

A GUIDE FOR HOME SELLERS

Seller's Guide

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WELCOME

Looking to sell your home?

Selling a home is a big step, and I'm glad for the chance to help. This guide walks you through the process, step by step, and shows how I'll work to get you the best outcome and real peace of mind along the way.

I know the local market, and I love to strategize and problem-solve to help my clients reach their goals, from pricing and preparation to marketing and the final signature.

My priority is making your sale as smooth and stress-free as possible. I tailor my service to you, connect you with reliable professionals, and get ahead of challenges before they become problems.

Whether you're ready to list or just curious what your home is worth, reach out anytime. I'm always happy to help.

Jonas Schumacher

A bright, modern living room with a white brick fireplace, a green sectional sofa, and a large window. The room features light wood flooring, a white ceiling with recessed lighting, and a white brick fireplace with a wooden mantel. A green sectional sofa with a white pillow and a wooden tray is positioned in front of the fireplace. A large window on the right side of the room offers a view of the outdoors. In the background, a dining area with a wooden table and chairs is visible.

—
Let's get your home
sold, for the best price
and terms.

Jonas Schumacher

ABOUT ME

Hi, I'm Jonas.

I'm a real estate professional proudly serving Whatcom County and the surrounding areas. Whether you're buying your first home, upgrading, downsizing or investing, I'm here to make the process as smooth and successful as possible.

I grew up in Germany and moved to the Pacific Northwest in 2017, where I quickly fell in love with the natural beauty, community spirit and unique charm of Whatcom County.

Having relocated across continents myself, I understand both the excitement and the challenges of finding a new place to call home. That journey fuels my passion for helping others find their perfect space, whether they're new to the area or lifelong locals.

Jonas Schumacher



SERVING

Whatcom County & surrounding areas

ORIGINALLY FROM

Germany

IN THE PNW SINCE

2017

LANGUAGES

English & German

I HELP WITH

**First homes, upgrading,
downsizing & investing**

STEP BY STEP



The Selling Process

Nine steps from pricing strategy to handing over the keys.

GETTING READY

01

Pricing strategy

GETTING READY

02

Preparing your home

GETTING READY

03

Photography & marketing

ON THE MARKET

04

Showings & open houses

ON THE MARKET

05

Offer & negotiation

UNDER CONTRACT

06

Offer accepted

UNDER CONTRACT

07

Inspection

UNDER CONTRACT

08

Closing

AFTER THE SALE

09

Ongoing support

STEP 01

Why pricing matters

Pricing your home right from the start is one of the best ways to draw strong interest and sell for top dollar in the shortest time. A home gets the most attention when it's first listed, so starting high and reducing later rarely pays off.

Your home is worth what buyers will pay in today's market. I'll prepare a Comparative Market Analysis (CMA) and gather feedback from other local agents on price and presentation, then walk you through it.

**YOUR CMA
COMPARES**

Recent sales nearby

Homes on the market now

Size, condition and
features

STEP 02

Preparing to hit the market

Even a home in great condition can lose value in buyers' eyes with dingy paint, clutter or an overgrown yard. Time invested now pays off later.

I'll walk through your home with you, recommend ways to add value, and give you a checklist to get ready for photos and showings.

Before we list, we'll also complete a few documents together, including disclosures about your home's condition.

WE'LL LOOK AT

Staging & furniture layout

Decluttering & personal items

Curb appeal

Listing paperwork & disclosures

STEP 03

Strategic marketing

Great marketing gets your home sold faster and for a better price. I'll build a custom plan for maximum exposure, from the MLS and top real estate sites like Realtor.com and Zillow to professional photography, print pieces and Windermere's signature yard signs.

Digital tools let me target and follow up with likely buyers and fine-tune how the marketing performs.



DIGITAL

Property website

Top real estate websites

eFlyers



SOCIAL MEDIA

Facebook & Instagram posts

Facebook & Instagram stories

Targeted ads to likely buyers



PRINT

Professional brochure

High-quality signage

Listing flyer & flyer box



STEP 04

Tips for successful showings

Small touches help buyers picture themselves living in your home.

01

Clear the clutter

Clear floors and surfaces. Tidy rooms feel larger.

02

Tidy the yard

Put away garden tools, bikes and toys.

03

Let the light in

Turn on lights and open curtains and shades, inside and out.

04

Make it cozy

Turn on a gas fireplace and keep the temperature around 68°F.

05

Keep it quiet

Turn off TVs and keep any music low.

06

Lock up valuables

Secure jewelry, valuables and prescription medications.

07

Plan for pets

Take pets with you or keep them secured, and clean litter boxes daily.

08

Step out

Leave during showings so buyers can take their time and talk freely.

09

Ask for feedback

I'll share what buyers say after every showing, so we can adjust.

STEP 05

Offer & negotiation

When an offer (or several!) comes in, I'll review each one with you and help you weigh the pros and cons. Price is only part of the picture. We'll also look at contingencies, timeline and the buyer's financial strength.

I'll negotiate with buyers' agents on your behalf to get you the best price and terms, and to meet or beat your goals.

HOW WE'LL COMPARE OFFERS

Price

The offer amount and your net proceeds

Contingencies

Inspection, financing and other conditions

Timeline

Closing date and move-out timing

Buyer strength

Financing and how secure the buyer is

GOOD TO KNOW

Be courteous to every potential buyer. Deals sometimes fall through, so it helps to have other offers to fall back on. And by law, buyers can't be turned down based on race or national origin, color, sex, disability, religion or family status.

Under contract

06 · OFFER ACCEPTED

Once we have a buyer, I'll guide you through the purchase and sale agreement. After both sides sign, you'll get a clear summary of the timing, tasks and deadlines, and I'll coordinate every step so all goes smoothly and on time.

07 · INSPECTION

Most offers depend on a professional inspection of the home's health, safety and major systems. It usually takes 1–5 hours, and it's best if you're not home. I'll review the report with you and help you decide whether to accept requested repairs or negotiate.

08 · CLOSING

Closing finalizes the sale and transfers the title. I'll help you understand who pays which costs. Escrow will schedule your signing, disburse your net proceeds once the lender releases them, and hand the title and keys to the buyer.

09 · ONGOING SUPPORT

My service doesn't end when your home sells. I can help you buy your next home, connect you with local providers, and stay in touch as your local real estate resource for years to come.



CLIENT TESTIMONIALS

What clients say

★★★★★ 5.0 average rating from verified clients on Testimonial Tree

“

More than anything, I’m grateful that you treated the sale of my home as more than just a transaction. You understood that this was a place filled with memories, and your guidance and support meant more to me than I can express.

KAI C. · HOME SELLER

★★★★★

“He was super timely to get the listing up, schedule showings, and provide us feedback from prospective buyers. The listing photos and description were impeccable as well!”

ESTHER W. · SELLER

★★★★★

“Jonas was professional, knowledgeable, responsive, and genuinely committed to helping us... His attention to detail, honesty, and dedication gave us confidence in every decision we made.”

ATA K. · BUYER

★★★★★

“Jonas was absolutely wonderful to work with. He was professional, knowledgeable, communicative, punctual and kind.”

GLEN W.

READY WHEN YOU ARE

Let's sell your home.



Jonas Schumacher

REAL ESTATE PROFESSIONAL

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If you are already working with an agent, this is not meant as a solicitation for that business.