

BROKERS BANTER



10 How to get Reviews

13 Awards Banquet

15 Outlist/Outlast Training

JAN/FEB 2019

ISSUE# 1

CBDANFORTH.COM
INFO@CBDANFORTH.COM

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Dave's Desk

A letter from
Dave Danforth,
President
Coldwell Banker Danforth



CBD Brokers,

This is our first newsletter of 2019 and with it comes a new year with many opportunities and challenges for all of us.

If last year was a great year for you...your challenge will be to duplicate or exceed it. If you had family, health issues or other challenges last year, this new year will give you the opportunity to reboot and get to where you want to be.

We have a lot of learning opportunities this first quarter...so if you are looking for a kickstart, make sure you attend these classes.

Also, we will be celebrating last year's successes on **February 21st** at our 25th Annual CBD Awards Banquet. Please join us for a great afternoon of networking and celebrating at the Seattle Museum of Flight.

I look forward to seeing everyone soon!

Dave Danforth

CBD in the Community

Read more on page 12 »

Congratulations to Our Top Producers!

We are proud to have such a wonderful team of talented brokers here at Coldwell Banker Danforth! Here are some of our recent top producers.

Q4 2018

Carrie Pierce-Johnson Listing Volume	Helen Hendricks Listing Units	Brenda Bakken Leona Lytle Team Listing Volume	Brenda Bakken Leona Lytle Team Listing Units
Sage Sanders Sales Volume	Armida Diaz Sales Units	Sue Darnell Christina Fitzer Team Sales Volume	Sue Darnell Christina Fitzer Team Sales Units

DECEMBER 2018

Carrie Pierce-Johnson Listing Volume	Carrie Pierce-Johnson Listing Units	Brenda Bakken Leona Lytle Team Listing Volume	Brenda Bakken Leona Lytle Team Listing Units
Tess Christensen Sales Volume	Tess Christensen Paul Uhl Sales Units	Sue Darnell Christina Fitzer Team Sales Volume	Sue Darnell Christina Fitzer Team Sales Units

JANUARY 2019

Julie Lang Listing Volume	Tracy Thesenvitz Listing Units	Brenda Bakken Leona Lytle Team Listing Volume	Brenda Bakken Leona Lytle Team Listing Units
Jonathan Pook Sales Volume	Corey Orvold Renee Gray Kim Harlington Michelle Wright Sales Units	Forey Duckett Janie Duckett Team Sales Volume	Brenda Bakken Leona Lytle Team Sales Units

Anniversaries

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

1 YEAR



Amanda Stanfield
Federal Way



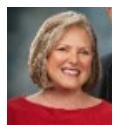
Winnie Ho
Northgate



Len Kosloski
Northgate



Willa D. Hood
Northgate



Tracy Krueger
Burien



Melissa Truax
Northgate



Katie Savage
Northgate



Melanie Witsman
Northgate



John Frey
Northgate



Owen Krueger
Burien

5 YEARS



Joy Tsui
Northgate



Julie Lang
Northgate



Winnie Kwan
Northgate



Marisa Callaghan
Northgate

Kimberly Morgan Storey
Burien



Carl Porter
Federal Way



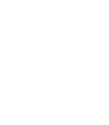
Mindy McClean
Burien



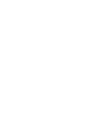
Steven Lieu
Northgate



Kimberly Lim
Burien



Ben Snyder
Northgate



Dawn Runyan
Northgate

10 YEARS



JD Harkins
Northgate

15 YEARS



Shawn Springer
Northgate



Carl Porter
Federal Way



Steven Lieu
Northgate



Ben Snyder
Northgate

Welcome to CB Danforth!

Help us welcome the brokers who have recently joined our team!



James Acklin
Federal Way
From: Century 21 North Homes Realty



Michelle Hardies
Northgate
From: Keller Williams, Everett



Michelle Berry
Federal Way
New Broker



Heather Jahns
Federal Way
From: Windermere RE Lake Tapps



Rajaa Bouyaghroumni
Northgate
New Broker



Pattie LaHue
Burien
From: John L. Scott, Des Moines



Amanda Cox
Burien



Kathleen Marie
Northgate



Mike Green
Federal Way
From: Max Realty, LLC



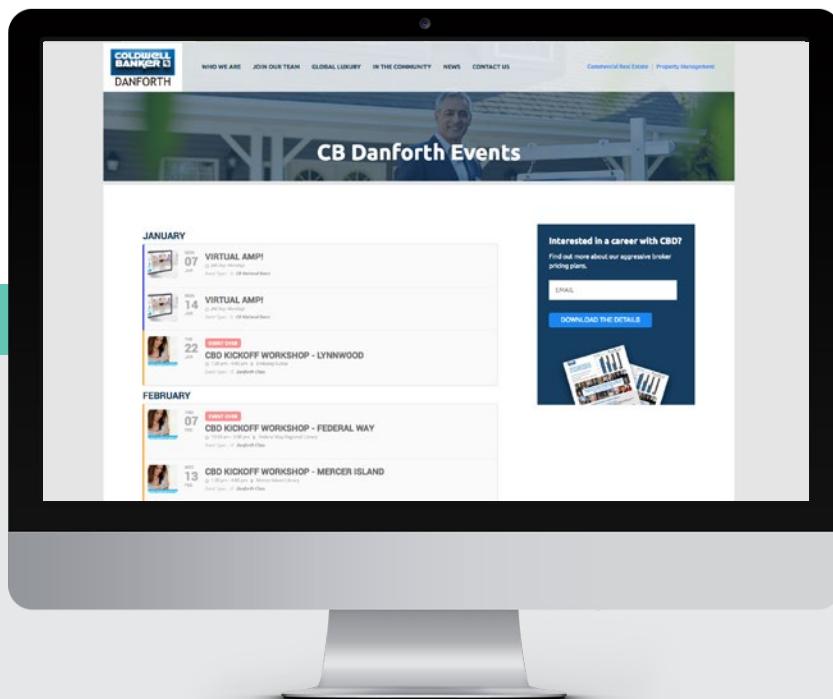
Annie Scott
Burien
From: Berkshire Hathaway NW Seattle



Beth Hallock
Federal Way
New Broker

Big News!!

CB DANFORTH'S ONLINE EVENT CALENDAR LAUNCHES TODAY!



You now will be able to easily see all the upcoming events that CB Danforth and Coldwell Banker offer in one location. Here are some of the features:

- Mobile Friendly
- Color coded for easy identification
- RSVP from your phone or desktop
- Update Your RSVP's from calendar
- Single page summary of upcoming trainings & events
- One click to see full details
- One click to add to your calendar

cbdanforth.com/events-private

Password: cbd



MARKET TRENDS

After a record-breaking November, December numbers dropped off some, but it was still a decent month for total gross commissions. We saw a definite decline in the number of new deals written in December which translated into a slow month in January closings. These last two months have been a little more typical of long-term Puget Sound norms, but none-the-less, we much prefer a brisker pace.

On the bright side, we have had many conversations with our brokers and the consensus is, the market is waking up. We are seeing multi-offers on new listings. Listings that had been sitting during the holidays and the first part of

January are now pending. There are many good signs that we are going to have a strong spring. The first Monday of February we had 19 new transactions turned in; we haven't seen a day like that since October!

Make sure you are calling your sellers and buyers; the market is heating back up!!

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 JANUARY STATISTICS](#)

CONTINGENT OFFERS

Revealing the Dirty Little Secrets

Buyer's Perspective

When do I use NWMLS [Form 22B?](#)

If the buyer must sell their current home before closing on their new home and the buyer doesn't currently have a signed offer on their home.

What form do I use if my buyer already has a signed agreement on their current home?

When drafting the contract use [Form 22Q](#) and include a complete copy of the current contract on the buyer's home.

How quickly does the buyer have to put their home on the market?

The home must be listed on the multiple within 5 days. Failure to list the property within 5 days means that the buyer has waived their home sale contingency. This could be a big problem for the buyer as it means they have also waived every other contingency in the contract. Financing, Inspection, Title and all other contingencies are no longer in effect when the subject property is not listed within 5 days.

When does the buyer have to ask the seller for permission to accept an offer on the buyer's home?

There are 2 circumstances that require seller input:

- If the offer the buyer receives has a closing date of less than 30 days or more than 60 days, then the seller must be consulted prior to signing the contract with the buyer.

- If the offer the buyer receives is contingent on the 2nd buyer selling their home, then the seller must be consulted prior to signing the contract with the 2nd buyer.

NWMLS [Form 90L](#) is used by the buyer to ask the seller's consent and provides an option for the seller to reply to the request.

If the buyer doesn't obtain the seller's permission, and signs a contract that stipulates either of the above circumstances, then the seller has the option to terminate the contract and retain the earnest money.

My buyer has accepted an offer on their home. What must I do now?

Buyer must give notice to the seller within 2 days of entering into a contract. This notice is delivered on NWMLS [Form 90K](#). Delivery of the notice sets the time frame for closing at 3 days after the closing of the buyer's home.

What happens if the sale on the buyer's home fails to close?

Buyer must give notice to the seller within 2 days of the sale fail. This notice is delivered on NWMLS [Form 90K](#) or [90U](#). The buyer has 3 options:

1. Reinstate the original contingency (only available if the sale fail occurs during the initial contingency period indicated on 22 B).
2. Terminate the contract.
3. Waive the contingency and proceed to closing.

[90U](#) is used when the buyer isn't within the original contingency period and only offers the option to Terminate or Waive.

Contingent Offers (continued)

The seller has notified the buyer that they have another acceptable offer. What should the buyer do now?

Refer back to form 22B item 4 to see how long the buyer has to reply to the seller. In most cases this will be 5 days. Before the timeframe expires, the buyer must reply to the seller on NWMLS [Form 46](#). There are 3 options:

1. Contingency satisfied. Buyer's home is under contract. The complete copy of the PSA must be attached when this option is selected.
2. Contingency waived. Buyers home is not sold but buyer has the financial means to proceed. In this case, ALL contingencies in the contract are now waived and earnest money is nonrefundable.
3. Termination of the Contract. Earnest money is refunded to the buyer.

Are there any other things that the buyer should consider when offering a contingent contract?

The standard contingency period is 45 days. This is the

timeframe in which the house will remain in a contingent status on NWMLS. Sellers can negotiate with other buyers and can bump you.

Buyers will need to choose if they will apply for a loan within 5 days of mutual acceptance of the contract with the 22B or wait to apply for a loan within 5 days of the sale of the buyer's home.

Buyers should choose the timeframe for bump notice reply. The default is 5 days.

Inspection timeframes are tied to mutual acceptance of the contract which contains the 22B. If the buyer would prefer to do an inspection after moving into a firm contract on their home, then you will need to add a clause to the contract to tie the inspection timeframes to delivery of the buyer's notice NWMLS [Form 90L](#).

When can I bump a contingent buyer?

Until the contingent buyer has delivered a notice NWMLS Form 90L that they have either accepted an offer on

Seller's Perspective

their home or waived the contingency, the sellers home remains on the market. Should another buyer present an acceptable offer to the seller during that time, the seller may accept that offer and deliver a bump to the first buyer. This notice is delivered on NWMLS Form 44. The standard reply timeframe for the buyer is 5 days. This timeframe, however, may be changed on the original 22B.

was used to bump the contingent buyer. If the buyer's broker did not include it then the seller should include it in a counter to the 2nd buyer. Failure to do so could harm the seller. This effectively would have the seller under contract with 2 buyers at the same time.

When do I use NWMLS [Form 39](#)?

This addendum should be included in the contract that

HOW TO GET REVIEWS

By: Sam DeBord

You've Been Reviewed: Now Make Some Lemonade

Many real estate brokers are afraid of online reviews. Even those who serve their clients with outstanding professionalism have had a rough transaction at some point in their careers. Whether the sale turned sour because title, escrow, clients, brokers, or lenders caused a problem, one person usually bears the brunt of the client's wrath: the broker. The fear of having that one client write a bad review causes many to hold back from seeking out online reviews altogether.

It doesn't work, though. There are dozens of websites already promoting brokers' profiles without any proactive action taken by the brokers. Some are franchise websites or portals like realtor.com that allow client input. Others, like Yelp, let anyone who knows a broker's name start a review profile for them.

Even worse, there are broker rating algorithm websites that create "scores" for brokers based on past sales data, and the brokers have no input into the publicly-displayed ratings of their careers. They're often wildly inaccurate. Whether you like it or not, you've been reviewed.

So proactive real estate brokers are making lemonade out of lemons. They're leveraging the opportunities available to promote a positive image online. It's not difficult. There are a number of simple ways to start promoting positive reviews, and there are some valuable tricks that will greatly enhance your efforts. Let's start with the basics:

The big players: Zillow, Realtor.com, Google, Facebook

Consumers are researching brokers online. Whether they're searching for a broker, or gathering more information about their current broker, they're looking for data on the biggest real estate review websites.

Zillow, Trulia, and realtor.com are straightforward websites where brokers can quickly set up their profile pages. Getting reviews on these websites is fairly simple—email your clients a link to your profile page and ask for a five-star review. What isn't simple is getting the clients to follow through. Tell them during the transaction that you'll be asking for a review at the end. Follow up a couple of times after closing. This will improve the rate of follow through immensely.

There are a number of simple ways to start promoting positive reviews, and there are some valuable tricks that will greatly enhance your efforts.

How To Get Reviews (continued)

If you create a business profile, Google and Facebook allow you to get reviews. You can email your clients a link to your Facebook business page or your Google Local Business profile and ask them to review it as well.

Pay-to-Play on Yelp

Yelp is one of the biggest review sites on the web. It's not the primary location for real estate reviews, but some brokers do leverage it heavily. That being said, don't expect to have ten clients review you on Yelp and immediately get business from it.

If you email your clients a link directly to your Yelp profile, the reviews they post won't be visible to consumers. The client has to go to Yelp and search for your name.

More importantly, unless you pay for advertising on Yelp, most of your positive reviews won't be visible. If you're hoping to get visibility on Yelp, purchase at least the minimum advertising package before you start seeking out reviews. Is that fair? It doesn't matter. It's reality.

The Big Z

Brokers have a love/hate relationship with Zillow, but consumers just seem to love it. Leveraging that consumer traffic is important.

Zillow's "Premier Agent" label makes some broker profiles stand out from others. It doesn't signify a good broker. It merely identifies brokers that pay for advertising. Consumers may get the impression that Premier Agents are more successful, so there is some value in the designation. A minimal spending budget may be worth it for some.

Focus on a Niche

There are many review platforms. Very few brokers are successful at creating a robust profile on all of them.

The review process is much like real estate in general. There's plenty of business out there, but you'll never get it all. So find the platform that works best for you, and focus your efforts on building an exceptional image in that location.

Put together a plan that asks clients for a review before and after the transaction. Build in an incentive or a "thank you" for their time—the review is a gift to you, after all.

Get past the fear of that one bad review. Research has shown that consumers trust a 4.7/5.0 score more than a 5.0/5.0. So go get five reviews, and don't worry if one of them isn't five stars. Start building a review profile that shows the breadth of your professional experience. By the time you've built that foundation, the fear of one bad review will be left in the past.

Insider tip:

Respond to all reviews. On platforms that allow the broker to give feedback on reviews, always respond. Whether the review was positive or negative, writing a thoughtful, courteous response to your clients allows the public to see how you interact with people. It's an opportunity to be both human and professional in the public spotlight.

CBD IN THE COMMUNITY



Holiday Giving

Thank you everyone once again for making the season brighter for those in need in our communities. As we have done over the past several years, each of the offices were given funds to be used towards "adopting" individuals and families.

Northgate - The Northgate office adopted two families through Turning Point, a non-profit after school program in Snohomish County for children in need. A special thank you to Diane Ellis for getting us connected with this organization.

Burien - The Burien office was able to provide gift cards to 10 families at Gregory Heights Elementary to enable them to purchase groceries and gifts. These families were displaced when they were evicted from their apartment complex when a new owner purchased the complex shortly before the holidays.

Federal Way - The Federal Way office was able to adopt three families for the holidays. We were made aware of these families through one of our local schools. One of the families we served included a little girl who lost her mother a week before Christmas. Since she had lived alone with her mother, she was moved in with her grandmother who was already struggling financially. We were able to provide each child in these families with gifts and each family with a grocery gift card. Thank you to everyone who shopped, wrapped and donated.

Northwest Harvest Food Drive

Thank you to everyone who donated to our 8th Annual NW Harvest Food Drive. Together, we were able to collect almost 700 pounds of food and \$1,820 in cash donations this year - enough to provide over 7,900 meals to hungry families across the state. Below is a breakdown by office:

Northgate - 496 pounds of food

Burien - 103 pounds of food and \$320 in cash donations

Federal Way - 92 pounds of food and \$500 in cash donations

CBD in the Community also made a \$500 donation at the NW Harvest volunteer event in December.

Way to go everyone!!

Marysville Toy Store

This was our third year being a part of the Marysville Toy Store. CBD in the Community was a sponsor of the toy store and we also had an amazing group of volunteers who helped hundreds of families in need "shop" for toys, books and other special gifts. This year the Toy Store was able to provide a warm winter coat for each child, a long-time goal they have had. Thank you to all of our "elves" and also to David Hodgson and Justin Usey for getting us connected with this amazing project!

We were very happy to be able to support the Kiwanis Club of Highline-Burien once again this year for their annual Toy Drive. The toy drive benefits children in need in the Highline community.

The toys are distributed by the Burien Fire Department as part of their annual Christmas Outreach Drive. Thank you Ken Kerr for getting us connected with this program.



Kiwanis

Save the Date – Upcoming Volunteer Opportunity

Mark your calendars, our next volunteer event will be on Saturday, **March 16th from 12pm-2pm** at the NW Harvest Warehouse in Kent. This is a great opportunity to bring family and friends. Anyone age 9 and older is welcome to attend. Please email Valerie at vdanforth@cbdanforth.com to get signed up.



IN THE COMMUNITY



COLDWELL BANKER DANFORTH AWARDS BANQUET



**Thursday,
February 21,
2019**

Museum of Flight
11:30AM to 2:00PM

**Celebrating
the 2018 Achievements
of our CBD Brokers!**



Keynote Speaker

John Theisen | CEO Orion Industries

We are honored to announce our keynote speaker John Theisen. John turned a small, local, non-profit organization into a three-time award winning Boeing Global Supplier of the Year.

Location Information

Museum of Flight

9404 East Marginal Way South
Seattle, WA 98108

206-764-5700

[Click Here to RSVP](#)



ARE YOU READY TO COMMIT TO A GREAT 2019?

**GET
AMPED!**

- Get your sphere database in order and growing
- Get a specific plan for engaging your sphere
- Have an accountability group to help you get geared up and selling in 2019

FREE Coaching from CB National

This is focused sales production training, with experienced instructors helping you get your business on track. You don't need to be tech savvy to benefit from it, just willing to commit to getting organized and engaged.

1. Join a virtual online AMP group.
2. Meet online 3x/week for 4 weeks.
3. Learn the best ways to make contacts and make them every day with your peer group.
4. Track your results—99% of AMP participants improve production immediately and the average agent sets 10 appointments in 4 weeks.

The answer to more sales is straightforward, but it requires hard work. Get engaged with a group of Coldwell Banker agents who are taking charge of their businesses with you.

Sign up to start:

March 1st, April 1st, or April 15th

(log in to cbexchange.com first with your @coldwellbanker.com email address)

These classes fill up quickly, so sign up today!

Hi CB Danforth brokers,
this is Sam DeBord,
the Northgate branch
manager. I've recently
taken Coldwell Banker's
new online AMP training
class. This is well worth
your time, if:

YOU WANT:

More Sales

YOU DON'T WANT:

**Flashy/Expensive
New Tools**

YOU WILL:

**Commit to Taking
Charge of Your
Business**

OUTLIST / OUTLAST COACHING & TRAINING

If you are looking for ideas and coaching for increasing your listing inventory...You need to take this class.

You can take this training from your home and there is no cost as a CB Danforth Broker.

This is a great resource provided by CB National...

So take advantage of it!

Outlist/Outlast

4-Week Virtual Training

Starting March 5th,
April 9th, May 7th, May
14th, and June 11th

Log into CBExchange
Keyword: Outlist



PROPERTY MANAGEMENT

New Rental Laws for Tacoma

Effective February 1, 2019 the City of Tacoma requires landlords to provide tenants with information during the rental process. In a nutshell, Tacoma is mirroring some of Seattle's laws to include a payment schedule for deposits and fees; providing tenants with paper copies of your Rental Criteria; Tacoma Rental Housing Code, WA State Landlord-Tenant Act, etc. Additionally, should you have to do a 3-Day Pay or Vacate for non-payment of rent, landlords are required to provide tenants with a notice of resources prepared by the City of Tacoma. CBDPM leases have been amended to include tenant acknowledgement of receipt of the information, as well as the required addendums.

If you are doing a lease (even a lease-only for a property your client will be managing), be sure to contact the Property Management office first to ascertain you have the correct forms and understand the laws. You can reach me personally at 206-212-2242, or kim.egge@cbdanforth.com, and I will be more than happy to assist you.

As you are aware, all rental/leasing contracts must be submitted to the Property Management office for review before the commission can be disbursed – this is to protect you, the owner and Coldwell Banker Danforth as the rental laws change quite often and are complex.



CBD COMMERCIAL

What are These “Opportunity Zones” Everyone is Talking About?

Recently our commercial division invited accountant Luke Oldham from Tax Consultants to speak at our meeting about the benefits of the newly created Opportunity Zones. Opportunity Zones were added to the Tax Cuts and Jobs Act on December 22, 2017 and the first set of Opportunity Zone areas were designated on April 9, 2018. However, few people still seem to understand what they are and how they can benefit themselves and their clients.

The purpose of Opportunity Zones is to stimulate economic development and job creation in distressed communities by allowing tax breaks for investors. The first step for interested investors is to create a Qualified Opportunity Fund (QOF), which is a partnership or corporation formed to invest in eligible properties located within qualified Opportunity Zones. These QOF's can defer tax on any eligible gains (including prior gains invested to form the QOF) until the investment in a QOF is sold, or on December 31, 2026, whichever happens first.

In addition to deferred tax, tax breaks are also given based on how long the QOF investments are held. If the investment is held for longer than 5 years, 10% of the gain is excluded for tax purposes. If it's held for 7 years,

the gain excluded rises to 15%. On or before December 31, 2026, the tax will be owed for the gains on the initial investment. The real advantage then comes if the QOF is held for at least 10 years. At the 10-year mark, the entire capital gain of the QOF investment is not taxed.

Here is an example:

1. Within 180 days, Taxpayer invests a \$5 million gain from the sale of Amazon stock into a qualified opportunity fund.
2. Taxpayer makes an election on the 2018 return to defer the \$5 million in long-term capital gain income.
3. On December 31, 2026, the qualified opportunity fund now has a basis of \$750,000 that will not be taxed. (15% of \$5 million, since held over 7 years)
4. Let's assume the fund has a Fair Market Value of \$7 million on 12/31/2026. You'll have a deemed sale that day and recognize \$4.25 million taxable gain.
5. On 01/01/2027, your basis in the QOF is now \$5 million. \$750k (non-taxed basis) + 4.25 million recognized on the deemed sale date.
6. If you sell the QOF in August of 2028 for \$10 million, then your basis in the fund is \$10 million and you recognize no taxable gain on the sale since it was held more than 10 years.

Check out the list of designated Qualified Opportunity Zones

Opportunity Zones Resources



Bob Fredrickson, CCIM

President

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Bfredrickson@cbcworldwide.com



Big News!!

CB DANFORTH IS NOW A MEMBER OF CARTUS!

Why does this matter to CBD Brokers?

- You can now represent Cartus buyers & sellers
- Potential future growth in relocation business
- Great resource for your referrals in U.S. and abroad

Details about your Outgoing Cartus Referrals

- Fill out the [Cartus Client Referral Form](#)
- Send it to Cartus for placement
- They will place it with a quality, experienced & productive agent
- You will receive updates on progress
- Cartus will make sure you get your referral fee



Seattle Market

Is the Seattle housing market on the brink of crash?



SEATTLE MARKET: SLOW-DOWN & CRASH

Is the Seattle housing market on the brink of a crash?

The short answer is "No," although the signs do point to a slow-down.

Often factors like sluggish labor markets and stagnant economic growth are precursors of a crash in the real estate market (which was the case in 2007-2008). Yet in Seattle, the labor market is healthy and economic growth is steady, which experts say should allay any fears of a market crash.

A down-turn? Maybe. A leveling-off? Likely. But a "crash"? Experts say no.

Of those experts surveyed, roughly half say that a recession may begin in Q1 of 2020 (and some suggest that late 2019 is more likely).

The cause, they say, will likely be due to monetary policies such as the hiking of interest rates. Another factor may be the tech giant Amazon. According to GeekWire, Amazon has slowed their hiring, and as goes Amazon, so goes Seattle's market:

Seattle's housing market has risen to record levels — for better or worse — fueled in part by Amazon's historic success, but the tech giant's hiring has slowed in recent months. At the same time, the region's housing market has cooled, losing its nearly two-year title as the nation's hottest.

It must be kept in mind, however, that any talk of a "down-turn" must be considered in the light of recent record-setting growth. If anything, the market is *slowing down to normal*:

"It's not so frantic, where if something comes on the market today, you've got to be there tomorrow morning or tonight with an offer in hand," said Brian Goik, a managing broker for John L. Scott Real Estate. "There's no rush to do that, and it's getting back to more of a normal real estate situation where you can take a little time, you can do your inspection, you don't have to waive everything."

According to [Atlas Workbase](#), there is a big difference between no longer being the hottest market in the nation and an actual crash:

The Seattle housing market may not be the hottest in the country since it underwent a bit of cooling off this year, but it is still a pretty hot market. Home prices continued to rise, although at a less frenzied state.

According to this analysis, "the Seattle real estate market is still tight but it is improving and the forecast is sunny."

In short, slowing down is not always a bad thing. In fact, that is often how crashes are avoided.

Call Your Full Service Lenders Today!



Shannon Sorensen

Sr. Mortgage Advisor
MLO-85256
C: 206.794.1764
F: 425.223.3333
ssorensen@absoluteloans.com
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loririchmond.com



Craig Walker

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MLO-156034
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F: 877.912.6333
cwalker@absoluteloans.com
approvedbycraig.com



GPS ESCROW

The Benefits of Caring

The escrow business and settlement process has a lot to do with regulations, expertise, contracts and...math. Every deal is a big deal and no two are exactly alike. Closing a real estate transaction takes precise work and meeting deadlines. And everyone at GPS Escrow thrives on those parts of our business practice. We are distinguished in our field as expert practitioners, if we don't say so ourselves!

What we really thrive on – and what inspires us – is doing the things that sets a client at ease, that accommodates a special need or helps to set you apart in your client's mind. Sharing in the excitement with a first time

home buyer, or a seller that is downsizing – and acknowledging the milestone events that are most real estate transactions makes a real difference. That could mean signing in the evening or on the weekend or at a retirement home. It could also mean just getting to that fundamental human level and spending time consoling clients that find the transition tough. We are meant for this kind of work.

We make exceptions all the time for clients who need it. While we won't break the rules, we will take all the extra time that's required to best serve the needs of our clients. Call on us to make a difference to you, your clients and your business.

Your Coldwell Banker Danforth Team awaits your queries and contacts!

Amy Lipscomb
Lead Closer, LPO
425.233.6552 (call/text)
amy@gpsescrow.com

Samantha Boche
Escrow Processor/Signer
425.233.6565 (call/text)
sam@gpsescrow.com

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CBD CONCIERGE



Happy New Year and Welcome to the NEW CBD/ABS (Abacus Business Service) Concierge Program

To serve our brokers and clients better, we have revised the Concierge Program. The process for brokers and clients is the same as in the last 12 years, but Vendors now have two options. They can either list with a "Premium Ad" or a "Referral Ad" on the CBD/ABS Websites: www.cbd-concierge.com; and www.abacus4concierge.com.

A Premium Ad has the following features:

- Company Name and Contact Data; Concierge Contact Data; Listed Services.
- Yearly Registration is a onetime annual fee depending on the number of service areas. (For further information on Premium Ad annual rates, contact the Concierge.)

A Referral Ad has the following features:

- Company Name Only and Concierge Contact Data; Listed Services.
- Yearly Registration is a onetime annual fee of \$25.00 for one area and \$50.00 for more areas.
- A "Finder's Fee" is requested after a company completes a referred job. Vendors will negotiate and pay an appropriate "Finder's Fee" for each completed job referred.

Reason for this Revision: In the past when the broker referred clients to the website, the Concierge, the Broker and the Vendor wouldn't know if the site was used or if any Concierge Vendors were ever contacted. Many vendors stopped participating because they couldn't confirm that their membership fee was producing any clients.

Value of Premium Ads: The Premium Ad includes the contact information for the vendor and the Concierge. When the Concierge receives referral requests the Concierge will contact a Premium Ad Vendor before a Referral Ad Vendor.

Value of Referral Ads: When a Vendor needs confirmation that they are receiving referrals, the Concierge contacts the vendor and broker or client directly. Everyone knows where the referral came from and who is providing the work.

Adding Local Vendors: Brokers can help improve our Concierge services by referring local vendors. We want to encourage vendors in your area to serve your clients. That's why we have 6 areas on the Concierge Website. Many brokers have referred their local vendors and we all appreciate that. We welcome any suggestions or feedback to help improve this program.

Sincerely, Your Concierge Team, Roy & Jodi Kauer
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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



CBD 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