



RHETT CROW

LAKE CHELAN | REAL ESTATE



A Letter From Rhett

“

Hi, I'm Rhett Crow, Managing Broker of Windermere Lake Chelan Downtown. Here's a little bit about me.

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Real estate is my passion. For the past 10 years in a row, I've been the #1 ranked real estate broker (by sales volume) in the Lake Chelan Valley. And, although I feel very fortunate and blessed, I'll also be the first to admit that it's a lot of hard work. There are no successful gimmicks when it comes to real estate. You simply get out what you put into it.

To date, I've sold over \$400,000,000 worth of real estate, and it's because of one simple reason. I work full-time, all the time, for people like you. My clients know they can always reach me at my office, by cell phone, or through e-mail. I'm dedicated to providing the highest possible level of service and making your real estate experience an easy and enjoyable one.

I specialize in knowing the local market inside and out, and will price your home competitively and promote it effectively using the latest marketing tactics and my large database of potential buyers, contacts, and previous clients. Superior networking and my local reputation enables me to sell your home in the shortest amount of time for the highest return.

As your Realtor, I will handle the complexities of the transaction documents, inspections, escrow, marketing and the important art of skilled negotiation, so you can enjoy the peace of mind that the sale of your home will be smooth and efficient.

Thank you for the opportunity and partnership! I look forward to working with you.

Phatt Croe





RANKED #1 REALTOR IN THE CHELAN VALLEY 10 YEARS IN A ROW

Top Producer 10
Consecutive Years

Over 750+ Units Sold

Over \$400,000,000
in Real Estate Sales



SALES IN 2020

150+ Units Sold | \$80 Million in Sales

SALES IN 2019

100+ Units Sold | \$55 Million in Sales



SALES IN 2018

80+ Units Sold | \$50 Million in Sales

SALES IN 2017

100+ Units Sold | \$45 Million in Sales



Rhett Crow: Powerhouse Agent

Lake Chelan's Top Realtor

by Guy Evans

I share an office with a powerhouse: top real estate broker in Eastern Washington; six-foot five 'heavy' at the local gym. Rhett Crow's story is inspiring. His perspectives on our valley's future insightful.

The Makings of a Powerhouse:

At 32, success has come early to Rhett Crow. But the elements of his success—discipline and focus—are not new. Whether in real estate, golf, or lifting weights, Rhett's drive to succeed springs from a healthy competitive spirit cultivated at an early age.

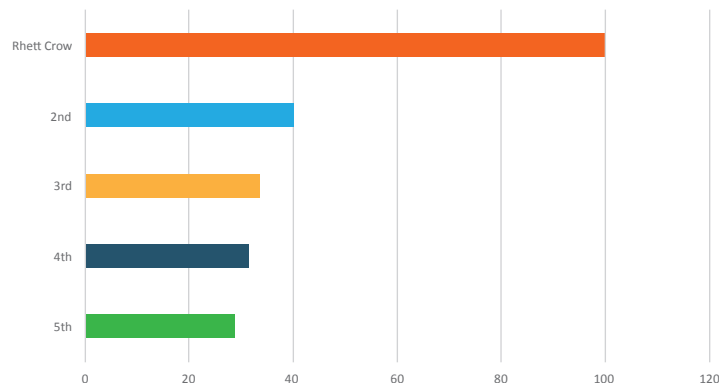
"My wife calls real estate my new sport", Rhett says with a smile. "And that's very accurate."

And Rhett has been helped along the way by aptitude. With an encyclopedic knowledge of local inventory, Rhett rattles off data about home sales like a computer.

But it is his genuine ethic of caring for the customer that has led to sustained success. Locals swear by Rhett, and this allegiance has catapulted his business to stratospheric heights.

Consider these stats as evidence: Rhett has sold over \$100M in real estate in the last three years. His nearest competitor in the Lake Chelan area sold less than half at \$40M. Translate these numbers into transactions and the numbers are no less jaw dropping. Rhett closed nearly 250 'sides' from 2015 to 2017 YTD. The next agent did 157 sides. All of this, until recently, without an assistant.

Top 5 Lake Chelan Agents 2015-2017
by Sales Volume (\$ Millions)



Bird's Eye View

So what does the valley look like from such heights? I asked Rhett about his favorite neighborhoods surrounding Lake Chelan. His answers center around two related themes: uniqueness and good design.

Hawks Meadow: With 49 twenty-acre home sites located on the south shore, Hawks Meadow offers open space, lake views, and a convenient location. “I look at this neighborhood like waterfront.”, says Rhett. “There is only so much waterfront, and there are only so many twenty-acre view lots in the valley.”

Clos Chevalle: Across the state highway lies another gated community featuring working agricultural lands. Sixty half-acre home sites nestle among over a hundred acres of wine grapes in a producing vineyard. The roads, trails, and parks naturally hug the contours of the land. “Clos Chevalle is not cookie-cutter”, Rhett says. “There is a lot of character throughout.”

Chelan Hills: Finally, Rhett mentions Lake Chelan Hills, one of the oldest and most popular developments in Lake Chelan. With unique road names, curving roads, and community waterfront, the design was ahead of its time. And the price-point is still approachable, with homes starting in the \$250,000 range.

Lake Chelan in Ten Years – A Look Ahead

Rhett holds strong confidence in the future of the Lake Chelan real estate market. “We are on the cusp of something great”, he reports. “I still think we are incredibly undervalued.” The sustained boom in Seattle real estate makes Lake Chelan look very attractive as an affordable get-away town. “Relative to the value and what this place is”, Rhett says, “Lake Chelan is very inexpensive.”

Rhett offers two specific predictions about up and coming high value areas around the lake:

Waterfront – Being anywhere on the lake has always been high value. But increasingly the “Gold Coast” stretching from Pat & Mikes to Karma Vineyards on the south shore drives top dollars. The reason? Convenient location, quiet road, and the ability to do vacation rentals.

View Property – Many first time buyers are attracted to the sun and lake access of the north shore. But a good number migrate to the south shore after finding the sun a bit too intense. The south shore from Karma Vineyards to downtown will be a new prime area with its cohesive blend of vineyards and views.

Final Thoughts

Rhett entered the chapter of fatherhood in 2016, and this has only amplified his love of the Lake Chelan Valley. “This is a great place to raise a family”, he says, “And I’m looking forward to the next decade. I can’t wait!”





Rhett's Proven Process

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*Selling your home can be a stressful process when it's not done right.
My goal is to save you time, money, and sanity.*

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The Foundation

In-person meeting, Consultation,
Home pricing discussion.



The Homework

Extensive research, Home
description, Professional
photography.



Marketing

Website, Broker Tour, Networking,
NWMLS, Zillow, and Social Media.

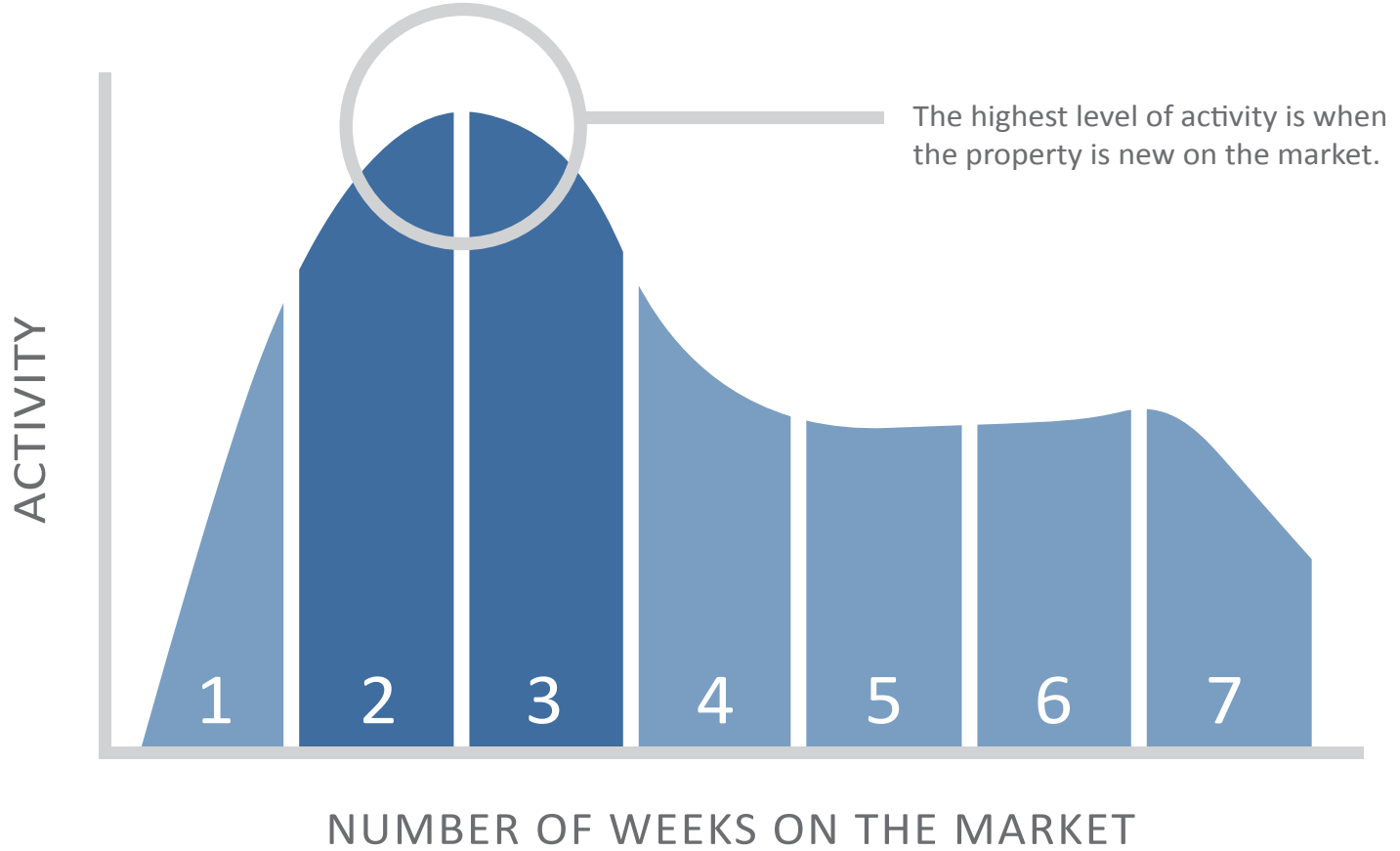


Pricing Your Home

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*Pricing your home properly is absolutely critical to your success as a seller.
Buyer interest is highest during the first month, and if your home is priced properly it will
sell quickly for the highest price. Knowledge of the local market is crucial.
...That's where I come in.*

”



Professional Photography



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First impressions matter. No matter the price of your home, professional photos, drone photography, and virtual tours will get your home sold faster and for a better price every time. That's why I partner with the best real estate photographers in the business.

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Staging

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For some of our clients we suggest staging. Proper staging and home preparation is more crucial than you might think, and our years of experience tell us most homes can benefit from some professional staging assistance. We all know your home is great. Let us help you make it extraordinary.

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Developments & New Construction



From new home construction, land acquisition to land development, commercial property to recreational property, Windermere's team of seasoned professionals are here to help our clients achieve their real estate goals.





FALL 2018

Windermere Lake Chelan/Downtown

Real Estate Buyer's Guide



Cover Home Presented By
RHETT CROW
(509) 714-7118
See Page 3 for Details

 **Windermere**
REAL ESTATE

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Buyers Guides & Flyers

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*Buyers guides have been around for a long time for one reason... because they work.
I'll use print materials and my high-traffic Windermere Downtown office to sell
your home faster.*

”

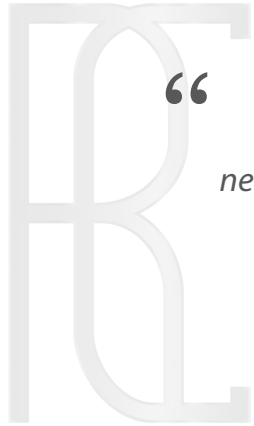


Broker Tours

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Whoever said “It’s not what you know, but who you know” was right. Good networking is a huge part of getting your home sold fast. I’ll organize broker tours and utilize my extensive network of other Realtors to find you a buyer.

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Exclusive Showings



Waterfront Showings by Boat & Facetime Showings

Spot your perfect property from the best possible seat- right from the Lake! Rhett specializes in waterfront homes and is now offering boat tours of available properties. If you can't make the drive into town, Rhett also offers real-time property tours via FaceTime.

Call to Schedule a showing!

*Preapproved buyers, weather permitting.





Northwest Multiple Listing Service

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The Northwest Multiple Listing Service (NWMLS) is one of the largest listing services in the country. It provides access to 25,000 real estate brokers and reaches many essential online real estate sites such as Zillow and Trulia.

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REDFIN

 **Zillow®**

 **trulia**

 **HomeFinder**
.com

realtor.com®





Website & Online Marketing

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Your property will be featured on my custom-designed and highly-optimized website located at RhettCrow.com. Your home will also be featured on the main Windermere Lake Chelan website as well as other popular websites and channels such as Zillow, Facebook, and Instagram.

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Testimonials



My comments of Rhett include his assistant Megan. What a team, starting with the most important criteria, honesty. Coupled with their experience, understanding for the needs of their clients, and the proper motivation to serve their customer, earns them the highest recommendation possible.

Bob & Linda



I would definitely use Rhett again without hesitation. Obviously, this guy knows the Chelan area inside and out. He did a solid job negotiating and knowing where to push for us. He is extremely responsive in all matters. Smart, professional, easy to deal with. Great guy as well.

bbritto



Rhett is unreal good. Great service before and after the sale. Can't recommend more highly. He fairly represents both buyer and sellers. The numbers speak for themselves. If you want to buy or sell a home in Chelan he's the guy you want representing you. We're certainly glad we did. He put us in the home of our dreams!

Miker51



We have used Rhett on two different transactions. We purchased property in August of 2015 and again in January of 2017. I have relied on Rhett for his knowledge of the area, as we're not from there, and what is a "fair" value. Rhett is responsive and has faithfully represented me on both occasions. I have and will recommend Rhett to family and friends as the "guy to use" as I trust he will provide them the same service.

tmccann23



Rhett is without a doubt the best realtor in Chelan. He sold our house in days at our price and completely took the hassle out of the entire experience. His interview was an excellent example of how to give the facts on the market and the possibilities, and his prediction was right on. After a year with another realtor, his quick sale made our day and I highly recommend him.

Airseapcpt



Rhett and his team are impeccable! We would recommend Rhett to anyone looking to buy or sell. His knowledge of the market and instincts related to the local climate made our experience flawless. He answered all of our questions in detail with supporting data and made sure to draw our attention to all areas for a complete and solid transaction. Thank you so much Rhett!

davalynn14



Rhett Crow is a consummate professional with a seemingly forward insight on how to get things done. I would recommend Rhett to any prospective seller or buyer, as he has represented us in both ways.

user94081162



Rhett was respectful, responsive and a man of his word. If he said he was going to do something he did it. He communicated very well throughout the process and was always available to answer questions or concerns. A couple unexpected events cropped up in our purchase and Rhett went above and beyond in resolving the issues. He was amazing and we were extremely pleased to have used him as our agent. I would highly recommend his trustworthy guidance throughout the buying and selling process.

Zuser20





Windermere Lake Chelan Downtown

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As Managing Broker of Windermere Lake Chelan Downtown, my office is the perfect location for displaying your home to foot traffic and potential buyers.

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Megan Benson

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“Megan, a third generation Lake Chelan Native, has 15 years of diverse experience in Title and Escrow, Marketing and Sales. Megan managed the First American Title branch working closely with every aspect of the Real Estate transactions. While her industry experience is broad, her focus is always on the customer and their experience. She focuses on the day-to-day operations, ensuring to provide the highest level service to every client. Her deep understanding of the transaction, the local Real Estate market, organizational skills, and her consistent customer service benefits each and every one of our clients.

Megan is a licensed Managing Broker and earned a Bachelor of Arts from Western Washington University.

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MEGAN BENSON
DIRECTOR OF OPERATIONS
& BROKER
MANAGING BROKERS LICENSE

Megan@RhettCrow.com
509.679.6845

Josh Collins

“ As a Licensed Broker and Rhett Crow’s Exclusive Photographer, Josh can adapt to all of our clients’ Real Estate needs. Shortly after graduating with an IT degree, he became a Licensed Real Estate Broker in Lake Chelan and is currently the IT Manager for Windermere Vacation Rentals. Josh is not new to the industry, and being a Lake Chelan native, his local knowledge combined with his passion for photography is a perfect match. His love for photography started in his late teens and most recently with his numerous yearly vacations abroad mostly in South East Asia and Central America. Josh is communicative, thorough and gets the job done. Josh is a Licensed Broker and earned an AAIT Networking degree at University of Phoenix. ”



JOSH COLLINS
LICENSED ASSISTANT &
EXCLUSIVE PHOTOGRAPHER
BROKERS LICENSE

Josh@RhettCrow.com
509.670.2243

Rhett's Commitment To You



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*My business was founded on trust, integrity,
and an unwavering commitment to 100% customer satisfaction.
No exceptions.*

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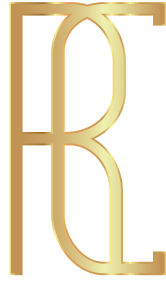
From the beginning, I based my business on personalized service and a dedication to making my clients happy. That will never change, and I'm proud to say that the majority of my listings come from repeat customers and referrals.

I proudly stand behind my level of service and confidently promise my clients 100% customer satisfaction.

Who you work with matters.

Warmest regards,

Phyllis Cox



LAKE CHELAN | REAL ESTATE



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