



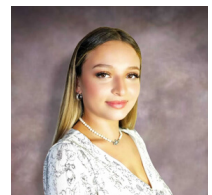
Selling with Confidence



Milaina West, Managing Broker
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MilainaWest@gmail.com
LivingInGreaterSeattle.com

KW GREATER SEATTLE
KELLERWILLIAMS REALTY

Each office is independently owned and operated. 



Alexis Pezeshki, REALTOR®
214.998.3259
Alexis@milainawestgroup.com
LivingInGreaterSeattle.com

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Real Value

Real Expertise



MILAINA WEST
MANAGING BROKER, REALTOR®

CREDENTIALS

OWNER
Milaina West Group

KW Luxury Member | 2022
Certified Negotiation Expert | 2022
KW Relocation | 2022

AWARDS

2019, 2020, 2021
Homesnap Excellence in
Client Service

2022
KWGS Top Producer -
1st, 2nd, 3rd, 4th Quarter
Homensap Top 5%

2023
KWGS Top Producer -
1st, 2nd Quarter

Five Star Professional |
2022's Rising Stars



1307 N 45th ST STE 300
Seattle, WA 98103

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owned and operated



Born in Dallas, Texas y'all! The moment I landed in Seattle I knew this was home for me. So about three months later I packed up my entire house along with my husband, two kids, two cats, and a dog to move to the Pacific Northwest. We've never looked back! I have been in the real estate business for over fifteen years. This includes Property Management, Financial Health and Wellness, Investment Strategies and then for the last several years a Seattle Relocation Specialist. Some of that experience includes helping employees from major tech companies (you probably can guess which ones those are) in the area relocate and adjust to their new city by specializing from rentals to assisting in home purchasing.

My favorite part has been the connections and friendships I have made over the years. I also love to travel and explore new places, I mean who doesn't?! Although it's hard to beat the Greater Seattle area for things to do or see!

It would be my honor to help as many people as I can find their next home or investment property!

A Simple Proposition

Less Time

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

Least Amount of Hassle

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

More Money

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.



Years in the Industry



Total Clients Served in the Last Four Years



Clients Served in 2022

Real Value

Real Expertise



ALEXIS PEZESHKI
REALTOR®, CNE

CREDENTIALS

**Transaction Coordinator +
Operations Manager**
Milaina West Group

Certified Negotiation Expert
Relocation Expert
Listing Specialist
Coordinates All Transactions
Marketing Guru
NAR Member
NWMLS Member
KW Rainbow Network Member

EDUCATION

Shoreline Community College



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Meet Milaina West Group's Transaction Coordinator and Operations Manager! Alexis Pezeshki was a student of Communication & Multicultural studies prior to beginning a career in the real estate industry. Before becoming an agent, she managed leasing offices around the Seattle/Bellevue area and specialized in contract writing and review. Now a licensed broker and left-hand-woman to Milaina, this small team-of-two competes with Keller Williams Greater Seattle's other top producers.

Alexis is thrilled to be by Milaina's side for every transaction, ensuring a smooth close every time. This mother/daughter combo can't wait to help you sell or buy your next home!

WIN-WIN

or no deal

INTEGRITY

do the right thing

CUSTOMERS

always come first

COMMITMENT

in all things

COMMUNICATION

seek first to understand

CREATIVITY

ideas before results

TEAMWORK

together everyone
achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people

"It's easy to be a star when everything goes smoothly, but when wrinkles appear from out of nowhere, you need someone who can iron things out. **Milaina and her team helped us buy and sell our property in Lynnwood and made sure everything happened on time.** She arranged everything from inspection through cleaning."

Andrew P.



"Milaina helped us buy and eventually sell a two bedroom townhouse in West Seattle. She and her team were able to help us understand the process, as we knew almost nothing as first time home buyers. **Her team was very helpful with the staging and prepping process when we sold the house later, and were very responsive no matter the day.**"

Diego C.

"Milaina and her team are stellar...**Milaina will go out of her way to make you feel comfortable, secure, and in the know...** She was someone I knew I could call for advice on anything home related. Whether you are looking to buy or sell, Milaina and her team will go above and beyond to get you the best possible outcome."

Chanel W.



"How do you find a REALTOR® that you can trust with one of the biggest decisions of your life. We were very fortunate to have met Milaina who explained the whole process in simple terms... **She goes above and beyond trying to make this as less stressful as possible...** We highly recommend contacting her for your realty needs. You won't be disappointed."

Nancy B.

The Proof is in *My Numbers*



These numbers depict not only the trajectory of my business, but the expertise, dedication, and commitment that you will receive.

Source: NWMLS All Areas, 2021 vs 2022

Outpacing the Market

81X

Year over year, the total volume of new listings I've taken grew 968%.

38X

Year over year, the total units of new listings I've taken grew 634%.

67X

Year over year, the total volume of listings I've sold grew 543%.

38X

Year over year, the total units of listings I've sold grew 267%.

A Portfolio of Excellence



21915 3rd Ave SE | Bothell

5 Bed, 3.25 Bath | 4,394 Sq. Ft.

List Price: \$1,249,850

Sold for \$1,330,000, **6.4%** over list price



21931 3rd Ave SE | Bothell

3 Bed, 2.5 Bath | 2,610 Sq. Ft.

List Price: \$1,179,950

Sold for \$1,179,950, **100%** of list price



12617 54th Ave W | Mukilteo

3 Bed, 2.75 Bath | 2,511 Sq. Ft.

List Price: \$879,950

Sold for \$980,000, **11.4%** over list price



3227 23rd Ave W | Seattle

3 Bed, 1 Bath | 1,450 Sq. Ft.

List Price: \$825,000

Sold for \$860,000, **4.2%** over list price

Listing Preparation *Services*

Design and Renovation Consultation

In preparation for selling your home, I can help you with whatever challenges you are facing with your current space and create an action-plan for your project.

Our Work



Bright & Spacious Bothell Home

21915 3rd Ave SE | Bothell

List Price: \$1,249,850

Sale Price: \$1,330,000

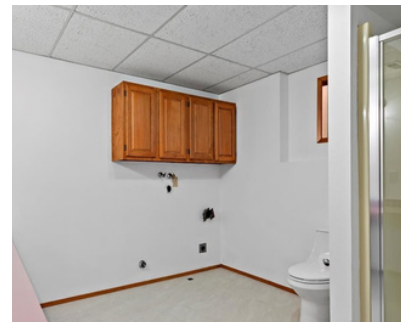
5 bed | 3.25 bath | 4,394 sq. ft

With a little TLC we made this home shine and it sold in just four days for \$80,000 over list price!

Before:



After:



Listing Preparation *Services*

Our Work



Beautifully Updated Bothell Home

21931 3rd Ave SE | Bothell

List Price: \$1,179,950

Sale Price: \$1,179,950

3 bed | 2.5 bath | 2,610 sq. ft

Keeping the original style of the home in mind, we added modern updates while placing an emphasis on longevity, choosing beautiful neutral colors that will stand the test of time.

Before:



After:



Full Service Brokerage vs. Discount Brokerage

Discount Brokers

have an average tenure of five years, work as W2s on salary, have no skin in the game, and their incentive for your listing is approximately \$350.

Traditional Brokers

often state they offer full service. As a seller, pay close attention to what they are prepared to do for your listing to cause a successful sale for you.

Full-Service Brokers

should give you confidence and an understanding that your broker is going the extra mile to meet (ideally exceed) your expectations by demonstrating comprehensive value. We invest in our success.

	Discount	Traditional	Our Model
Listing Prep Advice			
Upfront Prep Investment			
MLS Database Entry			
MLS Database Syndication			
Target Market Top Buyer Brokers			
Transaction Warranty Protection			
Professional HDR Photography			
Professional Collateral			
Transparency & Single Contact			

Why Keller Williams?

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates across the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology to keep you informed and engaged in what's happening in the local market.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matters most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.



Win-Win
or no deal

Integrity
do the right thing

Customers
always come first

Commitment
in all things

Communication
seek first to understand

Creativity
ideas before results

Teamwork
together everyone
achieves more

Trust
starts with honesty

Equity
opportunities for all

Success
results through people

Credentials & Awards



2019 | 2020 | 2021
Homesnap Excellence in Client Service

2021
Top 15% | First Half of 2021

2022
Top 5% | First Half of 2022



Member of Institute for Luxury
Home Marketing

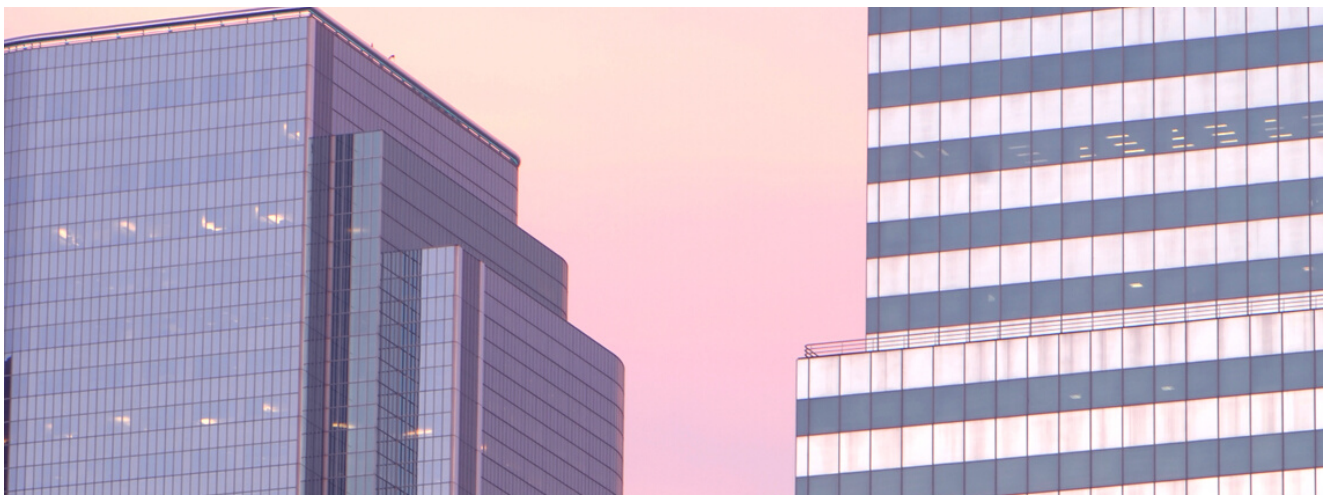
kw | Relocation
2022 | Official Member



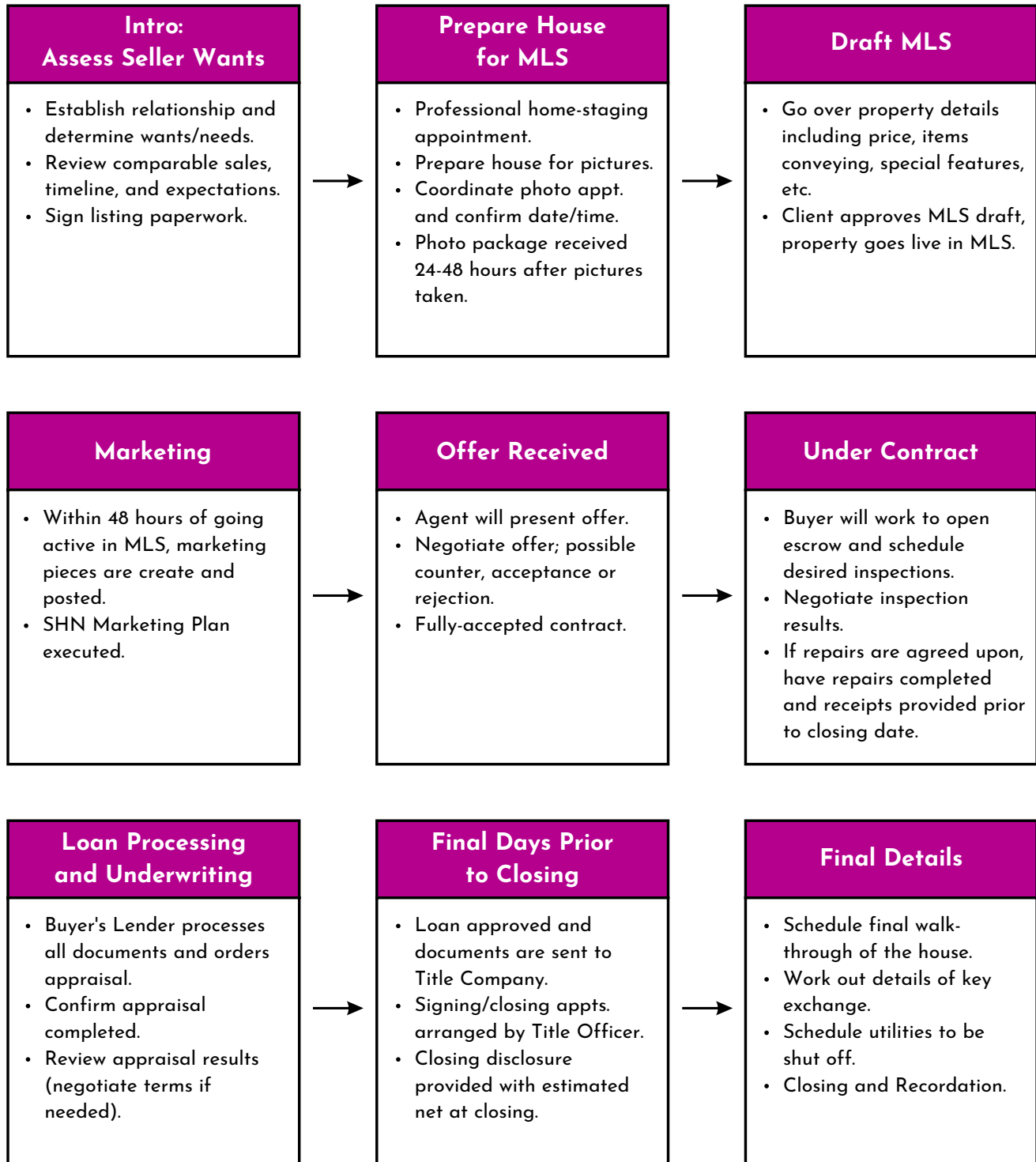
KELLERWILLIAMS
Luxury
2022 | Official Member

FIVE STAR
PROFESSIONAL
2022
Winning Women
in Real Estate

CNE
2022
Certified
Negotiation Expert



Seller's Road Map



Cost to Sell

Your Home

Calculating Your Net Proceeds

Existing Home Loan	+\$
Other Liens	+\$
Standard Title Insurance	+\$
State Excise Tax	+\$
Loan Discount	+\$
Escrow	+\$
Brokerage/Service Fees	+\$
Proration of Interest	+\$
Recording	+\$
Inspections	+\$
Potential Repairs/Miscellaneous	+\$
Total Estimated Disbursements	=\$
Sale Price of Home	+\$
Estimated Disbursements	-\$
Estimated Net Proceeds	=\$

Maximizing a Home's Sale Price

Create Space

Declutter and depersonalize your home as much as possible. Renting a storage unit can be helpful here. Remove personal family photos and clear surfaces. Each surface should have no more than three items on it.

Organize closets and cupboards and start packing items you don't use every day. It will help buyers see past the 'stuff' and gives the impression of more room.

Go Green

When replacing household items, opt for energy-saving alternatives. Windows, HVAC, lighting; energy-saving utilities can save big bucks, while attracting buyers.

Make Budget-Friendly Fixes

Fresh paint, clean carpets, and new faucets can go a long way without breaking the bank if the house just needs to be freshened up.

Stage Your Home

Appeal to a larger pool of buyers by allowing people to better visualize themselves in the home. Staging can be done by a professional, or on your own, and will not only increase your home's sale price, but likely help it sell faster as well.

Stage Outdoor Spaces

Update doorknobs and locks, paint the front door, and be sure outdoor furniture is clean and well-kept. And a few color pots or plant flowers for added color.

Staging Matters

- Staged homes sell for 1-5% more than homes without staging.
- A staged home spends 70% less time on the market.
- Staging is an investment, not a cost, to ensure a higher rate of return.
- Potential buyers want to fall in love with a lifestyle, staging provides that. They make an emotional connection to the home.
- Buyers spend an average of 40 mins in a home that's staged as opposed to 10 mins in a vacant home.



Pricing *Right*

Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

Get a Comparative Market Analysis (CMA)

A Comparative Market Analysis (CMA) is a document, drawn from a local Multiple Listings Service (MLS) database, that presents pricing information, property details, and photos of homes similar to yours (termed "comps") that recently sold, failed to sell, or are currently on the market in your area. A real estate professional will typically provide you with a CMA as part of a listing presentation he or she delivers at your home in hopes of being able to exclusively represent your interests when you sell. This CMA will include the price or price range the agent suggests for your listing. Generally, studying what has worked in your area - and what hasn't - will help you to strategically price, position, and present your property to sell for top dollar in a reasonable time frame, with the least inconvenience for you.

Allow Room to Negotiate

Adding a bit of a cushion to your asking price is a wise move. Most buyers will want to engage in some wheeling and dealing, so set your sale price to allow for this. Your agent can help you determine the amount of wiggle room. Another way to help seal the deal is offering to cover closing costs, while sticking to a higher asking price.

Pro Tip

Online pricing tools are notoriously inaccurate, so it's unwise to view them as good assessments of home values. Between your agent's pricing recommendation and any online price tool, the former will always be able to provide you with a better idea of how much your home is actually worth.

Your agent will also help you determine the best pricing strategy for the current market and season. Even in a hot seller's market, not every home will get top dollar if not priced correctly. Your agent will help you analyze where the home prices are trending (up or down) not only based on the last six months, but look at the active and pending listings to determine your strategy.

Are homes taking longer to sell? Or are they selling faster than the previous month? This is why hiring an expert is so important to ensure you get the right price and right exposure the first time.



Pricing *Right*

A Well-Priced Home

creates interest, attracts buyers, generates showings, and produces offers, all very quickly.

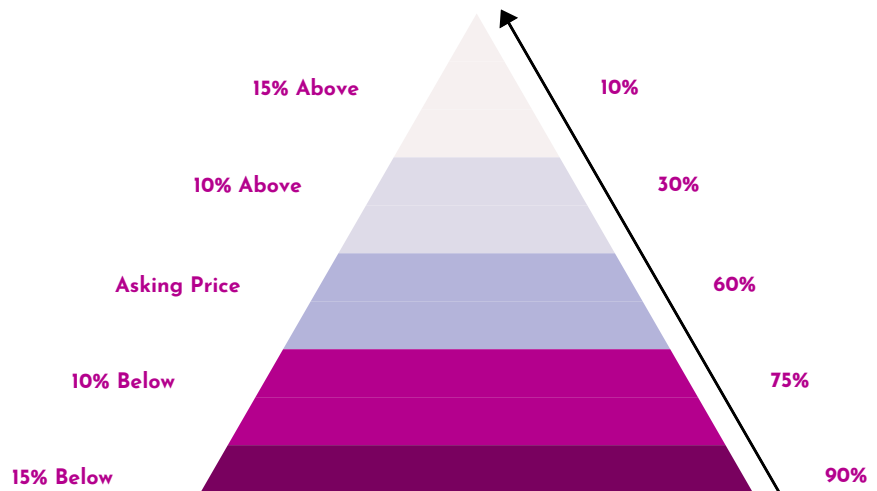
An Underpriced Home

will attract buyers and may sell quickly, yet may detract buyers who wonder "what's wrong with it?" as well as be overlooked by buyers looking in a slightly higher price range.

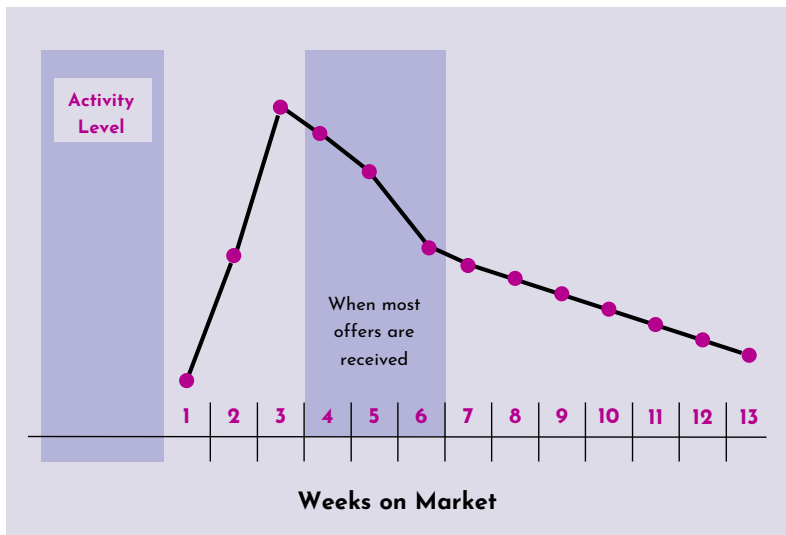
An Overpriced Home

will be evidenced by lack of interest, few showings, no offers, a longer time on the market, and possibly price cuts-which look bad from the buyer's perspective.

Even though it's true that a lower price will attract more viewings, it doesn't ensure a sale, and may not meet your financial goal.



Understanding How Buyers Evaluate Homes



- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

My App

Selling your property and keeping in sync with me has never been simpler. My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.

Selling Your Home Has Never Been Easier

Alerts

HomeSpotter will immediately alert you when new listings are added in the zip codes you want to watch. You'll be the first to know about price changes, open houses, and the real estate news you care about.

Explore

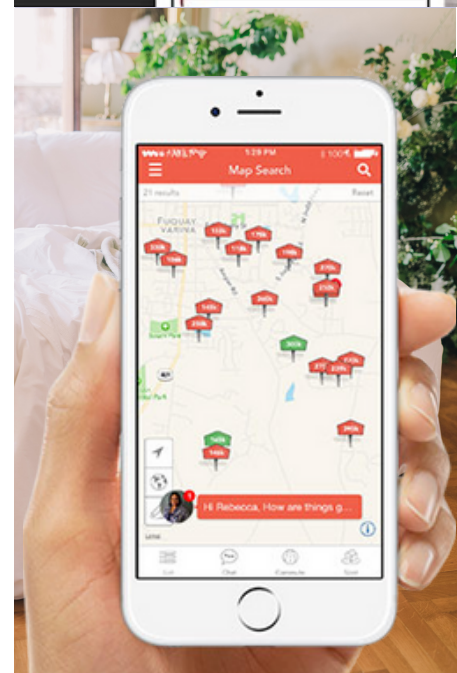
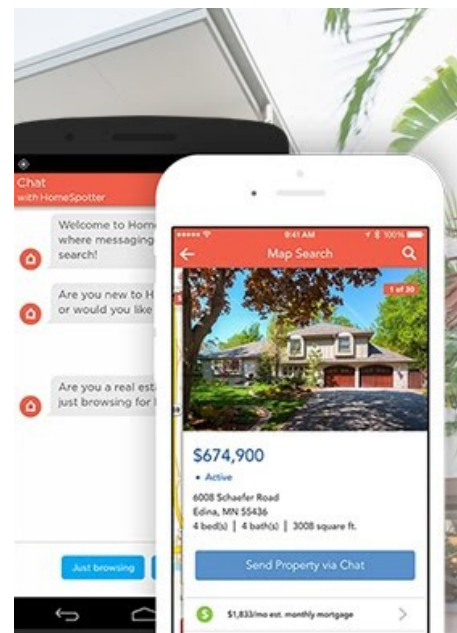
With HomeSpotter you can explore listings anywhere in the country in real-time. You get instant access to HD photos, school attendance zones, property lines, property history, comparable sales, and much more. You can also see contingent listings, as well as rentals and commercial properties. HomeSpotter gives you the most current and accurate information.

Social Network

HomeSpotter is not only an excellent search app, but also a social network. You can seamlessly share homes with me, plus friends and family.



Download HomeSpotter on your mobile device and search:
Milaina West



It's in the Details

Eye-Catching Yard Signs

For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

Door-Knocking

While online marketing is critical in today's environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

High-Quality, Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly-qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

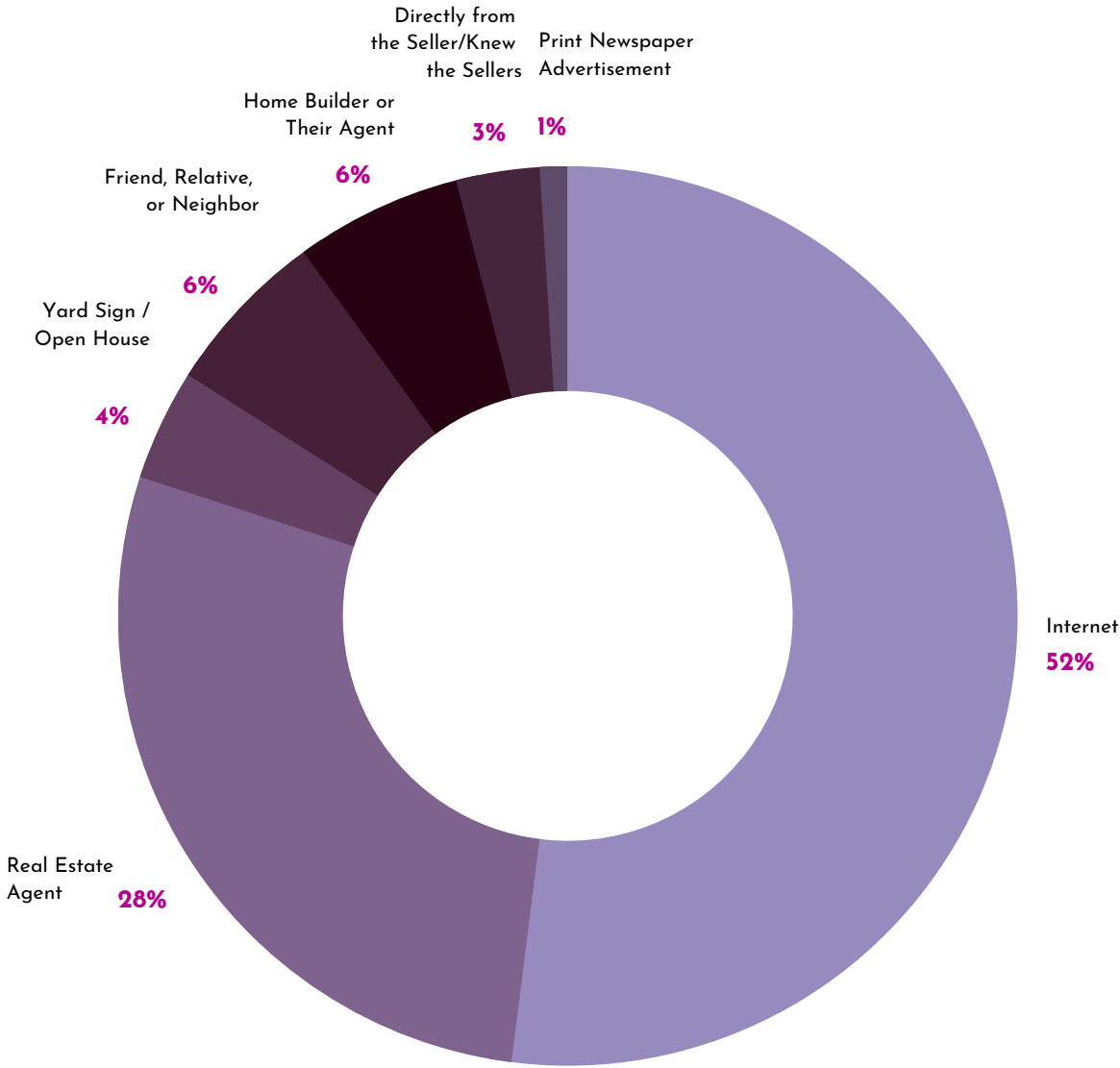


Finding *Your* Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

How Home Buyers Find Their Home

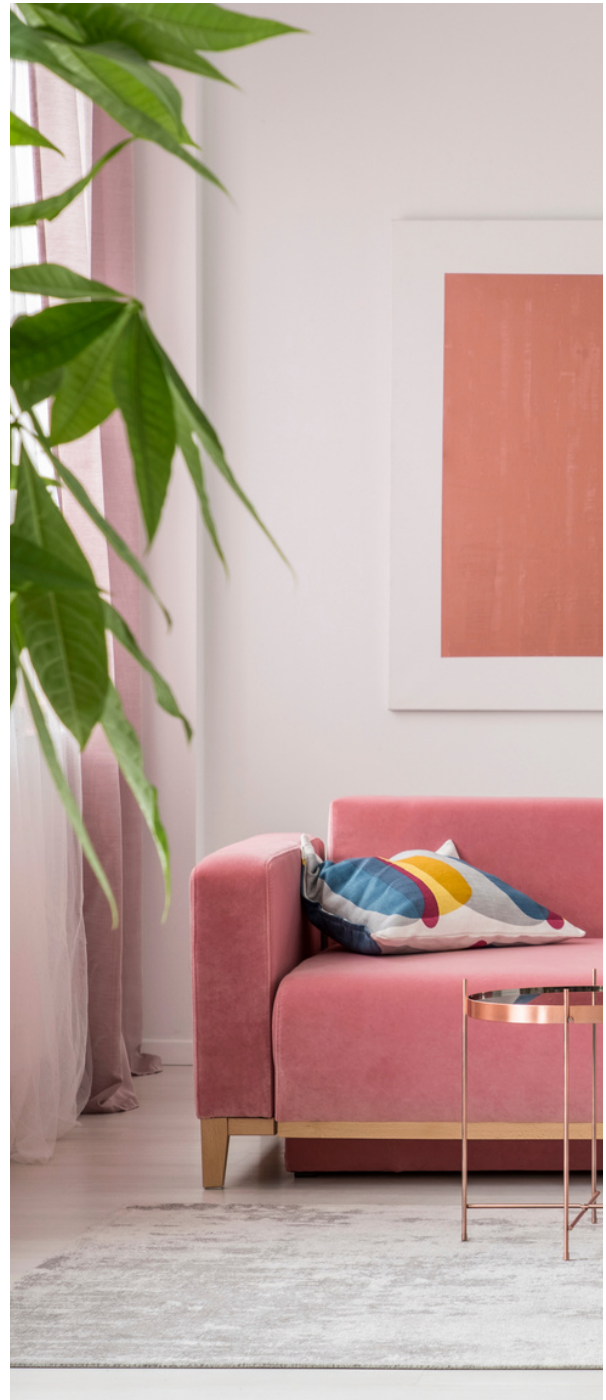
National Association of REALTORS®
Profile of Home Buyers and Sellers 2022



Your *Custom* Marketing Plan

Digital Marketing that Drives Results

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.



Strategic Promotion

Prep Campaign

- Walk-through and needs analysis
- Professional staging, photography, and videography
- Professional cleaning and landscaping

Just-Listed Campaign

- Launch listing on the MLS and other syndication websites
- Professional yard signage and takeaway fliers
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign promoting the open house
- "Just listed" social media posts on Instagram, LinkedIn and Facebook
- "Just listed" callout campaign to highly-qualified buyers



Your Media Plan



Just-Listed Email

Send a just-listed email blast to my database



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Home Highlights

Produce a home highlights flier to feature nearby locations and standout home features

Property Tour Video

Produce a professional property tour video to be published on my website and sent to my database

Agent Website Property Feature

Showcase your property on my professional website

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers



Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses.

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walkthrough videos.

Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners.
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends



The Bottom line

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the sale of your home exceeded all of your expectations, so throughout our interactions - from listing to close - I'll work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started!



Here's How You Can *Get in Touch* with Us



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Managing Broker

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