



LISTING & MARKETING YOUR HOME

[McNamerHomes.com/Luxury](https://McNamerHomes.com/Luxury)  
(253) 442-3322



Windermere Real Estate's

# Luxury Services

---

Windermere's luxury services elevate your home's exposure locally, globally, and internationally through high-end marketing, advanced technology, and an extensive network. Paired with deep local expertise and trusted connections, refined visuals and targeted digital strategies ensure your property is presented with sophistication—maximizing visibility and positioning it among the most sought-after homes on the market.



More than two decades ago, Windermere pioneered luxury real estate by creating the **Premier Properties** program, tailored to the unique needs of our clients in the high-end market. Today we have refined this program to achieve maximum exposure among qualified buyers and to efficiently sell luxury properties through a combination of specialized marketing and advertising opportunities.



**W Collection** by Windermere is an elevated marketing program tailored to the needs of our ultra-luxury clients. Combining the strength of one of the West Coast's luxury real estate leaders with the reach of our global network, W Collection showcases truly distinctive homes using signature marketing resources.





Global Connections

# Luxury Portfolio

**LP** LUXURY PORTFOLIO INTERNATIONAL®

*Leading* REAL ESTATE COMPANIES OF THE WORLD®

Luxury Portfolio represents the luxury division of Leading Real Estate Companies of the World™—the largest invitation-only global network of distinguished, independently branded brokerages, including Windermere Real Estate. Through this affiliation, your home is showcased on LuxuryPortfolio.com, the world’s most extensive collection of properties priced at \$1 million and above, connecting your listing with discerning buyers worldwide.

**AWARD-WINNING WEBSITE**

**TARGETED TO HIGH-NET-WORTH INDIVIDUALS**

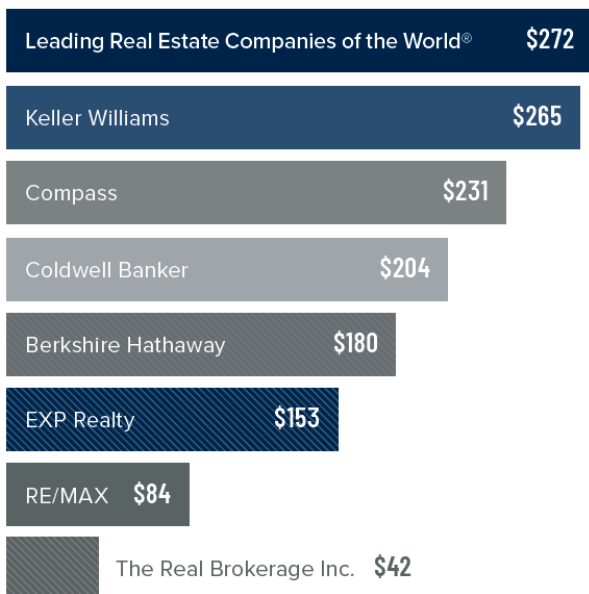
**9 LANGUAGES AND 60+ CURRENCIES**

**LPI RUNS AGGRESSIVE PRINT AND DIGITAL CAMPAIGNS, TARGETING AFFLUENT CONSUMERS AROUND THE WORLD TO DRIVE TRAFFIC TO LUXURYPORTFOLIO.COM**

**70+ COUNTRIES / 550 COMPANIES / 4,800 OFFICES / 135,000 ASSOCIATES**

## 2024 U.S. HOME SALES VOLUME

*Volume shown in billions of dollars*



The information set forth in the chart is sourced from REAL Trends Top 500 for 2024, realtrends.com. Neither LeadingRE nor its member companies are responsible for the accuracy of third-party data presented herein.

**Premier**  
PROPERTIES



Premier Properties™ Program

# Global Exposure

In partnership with Luxury Portfolio and Juwai, Premier Properties receive unparalleled global exposure. Your home is thoughtfully showcased across prestigious international platforms, connecting it with qualified buyers worldwide—many of whom would not otherwise have access to these exclusive listings.

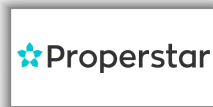
## LEADING RE



Global Network of Top Independent Brokerages



Global Luxury Real Estate Network



International Real Estate Platform



Global Luxury Marketplace



Asian Real Estate Marketplace



Luxury Real Estate Listing Platform



Chinese Messaging & Lifestyle App



International News Organization

## LUXURY LISTING UPDATE NEWSLETTER

In addition to national and global online exposure, Windermere takes a highly targeted local approach by connecting directly with luxury real estate experts. All Premier Properties are automatically featured in the Luxury Listing Update—a curated newsletter distributed every other Thursday to Windermere agents and owners who actively work in, or have expressed interest in, the luxury market.

► **Newsletter is sent out to 1,500+ Windermere agents and owners**





Windermere Luxury

# Online Marketing



Online marketing plays a vital role in the successful sale of your home. When you list with me, your property is supported by a strategic digital marketing approach designed to elevate visibility, reach qualified buyers, and achieve a timely sale at the strongest possible value.

## **WINDERMERE.COM**

Windermere.com features every listing within the MLS, offering an elegant platform to showcase your home while providing buyers a seamless way to explore properties that align with their preferences and lifestyle.

- ▶ **On average 1 million monthly visits**
- ▶ **On average 80% of site viewers are buyers**
- ▶ **60% of users are buyers on mobile devices - Windermere.com goes anywhere they go**
- ▶ **Also posted on WindermerePremier.com**

## **WBYWINDERMERE.COM & SOCIAL MEDIA**

The *WbyWindermere* website is a curated destination for extraordinary real estate, showcasing The W Collection—a portfolio of truly distinctive ultra-luxury homes. Visitors can explore exceptional listings, all thoughtfully presented to reflect the highest standards in the luxury real estate market.

- ▶ **In addition, your W Collection listing will receive a spotlight post on the W Collection social media pages, *W Collection* (Facebook) and *WbyWindermere* (Instagram), with a joint following of 4,500+ agents & consumers.**





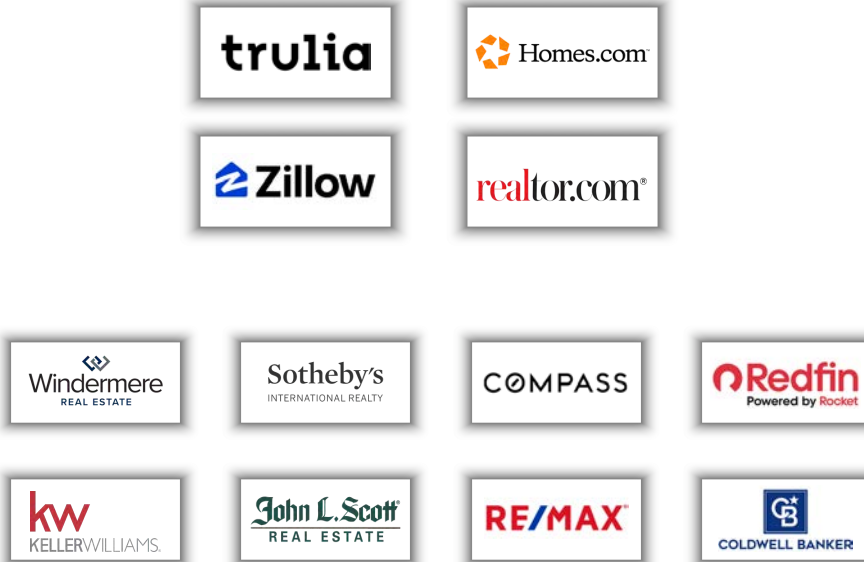
Premier Properties™ Program

# Online Syndication

Through expansive online syndication originating from your home's listing on the NWMLS, your property is broadcast across the most trusted and influential real estate websites, including premier brokerage platforms. This national reach amplifies visibility well beyond the local market, connecting your home with qualified buyers across the country.

## NWMLS

Windermere REAL ESTATE



Beyond broad online exposure, targeted digital campaigns and select national and global publications may be used to further elevate your property's reach.



# McNamer Homes Team Marketing Plan



## 1 Video/3D Video Tours



## 2 Paid, Targeted Online Advertising



## 3 Internet

Listed on hundred of websites



## 4 Grass Roots

- Direct mail - Just listed postcards
- Home brochure and permaflyer
- Professional custom flyers
- Direct email marketing to brokers statewide



## 5 Social Media





# Getting Your Home Ready with Windermere Ready

Through the Windermere Ready program, we offer upfront funding for strategic home enhancements and white-glove concierge services designed to elevate your property's market presence. From curated decluttering and professional deep cleaning to high-impact repairs or replacements, we thoughtfully prepare your home to attract discerning buyers and maximize its selling potential.

**CONCIERGE-LEVEL SERVICE**

**SIMPLE, SPEEDY APPLICATION PROCESS**

**QUICK FUNDING**

**NO PAYMENTS DUE BEFORE CLOSING**

The Windermere Ready program offers two thoughtfully designed options to fund strategic home upgrades, helping you maximize value before your home hits the market.

**Upgrade work up to \$50,000 is serviced through Notable. Notable offers an unsecured line of credit with flexibility to use via a Windermere Ready branded debit card. Funds are repaid upon the close of the home.** ◀◀

**Upgrade work \$50,001 and up to \$100,000 is serviced through Move Forward Financial. Move Forward offers a secured loan with a quick application process and a 6-month term. Funds are repaid upon the close of the home.** ◀◀



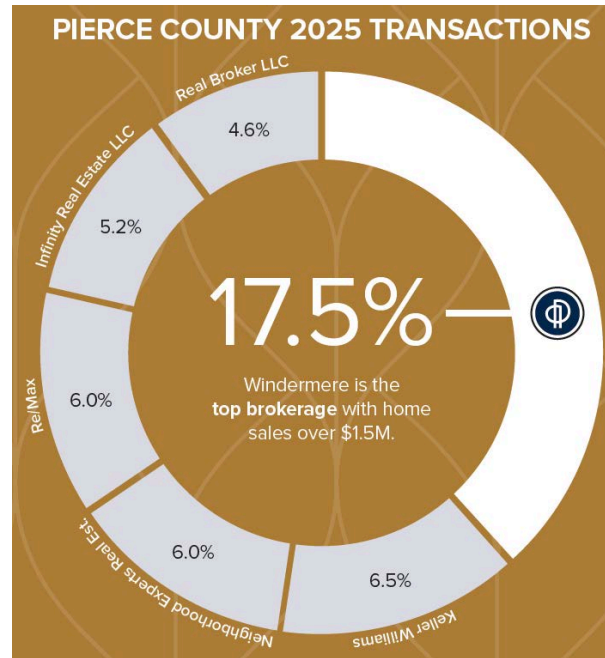


We Are the Experts

# Why Windermere



## LUXURY MARKET SHARE & STATS



PIERCE COUNTY REAL ESTATE STATS FROM THE NWMLS, 2025

**\$2.5B**  
TOTAL COMBINED REAL ESTATE SALES

**7.3**  
AVERAGE NUMBER OF LUXURY HOME SALES PER AGENT (COMPARED TO THE NWMLS AGENT AVERAGE OF 3.2)

**4745**  
TOTAL COMBINED TRANSACTIONS

## STANDARDS OF PRACTICE

The Windermere Standards of Practice embody our commitment to the highest standard of service to our clients while providing a framework for our professional agents.

- » **Voluntary guidelines and expectations, not laws or rules**
- » **Emphasizes personal responsibility, respect, trust and clarity**
- » **Has guided Windermere since the company's inception**





# McNamer Homes Team

Steve McNamer & Jill Jackson, Luxury Advisors

*"Exceptional homes deserve exceptional representation."*

## Premier Luxury

\$149M+  
TOTAL SALES

13.5  
COMBINED YEARS  
IN REAL ESTATE

462  
UNITS SOLD

100%  
SP%LP

### LISTING TEAM



**CHRISTINA RAU**  
Transaction Coordinator



**KARINA HAASETH**  
Marketing Manager



**JOSH HUMMEL**  
Branch MANAGER



# Testimonials

WHAT OUR CLIENTS ARE SAYING



“Steve and his team totally took charge of keeping the home selling process moving. Any concerns I had were immediately addressed; step by step, they walked me through what to expect. Through Steve’s direction with the home clearing team member to the staging group and video/photo team member, the home sold itself. I believe this team’s outstanding knowledge and dedication are what got us our full offer price.”

- Sandra & James H.



“As a first time home seller, I was thrilled with the level of excellence provided... Communication is key when going through this process and all my questions and concerns were answered promptly and efficiently. It’s apparent that Steve is passionate about what he does, and as a result, it made the realty experience not only easy but also enjoyable in otherwise stressful environment. I highly recommend him to anyone who is buying or selling in the market.”

- Shannon M.



“Steve is among the best real estate professionals I have ever worked with. The listing process with him was smooth and easy. His photographer is outstanding! Not only are the photographs well done, but the 3D video tour is simply amazing! We have been beyond happy with Steve! We will definitely use Steve for all of our real estate needs in the future. There are many good agents out there, but I would rank Steve as a local expert. If you hire him, you will get top dollar for your home.”

- Jaimee K.



**STEVE MCNAMER & JILL JACKSON, REALTORS® & LUXURY ADVISORS**  
(253) 442-3322 • [mcnamerteam@windermere.com](mailto:mcnamerteam@windermere.com)