

The Kitsap Home Selling
Blueprint



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The Big Picture

You're probably a lot like most sellers I meet — you want to sell for as much as possible, and you want to do it without it dragging on for months. To make that happen, you need leverage. And the way you create leverage is through a deliberate three-part strategy.

My name is Nolan Reynolds. I'm a real estate agent with Windermere Real Estate in Silverdale, and I've called Kitsap County home since the 90s — long enough to know its neighborhoods, its buyers, and what actually moves a home here. I use that knowledge alongside the three-part strategy built to help sellers create leverage at every stage of the process.

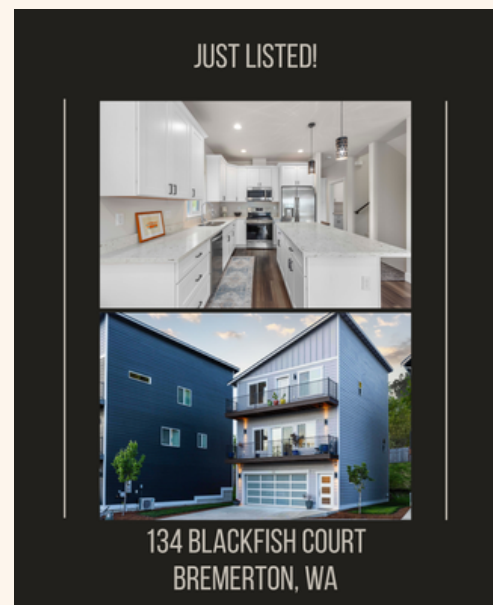


Step One: Marketing

Most agents take professional photos, post the home to the MLS, and hold a few open houses. While that does put your home in front of active buyers, it doesn't reach all potential buyers. My approach goes much further. Through additional digital marketing, video content, targeted advertising, social media promotion, and other strategies, I work to put your home in front of as many qualified buyers as possible. Why does that matter? Because it only takes one additional buyer to fall in love with your home to create more competition, stronger offers, and potentially thousands of dollars in additional proceeds. The goal isn't simply to list your home—it's to maximize exposure so every possible buyer has the opportunity to see it.

Photos & Video

Your home deserves the very best visual marketing. I bring a professional photography and videography background to every listing — short-form clips, full-length walkthroughs, and neighborhood tours, all produced with a professional eye. This isn't something I outsource or add as an afterthought. It's a core part of how I approach every listing.





Marketing Continued: Digital Campaign

There's an intention behind every video we create. A short-form clip is built to stop someone mid-scroll on social media. A full walkthrough is designed to give a relocating buyer the confidence to make an offer before they've ever set foot in Kitsap County. A neighborhood tour is crafted to sell the lifestyle, not just the house. We don't just post content and hope the right buyer finds it — we put it directly in front of them. Each video is crafted to appeal to a specific type of buyer, drawing them in and guiding them back to your home's custom webpage—where they can explore the full experience and confidently take the next step to schedule a tour.

My SEO team will run a targeted social media and Google Ads campaign reaching both local buyers and people moving in from out of the area. Google Analytics and Facebook Pixel let us track exactly who's engaging with your home, understand their behavior, and re-engage them with follow-up content — so an interested buyer who gets distracted doesn't just disappear. Every touchpoint is intentional, and every dollar spent is working toward one goal: getting your home in front of the most qualified buyers possible.

Step Number Two: Condition

The condition is what wins the showing. When a buyer walks through your home, they're comparing it — consciously or not — against every other home they've seen in your price range. Your goal is to be at the top of that mental list.

The good news is that condition doesn't always mean a full renovation. Often, it's a handful of targeted improvements that shift how a home feels the moment someone walks in. The bad news is that not every improvement is worth the investment — and plenty of sellers spend money on things buyers won't pay more for.

I'm inside more homes each week than the average agent. I watch how the market receives them and use that knowledge to help you decide what's worth fixing — and what isn't.





Step Number Three: Pricing

Pricing doesn't exist in a vacuum.

Getting the price right is one of the most consequential decisions in the entire selling process. Price too high and you go stale — buyers move on, and a listing that sits too long starts to raise questions. Price too low and you leave money on the table.

Condition is lower → Price accordingly Price accordingly to align with comparable homes and attract buyers.

Condition is strong → Price higher Your condition earns you leverage to command more.

The right number comes from a deep read of the market: what's active, what's pending, what's actually closed, and how buyers have responded to comparable homes. Because I'm consistently in and out of homes across Kitsap County, I don't just rely on the data — I've seen how the market has received those homes firsthand. That context is something an automated valuation tool simply can't give you.



FAQS

Your questions, our answers!



How long will selling my home take?

Depending on market conditions and other factors, the process can really vary. Average days on market over the last year has remained close to 30.

What is the best time of year to sell?

Any time can work! A general rule of thumb is that the spring and summer months are ideal times to sell. However, there are many buyers also looking in the fall and winter time, and there's less competition in the off months.

How do I know what my home is worth?

I will provide a comprehensive Comparable Market Analysis (CMA), which is a comparison of similar properties actively listed, recently sold, and those that didn't sell. The CMA makes it easier to understand market value and helps us set a price you are comfortable with.

What happens if my home doesn't sell?

First, we figure out why. A home that sits almost always has one of three problems: condition, pricing, or marketing exposure — and usually only one of those is the real issue. We look at the data, adjust the lever that needs adjusting, and relaunch with a plan. You're never locked in and you're never without options. And if we ever decide the timing isn't right, we can pause and come back when it is.

Will I need to leave the house during showings?

In almost every case, yes — and the reason is simple: buyers won't relax, linger, or open closet doors if the homeowner is there. A showing where the buyer doesn't fully tour the home is a showing that probably won't turn into an offer. I'll coordinate showings with enough notice for you to make it work, and for sellers with unusual schedules, kids, or pets, we'll build a plan around it so it never feels disruptive.

Do I pay the Buyer Broker's Compensation?

Commission is always negotiable, and it's a conversation I like to have upfront — not buried at signing. Since the NAR settlement in 2024, buyer agent compensation is no longer automatic. It's something we discuss and decide together as part of your overall marketing strategy. I'll walk you through the options, explain the trade-offs, and help you choose the approach that gets your home sold for the most money with the least friction.

Should I make repairs or renovate before I list?

Almost never. Full renovations rarely pay back what you put into them. What does pay back is targeted prep — paint, lighting, deep cleaning, landscaping, and a few strategic updates — chosen specifically for how buyers are shopping your price range right now. I'll walk your home with you and tell you exactly what's worth doing and what isn't. If something isn't going to earn you more than it costs, I'll tell you to skip it.

What will it cost to work with you?

If you hire me, I want to do the absolute best job I can — and I want you to feel like you got real value for what you paid. Everything I've walked through in this guide is included in my fee of 2.5%. Whether and how much to offer the buyer's agent is a separate decision we'll make together as part of your marketing strategy — I'll walk you through the options and the trade-offs so you can choose what fits your goals.



OFFERS

We've received an offer, or multiple offers; now what?

YOU ACCEPT

If you accept the offer and it's unconditional, congratulations! You've sold your home. If you accept the offer and it contained conditions, the buyer's real estate professional will work with their clients to satisfy and waive conditions by the condition expiration date.

YOU REJECT

If you reject the offer, it's up to the buyers to decide what they want to do next – they can submit a new Offer to Purchase or look elsewhere.

YOU COUNTER

If you want to make a counter offer, we can discuss the terms with which you were unhappy (price, possession date, inclusions, etc.). We can draft a counter offer with the terms you want.

MULTIPLE OFFERS

A multiple offer situation is when multiple buyers submit an Offer to Purchase on the same property, at the same time. It's your decision how to proceed in the event of multiple offers. I will help you to understand your options and to advise and guide you through this.

**You've accepted an offer on your home.
So, now what?**

INSPECTION

A home inspection includes a thorough walkthrough by a professional inspector who assesses potential issues and provides a detailed report on defects. This information may allow the buyer to renegotiate with the seller, arrange repairs, or consult specialists for further evaluation.

APPRAISAL

The buyer's lender will most likely require an appraisal to ensure that the home is worth what the buyer is offering to pay. I will assist with and be on-site when necessary.

CLOSING

ESCROW

An escrow officer serves as a neutral party, ensuring all parties adhere to the agreement terms. I will provide them with the essential documents, including contracts and financing details. Next step is the closing process.

CLOSING

The closing process finalizes the purchase of your home and makes everything official. Once the sale is recorded with the county and the deed is transferred, you have officially closed on your new home!

Next steps...

There are a few things you should be prepared to bring to closing:

- A valid government issued photo ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys





I hope this guide give you some clarity! Selling a home is one of the biggest financial moves most people make, and you shouldn't have to make it a guess. When you're ready — whether that's next month, next quarter, or next year — I'd be happy to sit down, walk through your home, and show you what the three-part strategy looks like, built specifically around your goals. No pressure, no pitch. Just an honest conversation about your place, your timing, and what's actually happening in the market around you.

You can reach me anytime at (360) 536-8641 or NolanReynoldsHomes.com. I'll be looking forward to meeting you.

