



Kitsap Unlocked

WINDERMERE REAL ESTATE · SILVERDALE, WA

Kitsap Home Seller's *Guide*

A straightforward, local roadmap to pricing, preparing, marketing, and closing on your Kitsap County home — from a team that lives here too.

STEVE DERRIG · CHRIS KEOUGH · NOLAN REYNOLDS



A NOTE FROM YOUR TEAM

Welcome — We're Glad You're Here

Selling a home is one of the biggest financial decisions you'll make, and it helps to have a team in your corner that actually knows the streets, the schools, and the market you're selling in.

We're Steve, Chris, and Nolan — three Windermere agents based in Silverdale with decades of combined experience across Kitsap County. Together we've helped guide more than 1,200 local transactions, and we built this guide to walk you through exactly what to expect: how to prepare your home, how we price and market it, what happens at each step of the timeline, and what to expect at closing.

Whether you're just starting to think about selling or you're ready to list next month, we hope this guide gives you a clear, honest picture of the process — no pressure, just useful information from a team that's local, responsive, and easy to reach.

Steve, Chris & Nolan

KITSAP UNLOCKED · WINDERMERE REAL ESTATE, SILVERDALE

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WHY SELL WITH KITSAP UNLOCKED

Local Knowledge. Modern Marketing. Real Results.

We combine decades of Kitsap County roots with professional photography, video, and digital-first marketing — so your home gets priced right and seen by the right buyers from day one.

1,200+

HOMES SOLD

\$600M+

SALES VOLUME

25+

YEARS LOCAL
EXPERIENCE

3

DEDICATED
AGENTS



GETTING READY

Prepare Your Home to Sell

First impressions happen online, on a screen, before a buyer ever steps through the door. A little preparation goes a long way toward how your home shows — in photos, on a tour, and in person.

**01 Declutter & Depersonalize**

Clear countertops, closets, and shelves so buyers can picture their own life in the space.

02 Deep Clean

Windows, carpets, grout — the details buyers notice, even if they don't mention them.

03 Boost Curb Appeal

Fresh mulch, trimmed landscaping, and a tidy entry set the tone before anyone walks in.

04 Handle Small Repairs

Leaky faucets, sticky doors, and burnt-out bulbs are easy fixes that build buyer confidence.

05 Consider Pre-Inspection

An optional pre-listing inspection can help you get ahead of surprises before they become negotiating leverage.

06 Talk Staging With Us

We'll walk the home with you and recommend only the staging that actually moves the needle on price.





STEP 2 OF 3

Price It Right From Day One

Pricing is the single biggest lever in how quickly — and how successfully — your home sells. Price too high and you risk sitting on the market and chasing it down later. Price too low and you leave money on the table.

We build a comparative market analysis from recent, truly comparable local sales — not a generic algorithm estimate. That means looking at condition, lot, location, and upgrades, not just square footage.

Once your home is listed, we don't just set it and wait. We track weekly showings, buyer feedback, and market activity so we can make real-time adjustments if needed — instead of waiting for a stale listing to force a price drop later.

The goal isn't just a sale — it's the strongest possible result for you.



GETTING YOU SEEN

Marketing That Gets Results

Every listing gets professional photography and video, a dedicated online presence, and targeted digital advertising — not just an MLS entry and a yard sign.



An actual "Just Listed" piece from one of our recent Bremerton listings

Professional Photography & Video

Every listing is shot to show your home at its best — including drone and twilight photography where it fits the property.

A Dedicated Property Website

Your home gets its own online presence, built to be found and easy to share.

Digital & Social Advertising

Targeted campaigns put your listing in front of buyers actively searching Kitsap County — not just passive scrollers.

Print & Community Marketing

Just Listed and Open House pieces, mailers, and signage that keep your home visible locally.

Event-Style Open Houses

We create real buyer competition with open houses designed to draw a crowd, not just foot traffic.





WHAT TO EXPECT

The Selling Timeline

Every home is different, but most Kitsap County sales follow a similar path from listing to closing. Here's what that typically looks like.

01**Seller Consultation & Pricing**

We walk your home, review comparable sales, and build a pricing and marketing strategy together.

02**Prep, Photography & Staging**

Any agreed-upon repairs or staging happen, followed by professional photography and video.

03**Go Live & First Weekend**

Your home launches on the MLS and major sites, with digital ads and an opening weekend of showings or an open house.

04**Showings & Buyer Feedback**

We track every showing and piece of feedback, and adjust the strategy in real time if needed.

05**Offer Review & Negotiation**

We review every offer with you side by side — price, terms, financing, and timeline — and negotiate on your behalf.

06**Inspection, Appraisal & Closing**

Once under contract, we coordinate inspection and appraisal, manage any repair negotiations, and guide you through closing.

“You’re never navigating this alone. From the first walkthrough to the final signature, we’re a call or text away.”

STEVE, CHRIS & NOLAN — KITSAP UNLOCKED



WRAPPING UP

What to Expect at Closing

Closing day is the finish line — here's a plain-language look at what happens on the way there, so nothing catches you off guard.

Inspection & Repair Negotiation

The buyer's inspection may turn up items for negotiation. We'll help you decide what's worth addressing and what isn't.

Appraisal

If the buyer is financing, their lender orders an appraisal to confirm the home supports the sale price.

Closing Costs

Typical seller costs include commission, excise tax, title fees, and any agreed-upon repairs or credits — we'll walk through your net proceeds well before closing.

Final Walkthrough

Buyers typically do a final walkthrough shortly before closing to confirm the home's condition matches the contract.

Signing & Funding

You'll sign closing documents, often with a mobile notary or at the title company, and funds are disbursed once recorded.

Handing Over the Keys

Once recording is confirmed, the sale is final — and it's time to hand over the keys.

“No surprises. We'll walk you through every dollar and every document well before you sit down at the closing table.”

STEVE, CHRIS & NOLAN — KITSAP UNLOCKED



COMMON QUESTIONS

Frequently Asked Questions

How long will it take to sell my home?

It depends on price point, condition, and neighborhood, but well-priced, well-marketed Kitsap County homes typically go under contract within a few weeks. We'll give you a realistic timeline specific to your property during your seller consultation.

How do you determine my listing price?

We build a comparative market analysis from recent, comparable local sales — then track weekly showings and market activity after listing so we can adjust quickly if needed.

What makes your marketing different?

Every listing gets professional video and photography, a dedicated property website, and targeted digital and social advertising — not just an MLS entry and a yard sign.

Do I need to make repairs before listing?

Not always. We'll walk the home with you and recommend only the repairs and staging that actually move the needle on price or buyer interest.

What does it cost to sell with us?

Commission and any prep costs are discussed upfront during your seller consultation — no surprises, no pressure, and no obligation to list with us afterward.

Can I stay in my home while it's listed?

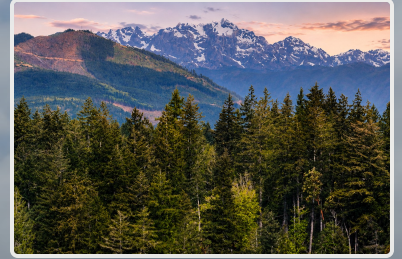
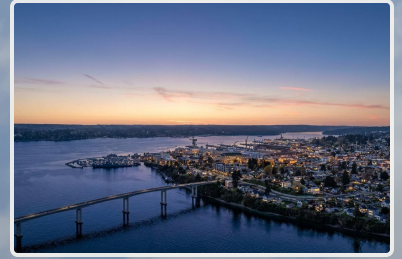
Yes — most of our sellers do. We schedule showings and event-style open houses around your life, and coordinate closely with you on timing.

Still have a question?

We're happy to talk through anything specific to your home or your timeline.

REACH THE TEAM

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WHY KITSAP

Selling Here Means Selling a Lifestyle

Kitsap County offers an exceptional quality of life, surrounded by the natural beauty of Puget Sound and framed by the Cascade and Olympic Mountain ranges. Seattle is a scenic ferry ride away from Bremerton or Bainbridge Island, while the Olympic Peninsula, Hood Canal, and Pacific Coast are all within easy reach.

Buyers aren't just searching for square footage — they're searching for this. We make sure that story is part of how your home is marketed, too.



Ready to Take the Next Step?

Whenever you're ready — whether that's next month or next year — we're here to help you sell with a clear strategy and a team that knows Kitsap County inside and out.

Call or Text

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Online

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