

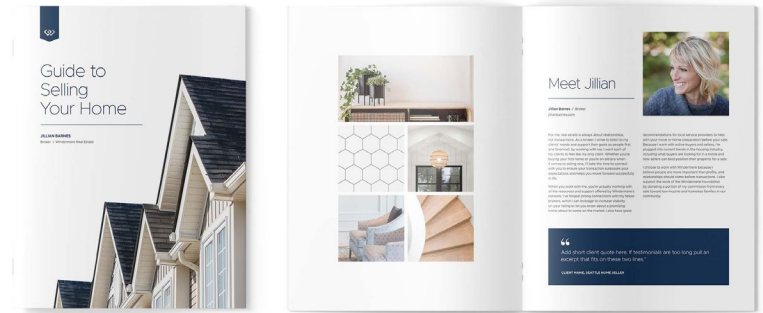
Seller Guide Checklist

Materials must be submitted following this checklist's guidelines (file type, character count, etc.) and personalization will not begin until the correct items are received.

Your project will enter the production queue based on the date all required materials are received. Please allow two weeks for your Seller Guide to be personalized.

You will receive one proof and can request edits to it; the subsequent proof will be final.

You can request extra customization of your Seller Guide by emailing wcreative@windermere.com. (Custom projects are subject to an \$85/hour fee.)



* Email files to your broker care team or upload to Dropbox if you received a link.

Agent contact info:

NAME

TITLE

PHONE

EMAIL

WEBSITE

Team name (if applicable):

Agent's office address:

Agent's licensed company name:

Cover. Choose from the seven design options on pages 2+3.

Page 3 / Meet the broker(s). Choose from four layout options on page 4.

- * **Agent bio.** Word doc, preferably in 1st person. If a team, include bios + contact info.
- * **Headshot.** Include high resolution photo (plus team members if applicable).
- * **Logo for cover.** Allowable file types: EPS (preferred), JPG, or PNG.

YES logo on the cover

NO logo on the cover

- * **Testimonials (preferably from Sellers).** Word doc with 2 short client quotes (max 100 characters each) plus up to 5 other quotes ranked by importance (max 1800 characters combined). Include client name/location for each.

Choose final book output (mark all that apply):

Professionally printed book - with bleed

YES soft touch

NO soft touch

(See samples at front desk)

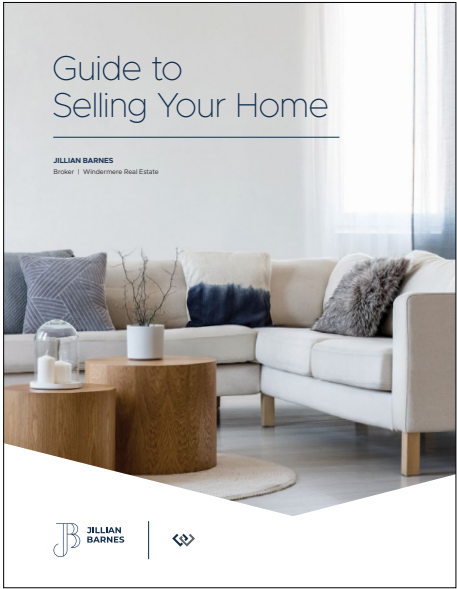
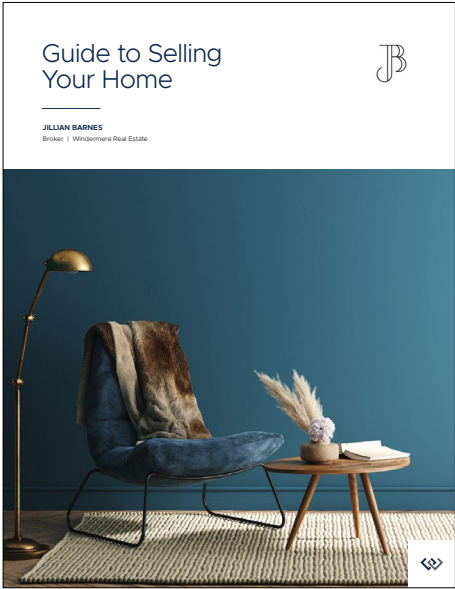
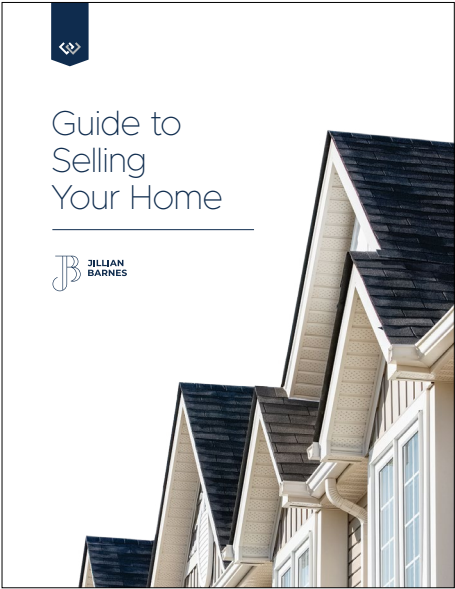
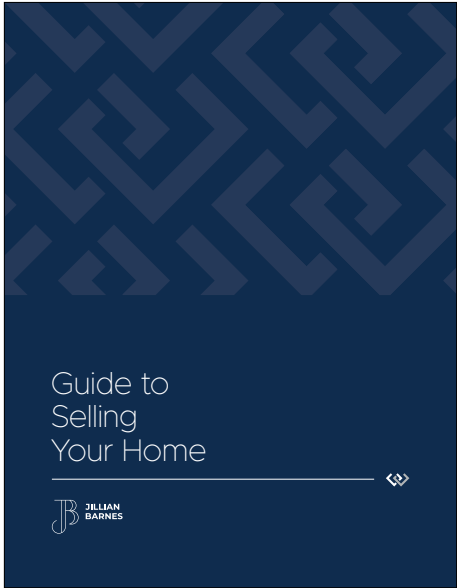
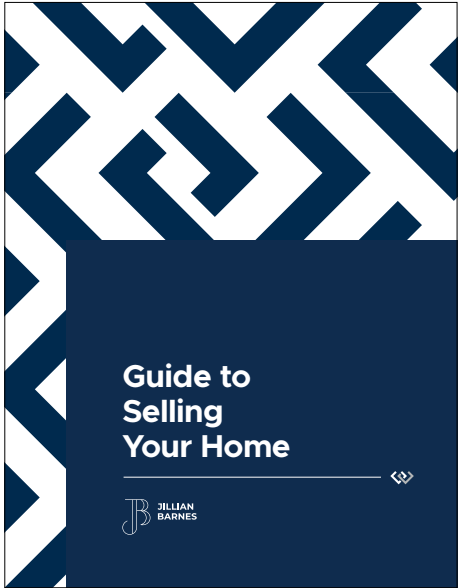
In-office printed - no bleed (staple bind, comb bind, or Unibind)

Digital - no bleed (low res PDF for use in Moxi Present or email)

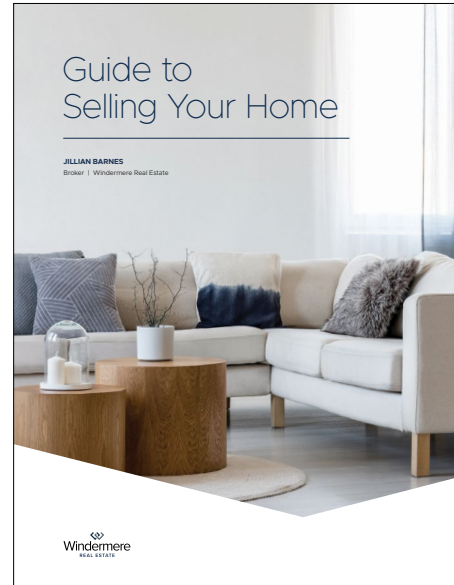
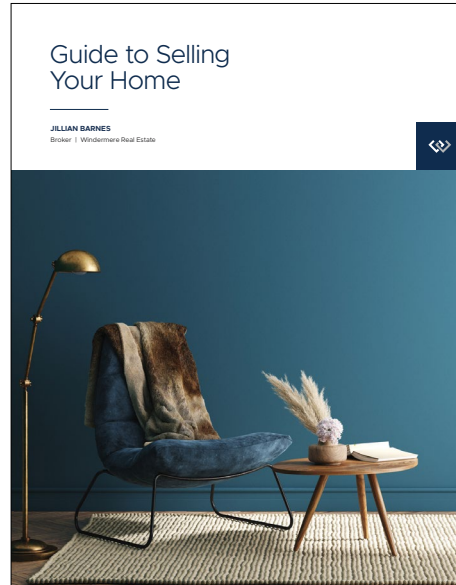
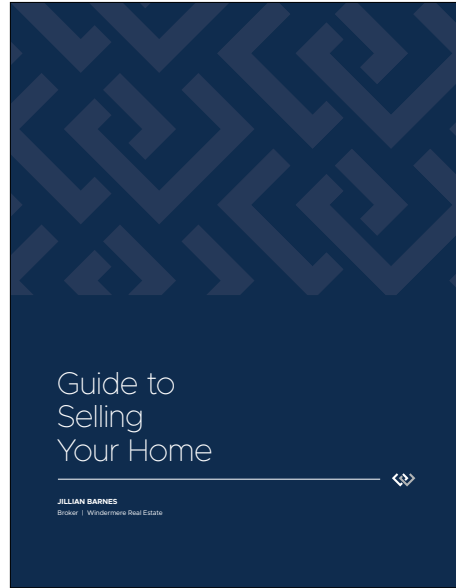
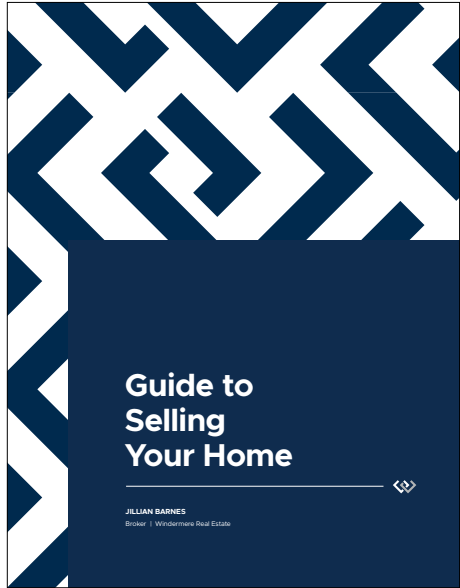
Portrait

Landscape

CHOOSE YOUR COVER: **WITH AGENT LOGO** (or see the following page for agents who do not have a logo)



CHOOSE YOUR COVER: **WITHOUT** AGENT LOGO



CHOOSE YOUR BIO/TEAM PAGE

Single agent bio should be in first person singular. Team bios should be in third person.
Designated character counts include spaces.

Single Agent

Bio character count: 1,500

Testimonial quote character count: 130

Meet Jillian



Jillian Barnes / Broker
jillianbarnes.com

For me, real estate is always about relationships, not transactions. As a broker, I strive to listen to my clients' needs and support their goals as people first and foremost. By working with me, I want each of my clients to feel like my only client. Whether you're buying your first home or you're an old pro when it comes to selling one, I'll take the time to connect with you to ensure your transaction surpasses your expectations and helps you move forward successfully in life.

When you work with me, you're actually working with all the resources and support offered by Windermere's network. I've forged strong connections with my fellow brokers, which can leverage to increase visibility on your listing or let you know about a promising home about to come on the market. I also have great recommendations for local service providers to help with your move or home preparation before your sale. Because I work with active buyers and sellers, I'm plugged into current trends in the housing industry, including what buyers are looking for in a home and how sellers can best position their property for a sale.

I choose to work with Windermere because I believe people are more important than profits, and relationships should come before transactions. I also support the work of the Windermere Foundation by donating a portion of my commission from every sale toward low-income and homeless families in our community.

“
Add short client quote here. If testimonials are too long pull an excerpt that fits on these two lines.
”

CLIENT NAME, SEATTLE HOME SELLER

Meet the Team




Jillian Barnes / Broker
jillianbarnes.com

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Miya Young / Broker
miyayoung.com

Add agent's bio here. Strumquam aut eritio esto ex enectio cisi expedita que eio pa voluptas debet volentio nequeam, searum, consecto omniemismet occipitibus m'istam quamis, odis volles equat. Ximus ut et duci expulquam sa ipita nobis ea.

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1 Agent and 1 Assistant

Agent character count: 1,500

Assistant character count: 430

Meet the Team




Jillian Barnes / Broker
jillianbarnes.com

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Miya Young | Licensed Assistant

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jillianbarnes.com

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Miya Young | Licensed Assistant

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Eddie Matthews | Marketing Coordinator

Add agent's bio here. Strumquam aut eritio esto ex enectio cisi expedita que eio pa voluptas debet volentio nequeam, searum, consecto omniemismet occipitibus m'istam quamis, odis volles equat. Ximus ut et duci expulquam sa ipita nobis ea.

1 Agent and 2 Assistants

Agent 1 character count: 1,500

Assistant 1 character count: 250

Assistant 2 character count: 250