

JUDY ADLER

PRESIDENT | PRINCIPAL BROKER

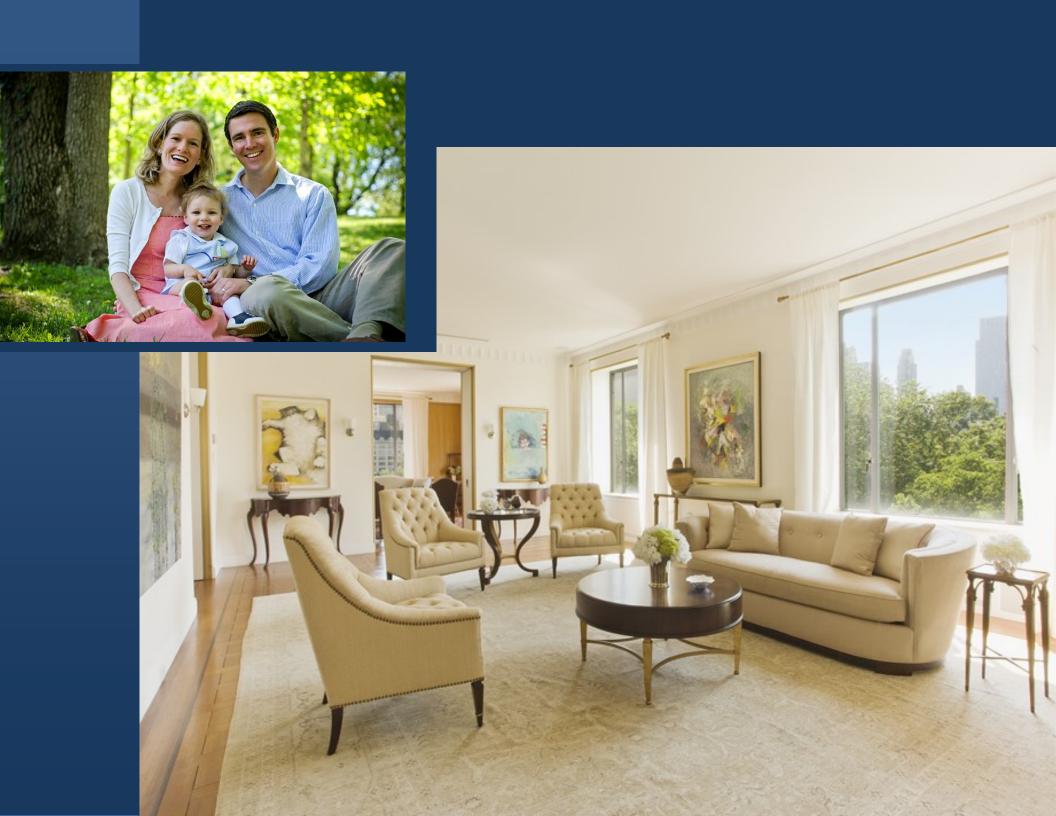
WINDERMERE REALTY GROUP—ENCOURAGING SUCCESS, BALANCE AND COMMUNITY











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

SELLING YOUR HOME

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
- The condition of the property
- 5 The agent you select,



WHY WINDERMERE



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

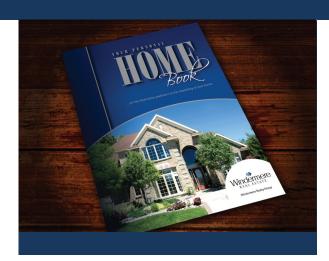
Weekly Reports

Home on Multiple Websites

Notify Neighbors and Friends

Inform Other Agents

THE MARKETING PLAN



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

If Applicable

Receipts from

Repairs Completed If Applicable

Home Owners

Closing/Title

Company

Information

Association

and CC&R's



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.

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

Your home featured on windermere.com and Judyadlerhomes.com.

Access to your home at realtor.com and realestate.com - the most widely used real estate websites in the nation.

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



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





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 judyadlerhomes.com

