

WINDERMERE PROFESSIONAL PARTNERS MARKETING GUIDE



WPP MARKETING PRODUCTS AND SERVICES
wppmarketing@windermere.com



PERSONAL BRANDING & PRESENTATIONS

**PRODUCTS FOR YOU AND YOUR BUSINESS
CLIENT PRESENTATION MATERIALS
LISTING & OPEN HOUSE MATERIALS**



ONLINE PRESENCE & SOCIAL MEDIA CONTENT

**PERSONAL WEBSITE (NAME.WITHWRE.COM)
WINDERMEREPC.COM
WINDERMERE.COM
WPP BLOG SERVICES
WPP ONLINE MARKETING PROGRAM (O.M.P.)
DIY VIDEO EQUIPMENT & LIGHTING
SOCIAL MEDIA PROMOTIONAL MATERIALS**



AUTO FLOW PRODUCTS

**AUTOMATED EMAILS
AUTOMATED MAILED NEWSLETTER
AUTOMATED POSTCARDS**





LIVE FLOW PRODUCTS

GREETING CARDS
POSTCARDS
LOW INVENTORY CAMPAIGN
MAILING SUPPLIES & TEMPLATES
DOOR HANGERS
POP BY SUPPORT
SWAG ITEMS

PAGE
17-20

WPP MARKETING PRODUCTS AND SERVICES

wppmarketing@windermere.com





PERSONAL BRANDING & PRESENTATIONS

PRODUCTS FOR YOU AND YOUR BUSINESS

- ◆ Personal Bio Page
- ◆ Reviews Page



AUSTIN WAGNER
REALTOR®
(509) 654-5142
awagner@windermere.com
awagner.withwre.com
Facebook@AustinWagnerRealtor

PROFESSIONAL FOCUS
Austin is a graduate from the University of Puget Sound, and although he loves the sciences, he ultimately decided that he wanted a career where he could spend time with and meet new people. Windermere Professional Partners offered this opportunity, and he's happy to join the leading brand in real estate in part due to our focus on relationships and our "people over sales" mentality. He also greatly appreciates the excellent tools available to Windermere brokers.

BUSINESS APPROACH
As a kind and honest person, REALTOR® Austin Wagner will always make the ethical choice, and he is ready to offer his clients the best possible service! Young and hardworking, Austin is ready to go the extra mile to help his clients.

PERSONAL BACKGROUND
Austin lived briefly in Olympia, but moved back to Tacoma where he felt home was. He grew up in Yakima, and after high school he attended UPS in Tacoma where he played collegiate football for 4 years. He loves sports, and also enjoys spending time with his family and friends.

"I love a challenge, and I'm looking forward to providing a valued service to people while being able to build relationships. I am a very approachable person, and I'm also competitive!"

"Insert best testimonial or two here. We love Austin, our experience was wonderful. He was so knowledgeable and dreamy. Ten out of ten, would recommend him!"
-Fake Client

IF YOU ARE WORKING WITH AN AGENT, THIS IS NOT MEANT AS A SOLICITATION FOR THAT BUSINESS.

WINDERMERE PROFESSIONAL PARTNERS
REALTOR®



Linda Solheim
REALTOR®

Client Testimonials

"This is my third transaction with Linda and as usual everything went great. This was my first time buying raw land and the knowledge and help that Linda had to offer was exceptional. I will definitely be dealing with Linda in the future for any real estate transactions I might have. I would recommend Linda to anyone for there real estate needs."
Justin, Yelm WA (Buyer) 5 years ago

"Linda listened intently and responded promptly with every question or need that we had. Her knowledge of our local area is extensive. We have dealt with other real estate agents from other companies in the past, she went so far beyond the call of duty for us that we can't begin to thank her enough for all that she has done to help us. She is extremely professional and yet the more I worked with her the more she felt like an old friend. She has a wonderful, warm personality which showed with every contact I had with her. She is extremely reliable, knowledgeable, and trustworthy and we could not have asked for a better experience working with a real estate agent. Asking a question and having to wait around until the agent finds the time to get back to you can be very frustrating but NEVER once did we have to wait with Linda. She was always there when ever we needed something, getting back to us so quickly. It was so refreshing to know that there are still agents out there that truly care about their clients. I can guarantee that if and when it comes time for us to buy or sell another property it will be Linda Diehl that we will call. Again, we can't thank her enough for everything. If your buying or selling property contact Linda Diehl. I guarantee you won't be sorry that you did."
Thanks to Linda Diehl, the following words about sums it up. Awesome, excellent, fantastic, and so glad we chose Linda as our agent."
Lisa and Allen Morton, Eatonville WA (Buyer) 4 years ago

"I have known Linda personally and professionally for many years. I have confidently referred her to numerous satisfied clients. I wouldn't entertain any other agent for the job. If Linda couldn't have been my agent, then I would have gone solely on a recommendation from her. From start to finish, she is there for you. From preparation, to marketing, to contract her SUPPORT, FOLLOW THROUGH, AND PROFESSIONALISM, is TOP NOTCH. Hands down, she is THE ONE for the task. A blessing to work with!"
Kim Darnall (Seller) 2 years ago

Linda Solheim née Diehl, REALTOR®
253-279-7665 | lindasolheim@windermere.com | lindasolheimproperties.com

WINDERMERE PROFESSIONAL PARTNERS
10919 Canyon Road East, Puyallup, WA 98373

- ◆ Email Signature Graphic



VICKIE JENNINGS
Managing Broker
(253) 229-9709
vickie@vickshomes.com
VicksHomes.com



CATHY TORGERSON
Managing Broker
(253) 740-3531
cathyt@windermere.com
CathyTorgersonHomes.com

WINDERMERE PROFESSIONAL PARTNERS
10919 Canyon Road East, Puyallup, WA 98373

Work Hard, Play Hard, Do The Right Thing

PRODUCTS FOR YOU AND YOUR BUSINESS CONTINUED



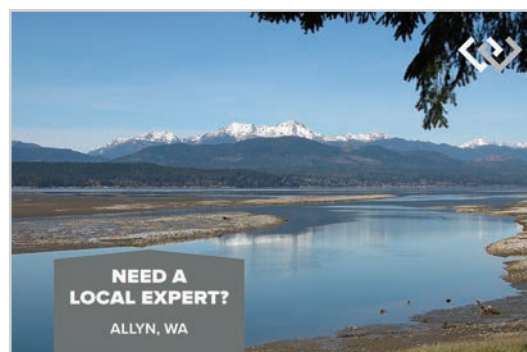
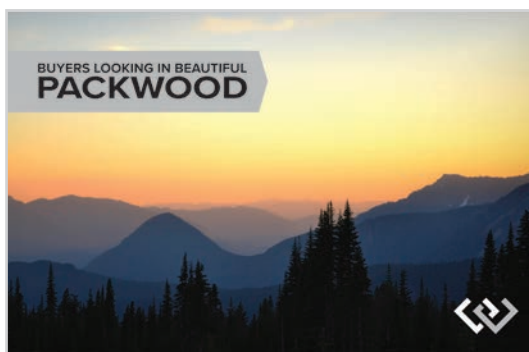
◆ Custom Graphic Design Products (*Feasibility and Timeline TBD*)

- Advertising Graphics
- Social Media Graphics
- Flyer Design
- Other Designs



- ◆ Rack Cards
- ◆ Farming Products

Letter Templates - See Page 19
Postcards



PERSONAL BRANDING & PRESENTATIONS

4

CLIENT PRESENTATION MATERIALS

◆ WPP Listing Services & Buyers Agent Services Presentation Brochures

Copies Available \$3.75 each

Digital Presentation Link Available



Buyers Services



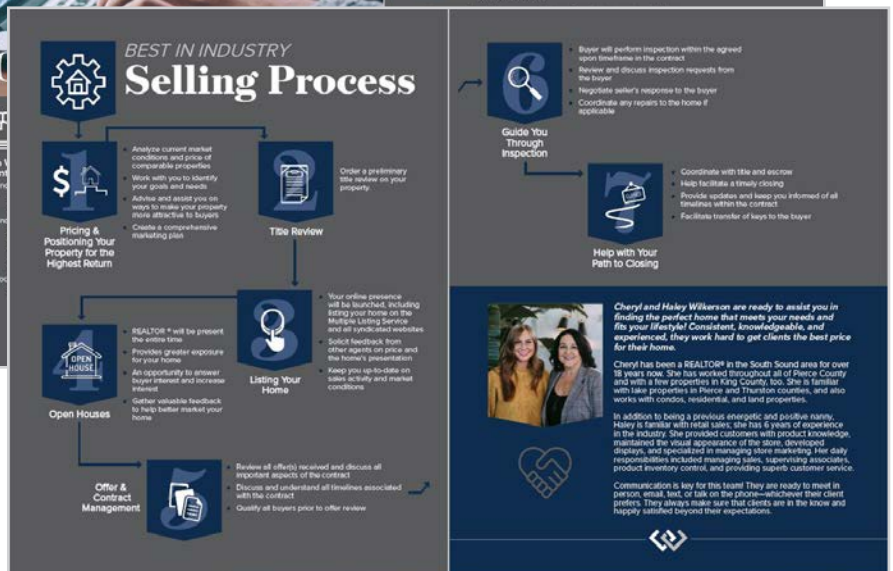
Sellers Services



Personalized / Customized Services Brochures Available

Minimum Order of 10 (cost varies from \$3.20-\$4)

Note: These brochures are professionally printed and not designed to print on internal copy machines. Colors and legibility will not meet our professional standards if attempted.



PERSONAL BRANDING & PRESENTATIONS



CLIENT PRESENTATION MATERIALS CONTINUED



◆ WPP Presentation Pages (Personalized Upon Request)

How to Buy Educational Blogs (Buyers)

OMP / Online Marketing (Sellers)

Market Ready Program (Sellers)

Our Community Involvement

Realtor Bio Page / Testimonial Page / Rack Card - See Page 3 & 4

Buying A Home
WINDERMEREPC.COM

BEFORE YOU BUY
Read all home items are the same, but your needs and budget are unique. Make sure you understand what you are buying. Check for REALTOR® members who have been in the field for years.

BUILD YOUR TEAM
Whether you are able to buy or sell, you need a team. Find a professional who can help you understand the market. Choosing a REALTOR® member who has been in the field for years and is a member of this section.

WORKING THE PROCESS
There are many reasons and steps to buying a home. Make sure you understand what you are buying. After reading this, you should be able to understand the process. Make sure you understand what you are buying. Check for REALTOR® members who have been in the field for years.

WRITING THE OFFER
Let's say you found the perfect home, and you are ready to buy. You need to know what you are buying. Make sure you understand what you are buying. Check for REALTOR® members who have been in the field for years.

GOING UNDER CONTRACT
What should you do if the offer is not accepted? Make sure you understand what you are buying. Check for REALTOR® members who have been in the field for years.

YOU OWN A HOME!
Congratulations! You made it! Your new home is yours. Make sure you understand what you are buying. Check for REALTOR® members who have been in the field for years.

Kara Jess | REALTOR®
(253) 312-7166
k.jess@windermere.com
karsjess.windermere.com

Inside Brochure!

Online Marketing

It's important to maximize online exposure. According to a national survey, 85% of home buyers use the internet to search homes. Professional Association.

As a Windermere Professional Partners agent, I will also promote your listing on:

- 1,000+ real estate monthly websites
- 1,000+ monthly newspapers
- 1,000+ monthly magazines
- Windermere's Home County Information
- City and neighborhood pages
- Listing, local television, radio, reports, school info, and more!
- 120,000+ monthly views
- 120,000+ monthly searches
- Special Media Programs
- Targeting online buyers (MPP Online Marketing Program)
- Blog
- Facebook
- YouTube
- Instagram

Windermere.com
Realtor.com Trulia.com Zillow.com

ERIN & TOM DOBRINSKI
REALTORS®

Erin (253) 380-7702
edobrinski@windermere.com

Tom (253) 380-6257
tdobrinski@windermere.com

Grab your slippers, settle into your favorite chair, put up your feet & relax!

There's our goal - for our clients to entrust us with the sale of their home or the purchase of their new home, their lives matter.

ERIN'S QUALIFICATIONS
As a member of the South Coast, I know the beautiful area well. Having been raised in Tacoma, I graduated from Evergreen High School, then received my B.A. from Gonzaga University. As a former teacher, I bring the gift of education, strong listening skills, patience and persistence, strong desire to help, and best serve each person with whom I work.

As an experienced Windermere agent, I enjoy helping you through the real estate process and providing the same level of experience and service that we offer. Further, our team will serve as your real estate "manager," providing you with a vast network of resources and services to assist you as you transition from one home to the next.

TOM'S APPROACH
I have a more relaxed approach and try to exceed the expectations of what an agent's duties are. Years ago, I was a server at a Mexican restaurant in the heart of downtown Tacoma. I look back on the time I spent there with a lot of pride and appreciation. My approach was more of an interview process with my clients to find out what they were looking for. I would listen to their suggestions or orders. The feeling of that personal touch set me apart from others and increased my overall level of guest satisfaction.

I am someone who has the ability to easily conform to many different situations, continually adapting to the needs of my clients. Simply put, understanding the buying or selling of a home is a very important part of someone's life and they need to know that their real estate agent will go the extra mile for them.

ERIN'S PROFESSIONAL DESIGNATIONS
Accredited Buyer Representative (ABR)
Senior Real Estate Specialist (SRES)

- ◆ WRE Guide to Selling & Guide to Buying Brochure (Personalized Upon Request)
- ◆ WRE Presentation Pages (Personalized Upon Request)
- ◆ WRE Branded Templates Available (Microsoft Word & Publisher)
- ◆ Pocket Folders, Binding Machine and Supplies (for presenting in print)
- ◆ WRE Moxi Present Tool (digital and print presentations)
- ◆ Custom Presentation Pages Available Upon Request (Feasibility and Timeline TBD)

TEAM THOMAS DIANE & CHARLES

OUR PERFORMANCE GUARANTEE
We are so Committed to meeting your sales objectives in a professional and pleasing manner, that we are willing to put our guarantee in writing. We will develop a Property Marketing Plan that clearly spells out the methods we will use to promote your property to the widest possible audience. If we don't act according to the agreed activities in the plan you may:

- Advise Us That You Aren't Satisfied & Ask For A Revision Of The Plan
- OR
- Cancel The Listing Agreement

Your complete satisfaction is our foremost concern.

DATE _____

Diane Thomas
(253) 370-2222
dthomas@windermere.com

Charles Thomas
(253) 861-6733
charlesthomas@windermere.com

WINDERMERE PROFESSIONAL PARTNERS
2209 North Pearl Street Suite 200
Tacoma WA 98406

Buyer's Terms

LOAN AMOUNT
The amount of the mortgage based on the purchase price, minus the down payment.

DOWN PAYMENT
Cash that the buyer provides the lender as their portion of the purchase price. The down payment is considered the buyer's equity for cash investment in their home.

POINTS
Fees charged by the lender to offset their interest rate. If it's below the prevailing market rate. One point equals one percentage point - so one point on a \$100,000 loan would be \$1,000.

APPRAISAL FEE
The amount paid for the lender's appraisal of the property.

CREDIT REPORT FEE
The fee charged by the lender to obtain a credit report on the buyer.

TITLE INSURANCE FEE
A one-time premium that a buyer pays for protection against loss or damage to the value of an investment of title. The title insurance policy also shows what the property is subject to in terms of liens, taxes, encroachments, deed restrictions and easements.

ESCROW FEE
The amount a buyer pays the escrow company or closing agent for preparing papers, accounting for all funds and coordinating the information between all parties involved in the transaction.

CLOSING COSTS
A general term for all the estimated charges associated with the transfer of ownership of the property.

PREPAID INTEREST
The amount of interest due on the loan during the time period between closing of escrow and the first mortgage payment, due at the time of closing.

PITI
The estimated house payment, including principal, interest, taxes and insurance.

PRINCIPAL AND INTEREST
The loan payment, consisting of the amount to be applied against the balance of the loan, and the interest payment, which is charged for interest on the loan.

TOTAL CASH REQUIRED
The total amount of cash the buyer will need, including down payment and closing costs.

PREMIUM MORTGAGE INSURANCE (PMI)
Insurance for the lender, to cover potential losses if the borrower defaults on the loan.

Windermere REAL ESTATE



PERSONAL BRANDING & PRESENTATIONS



LISTING & OPEN HOUSE MATERIALS

- ◆ Listing/Open House Flyer
Available with F.M. or D.I.Y. with WRE Templates in Moxi Present
- ◆ PermaFlyer
Available with F.M.



MT RAINIER VIEWS!!! 1415 Sea Cliff Dr NW, Gig Harbor
\$849,000 | MLS #1559563

Breathtaking 180-degree views of Mount Rainier & Commencement Bay from this desirable Sea Cliff area home 7 minutes from downtown. Dream kitchen & open concept living, master suite + den/study or 4th bedroom on main. Fireplaces and laundry rooms on both floors. Lower level features 2 bedrooms with heated floors, full bath, rec room w/full kitchen and private entrance. Fully fenced yard. Koi pond. 3-car garage, plenty of parking for RV. Private gated community beach w/ clubhouse, boat launch.

MLS#: 1559563	Bedrooms: 3	Baths: 2.75
Sq Ft: 3,262	Year Built: 1971	Lot Size: 0.36 acres
Roof: Composition	Garage: 3 Car Attached	Fireplace: 2
Heat: Forced Air	Fuel: Electric, Natural Gas	Interior: Bath Off Master, Vaulted Ceilings, Skylights
Floors: Ceramic Tile, Laminate, Wall to Wall Carpet	Site: Mountain & Sound Views, Fully Fenced, Gazebo	School District: Peninsula School District

Paige Schulte
Windermere Professional Partners
Email: paigeschulte@windermere.com
Cell: (253) 313-4093
askpaigeschulte.com

Windermere
REAL ESTATE
windermerepc.com

- ◆ Just Listed and/or Just Sold Postcard
Available with F.M. or D.I.Y. WRE Templates Custom Xpress

Just Listed by Sharon Benson & Kelli Jo Hjalseth

CHARMING N TACOMA BUNGALOW W/ATTENTION GRABBING LANDSCAPING \$340,000

Sharon Benson & Kelli Jo Hjalseth
WINDERMERE PROFESSIONAL PARTNERS
(253) 388-7447 | (253) 258-8066
sharon@sharonbenson.com
kellijohjalseth@windermere.com
www.kellijohjalseth.com

Windermere
REAL ESTATE
windermere.com

This beautiful bungalow's landscaping will capture your attention in a desirable N Tacoma neighborhood. This house has been refreshed & upgraded w/contemporary featured Clearing oak thr throughout & gas fireplace. Kitchen w/new SS appliances, quartz counter & tile floor & very nice full bath! Enjoy the privacy & serenity in the fully fenced backyard, garden space & outbuilding. Lots of storage in oversized 1 car garage w/insp! New ductless heat pump for efficient heat & cooling!

See Virtual Tour At: kelliboardsharon.com

3724 N Gove Street
Tacoma, WA 98407

WINDERMERE REAL ESTATE
2020 N Pearl Street 2000
Tacoma, WA 98406
(253) 388-8000
Fax: (253) 452-3800
www.windermere.com

PRICE: \$340,000



PERSONAL BRANDING & PRESENTATIONS



LISTING & OPEN HOUSE MATERIALS CONTINUED



- ◆ House Book (Available from CW Title)
- ◆ Silent Talkers Templates
- ◆ Personalized Listing Sign Riders



- ◆ Listing Remarks for NWMLS - See OMP Packages Document
- ◆ Social Media Graphic with WPP Canva Templates

Current Templates:

- Just Listed
- Just Listed with price
- Open House
- Just Sold



- ◆ Custom Projects Upon Request (*Feasibility and Timeline TBD*)



PERSONAL BRANDING & PRESENTATIONS





ONLINE PRESENCE & SOCIAL MEDIA CONTENT

PERSONAL WEBSITE (WITHWRE.COM)

- ◆ WRE Website Setup
- ◆ WPP Guidance with Personalization
- ◆ Professional Services Available for Customization of Personal Site

WINDERMEREPC.COM

- ◆ Personal Agent Page
- ◆ City and Neighborhood Pages
- ◆ Popular Searches
- ◆ Company Content Blogs

WINDERMERE.COM

- ◆ Strong Company Online Presence
Listing Promotion
Resources & Blogs



WPP BLOG SERVICES

- ◆ DIY + WPP Copy Assistance
You Draft Content > We Edit > You Post!
- ◆ Content Blog \$40
You Submit Questionnaire > We Write > You Post!
- ◆ Full Copywriter Blog Service \$100 (OMP - Blog Only)
You Submit Order Form > We do the rest!!

WPP ONLINE MARKETING PROGRAM (O.M.P.)

- ◆ Full OMP Packages
 - With Video
 - Without Video
- ◆ Social Media Only Packages
 - With Video
 - Without Video
 - Facebook Only
 - Instagram Only
 - Facebook & Instagram Combo
- ◆ Blog Only Service
- ◆ Listing Remarks for NWMLS

SOCIAL MEDIA TEMPLATES

- ◆ *D.I.Y. WRE Templates (Social Media Playbook)*



SOCIAL MEDIA PROMOTIONAL MATERIALS



◆ WPP Canva Templates

- Just Listed
- Just Listed with price
- Open House
- Just Sold



◆ WPP Content (Available for Sharing and Personal Posting)

Monthly Stats Graphic



Online Presence
& Social Media Content

SOCIAL MEDIA PROMOTIONAL MATERIALS CONTINUED



◆ WPP Content (Available for Sharing and Personal Posting) Continued..

Promo Videos

Market Ready Program

Neighborhoods (Various Cities and Neighborhoods of Pierce County)

How to Buy a Home Promo Videos

Blogs/Links/Online Content from WindermerePC.com

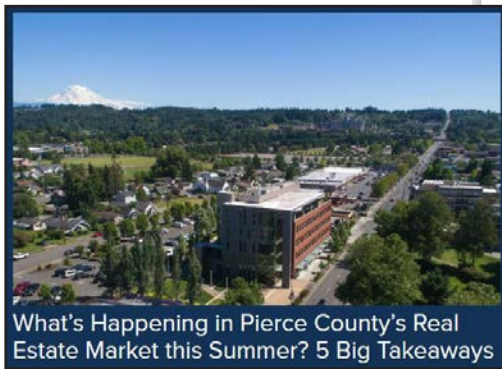
How to Buy a Home Educational Blogs

Saved Searches on WindermerePC.com

Open House Link (WPP Agent Opens Only)

Neighborhood Pages & Photos

Pierce County Related Content Blogs



**Online Presence
& Social Media Content**

12

SOCIAL MEDIA PROMOTIONAL MATERIALS CONTINUED



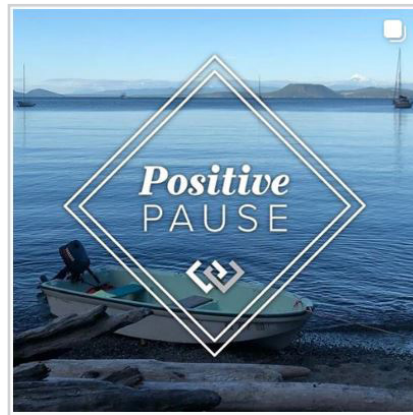
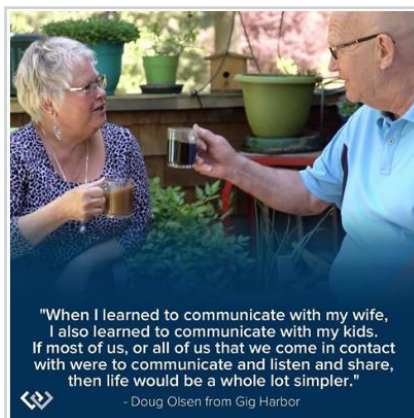
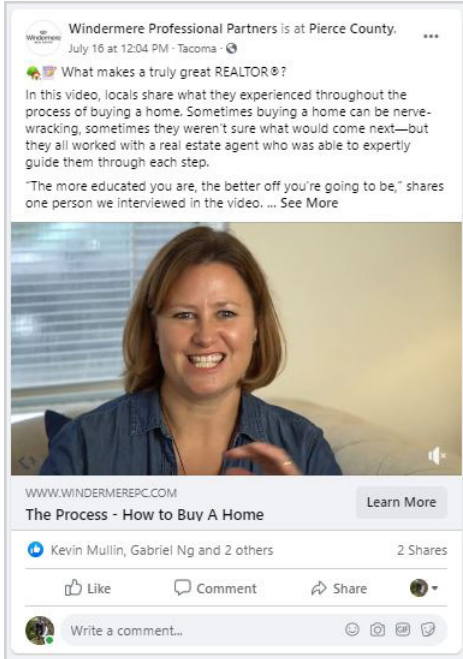
◆ WPP Content (Available for Sharing and Personal Posting) Continued..

Social Media Posts

Educational Blog / Promo Videos

Neighborhood Spotlights

Miscellaneous Relevant or Interesting Content



Online Presence & Social Media Content

SOCIAL MEDIA PROMOTIONAL MATERIALS CONTINUED



WINDERMERE
PROFESSIONAL
PARTNERS

◆ WRE Content (Found in the HUB / WORC Site)

Gardener Report Graphic and Blog *Quarterly Release

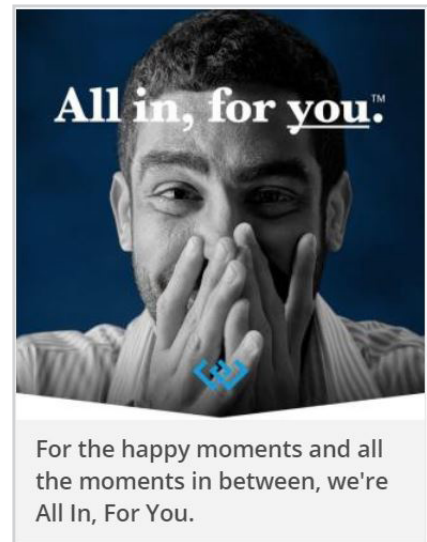
Holiday Graphics

Windermere Branding Graphics

Content Blogs

Branded Canva Templates (See Example Page 10)

Branded InstaGram Stickers



DIY Video Equipment and Lighting Available

Stored in Our Gig Harbor Office (Recommend Location)



Online Presence
& Social Media Content

14



Automated Ways to Stay in Front of Your People



PRODUCTS AUTO FLOW

AUTOMATED EMAILS

Monthly Recurrence

- ◆ WPP Home Connection
- ◆ WRE Neighborhood News
- ◆ WPP Holiday Emails

Must be enrolled in Home Connection

AUTOMATED MAILED NEWSLETTER

- ◆ WRE Home Update

Available Monthly/Bi-Monthly/Quarterly



AUTOMATED POSTCARDS

Available Monthly/Bi-Monthly/Quarterly

Cost Varies from \$0.73-\$1.00 (Printing and Postage)

- ◆ WRE Xpress Docs – Various Designs

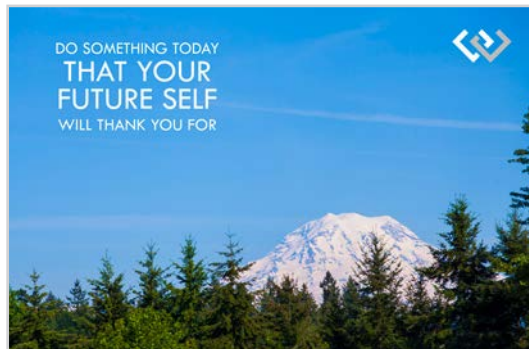


- ◆ WPP

Art Designs:

Pierce County Photo / Soft Phrase

Useful Reminders (Daylight Savings, Rainiers Event Invite, etc)



Science Designs:

WPP Stats Graphic

Helpful Homeowner Tips

Evidence of Activity: Just Listed & Just Sold - See Page 7

Note: with F.M. only, and frequency varies (sent with transactions)



Auto-Flow Products

16





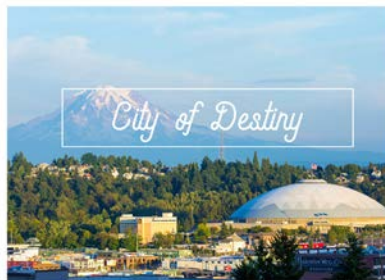
Staying in Touch Personally, On Your Own Timeline



PRODUCTS LIVE FLOW

GREETING CARDS

- ◆ WPP Designs with Blank Inside
Available Upon Request
Cost \$0.55 / each



- ◆ Custom Card Designs Available Upon Request (minimum order quantity of 50):
 - Happy Closing
 - Happy Closing Anniversary / House-iversary
 - Blank Inside or Misc. Message

POSTCARDS

- ◆ WPP Customized Design

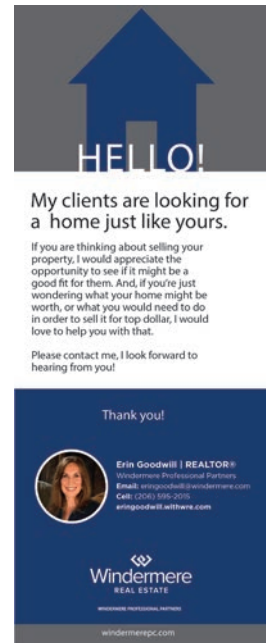
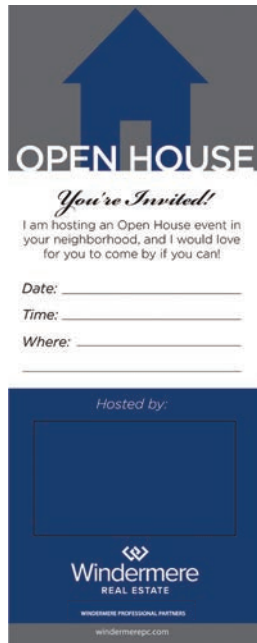


- ◆ WPP Farming - See Page 4
- ◆ WPP Just Listed & Just Sold - See Page 7
- ◆ WRE Xpress Templates



DOOR HANGERS (Neighborhood Prospecting)

- ◆ WPP Designs (space for Business Card) - Available Upon Request, \$0.20 / each
- Hello!
- Open House
- ◆ Custom Designs Available Upon Request
- Note: Minimum order quantity of 50 and may take 2 weeks*



MAILING SUPPLIES & TEMPLATES



- ◆ Personalized Letterhead Template



- ◆ WPP Letter Templates
 - Buyer For Your Home
 - Neighborhood/Area
 - CMA / Market Low Inventory
 - Annual Tax Letter

- ◆ Custom Rack Cards - See Page 4
- ◆ WRE Gardner Reports (Quarterly Availability), Personalization Available



- ◆ WPP Letterhead (pre-printed pages) - no charge for paper
- ◆ WPP Envelopes (all sizes)
 - no charge for envelopes, max 15 at one time unless otherwise approved
- ◆ WRE Xpress Mailing Items (See WORC Site)

LOW INVENTORY CAMPAIGN

- ◆ See list of Mailing Supplies for items to include with your CMA or Farming Letter
- ◆ WPP Annual Promotional Mailer *Complimentary Items and Dates TBA



Live Flow Products



POP BY & GIFT SUPPLIES

- ◆ Client Gift Box Custom Design



HOPING 2020 BRINGS "S'MORE" CLIENTS LIKE YOU!



Alina Tristan
253-226-5064
atristan@windermere.com



Windermere Professional Partners
4701 South 19th Street, Suite 200
Tacoma, WA 98405

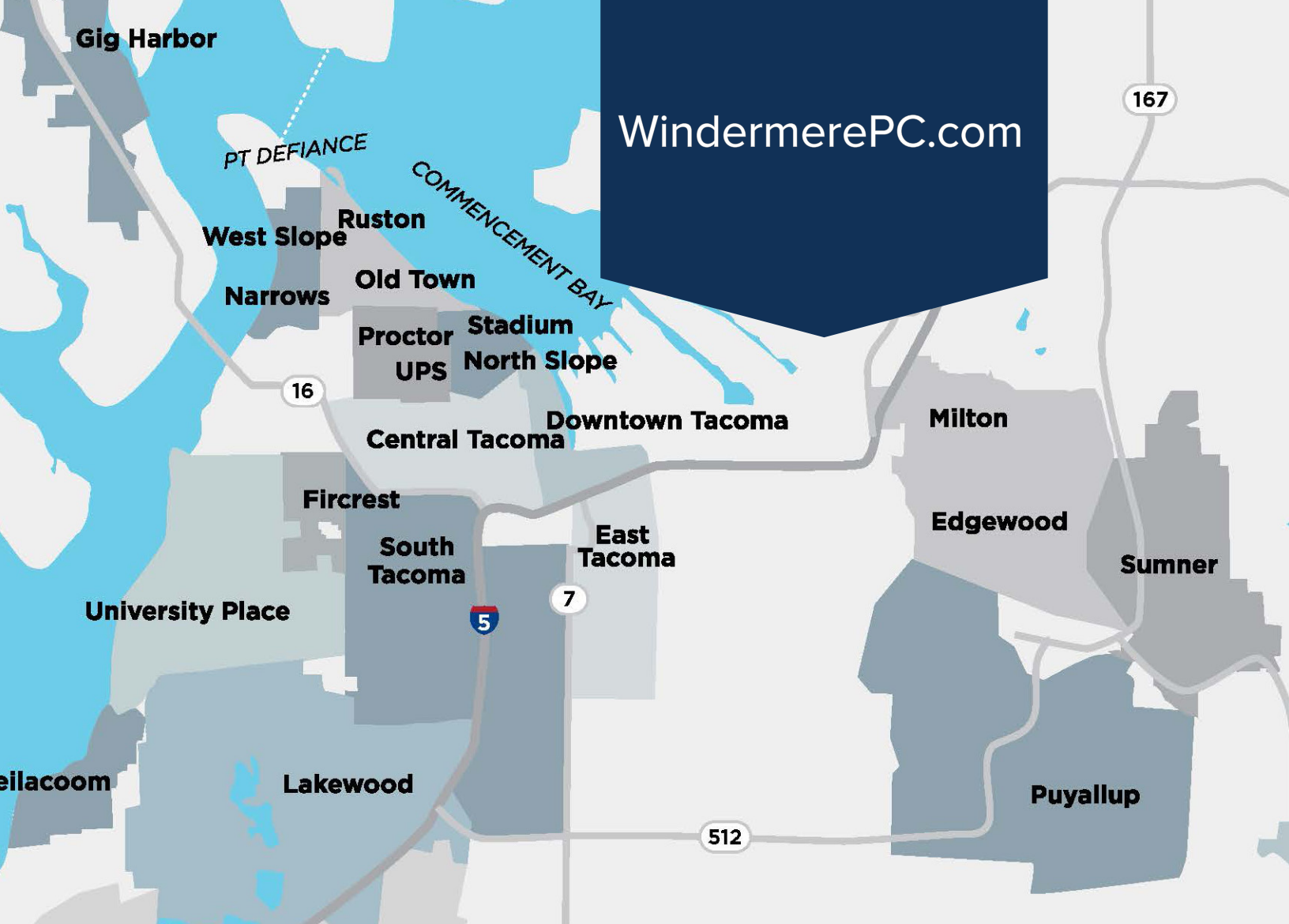
- ◆ Custom Graphic or Sticker
- ◆ Swag Items Available for Purchase:

- Stickers
- Wine Cups (Insulated with Lid)
- Koozies
- Pop Sockets
- Water Bottles
- Pens



Live Flow Products





LOCAL EXPERTISE

With the wealth of knowledge in our firm, we know Pierce County better than any one person.

ON WINDERMEREPC.COM YOU'LL FIND...

In-depth Pierce County Information

City & Neighborhood Pages

Featured Local Experts

Popular Listing Searches

Open House Search

Educational & Informational Blogs

Monthly Statistics

Realtor Profiles

17,000+ Average Monthly Views



WINDERMERE PROFESSIONAL PARTNERS
wppmarketing@windermere.com