



# We Know

REAL ESTATE.ORG



# SELLER GUIDE

[weknowrealestate.org](http://weknowrealestate.org) | [admin@weknowrealestate.org](mailto:admin@weknowrealestate.org) | 208.595.7475



# YOUR PATHWAY, OUR MISSION

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Prompt and professional service is our guarantee.

Our goal is to provide tremendous value, be informative and endlessly helpful. Through our service we hope to earn your business with our exemplary level of service and extensive local knowledge of the Greater Boise area.

Yes, we help our clients buy and sell homes, but our number one mission is providing YOU with great value. Whatever your needs may be, lean on *We Know Real Estate* to guide the way.

# CLIENT TESTIMONIALS

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## EXCEPTIONAL SERVICE AND COMMUNICATION

"We Know Real Estate was outstanding from start to finish! They went above and beyond to help us find our dream home. The team was incredibly responsive, often replying to our queries within minutes. They patiently guided us through the entire process, making sure we understood every step. Their local knowledge and strategic advice were invaluable in securing our new home despite a competitive market. We felt like we were working with friends rather than just agents."

- Erica and Mike, Buyers

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## ABOVE AND BEYOND SUPPORT

"Working with We Know Real Estate was a fantastic experience! They made the selling process seamless and stress-free. We had to move out of state before the sale was finalized, and they took care of everything, even handling last-minute details like clearing out clutter before the closing. Their dedication and commitment to their clients are unmatched. We highly recommend their services to anyone looking to buy or sell a home."

- The Staffords, Sellers

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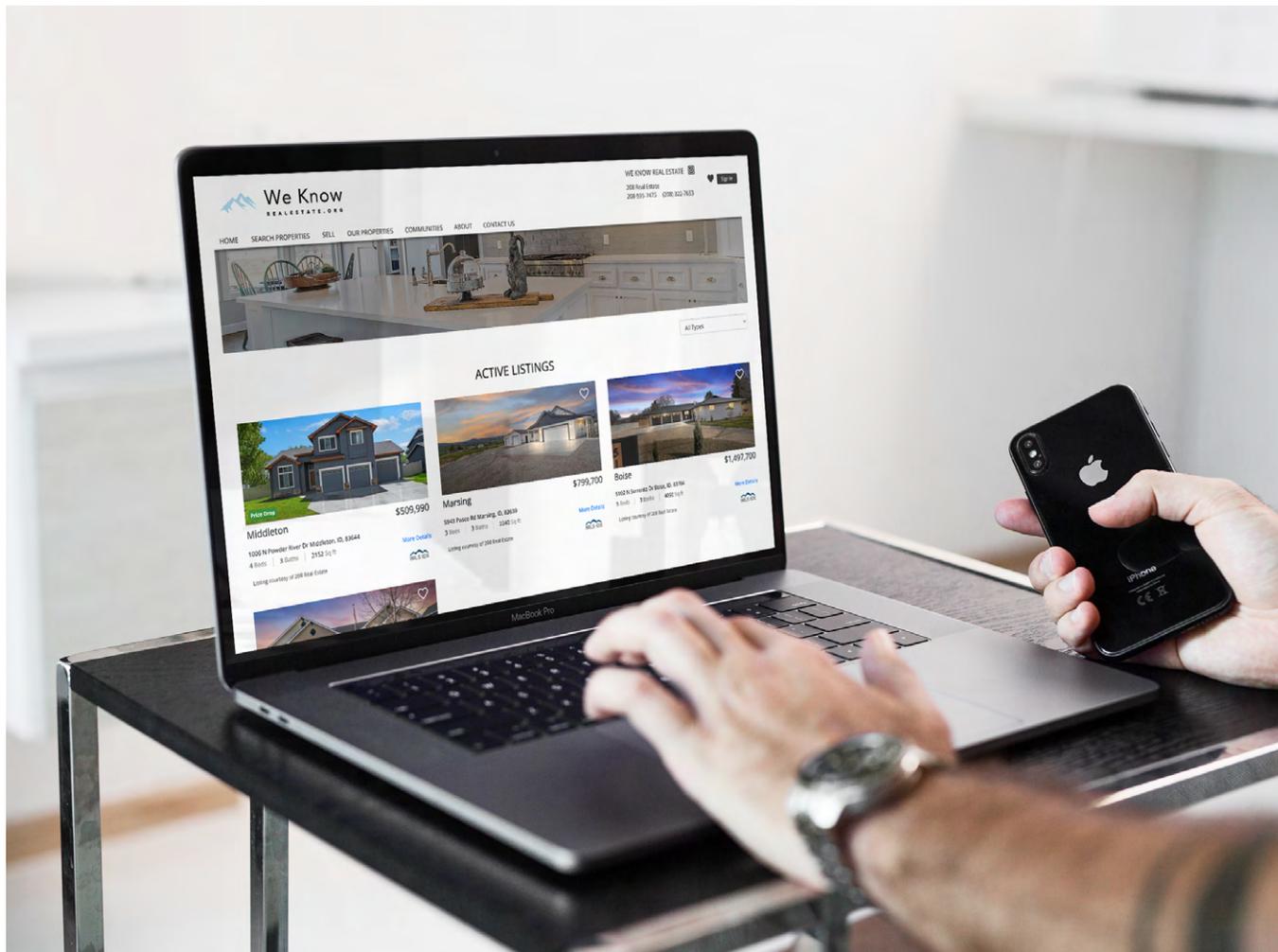


## PERSONALIZED AND PATIENT GUIDANCE

"As first-time homebuyers, we were quite anxious about the process. We Know Real Estate made everything so much easier. They were incredibly patient with our endless questions and provided thorough explanations and support at every stage. Their expertise helped us avoid potential pitfalls and secure a great deal on our new home. We couldn't be happier with their service and would highly recommend them to anyone looking for a trustworthy and knowledgeable real estate team."

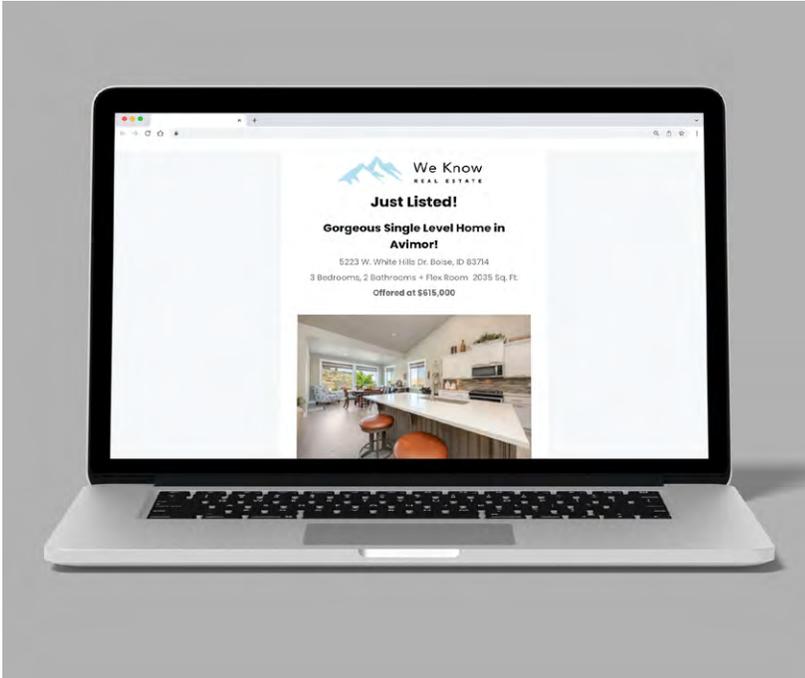
- Anthony, Buyer

# INTERNET MARKETING



- MLS access reaching over **1,095 brokerages** and **9,300 agents** in the Intermountain MLS.
- IDX: When a customer comes to another local real estate firm's website and conducts a search, your property will appear.
- National syndicated websites: Over 90% of customers conduct a search on the internet for property. Nearly all of them will go to these common websites and your property will appear on all of them.
- An individual property website is created that highlights only your property and is marketed to social media outlets, Treasure Valley agents and over 5,000 private buyer customer emails.
- Company website: "Featured Listing" status is given to your property on [weknowrealestate.org](http://weknowrealestate.org).

# EMAIL AND SOCIAL

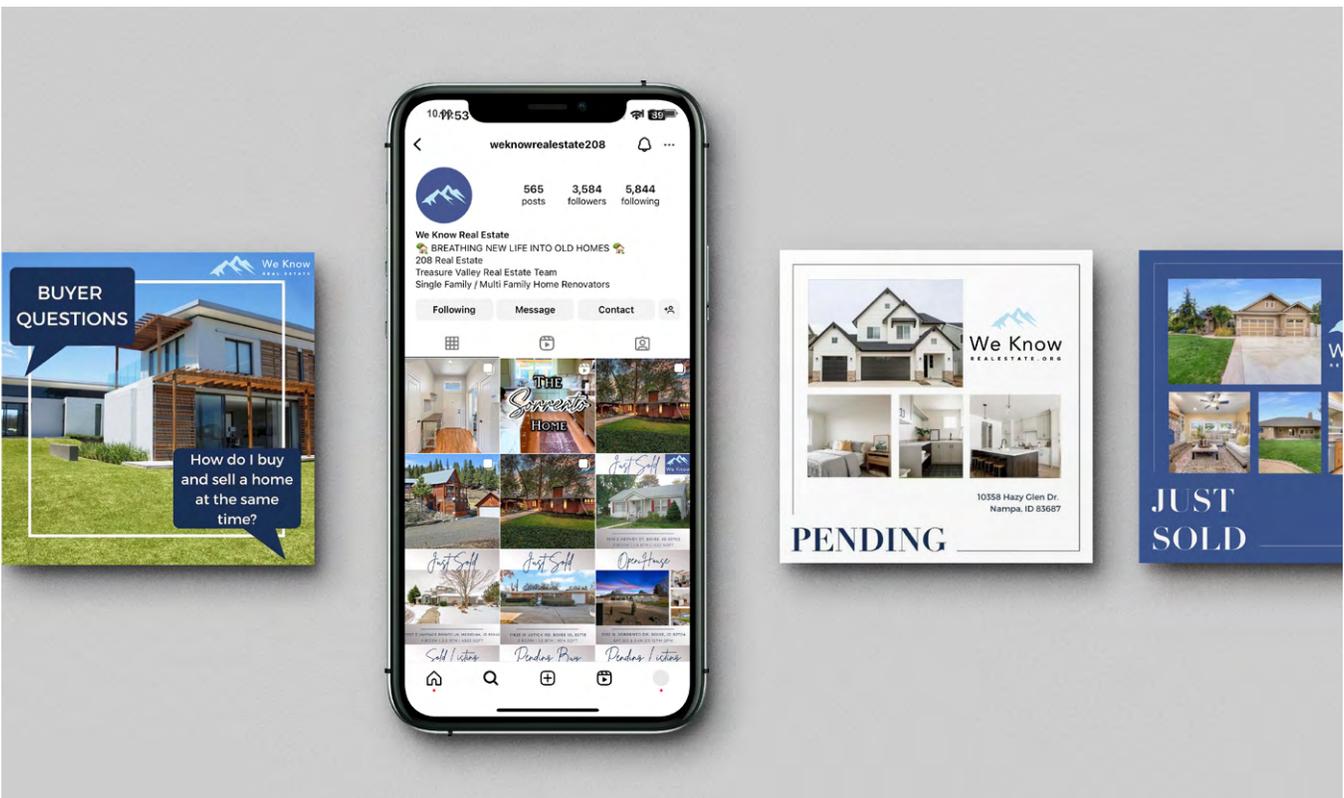


## AGENT E-BLAST NEWSLETTER

We design a specific newsletter for your property to be sent to over 5,000 private buyer customer emails and 7,000 Treasure Valley agents.

## FACEBOOK & INSTAGRAM

Promo calendar created for social media highlighting your property to appear in the days leading up to and during your property going live in the marketplace.



# PROFESSIONAL TEAM

## HOME STAGING

We are partnered with the top home staging companies in the Treasure Valley to offer the highest quality in home staging, including full, partial, digital and consultative staging opportunities to bring you the highest volume of traffic, maximizing exposure and profits.

## RELIABLE VENDORS

Whether you need a plumber, electrician, mortgage broker, cleaner, locksmith, handyman, painter, etc. We have reliable contacts that can assist us in a time sensitive matter for a fair price.



BEFORE



AFTER

# PROFESSIONAL PHOTOGRAPHY

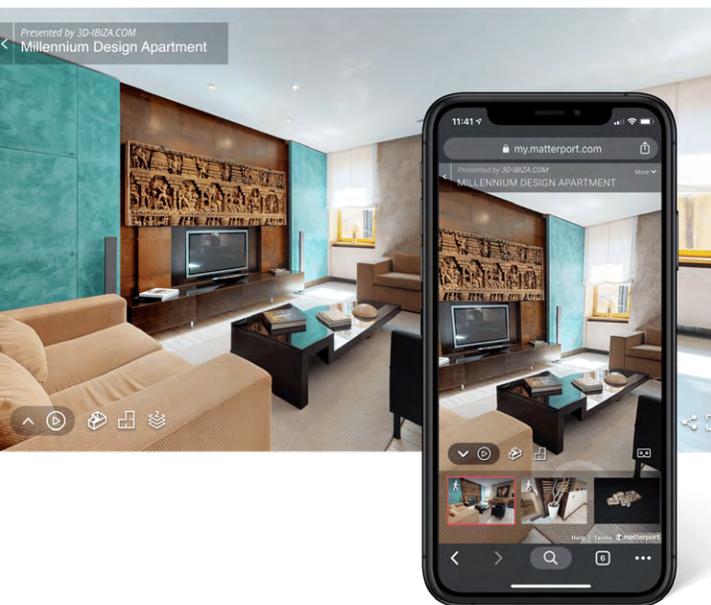


## PROFESSIONAL PHOTOGRAPHY

Pro photography, including interior, exterior and aerials are provided at no cost to you.

## VIRTUAL TOURS

Virtual tours, video tours, floor plans & 360 sky tour are also available.



# PRINT ADVERTISING

- Just listed postcards will be mailed to local area residents.
- Custom Home Flyers will be created for detailing all the information a potential buyer may want to know about your property.
- Amenities Sheet highlighting the unique features of your home is generated to showcase why your home is worth every penny.



# SHOWING TIME



## **COORDINATED SHOWINGS & FEEDBACK**

Let us manage the private tour requests for your property and we'll provide you feedback on what potential buyers are saying.

## **OPEN HOUSE**

Hosted by our team of professionals to drive more traffic to your listing (if desired).



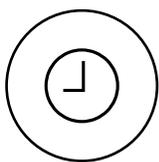
## **WEEKLY SELLER UPDATE**

Stay up to date with our weekly seller updates so you know exactly where you are in the selling process and what we recommend along the way.



# WHY EVERY SELLER SHOULD HAVE AN AGENT

With so much information readily available online, it makes sense for clients to sometimes wonder, "Why should we hire a real estate agent?" While a few may manage on their own, here's why you might want to hire a professional:



## SAVE TIME

No need to take the time to figure out what to do... allow a local and educated real estate agent do what they're trained to do. A professional will not only navigate a situation but handle all of the paperwork as well.



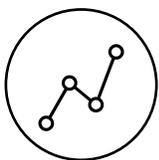
## PROTECTION

Your agent will keep other agents from trying to undercut you. Their knowledge of contracts is invaluable.



## NEGOTIATION

A professional knows how to decipher and negotiate contracts and situations. By law, your agent must share every offer with you.



## MARKET KNOWLEDGE

Your agent has intimate access to current market analyses. Additionally, they can complete a Comparative Market Analysis on your home to help determine the best listing price.



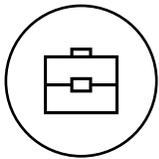
## RELATIONSHIP

The best agents want referrals and to work with you again. They will treat you the very best they can even after closing.



## IMMEDIATE ACCESS TO INFORMATION

"Time is of the essence" is in every contract and taken very seriously. Your agent will lead you quickly, ethically and with utmost care and knowledge.



## RESOURCES

A professional will have a network of other trusted professionals, such as mortgage officers, title and escrow agents, and also have relationships with other agents in the area which can help get you closer to a winning situation.

# CHOOSING THE PERFECT PRICE

Remember to select your agent based on their credentials and the brokerage that backs them... not just the price they quote. It doesn't matter how beautiful your home is if it's overpriced. The best marketing in the world will never sell an overpriced home.

Your agent will first do a Competitive Market Analysis by:

- Constantly monitoring the multiple listing service (MLS).
- Knowing what properties are going on the market.
- Knowing the competition in your neighborhood.
- Being aware of public records, sold and pending listings.
- Knowing withdrawn and expired listings usually demonstrate an overpriced listing.

- Overpricing your home by 10% will cut your potential buyer pool in half. Overprice it by 15% and you will lose 90% of your potential buyers.

- While between 70-85% of homes on the market for less than 2 weeks sold for at or above asking, once a home reached 5-8 weeks on the market, only 23% received the full list price.

Ultimately buyers, not you, will decide your home's value. The best move is to try to put yourself in buyers' heads so you can see your home as they do and price it accordingly. Here's how:

## CURB YOUR EMOTIONS

It is understandably difficult to make business decisions about a home that holds precious memories. Emotions can make it hard to have a realistic view of your home's value. Plan to receive advice with an open mind and be as objective as possible.

## TOUR COMPETING LISTINGS

Become acquainted with the competition by viewing properties for sale in your market in your price bracket. Do this several weeks before putting your home on the market.

## LISTEN TO YOUR AGENT

If your agent pushes for a lower price than you think is justified, it's in your best interests to question and understand the reasons. We Know Real Estate agents are integrity-based and can explain which strategies work best in your market. Be sure to trust your agent and know every property has the potential to sell quickly as long as it is priced right.



## SHAPE UP THE HOUSE

If you want to set your home's price ambitiously, make sure it is the best-looking property in its price bracket. Before you list:

- Make all needed repairs
- Clean it until it sparkles
- Upgrade the paint, carpet & fixtures
- Address potential objections a buyer might have to the home

# SECRETS TO SELLING FAST



Now that you have chosen the perfect agent and discovered the price you're asking, here are six secrets to selling your home quickly:

## 1. TAKE THE "HOME" OUT OF YOUR HOUSE

This is probably the most obvious one. The more personal items in your house, the less potential buyers can imagine themselves living there. Downsize your items by 30% and put it in storage. (The garage works, too, as most people understand that garages are for storage.) Your agent can definitely help you with simplifying and staging...pulling out pieces of furniture and household items and rearranging what remains.

## 2. WATCH THE UPGRADES

- Quick fixes before selling always pay off. But don't overdo! Only focus on updates that will give you top dollar. Too many wall colors throughout the home? Get a fresh coat of neutral paint on the walls. How are the floors? Need refinishing? Your agent has access to many contractors who are dependable and affordable. Little things like replacing door handles, switching out cabinet hardware, fixing leaky faucets and/or cleaning tile grout goes a long way. And please, be sure to professionally clean the carpets as well as the windows.
- Thinking of selling "as is?" Have your agent run some numbers on what is selling in the area. Most buyers lack the vision to imagine how a house will look in its fixed-up condition. And since many buyers don't have experience with repairs, etc., the entire process could intimidate them. Sometimes investing \$8-\$15,000 can get you at least \$30,000 more for your home.

## 3. LIGHTEN UP

Maximize the light in your home. After location, good light is the one thing that every buyer says they want in a home. Take down the drapes, clean the windows, change the lampshades, increase the wattage of your light bulbs and cut the bushes outside to let the sunshine in. Do what you have to do to make your house bright and cheery - it will make it more sellable.

## 4. CUT THE CLOSETS IN HALF

Storage is something every buyer is looking for and can never get enough of. Take fifty-percent out of your closets then neatly organize what's left. Buyers will snoop, so be sure to keep all your closets and cabinets clean and tidy. (And please put away valuables!)

## 5. HIDE THE PETS

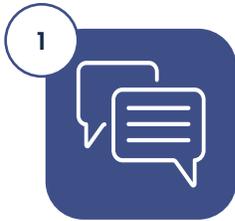
You might think a sweet dog would warm the hearts of potential buyers, but you are mistaken. Not everyone loves a furry friend. Buyers don't want to walk into your home and see a bowl full of dog food, smell the kitty litter box or have tufts of pet hair stuck to their clothes. This gives buyers the impression that your house is not clean. If you're planning an open house, take the pup to the park for the day.

## 6. CURB APPEAL

Last but not least, pull those weeds, pressure wash the walk and house, plant some colorful flowers and even paint the front door, if necessary. Just like in the real world, first impressions are everything. Let's entice those prospective buyers to walk inside!

# THE SELLING PROCESS

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MEETW WITH US TO DISCUSS GOALS AND SELLING PLAN



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NEGOTIATE AND COUNTER UPDATE



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HOME PREPARATION



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OFFER PRESENTED



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CLOSING

# AND SO IT BEGINS

Accepting an offer on your house is an exciting moment. But it is just the beginning of a long and confusing journey to close. Check out the steps you'll go through and learn how we will get from offer to close efficiently and stress-free.

## WRITTEN OFFER

Once an offer is received, we will arrange a time to meet and review the offer in its entirety.

We can move in three different directions:

- Accept the offer as is and you'll officially go pending
- Make a counter offer so that the original offer can work for you
- Reject the offer in its entirety

## THEIR FINANCING

Once in awhile you'll come across a cash buyer. Most of the time, however, your prospective buyers need financing. They must be pre-approved to make an offer. Most agents will not accept offers unless they are accompanied by a pre-approval letter.

You've put in a lot of work to get to this point but you're still only halfway there. There are several contingencies that allow both you or the buyer to back out of the deal so don't start packing your bags just yet.

So what happens after you accept an offer on your house?

## THE INSPECTION

A home inspection is not required for every real estate transaction, but real estate professionals strongly recommend that buyers request one before purchasing a property. It's a good way to know the condition of the property.

The buyers may ask you to make the repairs as part of the contract, or they may ask for a reduction in purchase price because they will have to make the repairs later. If they decide they don't want to deal with the problems at all, they may even take advantage of the inspection contingency and back out of the contract.

The buyer hires (and pays for) the inspector. This process can take a few days depending on the availability of an inspector. There's not much you can do at this point except wait. Meanwhile, the buyer is putting earnest money down (usually 1% of the purchase price in Idaho). The buyer can get the earnest money back if both parties cannot agree on the contingencies of the inspection.

## APPRAISAL

The buyer's lender will request an appraisal before the contract can be completed. This is to ensure that the value of the home is in line with the purchase price.

Every once in awhile, an appraisal report puts the value of the home significantly lower than the price you've agreed upon. The buyer can negotiate with you to lower the cost, request repairs that would raise the value of the home, or walk away from the deal. The appraisal contingency allows the buyer to back out at this point without consequence. Most of the time, both real estate agents will work together to present a case to the appraiser.

## CLOSING

The act of "closing" is sometimes misinterpreted. It is often referred to the day that the transaction funds and records. Please know that both parties can actually sign papers a couple of days before closing day. The transaction will not be final until the deed is recorded with the county and you fully receive funds. Keys will be left at the Title Company or whenever possession of the property has been agreed upon.

# CLOSING RESPONSIBILITIES



Now that you have chosen the perfect agent and discovered the price you're asking, here are six secrets to selling your home quickly:



## YOUR RESPONSIBILITIES

Contact the telephone company, irrigation or lawn care services, newspaper, cable company, post office, schools, dentists, doctors or any one else where a contract was made. This information will be helpful for final billing and allow them to have your new address on file. The following is a list of phone numbers that may help you:

Intermountain Gas 208.377.6840	Century Link 866.963.6665	Garden City Water 208.472.2900
Idaho Power 208.388.2323	Sparklight 208.375.8288	Meridian Water 208.888.5242
US Post Office 800.275.8777	Suez Water 208.362.7304	Idaho Press 208.377.6200
Republic Trash 208.345.1265	Eagle Water 208.939.0242	Cable One 208.375.8288



## PUBLIC UTILITIES

Do not order discontinuation of service! Contact Idaho Power, Intermountain Gas, and your water company to request a final reading on these services with shut off scheduled one day after closing. Have your final bills sent to your new address. Please make sure we have your new address.



## INSURANCE

Please contact your homeowners insurance agent to cancel your insurance, effective the day all your possessions are removed, or the day after closing, whichever is later. Have your insurance agent refund any premium directly to your new address.



## SEWER AND TRASH

The sewer and trash is a 3-month advance billing process. Any adjustments will be done by the title company on the settlement sheet. No action is needed.



## HOMEOWNERS DUES

Your title company will pro-rate homeowners dues and/or maintenance fees. No action is needed.



## FINAL PAPERS

We will contact you as to the time and day for signing of final papers. Normally, this is done one day prior to the purchasers' closing. If you have any additional questions, please do not hesitate to call.



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208.595.7475  
9840 W Overland Rd #120  
Boise, ID 83709