

THE HOMESELLING PROCESS

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



KAMILA
KENNEDY


Windermere
REAL ESTATE

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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

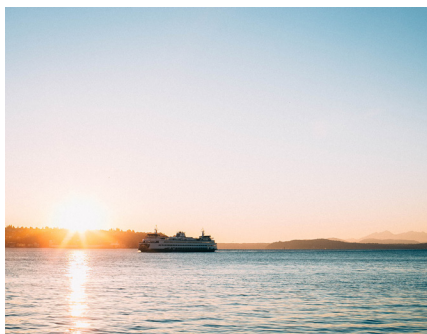


With proper preparation, organization and planning, anything is possible. This is something Kamila Kennedy knows firsthand; she's spent over 20 years living in Seattle, getting to know the people, place and culture of the city she now calls home. As a broker, she eases her clients through life's transitions 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 Charlaire 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*



Kamila did a fantastic job helping me sell our house in Seattle. Her attention to detail was fabulous and she was very knowledgeable about the market and selling process. I am an out of town seller so having someone I could trust and relate to was critical. I strongly recommend Kamila and Desiree for your real estate transactions in Seattle.

- Ken, *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 & Marketing



Presentation



Negotiation



Pricing



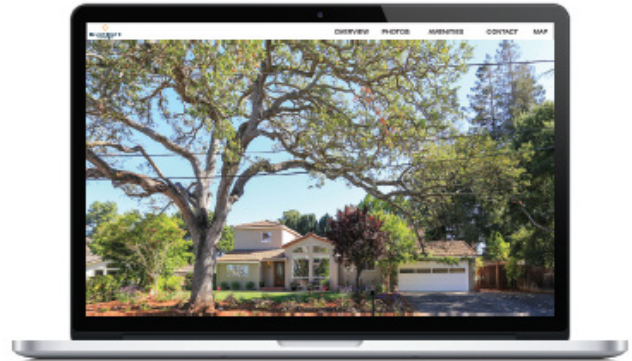
ONLINE MARKETING

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!



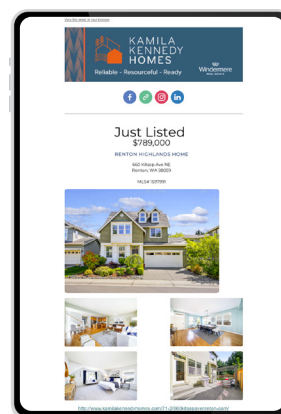
WEBSITE SYNDICATION

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.



NO OPEN HOUSE?

I H A V E I T C O V E R E D .



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.



ZOOM LIVE OPEN HOUSES

During this period of rapid change and uncertainty, we're here to help you and your family stay healthy and safe. For our listings, I am doing live ZOOM "Virtual Open Houses". This interactive open house lets buyers tour the home remotely and ask all the questions they would ask at a normal open house.



3D VIRTUAL TOURS

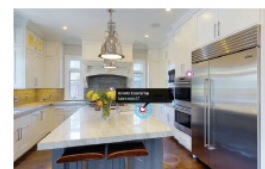
To give buyers an immersive experience, we provide a 3D virtual tour to capture a three-dimensional representation of your home. With this feature, buyers can look at the floorplan from above, or move from room to room using their mouse. This helps potential buyers feel as though they are walking through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



DOLLHOUSE
VIEW



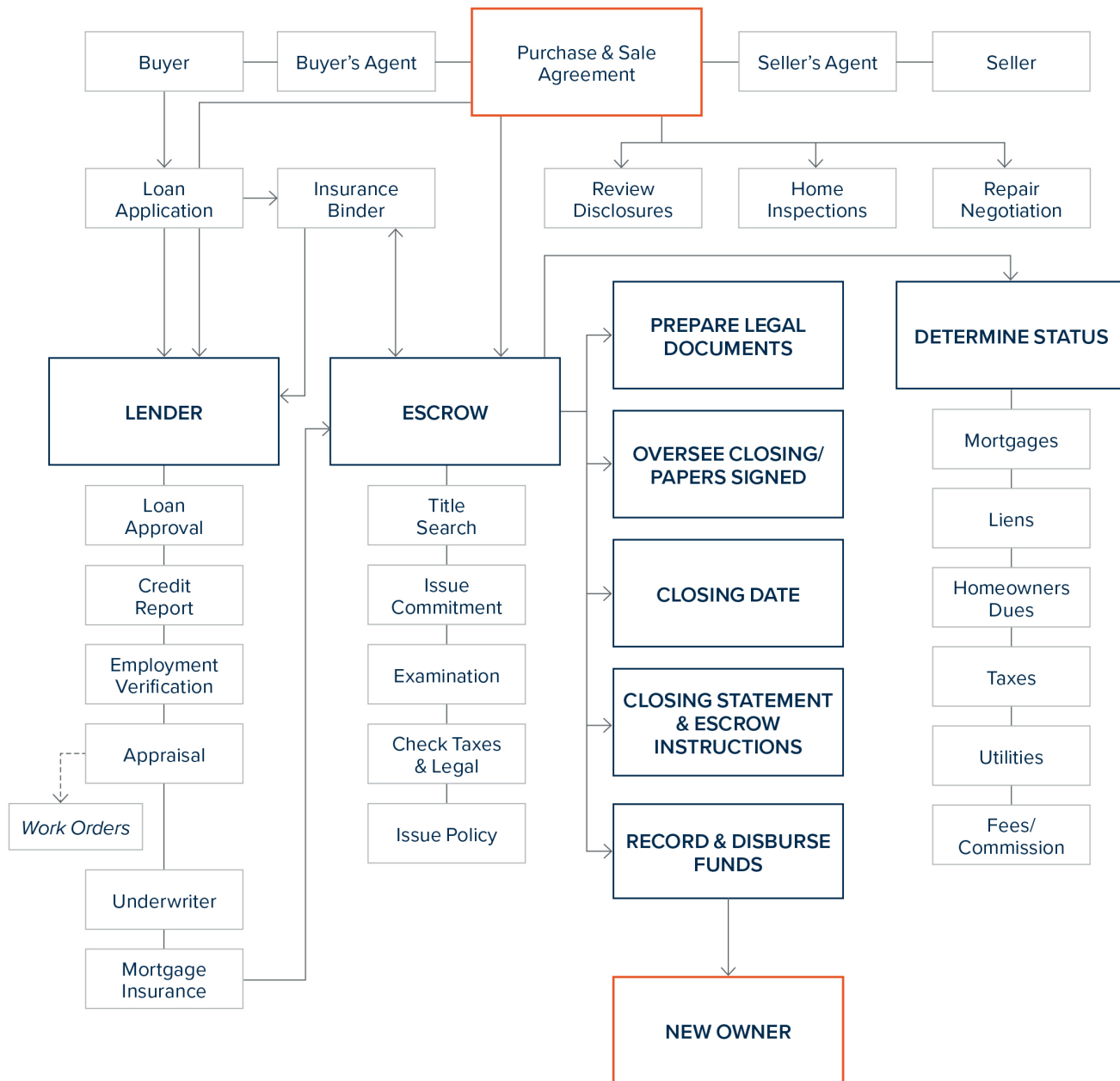
FLOORPLAN
VIEW



3D WALKTHROUGH
WITH LABELS

COORDINATING THE CLOSING

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



COMMITMENT TO COMMUNITY

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



Serving the Community

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.



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

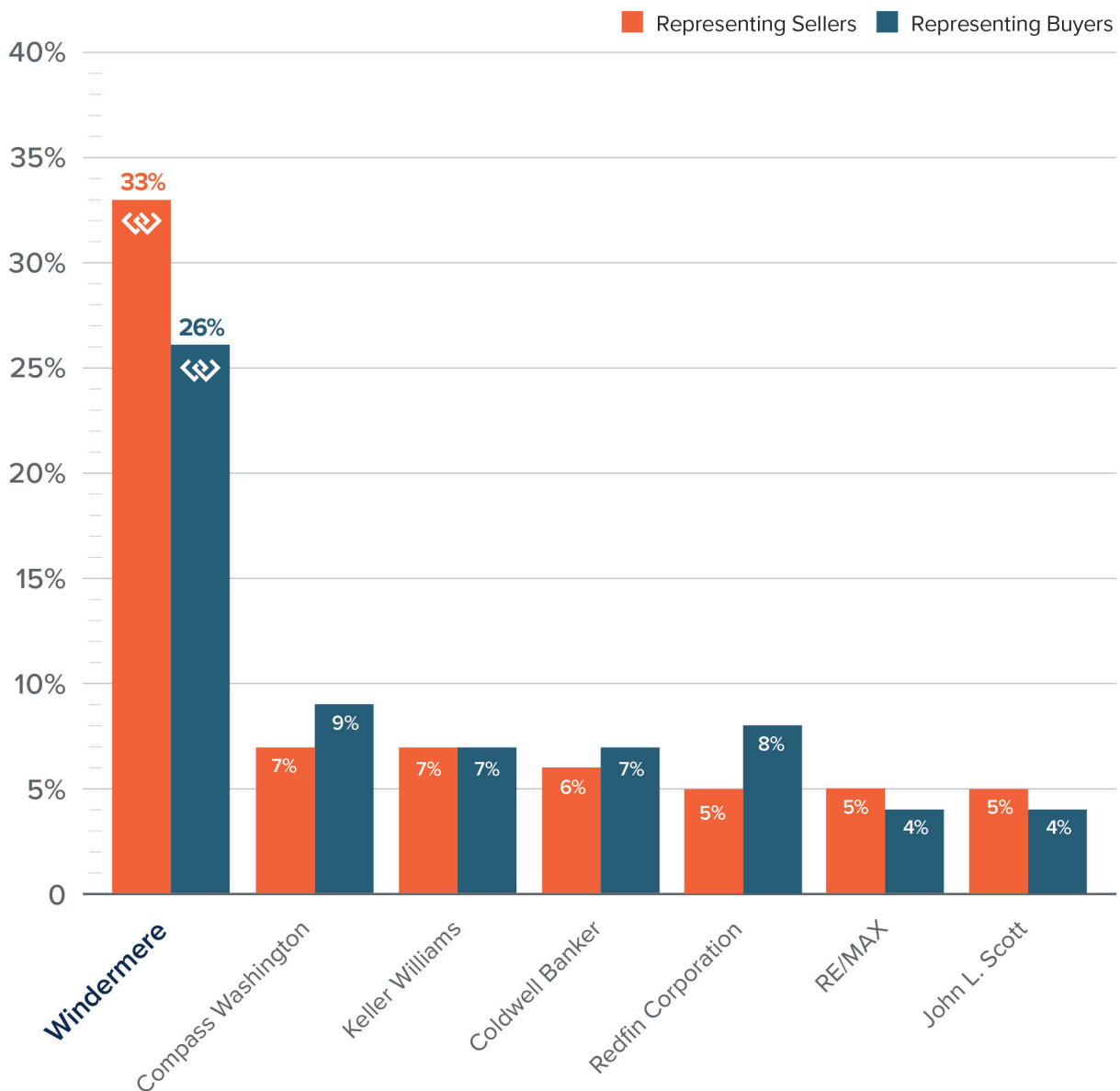
- Every year since 1984, Windermere agents have dedicated a day of work to those in need.
- These hands-on projects benefit a wide variety of community-based organizations.
- Projects have included maintenance at a senior center, construction of a children's playground and sorting duties at a food bank.
- I am pleased to be a part of such an important mission. It's just the right thing to do.

2020 SEATTLE MARKET SHARE

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

GREATER SEATTLE

Areas 140, 380, 385, 390, 700, 701, 705, 710, 715 and 720



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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



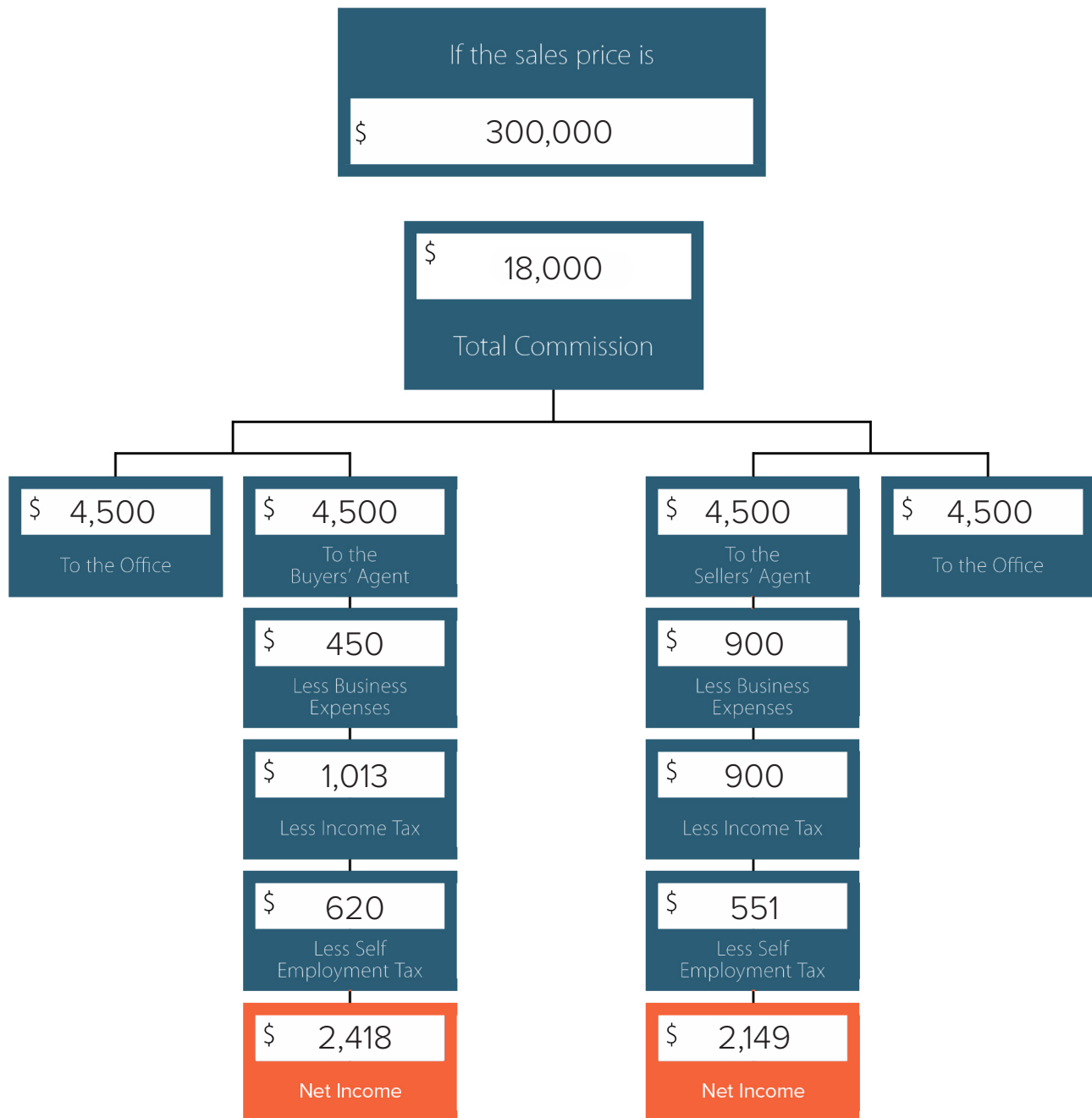
I pledge to contact buyer's lender (if financed) prior to acceptance of an offer to establish relationship and qualify buyer strength.

Kamila Kennedy

AGENT COMPENSATION

HOW ARE BROKERS PAID ?

As an independent contractor, I'm paid by commission only after a sale is complete. Therefore, helping you sell or buy a home is my top priority. I retain only a portion of the total commission, minus my business expenses.



* Business expenses include, but are not limited to: office fees, Multiple Listing Service fees, Realtor Association dues, automobile expenses, communication expenses, personal marketing expenses, advertising expenses, office supplies and equipment, listing and selling expenses, insurance and continuing education.



Kamila was great to work with.

Professional and very detail oriented. Always on the ball with deadlines and issues we needed to address. She helped us buy a new home and then sell our (now) old home. We did great on both ends. Great experience.

- Dan



Kamila was so great throughout the entire process. She went far beyond my expectations. She checked places out for me when I wasn't available. She communicated quickly with selling agents, my loan broker, and me. She made herself readily available to talk when I had questions or meet when I wanted to see a place. I felt well taken care of!

- K. B.



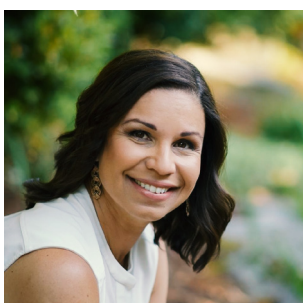
Kamila Kennedy knows what she's doing. Her process expertise is incomparable.

In this crazy West Seattle market she guided me through with precision. We got into the first house I wanted with 4 offers already on the table. Her response time is immediate every step of the way. Without question she's my go to on all future real estate transactions. She is genuine and simply a wonderful, trustworthy human being. Buying this house was actually a good time. I wish for everyone to have the experience I did with Kamila.

- Lynn

THANK YOU!

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



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