

How I Work

If you're thinking of hiring me to help you, the first thing you should know is that I've been a real estate agent since 1993. In an industry where over 80% of the agents don't last more than 18 months, that's a pretty amazing accomplishment.

I attribute my success to two things: the fact that I've lived all my life in this area, and my philosophy about work – and life.

I've lived in and around Yakima since birth. In fact I was born at Yakima Valley Memorial Hospital! I made a conscious decision to raise my family in this area, which truly does have something for everyone. From incredible outdoor experiences ranging from hiking, fishing, camping, snowboarding, and river rafting to more sedate activities such as visiting one of our many local museums and heritage sites, or sampling wines at a local vineyard, the Yakima Valley is an unbelievable place to call home. I've lived a wonderful life in this area, and I'm excited to share my experiences and knowledge with you.

Although I am a real estate agent with a long track record of success, I've had the opportunity to be involved in a number of interesting careers and hobbies along the way. Regardless of what I'm doing, it's how I'm doing something that is so critically important.

That brings me to my "**Clients-First**" philosophy. *Clients-First* isn't just a catchy tagline. It's a true embodiment of my approach to real estate. Most critical in the *Clients-First* process is my ability to be accessible to you, to be an extraordinary listener as well as an excellent communicator, and to respond quickly and appropriately to your needs.

This allows me to focus on what's really important in any real estate transaction – you! A philosophy that focuses on client needs, coupled with the trademarks of my working style – integrity, market and community knowledge, amazing marketing campaigns, effective negotiation skills, the latest technical tools, and a top-notch professional network – combine to create an unbelievable level of service to assist you, regardless of your goals.

Are you ready to work with someone who truly puts clients first?

Pam Caldwell
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Seize The Moment



*Working
with
Seniors*

*Providing solutions
for a better life*

When Life Changes

Many of my clients tell me that I'm a reassuring presence in their lives – a "rock" when they need a strong advocate.

By design, I've always taken steps to ensure my clients have complete confidence in my abilities. It should be no surprise, then, that many of my clients turn to me when they're in the midst of significant life changes.

Whether you're facing the loss of a loved one, a divorce, or the possibility of assisted living, I specialize in helping with your life transitions. Dealing with the devastations that life may send your way may mean the purchase or sale of a home – or it may not. It's possible that there are other solutions that better fit your needs. Regardless, I'll consult with you to help determine your next steps. Armed with my years of experience and helpful resources, together we'll make sure your next move is the right move.

Is it the time in your life to work with an agent who puts your needs first?

Seniors deserve the very best ...

In many ways, our society undervalues our elder population. And that's a real pity! This group represents some of the most valued and interesting people I know.

I appreciate and care deeply about the older members of our society, and I've created a program to help provide them the representation they deserve.

Before our first meeting

First, we'll determine who will be participating in your decisions. That could involve friends, family, trusted advisors, estate planners, and /or attorneys. I'll ensure that we're all clear on everyone's role in the process.



The first meeting: my complimentary consultation

I think it's important to be sure that we are all sharing the same goals, and that your voice is being heard. To that end, I provide one no-cost consultation. All of the decision-makers need to participate in this critical meeting, where you will share your opinions and concerns, and we'll begin to lay out a game plan to take you where you want to go.

If you like the approach we're taking, we can then formalize strategy and begin crafting your moving plan. Your plan will include referrals to trusted service providers who will assist us in paving the way for your next steps.

At this first meeting I'll also be touring your home. If there is work that I recommend needs to be done before putting your home on the market, I'll let you know. I'll also leave you a video that provides helpful hints about preparing your home for future buyers. It may be that your home requires the touch of a professional "home stager". If so, we'll discuss that as well.

The second meeting: Needs analysis, the current market, and how I can help

Before we ever put your home on the market we'll discuss your reasons for selling, and all the pluses and minuses that may involve.

With the information you provide, I'll complete a thorough analysis of your needs. Exceptionally good at reading between the lines, I will help you pinpoint the true motivation behind your desire to sell. Once we both have a good understanding of motivating causes, I can best develop the solution to help you get your home sold. It may be that we determine together that this isn't the right time for you to sell!

Part of this process involves accurately pricing your home for today's market. While I will review data from past sales, this data is just that – historical information from the past. I'll supplement this data with information about what's currently on the market, as well as economic indicators and market trends. The end result is a recommended price for your home that is most likely to result in a sale.

But while accurate pricing is a critical first step, on its own pricing simply isn't enough to sell a home. That's why I supplement proper pricing with a strategic marketing campaign that showcases your home to its best advantage.

Because I'm driven to find solutions that are best for you, I may suggest to you that now is not the time to sell given your goals. If that's the case, I'll remain in contact with you until I determine that the market will support your desired results.

If a move is in your future, I have a wonderful network of caring professionals who can assist you in this important transition. From moving companies to liaisons with elder care facilities and property managers.

I understand just how difficult the sale of your home can be, both financially and emotionally. Doesn't it make sense to work with an agent who puts your needs first?