

# SELLER'S **GUIDE**



**IDAHO**   
**LIFE**  
REAL ESTATE

# Meet Idaho Life Real Estate

Independent real estate agents already know the challenges of working on their own, juggling the hundreds of varied tasks associated with each real estate transaction. That's why Idaho Life Real Estate hires only professional real estate advisors to manage the hundreds of details involved in every listing.

## Our Mission

Our Mission at Idaho Life Real Estate is to exceed our clients expectations through exceptional customer service by combining professional experience and integrity with cutting edge technology, and bold thinking.

To envision our goal at Idaho Life, think of the “Gold Standard” when it comes to your experience. Our agents will provide you with the most innovative and effective marketing with unparalleled personalized service. These services for our Buyers and Sellers are provided via the best training and coaching in the industry - based on the highest performance standards of any firm in the market - all offered through a professional team of specialists. Each team member has their unique area of specialty and all members are licensed, experienced, and highly qualified in the field of real estate. Our unique and common goal is to regularly and consistently exceed our customer and clients expectations by never losing sight of the fact that we are true fiduciaries. It is our honesty, loyalty, integrity, understanding, accountability, and creativity which sets us apart in the greater Boise residential real estate market.



# Home Seller Strategies to Get Top Dollar

How do you get your home sold for the most amount of money in the shortest time? You and your Realtor must create demand. It's that simple. At Idaho Life Real Estate, we specialize in full service premier marketing, sales tactics and strategies designed to create demand. In today's technology-driven market, if your Realtor is not marketing your home online to its fullest potential, you are missing most buyers.

Strategies to Create Demand	Idaho Life Listings	Average Realtor
<b>Pre-Sales Strategy</b>		
Utilize market knowledge in order to determine potential market value	✓	
Study comparables in order to forecast price for highest return on investment	✓	
Staging and decorating consultation available	✓	
Preview the competition	✓	
<b>Review the Sales Strategy</b>		
Implement sales process and procedures to manage incoming leads, conversions, contracts and closing	✓	
Receive, follow-up with and convert prospective leads using the team approach	✓	
<b>Lead Management Strategy</b>		
Systematically following up on every lead from every source every time (no lead left behind)	✓	
Automated action plans for every lead hit	✓	
Agent showing follow up systems and pre-scheduled calls	✓	
<b>Reporting Strategy</b>		
Weekly personal phone calls, texts or emails with showing feedback	✓	
Weekly reports incl. number of leads generated, number of calls, lead sources	✓	
Weekly Total Market Overview	✓	
<b>Marketing Strategy</b>		
Quality photos shot by a professional photographer	✓	
Identifiable and professional home buyers	✓	
Professionally designed and crafted marketing collateral	✓	
Exceptional reputation and identity within the real estate community	✓	
Utilize best of breed database technology to create a marketing strategy that creates consistent and systematic communication with buyer leads	✓	

# Internet Lead Generation Strategy

Idaho Life Website Network	Create an internet strategy designed to generate an inventory of buyer leads, to include postings on the following sites:	Idaho Life Listings	Average Realtor
• Multiple listing service (mls)		✓	✓
• Realtor.com		✓	✓
• Homes.com		✓	✓
• Trulia.com		✓	✓
• Zillow.com		✓	✓
• Wikirealty.com		✓	
• Realtytrac.com		✓	
• Homesandland.com		✓	
• Lakehomesusa.com		✓	
• Realtystore.com		✓	
• Thelandnetwork.com		✓	
• Agreatertown.com		✓	
• Amarki.com		✓	
• Backatyoumedia.com		✓	
• Breakthroughbroker.com		✓	
• Dreamhomelist.gom		✓	
• Foyer.com		✓	
• Goknock.com		✓	
• Home2.me		✓	
• Homespotter.com		✓	
• Homesteps.com		✓	
• Housesforsale.com		✓	
• Houses.net		✓	
• Idealestate.com		✓	
• Luxuryrealestate.com		✓	
• Nest.me		✓	
• Nestigator.com		✓	
• Propertiesonline.com		✓	
• Visualshows.com		✓	
• Ylopo.com		✓	



# Listing Plan of Action

## Professional Photography

We have a professional real estate photographer shoot the photographs for all of our listings. This allows us the opportunity to take great shots of your house for use in our professionally prepared brochures. Our photographer will make arrangements directly with you. Please remember that on the day of the photo shoot, the home must be ready! In addition, we always want to shoot the photos on a sunny day, so weather does have an affect on our timeframes.

## Detailed Color Brochures

We provide custom designed color flyers that are displayed near the For Sale sign in the front of your house which include photos of the property, as well as listing features and benefits. It generally takes 1 week to get the brochures to you; the time frame begins the day we are live in the Multiple Listing Service.

## Enter your home into the Multiple Listing Service

We enter all listings into the MLS before the weekend, so you can be ready for showings and Open Houses during the weekend. It takes 3-4 days from Professional Photography to upload 25-50 photographs and write the property description. The multiple listing service only allows 1,000 characters so we want to focus on the best features of your property, neighborhood, and lifestyle.

## Preparing your home for sale

We will assist you in preparing your house for staging. We will help you create a spacious open feel to highlight your home's best assets. We know you want to increase house value, and we will work together to assess your situation. House staging is the proven way to get top dollar for your house as you prepare it for sale. This is because staging sets the scene throughout your house to create immediate buyer interest in your property. This will then lead to your house selling for the highest possible price in today's market. Staging is intelligent merchandising. It uncovers everything a house has to offer by depersonalizing it.



**Before:** Unstaged with amateur photography



**After:** Staging with professional photography

## How important is property condition to buyers?

Very important! A home in superior condition will sell faster and for more money than a home in average condition with a lower asking price. Many sellers recognize this, and repaint and recarpet their house in preparation for selling. These sellers know that the home buyers purchase value and will perceive a clean, fresh home as more appealing than an average, lived-in, forgive-the-mess home.

## Do empty homes show as nicely as furnished ones?

If you must move to your new home before your old house has sold, simply take measures to ensure it shows well empty; repair/replace worn carpet, oil woodwork, wash windows, and clean walls. We will also work with you to decide if staging your house or virtual staging would be best.

# **Listing Plan of Action [cont.]**

## **Pool of Buyers**

Buyer's who sign up on our website idaholife.com can get information daily on new listings, like yours, that fit their requirements. We have a pipeline of millions of dollars of future buyers that may be searching for a home just like yours!

## **From Contract to Close**

Once you are under contract, all of the details will be handled by our transaction coordinator with regular communication. You get first class concierge service from list to close!

## **Web Presence - Widespread Internet Exposure with Key Local Focus**

Idaho Life Real Estate provides extensive web presence and exposure for clients looking to sell their house. We have retained some of the top talent in the industry to ensure that our websites show up in the top results for key search terms used by home buyers in our markets. Our large investments in these websites are delivering amazing results for our seller clients.

**Why is this important?** 90% of buyers begin their search on the Internet, and 35+% of home buyers find the home they purchase on the Internet themselves. Idaho Life Real Estate's extensive web presence ensures sellers receive more exposure for their listings than any other real estate agent in our market. More exposure means more buyer's and a quicker sale at the highest price!

**90% of consumers use the Internet to search for a home, not newspapers. All of our listings are advertised on the Internet, through hundreds of web sites and search engines.**

**Bottom Line: Our listings have more traffic due to the number AND quality of the photographs.**

## **Showings and Feedback**

We utilize a showing time booking service. We will counsel you on the most effective strategies for showings based on your needs and schedule. Regarding feedback, we do ask specific questions in our survey that is emailed to all showing agents; about our price, condition of your house, and most importantly, is the buyer going to make an offer? We get feedback about 60% of the time!

## **Communication**

Giving you honest feedback on showings and other informative marketing reports is imperative. We will also update you on your competition: new listings, price reductions, and homes that have gone under contract.

## **Weekly Market Updates**

We provide our sellers a weekly market update in conjunction with the feedback from potential buyers.

## **Prevention from Foreclosure**

Whether you are behind on your payments or just frustrated you may not be able to sell due to a lack of equity, Idaho Life Real Estate can help. We have several options that may allow you to sell and in dire cases, prevent the bank or any other mortgage holder from taking your house. Our focus is creating a win-win situation for the home owner. Contact us today to get real answers now on how you can:

- **Complete a Short Sale** - communicating directly with your lenders on your behalf, we will work to negotiate a settlement where your lender or lenders (some homeowners) have a first and second (or home equity) loans that will allow you to price and sell your house quickly. In a short sale, lenders accept a reduced amount for the loan payoff and allow you to sell your house.
- **Obtain an As-Is Contract** - we have an extensive network of investors who will purchase your house, whether in perfect to poor condition. In some cases, our investor network has committed to making an offer in 24 hours or less for emergency situations for homeowners in crisis situations.

In every case, we are caring, sympathetic, and confidential in our desire to match the best solution to the homeowner's needs. Call us today to discuss your situation in confidence. Please don't give up until we have presented you with your best options - even in the most dire of situations.

# 79 Point Listing Plan

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Research property's ownership and deed type.
3. Research property's public record information for lot size and dimensions.
4. Research and verify legal description.
5. Research property's land use coding and deed restrictions.
6. Research property's current use and zoning.
7. Verify legal name(s) of owner(s) in county's public property records.
8. Research sales activity for past 3-12 months from MLS and public records databases.
9. Research "Average Days on Market" for property of this type, price range, and location.
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information.
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value.
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm lot size through the county and title records.
24. Review current appraisal, if available.
25. Identify Home Owner Association manager, if applicable.
26. Verify Home Owner Association fees, if applicable.
27. Verify security system, current term of service and whether owned or leased.
28. Verify if you have any transferable warranties.
29. Ascertain need for lead-based paint disclosure.
30. Verify if property has rental units involved: if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be.
31. Compile list of repairs and maintenance items.
32. Prepare showing instructions for buyers' agents and agree on showing time window with you.
33. Assess your timing.
34. Assess your motivation.
35. Assess your immediate concerns.
36. Ask questions about the property and yourselves to learn how to better serve and provide helpful information if needed.
37. Discuss your purchase plans and determine how I and my team can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location.
38. Determine how quickly you need to move.
39. Obtain information that will help me to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.).
40. Obtain one set of keys which will be inserted in the lockbox.
41. Perform initial staging consultation.
42. Review results of staging consult and suggest changes to shorten time on market.
43. Perform exterior "Curb Appeal Assessment" of subject property.
44. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
45. Give you an overview of current market conditions and projections.
46. Provide pictures and descriptions for Facebook ads.

Continued on next page...

## 79 Point Listing Plan [cont.]

47. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
48. Review and explain all clauses in Listing Agreement (and addendums, if applicable).
49. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
50. Compile and assemble formal file on property
51. Present Comparable Market Analysis (CMA) Results to you, including comparables, solds, current listings and expired listings.
52. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
53. Assist you in strategically pricing home to enable it to show up on more MLS Searches.
54. Discuss goals with you to market effectively.
55. Discuss and present strategic master marketing plan.
56. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.
57. Present and discuss the program to market your home the most effectively and bring the most buyers to you in the shortest amount of time.
58. Explore the option of marketing your home with an incentive of buying down points on the buyers' loan: potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments.
59. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
60. Explain the use of the Seller's Property Condition Disclosure Form you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
61. Schedule professional real estate photographer to be used for marketing flyers, the MLS, and the internet.
62. Install lockbox to allow buyers and their agents to view your home conveniently.
63. Write remarks within the MLS system specifying how you want the property to be shown.
64. Prepare showing instructions for buyers' agents and agree on showing time window with you.
65. Prepare the list of most desirable property features for the color flyer.
66. Prepare Intermountain Multiple Listing Service Residential data form.
67. Proofread MLS database listing for accuracy – including proper placement in mapping function
68. Upload approved MLS Listing Data Form into the MLS.
69. Electronically submit your home listing information to the Multiple Listing Service for exposure to all active real estate agents in the area.
70. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
71. Add property to Idaho Life Real Estate active listing list; provide information for Realtors when potential buyer's call for details.
72. Provide you with signed copies of Listing Agreement, Seller's Property Condition Disclosure Form, and MLS Residential Data Form.
73. Install professional yard signs with direct website access to your listing.
74. Offer a Public Open House, to promote your property to buyers and neighbors to maximize exposure.
75. Create social media advertisements to market the Open House.
76. Set up Showing time to allow sellers to see feedback directly and to accept buyer showings
77. Prepare mailing and contact lists
78. Create, order, and mail Just Listed Postcards to promote the value of your home over others on the market, if applicable.
79. Create, print, assemble, and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls on your home.



# 6 Common Seller Myths

## 1. We want to only give you a 30/90 day listing.

Unfortunately, we are not able to do that. Six months is the minimum per our company policy.

## 2. Let's list high, we can always come down later.

This is the #1 mistake that traditional old-fashion agents make with sellers. We certainly understand you would like to list high in order to leave room for negotiating, etc. But have you considered the major problem that this creates for you as a seller? Most people won't bother to look at a property that is priced too high. Would you rather have me negotiate multiple offers to get our price, or not have an opportunity to negotiate any offers at all? We find sellers drastically over-estimate the amount of room needed to negotiate.

Bottom line: Get it priced right up front and you are rewarded with a higher list/sales price ratio and more money in your pocket at closing. Over price it and you risk being rejected by the market and never selling.

## 3. We have a friend in the business (from church, kids soccer, etc.)

We definitely hear this on occasion. Almost everyone we know has "a friend". The key question here is very simple: Do you need to sell your property...or are you looking to do your friend a favor?

## 4. Another agent said they could get me more money.

We hear this almost every week usually, from an inexperienced agent with very limited transactional experience. Unfortunately, these agents are more excited about the prospect of taking a listing than worrying about getting it sold. Most are afraid to tell the truth and risk upsetting the seller – the rest are unable to figure out the right price for the property due to a lack of experience and expertise, and they are desperate to get a sign in the yard so that they can attract buyers to work with. The typical training plan for a traditional old fashioned real estate office is to take listings – regardless of price – then work on wearing the sellers out until they agree to lower the price. It's a shame as this practice is the #1 reason that listings expire after being rejected by the market and never sell – leaving an extremely unhappy seller behind.

## 5. You haven't sold homes in our neighborhood (area)?

We occasionally hear this, mostly from sellers who are unaware that with the advent of the internet and broadbased online marketing of property – the old fashioned agent who only works a small neighborhood is a relic and almost non-existent. The bottom line is by utilizing marketing to receive more buyer's, not just from the Boise area, but from targeted out of state locations, we have a much higher probability of selling every house we list.

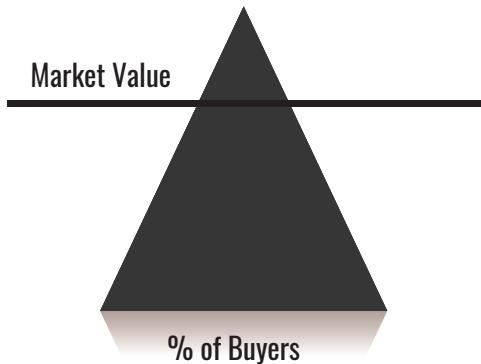
## 6. The other agent said he/she would...

This catch-all item usually is the result of an agent not having the courage to tell a seller the truth about why something does not work. Whether its telling the truth about why print advertising does NOT result in sales and only promotes a company's brand or why open houses every weekend are not ideal, we usually see sellers universally being disappointed when they discover the truth. Also, these sellers generally realize that these same agents are very poor at justifying or defending the price of the home for the seller – again, they lack the courage to have a direct truthful conversation with buyers or buyer agents.



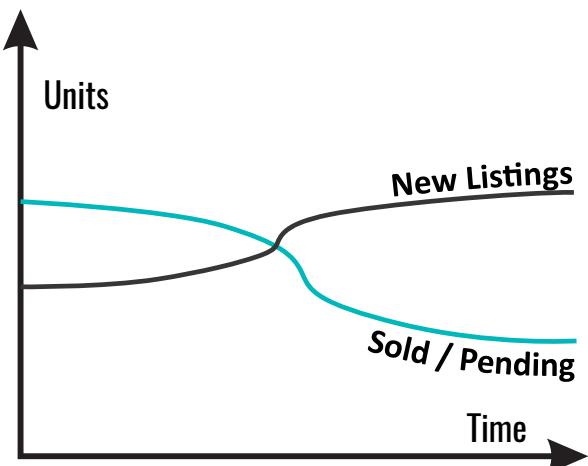
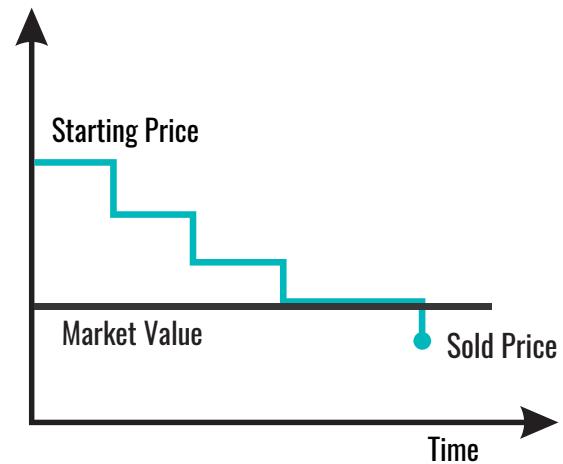
# Setting the Right Price is the Key

When it comes to setting the sale price of a home, many agents will tell the client what they want to hear in hopes of securing the listing. Soon after the listing is signed, they begin the long process of beating the client up on price to get them down to the zone where a buyer will start to seriously consider the home.



If we were to price your home at what we know is fair market value, we are only going to appeal to the top third of the pyramid. The higher the price goes, the smaller the pool of buyers becomes.

One of the challenges with overpricing is getting caught in the Stair Step of Price. When the Days on Market accumulates for a seller, the urgency to purchase is reduced for the buyer. The first question most buyers ask is: "How long has it been on the market?" The longer a home is listed for sale, the lower the selling price.



The goal is to find the "sweet spot", setting the selling price at a level that attracts the most buyers, and therefore, the most offers. A "bidding war" between interested buyers will drive the price up toward your preferred selling price, and it will get your house sold more quickly than overpricing it from the beginning.

# Where do Buyers come from?

# Top 3 Sources

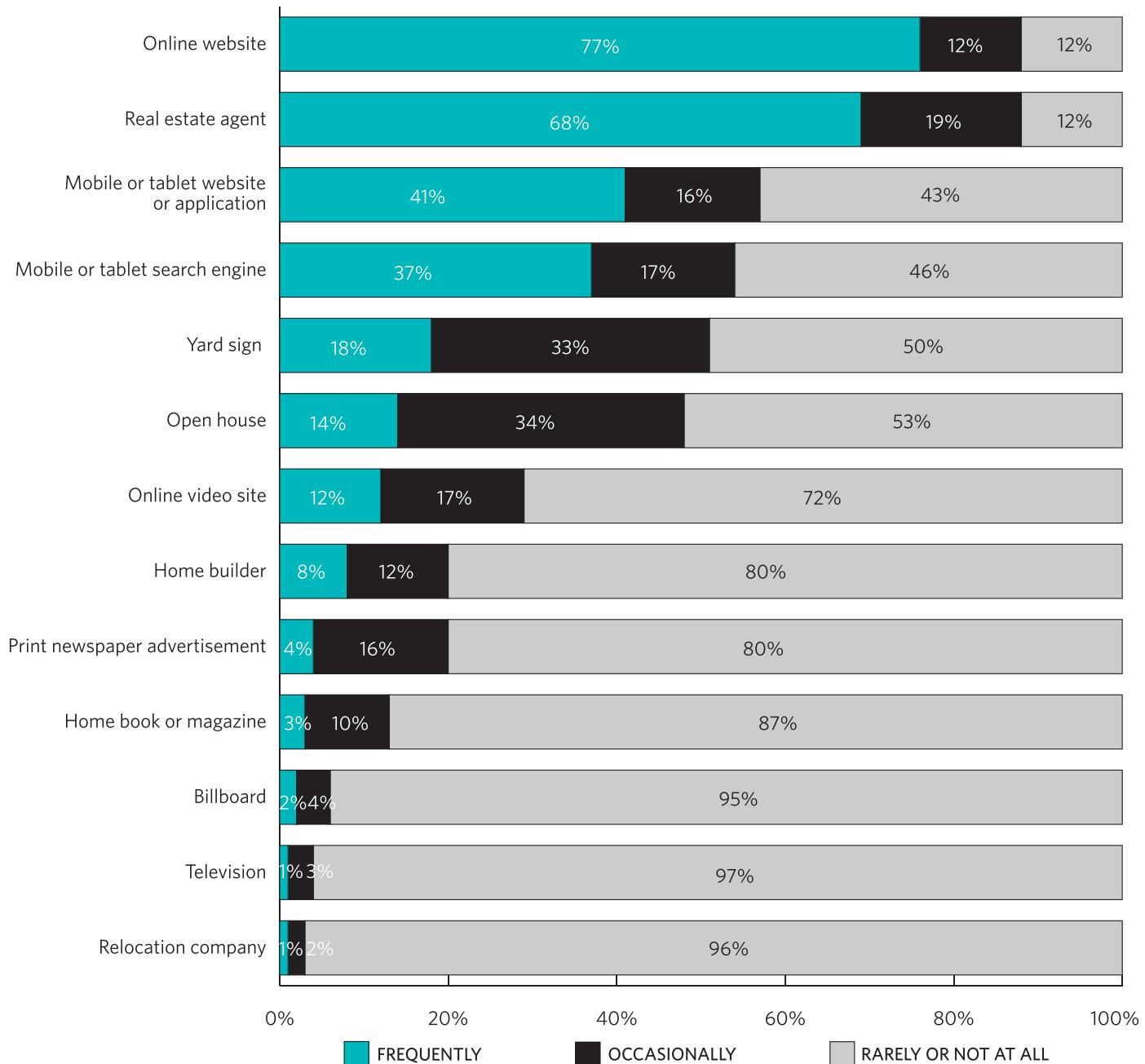


Buyer Sources (How buyers found the home they purchased)	Percent of Buyers	Idaho Life Listing Strategy	Other Agent Strategies
Agents with Buyers	35-40%	Send listing alerts to the top buyer's agents in the Treasure Valley so they are instantly notified about the listing instead of them rifling through the MLS.	?
Internet	35%	Over 90% of buyer's start on the internet! Idaho Life Real Estate listings are linked to over 300 other websites ensuring maximum exposure and a speedy sale.	?
Yard Signs	15%	Not only do we use customized yard signs with direct website access to your listing, we use custom designed color flyers in front of your home.	?
Top 3 Total	85% +	Note: All other sources: newspaper, neighbors, open houses, etc. account for all of the few remaining sources. Unless a marketing plan optimizes for the top 3, we find that homes either do NOT sell or sit on the market for extended periods of time.	?

# Frequency of Use for Different Information Sources

Source: National Association of Realtors®

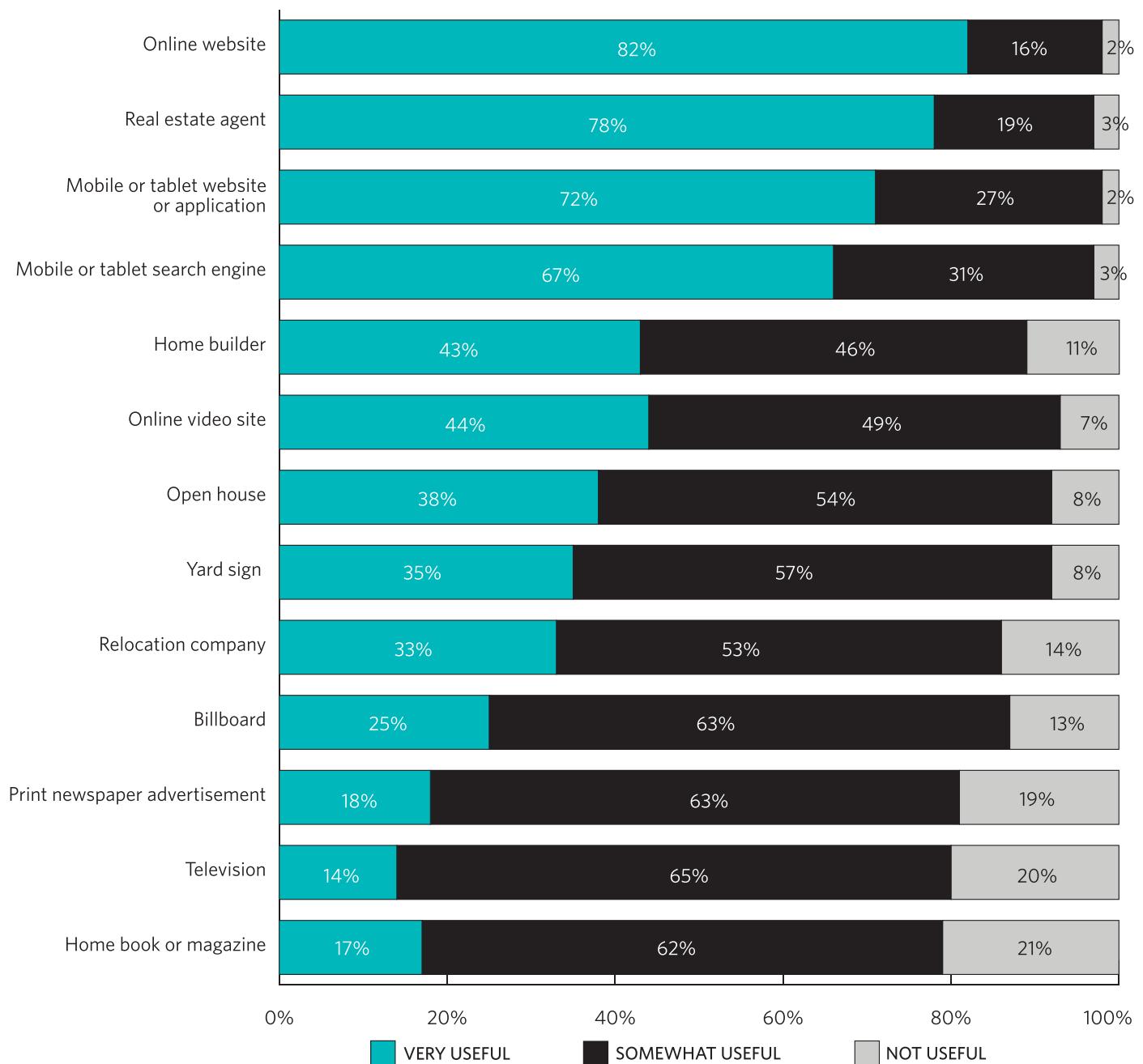
## Percentage Distribution



# Usefulness of Information Sources

Source: National Association of Realtors®

## Percentage Distribution among Buyers that used each Source





# Balanced Market

## Buyer's Level of Interest in Active Properties

Interest in suitable properties based on seller's asking price compared to buyer's perception of value.

Asking Price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 120%	NONE	Won't even pause when it comes up in their online search
Up to 115%	LOW	Will pause online but won't inquire or ask for information
Up to 110%	POSSIBLE	Will probably inquire or drive by the home, might schedule a showing
Up to 105%	GOOD	Will probably schedule showing and possibly create an offer
Less than 100%	STRONG	Will actively compete to beat other offers
Less than 97%	SUPERIOR	Will generate multiple offers which drives sales price up

A seller's initial price determines the level of interest the buyers will demonstrate toward their current listing. Both online and offline marketing is designed to cause the buyers to investigate a listing. Actual offers are not generated unless the prospective buyers believe the seller's asking price is closely aligned to the actual Fair Market Value.



# Sellers Market

## Buyer's Level of Interest in Active Properties

Interest in suitable properties based on seller's asking price compared to buyer's perception of value.

Asking Price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 125%	NONE	Won't even pause when it comes up in their online search
Up to 120%	LOW	Will pause online but won't inquire or ask for information
Up to 115%	POSSIBLE	Will probably inquire or drive by the home, might schedule a showing
Up to 110%	GOOD	Will probably schedule showing and possibly create an offer
Less than 105%	STRONG	Will actively compete to beat other offers
Less than 100%	SUPERIOR	Will generate multiple offers which drives sales price up

A seller's initial price determines the level of interest the buyers will demonstrate toward their current listing. Both online and offline marketing is designed to cause the buyers to investigate a listing. Actual offers are not generated unless the prospective buyers believe the seller's asking price is closely aligned to the actual Fair Market Value.



# Buyers Market

## Buyer's Level of Interest in Active Properties

Interest in suitable properties based on seller's asking price compared to buyer's perception of value.

Asking Price approximate % of Fair Market Value	Level of interest demonstrated by buyers	Buyer's Actions
Up to 115%	NONE	Won't even pause when it comes up in their online search
Up to 110%	LOW	Will pause online but won't inquire or ask for information
Up to 107%	POSSIBLE	Will probably inquire or drive by the home, might schedule a showing
Up to 103%	GOOD	Will probably schedule showing and possibly create an offer
Less than 100%	STRONG	Will actively compete to beat other offers
Less than 95%	SUPERIOR	Will generate multiple offers which drives sales price up

A seller's initial price determines the level of interest the buyers will demonstrate toward their current listing. Both online and offline marketing is designed to cause the buyers to investigate a listing. Actual offers are not generated unless the prospective buyers believe the seller's asking price is closely aligned to the actual Fair Market Value.

# HOME SELLING CHECKLIST



## All Interior

- Remove clutter and store unneeded items off site
- Dust, vacuum, and deep clean every room
- Remove personal decorations and replace with generic
- Remove seasonal items
- Steam clean carpets and replace where necessary
- Clean and repair walls, tile, and hardwood
- Check and replace light bulbs if needed
- Complete any necessary repairs

## Perspective

Look at your home through the eyes of a complete stranger with different tastes, desires, and needs.

**Remember** the whole point is to sell your house and move, so get a jump start!

## Don't Forget!

Show off your home's best features. Remove rugs covering nice hardwood, pull back drapes to show off a view, plant flowers to accent a garden space, etc.

## Living Room/Bedrooms

- Paint walls with neutral tones
- Remove oversized/excess furniture
- Rearrange furniture to maximize space
- Organize bookshelves and storage
- Store valuable items in a safe place

## Kitchen

- Clean appliances or replace if necessary
- Organize pantry and cupboards
- Remove excess plates, pans, utensils, etc.
- Declutter counter tops
- Update light fixtures

## Did you know?

It's important to appeal to the senses during an open house. So light a candle for a fresh scent and open the blinds for increased light

## Bathrooms

- Clean tile grout
- Replace shower curtain
- Fix slow drains and leaks
- Clean hard water spots on chrome and glass
- Replace outdated hardware
- Use new towels and rugs

## Exterior

- Trim trees and bushes
- Plant colorful flowers
- Add fresh soil or mulch in flower beds
- Mow and edge lawn

- Paint house, doors, fence, etc. if needed
- Sweep and tidy up patio areas
- Pressure wash where necessary

1911  
BUILT BY  
VALLEY BRIDGE AND IRON  
WORKS COMPANY  
LEAVENWORTH KANSAS  
COMMISSIONERS  
BOARD OF 1910 - BOARD OF 1911  
MATHIAS GROGAN, CHAIRMAN  
J. H. MOSELEY, VICE CHAIRMAN  
W. C. GARDNER, SECRETARY  
W. L. GALT, T. J. GALT, JR.  
W. L. GALT, JR., T. J. GALT, JR.  
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## NOTES





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