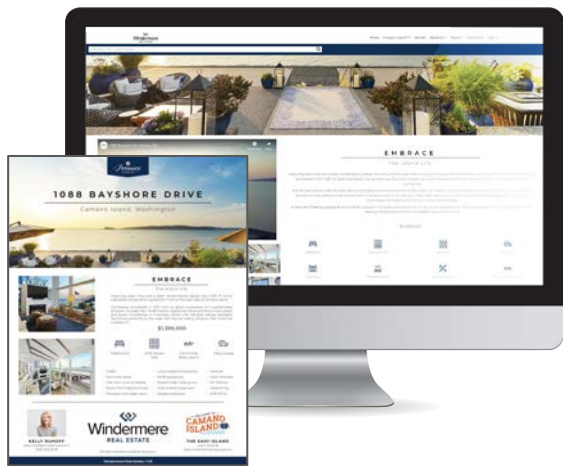


The Value of Standout Marketing

Windermere invests heavily in marketing to make the brand and its agents more successful. You'll see Windermere during Seattle Seahawks games, parading through the streets of Stanwood every summer, networking with local business owners, advertising online and in print all with the goal of attracting clients and selling more real estate. We designed the Welcome to Camano Island campaign to draw clients in from Seattle and Bellevue, and we drive the We Are Stanwood Camano campaign to celebrate our position as trusted leaders and neighbors.

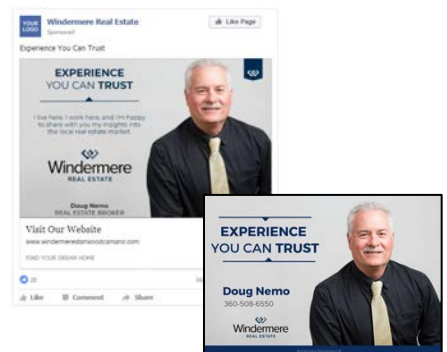
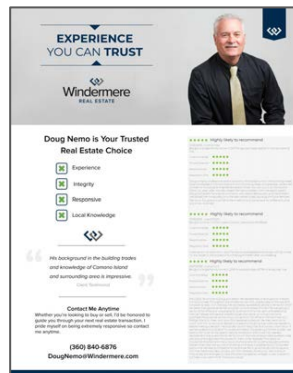
The high-end look and feel of our marketing shows potential clients that we'll give their home or home search the same care and attention to detail. And the more people we reach, the more leads we're able to pass on to our agents.



Personalized Marketing

Buying and selling real estate is deeply personal for clients who entrust us with their homes, investments, and futures. Your brand should convey trustworthiness and professionalism, and reflect your personality. That's why Windermere Stanwood and Camano Island agents have access to one-on-one marketing strategy sessions and customizable branding.

With the help of our full-time marketers and licensed assistants, you can create a unique look with your choice of collateral.



Bronze Package

- Custom logo and brand (optional)
- One (1) print ad
- Branded agent cover page
- Market stat sheet
- Basic website setup
- Email signature

Silver Package

- Custom logo and brand (optional)
- One (1) print ad
- Branded agent cover page
- Market stat sheet
- Basic website setup
- Email signature
- One (1) direct mail piece

Gold Package

- Custom logo and brand (optional)
- Two (2) print ads
- Branded agent cover page
- Market stat sheet
- Basic website setup
- Email signature
- Two (2) direct mail pieces
- Website landing page

Sales-Driven Marketing Support

One of the benefits of working as a Realtor® is independence and flexibility, but at some agencies this results in a competitive culture with a lack of support and no room for collaboration. At Windermere, we foster a communal culture by carefully selecting our team members and providing extensive support for agents. Sales-driven marketing and support enables our agents to reach new audiences, leave a great impression, and of course list and sell more real estate. That's why Windermere Stanwood and Camano Island outsell our competitors year after year by almost double.

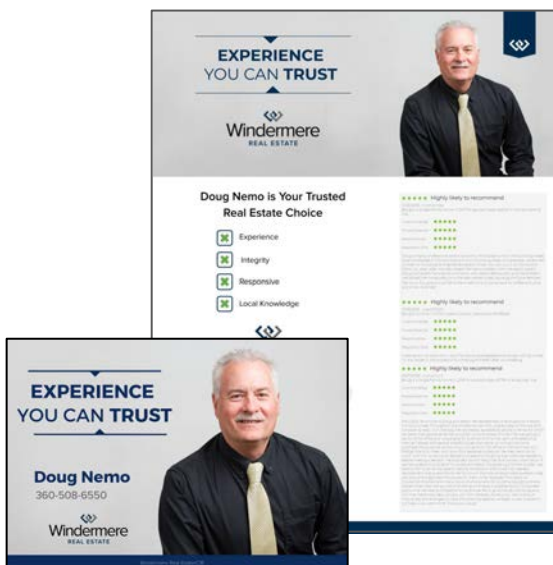
With a classic look that represents quality and wide reaching marketing to give our agents a competitive advantage, the Windermere brand is recognized and trusted locally and regionally. We provide personalized marketing and comprehensive advertising strategies for listings to help you reach new audiences, make a positive impression on clients, and sell listings. We also have in-house licensed assistants and provide a host of other tools designed to make your job easier. We understand the difficulties our brokers face and we strive to provide the coaching, solutions and support to make you more efficient and successful.



Strategic and Organizational Support

Windermere Stanwood and Camano Island are the top-producing real estate companies in the area thanks to a team of skilled, dedicated agents and the behind-the-scenes support that empowers them. Our goal is to give you a competitive advantage with a strong brand that draws in clients and positions Windermere as the most knowledgeable team, as well as the support you need to revamp your marketing approach, design ads, and more.

- Online + classroom continuing education courses
- One-on-one + group coaching
- Licensed assistants in-house
- Agent marketing workshops and collateral
- Regional marketing and outreach
- Branded creative

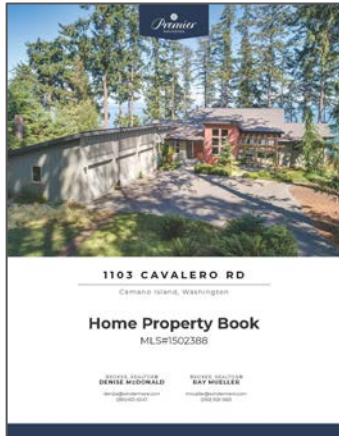


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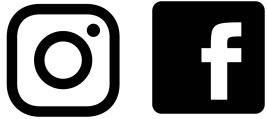
- Custom-designed logo
- Print and digital ads
- Branded agent cover sheet and stats sheet
- Direct mailers
- Newsletter and social media templates
- Landing page



Comprehensive Listing Support

Windermere offers graphic design, web design, and digital advertising to market specific listings. Whether you're selling an empty lot or a luxury waterfront home, our listing support packages are designed to help you sell each listing faster and for a better price. Your Windermere office will even pay for \$100 worth of digital advertising for each listing which typically reaches more than 6,000 unique users on Facebook and Instagram. Just fill out a quick submission form or ask one of our in-house licensed assistants to submit the listing for you.

- Individual webpages for each listing
- High-end flyer and property book cover
- Digital advertising with custom audiences



6,000+
Users Reached

700+
Clicks



Leveraging Technology

The right tools make everything easier. For that reason, Windermere has designed a host of custom tech tools with a focus on mobility, and we provide extensive training on a variety of other platforms that can be used to organize and streamline processes.

- Ninja Installation training + refresher courses
- CRM platform that manages the entire real estate sales cycle
- Customizable + mobile-friendly agent websites with lead generation features
- Interactive + mobile CMA presentation tool
- Website + listing analytics to drive marketing strategy
- Digital advertising for listings + the area
- Online + classroom continuing education courses

Join Our Team

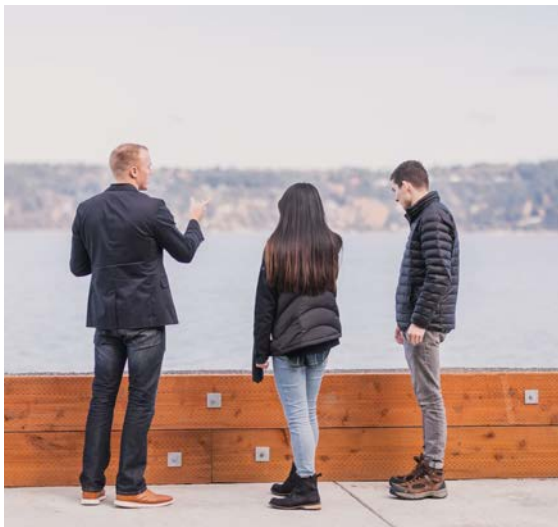
SUCCEED AS A REALTOR®



All In, For You.

Working as a Realtor® comes with its benefits: unlimited earning potential, flexible schedule, opportunity to help others, and opportunities to invest in real estate. Successful agents have a strong work ethic and great accountability, as well as the ability to interact positively with a wide range of other personalities.

If you're considering a career in real estate, you need an agency that will support you with the education, industry connections, marketing, branding, and team culture to succeed as a Realtor®. At Windermere, we are deeply invested in our community and our agents. We will do everything we can to help you succeed in your career. From licensed assistants and integrated technology to make your job easier, to digital advertising and concentrated marketing efforts to help you sell more real estate, we will provide the support you need to succeed.



Learn & Grow

Helping our agents build a successful business based on long-term relationships is at the core of everything we do. Case in point: Windermere has the largest number of Ninja Installation graduates in the country, a program that has made our agents some of the most productive and trusted real estate professionals.

- Ninja Installation training + refresher courses
- Comprehensive online pre-licensing course
- Online + classroom continuing education courses
- One-on-one + group coaching
- Leadership training
- Company-wide educational events



Integrated Technology

With a focus on mobility, our custom tech tools are engineered to make you a more effective, more successful Realtor® by connecting our agents with their clients and streamlining the entire real estate experience.

- CRM platform that manages the entire real estate sales cycle
- Interactive + mobile CMA presentation tool
- Customizable + mobile-friendly agent websites with lead generation features
- Website + listing analytics to drive marketing strategy



Dynamic Marketing

A combination of print and digital marketing tools help our agents and their listings stand apart through client-centric design work that is meaningful and eye-catching.

- Direct marketing materials for personal + property marketing
- Automated marketing including newsletters, market reports, digital ads, and postcards
- Exclusive marketing + networking opportunities for luxury listings
- Social media engagement tools and resources, including a proprietary playbook
- Digital advertising + marketing tools
- Exclusive listing + lifestyle magazine



Leadership & Culture

Windermere is uniquely positioned as a locally-owned, family-operated business with the resources of a regional brand. This gives our agents access to impactful marketing, a trusted brand, industry insights, education, and other tools that will allow you to cultivate a successful business as a Realtor®.

The same name recognized as the official real estate company of the Seattle Seahawks is printed on our booths and business cards as we host the Windermere Stanwood Camano Soap Box Derby or serve hot dogs at National Night Out. By keeping a pulse on our community and leveraging regional resources, our agents are more connected and able to serve their clients better as trusted local experts.



Flexibility & Independence

As a Realtor® and entrepreneur, it's up to you to set the pace. Our agents value the freedom, independence, and high earning potential of a career with Windermere, but we understand that you need adequate support to be successful. Leading-edge marketing, productivity tools, and training empower our agents to maintain a high level of personalized service, productivity, and success while bringing more balance to their lives.

With in-house support, licensed assistants, one-on-one and group coaching, industry networking opportunities, and community and team events, we foster a collaborative culture and provide support to grow your business.



The Resources of a National Brand

You and your future clients may know Windermere as the official real estate partner of the Seattle Seahawks, or recognize the name from television and radio ads across the west coast. Founded in 1972, Windermere is now the largest independent real estate brokerage in the western United States with 300+ offices and 6,500+ agents in 10 states and Mexico.

This extensive network of like-minded people plus resources like Chief Economist Matthew Gardner, regional marketing campaigns, and custom technology solutions allow our Realtors® to stand out as experts.



Locally Owned and Operated

One of the many advantages of working for Windermere is working for a locally-owned, family-operated business with the resources of a regional brand.

Randy and Marla Heagle purchased the Stanwood and Camano Island offices in 2005 and have earned numerous professional accolades since then. They are highly involved in the community and drive local and regional marketing efforts, sponsor community events, host networking opportunities, and offer coaching - all to make their agents more successful.



Randy is energetic and inspiring. He enthusiastically conducts every weekly team meeting, and is personally involved with a number of local organizations - including the Stanwood and Camano Island Chambers of Commerce, and the YMCA.



Shaped in part by her previous HR experience, Marla is kind, patient, and professional. She believes in building relationships, celebrating her team, and providing coaching. She's also proud to support several non-profits in the area and is highly involved with her local and state REALTORS® associations.

Randy Heagle
rheagle@windermere.com

Marla Heagle
marla@windermere.com



Dedication to Service

Our team members are dedicated to their clients and committed to improving their communities. We give back through the Windermere Foundation, which has raised more than \$38 million in the last 30 years by donating a portion of the proceeds from every home purchased or sold using a Windermere agent toward supporting low-income and homeless families in our communities, and our own local initiatives.

Every year, we donate \$XX,XXX to local charities, host food drives for the Stanwood Camano Resource Center, collect and donate gifts for families in need with our own We Are Stanwood Camano Giving Tree, and participate in more than a dozen local events like National Night Out and more. We also created the annual Stanwood and Camano Island Soap Box Derby, which brings together children, families, and businesses in the community for an experience that is engaging and educational.

Our team members are proud to live and work in Stanwood and Camano Island, and we are committed to operating a profitable and charitable full-service real estate company that brings value and positive change to our community.



Building Our Team

Across every office, Windermere believes in hiring the right people, empowering them with the right tools, and building a positive culture. Our brokers connect, collaborate, mentor, and support each other.

If you have an interest in real estate, a strong work ethic, and an eagerness to help others, consider becoming a Realtor® at Windermere Stanwood and Camano Island.

Comprehensive Support for Every Listing

One benefit of working with Windermere is having the marketing power of a regional brand. Windermere Real Estate regularly runs radio and television ads, distributes its own magazine, advertises on various multiple listing servers, provides media opportunities for qualifying listings, and more.

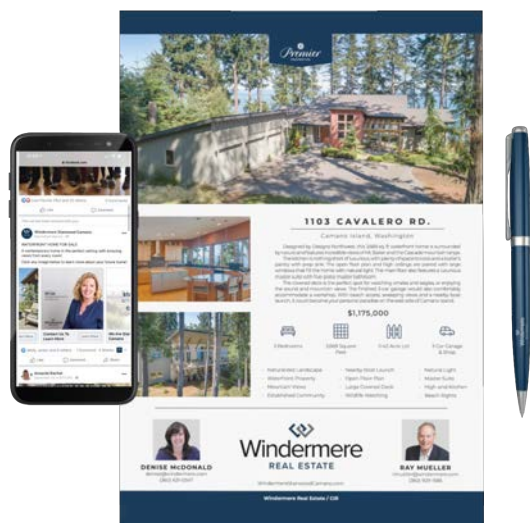
At Windermere Stanwood and Camano Island, we capitalize on the opportunities provided by Windermere, and create additional opportunities for our agents with numerous marketing programs and lead generation efforts. With our Sponsored and Premier Properties™ programs, you'll impress sellers with measurable results and high-end materials, and reach the right buyers with customized marketing strategies.



Specialized Opportunities

Premier Properties™ is a cornerstone program created by Windermere to sell luxury listings through specialized marketing including print ads with Luxury Portfolio, online exposure through MansionGlobal.com and similar platforms, and media opportunities. We've expanded on this to offer custom webpages, digital advertising, and high-end print marketing materials for our agents' luxury listings.

After seeing the success of our expanded Premier Properties™ services, we created the Sponsored Properties program - offering custom webpages, high-end print marketing materials, and digital advertising campaigns for any agent to leverage for any listing. Show your client how you'll sell their house faster and for a better price than any other agent. Just talk to one of our licensed assistants and we'll take care of the rest!



High-End Marketing Materials

Bring your listing to life with eye-catching and distinct marketing materials. Our marketers will create a custom flyer and property book cover, graphics for social media, and print advertisements. If there's anything else you need for your listing or you have a unique twist to put on your materials, just collaborate with our in-house licensed assistants.

You can also take advantage of our local connections to secure professional photography and videography for your client's home or property, and qualified Premier Properties™ can order custom marketing materials and exclusive Premier Properties™ signage through Windermere.

Technology-Driven Results

Each Sponsored and Premier Properties™ listing will receive a custom webpage on the Windermere Stanwood Camano website designed to showcase your listing, sell the lifestyle, and encourage visitors to contact you directly. An ad set with custom graphics and professionally written copy will run on Facebook and Instagram, drawing traffic to this custom webpage.

Typically, these digital ads target potential buyers Seattle and Bellevue, but you can also provide a lookalike audience or select from our client profiles. Our office pays for the first \$100 of digital advertising, which usually reaches 6,000+ users and earns 450+ clicks to the listing's custom webpage.

Qualified luxury listings registered with the Premier Properties™ program will also be advertised through the Windermere website and on LuxuryPortfolio.com, Juwai.com, and MansionGlobal.com by Windermere Corporate.

Impressions
8,500+

Reach
6,000+

Clicks
700+

Unique Link Clicks
450+

Reach the Right Audiences



1

**Seattle & Bellevue
Families looking to
move out of the city**



2

**Seattle & Bellevue
investors interested
in a 2nd home or
property**



3

**Regional retirees in
Marysville, Everett,
Seattle, and Bellevue**



4

**Stanwood & Camano
Island locals looking
for a change of pace**