnLScott.com, Prudential, among many others. I will **also** place your home on Craigslist.org, Realtor.com, Trulia.com, Zillow.com, and others for maximum exposure.

Open Houses Many real estate agents will say that open houses don't sell homes. However, I have experienced many exceptions to this common belief. Sunday is a day when people traditionally want to view homes. Making your home available on a couple of Sundays is a good way to reach those who are specifically interested in your home and neighborhood.

Broker Opens These are open houses during the week when real estate agents are invited to view your home. These opens are not intended for the general public, but they are certainly welcome to come if they wish. These broker open houses help get the word out to other agents who are looking for homes for their current buyers. I always recommend having a couple of these.

Much More... There are many other methods for marketing your home other than the ones I've mentioned. Every home is unique. I will create a marketing strategy that is specific to your home with the intention of getting the highest price for you and within a short period of time. I look forward to helping you get your home SOLD!

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A Little About Me I have lived in Seattle my entire life. As you know, it's a wonderful city. My wife and I have been married for over 10 years, and we have two wonderful daughters ages 7 and 9.

All my life I've been drawn to real estate in one way or another. As a child I was often involved in various home remodeling projects with my father. He wore a suit and tie to work, but on the weekends he enjoyed working with his hands. I cherish the memories of the home remodeling projects we worked on together.

After my college days, I decided to delve into my true passion and pursue a career in real estate. This was way back in the summer of 1984. I sold a nicely remodeled home to a growing family in West Seattle. They were excited about purchasing their first home. That clinched it for me — I truly appreciated the emotional connection this family had to their new home. For more than 25 years now, I've brought buyers and sellers together for home purchases and sales all over the greater Seattle area. Over the years, my love of real estate has remained a constant. I know Seattle's unique neighborhoods and its various home styles. I also know a great deal about houses from their construction, to their sale.

Though some people come and go in this town, my wonderful wife and I will always live right here, in this jewel by the sea – Seattle.

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Thank You I appreciate you spending the time to review my resume. I know that choosing the right real estate agent is very important, and should be done after careful thought. I hope you value my experience and expertise, and choose me to be your realtor. I would love to help you achieve your real estate goals and get your home SOLD.

I look forward to hearing from you. Please feel free to call me or email.

Sincerely,

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PS. The next two pages are examples of property information flyers I have created for other listings. I will customize a flyer highlighting your home's qualities which will be available inside your home and in the flyer box attached to the Coldwell Banker "For Sale" sign. Having an attractive and informative flyer is important because it is what potential buyers take home with them. The flyer will include an internet address directing buyers to a beautiful photo gallery of your home.

GORGEOUS CRAFTSMAN

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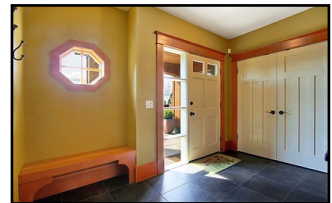
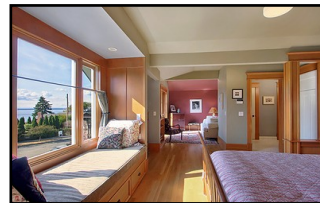
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Features:

- 5 Large Bedrooms
- 4 Beautiful Bathrooms
- Full Master Suite with Deck
- Large Formal Dining Room
- High Ceilings Throughout
- Great Home Office with Built-ins
- Home is 3,360 square feet
- Lot is 5,750 square feet
- Total Renovation
- Cherry Kitchen & Breakfast Area
- Beautiful Guest Suite and Bath
- Elegant Family Room
- Six Foot Italian Spa Bath
- Trex Lifetime Decking
- Broadband & Phone Throughout
- Sound and Mountain Views
- Wonderful Neighborhood



1708 47th Avenue SW



The Jewel of North Admiral. PERFECT! Beautifully remodeled Craftsman view home. Great family floor plan with high ceilings throughout. Master suite includes fireplace, great bath with double sinks, and sitting room opens to view deck. Gorgeous family room and guest suite. Remodeled inside & out with attention to period details. Chef's kitchen opens to expansive entertaining deck. Landscaping with brick pavers is private and enchanting. Two car garage plus additional parking. Super energy efficient. This home has it all.

Photo gallery web address goes here.

Note: Square footage is based on information available, including County records. Information has not been verified by agent and should be verified by buyer.

CLASSIC RENOVATION

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Features:

- 4 Bedrooms
- 1 3/4 Bathrooms
- Light Filled and Spacious
- Dining Area and Home Office
- Home is 2,500 square feet
- Lot is 9,900 square feet
- Beautifully Restored
- Great Kitchen with Tons of Counter Space
- Garden View Breakfast Area
- Tranquil Rear Patio & Grape Arbor
- Expansive Family Room or Bedroom
- High Ceilings Even in the Basement
- A Great Neighborhood
- Walk to the New Light Rail
- Nice Territorial View
- Quality Throughout
- A Great Home For Entertaining



6113 39th Avenue South



CRAFTSMAN BEAUTY! Meticulously restored to its historic charm. Light filled and spacious with 4 bedrooms, 1 3/4 baths, dining, hardwoods, & fireplace. Has new paint inside and out, double pane windows, roof, plumbing and electrical, and energy efficient natural gas furnace. Expansive lot is 9,900 square feet. Stroll through the yard under the Italy inspired grape arbor and outside dining area, or quietly relax in a hammock. Great neighborhood & close to park and the new light rail. Inside and out, this home is gorgeous!

Note: Square footage is based on information available, including County records. Information has not been verified by agent and should be verified by buyer.

Photo gallery web address goes here.

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Call Brent
today!

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Thank You Again

Well I hope this information about my real estate services has helped show you why I would be a very good choice as your realtor. Please feel free to call or email me with any questions you may have. I greatly look forward to hearing from you.

Sincerely,

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