



THE STRATEGIC HOME SELLING GUIDE

EVERETT
TALVO

REAL ESTATE BROKER

A Proven, Data Driven Approach to Selling Homes Across The Greater Seattle Area

30+ Years of Experience • 500+ Homes Sold • Trusted Through Every Market Cycle

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A Calm, Proven Hand in Complex Real Estate Decisions

Everett Talvo has spent more than three decades helping homeowners navigate one of the most important financial decisions of their lives. Beginning his career in 1992, Everett built his business the hard way by solving problems other agents couldn't.

Over the years, Everett has successfully guided clients through:

- Winning in Competitive Buyer Markets
- Negotiations Supporting Seller's Highest Possible Net Proceeds
- Market Volatility: Short Sales, Bank Owned Properties, COVID Uncertainty

What sets Everett apart is not flash, but clarity, honesty, and discipline, even when it's uncomfortable, because protecting a client's outcome matters more than winning.

Today, Everett serves sellers from Everett to Tacoma in many Puget Sound communities, offering steady guidance, concierge service, and strategic execution.

A Strategy Built on Experience, Not Guesswork

- Market Realism: Pricing and strategy rooted in real data.
- Structural Anticipation: Issues identified before they affect negotiations.
- Expired & Second Chance Expertise: Proven success where others failed.
- Hands On Service: Everett personally manages details most agents outsource.
- No Pressure Advice: Will advise against selling if conditions aren't right.



WHY EVERETT



Selling a home can feel overwhelming, especially when the stakes are high. When you work with Everett, the process becomes clear, structured, and manageable. He personally oversees every step of the sale, anticipating challenges, solving problems early, and keeping you informed, so you can focus on what comes next with confidence.

Here's what the process looks like when Everett represents you:

1. Clarifying Your Goals & Strategy

You'll begin by reviewing your financial goals, ideal timeline, and motivation for selling. This ensures every decision (from pricing to negotiation) is aligned with what matters most to you.

2. Listing Agreement & Disclosures

Clear, thorough paperwork is handled upfront so there are no surprises later in the process.

3. Preparation Before the Sale

Guidance on decluttering, repairs, and strategic improvements that matter to local buyers, without unnecessary expense or improving beyond market value.

4. Professional Photography

High quality photography that accurately represents your home and positions it competitively online.

5. Official Market Launch

Your home is listed at a price supported by real data and current market conditions.

6. Targeted Marketing Execution

A focused marketing plan designed to attract serious, qualified buyers, not just clicks.

7. Buyer Showings & Feedback Review

Everett monitors showing activity closely, reviewing feedback and adjusting strategy when needed.

8. Offer Review & Negotiation

Every offer is carefully evaluated for price, terms, financing strength, and risk. Everett strategically negotiates to protect your bottom line and timeline.

9. Contract to Close Management

From buyer inspections to repair negotiations, Everett manages the details and keeps the transaction moving forward.

10. Escrow Oversight

Coordination with escrow, lenders, and all parties to ensure deadlines are met and issues are resolved promptly.

11. Closing Day

Final documents are signed, proceeds are distributed, ownership is transferred, and you're ready to move forward with clarity and peace of mind.

Move on to your next chapter, confident that every detail was handled with care, experience, and intention.

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IMPORTANT FACTORS

While the market ultimately determines what a buyer is willing to pay, several key factors influence how quickly your home sells and how strong your final result is. Everett's role is to manage these factors with clarity, discipline, and experience.

Price

Pricing correctly from the start is the most important element of a successful sale. Overpricing reduces showings and often leads to price reductions that weaken buyer perception. After decades of experience, especially with homes that failed to sell the first time, Everett knows that listings which start too high frequently sell below market value. His pricing strategy is data driven and designed to capture buyer interest during the critical early weeks.

Location

Location strongly influences value and demand. While it can't be changed, it can be positioned. Everett focuses on pricing, presentation, and strategy to ensure your home is evaluated fairly within its specific Seattle/Tacoma micromarket.

Condition

Buyers form opinions quickly, and visible maintenance issues often lead to hesitation or stronger negotiation. Everett helps sellers focus on improvements that matter most and often recommends a prelisting inspection to address issues early...before buyers use them as leverage.

Competition

Buyers compare homes carefully across neighborhoods and price points. Everett continuously monitors competing listings and adjusts strategy as needed so your home stands out both online and in person.

Timing

Market conditions and seasonality affect value, but the first weeks on the market matter most. Everett's strategy is designed to maximize momentum during this window while monitoring buyer behavior and market shifts to avoid unnecessary time on market.

The Essential Goal

The goal is simple: price realistically, position strategically, and guide every decision with experience (not emotion) to achieve the strongest possible outcome.



Every home deserves a marketing plan that is thoughtful, targeted, and executed with intention. Everett's approach focuses on positioning your home clearly in the marketplace so it reaches the buyers who are most likely to act, not just browse.

Your home will be marketed through:

- **Professional Photography**
High quality images that present your home accurately and competitively, creating a strong first impression online.
- **Online Listing Exposure**
Broad visibility across major real estate platforms where today's buyers and agents are actively searching.
- **Social Media Promotion**
Strategic promotion designed to highlight your home to both buyers and agents, increasing awareness and engagement.
- **Keller Williams Global Network**
Exposure through one of the largest real estate networks in the world, connecting your home to agents and buyers locally and beyond.
- **Targeted Outreach to Agents & Buyers**
Direct communication with agents and qualified buyers who are most likely to bring serious interest and strong offers.

The Goal

To attract the right buyers, generate meaningful interest, and create the strongest possible position for negotiation, without overexposing or positioning your home in the wrong light.

NEGOTIATION & COMMUNICATION STRATEGY

This is where experience matters most.

Negotiation is not just about price. It's about protecting your outcome. Everett brings decades of real world negotiation experience to the table, guiding every decision with clarity, discipline, and your best interests in mind.

Everett's negotiation strategy focuses on:

1. **Maximizing Your Net Proceeds**
Looking beyond the headline price to protect what you actually take home and factoring in repairs, concessions, fees, and risk.
2. **Minimizing Inconvenience**
Structuring terms that reduce disruption, uncertainty, and unnecessary stress throughout the transaction.
3. **Evaluating Offer Strength**
Carefully assessing each offer for financing quality, contingencies, timelines, and overall risk, not just price.
4. **Managing Timelines**
Keeping inspections, financing, and escrow on track to avoid delays that weaken leverage or create renegotiation opportunities.
5. **Protecting Your Interests**
Anticipating issues before they arise and addressing them early so negotiations stay controlled and productive.
6. **Keeping the Process Smooth & Stress Free**
Clear communication, steady guidance, and closely involved management from contract to closing.

The goal is simple: secure the strongest possible outcome while keeping the process calm, organized, and efficient from start to finish.

You'll always know what's happening...and why.

Everett believes strong **communication** is the foundation of a successful transaction. He responds promptly, explains each step clearly, and keeps you informed as decisions are made. You'll never be left wondering where things stand or what comes next.

From the first showing to the final signature, Everett stays engaged, proactive, and accessible so you can move forward with confidence, clarity, and peace of mind.

Once an offer is made, you and Everett will examine the details and discuss its validity. The offer may not be what you expected, but Everett can help you work through its pros and cons. They may also help you defend a counteroffer of a higher price based on condition, updates, size, and other advantages over lesser priced, comparable homes in the area.

Offers may include asking for items present in the home to be conveyed in the sale that you listed as excluded. Depending on the offer's strength, it may be something to consider agreeing to. The buyer may also have a timeline they must adhere to, such as not being ready to move in right away. This can be noted in an offer in a way that means you rent back the home from the buyer until you are both able to move.

The question to ask yourself is, "Are the price and terms the buyer is offering reasonable, given your home's position in the marketplace?" Everett can help you answer that question.

TESTIMONIALS

When it came time to sell my mother's estate, I knew it wouldn't be easy. The house was a fixer upper, not financeable, and required someone who could navigate a challenging situation. Our attorney recommended Everett, and it was the **best decision I could have made**...If you're looking for an agent who **delivers exceptional results, understands the market, and has the negotiation skills to maximize your return, look no further. Everett is honest, friendly, and truly top notch. I highly recommend** contacting him and seeing for yourself.

Pete G. · 5 Star Google Review

I've known Everett through the community for over two decades, and I've had several friends and acquaintances work with him for their real estate needs. When it was time for me to buy, **he was the only person I called. From start to finish, the process was seamless.**

I reached out to him out of the blue, and he **returned my call within an hour**. I gave him a list of must haves and a couple of "wish list" items. Two days later, we were touring homes. **With his guidance, my offer was accepted within a day**. He was **by my side every step of the way**, every walkthrough, every inspection, and **personally delivered my keys after closing. The entire process took just 19 days.**

I've already referred him to two others and **cannot recommend Everett Talvo highly enough. He will be my agent forever.**

Leia J. · 5 Star Google Review

I have had the **utmost pleasure of working with Everett** as my realtor for several years. Through buying, selling, and investing in properties, Everett has **consistently proven himself to be an invaluable asset, guiding me toward sound decisions every step of the way. His market knowledge is exceptional.**

I also deeply appreciate Everett's unwavering honesty. He consistently provides transparent, thoughtful guidance, ensuring I am fully informed before making important decisions. This level of integrity has fostered a strong sense of trust between us.

I have **confidently referred Everett to many people over the years**, knowing they will receive the same **exceptional level of service** I have experienced. His **professionalism, expertise, and genuine care** for his clients **shine through in every interaction. I cannot recommend Everett highly enough**; whether you're buying, selling, or investing, he is the ideal partner.

Olaf B. · 5 Star Google Review

Everett helped us sell a family home a few years ago, and **he was absolutely fantastic to work with.** He is **incredibly knowledgeable** about the real estate market and **provided clear guidance** on what needed to be fixed or improved to **maximize the home's value.**

Everett is a consummate professional with a very approachable style. He was able to sell our family home for significantly more than the list price, and the entire experience was smooth and well managed. If you're looking for a **trustworthy real estate professional, I highly recommend Everett Talvo. I would work with him again in a heartbeat.**

Amelia A. · 5 Star Google Review