

Andrée
HURLEY

COLDWELL
BANKER

BAIN



WHAT CAN YOU
IMAGINE?



ANDREE HURLEY

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I am a born educator. In the past, I have been part of Seattle's Lakeside School's multiday wilderness leadership program. It was rewarding to see the students, adults as well as teens, not just learn basic skills but to be able, by the last two days of the trip, to take the lead. I've also trained and certified sea kayaking instructors.

I've benefited from education too. My degree from the Jackson School of International Studies, along with the ability to speak some French and Spanish, opened my eyes to culture, world affairs and trade. All great preparation for working with many different people from different walks of life in their pursuit of a home.

Helping people move to the next chapter of their lives, either by selling their current one or buying a new one, is what I love most about being a broker. And educating clients on all aspects of the real estate process, to make reaching their real estate goals, is where I excel.

Before becoming a broker, I spent 18 years in desktop publishing and web design. I had my first email account in 1989 and many people have called me an early adapter to the internet. Good thing, because knowing how to navigate the MLS, how to research properties or do a thorough comparative analysis are essential to helping clients find their dream home – or to sell a beloved family home at a great price.

I love project management, so helping clients prepare their home for sale, or working through issues that come up with any given transaction, is satisfying to me. It's where my ability to logically think through and solve problems shines. An asset that makes me the broker you want to have in your corner.

If you're ready to take that next step in your life, please contact me. Let's work together.



TESTIMONIALS & DESIGNATIONS

- Tomas Tabisola- Andree and I were friends prior to my looking for a new residence. Her knowing me, my propensity towards kayaking and fishing, and my likes and dislikes greatly assisted her in finding this great house for me. I totally think that our friendship was definite plus In our client-realtor relationship. In fact, when I changed my mind on becoming a landlord for my previous home, I had her list it and it sold within the next month! I highly recommend her to be your realtor should you ever need one regardless if you are a friend or not.
- Bruce Patrovsky - This is the second property Andree has sold for me, with excellent results. My late Mother's house was a mess. Andree provided invaluable assistance in helping prepare Mom's house for sale, and during the sale itself. Her communication and attention to detail were excellent, and her efforts often went beyond what I would have expected of a listing agent. During the listing and sale process, we had to work through a number of difficult surprises, not the least of which was a long-forgotten fuel oil tank which the Inspection found under the house. Andree skillfully assisted me through the process of obtaining city approval to decommission in-place. Her dedication to customer service is exemplary and I highly recommend her.
- Will Tanaka: Andrée is warm and patient and friendly. As a first time buyer I felt that we were in very competent and knowledgeable hands. And she was able to negotiate a very good price for us! Thank you Andree Hurley and your team with Coldwell Banker Bain!
- Cindy Bailey - I am a first time home buyer. Andree Hurley helped me find my beautiful condo in Edmonds. I knew I wanted it the moment I saw it. Andree made herself available to write the offer that very day. She was patient and instructive throughout the hours it took to complete the offer. From then on, she was on top of everything that needed to be done. She communicated well with me and with the seller's agent. The sale closed quickly and on time. I am very happy with her services and definitely would recommend her.

- Certified Negotiation Expert
- At Home With Diversity Certification





OVER 40 YEARS OF LOCAL EXPERTISE

Begun in Seattle as William A. Bain Associates, Coldwell Banker Bain has operated in the Northwest for over 40 years. We have 32 offices stretching from Bellingham, WA to Bend, OR. We are one of the largest Coldwell Banker affiliates in the world.

32 OFFICES,
1,200+
LOCAL BROKERS

OVER
3,000
OFFICES, IN
43 COUNTRIES
WORLDWIDE

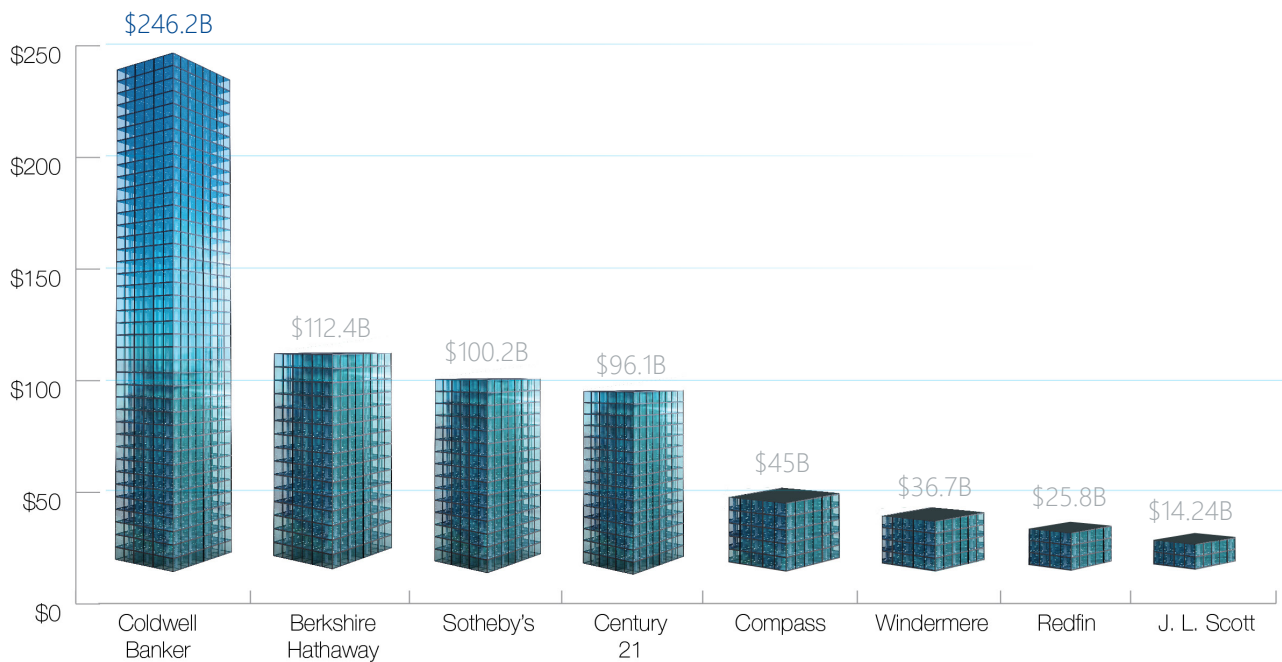
“The reason I went to work for Bill Bain is because he had the squeakiest, cleanest reputation of anyone in the industry.”

*Bill Riss,
Owner, Coldwell Banker Bain*

PARTNER WITH THE BEST IN THE WORLD

When you list your home with Coldwell Banker and me, you partner with the strength and stature of the nation's most successful real estate network. Our brokers sell the highest number of homes for the highest aggregate dollar volume, and at a higher average sales price, than any realty company in the US.

At Coldwell Banker Bain, we enlist our expertise in market evaluation, home preparation, strategic pricing, marketing and contract negotiation to deliver the results you expect. With the training, education and support Coldwell Banker Bain offers its brokers, we outperform and outsell our rivals – racking up an average home sales price that's 40.3% higher than the Northwest Multiple Listing Service 2019 average. Considering our proven record of success, we are your best ally to help sell your home.



Source: Swanepole top 500, 2019

WE OUTPERFORM AND OUTSELL
OUR RIVALS – AVERAGING HOME
SALES PRICES

40.3%

HIGHER THAN
THE NWMLS
2019 AVERAGE

Source: NWMLS & Trendgraphix



EDMONDS

When it comes to selling real estate, we at Coldwell Banker Bain of Edmonds succeed on the strength of our local expertise. We're Snohomish and King County specialists with deep roots in these communities. We have a passion for real estate and superior customer service that is unrivaled in the industry. We outperform the competition on the strength of our knowledge, understanding of the people and neighborhoods we represent, and unwavering commitment to you, our client.

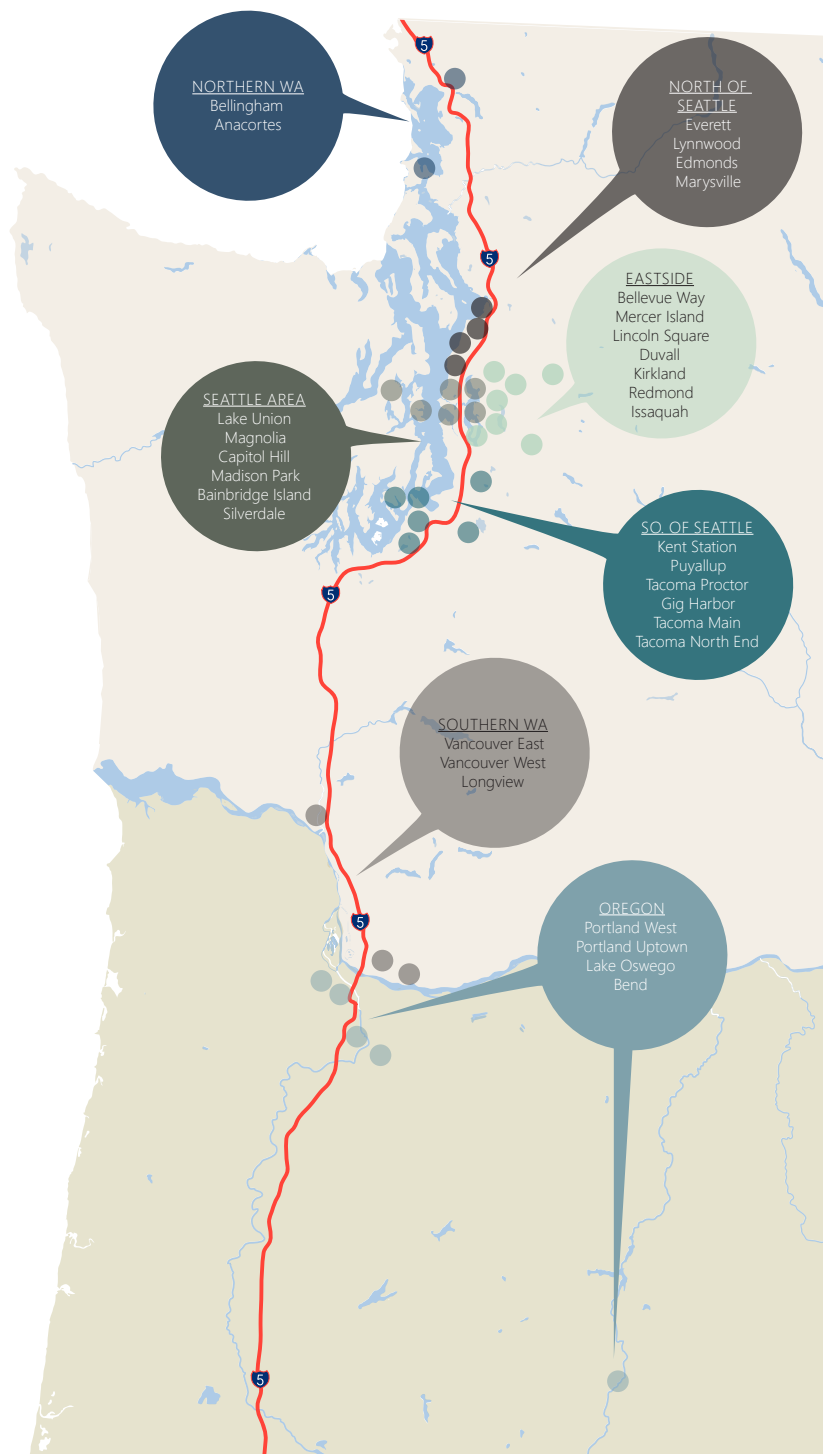
As part of Coldwell Banker's global network, we have the knowledge, insight, training and resources to guide our clients through even the most complex transactions. Using advanced technology and capitalizing on local and national market dynamics, we make selling your home seamless and stress-free. Clients list with us knowing that our market strength and advocacy will get real results. When you partner with us you'll have the best trained and most knowledgeable brokerage on your side.

STRATEGIC LOCATIONS COVERING THE PACIFIC NORTHWEST

Covering most of the Pacific Northwest, Coldwell Banker Bain has brokers in almost every corner of the region.

Our extensive footprint ensures that your listing will get the kind of visibility it deserves. Your listing will be shared with over 1,200 brokers and agents covering the entire region.

| | |
|-------------------|---|
| Anacortes | Mercer Island |
| Bainbridge Island | Portland Uptown |
| Bellevue | Portland West |
| Bellingham | Puyallup |
| Bend | Redmond |
| Duvall | Relocation & Business Development |
| Edmonds | Seattle-Capitol Hill |
| Everett | Seattle - Lake Union |
| Gig Harbor | Silverdale |
| Issaquah | Tacoma Main |
| Kent Station | Tacoma North |
| Kirkland | Tacoma Proctor |
| Lake Oswego | Vancouver East |
| Longview | Vancouver West |
| Lynnwood | |
| Madison Park | |
| Magnolia | |
| Marysville | |





EXPOSURE

YOU CAN'T SELL YOUR HOUSE IF
YOU DON'T ATTRACT BUYERS



MARKETING YOUR HOME

Successfully selling your house depends on pricing, understanding the market and, most of all, exposure – you can't sell your house if you don't attract buyers. When you list your home with Coldwell Banker Bain you get a comprehensive marketing plan designed to give your home maximum exposure where buyers will find it.

MY PLAN CAN INCLUDE:

- COMPARATIVE MARKET ANALYSIS
- STAGING OPTIONS
- PROFESSIONAL VIDEO & PHOTOGRAPHY
- VIRTUAL TOURS
- WEB & DIGITAL MARKETING
- SOCIAL MEDIA
- OPEN HOUSE/VIRTUAL OPEN HOUSE
- BRAND RECOGNITION & ADVERTISING





PRICING YOUR HOME RIGHT WILL REDUCE YOUR DAYS ON THE MARKET

100% OF THE TIME



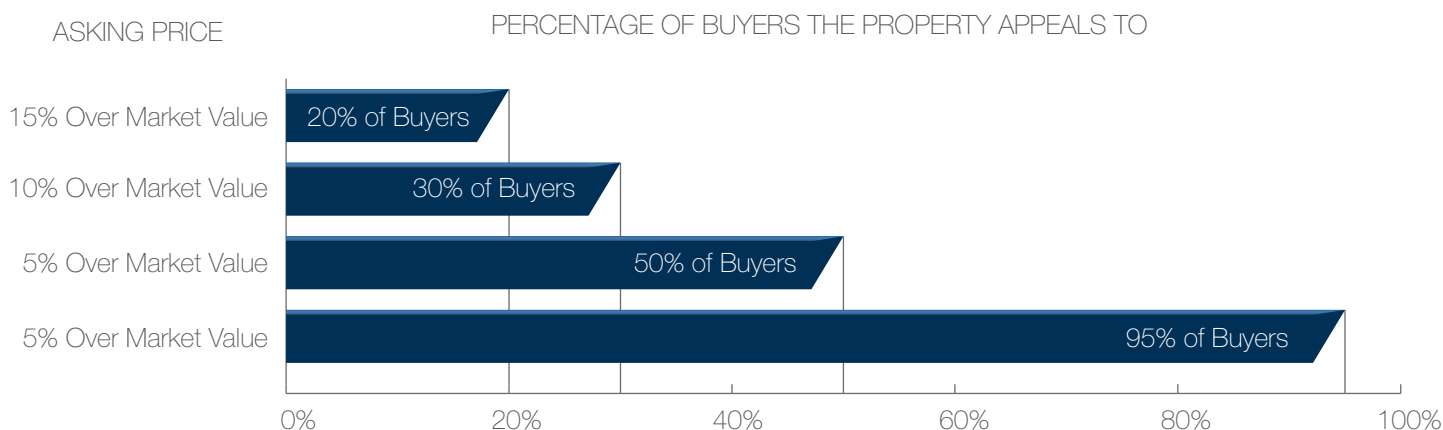
COMPARATIVE MARKET ANALYSIS

To get an accurate picture of market activity in your area, you'll get a report that looks at houses similar to yours in size, location and features, whether they're for sale, have sold, are pending or failed to sell.

Understanding the realities of the current market allows us to accurately assess your home and arrive at a price that properly positions your home for a successful sale.

PRICING RIGHT

While you and I will set your home's asking price, the buyer will set the sales price. If we price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value from the start will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.



FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value from the very start.

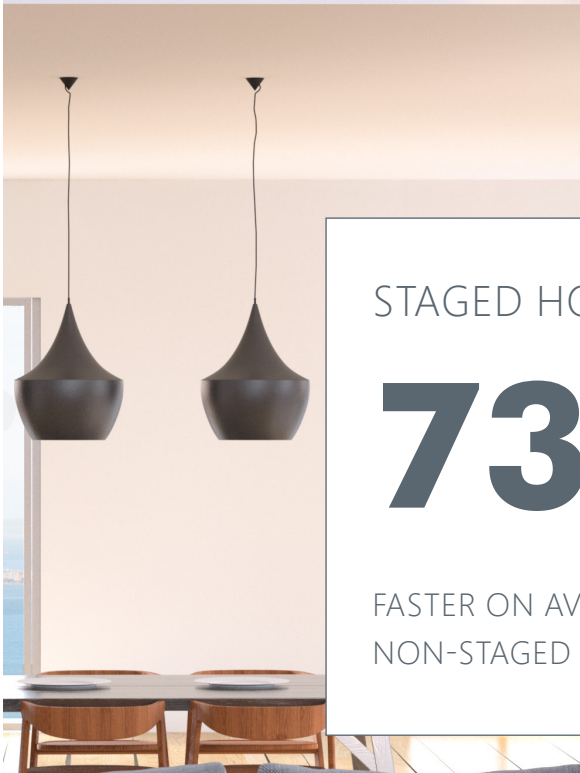
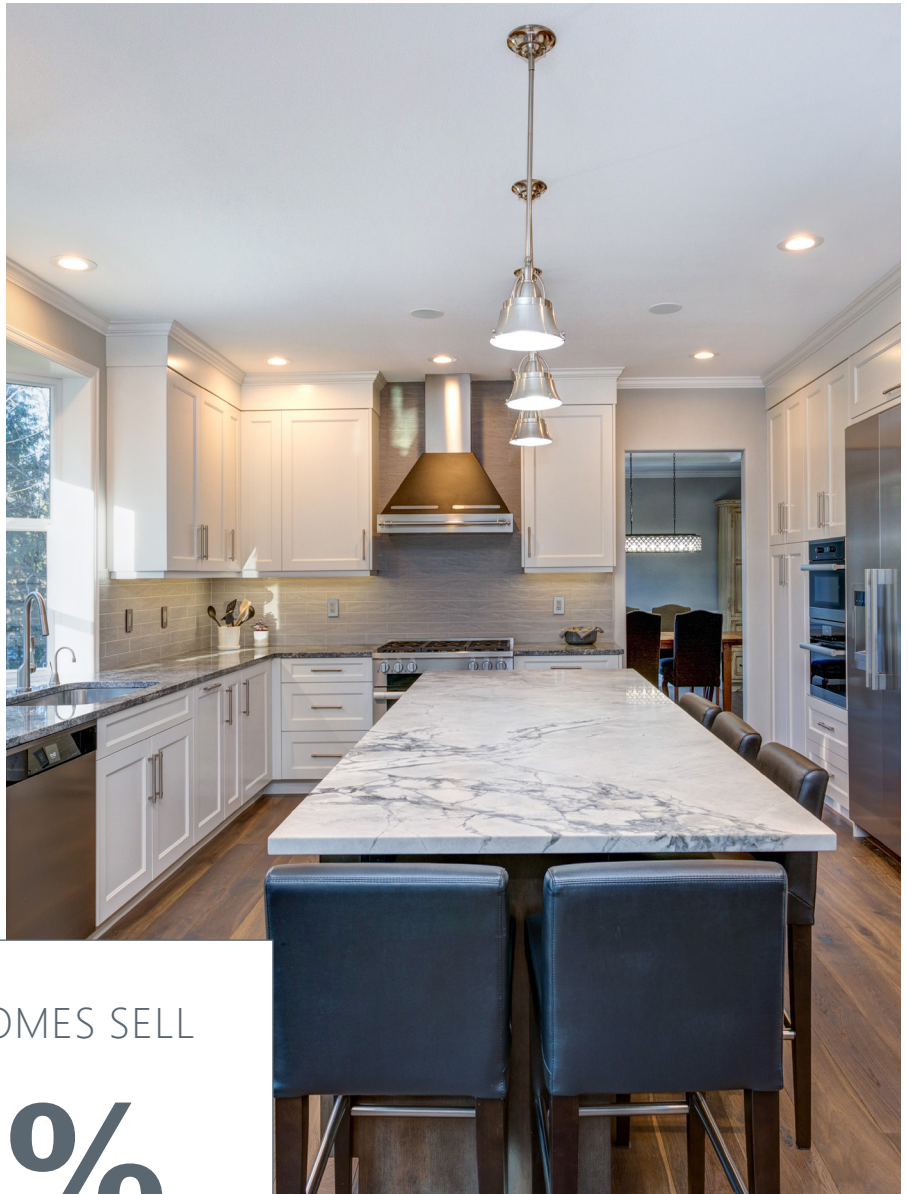




HOME STAGING

Today's sophisticated buyers expect the properties they view to be picture-perfect and move-in ready. Properly staged homes not only put a home's best foot forward but also help buyers see themselves in the property.

At Coldwell Banker Bain, we work with design professionals to make your home a must-have for buyers.



STAGED HOMES SELL

73%

FASTER ON AVERAGE THAN
NON-STAGED HOMES.





**BEAUTIFUL
STAGING**

STUNNING
TWILIGHT
PHOTOGRAPHY

**ENGAGING
VIDEOS**

PROFESSIONAL VIDEO & PHOTOGRAPHY

Buyers buy houses they fall in love with. Beautiful staging, stunning photography and engaging videos combine to make emotional connections that sell houses. We work with professional photographers who are skilled at making interiors and exteriors shine in any light, daytime or twilight.

We know buyers love real estate videos and want to see more of them. That's why we create a video tour of your home, complete with music, to give buyers the "inside look" they crave. It's just one more way Coldwell Banker Bain excels in our commitment to marketing innovation for you.



LISTINGS WITH
A VIDEO GET

403%
MORE

INQUIRIES THAN
THOSE WITHOUT





MARKETING YOUR HOME WITH VIRTUAL WALKTHROUGH

It's always an open house with our 3D tours that help buyers make an immediate connection to your home. Our virtual tours inventively move buyers room by room through your property, showcasing its best features and creating an indelible impression that captivates buyers and leads to a quicker sale of your home. All videos appear on ColdwellBankerBain.com and are posted to YouTube, the second-most used search engine among home buyers.

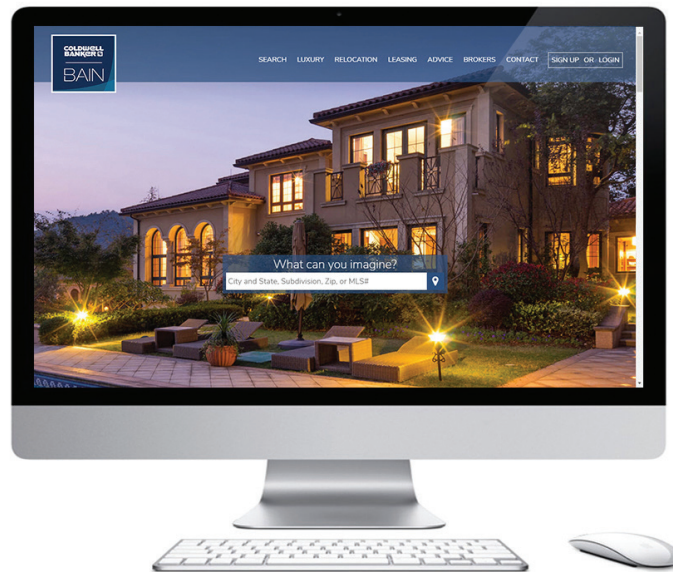




DRONE FOOTAGE

Drone photography is all but a given for high-end property listings today. Why? Because aerial images sell homes. According to the MLS, listings with drone photography sold 68% faster than homes using traditional methods. Aerial photography enhances your listing, makes your home stand out, attracts more buyers and brings more buzz to your property.





98% OF HOME SEARCHES BEGIN ONLINE

With more than 98% of home searches beginning online, it's essential that your house have a polished and professional web presence. With your listing featured on the Multiple Listing Service (MLS), ColdwellBankerBain.com and ColdwellBanker.com, your home will get maximum exposure.

Through Coldwell Banker Bain's Distributed Listings program, your house will appear on more than 40 real estate and media sites, and over 500 syndicate sites including those dedicated to luxury properties.

The total reach of our listing syndication includes hundreds of real estate sites, including the top 15:

- | | |
|--|--|
| 1. Zillow - 36,000,000 Monthly Visitors | 8. Curbed - 2,000,000 Monthly Visitors |
| 2. Trulia - 23,000,000 Monthly Visitors | 9. ReMax - 1,800,000 Monthly Visitors |
| 3. Yahoo Homes - 20,000,000 Monthly Visitors | 10. HotPads - 1,750,000 Monthly Visitors |
| 4. Realtor.com - 18,000,000 Monthly Visitors | 11. ZipRealty - 1,600,000 Monthly Visitors |
| 5. Redfin - 6,000,000 Monthly Visitors | 12. Apartments.com - 1,500,000 Monthly Visitors |
| 6. Homes.com - 5,000,000 Monthly Visitors | 13. Rent.com - 1,400,000 Monthly Visitors |
| 7. Apartment Guide - 2,500,000 Monthly Visitors | 14. Auction.com - 1,300,000 Monthly Visitors |
| | 15. ForRent.com - 1,200,000 Monthly Visitors |

NEW LISTING

3756 MORNINGSID LANE
BELLEVUE, WA 98106

COLDWELL
BANKER
BAIN



\$1,256,000

Option recusabo mea an, eam natum liber
gubergren in, in dolor ornatus platonem eos. Vel cu
meis errem oblique, pro ad adipisci recusabo
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Mea ut omnesque petentium ullamcorper, iuaret
perpetua ius ea, etiam nonumy causae ius an. An
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qualisque mei. Errem concludaturque id pri.

Choro accusata in est, ne discere dissentias vix.
Ceteros placerat vis cu, id eos insolens liberavisse
theophrastus, nam ne lobortis disputando.



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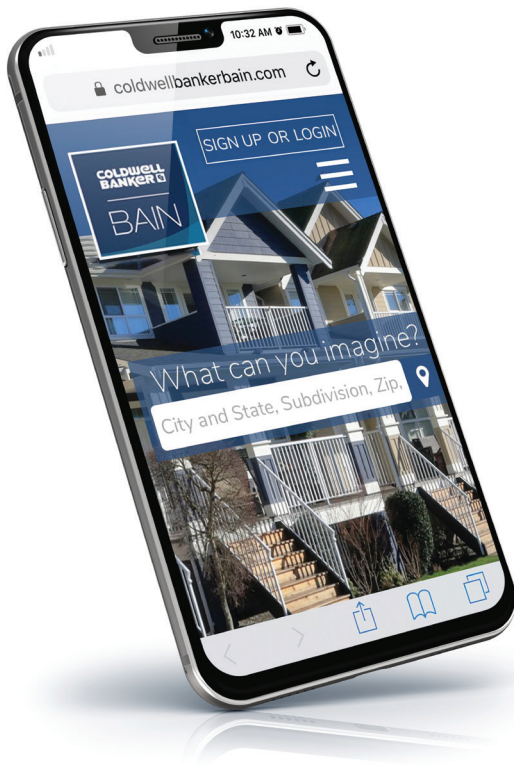
TARGETED DIGITAL MARKETING

I tap my database of prospective clients to directly target the most likely buyers for your home. Because I know the neighborhood, I can identify and email clients whose home-buying goals (location, home size, price, etc.) most closely match your property.

99% OF CONSUMERS CHECK
THEIR EMAIL DAILY

MOBILE OPENS
ACCOUNTED FOR 46%
OF ALL EMAIL OPENS





SOCIAL MEDIA

Thanks to popular networks such as Facebook, Twitter, Google+ and Instagram, it's easier than ever to reach scores of potential home buyers and to share your listing with friends and family. The icons for these social media sites will be prominently featured and easily recognizable on your home's property detail page, giving your listing even greater potential to reach the right buyers with the right message via the right medium.

That's the Coldwell Banker Bain advantage.



LinkedIn



YouTube



47% OF AGENTS
CITED SOCIAL MEDIA AS THE BEST SOURCE
FOR QUALITY LEADS

500 MILLION DAILY ACTIVE INSTAGRAM STORIES USERS

FACEBOOK HAS 2.32 BILLION ACTIVE USERS,
91% OF SOCIAL MEDIA USERS ARE ON MOBILE DEVICES



With billions of users on social media, advertising on these platforms is an incredible opportunity to find your perfect buyer. With Social Ad Engine, we are able to precisely target those buyers that are most likely to have an interest in your home.



HOMES WITH
OPEN HOUSES
SELL, ON
AVERAGE, FOR
\$9,046
MORE AND
SPEND SEVEN
FEWER DAYS ON
THE MARKET
THAN HOMES
WITHOUT OPEN
HOUSES

Source: NAR 2019



VIRTUAL OPEN HOUSE/OPEN HOUSE

When today's buyers turn to the web to get information about a house, from property details to a photo gallery and video tour, does holding an open house still make sense? Absolutely! Even with a virtual open house there is nothing that beats speaking to a live person while touring a home.

Buyers love open houses. Sellers need buyers. Research indicates that 48% of buyers use open houses in their home search. Plus, when I host your open house, I highlight all the best features of your property. That's something only a knowledgeable listing broker can do. An open house is a win-win for everyone.



AN OPEN HOUSE

IS A GREAT OPPORTUNITY TO GET FACE
TO FACE WITH DECISION MAKERS



A GLOBAL PRESENCE

3% OF
OF EXISTING
- HOME SALES
DURING APRIL
2018-MARCH 2019.

AUTOMATIC
EXPOSURE
ON OVER
500
WEBSITES
WORLDWIDE



Coldwell Banker's presence in 43 countries and territories means we can connect your home to a buyer who could be next-door or on the other side of the world. Our global presence showcases your listing on over 500 syndicate websites around the world, instantly. From California to Beijing, we have nearly 3,100 offices and over 94,000 professionals in our global network. Thanks to our brand reputation and skillful marketing, your home's buyer is closer than you think.

An over 110-year history of integrity, trust and results in residential and commercial real estate is what you get with the Coldwell Banker brand. Our reputation brings more visitors to our websites than other national real estate brand sites. Listing with Coldwell Banker Bain puts the strongest real estate network in the world to work for YOU!

NAR 2019
FOREIGN BUYER PURCHASES WERE
\$77.9 BILLION
APRIL 2018 - MARCH 2019



The Power of a Premium Global Brand

The power and reach of the Coldwell Banker® brand stretch across 43 countries and territories including the United States and Canada. The Coldwell Banker brand presence consists of approximately 3,000 offices worldwide in the following countries and territories (as of Dec. 31, 2019).

| | |
|--------------------|--------------------------|
| United States | Jamaica |
| Andorra | Malta |
| Argentina | Mexico |
| Aruba | Monaco |
| Bahamas | Netherlands |
| Bermuda | Panama |
| Canada | Portugal |
| Cayman Islands | Puerto Rico |
| China | Romania |
| Colombia | Singapore |
| Costa Rica | Spain |
| Curaçao | St. Kitts/Nevis |
| Cyprus | St. Maarten |
| Dominican Republic | St. Martin |
| Egypt | Thailand |
| England | Turkey |
| France | Turks & Caicos |
| Grenada | United Arab Emirates |
| India | Uruguay |
| Indonesia | Virgin Islands (British) |
| Ireland | Virgin Islands (U.S.) |
| Italy | |



43
COUNTRIES

OVER
3,000
OFFICES GLOBALLY

94,000
BROKERS WORLDWIDE





Andrée
HURLEY