

Selling for More!

BOISEHOUSES
ONLINE.COM



MASONHEIMER
REALTY GROUP



SELL YOUR HOME FOR MORE!



MARI MASONHEIMER
208-991-3828

Dear Homeowner,

I am Mari Masonheimer with Masonheimer Realty Group. If you've had thoughts of selling, **I would like to apply for the job.** Please don't give your house away. As a member of a cutting edge Real Estate Top Producer Group, I am trained in advanced internet marketing, buyer lead generation, direct mail marketing, and cutting edge home selling strategies.

I offer more than just a Free Comparative Market Price Analysis to help you get your price. My **101 POINT MARKETING PLAN** gets homes sold and for top dollar. Be sure to ask me to show you how to **GET UP TO 21.6% MORE** for your house.

Buyers and sellers frequently tell me that I am not the "average real estate agent". Contact me today to find out why. I'll take a quick look at your house and show you how to sell for top dollar. **It's free!**

BOISEHOUSES
ONLINE.COM

Find out the
SECRET
to getting **21.6%**
MORE
for your home



BoiseHousesOnline.com/selling

THE TOP PRODUCER GROUP

What's your biggest fear when you list your home with a real estate agent? You worry about being locked into a listing agreement with a less than competent real estate agent that cannot sell your home, costing you valuable time, money and exposure.

Well, worry no more. We take the risk and the fear out of listing your home with a real estate agent. Why? We are Top Producer Group Certified Marketing Experts.

Only the top 5% of top producers in the country are even aware of our advanced seller marketing systems. This gives you the edge.



- Top Pros are required to build stealth, buyer attracting websites.
- You can relax, knowing that your home will be found by both local and international cash buyers.
- Enjoy the caliber of service from a certified negotiator working systems that get you top dollar.
- We use advanced 2.0 Global Social Media Strategies that work.

It takes a strong belief in the quality of one's service to make this kind of stand, yet we never settle for less than the highest standards. Our real estate professionals are confident you will be satisfied with their service and results. That's the simple truth.

We always stand behind our service because we believe you deserve excellence, pure and simple. Call Mari Masonheimer today to find out more about how our unique service can make all the difference in your home sale.

WHY HIRE ONE AGENT?

The Benefits of Our Team Concept

Listing Agents

- Professional, licensed, full-time Brokers handle the listing of your home
- Experienced Brokers handle all negotiations
- Upload photos, create virtual tours, make highlight sheets and input listing onto multiple websites and the MLS
- 24-hour recorded message
- Manage marketing programs
- Manage any listing questions and details

Closing Coordinators

- Professional, full-time closing coordinators handle the sale of your home through transfer of title
- Daily contact with Lenders, Title Companies, Inspectors, Agents, Loan Officers, etc.
- Schedule and follow-up with appraisals
- Hand over the keys to the new buyer!

Lead Management System

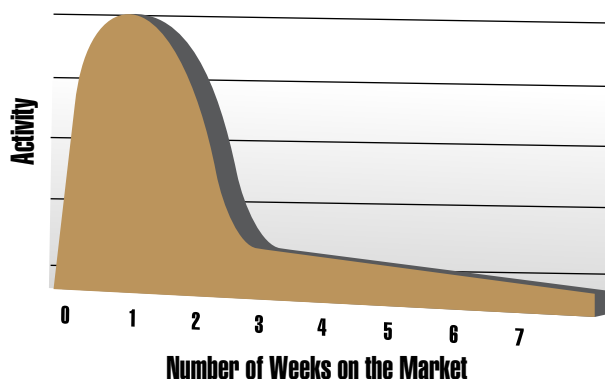
- Full-time lead coordinator
- Never miss out on possible buyers
- Get qualified buyers into your home and get offers!
- Ensures buyers are pre-approved for loan

PRICING GUIDELINES

Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

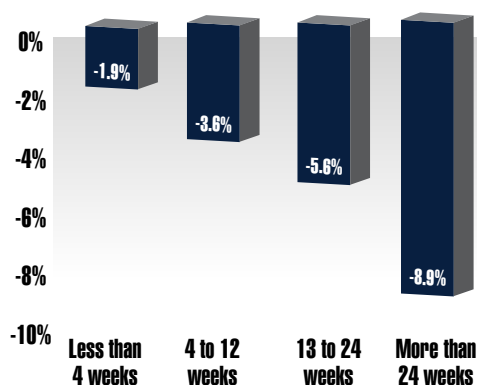
Activity vs Timing

Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period and increase the chance of a timely sale. An experienced agent who knows the market and the marketing process can help you determine the market value of your home, thereby giving you the best chance of quickly and smoothly selling your home.



Timing vs Selling Price

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home — the first weeks after it's listed. Once this period has passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.



Determining Your House's Market Value

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties in the area and the quantity and quality of comparable properties currently on the market. The desired end-result, of course, is to find a price that will attract a willing and able buyer in a reasonable time. Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.

It's FREE!

Idaho Instant Home Value

...get *instant* property value now!

1910 W University Dr, Boise, ID 83725

Unit #

Submit

IdahoInstantHomeValue.com

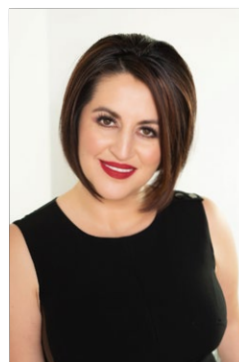
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Our 101 Point Marketing Plan sells more homes, for more money, in less time.

Inventory is down. Demand is up.
NOW is the time to sell!

- We can help you **position your home to sell.**
- Less inventory means **you can sell for more.**
- **Sell in less time**, request our 101 Point Marketing Plan today.



Mari Masonheimer

Proven tools and advice. Call now!

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Get your house value instantly FREE!
IdahoInstantHomeValue.com

Want to sell your home for more this year? Visit us at... **BoiseHousesOnline.com/selling**

NOW is the time to **SELL** your home for **MORE.**

WHAT YOUR HOME IS/IS NOT WORTH

THE MARKET VALUE OF YOUR HOME IS NOT...

1. What you have in it
2. What you need out of it
3. What you want
4. What it appraised for
5. What your neighbor's house sold for
6. What the tax office says it's worth
7. How much it is insured for
8. Based on memories and treasures
9. Based on prices of homes where you are moving

THE MARKET VALUE OF YOUR HOME IS WHAT A BUYER IS WILLING TO PAY

1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic condition
5. Based on the buyer's perception of condition
6. Based on location
7. Based on normal marketing times
8. Based on showing accessibility

PROPERTIES THAT SELL IN TODAY'S MARKET: ON A SCALE OF 1-10, THE 10s ARE SELLING How to make your home a 10

1. By improving the condition dramatically
2. By offering good terms
3. By improving the way your home shows
4. By adjusting the price

AS A SELLER, YOU CONTROL

1. The price you ask
2. The condition of the property
3. Access to the property

AS A SELLER, YOU DO NOT CONTROL

1. Market conditions
2. The motivation of your competition
3. Value



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STAGING CHECKLIST

THE ITEMS CHECKED BELOW ARE JUST SUGGESTIONS WE HAVE TO HELP YOUR HOUSE SHOW ITS VERY BEST!

Outside of Home Preparation

Image is EVERYTHING

- ☐ Mailbox post in need of repair/replace/re-paint/cleaning
- ☐ Move all children's toys & place in one spot in backyard
- ☐ Sweep sidewalk and/or driveway
- ☐ Sweep deck, porch, patio
- ☐ Pressure wash and paint/re-stain deck
- ☐ Reduce clutter on deck, porch, patio so they look bigger
- ☐ Create one simple "room setting" with clean outdoor furniture to remind buyer of outside living space
- ☐ Power wash house
- ☐ Clean all debris and moss from roof & gutters
- ☐ Front door needs re-painting/cleaning
- ☐ Re-paint trim and/or house
- ☐ Repair broken fence
- ☐ Trim overgrown bushes, trees, & plants so the house can be seen
- ☐ Rake & weed flower bed. New mulch is a great finishing touch
- ☐ Remove and if needed replace dying plants
- ☐ Place colorful plants outside front door
- ☐ Mow lawn. Should be mowed on a weekly basis during the growing season

Living Room / Great Room / Family Room

- ☐ Reduce number of pillows on couches to zero or two
- ☐ Clear off coffee table and/or end table(s) except for maybe 2 or 3 magazines and one nice vase, statue, etc.
- ☐ Clean out fireplace and/or glass door
- ☐ Mantels and hearths need to have items reduced

Kitchen

- ☐ Clear counter tops/tile grout
- ☐ Reduce number of items above cabinets
- ☐ Remove all magnets, photos, children's drawings, etc. from the front of the fridge
- ☐ Hide knives in drawer or pantry (security risk, easily accessible weapon)

- ☐ Keep all soap, towels, scouring pads & cleaning supplies out of sight underneath the sink
- ☐ Too many rugs make the room look small. Leave no more than one rug per area.
- ☐ Replace old burner pans
- ☐ Reduce items in cabinets and/or neatly organize
- ☐ Empty garbage

General House Preparation

- ☐ Strong aroma
- ☐ Burned out light bulbs
- ☐ Cracks on walls & ceilings to repair/re-paint
- ☐ Clean/replace broken light switches and/or switch plates
- ☐ Remove all personal photographs
- ☐ Minimize paintings on walls
- ☐ Box up & store any collections (items could get broken, stolen or be distracting)
- ☐ Reduce number of books; pack up extra books early
- ☐ Too many plants in one area, spread out through house or give away. Remove dying plants.
- ☐ Clean windows, inside and out
- ☐ Repair items that are broken (this will show that your home is well taken care of)
- ☐ Pack up the little things. Little things create clutter and distract buyers.
- ☐ Hide ashtrays
- ☐ Hide pet dishes, pet beds, pet toys, etc.
- ☐ Hide visible extra keys (security risk)



STAGING CHECKLIST

Dining Room

- ☐ Clear off dining table except for one nice centerpiece
- ☐ Remove tablecloth from table
- ☐ Remove extra leaves from table to make room look bigger
- ☐ Remove extra dining room chairs (four chairs is plenty, room will look bigger)

Bedrooms

- ☐ Make the bed everyday
- ☐ Consider investing in new bedspread
- ☐ Clear off bedside tables & dressers except for a few necessary items
- ☐ Store extra books or magazines underneath bed
- ☐ Keep closet doors closed but make sure they can be opened freely
- ☐ Walk in closet keep floor clean, free of dirty laundry, organized & uncluttered
- ☐ Hangers in the same type & color per closet (all wood or all plastic white preferred)
- ☐ Make sure windows and/or special features of room can be seen
- ☐ Take down all posters

Bathrooms

- ☐ Clear off counters & remove all personal items (hide in sink cabinet)
- ☐ Put soap underneath in cabinet or replace with one neat bottle
- ☐ Clean or invest in new shower curtain

- ☐ Keep shower curtain drawn at all times
- ☐ Remove cloth toilet lid cover
- ☐ Keep toilet lids down at all times
- ☐ Coordinate all towels with one or two colors. Fold in thirds and hang neatly every day. New towels are very inexpensive to purchase if you don't have matching towels.
- ☐ Reduce items in shower/tub
- ☐ Hide all cleaning supplies (plunger, etc & garbage can under sink)
- ☐ Hide scale
- ☐ Scatter rugs to a minimum, no more than one, small bathrooms none
- ☐ Repair caulk around tub

Laundry Room

- ☐ Put all soaps and cleaners in a cupboard or reduce number and organize neatly on a shelf
- ☐ Keep laundry sink empty
- ☐ Keep top of washer/dryer clean and clear of any articles

Garage or Carport

- ☐ Carports should be completely cleaned out
- ☐ Sweep out garage
- ☐ Organize garage, it's fine to use it for storage, just keep it neat
- ☐ Always keep garage doors down while your home is on the market

Wondering where to store items taken out of the house?

1. Rent a storage unit
2. Have a garage sale
3. Give it to charity
4. Put it in the attic
5. Store it in the crawl space
6. Use part or all of the garage (but keep it organized)
7. As a last resort, sacrifice a 3rd or 4th bedroom

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with

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Not intended to solicit currently listed properties.

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We are now accepting listings. CALL TODAY!