



# JUDY ADLER

PRESIDENT | PRINCIPAL BROKER

WINDERMERE REALTY GROUP—ENCOURAGING  
SUCCESS, BALANCE AND COMMUNITY

  
**Windermere**  
Realty Group





## Your agent makes all the difference

Selling or buying a home is a complicated process. There is constant change in market conditions. Financing, regulations and technology impact everything from marketing strategies to energy management. It is the professional real estate broker who dedicates themselves to best practices and ethical conduct. It is the experienced real estate broker who understands the market, regulations and negotiations that serves you in the sale of your home.

### Experience

- ◆ 30 years of real estate experience in both residential sales and new construction
- ◆ Buffini and Company Certified Member
- ◆ President, Owner, Board member & Broker for Windermere Realty Group
- ◆ Masters Circle Broker of the year (2010)
- ◆ President of the Masters Circle (2009)
- ◆ Designated mentor for "100 Days to Greatness", an exclusive designation through Buffini & Company, the nation's largest business coaching and training company.

### Professionalism

- ◆ Portland Metropolitan Board of Realtors Board member & Vice President of Members Services (2014)
- ◆ Portland Metropolitan Board of Realtors Board member & Vice President of Professional Development (2013)
- ◆ Top branch and company sales agent for nearly 30 years
- ◆ Because of the depth of my personal and professional experiences, I believe I understand the needs of today's families and welcome the opportunity to assist you with buying or selling a home.



"If you can dream it, then you can achieve it. You will get all you want in life if you help enough other people get what they want."

-Zig Ziglar

## The fundamentals

Homes sell because they are positioned (location, price, terms, condition and marketing) in the marketplace to attract buyers.

It is my responsibility to understand the marketplace, make recommendations and implement your decisions on marketing your property.

It is my understanding of the marketplace and my experience marketing and selling homes that distinguishes my service to you.

- 1 The location
- 2 The price
- 3 The terms
- 4 The condition of the property
- 5 The agent you select

**YOU  
control  
FOUR  
of these!**





## The Windermere Way

Windermere Real Estate has grown from modest beginnings to become one of the largest real estate firms in the country. With more offices and experienced brokers than any other brokerage in the region, Windermere agents offer you unsurpassed marketing and networking to help you reach your real estate goals.

### Our company

- ❖ Offices are locally owned and neighborhood oriented to better serve communities' real estate needs.
- ❖ Ready to serve you in all areas of real estate, including residential, new construction, condominiums, commercial real estate, relocation and property management.
- ❖ Windermere is able to place you with an experienced agent in destinations around the world by using innovative marketing and technology.
- ❖ The Premier Properties Marketing Program has positioned Windermere as the leader in the upscale real estate market.
- ❖ Windermere's Website includes more than 100,000 homes represented by Windermere and other companies, as well as helpful buying and selling information.

### Committed

#### to our communities



The Windermere Foundation, a nonprofit organization that supports housing programs and services for homeless families, is funded by our agents and staff.



Windermere's annual Community Service Day provides hands-on assistance to a variety of community-based projects.



### The Windermere Lake Oswego West Office

#### Windermere Realty Group, LLC

As one of the first franchise offices of Windermere Real Estate operating in Oregon, Windermere Realty Group (West) is a full service brokerage company with more than 30 professionals serving the Portland Metro region.

The office is owned by Principal Broker Judy Adler, a leading figure in Portland area residential real estate for more than 25 years.

# THE MARKETING PLAN



## Customized Marketing Plan

Every property is unique and should benefit from a marketing plan tailored to fit the owner's needs, the home and target markets. A successful marketing

plan should be focused yet flexible to market conditions so it can drive activity. The elements that go into developing a customized marketing plan include:

### *Features*

Sign on Property

Home Brochure Box

Full-Color Brochures

Digital Lockbox



Feature Cards

RMLS

Comparative Market Analysis

Monitor Listings and Sales

Professional Home Book

Provide Preparation Guide

Professional Photography

Photo Gallery and Virtual Tour

Weekly Reports

Home on Multiple Websites

Notify Neighbors and Friends

Inform Other Agents



## A Unique Home Book

A professional Home Book will be created to support marketing. It will showcase the features and benefits of your home to potential buyers. That book will include the following:

### Features

|   |                                    |
|---|------------------------------------|
| Plat Map  | Utility Information                |
| Title Information                                       | School Information                 |
| Copy of the Pre-Inspection<br><i>If Applicable</i>      | Closing/Title Company Information  |
| Receipts from Repairs Completed<br><i>If Applicable</i> | Home Owners Association and CC&R's |

## The power of Windermere technology

The real estate industry has benefited from advances in technology. I am committed to make technology work for you. Online access to your home typically results in shorter on-market time.

### Internet

A website showcasing your home with an abundance of photos  
[www."yourhome".com](http://www.).

Access to your home at [realtor.com](http://realtor.com) and [realestate.com](http://realestate.com) – the most widely used real estate websites in the nation.

Your home will be listed with a detailed description on the Multiple Listing Service (RMLS) at [rmls.com](http://rmls.com)

Windermere and Google have partnered to give you the power of Google's 380 million monthly users access to information on your home.

Your home featured on [windermere.com](http://windermere.com) and [Judyadlerhomes.com](http://Judyadlerhomes.com).

### Digital Lock Box

Visitors are tracked, giving you the security of knowing who has been in your home.

Allows me to follow up with every broker who has shown your home.

We have the ability to restrict access to your home at any time.

# CONTACT INFORMATION

*Call today*

to schedule your appointment!

**JUDY ADLER**

PRESIDENT

PRINCIPAL BROKER

  
**Windermere**  
Realty Group



**Cell:** (503) 358-5843

**Office:** (503) 675-8264

**Fax:** (503) 675-8268

Windermere Realty Group, LLC  
3689 Carman Drive  
Lake Oswego, Oregon 97035

[jadler@windermere.com](mailto:jadler@windermere.com)  
[judyadlerhomes.com](http://judyadlerhomes.com)

