COLDWELL BANKER DANFORTH

BROKERS BANTER

8 Awards Banquet Recap

17 Multiple Offers Are Back

19 Kleard App

MARCH/APRIL 2020
CBDANFORTH.COM
INFO@CBDANFORTH.COM

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Dave's Desk

A letter from Dave Danforth, President Coldwell Banker Danforth

Hi CB Danforth Brokers:

This has been the hardest "From Dave's Desk" for me to write. Not being able to give conclusive guidance regarding the coronavirus situation is frustrating. But please rest assured that our ownership/management team is keeping a close eye on it and we will be proactive and transparent with how we will operate going forward. Life is full of challenges and the coronavirus will pass with time, we just have to remain calm and work together.

Here are a few things I'm grateful for:

- Having a seasoned home office model for our brokers to operate efficiently
- My partner, management and staff who have been remarkably calm and thoughtful
- Really low interest rates
- Real Estate...people need housing, and this could be one of the best industries to work during this situation
- All of you

Americans are at their best under pressure! I have faith that this will be resolved.

I wish you peace and health!

Dave Danforth

Coldwell Banker Danforth in the Community

Read more on page 20 ››

NEW BROKERS

Abel Alor
Office: Federal Way
From: RE/MAX Integrity Kent

Leigh Anne Barth
Office: Northgate
From: RE/MAX Advantage Chelan

Jeffery Bishop
Office: Northgate Commercial

Ann Brooks
Office: Northgate
From: Keller Williams Puget Sound

Marcus Dupree
Office: Federal Way
From: Century 21 North North Homes Realty

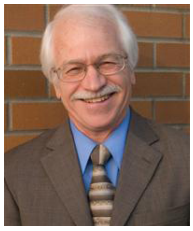
Dave Gomez
Office: Northgate
From: Keller Williams Puget Sound

Mitchell Hoard
Office: Burien

Skylar Chen Lin
Office: Northgate

Ami Parker
Office: Federal Way

Katelyn Smith
Office: Northgate
From: ML Jackson Real Estate



Randy Smith
Office: Burien
From: Clearpoint Properties LLC

Jennifer Underwood
Office: Federal Way

Karen Wagner
Office: Northgate
From: RE/MAX Advantage Chelan

COLDWELL BANKER DANFORTH

Anniversaries

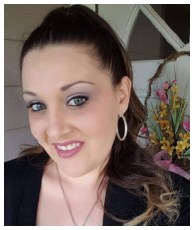
1 YEAR

Annie Scott
Burien

Heather Jahns
Federal Way

Beth Hallock
Federal Way

Patti Lahue
Burien



Michelle Berry
Federal Way

Amanda Cox
Burien

Nicci Tarabochia
Burien

Jasmine Santana
Federal Way

Kevin Lai
Burien

Loren Stayboldt
Northgate

Angela Andrews-Bailey
Federal Way

Nova Shank
Northgate

Dorota Warczak
Northgate

Mandi Darnell
Federal Way

COLDWELL BANKER
DANFORTH

Thank you for your time with Coldwell Banker Danforth! We appreciate you! We are celebrating our brokers' 1, 5, 10 and 15 year anniversaries!

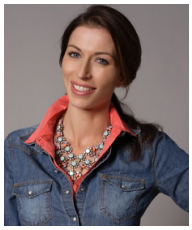
5 YEAR

Matt Small
Burien

Ted Wright
Northgate

Jennifer Manning
Northgate

Keith Anunson
Northgate



Janie Duckett
Northgate

10 YEARS

Alex Eckardt
Northgate

Cindy Finch
Northgate

10 YEARS

Barb Korducki
Northgate

Lorna & Doug Ava
Burien

Tony Ogden
Northgate

Larry Woods-Palmer
Northgate

Gary Blevins
Northgate

Emily Mattson
Northgate

15 YEARS

Chris Oppfelt
Federal Way

Not Pictured
Kathy Norem
10 Years
Burien

MARKET TRENDS

What about some good news!!

With all that is going on, some good news is just what the doctor ordered...and we just so happen to have it for you!

We are starting the year off on the right track with some really good numbers. Our Gross Commission Income in January and February earned by CB Danforth Brokers are up 21% and 15% respectively. For those same two months our closed units were up 41% and 15.6%. Another great stat I have for you is that our pending numbers in February were up 27.6% over the same month last year! So that bodes well for another nice increase in March closed transactions.

The obvious current wild card for what the short-term future holds is the coronavirus. We will keep you updated with current stats and other vital information, so you and your clients are fully informed! Most situations like these create opportunities, so keep your eyes open for them, and we will share what we learn as this evolves.

CLICK ON THE LINKS TO VIEW THE LOCAL MARKET TRENDS

- KING COUNTY
- SEATTLE
- EASTSIDE
- SNOHOMISH
- EVERETT
- PIERCE COUNTY
- TACOMA
- SOUTH KING COUNTY
- KITSAP COUNTY
- THURSTON COUNTY
- NWMLS NEWS RELEASE FOR FEBRUARY STATISTICS

WE SPEAK YOUR LANGUAGE

We sent out a questionnaire to CB Danforth Brokers a few months ago asking what languages were spoken by our brokers. What we found out is that we have at least 25 languages spoken.

And many languages are represented by multiple brokers, such as Spanish and German.

This was so compelling, we decided to put together a video...telling this story.

And here it is:

A huge thank you to all of our brokers who took their time to shoot this video. All CBD Brokers appreciate your effort!!

2019 Rookies of the Year

CONGRATULATIONS

COLDWELL BANKER DANFORTH 2019

JARED BOUNDY

ROOKIE OF THE YEAR

GROSS COMMISSION INCOME

COLDWELL BANKER DANFORTH 2019

MATTHEW DAHLGREN, JR.

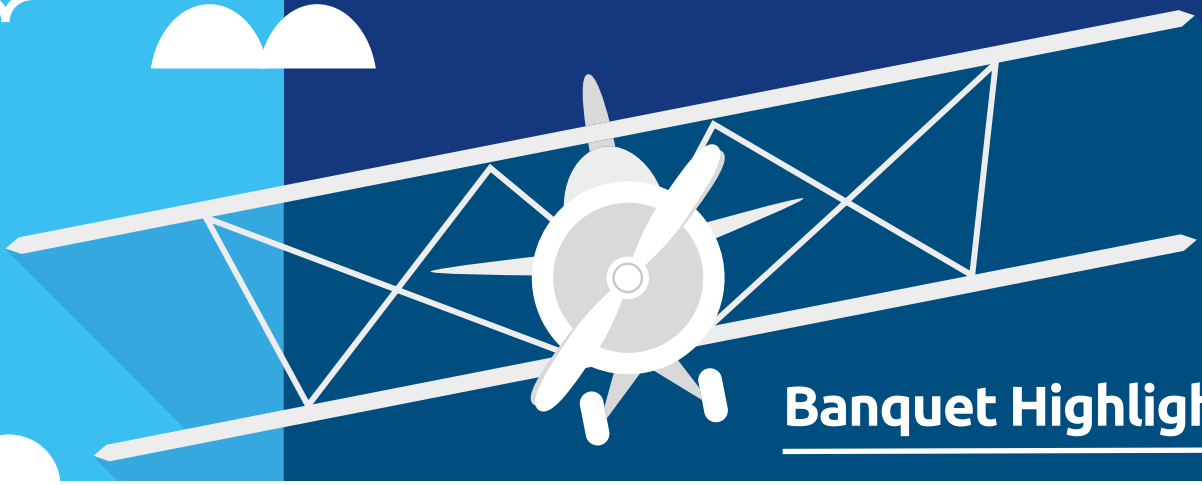
ROOKIE OF THE YEAR

CLOSED UNITS

Coldwell Banker Danforth's 2019

CBD AWARDS BANQUET

Celebrating our high-flying aces!



WATCH

Banquet Highlight Video

CONGRATULATIONS

2019 Overall Top Producers

Carrie Pierce-Johnson

Armie Diaz

2019 Overall Top Teams

Leona Lytle & Brenda Bakken

Dwell Home Team
Christina Fitzer & Sue Darnell

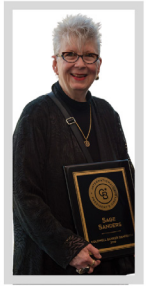
2019 Top Producers & Teams by Office

NORTHGATE OFFICE

CONGRATULATIONS

Carrie Pierce-Johnson
2019 Top Producer GCI - Company Wide
2019 International President's Elite Award Winner
COLDWELL BANKER | DANFORTH

CONGRATULATIONS



Sage Sanders
2019 International President's Circle Award Winner

2019 Top Producer in Closed Units
Northgate Office
COLDWELL BANKER | DANFORTH

CONGRATULATIONS

TEAM
The Duckett Group
Forey & Janie Duckett
2019 Top Producer in Closed Units & GCI - Northgate Office
2019 International Diamond Society Award Winners
COLDWELL BANKER | DANFORTH

CONGRATULATIONS

TEAM
TANDM Real Estate
Tony Ogden & Marisa Callaghan
2019 Top Producer in Closed Units - Northgate Office
2019 International Diamond Society Award Winners
COLDWELL BANKER | DANFORTH

FEDERAL WAY OFFICE

CONGRATULATIONS

Armie Diaz
2019 Top Producer Closed Units - Company Wide
2019 International President's Elite Award Winner
COLDWELL BANKER | DANFORTH

CONGRATULATIONS

TEAM
Brenda Bakken & Leona Lytle
2019 Top Team Closed Units - Company Wide
2019 Top Team GCI - Federal Way
2019 International Sterling Society Award Winners
COLDWELL BANKER | DANFORTH

BURIEN OFFICE

CONGRATULATIONS

Brent Fosso
2019 International President's Circle Award Winner

2019 Top Producer in GCI and Closed Units
Burien Office
COLDWELL BANKER | DANFORTH

CONGRATULATIONS

FEKADE TESSEMA-BARKE
- 2019 INTERNATIONAL DIAMOND SOCIETY WINNER
- TOP PRODUCER CLOSED UNITS – BURIEN OFFICE

COLDWELL BANKER | DANFORTH

CONGRATULATIONS

TEAM
Dwell Home Team
Sue Darnell & Christina Fitzer
2019 Top Team in Closed Units - Burien
2019 Top Team GCI - Company Wide
2019 International President's Circle Award Winners
COLDWELL BANKER | DANFORTH

International President's Awards

INTERNATIONAL PRESIDENT'S ELITE

CONGRATULATIONS

Carrie Pierce-Johnson

2019 Top Producer GCI - Company Wide
2019 International President's Elite Award Winner

COLDWELL BANKER | DANFORTH

CONGRATULATIONS

Armie Diaz

2019 Top Producer Closed Units - Company Wide
2019 International President's Elite Award Winner

COLDWELL BANKER | DANFORTH

INTERNATIONAL PRESIDENT'S CIRCLE

CONGRATULATIONS

Renee Gray

2019 International President's Circle Award Winner

COLDWELL BANKER | DANFORTH

CONGRATULATIONS

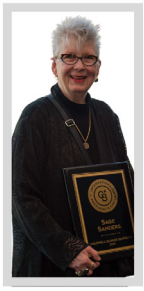
Brent Fosso

2019 International President's Circle Award Winner

2019 Top Producer in GCI and Closed Units
Burien Office

COLDWELL BANKER | DANFORTH

CONGRATULATIONS



Sage Sanders

2019 International President's Circle Award Winner

2019 Top Producer in Closed Units
Northgate Office

COLDWELL BANKER | DANFORTH

CONGRATULATIONS

Jane Kim

2019 International President's Circle Award Winner

COLDWELL BANKER | DANFORTH

CONGRATULATIONS

Susan Krueger

2019 International President's Circle Award Winner

COLDWELL BANKER | DANFORTH

INTERNATIONAL PRESIDENT'S CIRCLE TEAM

CONGRATULATIONS

TEAM

Dwell Home Team

Sue Darnell & Christina Fitzer

2019 Top Team in Closed Units - Burien
2019 Top Team GCI - Company Wide
2019 International President's Circle Award Winners

COLDWELL BANKER | DANFORTH

2019 Award Winners

DIAMOND & STERLING SOCIETY

INTERNATIONAL DIAMOND SOCIETY

Lisa Jones
Ben Snyder
Fekade Tessema-Barke
Alex Eckardt
Gina Lane
Laura Cahill
Kimberly Morgan Storey
Jenifer Brawner
Mindy McClean

Big Mike Young
Jim Acklin
Virginia Lawson
Michelle Wright
Jon Catlow
Stacy Gavino
Christine Hidalgo
Corey Orvold

Nancie Kosnoff
Becky Smith
Mila Vladi
Jay Grauman
Kim Harlington
Anastacia Scearcy
Michael Good
Nancy Erickson

INTERNATIONAL STERLING SOCIETY

Sabine Bestier
Lilli Ann Carey
Chris Oppfelt
Paul Uhl
Cheri Cohen
Helen Hendricks
Stacey Koutlas
Tracy Thesenvitz

Susan Torrey
Stacy Souci
Maria Kuehlthau
Jane Tobin
Jonathan Pook
Blake Williams
David Smith
Michelle Stowe

Ken Kerr
Heidi Gilbert
Mick Prandi
Zachary Schon
Tami Foust
Sam Bryan
Julie Lang

INTERNATIONAL STERLING SOCIETY TEAM

The Jims
Jim Brown &
Jim Richardson

Leona Lytle &
Brenda Bakken

Larry Woods-Palmer
Curtis Kiepprien
Melanie Witsman
Jonathan Martis
Stan Athan
Sunny Mays
Sherry Parker
Lorna Ava
Anjanette Reed
Joan Robinson
Kurt Kreager
Loretta Wells
Lisa Bibb
Erin Twedt
Cheryl Temple

Krueger Team
Owen Krueger &
Tracy Krueger
Cathy & Kelly
Cathy VanDyke &
Kelly Fulks

SAPPHIRE SOCIETY

CB DANFORTH COMMERCIAL

We had a great time at this year's awards banquet honoring the hard work of all our brokers!

The Commercial Division is thrilled to have received the corporate Commercial Elite award for the 5th year, recognizing CB Commercial Danforth as one of the Top 15 CBC offices worldwide! We were also recognized as the #1 CBC Office in WA State for the 6th year in a row.

We are so proud of our Commercial Award Winners for 2019!

Bob Fredrickson receiving the CBC Elite Award from Corporate COO Liz Gehringer and Dave Danforth receiving the Chairman's Circle Award

Top Gold Level Award Winner – Kim Adams

Silver Level Award Winner – Michael Swanson

Bronze Level Award Winner – Vladimir Olyanich

Bob Fredrickson, CCIM
President

206.595.7232
Bfredrickson@cbcworldwide.com

COLDWELL BANKER COMMERCIAL DANFORTH

PROPERTY MANAGEMENT

Byron Hiller and the Property Management Team were presented with the Coldwell Banker Commercial Circle of Distinction Platinum Level award for the

7th YEAR IN A ROW

Additionally, Byron has been recognized as one of the

TOP 2% BROKERS

in over the past consecutive

10 YEARS

Platinum Circle of DISTINCTION
COLDWELL BANKER COMMERCIAL

With our combined years of experience, the property management division of Coldwell Banker Danforth is available to assist you with (or your clients) leasing needs. Please don't hesitate to call us at 206-212-2242.

2020 WOMEN'S CHOICE AWARD WINNER

CBWOMEN.COM

MULTIPLE OFFERS ARE BACK

...at least in some areas. We thought it would be good to revisit best practices for working with multiple offers, on both the Seller and the Buyer side.

Representing the Seller

1. Set expectations with the Seller! Make sure you sit down with your Seller PRIOR to the listing going live to discuss your multiple offer strategy, and potential scenarios. For example:

   • Discuss the possibility of an early offer, tempting the Seller to accept an offer prior to the offer review date, and how to respond to that.

   • Explain the process and share your recommended strategies. For example: Not sharing any information about any of the offers with competing buyer agents to keep the process fair for everyone.

   • Explain how you recommend evaluating the strength of an offer (discuss price, financing vs. cash, down payment, appraisal, inspections, escalation, number of contingencies, etc.)

2. You are in charge and it is important that all parties have confidence in your management of a fast-paced scenario with many moving parts.

3. Always use a Multiple Offer Spreadsheet to analyze offers, which serves as a quick reference and side-by-side comparison of the offer terms. View Spreadsheet

4. Write (or stamp) RECEIVED on the first page of each offer that was submitted and have the Seller initial & date, confirming receipt of EACH offer that was submitted. This is to protect you from any claims that you did not present ALL offers to the Seller, as State Law demands.

5. If the Seller does not want to use an escalation clause, you can strike it from the agreement and simply counter back with a different purchase price. Some legal experts in our area actually recommend this strategy and advise to stay away from escalation clauses whenever possible.

6. Communicate frequently with all Buyer Brokers and set expectations. Explain the process and your offer review timeline. Call them back when they call you! (Regardless of how many offers you may have). If the Seller wants to make changes to the offer review process, let ALL of the Buyer Brokers know, before any final decisions are made.

7. Discourage Buyer Brokers from submitting personal letters and photos with their offers. You and the Seller may not discriminate on the basis of a protected class i.e. familial status, race, religion, etc. When buyers provide photos or descriptions of themselves or their family, you could potentially put the Seller at risk of being accused of unjustified discrimination and/or violating Fair Housing Laws, which has severe legal consequences. Discuss this possibility with the Seller in advance! If the Seller requests it, you can go ahead and delete all personal letters, prior to the offer presentation.

Representing the Buyer

1. Set expectations! If your buyers are searching for a home in a competitive area and/or a competitive price range, make sure you prepare them for the possibility of multiple offers. Explain what it might take for their offers to be competitive.

2. As you begin working with your buyer, sit down with them and go over the entire PSA and the most commonly used addenda. Discuss what Buyers can do to strengthen their offer. Discuss the pros and cons of EACH. It can be tempting for a Buyer to waive all contingencies to be competitive, but make sure the Buyer understands the risks (usually forfeiture of earnest money) in case of an unexpected event. We can't, in good faith, recommend for a buyer to waive ALL contingencies, leaving them completely unprotected, but we can explain the risks and let them decide what they are comfortable with. Make sure they understand all this PRIOR to writing an offer. If the buyer chooses to waive contingencies, then you MUST include Form CBDA 301 in your offer. Do not cross out items within the boiler plate of the contract. Use our Competitive Market Addendum (CBDA 301), as this document includes the warning regarding the loss of earnest money and provides check boxes for use in removing protective contingencies from the contract.
   View the CBDA 301 Form

3. NEVER recommend waiving an inspection! The buyer can do a pre-inspection and waive the inspection contingency IF the buyer feels comfortable buying the property in its current condition.

4. Explain the possibility of having to pay for multiple pre-inspections, sewer line inspections, etc., in case their offer is not accepted in one or more competitive situations.

5. Discuss the advantage of a cash offer over a financed offer.

6. Explain the difference between Pre-Qualification, Pre-Approval and Pre-Underwriting. If possible, buyers should always try to get a Pre-Underwriting Approval to strengthen their position.

7. Discuss the risks of non-refundable earnest money (should your client entertain that possibility). Make sure to use the Non-Refundable EM verbiage in Form CBDA 301. This is a risky practice for the Buyer, but Sellers love the idea of being able to cash the earnest money immediately. You can make the EM release to the Seller conditioned upon clearing of a contingency. For example: Within 48 hours of inspection removal, or within 48 hours after mutual acceptance, etc.

8. Advice for cash buyers: If you are working with a CASH Buyer who wants to close in 7-10 days, make sure the EM is deposited with Escrow (not CB Danforth, because the check would take 7-10 days to clear and transfer any excess earnest money to Escrow, if it's deposited in our trust account).

9. Keep reminding your clients of the wire fraud issues occurring in the marketplace and make sure your Buyers follow proper wiring protocol.

Good luck out there, and stay safe and healthy!

COLDWELL BANKER DANFORTH

Alex Eckardt
Managing Broker | Branch Manager
Coldwell Banker Danforth
206.778.7844
alex@cbdanforth.com

kleard Pro

FREE for CB Danforth Brokers!

# of Open House Credits	Unlimited
Open House Seller Reports	✔
Unlimited Showings	✔
Cell Phone & Email Verification	✔
SMS/Email Follow-Up Tools	✔
Urgent Safety Alerts	✔
Automated Safety Alerts	✔
Email Safety Alerts	✔
SMS & Phone Call Safety Alerts	✔
Dual Safety Siren	✔
Event Start/End Notifications	✔
Event Activity Tracking	✔
End Showing Reminders	✔
Agent Branded App	✔
Offline Mode	✔
Auto Open House Follow-Up	✔
CRM Integration	✔
Kleard On-Demand Marketplace	✔
Lead Management System	✔
Adwerx Marketing Integration	✔
Laptop Open House Mode (PC/Mac)	✔
Custom Open House Questions	✔
Dark/Light Mode For Open Houses	✔

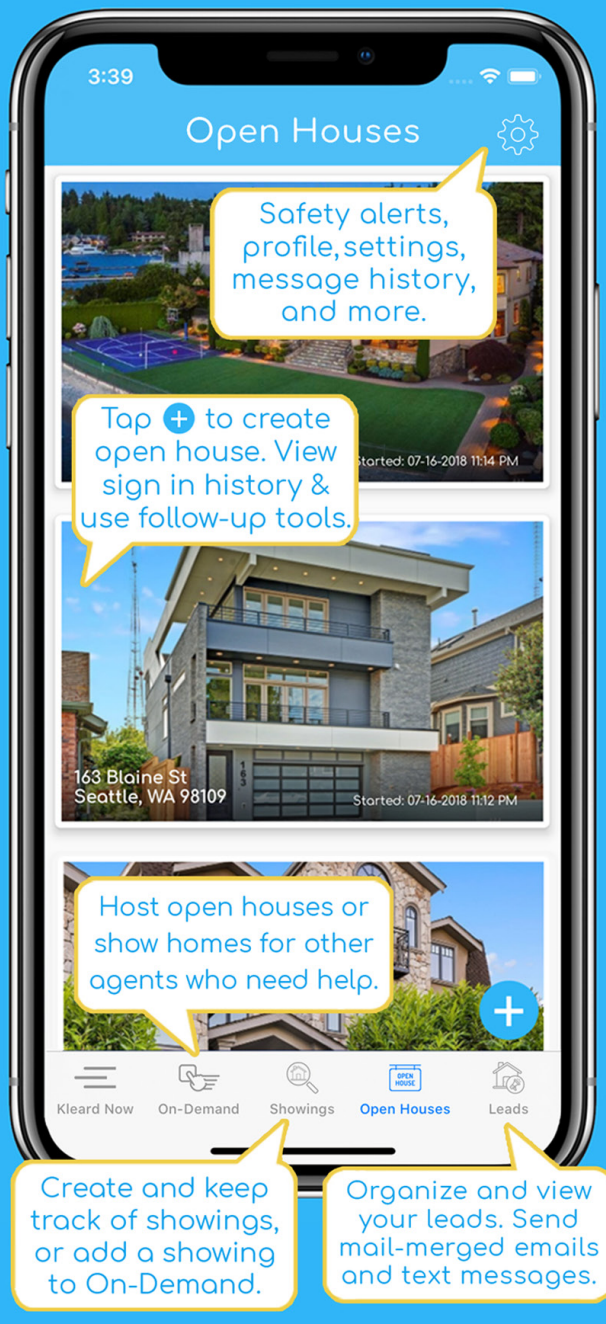
Smart Real Estate Tech

Works on iOS, Android, and Laptops

Download the app by scanning the QR code or find it on the app store from your device.

www.kleard.com

SCAN ME



CB DANFORTH IN THE COMMUNITY

Northwest Harvest

On March 7th, our team helped box up 16,400 pounds of apples at the NW Harvest warehouse in Kent. These apples will be sent to food banks across the state and help to provide 12,615 meals. Thank you Julie Hiller, Pauline Mengle, Gina Lane, Dexter Mitchell, Cathy VanDyke, Melanie Wittsman, Marcus Dupree, Jim Acklin, Caroline Bouvier and Dave Danforth!

northwest HARVEST .org

COLDWELL BANKER DANFORTH *In the Community*

SOCIAL MEDIA & EVENTS

CHECK OUT THE CB DANFORTH UPCOMING EVENTS CALENDAR!

Are you looking for more interaction with your fellow CB Danforth brokers?

Join our company's private Facebook group!

It is a great place for our brokers to connect and mastermind with colleagues, share tips or experiences, etc. There is also a lot of helpful information about our tools, services, and upcoming events.

It's easy to join! Just click this link and ask to join the group:

Join Coldwell Banker Danforth FB Group

An admin will approve you and you can start interacting right away... it's as simple as that!

MARCH

- **MARCH 26TH**
  TRANSACTION MANAGEMENT WORKSHOP
  LAST LIVE WORKSHOP IN FEDERAL WAY

APRIL

- **APRIL 9TH**
  TRANSACTION MANAGEMENT WORKSHOP
  LAST LIVE WORKSHOP IN BURIEN
- **APRIL 14TH**
  LUNCH & LEARN –
  GENERATING LEADS AT NO COST
  NORTHGATE
- **APRIL 17TH**
  TRANSACTION MANAGEMENT WORKSHOP
  LAST LIVE WORKSHOP IN NORTHGATE
- **APRIL 24TH**
  ESSENTIALS CLASS #2 –
  WORKING WITH SELLERS/LISTINGS
  NORTHGATE

CLICK TO VIEW THE CALENDAR & SIGN UP FOR AN UPCOMING EVENT!

COLDWELL BANKER | DANFORTH

COLDWELL BANKER HAS DONE IT AGAIN!

Year after year, the marketing team at corporate headquarters comes out with the best TV ads in our industry. This year, with the rollout of the newly designed logo, they did not disappoint.

Check it out!!

Feel free to post and/or use this video in all your advertising or social media feeds!

GEN BLUE NEW YORK

SEPTEMBER 15-17, 2020

ARE YOU READY?

Gen Blue 2020 registration is

NOW OPEN

at the early bird rate of

$599 USD

Join all of your Coldwell Banker friends in NYC on

September 15 - 17, 2020.

Don't miss out grab your ticket before it's sold out!

This year, we've chosen a venue equally as iconic as the Coldwell Banker brand

COLDWELL BANKER
DANFORTH

COLDWELL BANKER DANFORTH'S MISSION IS TO:

EMPOWER

OUR BROKERS' SUCCESS BY

REDEFINING

FULL SERVICE REAL ESTATE. WE ARE

CHALLENGING

THE STATUS QUO BY LEVERAGING OUR INTERNATIONAL BRAND,

MAXIMIZING

EFFICIENCIES AND PASSIONATELY SUPPORTING OUR BROKERS'

ENTREPRENEURIAL SPIRIT

WHILE NEVER LOSING FOCUS ON HELPING THOSE IN NEED

COLDWELL BANKER DANFORTH

CB DANFORTH INVESTS IN ITS BROKERS BY PROVIDING:

- Top Tier Branding
- Exceptional Broker Support
- Innovative Tools and Technologies
- A Fee Structure that Allows Brokers to Reinvest in Their Success