



“Spring hasn't really arrived until you are awakened by the first lawn mower”



Happy Easter!

### Top Monthly Individual & Team Producers for March 2014

Listing Volume	Diane Jones	4,850,000
Listing Units	Jane Kim	3.5
Sales Volume	Carrie Pierce-Johnson	3,614,950
Sales Units	Amber Bills	6
Team Listing Volume	Jim Brown Jim Richardson	2,826,000
Team Listing Units	Jim Brown Jim Richardson	4
Team Sales Volume	Sam DeBord Brian Wiegand	1,058,880
Team Sales Units	Sam DeBord Brian Wiegand	2.5

### Top 1st Qtr Individual & Team Producers for March 2014

Listing Volume	Rick Miner	6,148,000
Listing Units	Amber Bills	7
Sales Volume	Carrie Pierce-Johnson	7,373,940
Sales Units	Carrie Pierce-Johnson Amber Bills	9
Team Listing Volume	Jim Brown Jim Richardson	5,738,150
Team Listing Units	Jim Brown Jim Richardson	9
Team Sales Volume	Dawn Bourdo Corey Hays	3,190,450
Team Sales Units	Dawn Bourdo Corey Hays	6.5

### From Dave's Desk

First of all, I want to thank everyone for responding to the CBD Broker Survey. We will have a full report in our May's newsletter; we are very pleased to report that we had a record amount of participation from our brokers and have already started processing all the useful information. One comment on our newsletter was they wish there was more legal updates/advice. Listening to your requests, this newsletter has a two page section dedicated to multi-offers and the escalator clause.

The Spring real estate market is in full swing...make sure you read the "Market Trends" section to see our numbers in March!



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### Upcoming Events

**GenBlue CB Regional Sales Rally**  
May 22nd at Meydenbauer, Bellevue, WA | [View Rally](#)

**Relay for Life**  
Friday June 6th – Saturday June 7th  
Saghalie Middle School | [Register](#)



## ADVICE FOR MULTI-OFFER SITUATIONS

### FOR THE BUYER

1. **Keep the offer simple.**

Eliminate as many contingencies and conditions up front as possible i.e. pre-inspection, short closing time, etc. The listing broker is going to look for things that will make your offer non-competitive with others in hand.

2. **Make it strong.**

a) Cash vs Financing: Obviously a cash offer speaks louder than one with financing. If financing is involved have a strong pre-approval letter. Closing time should be as short as possible.

b) Earnest Money: The buyer could consider using their EM as a point of strength. One option is you can advise your buyer the advantage of making the EM a full 5% of the offering price, especially if you haven't removed the normal contingencies. This shows strength of buyer with minimal risk if the EM is not released to sellers. Another option is making the EM check payable directly to the seller and to be released to the seller immediately upon mutual agreement. This is obviously risky if things go sideways. The buyer should seek legal counsel if they are thinking of using this method of negotiating and the CBD agent needs to get an agreement with the buyer acknowledging the risks involved and holding the broker and brokerage harmless for any losses.

c) Escalator: If you use an Escalator make the increment meaningful i.e. this could mean \$5000, \$10,000 or \$25,000 depending on the market and price range. A Seller might not get excited about your buyer being willing to pay \$1K over the next highest offer. It can also be advisable not to use a rounded off number. In the \$5,000 example above it might be wise to raise it a little higher than the rounded off number such as \$5,250. One word of caution for buyers and escalation clauses, when using the 35E it creates an equal playing field, even when that is not the case. In the event your buyer is willing to go all cash with no "subject to's" - that offer is escalated by anything short of a home contingency (including pending sale, inspection, government or conventional financing, feasibility, etc). The escalation cannot be retracted just because someone did not like the competing benchmark offer used by the seller. In other words, your offer maybe more valuable than a competing offer that is driving up your escalator clause. Not much you can do here, just let your client know the risk and rewards of using this form. [Click here](#) to read the NWMLS Forms Manual explaining the escalator form in detail.

3. **Remain flexible.**

Have your buyer readily available to be able to respond to a counter-offer ASAP. Understand that multiple offers are stressful for all concerned. You want your buyer's offer to be accepted, so be prepared for time lines to be shortened.

4. **Personalize the Buyer.**

Write a cover letter talking about your buyers and why they are such a good fit for this home. Some sellers are very emotional over this sale and giving them some non-financial reasons to pick your buyer could make the difference.



## FOR THE SELLER

1. **Always be highly professional to all involved.**

Imagine if you are on the other side of the transaction and how you want to be treated. As a listing broker in a multiple offer situation, you are in the driver seat. Clearly spelling out the ground rules, which should include timelines and how communication will take place, explaining up front to all the competing brokers.

2. **Use a chart.**

Create a flow chart with categories i.e. price, terms, closing date, escalator, EM amount, cash/financing, etc. This is very easy to do on a simple Excel sheet. Number all the offers and fill in the chart with pertinent data about each offer. This makes reviewing the offers more objective and can remove the emotional element out of the equation. The seller can make a decision without previous bias i.e. wasn't that the cute young couple that we liked so much?

3. **Boiler plate language found in Paragraph X.**

When you talk about shortening up/limiting inspections, consider the ten days in General Terms Paragraph X. Something along these lines "Buyer has verified all information to buyer's satisfaction and waives 10 day verification period in Form 21, Paragraph X."

4. **If Listing Broker writes an offer.**

Listing broker should never represent the buyer on the PSA. If the Listing Broker knows that he/she is going to write one of the offers, all other offers should be sent to the Branch Manager directly without the Listing broker having seen them before writing his/her own offer. All brokers want to know that it is a level playing field when they submit their offers.

5. **Responding to non-winners.**

There is usually only one winning bid, maybe also one that will be given the option to be in back-up position. Call or email each broker who submitted an offer and thank them for doing so. Never give details about the winning offer. If a broker asks, just say that the seller took the offer that best suited his needs. The moment you start sharing details, you open Pandora's Box and brokers will want to know more details which can create an atmosphere you don't want to promote.

6. **Escalators.**

Understand that an escalator is simply part of the offer. It does not mean that you have to use it. NWMLS 35E is good for sellers as it allows an offer to be escalated by a benchmark with significantly lesser terms. The other nice thing about them from the seller's standpoint is that the buyer indicates a ceiling to which they will go. The seller is certainly free to ignore all escalators and counter back at the highest ceiling price given. If several offers are clearly close in all terms, you can send them all back to the drawing board and ask them to structure an offer without an escalator, the highest and best price above a certain number, any other conditions desired and have all offers back to you by a certain time the next day. [Click here](#) to read the NWMLS Forms Manual explaining the escalator form in detail.

7. **Multi-Offer Situation is reduced to only One Offer.**

If you tell other brokers that they are or will be in a multi offer situation they know they must structure their offers accordingly. If by the time of the offer review all offers have evaporated except for one, you must tell the broker that they are now the only offer on the table. If you do not, and they write their offer believing they are competing with others, then you are guilty of fraudulent inducement. That means losing your license and jail time!!





## Brokers who Joined CB Danforth in February 2014



**Matt Gilbert**  
*New Broker*  
**Favored RE Region:** Olympia  
**Fav. Person:** Franklin Roosevelt  
**Free Time:** Ride ATV's Off-roading in truck



**Elizabeth Wange**  
*From: CB Bain*  
**Favored RE Region:** Kirkland & Bellevue  
**Fav. Person:** Mother  
**Free Time:** Cooking, walking, baseball, hang out with family & friends, read and the beach



**Nancy Heitauf**  
*From: CB Bain*  
**Favored RE Region:** Kirkland  
**Fav. Person:** Brother (Marty)  
**Free Time:** Walk dogs, dine at new restaurants, ski, hike



**Z Zorilla**  
*From: Berkshire Hathaway*  
**Favored RE Region:** Area 140  
**Fav. Person:** Ghandi  
**Free Time:** Brazilian Jiu Jitsu, video games, hang out with family



# Happy Anniversary. Thanks for being on our team!



**Robert Watson**  
Commercial  
5 Years



**Brent Reid**  
Northgate  
5 Years



**Laurence Barratt**  
Northgate  
5 Years



**Mark Lindberg**  
Northgate  
5 Years



**Jan Hart**  
Northgate  
5 Years



**Monica Posada-Garcia**  
Northgate  
5 Years



## WORKS

### New Imagery for your Marketing Needs!

The Image Library on Coldwell Banker Works has been updated with hundreds of images to incorporate the brand's national advertising campaign, available in web or print format. Perfect for personalizing your marketing material and maintaining brand consistency.

Log in today to view updates and new images [here](#).

## All Things CBD

### Videos and ColdwellBanker.com

Did you know if you post your personal video on ColdwellBanker.com your profile will automatically be on the top of the list with other brokers who have personal videos? Coldwell Banker knows the importance of video to today's consumer and wants to make sure they are readily available to our potential clients.

We have added additional content to our All Things CBD document that explains how you can easily add your video to your profile page. We have also added information on how to create a personal video including tips on writing a good script.

All Things CBD is stored on our website, so whenever you open it, it will have the most current information. Save it to your favorites: [Link Here](#)







# GENBLUE WASHINGTON

May 22, 2014 ~ 10:00 am - 4:00 pm (check-in begins at 9:00 am)  
 Meydenbauer Convention Ctr., Bellevue, WA Cost: \$39 (LUNCH INCLUDED)

Join us for this one-day event in which you will have the opportunity to listen to some of the most relevant speakers in the real estate business. In addition, spend a fast paced afternoon with *Tom Ferry* while he explores how to turn real estate sales agents' five most common challenges into profits!



**MIKE FISHER**  
 Chief Operating Officer  
 Coldwell Banker  
 Real Estate LLC



**DAVID MARINE**  
 VP Consumer  
 Engagement  
 Coldwell Banker  
 Real Estate LLC



**JASON PANTANA**  
 Director, Content,  
 Instruction &  
 Engagement  
 Coldwell Banker  
 Real Estate LLC



**PETER TURTZO**  
 VP Global  
 Communications  
 Coldwell Banker  
 Real Estate LLC



**TOM FERRY**  
 Trainer, Motivator  
 Personal Coach  
 Owner/Tom Ferry  
[www.yourcoach.com](http://www.yourcoach.com)

**APPROVED FOR 3 CLOCK HOURS  
 OF CE IN WASHINGTON**

(Additional payment of \$15 for CE certificates payable at the door to Rockwell Institute. Only checks/credit cards will be accepted)

Follow the link below for more information and to register



Registration deadline is May 15, 2014  
 Follow on Twitter: #2014GenBlueWA



## Helpful Tips

A great FREE product can be found at:  
<http://www.pdfescape.com/>

Need to white-out areas on a pdf that need cleaning up (like a legal from the last recorded deed)? The product has a white-out tool.

Need to circle something on a pdf? It has a freehand tool.

Need to customize the flyer found on the MLS for your personal use? Use the whiteout to take the things off you don't like (including the date and time the Flyer was saved to your disk) and the header, and then use the Image tool to import and re-size images to superimpose on the pdf.

Need to type something on the PDF like "New Listing?" It has a Text tool.

Then save your work to your disk and email it as an attachment to Staples or other print shop of your choice.

A wonderful FREE super-useful tool that I use often!

Best Regards,

Phil Jones - Managing Broker  
 Coldwell Banker Danforth

## Market Trends

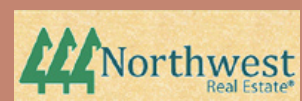
March was pretty much as good as it gets. We set an all-time record for Gross Commission Income earned by our brokers...this rounds off the 1st quarter and makes it our best first quarter in our 20+ year history. Maybe even more important than that is the fact we set an all-time record for most deals ever turned in for a one month period. CBD Brokers put 303 homes under contract in March. This squashed our best month for pending deals by 16.5%. We also had our best week in March...a whopping 95 transactions...that is 31% higher than any other week in our history!! Great job!!



Click on the regions below to view current market trends

- King County Market Trends
- Seattle Market Trends
- Eastside Market Trends
- Snohomish County Market Trends
- Everett Market Trends
- Pierce County Market Trends
- Tacoma Market Trends
- South King County Market Trends
- Kitsap County Market Trends

Click on the logo below to get the NWMLS's monthly update.





# How CBD Gets Involved!



**= More Food for the Needy!**

**THANK YOU VOLUNTEERS!!** At our recent NW Harvest volunteer day on March 29th, our team helped package up 10,750 pounds of beans, enough to provide 8,269 meals! Way to go!!



## UPCOMING EVENTS



### RELAY FOR LIFE – FEDERAL WAY

Friday June 6th – Saturday June 7th  
Saghalie Middle School

We will once again have a team participating in the Federal Way Relay for Life. This overnight walk raises funds to support cancer research and programs that help support those battling this terrible disease. We will be sending additional information out soon about how to get signed up for the Danforth in the Community team. If you are interested in participating, please email Valerie at: [vdanforth@comcast.net](mailto:vdanforth@comcast.net) for more information.

If you can't join us in Federal Way, please consider taking part in a Relay in your area or make a donation to help support our team by going to [www.relayforlife.org](http://www.relayforlife.org) and clicking on the "Get Involved" tab.



## Why Do I Need SEO for My Website?

Search engine optimization (SEO) is vital to a business because 90% of all online traffic is achieved through various search engines. Therefore, knowing how to properly market your website through search engine optimization is virtually the only way to be found on the Internet. Today's search engines operate much like the phone book used to—just on a much larger scale. By searching a topic, you are able to find thousands of businesses that

are offering the services you need. How your business site is found can be difficult with so many similar businesses world wide. That is why utilizing our specialized search engine optimization techniques can be the difference between high visitor frequency and being lost amidst the numerous other businesses and competitors found on the Internet. If you rely upon online customers for home or commercial sales, you really need to rely upon search engine optimization. We at Avaunt can help you with that.

If you are not a techy person then the following tips will only serve to confuse but we understand the language and have the right tools to

navigate and help bring your site further up the ladder to be seen by more prospective buyers and sellers.

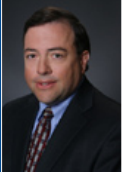
### SEO Tips to improve website optimization:

- Interesting and Descriptive to read
- Quality of the Content
- Short and Sweet Title
- Relative Meta Description
- Optimal Keyword Density Ratio
- SEO Friendly Url
- Keywords in First Paragraph
- Use of Headings
- Focusing Keywords
- Image Optimization

(253) 777-3030 | [www.avaunt.com](http://www.avaunt.com)  
email: [geoffa@avaunt.com](mailto:geoffa@avaunt.com)



Byron Hiller • (206) 718-2715  
[bhiller@cbcworldwide.com](mailto:bhiller@cbcworldwide.com)  
[www.cbcworldwide.com/bhiller](http://www.cbcworldwide.com/bhiller)



## Property Management Newsletter

CBD brokers are currently involved in leasing or managing rental properties. We have a resource to help keep current with CBD policies and market changes. Access this resource with the icon below:





# The Basics

From The GPS Escrow Team  
Diane, Amy, Destiny & Daren  
206.248.2200 – Seattle South  
425.454.8281 - Eastside

When each transaction is in escrow, it has a file number, a closing team, an anticipated closing date, a cool manila file folder and... your reputation.

Every transaction is also subject to Escrow's Law (also known as the Law of More Business). It postulates that, "A client's positive experience in escrow is relative to an broker's opportunity for repeat or referral business."

Let GPS Escrow start helping you and "our" client when you list their property. A little

bit of information from us can reinforce the promises you make. We can review the prelisting title report, provide information about the closing process and start to manage any special needs or pending requests.

Making this owner connection to escrow during the listing also provides continuity. This means a more seamless experience for the client all the way to closing. Clients also have the opportunity to define expectations and learn more about the process – and to be more comfortable.

It is the service from all of the providers – escrow, the lender, etc. – that set us apart. It is the way we care and believe in the important role we play with the client that shows our value.



## Website/Blog

[www.gpsescrow.com](http://www.gpsescrow.com)

## Linkedin

[www.linkedin.com/company/3225264](http://www.linkedin.com/company/3225264)

## Twitter

[www.twitter.com/GPSEscrow](http://www.twitter.com/GPSEscrow)

## Facebook

[www.facebook.com/gpsescrowcompany](http://www.facebook.com/gpsescrowcompany)



# GOOD THOUGHTS w/ Roger Savy



[click icon above to read my blog](#)

Dear Professional Brokers;

It is with pride that I present my professional blog to you. Please click on the link and read materials that balance art with science. I ask that you would consider Absolute Mortgage as your trusted team member.

Good thoughts ~Roger Savy



## Who really knows how to use the CBD Concierge Listing Program?

Our Broker of the Month, Darren Patillo (Northgate Office) exemplifies how it's done. He had a client in the Monroe area who needed a "WELL INSPECTOR". Now that's quite a unique request so Darren went to the Concierge Website ([www.cbd-concierge.com](http://www.cbd-concierge.com)) to see what he could find. No well inspector.

So, he called the Concierge and together they located a reputable "well inspector." The

Concierge proceeded to verify that the company is licensed, bonded, and insured with a current UBI #. It's that simple.

**WHEN:** Whenever a client asks for assistance in any type of home remodeling repair, why not start with the Concierge Listing Service? We often intervene when we see a request on the CBD Intranet to help brokers verify the credentials of vendors supplied by other brokers. However, we encourage brokers to first check out the Concierge Listing Program.

**WHY:** Vendors in the Concierge Program have been thoroughly vetted and provide quality work at a reasonable price. They will often respond in an "emergency" or "urgent" situation because they know us. If we don't use them, they might withdraw from the Program. This service also

enhances broker credibility while it leaves the choice to the client so the broker is not directly liable if there are any difficulties. If difficulties arise, immediately involve the Concierge to help resolve issues.

**HOW:** Just go to the Concierge Website; select your client's geographical area; review the drop down list of vendor services and select a couple of local vendors – or suggest that the client choose from the list. When there are several projects or unique projects, it may be difficult to find the proper vendor. Just call Roy (253.332.3197) or Mike (206.618.0789) for advice or assistance or send a request through the Concierge Website at:

[www.cbd-concierge.com](http://www.cbd-concierge.com)