



***Pre-listing Packet***  
***Get Your Diva Dwelling Sold***





# Who is Team Diva?



Kim Colaprete  
**Managing  
Broker**

Chavi Hohm  
**Team Lead**

Roy Powell  
**Broker**

Rocky Flowers  
**Broker**

Michael Jouver  
**Broker**

Remington Stokes  
**Broker**





## ***Our mission statement***

Team Diva provides industry leading real estate services to support increased home ownership and to work toward building sustainable and equitable communities in the Puget Sound region.





# *How We Do It!*

- **Our team of very energetic licensed agents has a layered knowledge about about our city.**
- **From condos to stunning view homes, we know that the urban market is unique and each one has a different target buyer.**
- **An intense amount of energy is put into each Diva Dwelling to ensure maximum market exposure.**
- **We are a top-rated team on Yelp and in the city of Seattle.**
- **We are nationally recognized for social media and adoption of the interwebs.**





# Recognition



- **Top Producing Team at Coldwell Banker Bain Branch: 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2010**
- **Awarded Top 100 Real Estate Blogs by Feedspot**
- **Top Rated on Yelp and Google**
- **Real Trends Named Team Diva America's Best Real Estate Agents 2018 and 2019**
- **5 Star Agent by *Seattle Magazine* for 13 Years in a Row**
- **Named "Most Innovated Team" and Kim was named 100 of the Most Influential People in Real Estate by Inman News**
- **Kim and Chavi - Speakers at Inman News, Agent Reboot, and Connect Conferences, Coldwell Banker's GenBlue Conference, and teach classes locally for CBBain agents.**
- **Named Inman Innovator 2017 and 2019**





# Who Does What

## PREP FOR SALE

## MARKET

## OFFER

## TRANSACTION

## CLOSING

### Diva Dweller



#### Follow Prep Plan

- Market Ready
- 1<sup>st</sup> Impression
- Interior Staged
- Repainted
- House Story

#### Home Market Ready

- Market to Your Network
- Hide Personal Items
- Hide Valuables
- Mow Lawn
- Keep Lights On

#### Be Available

- Review Offers
- Review Proceeds of Sale
- Sign Paperwork

#### Transaction/Move Prep

- Inspection Review
- Contractors as Needed
- Resale Cert (condo)
- Pack
- Prep to Turnover Keys

#### Closing on the Home

- Schedule Signing
- Finance Transfer
- Key Turnover
- Final Clean

### Team Diva



#### Market Prep Plan

- Resources/Referrals
- Assist as Needed
- Review Competition
- Marketing Plan
- Prep Marketing Team

#### Active Market Process

- Implement Marketing
- Review Competition
- Weekly Reporting
- Adjust as Needed

#### Review Offer

- Seller Proceeds of Sale
- Review Buyer's Finances
- DocuSign/Dropbox
- Develop Offer Strategy
- Negotiation

#### Manage Transaction

- Monitor Timelines
- Title to Buyers
- Provide Resources for Inspection Process
- Provide Comps for Appraisal

#### Sign Down Time

- Remove Staging
- Remove Sign + Box
- Assist with Closing
- Finalize Details with Buyers
- Key Transfer

### Buyers & Brokers



#### Buyer Process

- Reviewing Online
- Broker Tour
- Open Houses

#### Offer Process

- Submit Offer
- Submit Proof of Funding
- Sign Paperwork

#### Transaction Process

- Inspection
- Sewer Scoping
- Title Review
- Appraisal
- Financing Finalized
- Misc

#### Closing Process

- Financing in Order
- Signing
- Key Transfer
- Excited!



# *The Diva's Marketing Strategy*

*Ten steps to greatness*

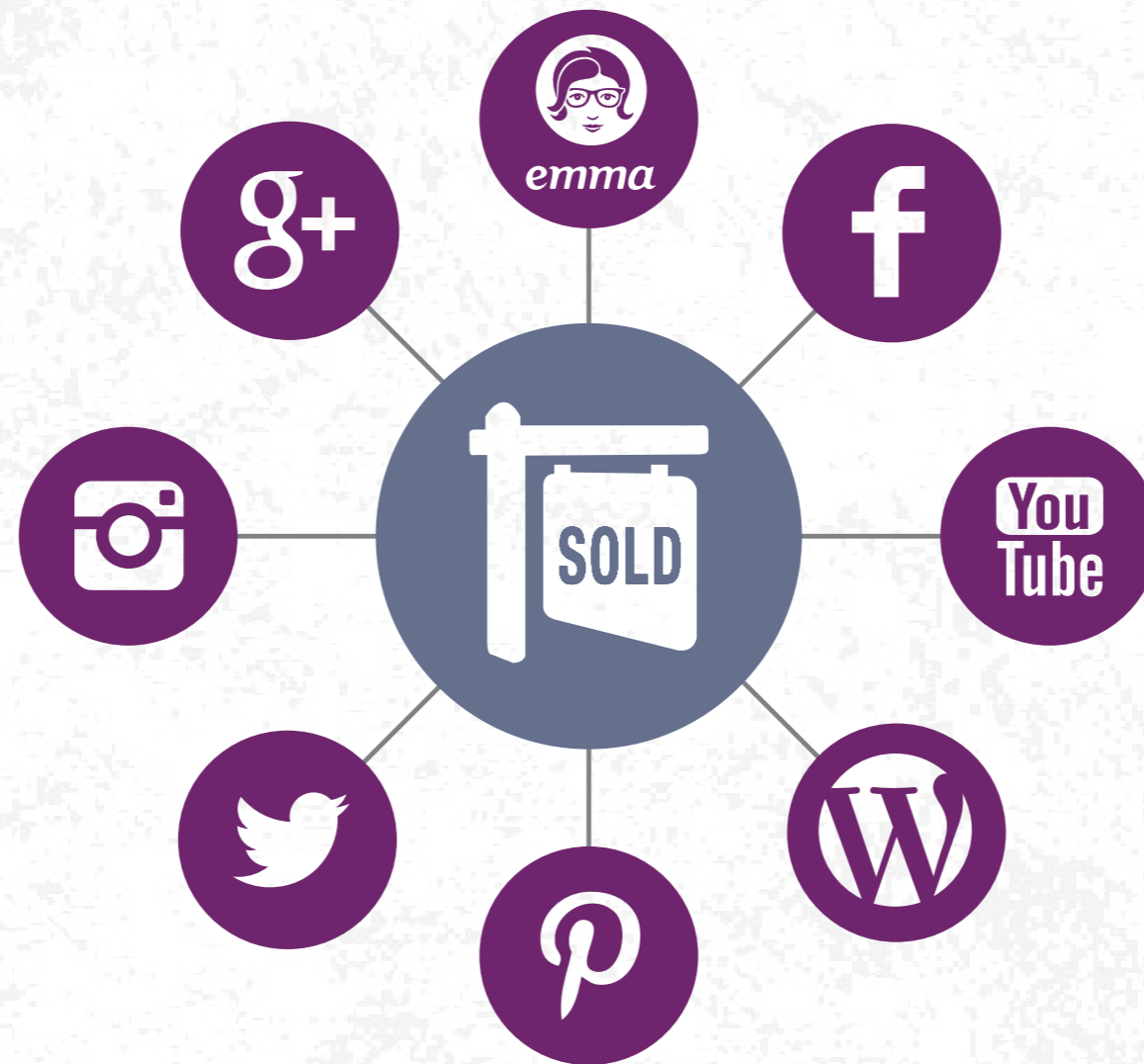
- 1 Fix what's broken**
- 2 Stage the home to perfection**
- 3 Professional Photography**
- 4 Stunning Print Marketing**
- 5 Custom Short Professional Film**
- 6 Divas Website**
- 7 Social Media, Email Marketing**
- 8 Silent Talkers + Seller Top 10s**
- 9 Lots of Info for the Buyer + Their Agent**
- 10 Old Fashion Real Estate Relationships**





# *The Divas' Unique Way of Driving Buyers to Your House*

*Going beyond social media!*



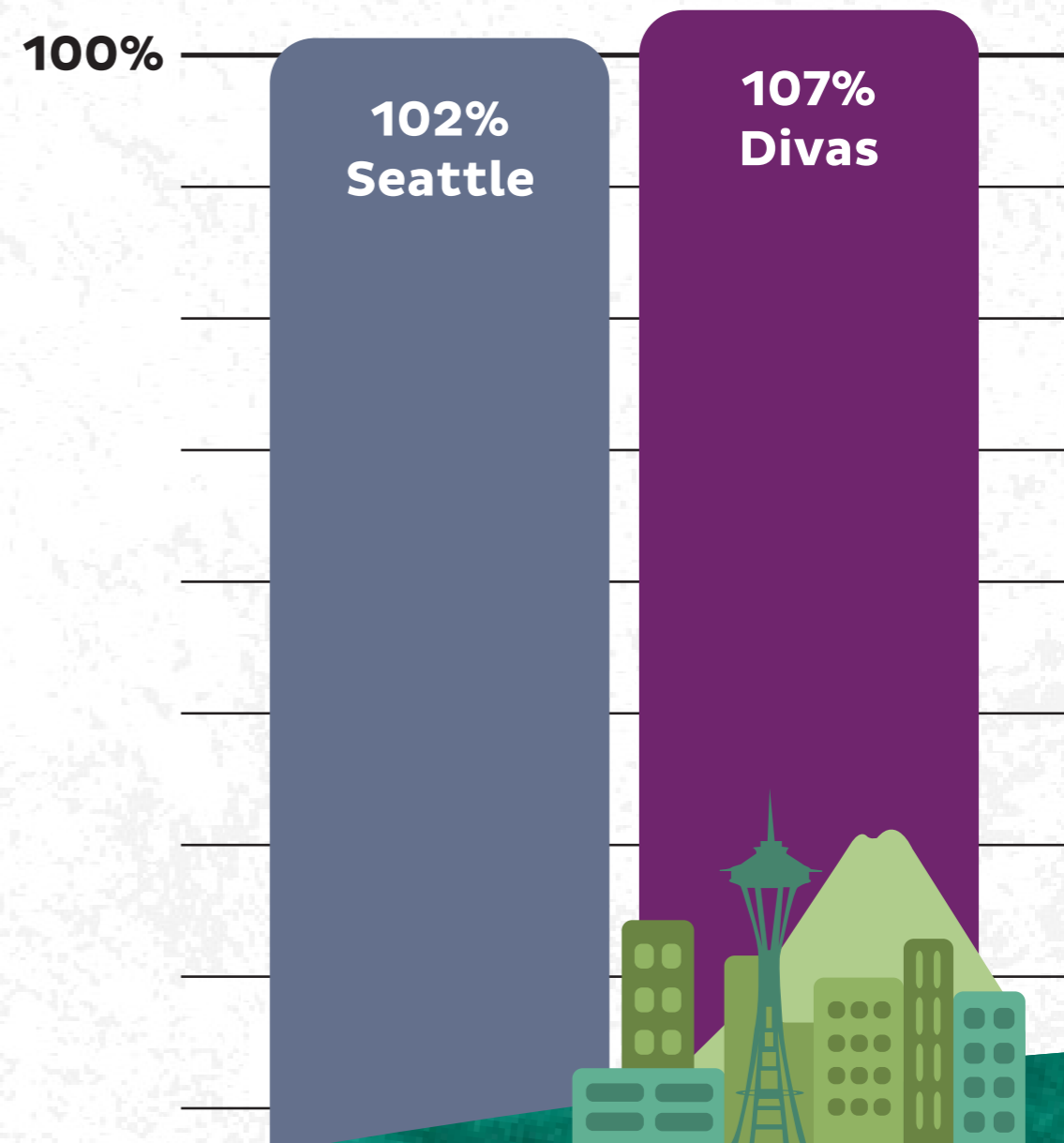




# Results of the Divas' Marketing Strategy

For the last five years Team Diva has specifically outperformed the list to sale price of the Seattle market. Some Realtor's have named our prowess the "Diva Tax." Meaning that when you buy a home listed by Team Diva you know you are paying a premium for the work we put into the property.

*That is money in our Diva Dweller's pockets to Move on Up to the next fabulous Diva Dwelling!*





# What Diva Dwellers Are Saying

Can't say enough good things about Kim and Team Diva. As a first-time homebuyer, I was somewhat intimidated by the entire process and needed some good guidance. Kim not only knew all the intricacies of the buying process but also knew her Seattle real estate inside and out. – John K.

Team Diva is AMAZING!!!  
– Kate B.

Despite the fact that I was 700 miles away, the Divas were able to facilitate all details that got me a full priced offer in a matter of weeks—all in a really crappy market. Their listing of my house was fabulous. Everyone I know who saw it was really impressed. I would highly recommend Team Diva!  
–Jeff P.

**Read more reviews on Zillow, Yelp or our Google+ page!**

Team Diva comes through again and how!!! Thanks to their real estate savvy and hustle, we just sold our townhouse. It went into a multiple offer situation, Kim and Chavi worked with the buyers to find the right one and negotiated an even better deal for us with that buyer.  
– Rassamee H.

Whip smart, market savvy and super fun.  
– Mad S.





# Super Excited To See Your House in Person!



Reach the whole team at

**Coldwell Banker Bain - Team Diva**  
1200 Westlake Ave N #406  
Seattle, WA 98109  
206.271.0264  
[TheDiva@TeamDivaRealEstate.com](mailto:TheDiva@TeamDivaRealEstate.com)

The Diva team has a passion for homes. Nothing makes us more excited than bringing in our team of fabulous designers, marketers, gardeners, and make a home something special.

Looking forward to meeting you in person!

*Kim, Chavi, Roy, Rocky, Remington, & Michael  
Team Diva Partners, LLC*



[TeamDivaRealEstate.com](http://TeamDivaRealEstate.com) | [TheDiva@TeamDivaRealEstate.com](mailto:TheDiva@TeamDivaRealEstate.com)

T 206.271.0264 | F 206.284.6317

f [facebook.com/SeattleDivas](https://facebook.com/SeattleDivas) | @SeattleDivas

