

# JASON SHUTT

Empowering sellers to make  
well-informed and strategic  
real estate decisions.



**JASON SHUTT**  
TURNING THE ART OF REAL ESTATE INTO A SCIENCE

*"In the 30 years that we have been buying and selling properties, Jason is by far the best Realtor with whom we have worked. We know him to be altruistic and truthful, with an approach that is not formulaic or reactive, but intentional and analytic. We recommend Jason as a true real estate "professional" in every sense of the word."*

— Steve & Dana Webber  
Five transactions & counting





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*In 2017, I helped two islanders sell their pride and joy and move to the waterfront just across the bridge. These two architects had completed their 30-year quest to save a century old farmhouse in Eagledale—to restore it, complete two additions, and raise two daughters in it. The Bainbridge Island Land Trust even had its first meeting in that living room. This home was a part of their soul, and I am very proud of helping them move on to the next chapter of their life.*

*As many Islanders know, I started my professional life as a teacher; I was “Mr. Shutt”, and taught 7th grade science at Woodward Middle School for about a decade. Ironically, when I felt called to make a career transition, the very traits that helped establish my reputation in the classroom led to my success as a Realtor. I am a patient, careful listener, I’m poised under pressure, and I know above all else the power of data analysis, thoughtful research, and thorough preparation. Both middle school teaching and the real estate field present opportunities to solve problems, and I enjoy finding the solutions.*

*I will move mountains to earn your trust over time. I vow to listen to your needs and provide the insight necessary for you to make strategic decisions, to strive to reduce your stress and protect your best interests, and above all else to put you in the best position to reach your goals and maximize the return on your investment.*

Sincerely,  
Jason Shutt



# YOUR HOMEWORK: WHAT ARE YOUR GOALS?

In order to give you the best possible representation, it's important that I understand your needs, your dreams, and your best case scenario.

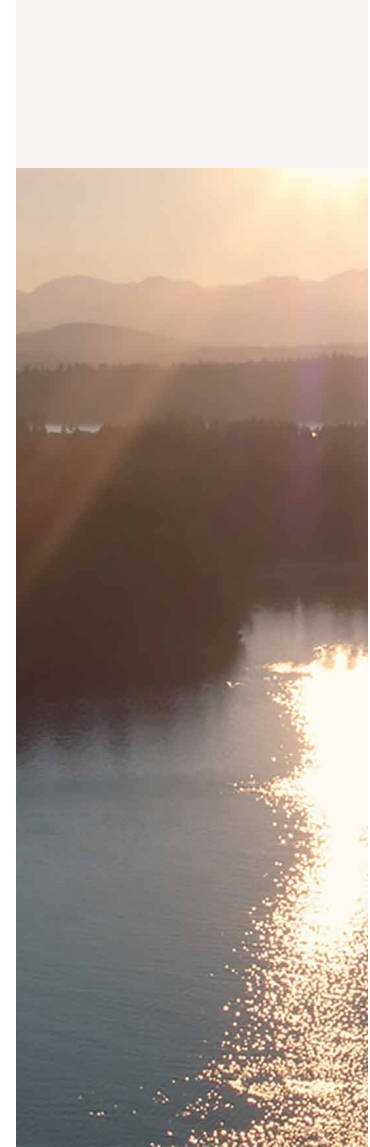
## **Ask yourself:**

- What is your next chapter in life? Why are you selling?
- What's most important to you as a part of the sale?  
Is it getting the best price, finding the ideal buyer, getting a quick sale, or some other motivating factor?
- What's most important in choosing your Realtor?  
What traits do you value most?

The greater your ability to articulate your goals, the stronger the likelihood will be that I will help you reach them. Let's sit down and go over these questions together—and it should go without saying that everything you tell me in confidence is strictly confidential, not just during, but indefinitely after, the transaction has closed.

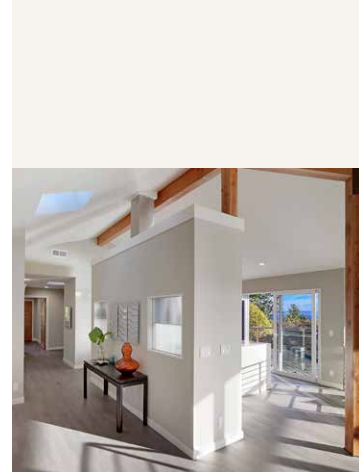
*"Jason's skill set is perfect for real estate because he understands people and strives to make difficult things easy for them. His market analysis was strategic and well researched, which set us up to successfully sell a rental home in a sleepy market in the dead of winter; we would not have been able to have done this without him."*

— Jim & Trish Corsetti  
of Bainbridge Island



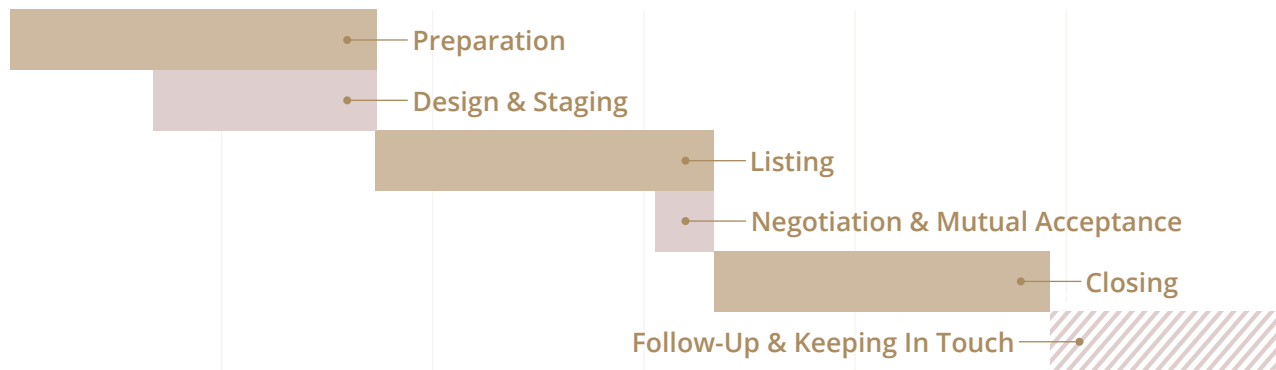
# WHAT TO EXPECT.

You'll find that I like to approach my listings like a project manager, committed to clear and effective communication. Together we'll set and execute a timeline for the following:



**Preparation:** To compete in the Bainbridge real estate market and command top dollar, your home needs to be clean, comfortable, de-personalized, and in good repair. The more turn-key the property, the higher the level of interest. I strongly encourage you to have a home inspection as soon as you have decided to sell, and we'll talk about prioritizing your budget to invest where it will have the greatest effect. I also have an extensive list of vendors for support along the way, from septic inspectors to real estate lawyers.

**Design & Staging:** Studies show that staged homes sell in fewer days and for a higher percentage of their list price. Designers use their eye to bring in art, furniture, and accessories to help buyers understand the flow of the home and envision their lives taking place there. I'll set up the appointments to find the best stager for your home.



**Listing:** After we've completed our preparation checklist, I'll assemble documents to show the level of preparation you've undertaken, and highlight the most valuable aspects of the property. I'll have a photographer on site within a week. We'll finalize the marketing remarks and choose the best photos together.

Your home will have its own unique page on my website where I can highlight the best features—and make it easy for buyers driving past the street sign to find it on their mobile. Within minutes of going live in the MLS, hundreds of websites in the region will display your listing's information to the world.

That first week, I'll give you a report of the broker tour, the public open houses, and the first round of showings. If days on market become weeks, I'll provide regular updates on showing feedback and the ever-changing market competition. When we get an offer, you'll get a summary in your email and we'll immediately set an appointment to discuss.

**Mutual Acceptance:** Once an offer becomes a binding agreement between you and your buyer, you'll receive a video timeline with instructions on what to do. After opening escrow, I stay on top of the buyer's agent to ensure things run as smoothly as possible, and will keep you up to date so you won't ever have to ask what's going on.

**Closing:** After the due diligence periods are over, you can start making plans to move out. It's the contractual responsibility of the seller to deliver a home that is free of personal items and in the same condition as at mutual acceptance. In those final weeks and days, I'll help ensure a smooth hand off of keys so both parties are happy on the evening of closing.



# YOUR MARKETING PLAN.

There's an old joke that for many Realtors PPP stands for "Put it in the MLS, Put a sign up, and Pray." My PPPs are Preparation, Price, and Promotion. To attract the widest audience to your home, I'll use:

**High-Resolution Photos:** Not surprisingly, 92% of home buyers start their process online. Your pictures must make the necessary impact to encourage serious buyers to arrange a showing.

**Unique web page:** Once an interested buyer clicks on an ad for your home, they are directed to your home's very own web page (this makes it easy for buyers driving past the street sign to find it on their mobile). Here, they'll discover everything they need to fall in love with your home without the distraction and competition of other listings.





**Broker Tour:** The most critical “sell” is to local Realtors. An attractive property will easily draw 50 agents to tour your home on a single Thursday. You want them contacting their clients before they leave the premises; we’ll work together to make that happen.

**MLS:** Today, both Realtors and buyers have access to listings through the Multiple Listing Service database, through hundreds of third-party sites like Zillow. Interestingly, studies show users spend more time on listings that have proper spelling, punctuation, and grammar; music to my teacher’s heart.

**Social Media:** Over 100 million Americans over 40 have a Facebook account, and each provides hyper-targeted data. When you see a “sponsored” post in your feed, it’s because a marketer has targeted you based on your online behavior. Creepy, sure. Effective sales tactic, absolutely. I use carefully calibrated Facebook targeting to get your home in front of qualified, interested buyers.

**Virtual Tour Video:** The typical agent’s virtual tour consists of a slideshow of the listing photos: hardly dynamic or engaging. For exceptional properties, I hire a cinematic quality videographer to create a short film about your home that captures its unique features and special magic. My goal is to have buyers contacting their agent before the video has ended because they can feel how special the home is.

You can see an example at [JasonShutt.com/listing-videos](http://JasonShutt.com/listing-videos)

*“We feel very fortunate to have had Jason as our Realtor. We trusted that he was always looking out for our best interest. He has an extensive network of experts that were always ready to support us, and had killer marketing for our home sale (which assured 5 offers).”*

— Nate & Marguerite Thomas  
Taylor Avenue

# GETTING TO THE RIGHT PRICE.

Turning the art of real estate into a science.

As a former science teacher, I understand the importance of doing my research and understanding what the data tells me. I use multiple data points to come to a price point, then tap into the psychology of buying to fine-tune the suggested sale price.

## Knowing the market

- **The broker tour:** My commitment to seeing all new inventory every Thursday means I know the energy of each property, so I know the specific niche of comps that match your home.
- **My monthly market report:** Each month I make a thorough examination of the state of the island market to share with my clients. By reviewing the statistics, I'm able to keep my thumb on the pulse of the market. This research gives me a unique and valuable perspective on pricing trends so my clients can know how to position their home to compete.

## What is it worth?

Ultimately, only the market will tell us the value of any home. That said, my data-based system allows us to set a price with real confidence, based on recent market activity. I do an analysis of the data available, across a wide variety of variables. For instance, I scatter plot price per foot—notoriously inaccurate on its own due to the Island's unique homes—against the size of comparable sales. When there is a trend to the data, I set a trendline and then see what the homes above and below the line all have in common.



**Location:** Eagledale  
**Listed:** \$975,000  
**Offers:** Five  
**Transaction:** Smooth  
**Closed:** \$1,060,000

# MY TRACK RECORD.

After trust, results are the most important factor.

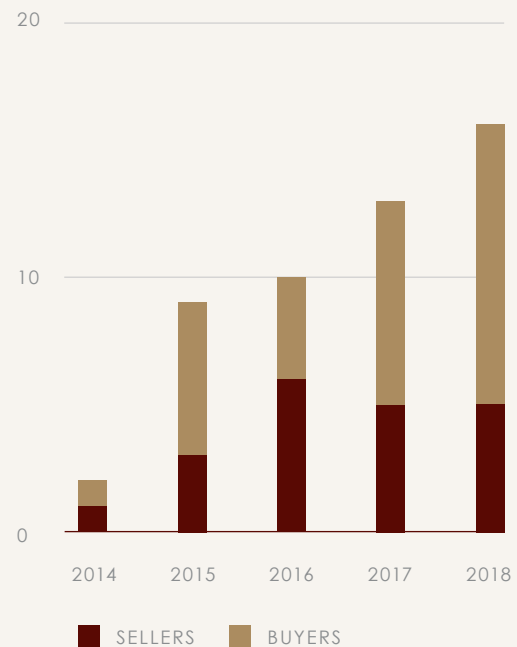
I've been a Realtor since 2014, which, let's be frank, is not a lot of time in this industry. But my commitment to doing the hard work, understanding the market, and giving my clients the best service I can provide has led to results that speak for themselves.

**In fact, in 2018, as the newest agent in these ranks, I placed:**

- 3rd (a 4-way tie) in number of buyers at 11 (familiarity with how buyers perceive the market is crucial to helping sellers list their home in a strong position)
- #12 in overall number of sales
- In the top 20 in overall sales volume of all island agents

Dedicated to the best service no matter the property, in 2017 I was proud to be the Realtor with both the highest *and* lowest sale in the market—a range from \$4,970,000 to \$82,000. My experience includes everything from waterfront estates to condos and parking spots.

## SATISFIED CLIENTS



*“When getting help with money, whether it’s insurance, real estate or investments, you should always look for someone with the heart of a teacher, not the heart of a salesman”*

—Dave Ramsey,  
Financial Guru

# GET TO KNOW ME BETTER.

On a more personal side, I am a father of three, raising two boys and a girl on the north end of the Island. True Pacific-Northwesterners, our family's focus is always on outdoor adventures, usually camping near beaches or digging clams. After earning my honorary PhD in Telemark Skiing from Ski Bum University at Targhee, you're also likely to find me chasing storms in the Cascade Mountains whenever I can. Most importantly, I'm teaching my kids to ski so we can make this a family activity.

My community involvement includes Co-Chair of the Sakai Park bond campaign, Co-Chair of the 2019 BISD levy campaign, Grace Church volunteer, and a former BI Parks Foundation board member. I have both a Master's and a Bachelor's degree from Pacific Lutheran University in Tacoma.



# THE WINDERMERE WAY.

After almost five years with a small boutique firm, this year I finally answered the call of the most respected office on the island. Windermere has spent over 40 years creating a reputation for professionalism, high standards, strong relationships, and community involvement, including helping the Bainbridge Island Land Trust organize their capital campaign, landscaping and trail maintenance work for the school district and parks department, doing household chores for people being supported by Arms Around Bainbridge, and cleaning & organizing Helpline House.

Most importantly, I joined Windermere because of the agents that I can lean on. I can never be in two places at once, and while I choose to only work with a few clients at a time in order to provide the best service possible, it is important to me that I am now surrounded with a team of skilled professionals that can stand in if I am ever not able to provide you service directly.



*"Jason positioned my very challenging property in the market in the best manner to sell and attracted multiple buyers. Every time we hit a wall, he had several solutions for me to choose from. He kept me well informed so I was never wondering about the process. Short of being able to make the wetlands go dry, he could not have sold this tough parcel any more smoothly."*

— Chris Blazina  
Nachant Ave, Indianola

# SOME PAST SALES.

Any agent can list a home, but not every agent can sell it. There is a lot that goes on behind the scenes; I hope you'll give me an opportunity to work with you to coordinate a transaction so smooth, you'd be happy to refer me to your best friends and family.



**Location:** Bill Point Bluff

**Sold:** \$1,490,000 in just 37 days, a new record for Bill Point, for 99.5% of original asking price

*"Jason does his homework, especially in terms of how to price property. He was able to explain clearly how and why a given comp impacted my home's value. He walked me through each step of the process and gave me the confidence that we were pricing the home well. There's definitely value in working with a broker who makes the process as simple as possible."*

— Steve Hook





**Location:** Crystal Springs Drive

**Sold:** \$800,000, in six days, for 1% over original asking price

*"We know Jason to be caring and thoughtful and as a man of integrity. He works consistently and strategically toward goals and he appreciates our sense of humor. Not only did Jason help us set priorities for what would have the most impact on a positive house sale, but he kept us in the loop with clear communications and nudges, from our first meeting through closing."*

— Mary Kay Dolejsi & Chris Russell

*"Jason's integrity, strong work ethic always shines through- he handled every aspect of our recent, somewhat complicated sale in a thoroughly professional and tireless manner. Jason tackles every task with a cheerful, can-do attitude, deep knowledge of the local real estate market, and incredible resourcefulness. And he follows through on everything he says."*

— Susan Anderson



**Location:** Ruby Place

**Sold:** \$530,000, with five offers, for 9% over asking price



**Location:** Lariat Loop

**Sold:** \$838,00 in just 14 days, for original asking price

*"Jason truly was our "real estate whisperer." He really listened to what mattered most so I had the space to process and make hard decisions in my own way. He managed to make what seemed to be a monumental undertaking into a doable process of small increments. I absolutely recommend Jason; his depth of knowledge, careful market research, professionalism and great communication skills ensured steadfast calmness in the middle of what could have easily felt like a tornado!"*

— John Hatton

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## OFFICE HOURS:

- 7am to 5pm, M-F
- 7pm to 10pm, M-F, by appointment
- Weekends by appointment
- Feel free to text, call, or email to set up an appointment to meet in person.

  
**Windermere**  
REAL ESTATE

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