





# To say that we're customer-obsessed would be an understatement.

You came looking for a game changer? Well, you found one. Buying or selling a home is a complex, sophisticated and often deeply personal endeavor. As our client, you deserve the full service and attention that only a team of experts can consistently provide.

Our track record, dynamic approach to marketing and significant experience in contract negotiations are three of the main reasons clients like having us by their side. We promise to deliver straightforward and constant communication, collaboration, and have a clear focus on always doing the right thing. By staying true to these core values, we have earned the trust, commitment and repeat business of our clients.

We will work tirelessly to ensure a smooth, skilled and stress-free transaction for you. From the moment you contact us, you will be greeted with market knowledge and polished professionalism.



## Integrity.

We eat, live and breathe transparency. We treat your personal information with the utmost care and privacy, communicating with you directly and honestly and making sure we remain utterly worthy of your trust from start to finish.

## Experience.

With our extensive market knowledge, unmatched devotion to our clients and deep desire to understand you on a personal level, your time with us will be like nothing you've ever experienced before.

## Commitment.

With our all-hands-on-deck approach, we're ready to go the extra mile for you. We are literally waiting by the phone to answer your call/text/email and will get back to you lightning fast with top-notch communication. You're our top priority.

# OUR TEAM

Between the two of us,  
we've got you covered.



## HARRIS

**Laura has blazed her own trail in real estate, combining creative marketing strategies with an eye for design and presentation to best showcase your property. Laura is the one who will stop at nothing to understand your vision and goals. She is passionate about meeting people, building community, and helping our clients find their place at the lake.**

Laura grew up in Seattle and has loved vacationing in Chelan since she was little. She graduated from the University of Washington where she studied Art & Design and spent the next several years working for a real estate development company and volunteering on the boards of several arts organizations including ArtsFund, PONCHO, and the Henry Art Gallery.

Laura and her family moved to Chelan full-time in 2014 when she joined the team at The Lookout at Lake Chelan, guiding real estate sales, events and marketing. In 2015, she became the Director of Real Estate Sales; amassing over 100 home sales (\$91 million in value) making her one of the top producers in the Chelan valley.



## GASPER

**John is your guy for all things business and execution. With his extensive experience in operations, marketing, valuation, contract negotiations, financing and deal structure; he will make sure all your bases are covered. He will create and execute the strategic plan to sell your home or help find your dream home.**

John and his family moved to Chelan in 2005 when they repatriated back to the US from Tokyo where he was Director of Asset Management with Goldman Sachs overseeing operations of their golf-hospitality investment platform. John's team acquired and managed 100+ golf/hotel/resort assets located throughout Japan.

Upon moving to Chelan, John founded Abbey Street Capital, a privately-held real estate investment firm headquartered in Santa Barbara. Prior to joining Windermere, John was the General Manager at the Lookout at Lake Chelan where he oversaw all development, sales and resort activities. John is a graduate of The Ohio State University earning Bachelor's and Master's Degrees.

# OUR PEOPLE

We love our clients,  
and they love us back!



## “WE ARE TRULY THANKFUL”

“We are new to the area and a co-worker referred us to John and Laura after having a great experience with them while purchasing their new home. Not only was this real estate team professional, timely, and easy to communicate with, but they played with our three little ones while we looked through a house multiple times the first day the property hit the market. Every step of the way they were in touch with us and negotiated well and respectfully with the seller.

The attention to detail hasn't stopped since closing on our house, and they even showed up recently with a gift basket full of presents for the kids, dog, and parents. We are truly thankful, and would highly recommend John and Laura for any real estate transactions! They were great to work with.”

**SCOTT + STEPHANIE GRANGER**



## “THEY WERE FANTASTIC”

“We could not have asked for a better partner than John and Laura as we pursued our dream to own a home in Chelan. Negotiating from afar can be stressful, but they were responsive, communicative, always upbeat, and their expertise in real estate and the Chelan area was invaluable. We had to extend closing more than once due to issues with our lender and John was fantastic - never made us feel bad about it, but was always on top of everything and represented us well with the seller's agent. We would absolutely work with them again.”

**SILAS + TRISHA MARSHALL**



## “WE WOULD HIGHLY RECOMMEND”

“John and Laura were super helpful and great to work with. As buyers from out of town, it was extremely helpful that they were so knowledgeable and had a number of contacts that could quickly help us locally. John was always available to answer our questions and assist us throughout the process. We would highly recommend HARRIS + GASPER for anyone looking to purchase a home in the Chelan area.”

**JOE + KIM MCCALLUM**

# STORY TIME

Who doesn't love a story with a happy ending?



①

## 264 Porcupine Ln.

Our clients had their hearts set on a west-facing homesite with epic views of Lake Chelan on which to build a custom home, but such a property was not available on the market. We connected with the owner and made this stunning homesite an option for our clients with a timely closing and resources to explore their build ideas.

## STORY TIME

Who doesn't love a story with a happy ending?



②

## 108 Jackrabbit Ln.

After two unsuccessful attempts on the market, we were engaged by the Seller for the listing and were able to provide a comprehensive market analysis of the property. We set precision pricing that resulted in the home going under contract within 7 days and closing in just 45 days.

③

## 455 Mackinaw Ln.

With a clear vision of their wish list for a home at Lake Chelan, but nothing on the market, we helped our clients secure this park-front homesite and design and build a custom home that would accommodate their crew of family and friends for years to come.

## STORY TIME

Who doesn't love a story with a happy ending?



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## 188 Bobcat Ln.

With their timeline set a year out and their eye on a specific homesite, we were able to structure an offer to secure the property and support the design and build process to create a home that performed as a vacation rental property, fitting their vision for an investment and serving as their second home.



5

## 298 Bobcat Ln.

Our clients wanted to build a custom home for their family with classic architecture and a wrap-around porch with views of the lake. We were able to support them through the architecture design process as well as provide resources for customizing their interior finishes to bring their vision to life.

# SELLING YOUR HOME

It's no secret that clients have a number of options to choose from when deciding on who they will allow to sell their home. It often boils down to several factors. Who can sell the fastest, at the highest price, with the least amount of hassle. We provide unparalleled presentation and marketing of your home, a database of thousands of potential buyers, tenacious negotiation and proven results to close your transaction with efficiency and skill.



## We want to get to know you.

First, we have an in-person meeting to tour your home, learn about you and understand your goals. **We ask a lot of questions and do a lot of listening.**

### LET'S TALK PRICING

Precision pricing is critical as buyer activity is highest during the first few weeks a property is on the market. What makes Windermere unique is that we have revolutionized some of the industry's best pricing tools. Through expert implementation of the Comparative Marketing Analysis software, we can quickly and effectively set the right price your home.

### PREPARING YOUR HOME

The next step is capturing your home through visuals. We partner with the best photographers and videographers in the valley. Laura will stage your home and direct the shoots so that her vision of the home translates perfectly to potential buyers. Armed with photos and videos, we then compile a customized suite of marketing materials to best showcase your home.

### DIGITAL MARKETING

We will customize a marketing package unique to you to maximize exposure and interest in your home. In addition to traditional methods, our approach includes targeted digital advertising, email marketing, content marketing and personalized 1-to-1 outreach to our extensive database of potential buyers. We tell a story about your listing through the series of thoughtfully-designed emails to build excitement and enthusiasm for your home.

### FOLLOW UP MATTERS

We don't stop with just emailing. We will personally reach out to all the buyers who have shown interest in your home. We respond fast and turn engagement into offers.

### CONTRACT + CLOSING

We are tenacious negotiators, always keeping our client's best interest front and center. John will ensure that the closing process will be stress-free with frequent and effective communication; you'll know what to do and when to do it

# FINDING YOUR HOME

In today's highly competitive real estate market, a buyer must have an agent with quick execution, an acute sense of value, a high level of negotiation skills and an outstanding track record of securing the ideal home. That's us. We pride ourselves in understanding our client's goals and making things happen. Our team approach means our clients have both of us working on your behalf.



## We want to understand you.

We'll meet in-person to understand your vision and goals for buying a home.  
**We ask a lot of questions and do a lot of listening.**

### LET'S TALK FINANCES

We'll want to understand your price range and financing requirements. We have internal financing options and consultation at Windermere as well as relationships with local lenders. We often recommend getting pre-approved for a mortgage loan so we know that piece is secure. In a competitive market having this commitment makes for a strong offer.

### WE NEVER STOP

We are constantly monitoring the listing outlets and talking with our constituent agents about new homes on the market so we can let our clients know very quickly of homes that meet their criteria. This is critical in a fast-moving market as many homes go under contract within days of being on the market.

### CLOSING + BEYOND

We are your personal negotiation team, always keeping your needs at the top of our priority list. John will ensure that the closing process will be stress-free with frequent and effective communication and will be right there with you every step of the way. We'll also support you well after the close to make sure you get settled and have all the resources you need.

### THE RIGHT PRICING + NEGOTIATION STRATEGY

We know the market very well. Before writing an offer, we will perform a Competitive Market Analysis using Windermere's proprietary software to be sure the Seller's pricing is in-line with the current market conditions. We also know of potential demand for the home so we can develop an offer that helps you secure the opportunity. We have significant negotiating experience; John will guide you in this process to ensure you get the right terms, understanding that there are many important strategic factors to consider besides the price. This is where we really make a difference as we assist you in evaluating every important term of the contract to be sure we are looking out for your best interests.



# Meet our partner, Windermere.

In 1972, John Jacobi set out to change the real estate industry by putting relationships before sales quotas, with an emphasis on service to our clients and our community. Over 45 years later, this mission has helped grow Windermere into one of the largest independent real estate companies in the nation, with more than 300 offices and 6,000 agents throughout the Western U.S. and Mexico. While the real estate industry has changed substantially over the years, our core values of relationships, community, collaboration, and professionalism have remained central to how we do business, and will continue to do so for years to come.

**EXCEPTIONAL SERVICE**

**UNSURPASSED INTEGRITY**

**A STRICT CODE OF ETHICS**

**LOCALLY OWNED +  
OPERATED OFFICES**

**NEIGHBORHOOD KNOWLEDGE**

**MARKET EXPERTISE**

**PREMIUM TOOLS + SERVICES**

**GIVING BACK TO OUR COMMUNITIES**

## OUR RESOURCES

We have plenty of cool tools at our disposal, and we're really good at sharing.

### MoxiEngage

Our customer relationship management software manages transactions and is a tool to communicate with our large database of potential buyers. We use this in tandem with our campaign email automation software to send out marketing materials, market updates and happenings in the Lake Chelan real estate market.

### STATS + ECONOMICS

- Data USA
- Matthew Gardner Blog
- NAR Buyer/Seller Profile
- PEW Research
- WA Real Estate Excise Tax

### BUT WAIT, THERE'S MORE!

- Administrative support
- Dedicated marketing staff at Windermere
- Local marketing team on retainer
- Legal counsel on retainer
- Dedicated lending resources + consultants
- Windermere Living magazine
- Title/Escrow support
- MoxiWorks 24/7 support & training
- Downtown office location
- Buyers Guides/Flyers
- Zillow Premier Agent status

### MoxiPresent

MoxiPresent is an industry-leading real estate marketing platform. This software can be used to create branded listing presentations, neighborhood tours, open house invitations, market reports and comprehensive comparative marketing analyses.



## We love Chelan. A lot.

Lake Chelan is an exciting and growing community with a vast range of real estate ranging from resort-like neighborhoods to rural farm houses.

There is a sense of calmness as you enter the valley, you are on 'lake time' after-all. The community is inviting, where people can take the time to get know one another, and are never far from green, open spaces and fresh air. Chelan has four very distinct seasons and over 300 days of sunshine each year.

Lake Chelan is a great place to retire, raise a family, run a business and be part of a tightly knit community. Tourism, agriculture and wineries bring in over 2 million visitors a year. Lake Chelan is recognized for its world-famous apples, its lively wine scene and our 50.5 miles of crystal clear, glacier-fed lake.



## Let's get the ball rolling.

We're already crazy about you, so what's left besides getting started?  
**Call for a FREE market analysis**, no strings attached, and we'll be that much closer to helping you reach your goals.

### **LAURA HARRIS**

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### **SOCIAL BUTTERFLIES**

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