



Selling Your Home

my systems for successful listings

RE/MAX

Metro \leftrightarrow \updownarrow Eastside

RE/MAX Metro Realty, Inc.

Each office is independently owned and operated.

www.JensRealty.com



welcome

My mission is to serve my clients by utilizing my knowledge, experience, energy and resources to provide them with a one-of-a-kind real estate transaction experience. My clients only deserve service at the highest level and that is what I will deliver. Although I strive to be your real estate agent for life, I don't take that relationship for granted. I earn my clients' current and future business each and every time. I look forward to working with you on your home sale. Thank you!

RE/MAX

Metro ↔ Eastside

RE/MAX Metro Realty, Inc.

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Jennifer Suemnicht
Broker | Realtor®

206-550-1676 • Jen@JensRealty.com

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Getting Prepared to Sell a House

When you are getting ready to sell, there can be a lot to consider. What are the repairs and improvements that can mean the most to my bottom line? Is now the best time or should I wait? What should I keep and what should I get rid of? Will my neighbors be mad at me? How much inconvenience should I expect?

I have helped dozens and dozens of people sell their homes over the years. And although each sale is different, I have honed my process so that your sale comes as close as possible to achieving your time and money goals so you are best prepared for your next step.



Take a Moment to Consider...

The Market

If you have to move, what is happening in the real estate market is irrelevant to deciding if now is the right time. But if you are selling out of convenience or your timeline is flexible, timing the market may just be to your advantage. Variables such as interest rates, employment, and inventory can dictate the number of buyers in the market. The more buyers, the better chance you have of realizing the most for your property.

What and Where You are Moving To

Are you buying a larger and more expensive home or downsizing to a small condo? Are you staying in the area? I find that when you can envision where you are moving that it is easier to strategize in terms of your finances, your timing, and your stuff!

Maintenance and Repairs

In my experience, you get out the elbow grease you put in to fixing up your property before a move. But I can help you determine the repairs and maintenance that are absolutely necessary and possibly some ideas for making improvements while you are at it that can really add to your bottom line!

Market Types

an overview





Home Preparation

The key to selling your home quickly and at the right price is to have it showtime ready! And that means moving out the non-essentials, reviewing each room to make sure it is showing its best, and making sure everything is sparkling clean.

I recommend starting to pack and put things away in boxes that can be stored in the garage or offsite. In every room, we need to go through and remove and pack away most personal items so that when a prospective buyer comes through the home they can immediately look at the home and not be distracted by the seller's items.

Here are some other tips to help you get started:

- Give home a thorough cleaning
- Oil door hinges, tighten door knobs
- Have carpets professionally cleaned, or replaced if damaged
- Repair dripping faucets and leaky toilets
- Replace all burned out light bulbs and clean all light fixtures
- Repair defective light switches
- Get rid of clutter both inside and out
- Cut and edge grass
- Trim hedges and weed gardens
- Paint, fix or wash railings, steps, storm windows, screens and doors
- Clean out the gutters
- Wash the windows
- Tidy up the garage
- Paint, wash and fix garage doors and windows
- Touch up all interior paint

I will go through your home with you and make custom recommendations that will allow your home to shine!

How Pricing Works

Determining the right price for your home is one of the most critical aspects of marketing. It's true! A home that looks great and is priced along with other similar homes will be perceived as a good value, generating the most interested buyers.

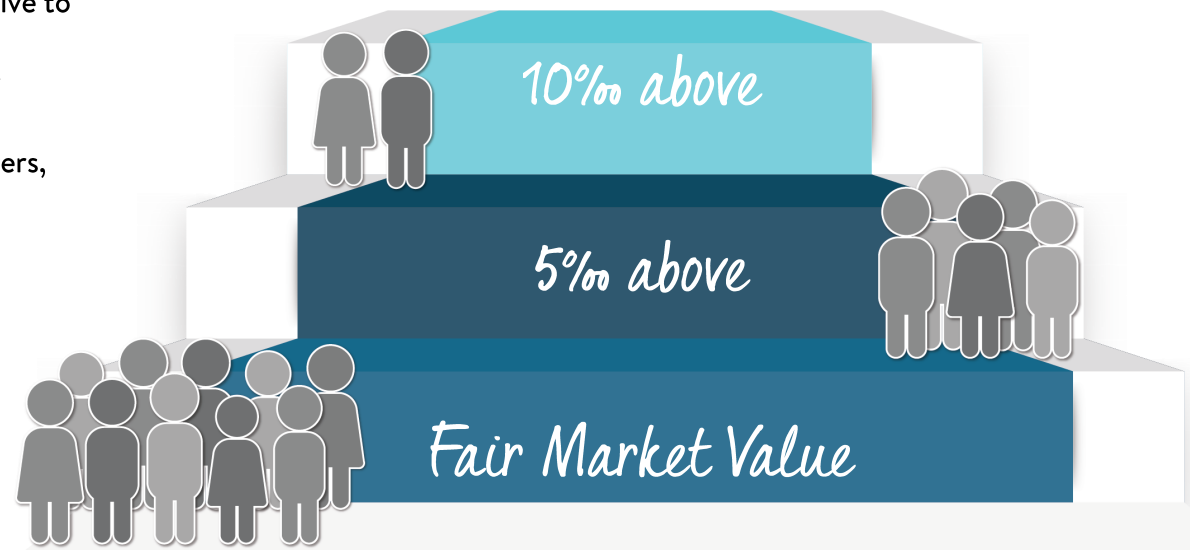
The longer a home is on the market, usually the lower the final sales price. That is why I recommend not starting off too high. Reducing the price doesn't usually result in more buyer interest.

I will help you set the price and position your property so it stands out in the market.

Here is my custom pricing plan:

- Analyze the market and determine what other comparable properties are selling for.
- Work with you to determine your selling goals.
- Help your home shine and make it most attractive to prospective buyers.
- Create a custom home marketing plan for your property
- Market your property to not only potential buyers, but also to other agents to get their feedback on price.
- Keep you informed about traffic and buyer activity.

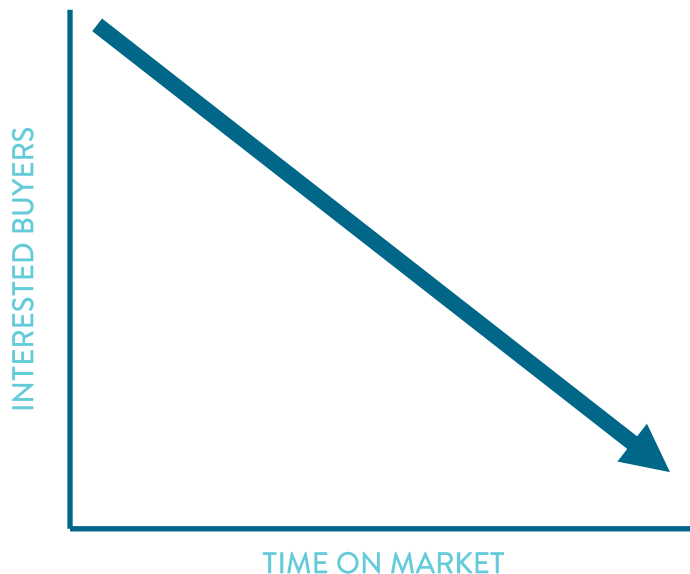
PERSPECTIVE BUYER POOL



Weeks on Market

Determining the right price for your property is the most critical step in ensuring you get the highest return on your investment. MLS statistics show that the longer a home is on the market, the lower the sales price. My job is to help you set the right price from the start and to position your property so it stands out in the market.

The market value of your home is what buyers are likely willing to pay in today's market conditions. Our goal is to determine its market value and will set the price with that information.



THE DANGERS OF OVER-PRICING

- Your true target buyers may not see your property because the list price is out of their price range
- The buyers in the higher price point may compare your property to other properties at that price point and consider it a bad value
- It may sit on the market longer and sell for less than asking price while you continue to pay ownership costs
- The number of interested buyers diminishes the longer the property sits on the market
- Your property is seen as less desirable because it has been on the market longer than comparable properties

Now, Realistic, & Optimistic Pricing



21-Day Price Reduction Schedule

- 3%: Calls, showings, few or no offers
- 4%: Calls, few or no showings, no offers
- 5%: Few calls, no showings, no offers



Staging

Staging is important to help buyer to get the best impression of your home and see themselves living in it. If you have ever looked at the photos of homes for sale, then you can already see the difference in how homes look when they are staged, not staged, or vacant without furniture. How you live in a home is different than how it is marketed to sell. You want your home to be at the top of the homes that are listed that week – the one everyone wants to come and see! I have lots of connections and options for ways to help you with staging. Let's talk about it!

95%

of staged homes sell
in 11 days or less

81%

of buyers have an
easier time
visualizing property
as their future home

46%

of people are more
willing to walk
through a staged
home that they've
viewed online

45%

positively impacts
home value if
decorated to the
buyer's taste

87%

according to RESA,
homes staged before
listing sell up to 87%
faster

28%

of viewers are more
likely to overlook the
home's faults



Professional Photography

I always have professional photography for the properties I list. Buyers are searching for homes online first and we want them to be wowed even if they aren't standing on the front porch. If warranted, I will also utilize drone photography when it make sense and will usually also pay extra to have a floor plan created (if the floor plan is a positive feature of the home).

I pay for this professional photography as part of my service package as a benefit for you!



Marketing—Signs

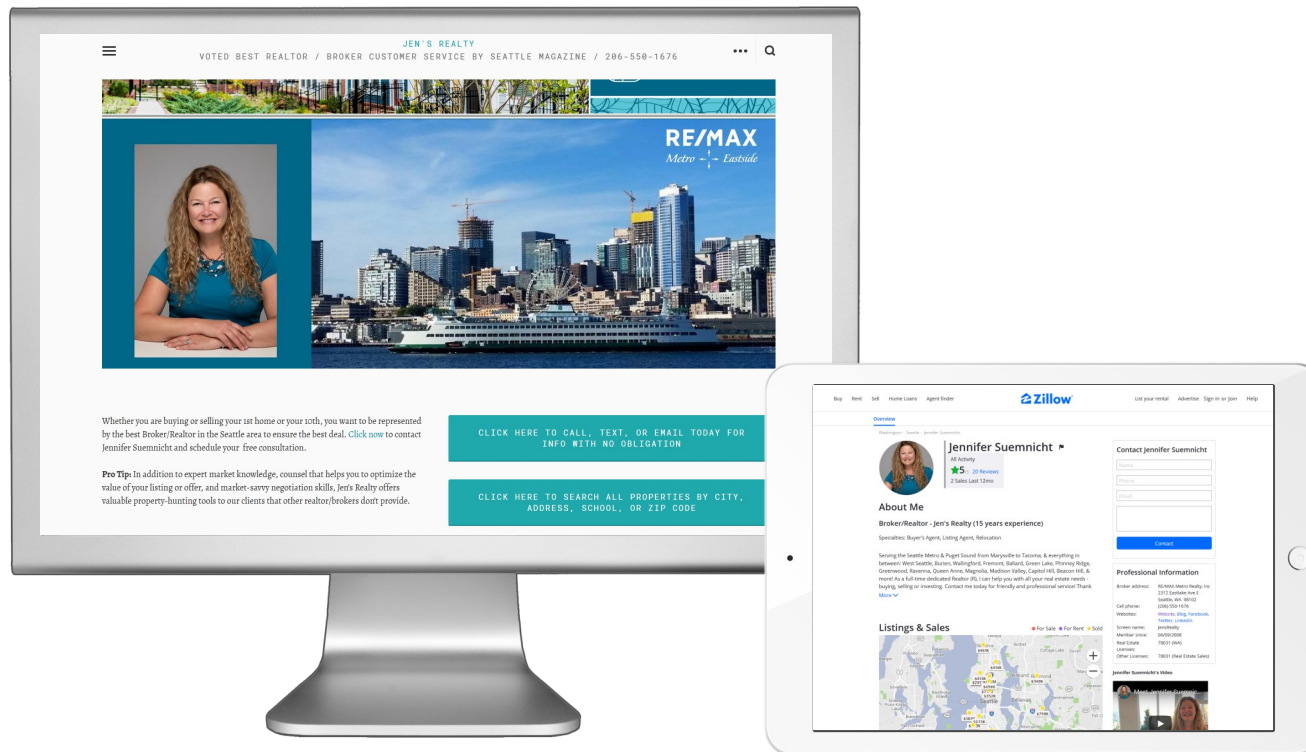
In order to successfully sell your home, other buyers and their brokers should be able to easily find it. That is where my RE/MAX eye-catching signage comes in.

Utilizing signage and curbside marketing is an important component of my marketing plan. When a RE/MAX sign is in your yard, passers-by will know that you are represented by quality professionals and that your home will be presented in its best light.

Weather-protected flyers are also available on the sign post for buyers who are driving by. We don't want to miss a buyer opportunity!



Online Marketing



I mentioned buyers searching online and in fact, according to the National Association of REALTORS, 95% of buyers are doing just that. Between RE/MAX, the MLS, and Leading Real Estate Companies of the World, there are dozens, if not hundreds, of websites your listing will be included on – even internationally! REALTOR.com, Zillow, and Redfn are some of the sites you may have heard of and your listing will be on every one of them.

Alki Beach Townhome
For Sale
6004 SW Admiral Way
Seattle, WA 98116

JENSREALTY.COM
Jen's Realty [Learn More](#)

8 3 Comments 7 Shares

Like Comment Share

4,203 people reached [Boost Again](#)

Social Media



Jennifer Suemnicht - Jen's Realty, Broker/Realtor
Thursday at 12:19 PM

Alki Beach Townhome - New Price \$698,000 - Open House Sat Jan 25
... See More

Call, text, or visit me today!
206-550-1676
Thanks! Jen

2 1 Share 56 Views

I create posts for my listings and promote them on social media. I also advertise my open houses and get the word out. If you would like to see examples of my marketing, please check out my Facebook Jen's Realty page, Instagram, LinkedIn, GoogleMyBusiness, YouTube, Twitter, and other places I regularly market homes for sale.

I also pro-actively email agents who have sent the listing as a part of their Portal Search to their Buyers through the MLS. This Reverse Prospecting is a great way to target active buyers who may be interested in your home and is a step most lazy brokers don't do.

Print Marketing

Lots of natural light with double-pane Milgard windows.

1234 Chestnut Street, Seattle
3 Beds | 2.5 Baths | 2345 Sq. Ft. | \$550,000

Special Features

- New Carpet & Fresh Paint
- Hardwood Flooring
- Energy Efficient AC
- On-Demand Water Heater
- Double-paned acrylic windows
- Skylights
- Quartz countertops

...and so much more!
It's hard to list all the indoor & outdoor features of this stunning home. Schedule a tour today!

MLS#1234567

Single-owner home centrally located near schools and shopping, this craftsman home is move-in ready. Large central kitchen comes with new appliances. Great room has large windows for lots of natural light. For more information, contact Jen or go to www.JensRealty.com.

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New double-pane Milgard windows!

Welcome Home!
Single-owner home centrally located near schools and shopping, this craftsman home is move-in ready. Large central kitchen comes with new appliances. Great room has large windows for lots of natural light. For more information, contact Jen or go to www.JensRealty.com.

Special Features

- New Carpet & Fresh Paint
- Hardwood Flooring
- Energy Efficient AC
- On-Demand Water Heater
- Double-paned acrylic windows
- Skylights
- Quartz countertops

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You're Invited to the Open House!
Where: 1234 Chestnut Street, Seattle
When: 1pm to 4pm, Friday, Saturday & Sunday (April 5th, 6th, & 7th)

MLS#1234567

Bring friends & family!

3 Beds | 2.5 Baths | 2345 Sq. Ft. | \$550,000

Jen's Realty
Seattle

RE/MAX
Metro - Estab

This bathroom is serviced by an On-Demand Hot Water Heater
(Never run out of hot water again!)

Special Feature!

Jen's Realty
Seattle

home book
1234 Chestnut Street, Seattle

RE/MAX
Metro - Estab

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Buyers love to see visuals of your home and have something to take home with them. I create house flyers, special feature cards that highlight your home's best features, create a home book with a lot of information about your home, and if market time permits, create just listed/open house invitation postcards that alert the neighbors and move-up buyers that your home is on the market.



Welcome to the Open House!
Please come right in.



Welcome!

Open Houses

When it makes sense to do so, open houses are a strong part of my marketing strategy for your home! During this age of technology, I find that many buyers are researching homes on their own and attending open houses before they call their agent. I find it helpful to make it easy for buyers to tour your home. Once we get them to the property, I'm sure they will fall in love with it and I believe it's a key component to getting one or more offers!

Broker-to-Broker

I put the professional relationships I have developed to work for you. I work in a very professional office environment in a large, well-established RE/MAX office with locations in Seattle and Bellevue. In addition, I get the word out to other RE/MAX agents as well as other area brokers who may have buyer looking for just your type of property! I also follow up with every broker who shows the home and any buyers who provide their contact info.



Home Warranty

Often times including a home warranty with a listing can give you a competitive edge, as well as piece of mind in case any issues arise starting from the day it is listed and the home warranty package is ordered.

There are many companies who offer home warranties, and I can work with any of them. I want to work together with you to make sure you have every competitive edge and create a plan to help you best sell your home and maximize your profits.

Let's talk about it!

HOME SELLER BENEFITS



Sell Your Home Faster & Easier

Add our warranty to your listing when you first put it on the market

It Gives Your Listing A Competitive Advantage

Providing a warranty shows you stand behind your home. Buyers like that.

It Keeps Your Deal Together

Your home buyer is purchasing a previously lived in home. Your appliances and home systems are now "used" equipment. Should one or more of those items break down after the buyer moves in, they have "peace of mind" knowing they have a home warranty.

It Could Get You A Better Offer

Studies show that homes listed with a home warranty generally sell for more money.

It Prevents Post Sale Headaches

When your home buyer has an appliance/system breakdown after moving in, they CALL US ... NOT YOU.

It Provides Post Sale Legal Protection

If you add our warranty when you first list your home, you have our **LISTSECURE**™ coverage at no additional cost. It provides you with two years of additional legal protection, up to \$1,000. (Terms and conditions do apply)

Our coverage is complimentary for the length of your listing (no expiration date). You don't pay us until your home sells.

Add our SELLER'S PREFERRED UPGRADE for a nominal fee.

It enhances HVAC and kitchen appliance coverages.

America's Preferred Home Warranty, Inc.
800.648.5006 | APHW.COM



RE/MAX
approved supplier

Each supplier independently owned and operated.

Checklists, Marketing Calendar, & Reports

Here are some of the systems I have in place to keep you up-to-date on what your property needs, what marketing we have coming up, market updates for your home/area, and how your house is doing compared to the competition.

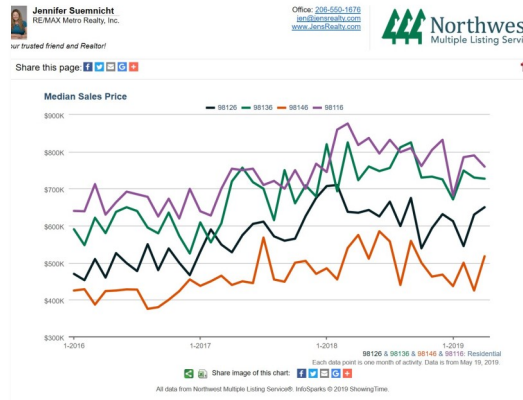
Listing Timeline Check List (continued)

Task	Seller	Agent	Done	Notes
Make or update to website a local board in the top page				Facebook Ad (about)
Personal Instagram, Twitter, LinkedIn, etc.				
Marketing e-mails to other agents, Facebook group				
Letter & LinkedIn				
Follow up with viewing prospects				
Activity reports on advertising & leverage				
Re-evaluate strategy & cost, every 15-30 days				
Qualifying buyers				
Contract/offer reviews				
Negotiating				
Follow up through the closing process				
Talk about wire fraud				
Remove any staging, if a staging company was in any way require 7-14 days notice to schedule				
Seller communicates directly with escrow. They will send you paperwork and verify all your contact info.				

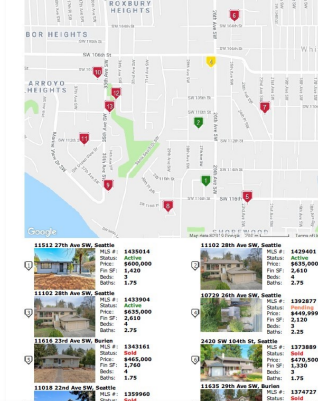
Listing Timeline Check List

Task	Seller	Agent	Done	Notes
Talk with Attorney, Lender & Tax Strategist	x			What is loan payoff? Pre-approved available? Considering future sale (do I have future buyers)? What are tax effects of the sale & your best purchase? Capital Gains Tax? 1031
Talk with 1031 Tax Exchange Intermediary	x			If it's an investment property, do you want to consider a 1031 tax exchange? Would need to know before taking look for or make decisions that cause the open take priority of medication)
Contact new Market Analysts	x	x		
Determine price & goals	x	x		Market "feel" better than pre-proposition? Homeowner's "sticker" Buyer's Scope. Talk about the 25P
Complete updates, touch-up paint & repairs to property	x			
"Spruce-up" the yard	x			
Clean, Light & Bright - Move "toys" items to be-stable	x			
Staging company - Call, meeting available for full view	x			Using staging company? get bids or make reservations for furniture at least 2 weeks before listing. Book "Senior Home" & "Instructor preference" & "Age" my contacts to list
Order Preliminary Title, Legal description & Binder	x			
Order lender with request for info (check of Pay & costcard)	x			If appropriate
Complete Listing Tour Sheet	x	x		
Complete Form 17 (Seller's Disclosures), 20K URSES, 224 & Lead Based Paint of Seller's Title, legal description, 35P, Pre-inspect, 22E FIRPTA, 42 & Agency	x			Get buyer professional, usually 4th floor from "senior" 11 day for listing to go live! Photos Monday, list Thursday
Take photos	x			
Make a "staging" sign make available opportunities to reach up to 500 desirable neighbors	x			Order by noon Wednesday for open house Fri, Sat, Sun
Enter any custom walk, rights, or permit/fees	x			See updates
Enter into an MLS	x			If applicable within 102 mins \$50
Submit Double Entry Form	x			
Submit entry to RE/MAX office	x			Important to sign listing agreement & order the sign (total approximately 27 days before list to buy one (all 11) day. Also, order any special orders if needed in website / view.
For Sale sign in yard	x			
Post Disclosures Review if allowed	x			1 set in kitchen, 1 set with agent
Make 2 sets of keys	x			
Key Box on	x			
Order a Court Yards	x			
Enter Broker's Open & Public Open House on MLS	x			Broker's Open on weekdays & Saturdays
Access reviews & instructions on MLS/25P	x			
Upload document attachments	x			
Access any other "online" view (staging) entry lead relate search should be showing all the info & open houses, RE/MAX & MLS syndicate for all the major sites	x			Check available - if not correct update details & content pricing. Add subscription (Insurance Agent, 400)
Home Book Binder	x			print-in, form 17, area info, etc.
RE/MAX e-mail marketing - YouTube, website, post	x			URL? Rover?
Phone calls	x	x		

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Single Family Multi-Map Summary



Listing #	Address	City	Area	Community	Bed	Bath	Sq Ft	Lot Sq	Year	Date	\$/Sq Ft	COOM	Orig Price	List Price	Sold Price	SP/LP
1181201	11812 27th Ave SW	Seattle	130	Shorewood	4	2.75	2,410	4,219	1978	04/03/19	\$24.36	5	\$439,014	\$439,014	\$439,014	100.00
1181202	11812 28th Ave SW	Seattle	130	Shorewood	4	2.75	2,410	4,219	1978	04/03/19	\$24.36	5	\$433,900	\$433,900	\$433,900	100.00
1181203	11812 29th Ave SW	Seattle	130	Shorewood	4	2.75	2,410	4,219	1978	04/03/19	\$24.36	5	\$445,000	\$445,000	\$445,000	100.00
Listing Count: 3																
Averages: Price: \$403,334 High: \$603,000 Low: \$203,664																
Listing #																
1181204	11812 32nd Ave SW	Seattle	130	Shorewood	3	2.25	2,410	4,172	1985	03/19/19	\$22.29	11	\$445,000	\$445,000	\$445,000	100.00
Listing Count: 1																
Averages: Price: \$445,000 High: \$445,000 Low: \$445,000																
Listing #																
1181205	11812 33rd Ave SW	Seattle	130	Shorewood	3	2.00	1,700	4,212	1946	10/30/19	\$25.28	33	\$300,000	\$300,000	\$300,000	100.00
Listing Count: 5																
Averages: Price: \$300,000 High: \$300,000 Low: \$300,000																
Listing #																
1181206	11812 33rd Ave SW	Seattle	130	Shorewood	3	2.00	1,700	4,212	1946	10/30/19	\$25.28	33	\$300,000	\$300,000	\$300,000	100.00
Listing Count: 1																
Averages: Price: \$300,000 High: \$300,000 Low: \$300,000																
Listing #																
1181207	11812 33rd Ave SW	Seattle	130	Shorewood	3	2.00	1,700	4,212	1946	10/30/19	\$25.28	33	\$300,000	\$300,000	\$300,000	100.00
Listing Count: 1																
Averages: Price: \$300,000 High: \$300,000 Low: \$300,000																
Listing #																
1181208	11812 33rd Ave SW	Seattle	130	Shorewood	3	2.00	1,700	4,212	1946	10/30/19	\$25.28	33	\$300,000	\$300,000	\$300,000	100.00
Listing Count: 1																
Averages: Price: \$300,000 High: \$300,000 Low: \$300,000																
Listing #																
1181209	11812 33rd Ave SW	Seattle	130	Shorewood	3	2.00	1,700	4,212	1946	10/30/19	\$25.28	33	\$300,000	\$300,000	\$300,000	100.00
Listing Count: 1																
Averages: Price: \$300,000 High: \$300,000 Low: \$300,000																
Listing #																
1181210	11812 33rd Ave SW	Seattle	130	Shorewood	3	2.00	1,700	4,212	1946	10/30/19	\$25.28	33	\$300,000	\$300,000	\$300,000	100.00
Listing Count: 1																
Averages: Price: \$300,000 High: \$300,000 Low: \$300,000																

Information Overload! Don't Panic! The Government Let Sales and Square Footage Area Estimates. ©2019/19/19/19/19

Communication

Stellar communications is important and I am here for you 100% every step of the way. I am a full-time Realtor, and selling your home is my priority!

- Prior to listing I will keep you updated on the listing preparations and work together with you to prepare the home for sale.
- Before we receive an offer I will keep you updated about showings, open house times, feedback received from people who have seen the home, and any concerns, improvements or changes that may help with your sale.
- Once we have an accepted offer, I will make sure you know the buyer's deadlines and your timelines, and any updates and correspondence throughout the closing period.
- Let me know your preferred methods of communications. You can call, text, or email me anytime and we can also use other forms of communication such as Facetime or Facebook Messenger Video.



The Offer and Negotiations

I will help you evaluate offers to determine the ones that are in your best interest. In the event there is opportunity to negotiate, I will put my win-win negotiating strategy to work, collaborating with all parties to find an end goal that meets your needs. In my experience, when both sides come together, both parties come out as winners.

Win-Win Negotiations



your side



the middle



their side

Finding the perfect compromise is my specialty.

Lose-lose Negotiations



your side



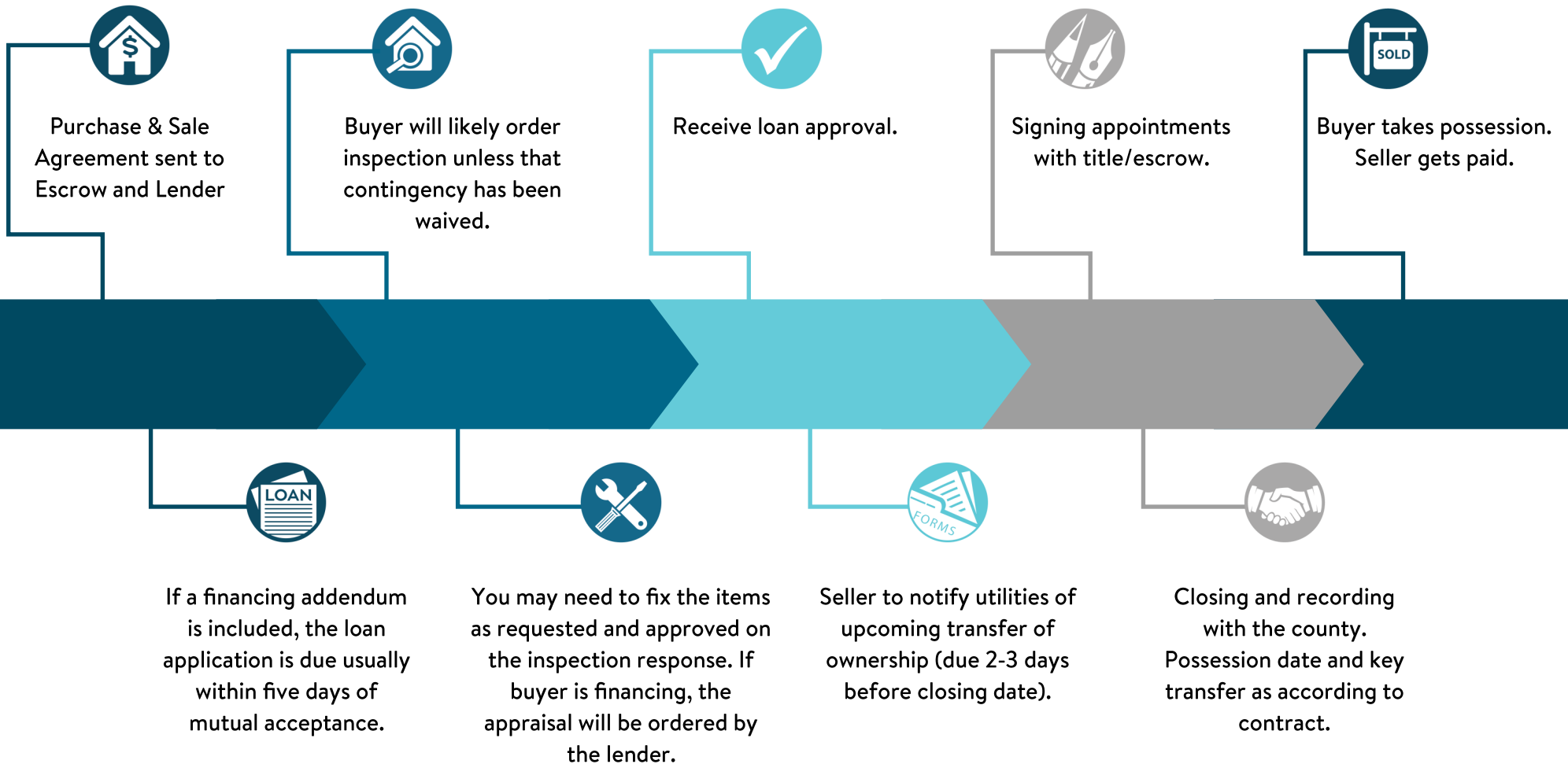
the middle



their side

Forcing the buyer to make the majority of concessions is risky. This is the most common negotiation to go sideways.

Pending to Close



How Real Estate Brokers Get Paid?

Most commonly, real estate agents receive a percentage of final sale price of a property. When you work with me as a buyer, there are no up-front retainers or fees for helping you find a home. I get paid after your offer is accepted and the transaction closes. In the event a Seller is not paying commissions, we can address that situation if it arises.



A transparent look at what happens to the commission:

Even though each broker receives a total commission of \$15,000, they are still responsible to pay a portion of that to their brokerage. This amount could be as high as 50% or \$7,500.

In addition, there are marketing fees, transaction fees, and other business-related expenses that brokers budget for.

Let's discuss commissions when we talk in person.

A Little About Me

Jennifer Suemnicht, Broker/Realtor and owner of Jen's Realty is licensed at RE/MAX Metro Realty, Inc. with offices in Seattle and Bellevue, Washington. Jen's mission is to provide friendly, professional service with honesty and integrity, achieving positive results, and creating relationships that last because of impeccable service. Whether you are buying your first or tenth home, selling, investing, or just looking for information... contact Jen today!

Choose a real estate professional who really cares— the pillars of my business are: Caring | Educating | Communicating

My passion is helping maximize my clients' profits on every real estate purchase and sale. Helping people is why I chose real estate. Listening to my clients, understanding their goals, and answering any questions is a top priority in order to help my clients achieve success. Clear communications are a key component. My goal is to create positive experiences from start to finish, building relationships that last because of impeccable service.

Did you know? - In addition to my 15+ years in real estate, I worked 7 years as a portfolio association manager for condos and HOAs at Morris Management, Inc. I assisted as many as 1,500 homeowners in 11 communities, worked closely with the Board of Directors, and oversaw many property repair and maintenance projects. During that time I held esteemed CMCA & AMS designations.

Experience You Can Count On: Bachelor of Science – Political Science from University of Wisconsin Madison | Member of Seattle King County Association of Realtors | 14+ Years as a Realtor | 7 Years managing Condos & HOAs | Awarded Seattle Magazine's 2018 Five Star Real Estate Agent for "Outstanding Service & Client Satisfaction" | RE/MAX 100% Club | Serving Seattle/Bellevue, King, Snohomish & Pierce Counties from Marysville to Tacoma.

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www.JensRealty.com



Certifications/Designations/Awards



RE/MAX 100% Club Award for outstanding sales production in 2017 & 2018

RE/MAX Executive Club Award for outstanding sales production in 2009, 2015 & 2016

Awarded Seattle Magazine's 2018 & 2019 Five Star Real Estate Agent for "Outstanding Service & Client Satisfaction"

Testimonials



Jen helped me find a good realtor to sell a home outside Washington state. This was greatly appreciated since health issues made it difficult for me to travel. She kept me advised about the process of selling and the quality of offers. I haven't rated for local knowledge since that didn't apply to my situation.

- bjkahl97391



Jennifer is a true professional. She worked with us to sell our condo in a hot market and helped us get top dollar and sell quickly. She is extremely responsive, listens and ultimately gets the job done. She has great experience and uses it to your benefit. Look no further you've found your agent!

- mindy l rose



My wife and I have partnered with Jen Suemnicht several times to buy and sell homes in the West Seattle area. Jen is someone we can truly count on. She takes the time to fully understand our goals and then tailors her approach to help us get the job done. Jen asks targeted questions, recommends a detailed plan, and then keeps us on track to execute on the agreed upon tasks. We appreciate her attention to detail and her proactive approach. Jen also has the unique ability to anticipate opportunities and challenges before they arise. This has proven to be very helpful and has contributed greatly to the success we've had.

- eddiecmartin1

www.zillow.com/profile/JensRealty

Read more than 70 positive reviews on:
www.facebook.com/JensRealty

www.linkedin.com/in/jensrealty

I'm also on Yelp and Instagram @jensrealty



Thank You!



Jen's Realty
Seattle

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