

Seller Guide



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Steve and Cindy Jones



Meet Your Local McCall Real Estate Experts

Steve and Cindy Jones, seasoned real estate professionals in McCall, have been residing and working in this charming town since 1997. With their extensive knowledge of the real estate market, they have earned a reputation as reliable resources for both buyers and sellers in McCall and its neighboring areas.

The Importance of Local Experience

Living in a small resort town comes with unique challenges and constantly shifting market dynamics, making local expertise essential. If you're thinking about selling your home in McCall, the Jones Group is ready to assist you throughout the process. Our Sellers Guide offers valuable insights into why the Jones Group is recognized as a trustworthy and dependable team.

Allow us to be your reliable local partner, guiding you through the complexities of the real estate market and helping you achieve your property goals.



A TAILORED APPROACH

Customized Strategies for Your Property.

Our goal is to develop a comprehensive pricing strategy, marketing plan, home preparation, and transition strategy that aligns perfectly with your unique needs and showcases the distinctive qualities of your property. We are committed to maximizing both your benefits and the value you receive as the seller. The most effective listing and selling strategies highlight your property's unique selling features, directly targeting a pool of qualified and—selected buyers.

"We make sure your home is seen where it needs to be."

Mountain Resort Realty Your Best Choice

Mountain Resort Realty is a boutique real estate office located in McCall. We are members of the McCall Chamber of Commerce and actively volunteer for numerous nonprofits in the area to contribute to the strength and growth of McCall.



OUR MARKETING SYSTEM

DISTINCTIVE MARKETING

1. Research

To effectively showcase your property's selling points, it is crucial to have a comprehensive understanding of the real estate market. We conduct in-depth research on tax and title records, and take detailed notes when we meet with you.

2. Gather

Supportive materials play a crucial role in highlighting a property's best features, including items such as:

- HOA information
- Preliminary Title Report
- Parcel and Building Dimensions
- Improvement List
- Existing Appraisal or Survey

3. Market Analysis & Pricing Recommendations

Accurate pricing is crucial for quick sales and maximizing profit. Setting the right price prevents lost revenue from under-pricing and delays from over-pricing. We aim to understand your needs to price your property appropriately.

5. Photography

Exceptional photography plays a crucial role in marketing real estate. It is vital for your brokerage and agents to have the necessary resources to ensure that the property shines.

4. Property Staging & Preparation

We provide a complimentary staging consultation and property condition assessment to ensure your property is in excellent condition, leaving a lasting impression on potential buyers.



6. Marketing Preparation

It's time to develop the property's narrative, key selling points, photo selection, virtual tour, single-property website and professional brochure.

7. Listing Launch

We don't merely "activate" your home in the MLS; we "launch" your property into the market. Our goal is to ensure that all marketing materials are released simultaneously and in sequence, creating a "splash" that captures attention. Your home will be featured in both the local Mountain Central MLS and the Boise IMLS.



8. Property Syndication

Premium syndication services send your property listing to hundreds of buyers using internet buyer portals like homes.com, Realtor.com and of course Zillow.

9. Showings and Offers

We customize the showing process to suit your preferences, actively engage in communication to gather purchase offers, and negotiate terms on your behalf that are mutually beneficial to all parties.



Professional Photos

The key to marketing real estate today is photography. In a digital age, capturing great images is essential for making a positive impression on potential buyers, whether online or in print. Active involvement in photoshoots ensures the perfect shots are taken at the right moments.

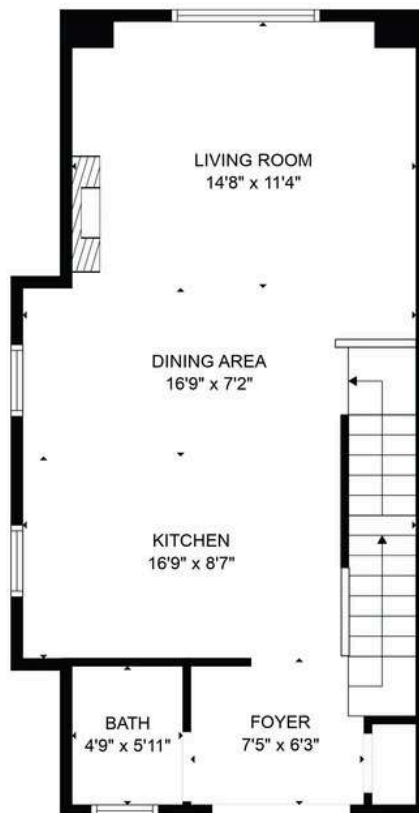
We collaborate with local professionals for our real estate photography services. They utilize drones to outline property boundaries and provide editing to ensure your property truly shines. Additionally, we create and publish a 3D tour of the home using Matterport technology, allowing potential buyers to explore the entire space.



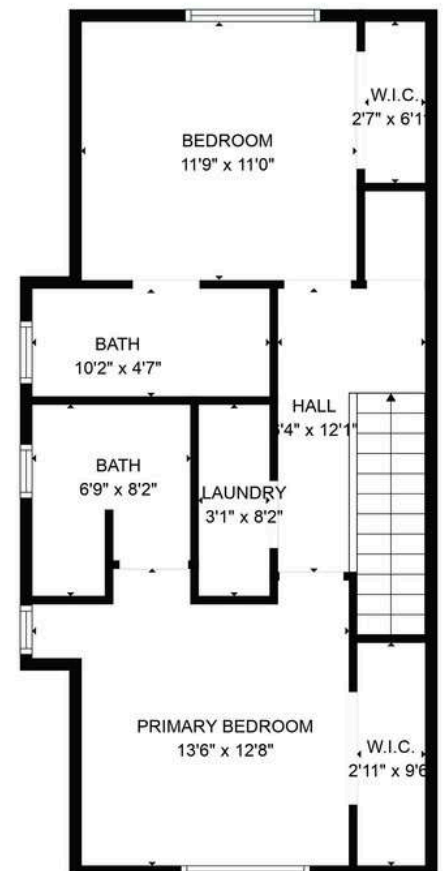
Floor Plans and Plat Maps

We employ scanning software on our smartphones to generate comprehensive floor plans of homes for prospective buyers. These plans are integrated into MLS images to improve visualization. This tool has proven to be highly effective in facilitating quick home sales.

For land listings, we take aerial photographs and also provide the plat map for the property.



FLOOR 1



Email Marketing

We send out monthly and weekly emails featuring new listings in the area, upcoming events, and reports on seasonal sports like snow reports, golf openings, and more. These updates help Buyers, Sellers, and others stay informed about the McCall market and local activities.

We consistently achieve outstanding results, with an impressive average open rate of 43%, significantly surpassing the industry average of 24.79%. This success is further underscored by two previous listings that garnered attention from travel writers and were featured in the New York Times lifestyle section.

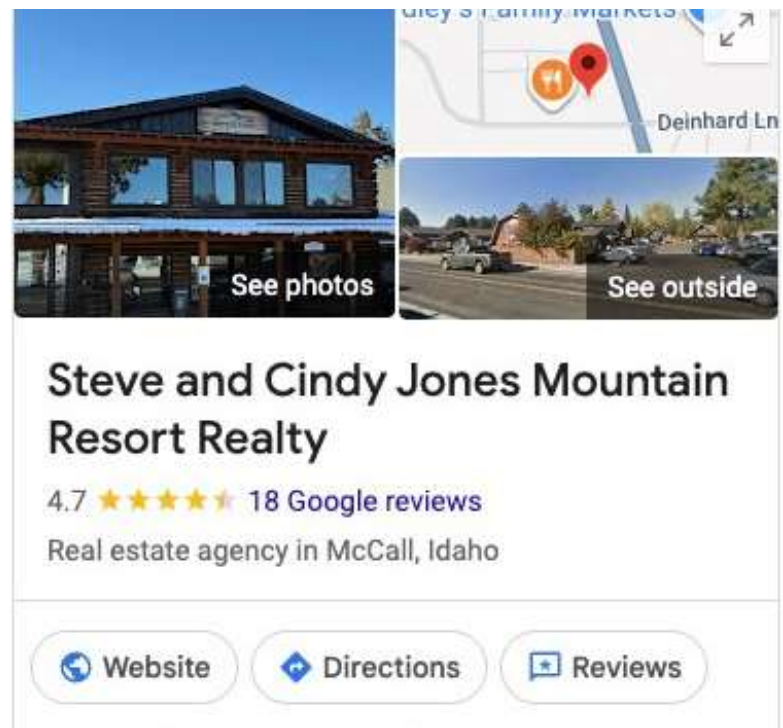
Social Media Marketing

Facebook marketing has become an essential tool for promoting real estate. We highlight your listing on Facebook and subsequently "boost" these posts to enhance visibility, thereby granting your property global exposure. Furthermore, we utilize Instagram and LinkedIn to expand your reach further. Our strategy includes posting at least twice a week, covering topics such as new listings, recent developments, and updates on events and weather. We have a Google business page with plenty of reviews to drive traffic to our website and your listing.

LinkedIn Business Page



Google Business Page



The Significance of Digital Exposure

In marketing, it's crucial to reach buyers effectively, especially as real estate buyers increasingly turn to online platforms like Zillow.com, Homes.com and Realtor.com. With fierce competition, properties are showcased alongside many similar listings. Only agents and brokerages that invest in syndication and marketing will stay competitive as the industry evolves.

A successful digital marketing strategy focuses on understanding the Buyers specific needs. It's essential to identify "What" content or messages will resonate most with buyers for your property.

Homebuyers predominantly utilize the internet or mobile applications for their home search. Consequently, approximately 10,000 individuals will encounter your property online for every single person who enters your home. This heightened visibility significantly increases the likelihood of finding a buyer who aligns with your preferences, pricing, and desired closing date.

Homebuyer Sources

A significant portion of homebuyers, comprising 73%, found their homes through online platforms. In contrast, 47% of buyers sought assistance from real estate agents during their home search process.

We are proud members of Homes.com



Buyers use many sites to view homes and land in the area they want to buy. Zillow and Realtor.com are the two leading sites and the up and coming is Homes.com.

Member agent listings sort to the top of the search results above other listings which means they will be viewed 46X more than other listings. Homes.com knows buyers are not just looking for homes, they are also trying to find the perfect neighborhood and area.

Our website www.2ndhomes.com below



GUIDE TO CHOOSING A LISTING AGENT

Below are some suggested questions for you to ask a Real Estate agent before you list your property.

1. Have you been a Realtor for over two years?
2. Do you live in the McCall, Valley County, or Adams County area?
3. Is your brokerage a local company in the McCall area?
4. Will we be able to reach you with questions? If not, whom will I be able to reach?
5. How many homes and land have you SOLD in the past year in the McCall area?
6. In what ways will you encourage other agents to show and sell my home?
7. What can you tell me about the real estate market in this area?
8. What price do you recommend for my home to sell it in 30 days? Can you, the Seller, request a different price?
9. Do you negotiate your commission structure?



We Take Care of Your Property from Listing to Closing



When listing your property with us, we take several steps to ensure it is in top condition for potential buyers. Our services include conducting weekly checks to maintain the property's appearance and functionality.

Additionally, we perform thorough inspections before and after each showing to ensure it remains show-ready at all times.

Our commitment is to present your property in the best possible light, enhancing its appeal and increasing the likelihood of a successful sale.

Escrow & Closing

Once you receive an offer on a property, the journey to closing involves several critical steps.

First, we review the offer carefully, considering the price, terms, and any contingencies. If the offer is satisfactory, you can accept it or we prepare a counter offer with terms and price adjustments until all parties reach an agreement.

Next, the Buyers agent typically arranges for a home inspection and possibly other inspections as needed. During this time, the buyer will also work on securing financing, which involves a lender's appraisal of the property. You might need to address any issues that arise from the inspections or appraisal.

Meanwhile, we ensure all property-related documents, such as title deeds and disclosures, are in order and provided to the buyer's agent. The title company will perform a title search to confirm there are no liens or legal issues with the property and we will review with you.

Finally, as the closing date approaches, we will coordinate with all parties involved—real estate agents, and the escrow company—to ensure a smooth transaction. Before closing day, we will review the necessary paperwork for you to ensure a smooth signing for closing the property.

Real Estate Myths about Real Estate Agents

MYTH: I SHOULD SELECT THE AGENT THAT SUGGESTS THE HIGHEST LIST PRICE.

TRUTH: Not necessarily; however, we can take certain steps. After your listing has been active for a few weeks, we can evaluate the feedback received from buyers and agents. We will deliver a thorough, fact-based market analysis to establish a realistic price for your home in today's market. Ultimately, though, the final choice rests with you, the Seller.

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? That is why after just a few weeks we review all comments, activity and what else has sold and discuss a price change.

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. Sellers that invest in necessary repairs, professional home staging, and proper showing protocol always reap the rewards. This is what we do.

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.

Recent Reviews

Steve and Cindy were a pleasure to work with. From our first initial meeting we felt comfortable with their knowledge of the area, market trends and their natural friendliness, that put us at ease, and we knew they were the team we wanted to list our home with. When multiple offers came in Steve helped us through this decision making process and helped us obtain an amazing sale. My husband and I were very pleased with the experience and would recommend Steve for anyone looking to buy or sell in the McCall area.
Lisa R 07/17/2025



DISTINCTIVELY LOCAL REAL ESTATE SERVICES
WITH UNMATCHED GLOBAL REACH

The Jones Group, in collaboration with Mountain Resort Realty, serves as your reliable ally in the dynamic landscape of homeownership and property investment in this stunning and vibrant mountain resort town. Our local office is conveniently situated at the entrance of town, offering a space for you to utilize our facilities, from printing to office work, in our private conference room.

the
JONES GROUP

Specializing in McCall Area Real Estate



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