



Kat Hack

Marketing Strategy & Creative Operations

15+ Years Driving Brand Governance, Workflow Automation & Revenue Growth

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Who I Am

I'm a marketing operations lead and creative strategist with 15+ years of experience building scalable systems that elevate luxury brands and drive measurable revenue growth.

I specialize in creative direction, brand governance, and workflow automation. My approach bridges high-end visual design with operational efficiency — turning complex marketing concepts into automated, high-impact execution.



Executive Summary & Career Highlights

I've led marketing operations and creative strategy across luxury real estate, construction, and independent brands. Each role has sharpened my ability to pair high-end visual storytelling with scalable systems—elevating brand governance while driving measurable revenue and efficiency.



Scaled Affronti Construction from **\$1,500 to \$15,000+** average project value and **\$100K to \$300K+** net profit.



Built Sotheby's agent onboarding framework across 10+ luxury markets (**189+ agents, 96%+ completion, ~5 hours saved per agent**)



Scaled Coldwell Banker Bain's branch marketing program into a multi-staff operation supporting **450+ brokers.**



Skills Snapshot | Core Competencies + Technical Toolkit

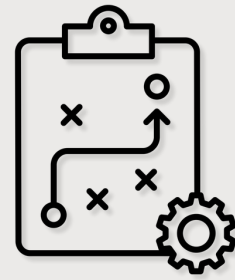


Creative Direction + Brand Governance

Visual Identity + Branding: Brand Architecture, Style Guides, Collateral Design, Print & Digital Campaign Strategy.

Software + Platforms: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva, MARQ (Self-Service Brand Templates).

Web + Digital Content: WordPress (Beaver Builder), MoxiWorks Custom Brokered Websites, Digital Ad Assets, Copywriting.



Marketing Operations + Systems Automation

Workflow + Portfolio Architecture: Asana (Custom Rules, Task Triggers, Portfolio Portals, Permission Controls).

Enterprise Resource Hubs: SharePoint Architecture, Structured Folder Taxonomies, Tiered Access Control.

Process Engineering: Custom Intake Forms, Operational SOP Creation, Automated Mail-Merge, Drip Campaigns (ActivePipe).



Business Operations, Logistics + Finance

Financial Administration: Accounts Payable (A/P), Accounts Receivable (A/R), Commission Processing, Excel Cross-Sheet Syncing.

Vendor + Procurement Management: Direct-Mail Sourcing, Print Order Negotiations, Inventory + Supply Chain Management.

Event Architecture: End-to-End Logistics, Gala Planning (100+ Guests), Trade Show Activations, On-Site Staging.



Case Study: Rebranding & Scaling Revenue

Affronti Construction, LLC.

Before

Fragmented digital presence, inconsistent print collateral, and an average job estimate size of \$1,500.

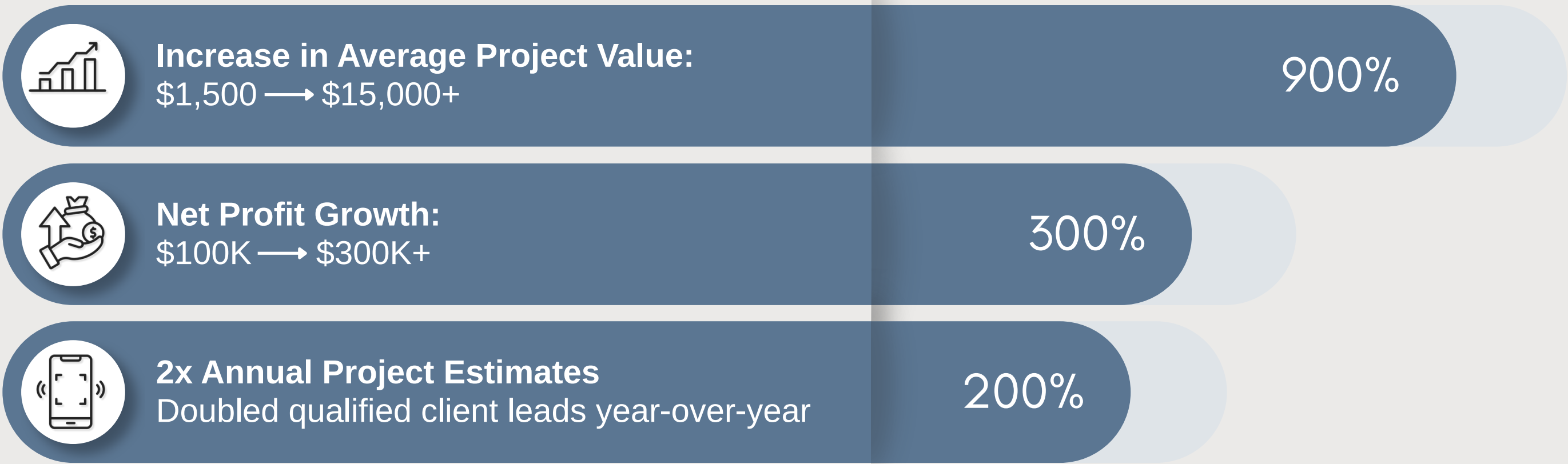
Execution

Developed high-end project portfolios, restructured client intake SOPs, and launched local event sponsorships and trade show activations

Strategy

Redesigned visual identity, established clear brand standards, overhauled local digital presence, and designed targeted social media ad funnels.

Results



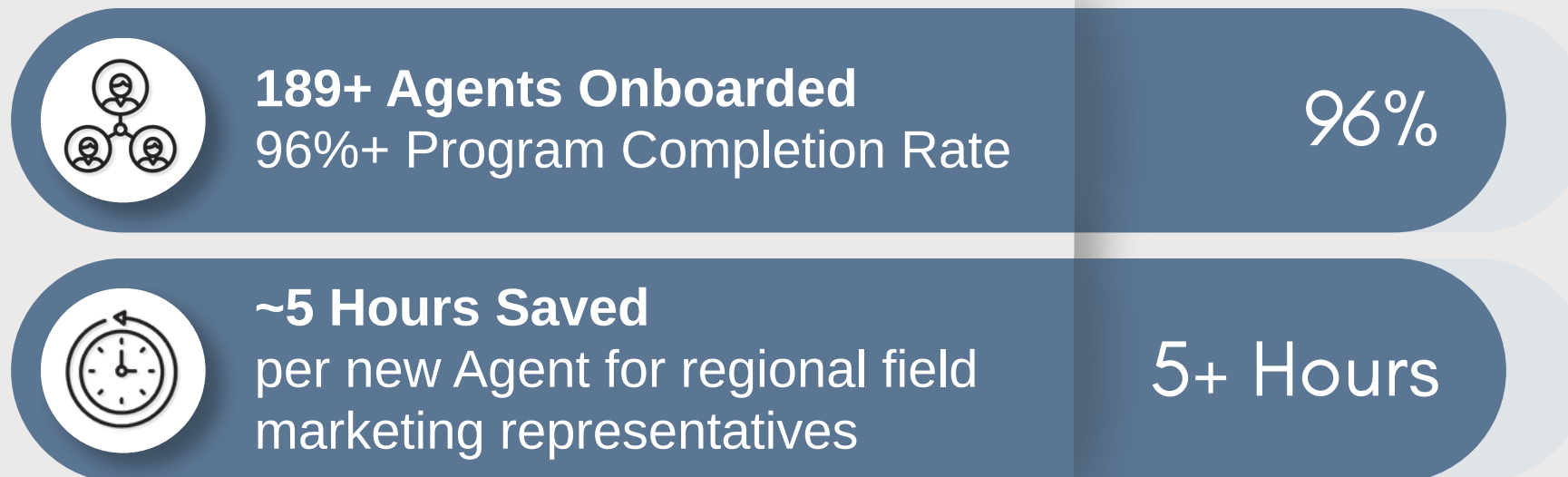
Case Study: Enterprise Onboarding & Workflow Automation

Sotheby's International Realty

Challenge

Unstandardized onboarding procedures across regional offices, leading to administrative drag and inconsistent agent experiences.

Impact + Measured Results



System Architecture:

- **10+ Premier Luxury Markets:** Deployed across Los Angeles, Beverly Hills, San Francisco, the Hamptons, Greenwich, and Palm Beach.
- **Asana Portfolio Automation:** Built custom rules, intake forms, task triggers, and permission-level access control.
- **Centralized SharePoint Hub:** Engineered a single source of truth for marketing collateral, training decks, and SOPs.
- **ActivePipe Email Strategy:** Managed automated 6-part onboarding drip campaigns for brand activation.



Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand - Logo

Client Direction:

The client wanted to retain the original horizontal logo style and recognizable yellow branding while giving the identity a more modern, polished feel. Maintaining brand familiarity and the existing color direction were key priorities.

Approach + Execution:

I refreshed the logo with a cleaner, crisper design, replacing the dated and pixelated original artwork with a more refined, professional mark. The signature yellow was updated to a richer gold tone, with gradient treatments incorporated into select applications to add dimension and a more contemporary look.

To create a flexible identity system, I developed multiple logo variations and supporting brand elements—including buttons, stickers, and alternate treatments—designed for use across a variety of digital, print, promotional, and branded applications.



New Stacked Version



Updated Horizontal Version



Digital Buttons



Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand - Signs

Client Direction:

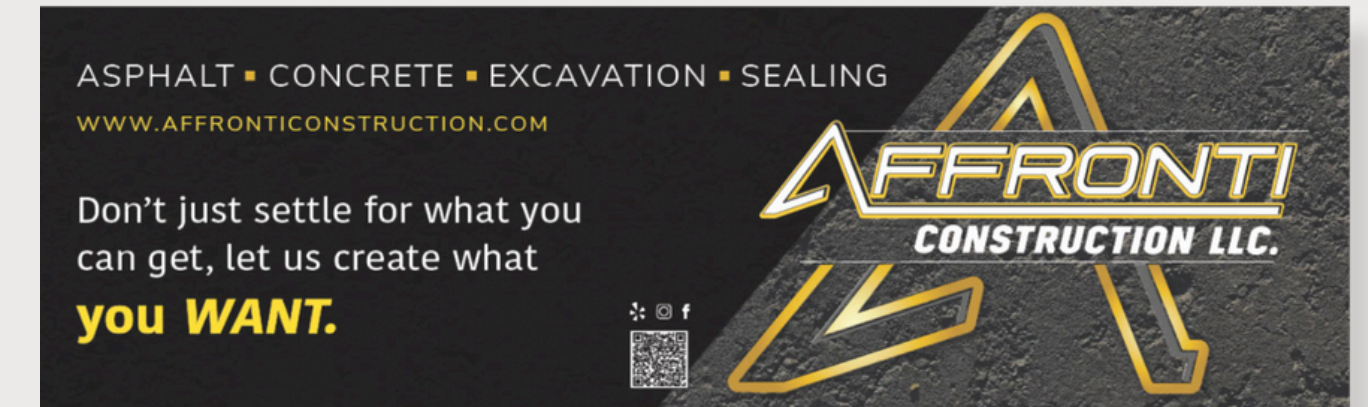
The client previously had no branded signage to leave at properties after completing a job and wanted a solution that would create visibility and reinforce the brand after the team had left. They also needed a versatile event banner for sponsored events and community activations.

Approach + Execution:

Designed bold, high-impact signage with a focus on immediate readability from a distance. The property signage was intentionally kept simple and direct, prioritizing the brand, key messaging, and visual recognition without unnecessary detail.

Created a complementary event banner system designed for use across a variety of sponsored events. Both applications were built around the same principle: simple, recognizable, and easy to read at a glance, whether viewed from a passing vehicle or across a crowded event space.

Event Banner



Yard Sign



Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand - Event Materials

Client Direction:

The client needed memorable, practical materials to distribute at networking events, community activations, and other in-person opportunities. The goal was to create something more engaging than traditional promotional handouts while keeping the brand visible and approachable.

Approach + Execution:

Developed a playful, interactive event experience featuring custom connect-the-dots and coloring pages packaged with branded boxes of crayons. The materials were paired with a branded postcard, lanyard, and pens, all organized into a cohesive, easy-to-carry branded bag.

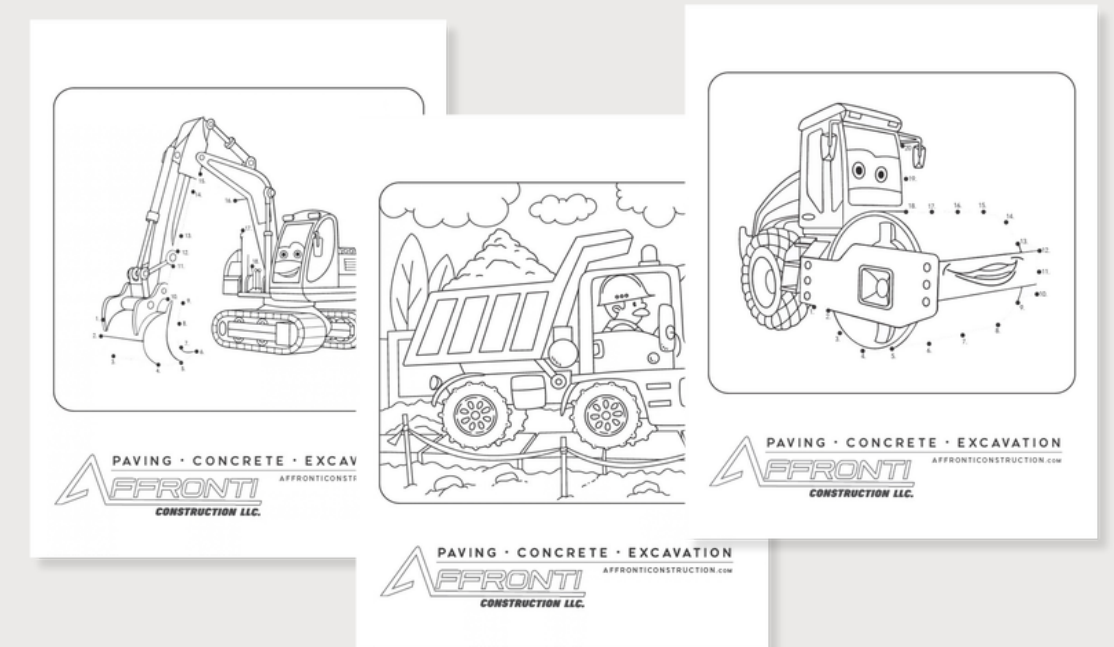
To extend the experience into digital engagement, I also designed a custom laser-engraved wooden tabletop sign featuring a QR code linked to the brand's Linktree, giving attendees an immediate way to access the website, social media, and other digital channels.

The result was a cohesive experiential marketing kit that combined physical brand visibility, interactive engagement, and digital connection—creating multiple touchpoints for attendees to engage with and remember the brand.

Wooden Contact Sign



Coloring Book Page Examples



Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand - Print, Digital + Workflow Systems

Client Direction:

The client needed a more professional and cohesive way to manage estimates, invoices, project information, and client communications while creating a consistent brand experience across every customer touchpoint

Approach + Execution:

Designed a branded estimate form integrated into a custom Zoho Creator system I developed to centralize client and project information. The system allows the client to track customers, generate and print estimates and invoices, and run business reports—bringing marketing, sales, and operational workflows into one streamlined process.

For more complex projects, I created a project summary booklet that clearly outlines the proposed scope of work and key project details, giving clients a professional, easy-to-understand reference throughout the process. I also developed branded email templates for sending estimates, invoices, and other client documents, along with automated internal notifications that provide the project team with pertinent information whenever an estimate is submitted through the website.

The result was a cohesive customer and internal workflow that connected branded communications with automation, documentation, and business operations—creating a more professional experience for the client while improving efficiency behind the scenes.

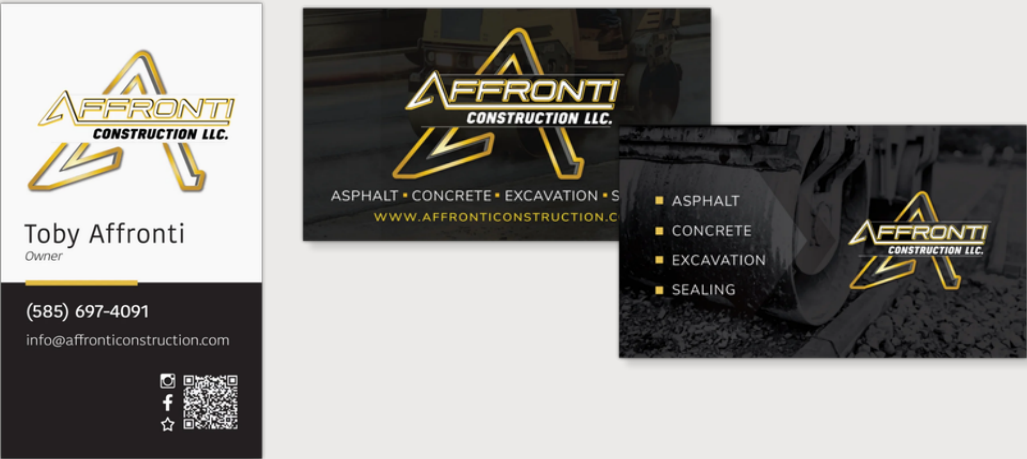


Creative Direction + Multi-Channel Brand Portfolio

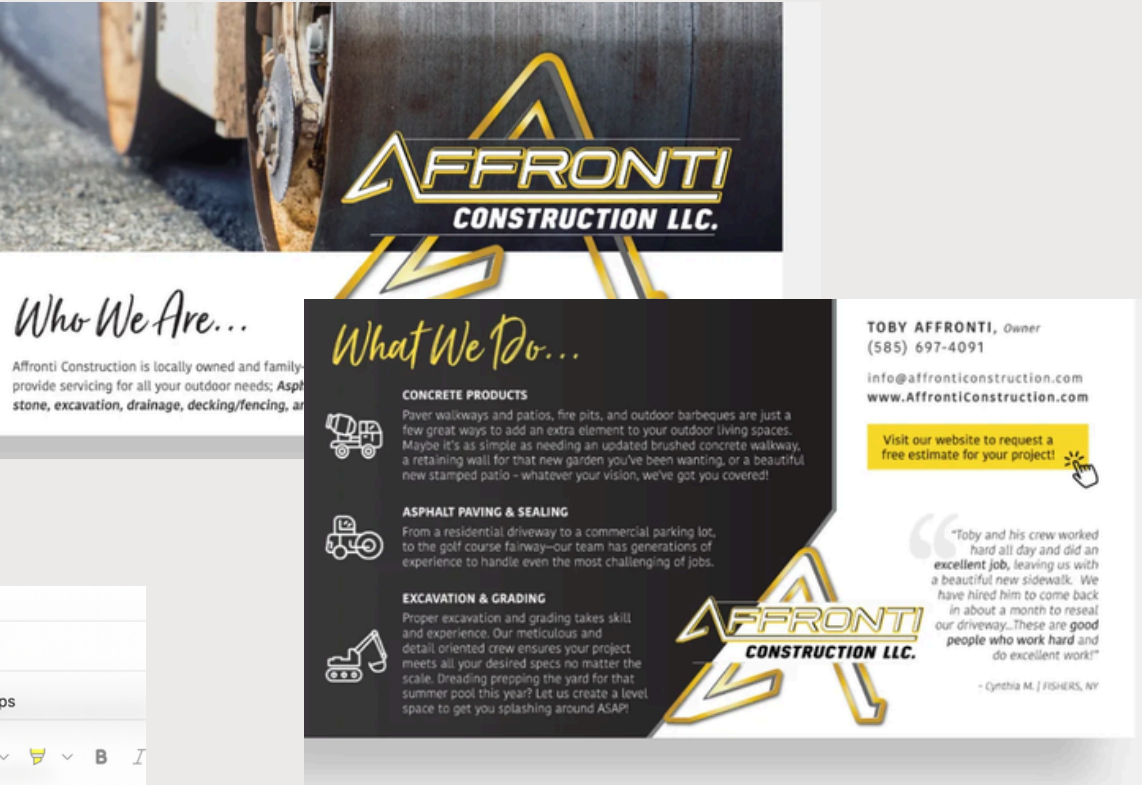
Brand Identity: Affronti Construction Rebrand - Print, Digital + Workflow Systems

Project Summary Brochure

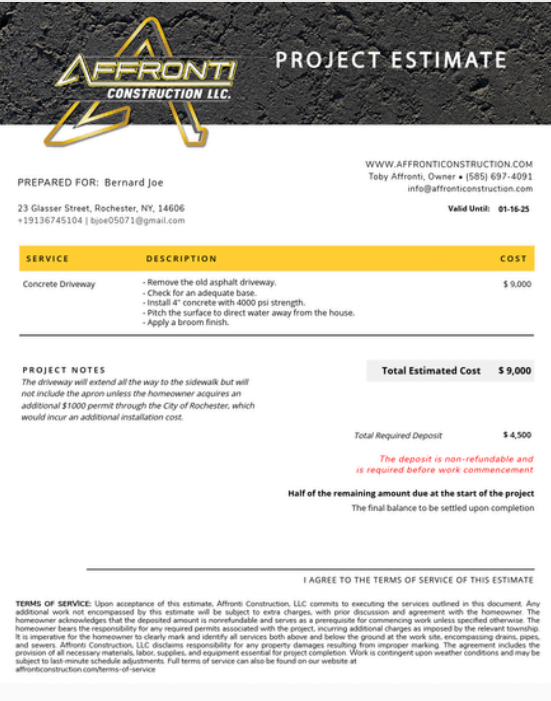
Business Cards



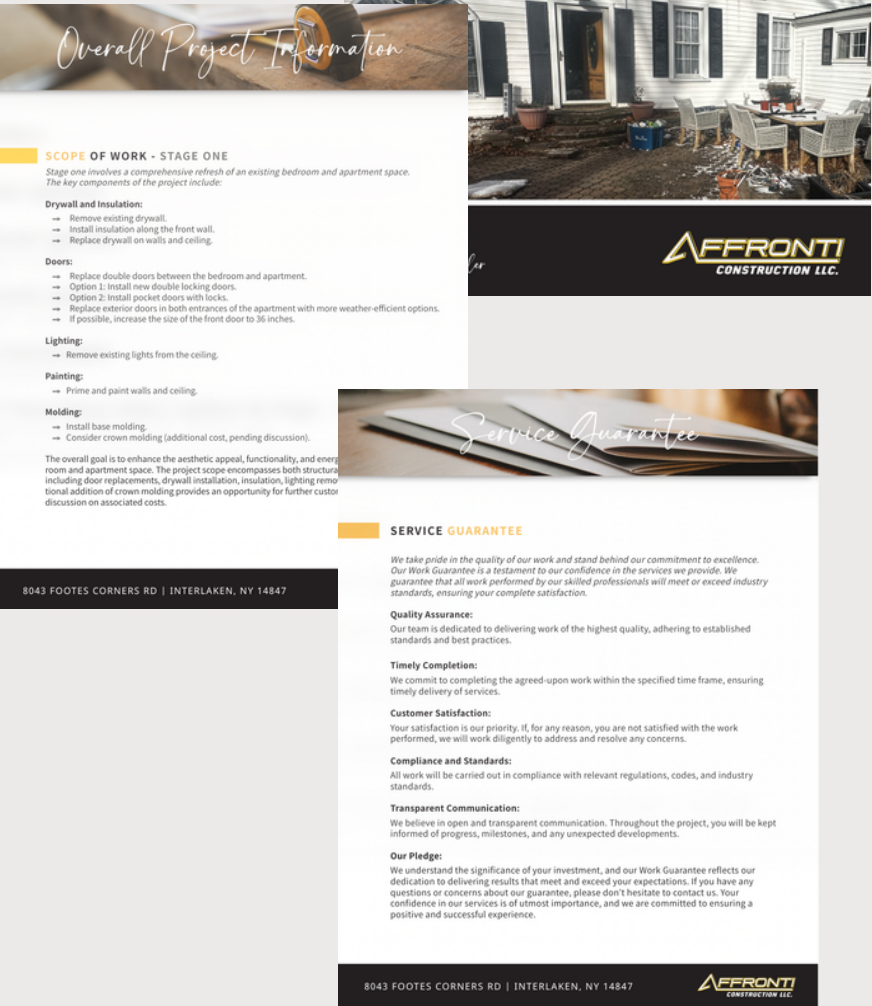
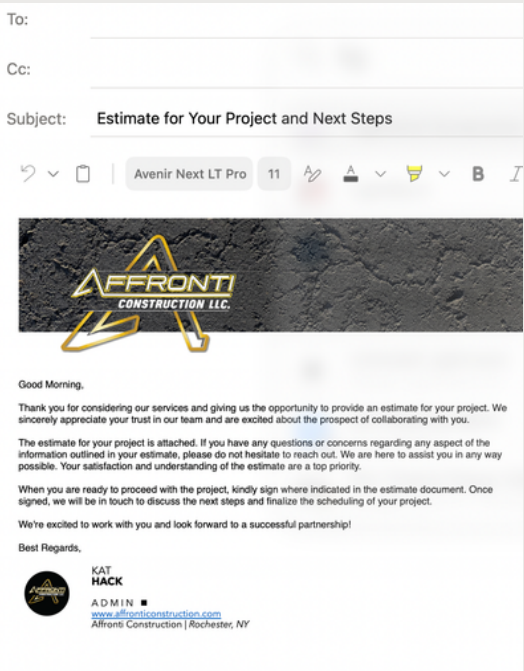
Event Postcard



Project Estimate



Email Template



KatH

Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand - Digital Presence

Client Direction:

The client had previously relied on generic Facebook ad templates provided by the platform and had limited digital visibility beyond those efforts. The business also lacked an established presence across key channels such as social media, Google Business, and Yelp.

Approach + Execution:

Redesigned the advertising strategy and creative to create a more modern, targeted, and brand-aligned look and feel. Built a cohesive digital presence across social media, Google Business, Yelp, and other local online channels, ensuring every customer-facing platform reflected the refreshed brand identity.

I also designed and developed a new website with interactive estimate-request forms, creating a streamlined path for prospective customers to learn about the business and submit project inquiries directly online. These forms were integrated into the broader workflow system to efficiently capture and route new opportunities.

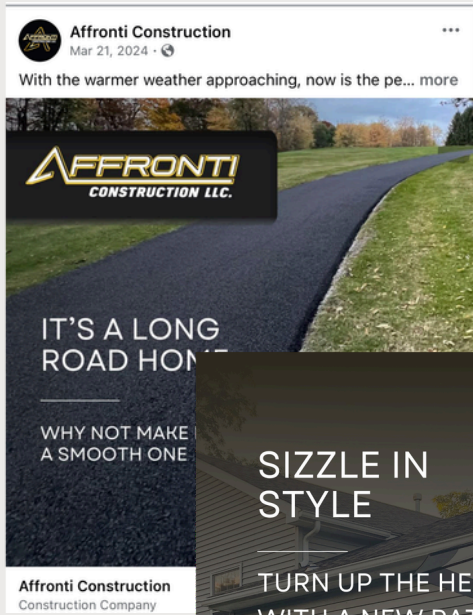
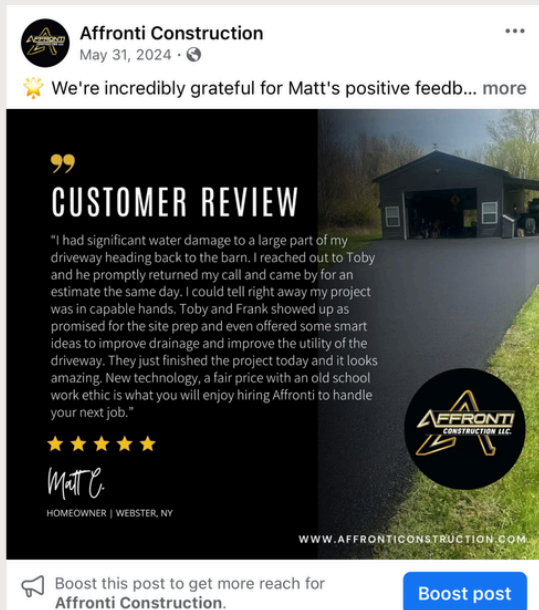
The result was a fully connected digital customer journey—from advertising and discovery through website conversion and estimate submission—that generated a dramatic increase in estimate requests while significantly improving the quality and value of incoming projects.



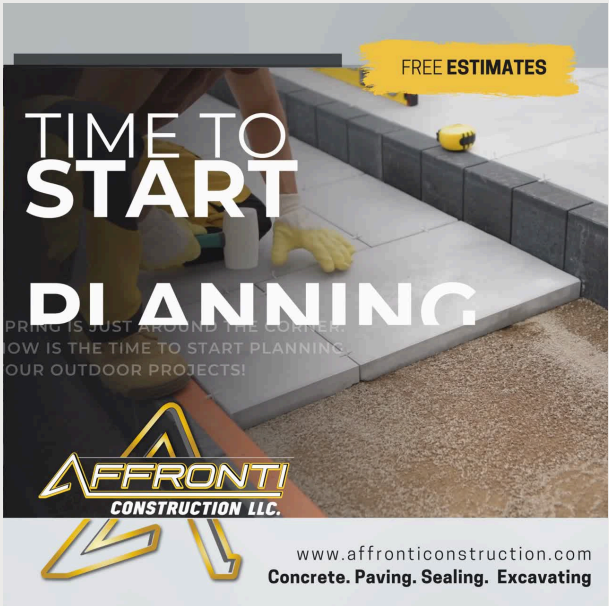
Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand
Digital Presence - Ads + Social Media

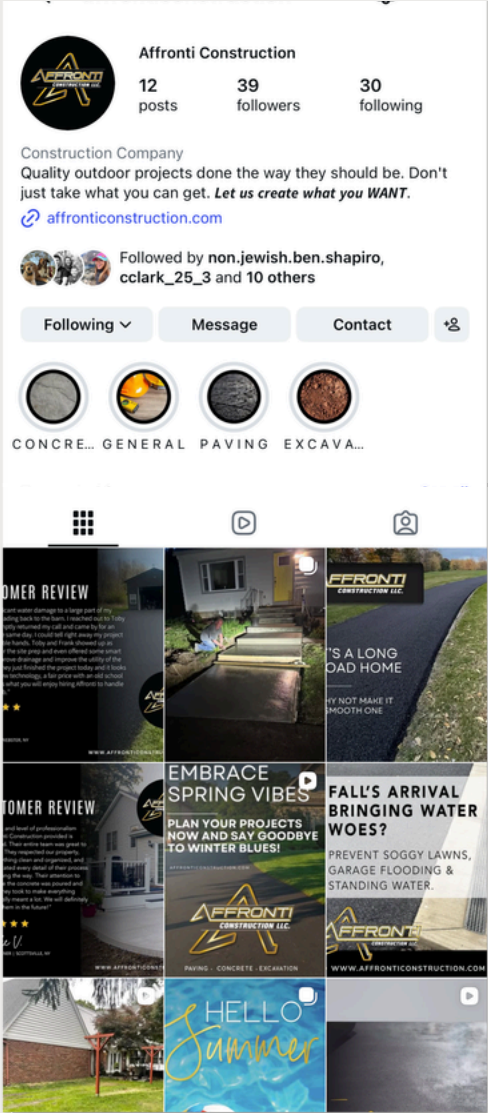
Posts + Ads



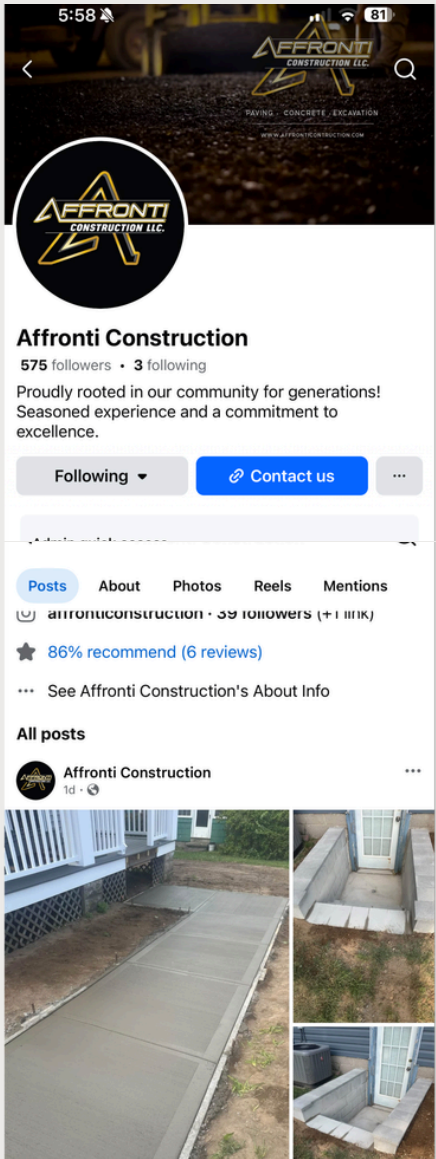
Video Ad



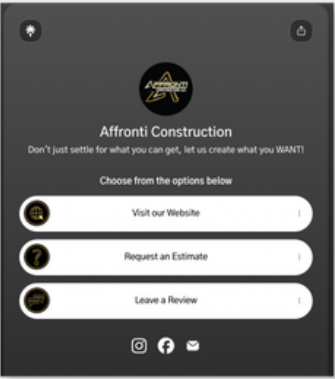
Instagram



Facebook



Linketr.ee

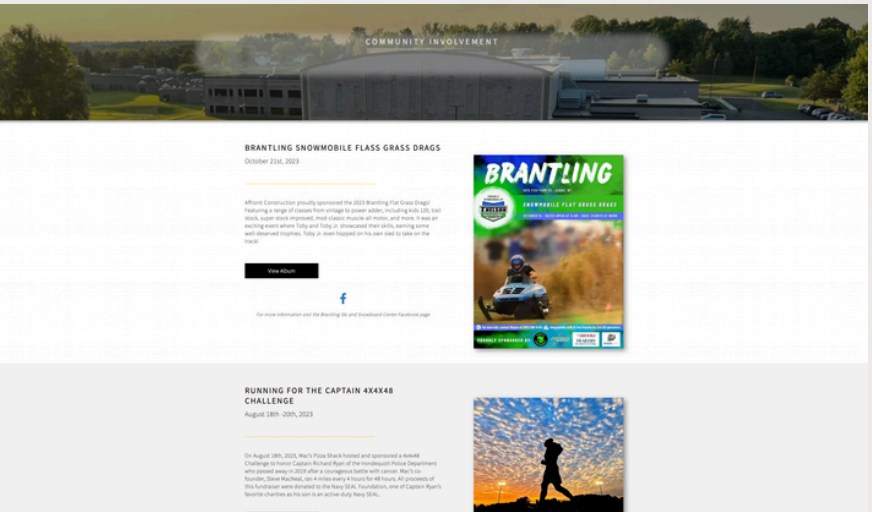
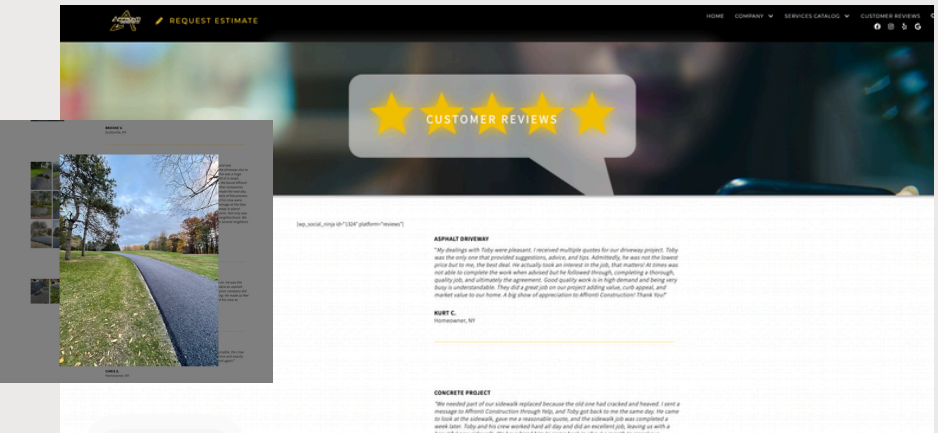
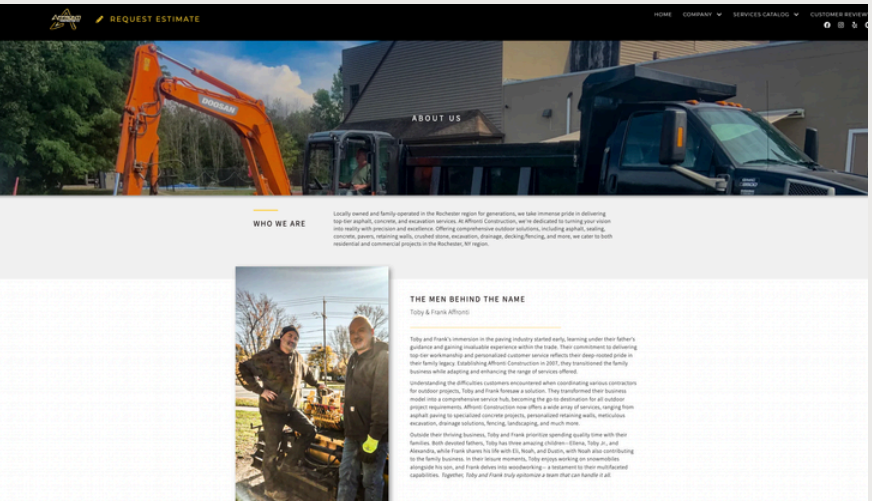
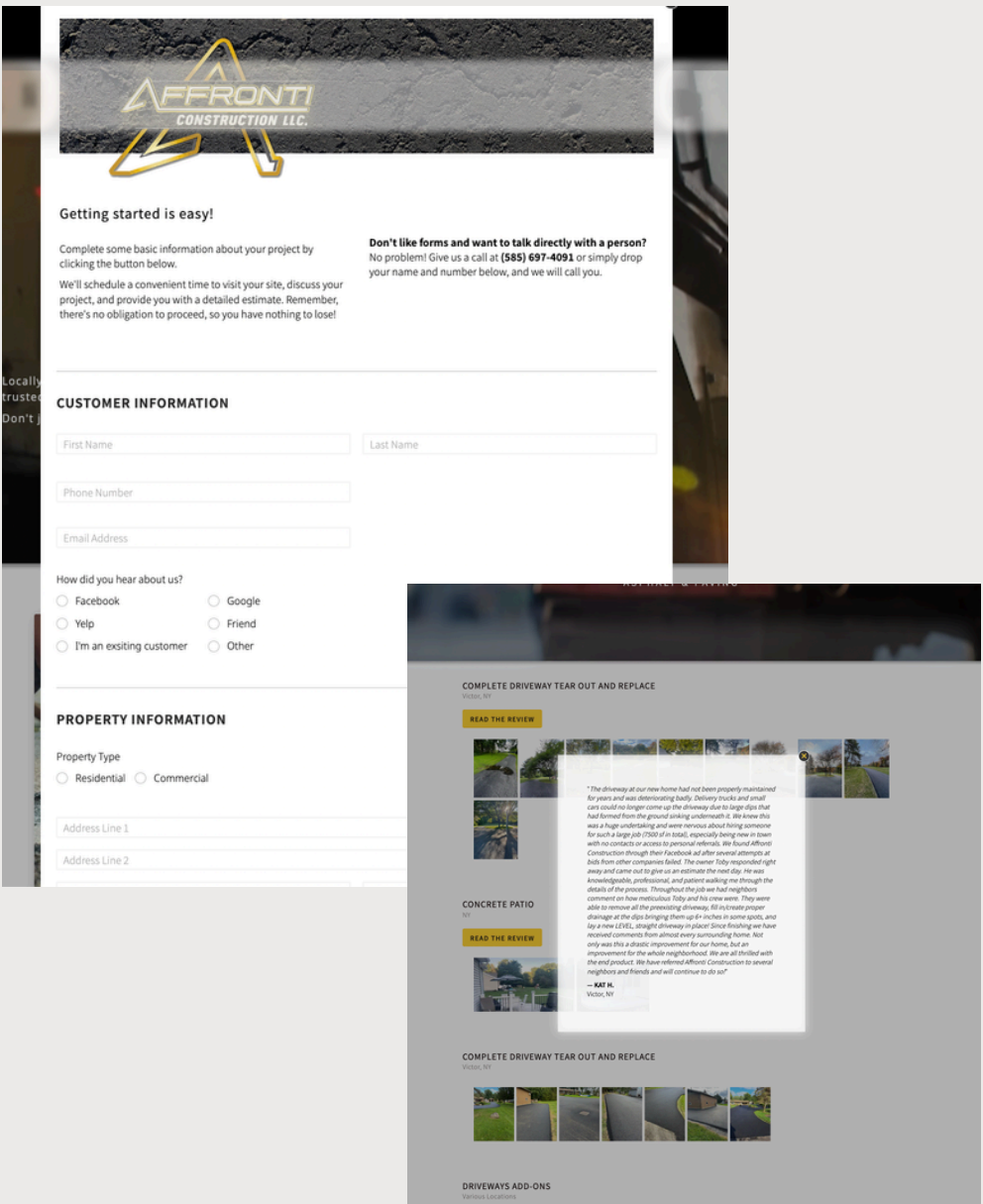
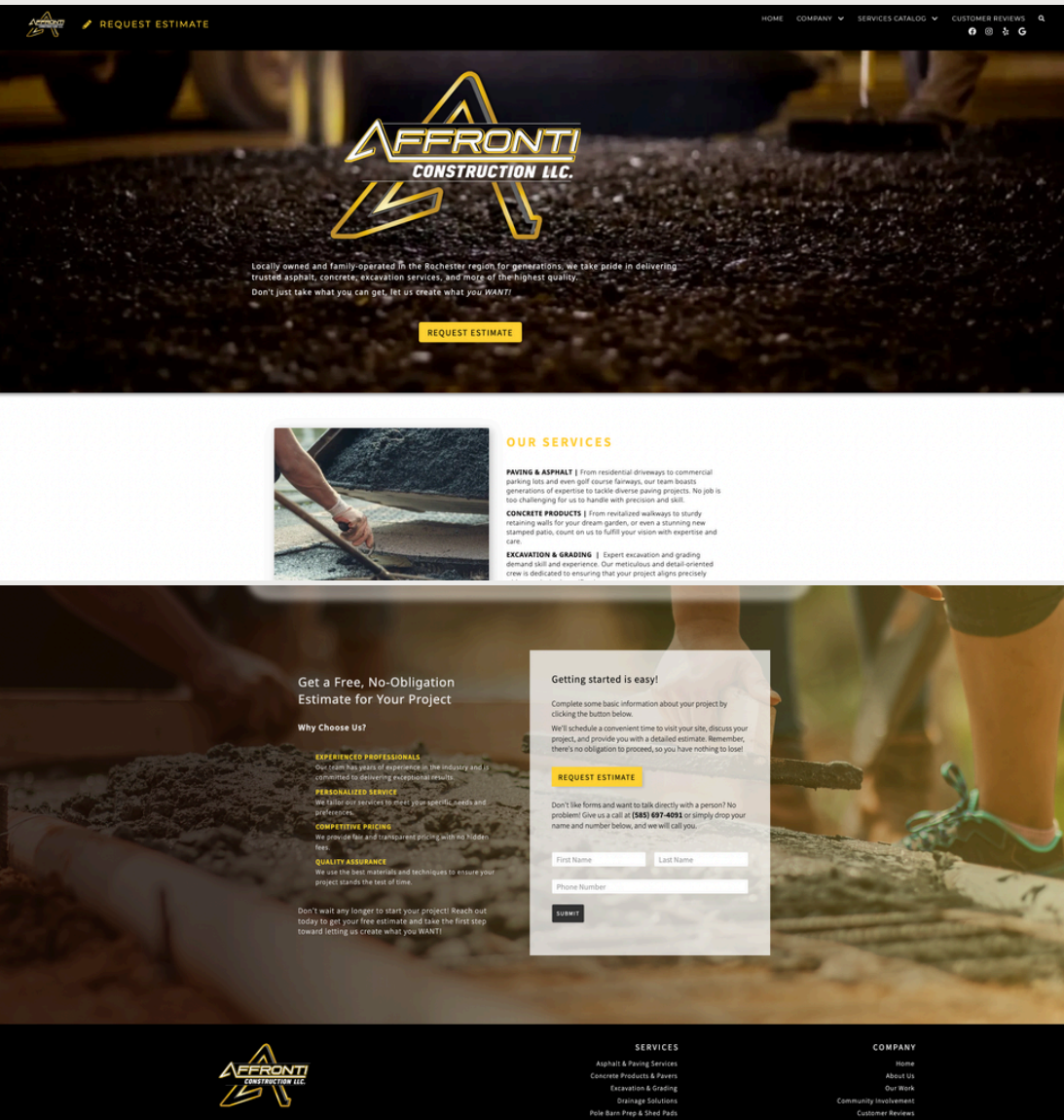


MARKETING STRATEGY & CREATIVE OPERATIONS

Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Affronti Construction Rebrand - Digital Presence - Website

Website - www.affronticonstruction.com



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Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: The Sacred Nest

Tincture Labels



Cap Label

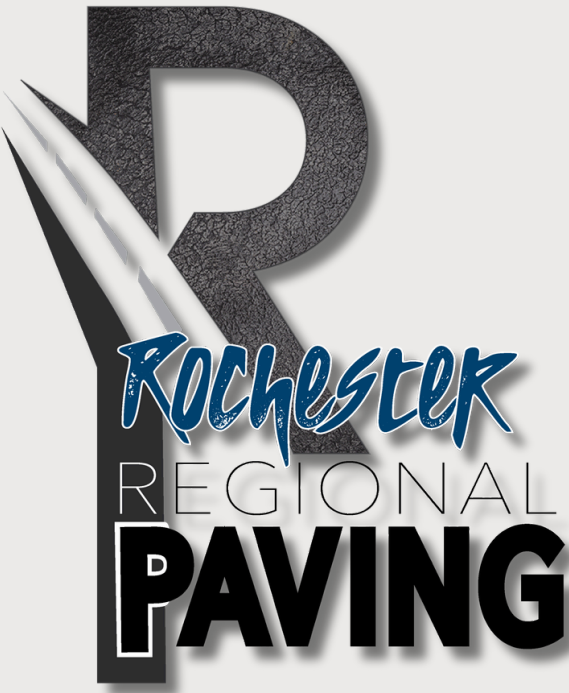


Social Posts



Creative Direction + Multi-Channel Brand Portfolio

Brand Identity: Logo Creation



Creative Direction + Multi-Channel Brand Portfolio

Print & Direct-Mail Collateral

ROAD MAP TO SUCCESS

1 CB DESK
Ties to all CBR tools, company roster, and a robust search function help you navigate all things CB related.
[Dashboard](#) [Quick Start Guide](#) [About](#) [FAQs](#)

2 CB HOMES ADMIN
Manage your bio, profile details, and listings for ColdwellBankerHomes.com and Moxi.
[Dashboard](#) [FAQs](#) [Training Video](#)

3 PROSPECT SQUARE
Stay connected with your contacts with Clients for Life, the monthly newsletter, eFlyers, and reports.
[Dashboard](#) [Clients for Life](#) [Reports](#) [About](#) [FAQs](#) [Quick Start Guide](#)

4 MOXI PRESENT
Sleek, professional presentations and CMAs integrated with the MLS.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#)

5 LISTING CONCERGE
Affordably and powerfully market your listings in a way that has never been done before, and in a fraction of the time.
[About](#) [Package Overview](#) [Place Order](#) [Proofing Made Easy](#) [FAQs](#) [Customer Service](#)

6 MOXI ENGAGE
CRM, automated email marketing, goal setting, and tasks help to keep you on track to reach your sales goals.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#) [Help Center](#)

7 MARKETQUEST
Demonstrate your knowledge of the real estate market by generating market share and real estate trend reports.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#)

8 MOXI IMPRESS
Self-service brand compliant templates.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#)

COLDWELL BANKER BAIN EDUCATION

ROAD MAP TO SUCCESS

9 THE MARKETING CENTER
Quick and easy access to brand logos and marketing templates you can make your own, all while staying within brand standards.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#)

10 MOXI WEBSITES
Easy-to-use website builder for agent websites.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#) [Help Center](#)

11 DESIGN CONCERGE
A customized and expertly-designed package of marketing materials without the agency price tag.
[About](#) [Place Order](#) [FAQs](#) [How to Place an Order](#) [Schedule a Free Consultation](#) [Product Brochure](#)

12 XPRESSDOCS
Let your marketing pieces shine with XD on-demand templates, quality printing, and mailing services.
[Dashboard](#) [Training Video](#) [FAQs](#) [About](#) [Help Center](#)

WELCOME TO THE CBU LEARNING CENTER

CBU Learning Center
Your go-to, dynamic learning resource that's accessible anytime, anywhere, with the tools to help you develop your professional skills and grow your business.
[CBU Learning Center](#) [CBU Course Catalog](#) [Upcoming Training Calendar](#)

COLDWELL BANKER BAIN EDUCATION

Buying or Selling a Home?

Recently, we assisted our clients in selling their home for \$45,000 above the asking price within just two days. Simultaneously, we negotiated an excellent deal on their new home. This success stems from our strategic planning, deep market knowledge, and unwavering commitment to prioritizing our clients!

STRATEGIC PRICING & MARKET EXPERTISE
We use a detailed Comparative Market Analysis (CMA) and my local market knowledge to price your home for maximum offers and returns.

FLAWLESS PRESENTATION & ADVANCED MARKETING
With our business background, we ensure your home shines with professional photography, staging, and targeted digital marketing, including online ads and social media campaigns.

EXPERT NEGOTIATION SKILLS
We leverage our high-stakes negotiation experience to secure the best terms for you, whether buying or selling.

FULL-SERVICE SUPPORT
From preparation to closing, we manage everything, including home repairs and transaction coordination, so you can focus on the bigger picture.

LEVERAGING RELATIONSHIPS FOR YOUR SUCCESS
Our network of top contractors, inspectors, lenders, and title companies streamlines the process, delivering quick and efficient results.

WHETHER YOU'RE BUYING, SELLING, OR SEEKING A REAL ESTATE MARKET EXPERT, WE WOULD LOVE TO HELP WITH ALL YOUR REAL ESTATE NEEDS.

PATRICIA WALLACE GLOBAL LUXURY DIRECTOR | [Patricia.Wallace@cbrealty.com](#) | 206.947.2209
NANCY WALLACE REAL ESTATE BROKER | [Nancy.Wallace@cbrealty.com](#) | 206.992.2596

COLDWELL BANKER BAIN

MARCH 2024 (PRODUCT)

VIRTUAL LEARNING OPPORTUNITIES

MAR 06 Agent Succession Planning for Leaders
12pm EST | [Click here to register](#)
Brokerages often let money and potential leads walk out the door when affiliated agents transition from real estate without a plan in place to capitalize on the value in their book of business. Agent Succession Planning for Leaders explores best practices for systematizing your transition planning support and strategies for communicating that support as a value-add.

MAR 08 Identifying Your Ideal Recruit
12pm EST | [Click here to register](#)
Including a mix of productive and new to business agents in your recruiting strategy is a sure way to grow faster than your competitors and make your office the place to be! Learn how to identify and source talented agents to affiliate with your brokerage.

MAR 12 Metric that Attract
1pm EST | [Click here to register](#)
Learn to quantify the value in the tools, training and support you offer to agents as part of your recruiting narrative.

MAR 14 Value Proposition that Retains Agents and Wins Market Share
11pm EST | [Click here to register](#)
Learn to tell a compelling story: the unique benefits that Coldwell Banker Real Estate, your office, and YOU have to provide.

MAR 15 Value Proposition that Retains Agents and Wins Market Share
11pm EST | [Click here to register](#)
Learn to tell a compelling story: the unique benefits that Coldwell Banker Real Estate, your office, and YOU have to provide.

ADDITIONAL CLASSES CAN BE INCORPORATED ONTO THE CALENDAR ON A MONTHLY BASIS.

Use the QR code to visit CBU Learning Center for more options coming soon.

COLDWELL BANKER BAIN EDUCATION

Refreshed 1913 Craftsman

NANCY WALLACE **PATRICIA WALLACE**

1101 E Lynn St, Seattle, WA 98102

We Sold Your Neighbors Home!

YOUR TRUSTED TEAM WITH LOCAL ROOTS AND PROVEN RESULTS

We're thrilled to announce the successful closing of our most recent listing in your neighborhood! This sale highlights the impact of choosing experienced real estate professionals to navigate today's complex market for you with skill and precision.

We have deep roots in this community, where Nancy's two oldest children attend St. Joseph School and family friends live nearby. Every transaction here holds special meaning. Our approach is both strategic and ethical, prioritizing effective pricing, preparation, and implementing elevated marketing to achieve outstanding results for our clients.

In this case, we were brought in as the "second" brokers to list the home. Our fresh perspective allowed us to guide our clients through a challenging situation to secure a positive outcome.

If you're considering buying or selling, we would love to help! From West Seattle and downtown to West Bellevue and Mercer Island north to The Highlands, we serve clients around the greater Seattle area and beyond. Let us help you turn your real estate dreams into reality—reach out today!

Warmly,
Nancy & Patricia

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KatH

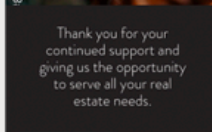
Print & Direct-Mail Collateral


PATRICIA WALLACE


NANCY WALLACE



Happy Holidays



Thank you for your continued support and giving us the opportunity to serve all your real estate needs.



INGREDIENTS

- 1 cup (2 sticks) butter
- 2 cups peanut butter
- Powdered sugar
- Chocolate chips
- Parafin for baking



BUCKEYES RECIPE

INSTRUCTIONS

Sift a bag of powdered sugar. Cream butter and peanut butter together until well mixed. Slowly add powdered sugar, mixing after each addition until the dough is stiff and can be formed into a ball. (It will become very hard to mix) Form mixture into balls and chill on cookie sheets covered with waxed paper.

Melt a bag of chocolate chips with about a 1" square of parafin. Dip the ends of the balls in the chocolate and chill. They should look like they have little hats on or like buckeyes.



Put your buying or selling needs in the hands of a **powerful partnership**. Nancy brings elevated marketing methods, the finest attention to detail, and a strong customer service ethic to Patricia's established 30-year practice as a Global Luxury Director.

Our high-touch practice and market expertise have empowered our clients to achieve their real estate goals. It would be a privilege to start building a relationship with you today or in 2025. Call us anytime!



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COLDWELL BANKER BAIN



ADVANTAGES OF BUYING OR SELLING A HOUSE IN THE FALL!

When the leaves start to change and the winter chill starts to settle in here in Seattle, the fall season presents compelling opportunities for both buyers and sellers in the real estate market. Here are the key advantages for each group to be thinking about whether you are considering buying or selling!

ADVANTAGES FOR SELLERS

Motivated Buyers: Fall attracts serious buyers who are eager to finalize purchases before the holidays, leading to potentially quicker sales.

Less Competition: With fewer homes on the market, sellers often stand out more easily, increasing their chances of attracting attention from serious buyers.

Enhanced Curb Appeal: The autumn ambience can enhance a home's visual appeal. Sellers can leverage seasonal holiday decorations and well-maintained landscaping to create a warm and inviting atmosphere.

Faster Closing Times: With fewer transactions occurring in the fall, our mortgage lenders and inspectors often have more availability, leading to quicker closing processes.

ADVANTAGES FOR BUYERS

Less Competition: As many families aim to move before the school year starts, fewer buyers are active in the fall. This reduced competition allows buyers to explore more options without the pressure of multiple offers on desirable properties especially in Seattle.

More Negotiating Power: Sellers may be more willing to negotiate on price and terms as they become anxious to close deals before the holiday season. This can lead to better deals for buyers, including potential price cuts on homes that have been on the market for a while.

Potential Tax Benefits: Closing on a home before year-end may allow buyers to take advantage of tax deductions related to mortgage interest and property taxes, enhancing financial benefits.

Better Insight into Property Conditions: The fall weather can reveal issues with a home that might not be visible in other seasons, such as heating system performance and insulation quality and in Seattle the roof, making inspections more revealing.

\$90,957

Potential growth in home equity over the next 5 years based on if you purchased a \$450,000 home in January 2024

*Based on price appreciation projected by the home price expectations survey

2024	\$450,000
2025	\$471,285
2026	\$485,942
2027	\$501,929
2028	\$518,782
2029	\$540,957

FUN FACT: In 1994 the average home price in Seattle was \$192,688. Fast forward 30 years, and that figure has surged to \$833,412, marking an increase of 332.5%!

To sum it all up, both buying and selling a house in the fall can provide distinct advantages due to reduced competition, motivated parties, and favorable conditions for negotiation and closing. Whether you are looking to buy or sell, considering these factors can help you make informed decisions during this season and remember, I'm a quick call or email away should you have any real estate questions so feel free to reach out!

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**DARRON
LOSSE**



**COLDWELL
BANKER
BAIN**

FALL 2024 | RICH WHITEHILL REALTOR

RICH.WHITEHILL@COMPASS.COM • HOMES LISTED & SOLD BY RICH

SEAHAWKS! MARINERS! NAR?

Keeping track of the changes.

As I watched rain fall at the end of August, the Seahawks were playing a preseason game, the first in Seattle without Pete Carroll at the helm in over 10 years. The night before the Mariners played without Scott Servais, after 9 years at the helm. It is a new season and new faces, but the same annual season of hope! Hope we make it to the Playoffs! Hope our teams won't disappoint.

In the national news, the Realtors have changed way you are going to buy a home! The new rules make the disclosure of "compensation" (commissions) more transparent and "easy" to understand. It is a big step forward, but if you had had a good broker before, they should have been just as transparent on how Brokers get paid.

In my state/city/neighborhood, our MLS moved to this plan 4 years ago, and we are now the model for the other 49 states. You have been represented the SAME WAY when buying or selling a home for past 4 years. Today you are required by law to pick your broker, agree to the compensation and sign a contract.

It is a new season, the challenge is always to team with the best decision maker for your team. Call me! I have the knowledge you want.

Rich

FAMILY UPDATE

#1**Wife** and Sisters invade the East Coast by boat.
I took my trip to the Deschutes in the spring. Fly fishing and glamping for 4 days.

#1 **Aaron** is now Sr. PM at Eastside Kitchen. Lea rode 50 miles on her mom's bike and is coaching soccer, again.

#2 **Randy and Owen** trekked through Philmont Scout Ranch this summer! Successful! My favorite 12 day hike.

Randy and Ellie: 19 years of Marriage! 10 years of teaching.

#3 **Jeff & Kathryn** rode through Europe on bikes, sampling beer, and wine. Continue to foster pets and people as needed.

Grandkids, in no particular order: Haley Soccer and swimming, Owen Band, Baseball and Scouts, Jacob Football, Soccer, swimming, scouts. Ida: Dance and Fashion! Addie: A senior at Bothell HS chasing our colleges.

Plus check out the photo of our new shed she painted.

COMPASS

TERRY ALLEN
REAL ESTATE

HAVE REAL ESTATE? WILL TRAVEL!

RECENT SALES! Check out these recent sales by Rich in King, Snohomish & Pierce Counties!

ASHBROOKE HEIGHTS
20226 5th Ave W, Lynnwood
3 2 25 \$1,590
Listed & Sold for \$849,000

Second of two homes Craig has sold in order to build his dream home on land in Vancouver WA!

KENT VALLEY
1872 Central Pl S, Unit H84, Kent
2 2 1 \$750
Listed \$234,950 | Sold \$250,000

Another happy condo for a client's daughter! Country living in Kent with farm views and the Green River. Good deals are out there!

CENTRAL KENMORE
18200 73rd Ave NE Unit #810
1 1 1 \$646
Listed & Sold \$315,000

Ideal for a first-time buyer! Close to work, great eat, and a nice garden in an affordable complex.

MID CENTURY MODERN
1104 170th Ave NE, Bellevue
M158 2284710
3.6 2.75 2,920 \$8,273
Listed for \$1,795,000

This beautifully renovated mid-century modern home features a brand-new kitchen with vaulted, planked ceilings and windows framing Mt. Rainier. The smart-wired living room includes voice-controlled blinds, lights, and Dolby-wired speakers. Red Oak hardwood floor, exposed beams, new steel handrails, and modern accents enhance the elegance. The lower level offers a versatile rec-room/ADU with a second full kitchen, patio access, two bedrooms, one bathroom, and a new office/bedroom. Fresh paint, new doors and trim, new AC system, and a lifetime steel roof complete this home in the desirable Bellevue school district.

JUST LISTED

worcraft | legacy estates | statement architecture

rich.whitehill@compass.com



You're Invited

HOSTED BY THE FILLING STATION & JAWEA KELLY



JAWEA KELLY
KEY TO YOUR LEGACY

Join us for **FREE Santa Photos** for your family! Skip the mall crowds and enjoy a delightful local experience.

Saturday, December 7th | 8 AM - 3 PM

HAPPY HOLIDAYS

Reserve your spot today!




Reserve your spot today!

All donations support The Vision House





JAWEA KELLY
REALTOR® | Joy Giver | Estate Consultant
(206) 486-4418 | jaweakelly.com
jawea.kelly@creality.com
150 Bellevue Way SE, Bellevue, WA 98004



Free Santa Photos

BO GO

ENJOY A TREAT ON US!
 Bring this postcard to **The Filling Station & Bistro** to redeem your buy one, get one free, non-alcoholic offer! *Indulge in delicious dishes and savor every bite!*

Valid only 12/7/24, 8am to 3pm, at The Filling Station, 1302 N 30th St, Renton, WA 98056.
 Register for Free Santa photos to avoid lines. Walk-ins are welcome but not guaranteed.

Reserve your spot today!



HOSTED BY THE FILLING STATION AND JAWEA KELLY
SATURDAY, DECEMBER 7th | 8AM-3PM
1302 N 30th St, Renton, 98056

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Creative Direction + Multi-Channel Brand Portfolio

Print Newsletters + Brochures



Julie Hutton - Seller Specialist

With extensive real estate experience in Kirkland, Bellevue, Redmond, Sammamish, Bothell, Snohomish and Renton as well as intimate local area knowledge, Julie and Zoe work tirelessly as client advocates to assure their interests come first and smooth out every bump in the road to ensure that every real estate transaction comes to an easy, quick and happy completion.

Julie is a listing specialist in King County with a wealth of 17 years of real estate experience. She also serves as the instructor of the course Negotiation Mastery for real estate brokers continuing education. She has coached numerous new agents in the office and has always been a well-regarded mentor. Her knowledge and wisdom enables her to counsel and guide clients in every step of the way during real estate transactions. Together with Zoe as the buyer specialist, the homeowners will be guaranteed to get the maximum value for their property.

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Zoe Wei - Buyer Specialist

Zoe is a buyer specialist in King County with a wealth of 17 years of real estate experience. She also serves as the instructor of the course Negotiation Mastery for real estate brokers continuing education. She has coached numerous new agents in the office and has always been a well-regarded mentor. Her knowledge and wisdom enables her to counsel and guide clients in every step of the way during real estate transactions. Together with Julie as the seller specialist, the homeowners will be guaranteed to get the maximum value for their property.

Zoe is an experienced real estate investor herself and also an expert at remodeling. She handled more than 20+ bathrooms and 10+ kitchen remodels in the past 7 years. Her real estate dollar knows home values to affordable investment. She has the magic of winning deals when her clients offer was not the highest in price. Her deep connection with the local real estate community gives her more neighborhood insights and off-market opportunities to share with clients.

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Kirkland Real Estate

PRESENTED BY
JULIE HUTTON & ZOE WEI



TEAM ellis

REALTOR®
KING & SNOHOMISH COUNTY
RESIDENTIAL MONTHLY MARKET REPORT

JANUARY 2024

	HOUSING SALES	NEW LISTINGS	SALES TO NEW LISTINGS	MONTH OVER MONTH	YEAR OVER YEAR
SEATTLE	\$1,296,157	424	289	▲ 4.22%	31
BELLEVUE	\$1,535,378	84	109	▼ 10.82%	27
KIRKLAND	\$1,300,558	59	181	▼ 17.12%	9
REDMOND	\$1,226,157	27	74	▼ 7.25%	29
BOTHELL	\$1,512,903	58	72	▲ 2.42%	8
EDMONDS	\$897,493	37	52	▼ 5.11%	27

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FALL 2024 | RICH WHITEHILL REALTOR

SEAHAWKS! MARINERS! NAR?
Keeping track of the changes.

As I watched rare rain at the end of August, the Seahawks were playing a preseason game, the first in Seattle without Pete Carroll at the helm in over 10 years. The night before the Mariners played without Scott Servais, after 9 years at the helm. It is a new season and new faces, but the same annual season of hope! Hope we make it to the Playoffs! Hope our teams won't disappoint.

In the national news, the Realtors have changed way you are going to buy a home! The new rules make the disclosure of "compensatory" (commissions) more transparent and "easy" to understand. It is a big step forward, but if you had a good broker before, they should have been just as transparent on how Brokers get paid.

FAMILY UPDATE

#1 Wife and Sisters invade the East Coast by boat. I took my trip to the Deschutes in the spring. Fly fishing and glamping for 4 days.

#1 Aaron is new Sr. PM at Eastside Kitchen. Lea rode 50 miles on her mom's bike and is coaching soccer, again.

#2 Randy and Owen trekked through Philmont Scout Ranch this summer! Successful! My favorite 12 day hike.

Randy and Ellie: 19 years of Marriage! 10 years of teaching.

#3 Jeff & Kathryn rode through Europe on bikes, sampling beer, and wine. Continue to foster pets and people as needed.

Grandkids, in no particular order: Hailey Soccer and swimming, Owen Band, Baseball and Scouts, Jacob: Football, Soccer, swimming, scouts, Ida: Dance and Fashion! Addie: A senior at Bothell HS checking out colleges.

Plus check out the photo of our new shed she painted.

COMPASS 425.260.4318 • rich.whitehill@compass.com

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Get your house market-ready without the delays, hassles, or upfront payment that come with traditional home improvement! We just sold this renovated home and were thrilled for our sellers who received **more profit in their pocket!**

ATTRACT MORE BUYERS

80% of Americans prefer to buy a move-in ready home over one that requires updating. Instead of eliminating a huge portion of potential buyers or selling cheap, let us help.

SELL YOUR HOME FASTER

Homes that are outdated or in need of repairs sit on the market longer. Updated homes sell 50% faster because they appeal to more buyers and breeze through inspections, avoiding common delays to closing.

MAXIMIZE YOUR PROFITS

Updating your home can achieve a 113% ROI on home improvement costs. By making smart home improvements before listing, you'll not only increase your sale price, but also more importantly, your net profit from the sale.



SOLD By Julie & Zoe

 4 Bedrooms 3 Bathrooms 2,790 Sq Ft 12601 NE 124th Street, Kirkland, WA 98033 Sold for \$1,100,000	 4 Bedrooms 3 Bathrooms 3,075 Sq Ft 11017 NE 117th Street, Kirkland, WA 98033 Sold for \$1,450,000	 6 Bedrooms 3 Bathrooms 4,800 Sq Ft 10415 3rd St, Kirkland, WA 98033 Sold for \$2,400,000
 4 Bedrooms 3.5 Bathrooms 3,440 Sq Ft 8410 NE 122nd Place, Kirkland, WA 98034 Sold for \$1,700,000	 3 Bedrooms 2 Bathrooms 1,125 Sq Ft 10118 121st Avenue NE, Kirkland, WA 98034 Sold for \$1,000,000	 3 Bedrooms 2.5 Bathrooms 2,490 Sq Ft 114 8th Ave, Kirkland, WA 98033 Sold for \$2,200,000

Julie is absolutely wonderful to work with. We sold two houses with her - in Kirkland in 2014 and Snohomish in 2022. In each sale, we needed to be creative based on the needs of the house, as to what we needed to get it ready for sale, and who we were marketing to. Julie is perfect for these types of tasks. She's creative and innovative and really trust her integrity. She's easy to work with and very accessible. We will only attribute from her smart and strong demeanor and the coaching skills. They both connected very strongly I can easily recommend Julie for anyone and any complex real estate transaction. She is an exceptionally knowledgeable pro!

- Susan B. | Home Seller

Spring INTO Action

As temperatures rise and flowers begin to bloom, now is the perfect time for a spring home sale. In fact, real estate data provider ATTOM found that properties sold in April, May and June generated the highest returns over the last 12 years. If you want to take advantage of the season's vibrant energy and high demand, here's what you can do to ensure a successful sale.

DECLUTTER AND DEPERSONALIZE | A clutter-free home appears more spacious and allows potential buyers to envision themselves living there. Pack away personal items and unnecessary objects to create a neutral canvas that appeals to a broad audience. Remove refrigerator magnets, family photos and knickknacks. Keep kitchen and bathroom counters clear and consider removing a piece or two of furniture from each room to enhance its spaciousness. Bare walls can make the home seem sterile, so hang tasteful artwork that doesn't overpower the room.

LIGHTEN UP THE INTERIOR | Spring offers abundant natural light, making your home appear expansive and inviting. Clean your windows thoroughly to allow for maximum sunlight and keep your curtains and blinds open during showings. Now is also a good time to replace lightbulbs to create a warm ambience throughout the residence.

ADDRESS REPAIRS AND UPGRADES | You don't have to renovate your home to get a quick sale. Some minor upgrades can significantly enhance the property's overall appeal. A fresh coat of paint, for example, can change the entire feel of your home. Choose neutral colors and keep the palette consistent throughout the interior. You can also replace outdated drawer pulls, knobs and faucets. If your budget allows, consider purchasing new kitchen appliances and/or countertops, as these are important features that buyers will appreciate.

MAXIMIZE YOUR CURB APPEAL | Spring is the ideal season to show off the beauty of your home and capture buyer interest before they even step through the front door. Nothing is more inviting than a freshly mowed lawn, blooming flowers and well-manicured trees and shrubbery. Buyers will notice the details, so it also pays to have your home and driveway power washed and patios cleaned. Even small improvements like a new mailbox, welcome mat or porchlight can make a big impact.

DO A DEEP CLEAN | Your home should sparkle from the floorboards to the ceiling fans. Buyers pay special attention to bathrooms and kitchens, so you'll want to address filing, grout lines and appliances. Replace shelf liners and shower curtains and have the carpets and curtains cleaned as well. And don't forget about hidden spots, like the cabinet under the sink and the area behind the refrigerator. A pristine home shows buyers that the property has been taken care of, giving them more confidence to put in a competitive offer.



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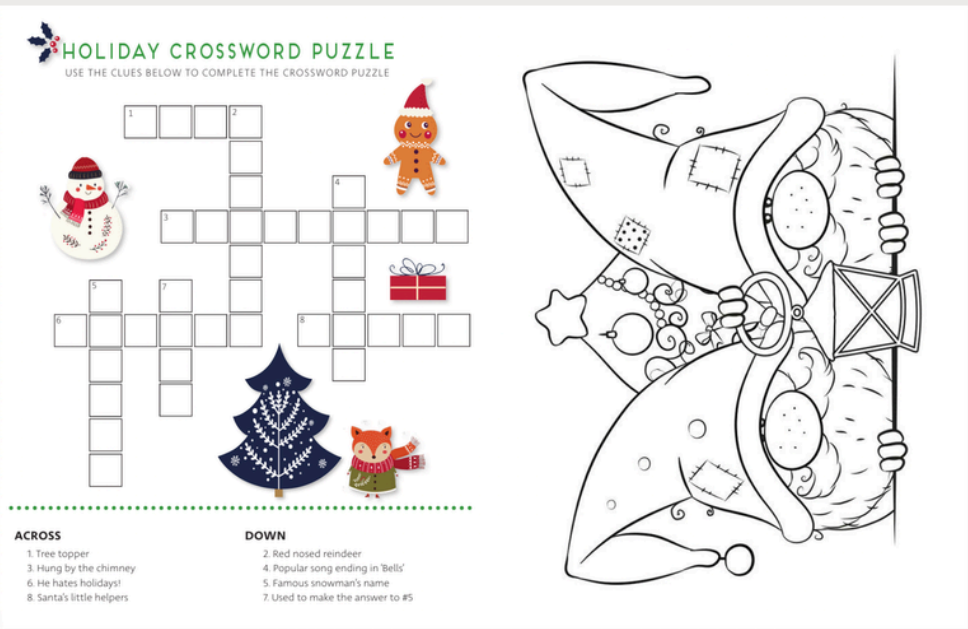
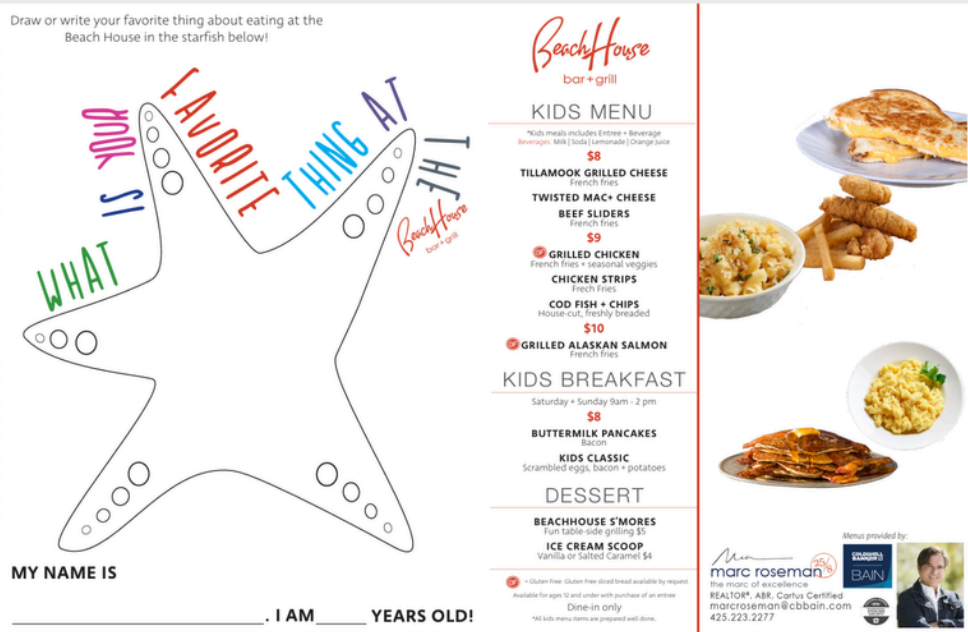
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MARKETING STRATEGY & CREATIVE OPERATIONS

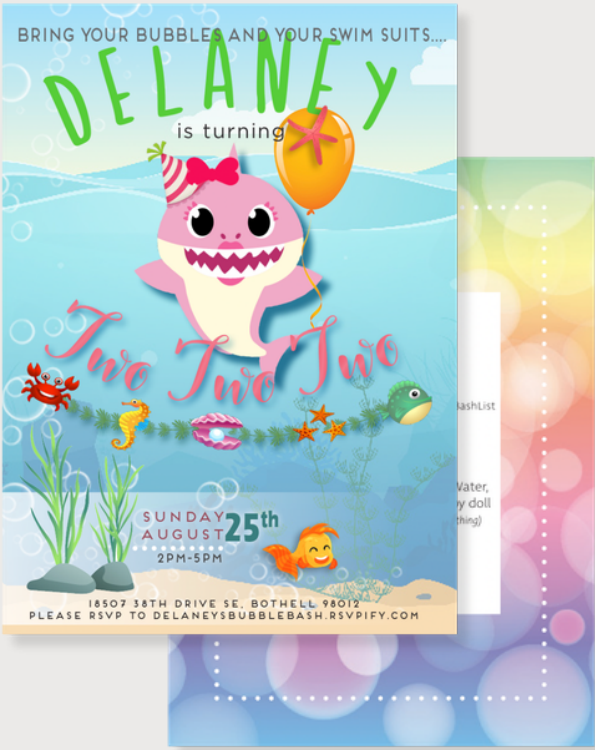
Creative Direction + Multi-Channel Brand Portfolio

Custom Print Projects

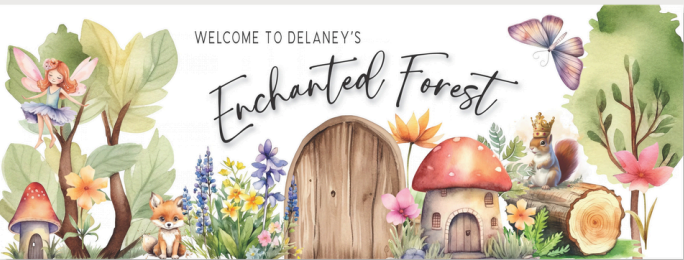
Resturant Menu



Invitations



Digital Invite Headers



Mock Tickets



Kat Hack

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Custom Print Projects

Custom Clue Characters Cards



Creative Direction + Multi-Channel Brand Portfolio

Lobby + Event Slideshow - Solace Chiropractic



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2% Compression → 10% Expansion
That's how your body gets the boost it needs to heal itself.

Feel Better. Heal Faster. **Live Pain-Free.**

 **SoftWave**
Tissue Regeneration Technologies

RELIEF WITHOUT THE RISKS

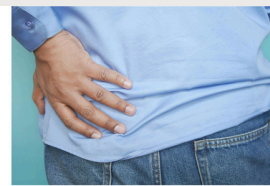
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“
...come and see for yourself **what a difference Dr. Andrew can make**, not only with chronic back issues but with overall spinal care.”



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TRUSTED HANDS PROVEN RESULTS



SOLACE
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DISCOVER SOFTWAVE THERAPY
A **non-invasive, drug-free, tissue regeneration** technology that for long-lasting pain relief.

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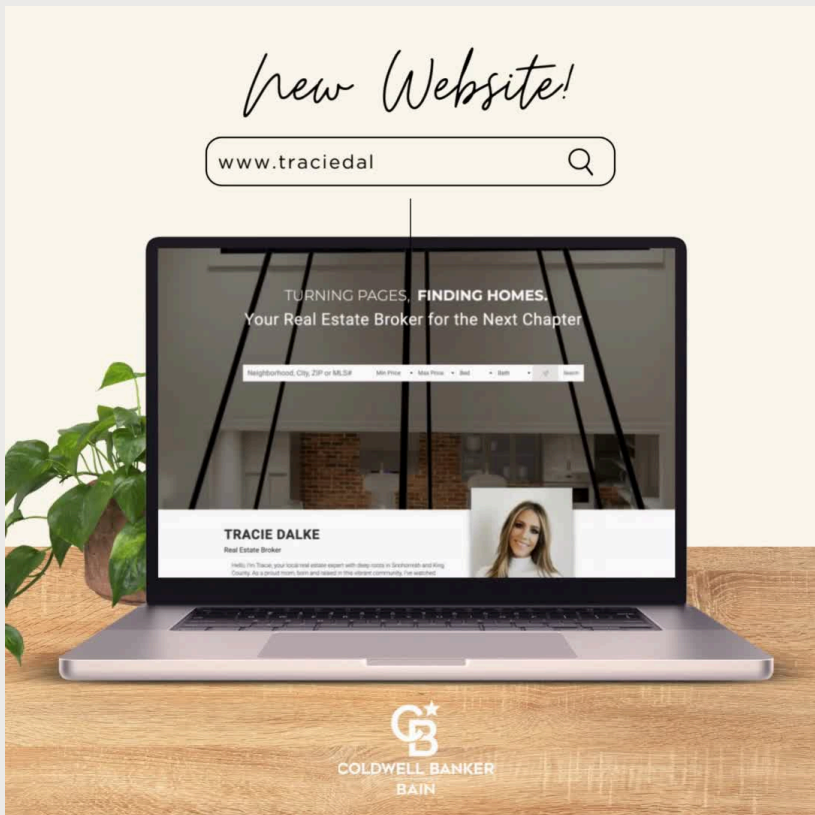


 **SoftWave**
Tissue Regeneration Technologies

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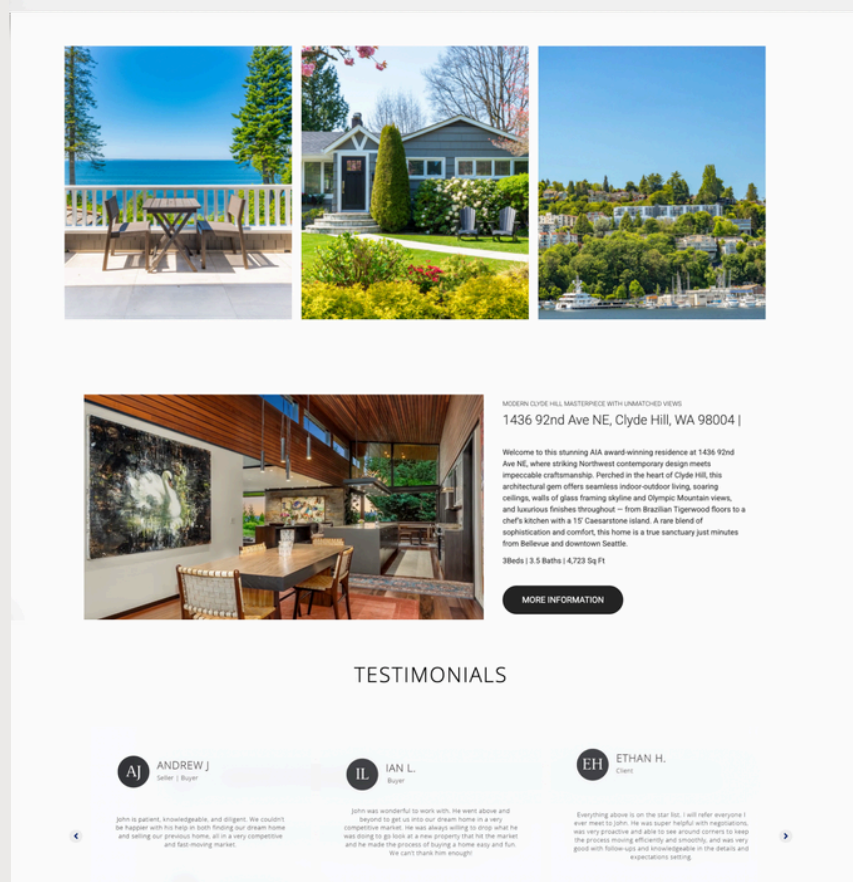
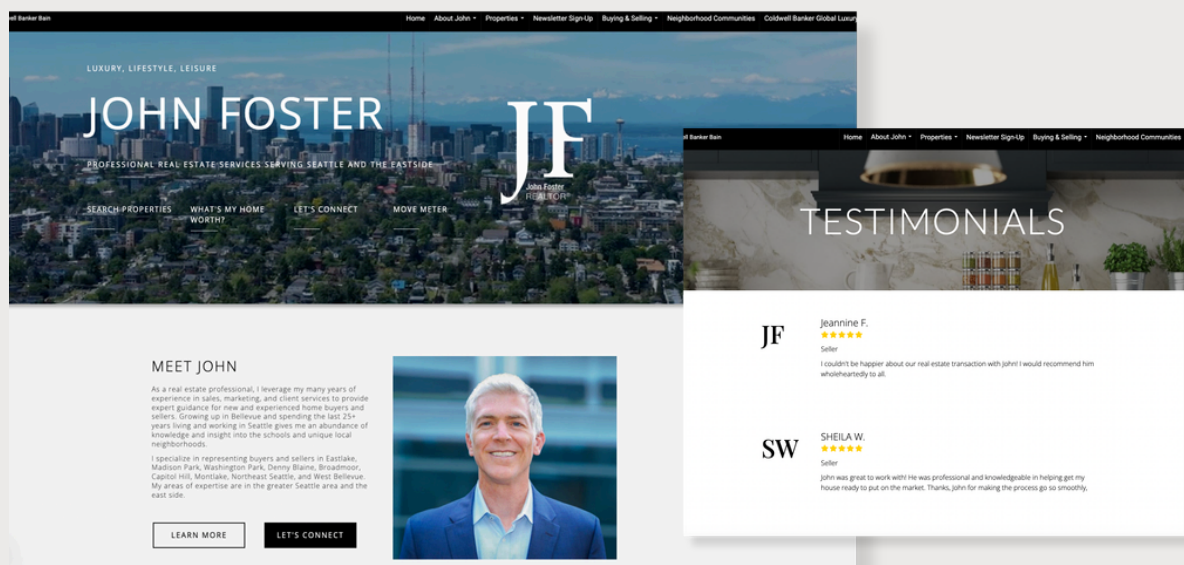
Digital & Custom Web Architecture - Social Posts



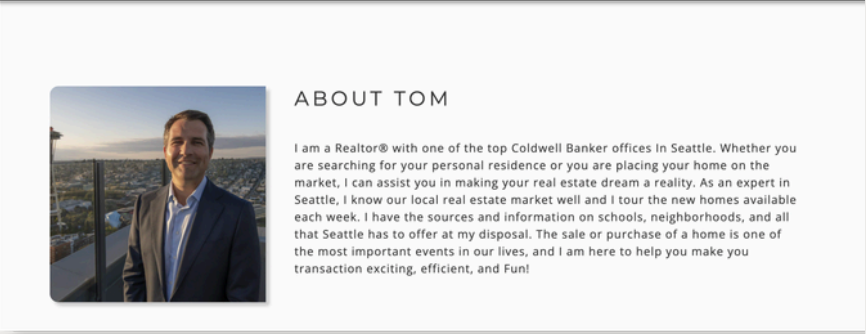
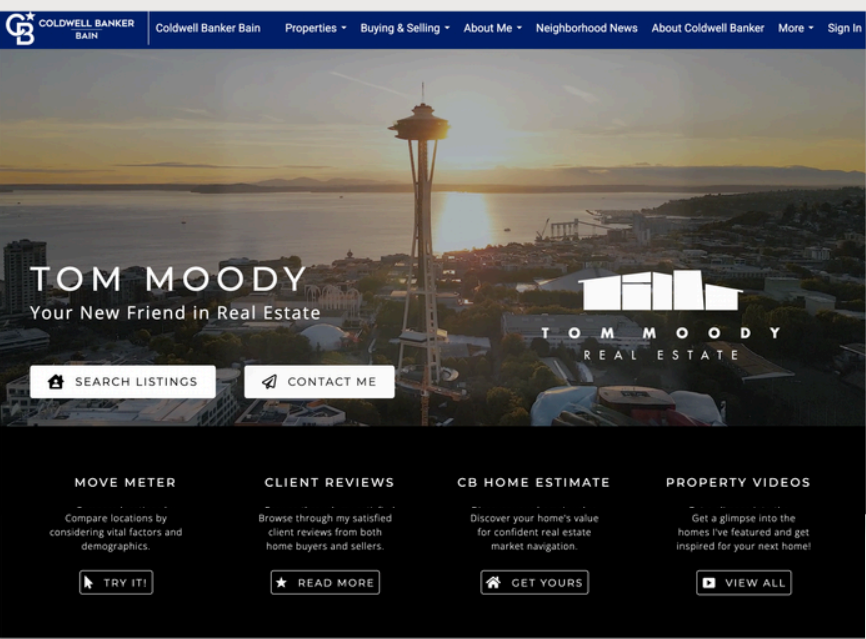
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Digital & Custom Web Architecture - Coldwell Banker Realty

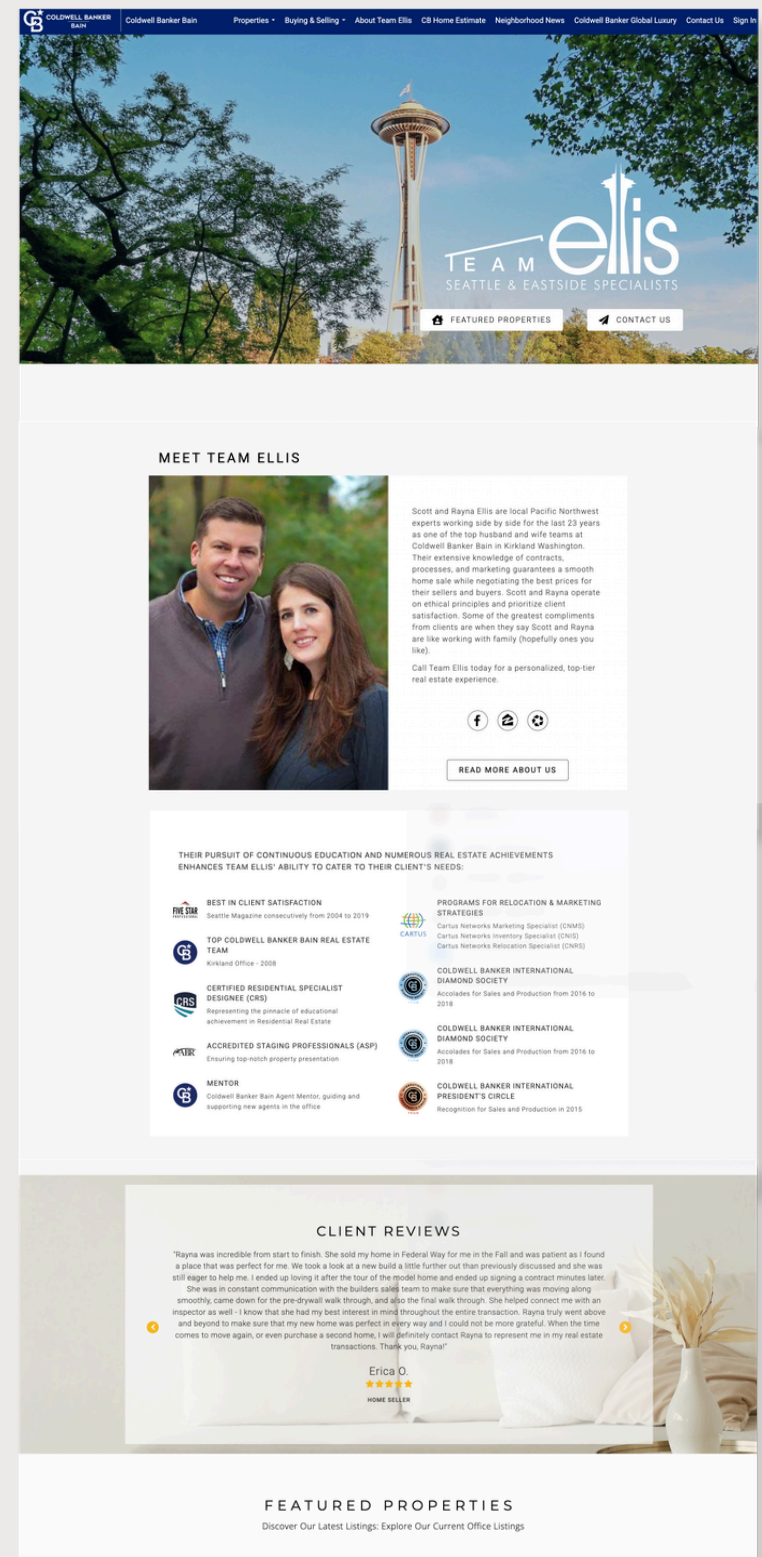
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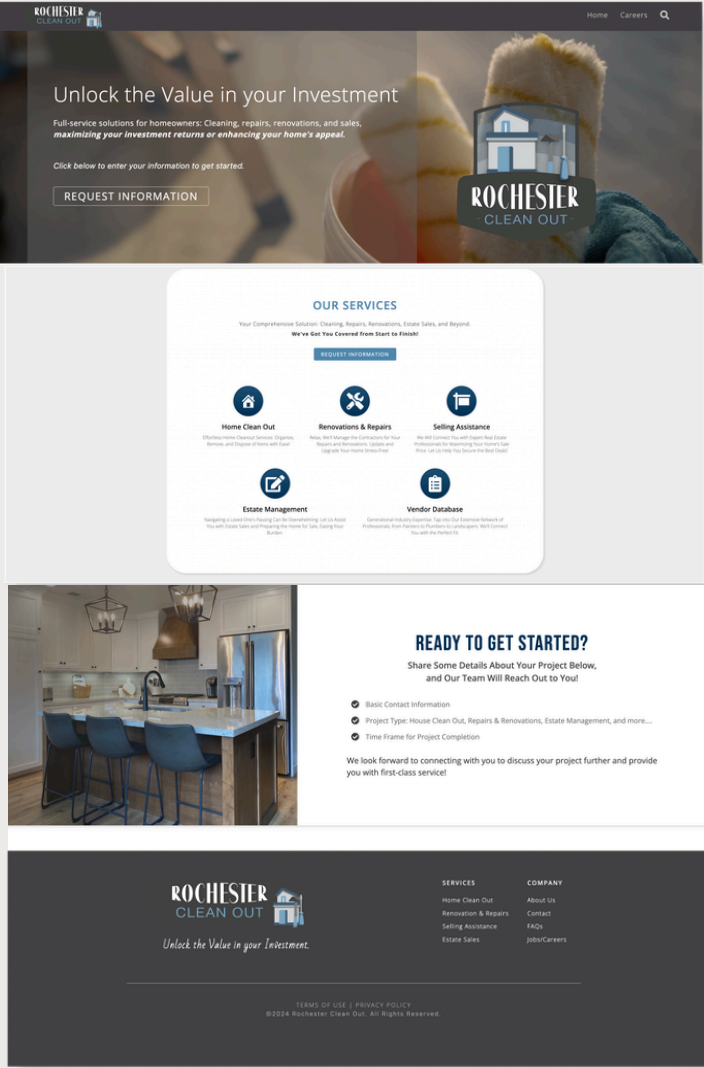


MARKETING STRATEGY & CREATIVE OPERATIONS

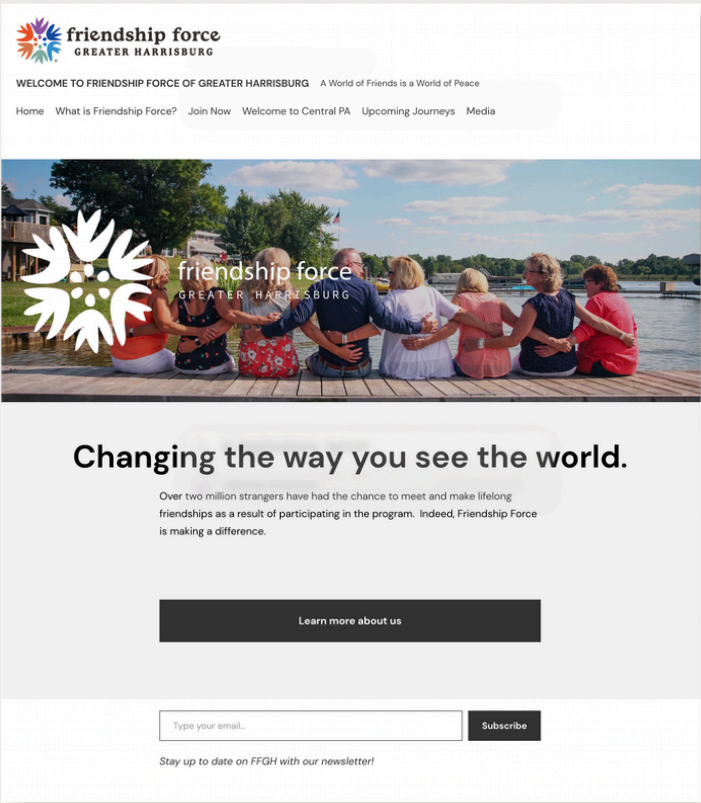
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Digital & Custom Web Architecture - Custom Websites

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Let's Connect!



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