

# Your Condo. Jeff's Strategy.

---

A Specialized Marketing Plan  
for Seattle Condo Sellers

---

## Jeff Reynolds

Compass Real Estate

206-794-1118

[jeff.reynolds@compass.com](mailto:jeff.reynolds@compass.com)

[jeffreynoldsseattle.com](http://jeffreynoldsseattle.com)

# Selling a Condo Is Not Selling a House

---

A generalist agent may know how to sell a house. But condos have an entirely different set of variables that determine whether you sell fast, sell for top dollar, or sit on the market watching buyers go to the next building.

1

## You Are Competing Inside Your Building

Buyers compare your unit to every other listing in your building. If three units are listed and yours is priced wrong or marketed poorly, you lose. I track every active, pending, and sold unit across 177+ buildings so your price is positioned, not guessed.

2

## The Building Sells (or Kills) Your Deal

HOA reserves, pending assessments, litigation, rental caps, and lending approval all affect whether a buyer can purchase your unit. I prepare a complete building package upfront so nothing derails your sale at the 11th hour.

3

## Pricing Is Floor-by-Floor, Not Neighborhood

A 30th-floor corner unit and a 5th-floor interior unit in the same building can differ by \$200K+. Neighborhood averages are useless. I price based on floor, view corridor, exposure, layout, and what has actually sold in your building in the last 90 days.

**500+**

CONDOS SOLD

**20+**

YEARS EXPERIENCE

**177+**

BUILDINGS TRACKED

**5.0**

72 FIVE-STAR REVIEWS

# Why Jeff Reynolds

---

I do not list houses. I focus entirely on Seattle condos, and I have for over 20 years. That focus means I know every building in the market — the HOA health, the reserve fund status, the buyer demand, and the competitive dynamics that determine what your unit is worth and how fast it will sell.

## ● **Top 1% of Seattle Agents**

Consistently ranked in the top percentile of all Seattle-area real estate professionals by transaction volume and client satisfaction.

## ● **Compass Real Estate**

The #1 brokerage in the United States by sales volume. Compass provides a technology-forward platform with global reach and luxury market expertise.

## ● **Forum XXII Member**

Compass's most exclusive tier, reserved for the firm's highest-performing agents nationwide. Membership by invitation only.

## ● **\$500M+ Career Volume**

Over two decades of closed transactions exclusively in the Seattle condo market, from studios to \$12.75 million penthouses.

## ● **Exclusive Condo Focus**

No houses. No suburbs. 100% of my practice is dedicated to Seattle condominiums — a level of specialization no other agent in the market offers.

## ● **Luxury Portfolio International**

Global syndication network connecting your listing to qualified buyers in 60+ countries through curated luxury marketing channels.

# How I Market Your Condo

---

Every listing gets a tailored marketing plan. Not a template. Not a checklist. A strategy built around your specific property, building, and buyer audience.

1

## Positioning Before Promotion

Your property is framed as an asset, not a listing. Before any marketing begins, we establish a clear narrative: the architecture, the provenance, the lifestyle, and who it's for. Pricing is strategic and anchored to positioning, not comps alone. On-market vs. off-market decisions are made early.

2

## Elevated Visual Storytelling

Editorial-level photography — magazine quality, not MLS snapshots. Cinematic video with pacing, music, and intention. 360° walkthrough tours. Drone used sparingly and purposefully. Twilight and lifestyle moments. Clean architectural floor plans.

3

## Distribution Matching the Asset

Targeted exposure on Zillow, Redfin, and Realtor.com — but never reliant on portals alone. Heavy private networks and direct agent outreach. Luxury Portfolio International and Compass global syndication. Strategic email to a curated high-net-worth database.

4

## Social as Media, Not Marketing

Instagram as a primary stage. Content that feels like a feature story, not a sales pitch. Short-form video optimized for reach and shareability. My personal brand is part of your listing's story.

## THE MARKETING PLAN (CONTINUED)

5

### Direct Buyer Strategy

Identify likely buyers before launch. One-to-one agent outreach to the agents who represent active condo buyers. Leverage relocation channels, wealth managers, and attorneys. Quiet showings for pre-qualified buyers who are already in the market.

6

### Experience Over Open Houses

Private showings by appointment only. Curated, small-scale, themed events rather than traditional open houses. Broker previews designed to create advocates, not tourists. Every touchpoint is controlled to shape perception.

7

### Scarcity & Perception Management

Tight showing windows. Feedback interpreted strategically, not reactively. Adjustments are deliberate and planned. Everything is designed to protect your listing from becoming stale inventory.

8

### Global & Cross-Market Reach

Active marketing to feeder markets: California, New York, and international buyers. Time-zone-aware marketing drops. Multi-currency and globally-friendly presentation materials for cross-border buyers.

9

### Follow-Through That Closes

High-touch communication with serious buyers. Objections anticipated and addressed before they surface. Strong command of deal structure — not just price. Momentum managed carefully from offer through closing.

*"Every property is different. This framework is adapted to your specific unit, building, and market conditions. No two marketing plans are the same."*

PROVEN RESULTS

# Recent Seller Outcomes

## 1521 Penthouse — Downtown Seattle

**\$5,950,000**

\$2,142/sqft | Sold in 88 days (luxury penthouses typically 9–12 months)

*Jeff represented both buyer and seller. Highest private rooftop in Seattle at 440 feet.*

## Madison Tower Penthouses — Downtown Seattle

**\$9,595,736**

Two penthouse sales combined | Top 5 highest-priced condos ever sold downtown

*The next agent sold the same unit five years later for \$1.25M LESS than Jeff achieved.*

## 2607 Western Ave — Belltown

**\$1,425,000**

\$954/sqft vs \$742 median | Sold in 38 days vs 120-day market median

*Beat 3 competing brokers who pitched lower prices. Schultz Miller luxury redesign.*

## 910 Lenora St — South Lake Union

**\$915,000**

Sold above asking | Multiple offers in 6 days | Market median: 38 days

*Sold 60% above building median sale price. Instagram virality strategy drove visibility.*

## The Regata — Wallingford

**\$850,000**

Sold above asking | Multiple offers in 8 days | Active special assessment

*Dual-pricing strategy (furnished/unfurnished). Seattle median was \$645,000.*

# From Strategy to Sold

---

Every successful condo sale follows a disciplined process. Here is exactly what to expect when you work with Jeff, from initial consultation through closing day.

1

## Building-Level Market Assessment

Before we discuss price, I assess your building's current competitive position: how many active listings exist, what has sold recently, what's pending, the state of the HOA reserves, and any factors — assessments, litigation, rental caps — that could affect buyer confidence or lender approval. This is the foundation.

2

## Strategic Pricing & Positioning

I price based on building-specific comparable sales, not neighborhood averages. Floor, view corridor, exposure, layout, parking, storage, and finishes all factor in. The goal is a price that generates strong buyer interest in the first two weeks, when visibility and urgency are at their peak.

3

## Condo-Specific Marketing

Professional photography optimized for condo interiors — lighting, angles, and staging that highlight space and views. Floor plan documentation. Building amenity highlights. A pre-assembled building information package for buyer agents covering HOA financials, reserves, and policies. This removes friction and positions your listing as professionally represented.

4

## Negotiation & Close Management

Condo closings have more moving parts than house sales: lender building approval, resale certificates, HOA disclosures, and inspection contingencies unique to condos. I evaluate every offer beyond just price — financing type, contingency timelines, and the buyer agent's condo experience all affect closing probability.

## WHAT SELLERS SAY



5.0 out of 5 | 72 Reviews on Google & Zillow

“

*As someone who works in real estate, Jeff is a top 1% agent. When it came time to sell my home, I received a handful of referrals, met with over 10 other agents, and was most impressed by Jeff. He was thoughtful and strategic about my condo, ultimately selling my property for above asking, above every agent's estimate, and above my own expectations.*

**Eugene Cheng**

Seller | Downtown Seattle | 2022

“

*Jeff helped me sell my Olive 8 unit and buy at the Four Seasons Residences. He understands the luxury condo market in Seattle better than anyone I have worked with. His building-level knowledge made both transactions feel effortless.*

**Catherine Marlowe**

Buyer & Seller | Olive 8 to Four Seasons | 2025

“

*Fantastic experience selling our Belltown condo with Jeff. His marketing was key to getting a full price offer. We sold our condo in 25 days! The average 2 bedroom condo in the Downtown market is taking 120 days! Cannot recommend more strongly.*

**Carey Butler**

Seller | Belltown | 2024

“

*Jeff helped us sell our unit at Insignia in a slow market. His pricing strategy was spot-on and he positioned the listing to highlight the building's strengths. We had an accepted offer in under three weeks while comparable units sat for months.*

**Tom & Lisa Ericsson**

Seller | Insignia, Belltown | 2023

NEXT STEPS

# Ready to Talk Strategy?

---

Schedule a complimentary listing consultation. I'll provide a building-specific market assessment and recommended pricing strategy — no obligation, no pressure.

## Jeff Reynolds

Seattle Condo Specialist | Compass Real Estate

**206-794-1118**

Phone

**jeff.reynolds@compass.com**

Email

**jeffreynoldsseattle.com**

Website

**calendly.com/jeff-reynolds-seattle**

Book a Call

*No houses. No suburbs. Just Seattle condos — for over 20 years.*