

# CLIENT GUIDE

## SELLER EDITION



**AMHERST MADISON**  
REAL ESTATE ADVISORS



## A LETTER FROM OUR FOUNDER

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Selling a home can be a wonderful and exciting experience. It can also be a trying, difficult, and frustrating process. Often, it is both exciting and difficult all at the same time. In our experience, it is of utmost importance that the professionals you choose to assist in the sale of your home work from a place of understanding and excel at the art of setting expectations. We understand that most sellers have the same, or similar, goals. They wish to sell their property for the most amount of money, in the least amount of time, within the context of their objectives in life. As they say, the devil is in the details.

As a seller, you want to work with professionals who can balance empathy and understanding of your circumstances with patience and skill to help overcome the many challenges which will arise. These challenges come in many forms. It could be the difficulty or expense in preparing the home for sale. The process of marketing the home or property can prove to be expensive or complex. Accurate pricing can be a challenge depending upon the unique nature of the home or property. Negotiations vary greatly in complexity and difficulty depending upon the property and the players involved. Once under contract, the transaction shifts gears and challenges arise in the form of home inspection conflicts, appraisal issues, and smooth preparations for closing.

Our goal is to make this process as smooth and enjoyable as possible for our clients. We understand that in addition to the challenges outlined above, there is something even more important happening. You are moving! You are uprooting your life and making one of the most significant decisions anyone can make. A decision about where to call home. There are movers to call, preparations to make, schools to change, and hundreds of other items. We want you to be able to focus your attention on these matters, while we guide the real estate process.

It requires patience, skill, knowledge, and understanding. We love it. There is nothing quite like the pleasure of working with a seller, as a team, to achieve their real estate goals and help move them on to the next phase of their life.

We hope that you find the contents of this guide useful and we thank you for the opportunity to earn your business.

Respectfully,

Nick Schlekeway | CEO & Founder

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# STANDARDS, QUALITY & DETAILS

## EQUAL RESULTS



The only Idaho Real Estate Brokerage to mandate professional photography from an approved photographer list.



We have invested thousands of dollars in design-agency marketing templates for use by our agents to create digital and print media.



The only Idaho Real Estate Brokerage to have minimum production standard of \$1 Million per agent per year.



We have developed the finest in-house training systems to ensure that our agents can prepare a professional market analysis, accurate pricing, effective marketing strategies, and outcome-based negotiation strategies.



The only independent Real Estate Brokerage in Idaho to publish an Agent Branding Manual; setting forth, among other things, company policy on the quality of marketing materials to be used on property listings.

## PRODUCTION NUMBERS

RANK	BROKERAGE	UNITS PER AGENT	VOLUME PER AGENT
<b>1</b>	<b>AMHERST MADISON REAL ESTATE ADVISORS</b>	<b>12.24</b>	<b>\$6,484,043</b>
2	Keller Williams Realty Boise	9.54	\$4,402,843
3	Group One Sotheby's Int'l Realty	8.09	\$4,352,655
4	Epic Realty LLC	9.63	\$4,018,128
5	Boise Premier Real Estate	7.58	\$3,454,108
6	Coldwell Banker Tomlinson	6.95	\$3,012,992
7	Silvercreek Realty Group	5.74	\$2,445,647
8	Mountain Realty	4.57	\$1,935,843
9	Homes of Idaho	5.01	\$1,794,811
10	exp Realty, LLC	2.41	\$1,017,046

# A PEERLESS REAL ESTATE EXPERIENCE

## WHAT MAKES US DIFFERENT? COMMAND OF THE MARKET



Days on market vs. 33 days MLS Average

**16 days**

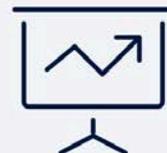
Sell Your Home Faster, For More Money



Sale Price to List Price Ratio vs. MLS 99%

**101%**

Marketing & Negotiating Specialists



Average Sales Price

**\$650,000**

Highest in Idaho

## A TAILORED APPROACH

We understand that your property is as unique to you as you are to your home. Our goal as a Listing Brokerage is to Tailor a Pricing Strategy, Marketing Plan, Home Preparation, and Transition Strategy that fit your specific needs as well as the uniqueness that is your property. We want to maximize the benefit and value to you, the Seller. The most effective listing and selling strategies showcase the unique selling features of your property directly to a pool of qualified and selected buyers (Targeted).



## DISTINCTIVE MARKETING

We source and hand-select the finest photographers and videographers in the valley to shoot our properties. We partner with the best print vendors to ensure your marketing products meet expectations. We utilize the highest quality single property website providers and virtual tour solutions. We drive traffic through high-cost, superior syndication services. Most importantly, we make sure your home is seen where it needs to be and by the buyers who are taking an active interest.

# OUR MARKETING SYSTEM

1

## RESEARCH

To convey the selling points of your property, we must have a working knowledge of the real estate. We research tax and title records, walk the property with you, take notes, take pictures, and stay in tune with the community.



2

## GATHER

Supportive material is a great help to conveying the best features of a property. For example: CCR and HOA information, preliminary title report, parcel and building dimensions, improvement list, or an existing appraisal or survey.



3

## MARKET ANALYSIS & PRICING RECOMMENDATIONS

Accurate pricing is a critical component to selling for top dollar in the shortest possible time. Under-pricing means lost money. Over-pricing means the same from loss of negotiating power, a stagnant listing, and loss of time.



4

## PROPERTY STAGING & PREPARATION

We are happy to offer a complimentary staging consultation and review of property condition. Your home should be in peak condition, with nothing left to a buyer's imagination where we may lose control of the first impression.



5

## PHOTOGRAPHY/VIDEOGRAPHY

Excellent photography is the number one most important factor in marketing real estate for sale, period. Your brokerage and your agent must have the resources to make the property shine.



## HOW WE SELL YOUR PROPERTY FOR MAXIMUM PRICE IN MINIMUM TIME

6

### MARKETING/COLLATERAL PREPARATION

It is time to build the property narrative(s), key selling point(s), photo selection, virtual tour, single property website, professional brochure, postcards, and the myriad of other materials we use to showcase your property.



7

### LISTING LAUNCH

We don't just "activate" the home in MLS, we "launch" your property to the market. We want all marketing materials to hit at nearly the same time, in sequence, to create a "splash" that gets attention.



8

### PROPERTY SYNDICATION

Premium syndication services send your property listing to hundreds of search portals. Because of our affiliation with Leading RE, your property will get additional exposure to over 600 brokerages in 50 countries across the globe.



9

### SHOWINGS, OFFER SOLICITATION, NEGOTIATIONS

We tailor the showing process around what works best for you, communicate with potential buyers, use active selling to solicit purchase offers, and negotiate terms on your behalf which are acceptable to everyone.



10

### ESCROW & CLOSING

Our agents will work with you, the buyer, and the buyer's representative to facilitate a smooth closing. This includes the myriad of steps as we move through escrow including the home inspection, appraisal, and title work.



# ACTIVE PROMOTION & SELLING

It is our goal to find a buyer for your home. Yes, you read that correctly. It is not our goal to throw the property up in the MLS and cross our fingers in the hope that another brokerage will bring a buyer to the transaction. Now, the reality is that there are thousands of agents using the MLS and communicating with their buyers, while we are only one brokerage. Statistically, it is much more likely that we will be working with another brokerage who represents the buyer.

**However, that doesn't mean we just give up and don't look for a buyer! Far from it!**

**At AMHERST MADISON, we take active promotion seriously by:**

- Sending digital flyers out to our database of customers, clients, and other REALTORS®.
- Formal presentations of your home at our brokerage sales meetings.
- Active promotion through postcard advertising, open houses, and property flyer distribution.
- Direct placement advertising on social media platforms.
- Establish trusted channels with premium online syndication platforms.



**22**

*Average days on the market with*

**AMHERST MADISON**  
REAL ESTATE ADVISORS



**41**

*Average days on the market  
on the MLS*

*\*Data via Intermountain Multiple Listing Service  
— Measured against average days on the MLS*

*\*The AM SP/LP ratio was 99% for our listings  
(on average, AM listings sold for 99% of the original list price)*

**THESE STRATEGIES DELIVER RESULTS.  
YEAR AFTER YEAR, WE FIND MORE BUYERS FOR OUR SELLERS  
AND SELL HOMES FASTER THAN THE COMPETITION.**

# PROPERTY SIGNAGE

We believe that your home is worth the investment of both our marketing dollars and our time. We work to ensure that the buyer experience is marked by quality from the moment they see the home on the internet, to the moment they get back into their vehicle after looking at the property.

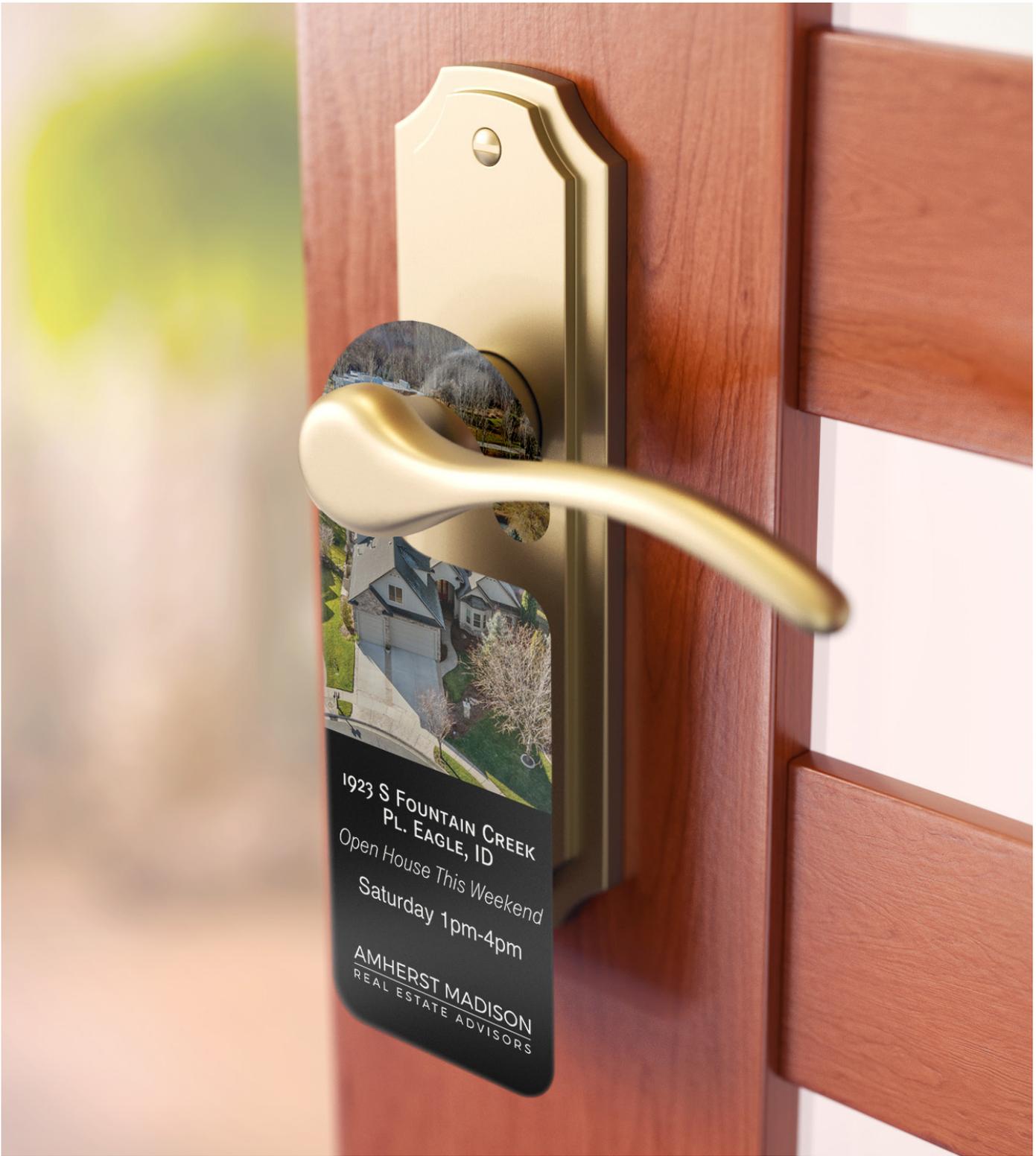
An important piece of this “Front to Back” experience, and one often overlooked by REALTORS®, are the signs. Our signs are sleek, classy, and give the buyer the quality experience that they should expect. Our signs will leave no doubt as to the importance our brokerage places on a distinctive mark of quality. They are easy to read, capture positive attention, and leave no doubt as to your pride of ownership.

Also, don't overlook the importance of directional signage and proper use of open house signage. Remember, often your neighbors are the people who help to sell your home by telling their friends all about the property. We don't want them to miss out!

Perhaps even more important than the actual look and feel of the sign is the internal standard that mandates all our agents use such a quality sign in the marketing of your home. As a seller, you can be assured it will look professional.

**DETAILS AND QUALITY MATTER.  
SO DOES YOUR SIGNAGE.**





**IT IS IMPORTANT FOR US TO PROVIDE OUR AGENTS  
WITH THE NECESSARY TOOLS TO GIVE YOU, THE CLIENT,  
THE MARKETING EXPERIENCE YOU DESERVE.**

# PRINT MEDIA

Do most buyers start their home search online? Yes. Does this mean that print media is dead? Absolutely not. We sell dozens of homes a year solely off the print media marketing created for each property. Even if the buyer originates online, do you suppose that they will visit the home at some point and pick up a print media piece?

When someone picks up your property flyer, thumbs through a brochure, or grabs a door hanger, we want that piece to tell a story about your home. A story of pride, quality, and distinction. The cardstock, the gloss or matte finish, the images, the placement of data points, the font, these details matter because they all help to form an impression of your home in the eyes of the consumer.

At AMHERST MADISON, we have paid a design studio to create custom print media templates for use exclusively by our agents and staff. It is important for us to provide our agents with the necessary tools to give you, the client, the marketing experience you deserve. Our agents have access to a custom print media center where they can easily create high quality property brochures, walking cards, postcards, flyers, and property cards.

IMAGINE | The Possibilities



123 MAIN ST

**AMHERST MADISON**  
REAL ESTATE ADVISORS

Presented by Agent Name

<b>6</b> BEDS	<b>4.5</b> BATHS	<b>5,000</b> SQUARE FEET	<b>.5</b> LOT SIZE
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Udant. Namus aut et qui dapsum es digenimagna prestium as autecepedi is sit rem quossimil is et volorio magnam et omnis di nat harcimi, quo idelict ionsequia nus sitibus vellabo rehene pliquassim et volupta tentiorpost et audae nisundaectem andit laniate rest, sum quist excestrunt, volorrore volum autem qui dis etusam, quamus at ex este elitati ntuscis etum in rem quos ditiae porrum quo officur same ipicit quo vendani andiusdam, et volorum nimporum idit ut asimus ipis nihcid mos sus es sendi omnihil

Listed at \$0,000,000

Agent Name  
000.000.0000  
208.391.2391 (Office)  
email@address.com  
amherst-madison.com



Information contained herein deemed reliable, but not guaranteed.

# PROFESSIONAL PHOTOGRAPHY

The most important single factor or element in marketing real estate for sale in the 21st century? You guessed it, photography. We live in a digital age, an instant gratification culture, and a world where you have a split second to make a good impression. In print or digital format, photos will make or break the experience for potential buyers.

At AMHERST MADISON, we honor the importance of professional photography through the use of an exclusive list of vetted and tested professionals. We are the only real estate brokerage in the State of Idaho to mandate all residential listings be shot by a professional photographer on a brokerage-approved list.

## **WE HAVE MOVED BEYOND THE SIMPLE USE OF PROFESSIONALS.**

At AMHERST MADISON, it is about working with the best of the best and actively participating in the photoshoot to ensure that we get the right shot at the right moment.





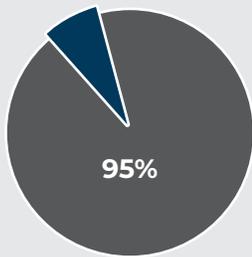
STANDARD PHOTOGRAPHER



AMHERST MADISON PHOTOGRAPHER

# WHY INTERNET MARKETING IS VITAL

In marketing, you must go where the buyers go and be waiting for them with your product in hand. The latest statistics are proving that real estate buyers are online. They are using both stationary and mobile devices to search hundreds of real estate listings in a matter of minutes on real estate brokerage websites, Zillow.com, Realtor.com, and dozens of other resources. The competition is hotter than ever, with your home being placed on websites with dozens of similar, competitive, offerings. As real estate brokerage and marketing continues to evolve, only those agents and brokerages who are willing to spend money on syndication and marketing will stay competitive.



## THE IMPORTANCE OF DIGITAL EXPOSURE

- 95% of home buyers use the internet or mobile apps to search for a home.
- 10,000 people will see your home online for every 1 person who steps inside the door.
- More buyers = better chance of finding one that is willing to meet your terms, price and desired closing date.

## WHERE BUYERS FIND HOMES

45% of buyers found the home they purchased on the internet.

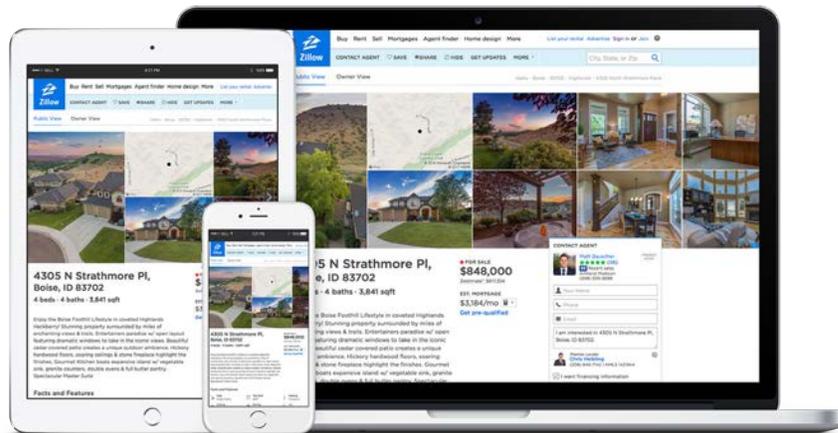
INTERNET	45%
Real Estate Agent	33%
Yard Sign/Open House Sign	8%
Friend, Relative, or Neighbor	5%
Home Builder or Their Agent	5%
Directly from Seller/Knew the Sellers	3%
Print Newspaper Advertisement	1%
Home Book or Magazine	—
Other	—

# AMHERST MADISON INTERNET STRATEGY

A proper digital marketing strategy is all about the “What” and the “Where”. That is, “What” you are sending out and to “Where” you send those materials. It is imperative that your listing brokerage pays for premium syndication and has the bandwidth to get marketing materials in front of the correct audience. The materials themselves are just as important as the places they are sent.

# DIGITAL MARKETING

## THE *WHAT*



**WHAT DO WE DISTRIBUTE?** We take the time to create the most accurate and keyword-rich listing descriptions, distinctive photography, and detail-laden MLS Listing Input forms at our disposal. The data must be vivid in detail. Accuracy is critical to ensure that buyers can find the information they need quickly and easily. It is vital that the materials distributed on the web are visually appealing and captivate our audience. In the 21st century, buyers are often searching for homes by swiping left or right on their laptop computers, tablets, and mobile devices. We only have a few seconds to grab their attention with professional photography and a strong listing description. That attention must be held with a detailed listing profile, plenty of visual cues, and clear direction on how they can get more information from us or better yet schedule a showing!

# TECHNOLOGY PARTNERS

## THE *WHERE*

**WHERE DOES IT GO?** Well, in a word, everywhere. That is, everywhere we feel that the data can be controlled and promoted in your best interests. AMHERST MADISON knows that to market a property you have to be where the buyers are searching. We pay for premium syndication to ensure that your property listing gets from the local MLS to the hundreds of popular websites used by buyers in their home search. We have established partnerships to ensure that your property appears on Realtor.com, Zillow, Homes.com, Trulia, Google, Yahoo, Front Door, Hot Pads, PropBot, Craigslist, MSN, Facebook, and hundreds of other popular search engines.



# GUIDE TO CHOOSING A LISTING AGENT

Below are suggested questions for potential agents. This is for your protection — only use professionals who score high.

- *Have you been a REALTOR® for at least two years?*
- *Will I be able to reach you with questions? If not, whom will I be able to reach?*
- *What is your written “Value Proposition” to me as a Seller?*
- *How many potential Buyers and Sellers do you talk with in a week?*
- *How many homes have you SOLD in the past 24 Months?*
- *In what ways will you encourage other agents to show and sell my home?*
- *What can you tell me about the real estate market in this area?*
- *What price do you recommend for my home to sell it in 30 days?*
- *Where do you think the Buyer for my property will come from? Why?*
- *What kind of marketing do you pay for, such as Virtual Tours, etc.?*
- *How many people do you direct market to every month?*
- *May I see some examples of both your print and digital marketing pieces?*
- *Why is marketing important to a home seller?*

# CONTRACT AND NEGOTIATION

When an offer is presented on your home, you will have three choices:

- 1 ACCEPT THE OFFER
- 2 REJECT THE OFFER
- 3 MAKE A COUNTER OFFER

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, we will give recommendations based on market standards, current market movement, and your goals. Obviously, it is critical that we be on the same page regarding your goals and the desired outcome of negotiations.

This is where a skilled agent can be worth their weight in gold. Having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a

legal battle at worst or unwelcome result at the least. The difference can be thousands of dollars in profit... or loss.

Being intricately familiar with real estate contracts, we know how to protect your best interests. Our experience in contracts and negotiation is a value to our seller clients. Any Realtor you work with should be familiar with the workings of earnest money clauses, closing terms, the payment of fees, and how the myriad of possible contingencies affect the overall purchase and sale agreement.



# MARKET ANALYSIS AND PRICING STRATEGY

It is critical to work with a professional who can provide you with a thorough market analysis and assist you in selecting the appropriate pricing strategy for your home or property. Price too low and you leave money on the table. Price too high and you lose both money and time as your property sits on the market and becomes a stale listing. Most sellers wish to sell their home for the greatest amount of money, in the shortest amount of time. Accurate and strategic pricing is a critical component.

**Market analysis and pricing are both an art and a science. We train our agents to excel in the following:**

1

**Study the market activity of similar and dissimilar property**

2

**Draw educated comparisons between your property  
and others which have sold**

3

**Study the average days on market and market trending**

4

**Calculate inventory levels, market absorption, and months of supply**

5

**Prepare written and/or digital reports with a summary of findings**

6

**Recommend a list price and placement strategy**

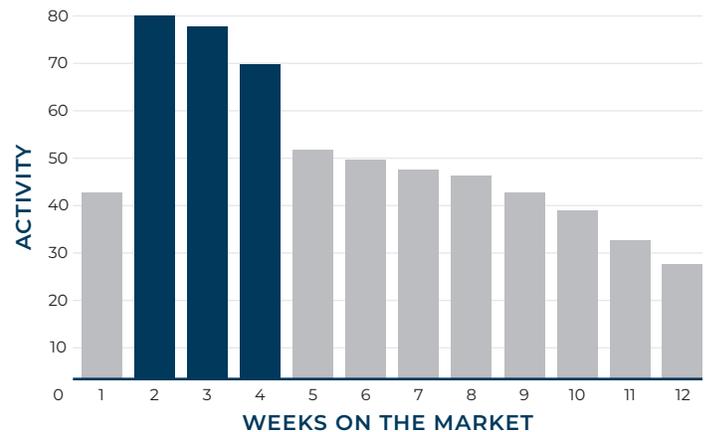
## ASKING PRICE VS. SELLING PRICE

Asking price and selling price are often two different numbers. The buyer wishes to minimize price while the seller needs to maximize return. Parties will negotiate based on their opinion of “Market Value,” as it applies to their goals.



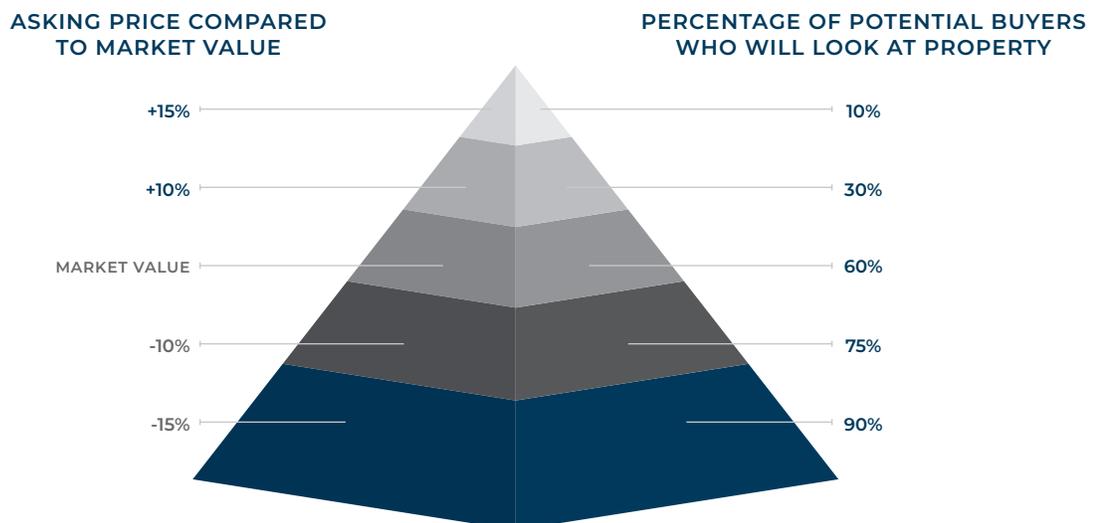
## CRITICAL WEEKS OF NEW LISTING

Market activity is at its peak the first 1–4 weeks after listing launch. Buyers are curious and their “Fear of Loss” (another buyer taking the home) is at its highest. If we price and market appropriately, we will receive our best purchase offers during this time.



## PRICING VS. POTENTIAL BUYERS

The higher we price, the fewer potential buyers we will find. The inverse is true as well. Pricing above market value results in looking for the proverbial, “needle in the haystack.” Remember, everyone has access to the same data.



# HOME LISTING

## “MYTHS” & “TRUTHS”

**MYTH: I should select the agent that suggests the highest list price.**

**TRUTH:** This is the oldest trick in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

AMHERST MADISON doesn't play games. We provide a well-researched, fact-based market analysis to determine the realistic price that your home will bear in today's marketplace. The decisions of which agent to list with and what price to ask are two completely separate decisions.

**MYTH: We can always lower our price, it is not detrimental to list high.**

**TRUTH:** Put yourself in the role of a buyer. What is the first thing that you think about when you tour a home that you know has been on the market for a long period of time? If you are like most people, the answer is, *“What is wrong with this property that has prevented it from selling?”* Fear of loss, the primary motivation for most buyers, dissipates the longer a listing has sat on the market. In this environment, we can expect low offers and lost time. Remember, the longer your home sits, the more you pay in mortgage interest, taxes, and utilities.

**MYTH: Property condition and staging can be cured with a lower price.**

**TRUTH:** A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs, professional home staging, and proper showing protocol always reap the rewards.

**MYTH: I don't HAVE to sell.**

**TRUTH:** So, you are going to live in this house and/or own this property for the rest of your life? No? Well then, the reality is that you do have to sell, at some point. It would be more accurate and realistic to say that you don't “have to sell” in a specific time range. Let's have a honest and clear discussion of your goals and objectives!

**MYTH: In the age of the internet, marketing doesn't matter.**

**TRUTH:** Wrong. In the age of the internet, with buyers searching hundreds of options in minutes with their mobile devices, it is more difficult than ever to stand out from the crowd and capture their attention. Listings which stand out from the crowd will get the buyer and the other properties will sit stagnant.

**NEVER SELECT AN AGENT BASED ON THE PRICE THEY SUGGEST.**

Rather, select your agent based on their experience and marketing plan, and then decide on price together!



I'M LOCAL I'M GLOBAL

INDUSTRY-  
LEADING  
SALES.  
WORLD-CLASS  
SERVICE.

1.1 MILLION  
GLOBAL TRANSACTIONS

565  
COMPANIES

4,300  
OFFICES

130,000  
SALES ASSOCIATES

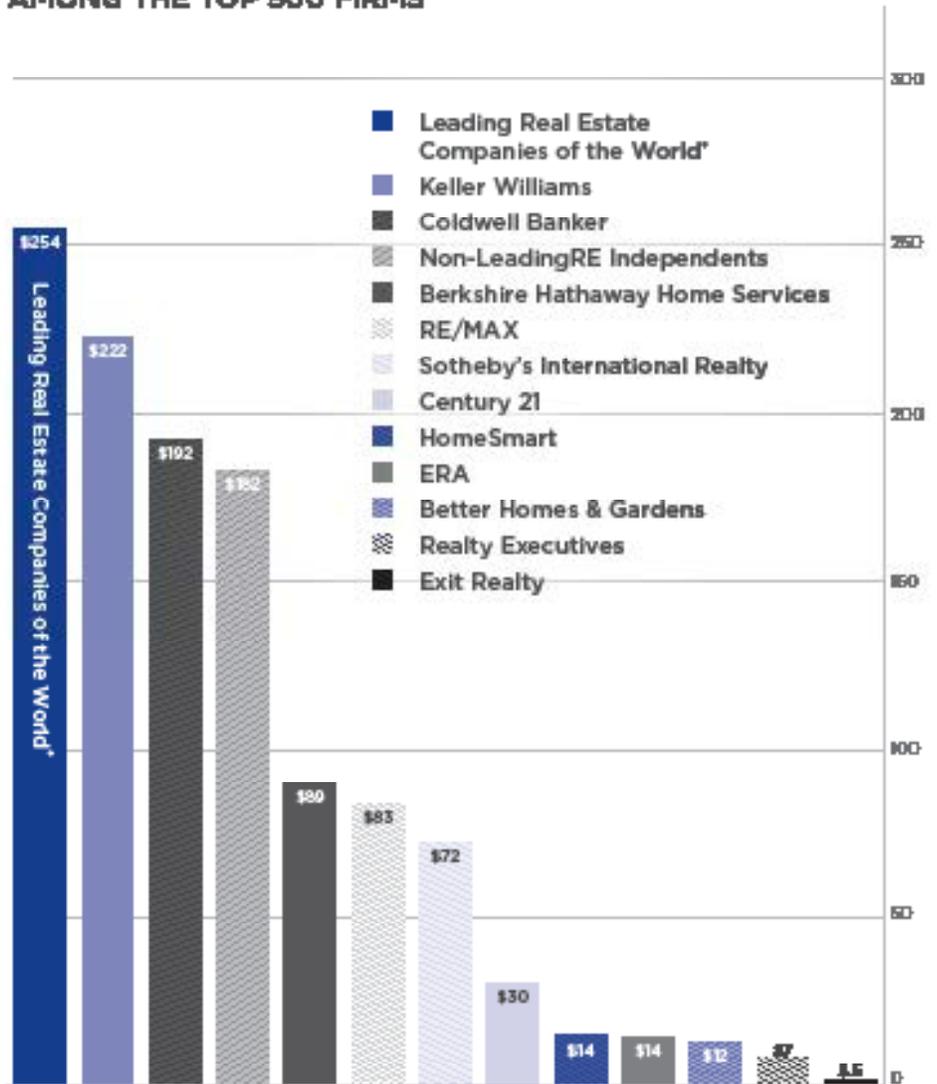
OVER 70  
COUNTRIES

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

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C-Sales Volume: Q4 '19 Equal Housing Opportunity.

## MORE U.S. HOME SALES VOLUME

**\$32 BILLION MORE U.S. HOME SALES VOLUME  
IN 2018 THAN OUR CLOSEST COMPETITOR  
AMONG THE TOP 500 FIRMS**



Volume shown in billions of dollars

This bar chart is sourced from REAL Trends Top 500 for 2019, realtrends.com

As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.

# PRELISTING INTERVIEW

Please don't hesitate to ask any question that you may have.

Name: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

When do you need to sell your home? \_\_\_\_\_

How long have you owned your home? \_\_\_\_\_ When was it built? \_\_\_\_\_

Why are you selling your home? \_\_\_\_\_

\_\_\_\_\_

What sold you on your home when you bought/built it? Favorite features? \_\_\_\_\_

\_\_\_\_\_

What updates have you made to the home since you have owned it? \_\_\_\_\_

\_\_\_\_\_

If you were to stay another 5 year in your home, what changes would you make? \_\_\_\_\_

\_\_\_\_\_

Do you know the assessed value of your home? \_\_\_\_\_

Have you had a recent appraisal or have you recently refinanced? \_\_\_\_\_

What do you owe on your home? 1st Mtg. \$ \_\_\_\_\_ 2nd Mtg. \$ \_\_\_\_\_

Are you interviewing other Broker's for this listing? \_\_\_\_\_

How did you get my name? \_\_\_\_\_

Is there anything else I should know about your situation? \_\_\_\_\_

# 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

## TO STAGE OR NOT TO STAGE

Studies show staging a house can result in the house selling 80% faster than market averages. Staging is not always the answer though, so always ask your agent.





**AMHERST MADISON**  
**REAL ESTATE ADVISORS**

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