



Home Selling Strategy

Better Communities. Better Quality. Better Lifestyle.



**Better
Homes**
and Gardens
REAL ESTATE
43° NORTH

STRATEGIES FOR SELLING YOUR HOME

1. Choosing the Right Real Estate Professional
 2. Marketing and Media
 3. Understanding Expectations
 4. First Impressions
 5. Promotion
 6. Networking
 7. The Power of Branding
 8. Competitive Pricing
 9. Negotiating & Closing
-

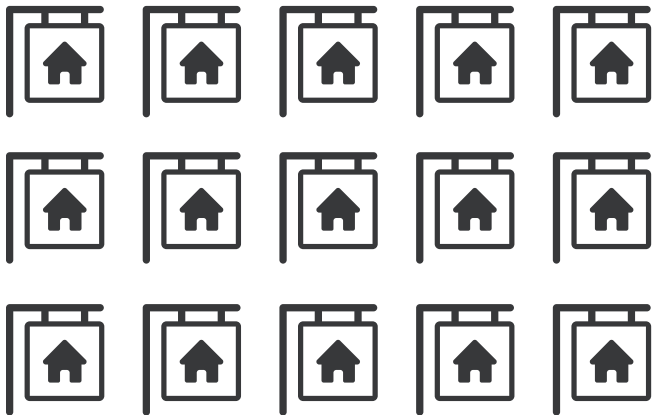


1. CHOOSING THE RIGHT REAL ESTATE PROFESSIONAL

Your home is one of your largest, most expensive assets. It is important to have the most qualified real estate professional. How do you plan to qualify our real estate professional?

NUMBER OF HOMES PURCHASED

Better Homes and Gardens REAL ESTATE | 43° NORTH | **15 HOUSES**



INDUSTRY: **8.7 HOUSES**



NUMBER OF DAYS ON THE MARKET

BHGRE®: 12 DAYS



INDUSTRY: **24 DAYS**





PERCENTAGE OF LIST PRICE NEGOTIATED

BHGRE®

99%

INDUSTRY

98%

PERCENTAGE OF HOMES THAT SELL

BHGRE®: 90%



INDUSTRY: 42%



2. MARKETING AND MEDIA

WHAT MAKES OUR AGENTS SO MUCH BETTER?

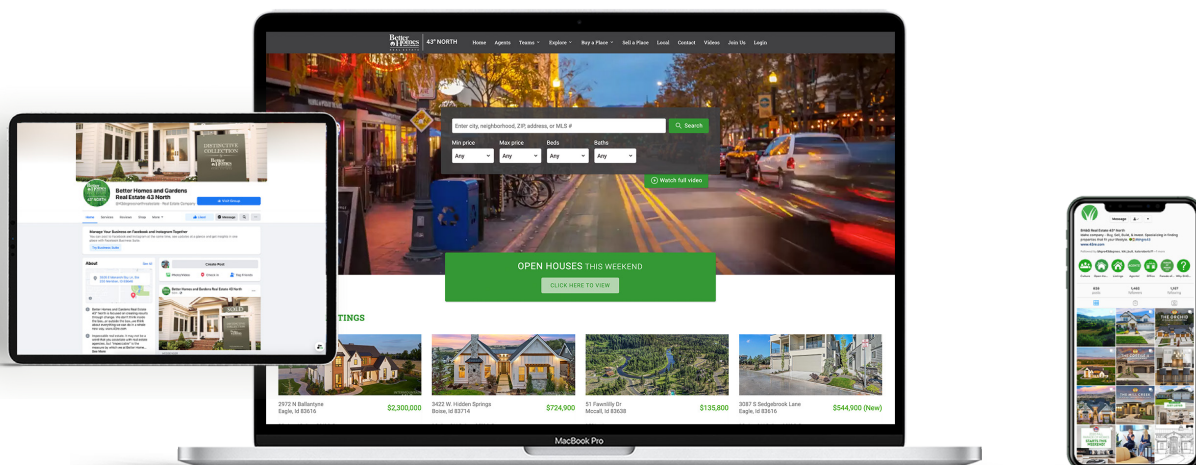
Our agents have a passionate marketing team, with the support of a national, lifestyle brand, so they can focus on what matters most: SERVING YOU BETTER.

Marketing

- AGENT CARAVAN TOURS
- LISTING SYNDICATION TO **100+** PUBLISHING PARTNERS
- OPEN HOUSE PROMOTION
- FEATURED LISTING ON 43RE.COM
- DISTINCTIVE COLLECTION AND BRANDING
- TARGET MARKETING (PINPOINT)
- EMAIL BLAST TO TOP MLS AGENTS

Social Media

- FACEBOOK - 5,089 FANS AND 5,248 FOLLOWERS
- INSTAGRAM - 1,043 FOLLOWERS
- CRAIGSLIST - OPEN HOUSE
- YOUTUBE - LIFESTYLE, TOURS AND FLY-OVERS
- TARGET ADS - LOCAL REACH OF OVER 175,000

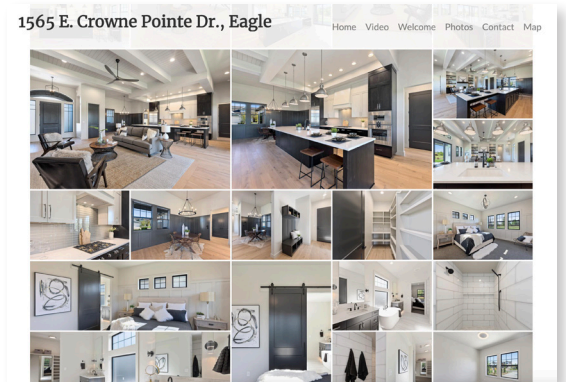
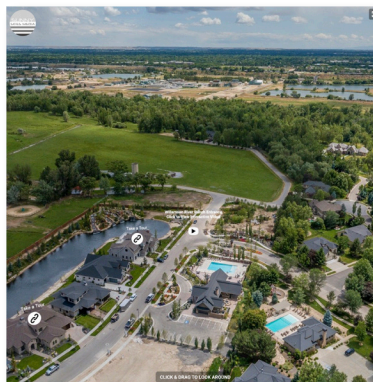
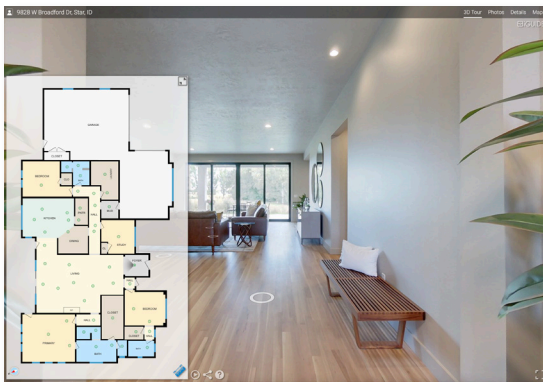


WHY WE ARE DIFFERENT

MARKETING OPTIONS THAT **SHOWCASE** YOUR HOME INCLUDE:

Photo & Video

- PREMIUM HOME PHOTOGRAPHY
- PROFESSIONAL VIDEO
- VIRTUAL TOURS
- 3D FLOOR PLANS
- DRONE MAPPING
- AERIAL PHOTOGRAPHY



Print

- FLYERS AND BROCHURES
- DIRECT MAIL POSTCARDS
- INVITES AND POP-BY'S
- REAL ESTATE SIGNAGE
- AMENITIES SHEETS
- BHGRE MAGAZINE 2X A YEAR
- REGIONAL NEWSPAPER OR MAGAZINE
- DISTINCTIVE LIFE MAGAZINE

PRINT MARKETING & BRAND STRATEGY

Though we continually adapt to employ the most sophisticated marketing techniques available, we understand that buyers fall in love and commit on a personal level. There is no magic bullet here, it's about making a connection and following through on a plan. Through detailed reports, measuring our success and studying our competition, we commit ourselves to the property and in making sure our clients maximize profitability.

We choose to partner with the industry leaders, that share in strong ethics, that we might dedicate ourselves to success. When you choose to market your property with us - you get a full-service marketing think-tank dedicated to your success. We will live and breathe your property - we'll take risk with you and we'll share in the reward. We are a group of highly ethical, sophisticated visionaries who understand our marketplace.

We live for this stuff.

BHGRE MAGAZINE

5

WILLIAMSON RIVER RANCH

ONE OF THE MOST UNIQUE, UPSCALE LIFESTYLE COMMUNITIES IN IDAHO

Premier Eagle, Idaho location with direct access to the Boise River and Greenbelt pathways. Luxury amenities include resort style Clubhouse featuring state of the art Gaggenau appliances, stunning pool & water features. This lush community features private ponds with white sand beaches, mountain views, and tranquil surroundings.

GEORGIE PITRON
Luxury Homes Specialist,
REALTOR®
208.830.9002
Georgie-Pitron@43re.com

JOE ESPY
New Construction Specialist,
REALTOR®
208.488.0758
Joe-Espy@43re.com

GET ALL THE DETAILS AT:
www.WilliamsonRiverRanch.com

LEGACY HOMES | paradigm | Tradewinds | Signature Collection

26 | BHGRE - 437N - FALL 2020

MERIDIAN SOLD
4458 W HIGHLAND FALL DR
3 BED | 3 BATH | 4 CAR | 1654 SQFT
JESSICA BOOS 208.440.6934

MERIDIAN SOLD
5036 W TALBOT ST
3 BED | 2 BATH | 2 CAR | 1894 SQFT
SUMMER GROUNDS 208.703.2552

MERIDIAN SOLD
5004 W CARAGANA STREET
3 BED | 2 BATH | 3 CAR | 1619 SQFT
JOEGRUBIAK 208.514.9258

MERIDIAN SOLD
3763 S FIRENZE
4 BED | 3.5 BATH | 3 CAR | 1812 SQFT
DIANNE DYER 208.921.9667

MERIDIAN SOLD
3052 W TENUTA ST.
4 BED | 2.5 BATH | 3 CAR | 2715 SQFT
DEANNA BARTLETT 208.250.2208

EAGLE \$325,000
2413 S MALLARD WING WAY
LAND
GEORGIE PITRON 208.830.9002

EAGLE \$325,000
2245 S TROUT STONE WAY
LAND
GEORGIE PITRON 208.830.9002

NAMPA SOLD
PHOTOS SIMILAR
N DR.
/ SQFT
562.7887
5,000

MERIDIAN SOLD
3763 S FIRENZE
4 BED | 3.5 BATH | 3 CAR | 1812 SQFT
DIANNE DYER 208.921.9667

3052 W TENUTA ST.
4 BED | 2.5 BATH | 3 CAR | 2715 SQFT
DEANNA BARTLETT 208.250.2208

1 LAKE CREEK
2 BATH | 2 CAR | 2700 SQFT
KILEY FULLER 208.600.2687

BHGRE - 437N - FALL 2020 | 57

FOR SALE FLYERS AND BROCHURES

**222 UNION PACIFIC
HOMEDALE**

\$359,900

3 BED | 2 CAR GARAGE | 2 BATH | 1801 SQ. FT.

COUNTRY LIVING WITH MODERN TOUCHES!

This practically brand new custom home features a beautiful open floor plan with many upgrades. Kitchen boasts 2 full size sinks and opens up to living area. Also includes office or could be used as a 4th bedroom. Less than 5 min to multiple local groceries, close to schools, hiking trails, 20 min. to local shopping/entertainment and hospital, 1 mile from Succor Creek, & 1/2 mi. to Snake River for year long fun!

43RE.COM

AGENT NAME
208.555.5555
Agent@43RE.com

Better of Homes REALTY 43 NORTH

7118 W. RING PERCH CT. | BOISE

5 BED | 5 BATH | 4095 SF | 3 CAR

WELCOME TO THIS GRAND, LUXURY HOME with 15 ft ceiling located in a quiet cul-de-sac. Too many details to list! This beautiful home has an open concept with chef gourmet kitchen, exquisite dining & gorgeous master suite on main level with separate walk-in closet and beautiful Transcendence.

HUGE BONUS! Room with full bath and MASSIVE family/ret. room with another full bath. Bar area is also a 2nd laundry with washer/dryer hookups. Custom shed, tons of storage, heating ceiling (including basement), HUGE laundry, dual HVAC and more!

INCLUDED:

- Small Branch in Front Yard
- Landscaping Lights
- Tree on Front Porch
- Ceiling Fan (2)
- Attached Back & Shading
- Cable Access (on premises)
- Washer/Dryer Appliances
- Shelving (Desk) built-ins in Laundry Room
- Mini TV in Upper Bonus Room
- Custom Build Shed

EXCLUDED:

- Furniture on Front Porch
- Plant Furniture on Front & Back
- TV's & Mounts
- Propagator in Garage
- Garf Simulator (including Equipment)
- Work Bench in Garage
- Detached Garage Shading/Racks
- Wash Branch in Garage
- Callan's Personal Property
- Custom Bookshelves

• Cable Machine in Basement
• Refrigerator in Basement
• Air Hockey Table
• Hot Tub
• BBQ
• Large Landscaping Plant
• Chest Freezer

JOHN DOE | JAMES DOE
208.555.5555 | 208.555.5555
Agent@43RE.com | Agent@43RE.com

12 HUNT ROAD | HORSESHOE BEND

3 BED | 3 CAR GARAGE | 2 BATH | 1580 SQ. FT.

Mountain Living on 2.3 Acres!

Need an escape of a pristine mountain in the Idaho Idaho home use? Please call. Breathe in the fresh air and take in the 360° panoramic view of the valley and mountains bustling with wildlife and wonder! This mountain home features a gourmet wood work throughout, custom kitchen and bathroom, large stone fireplace, and private details make this unique property yours! This lovely single rancher on a 2.3 Acre estate offers all that is Idaho Living!

\$399,900

For a video tour visit:
www.BuySillLoveBoise.com

43 NORTH

BREATHE IN THE FRESH AIR AND TAKE IN THE 360° PANORAMIC VIEWS OF THE VALLEY AND MOUNTAINS BUSTLING WITH WILDLIFE AND WONDER!

JOHN DOE | JAMES DOE
208.555.5555 | 208.555.5555
Agent@43RE.com | Agent@43RE.com

www.BuySillLoveBoise.com

43 NORTH

AGENT NAME
208.555.5555
Agent@43RE.com

Better of Homes REALTY 43 NORTH

DIRECT MAIL POSTCARD

BUYERS ARE ON THE HUNT FOR THE WATERFRONT

208.391.5301
Agent@43RE.com

0 ACTIVE
1 PENDING
5 SOLD
\$578K AVERAGE
11 DOM

WARMTH IS A STRONG

PENDING
816 S. Lake Pointe Way

Better of Homes REALTY 43 NORTH

RACHEL POSTER
208.863.8109
Agent@43RE.com

DISTINCTIVE COLLECTION

DISTINCTIVE LOCATION

ABSOLUTE SHOW STOPPER!

Design together and custom high end finishes on this home you won't see the gorgeous home! Choose together and custom high end finishes on this home you won't see the gorgeous home! Choose together and custom high end finishes on this home you won't see the gorgeous home!

4468 W HIGHLAND FALL DR

PROPERTY DETAILS
CLASSIC HOME WITH PLEASANT
5 BED | 3 CAR GARAGE

3. UNDERSTANDING YOUR EXPECTATIONS

What concerns do you have about working with a real estate agent?

What are your expectations of your real estate agent?

What would it take for you to refer me to your friends?

Tell me about the last time you bought a home.

BETTER AGENTS, BETTER QUALITY, BETTER RESULTS

1	Better Homes and Gardens REAL ESTATE 43° NORTH	\$5,382,572.16
2	KELLER WILLIAMS REALTY BOISE	\$3,830,951.52
3	AMHERST MADISON	\$3,527,469.38
4	GROUP ONE SOTHEBY'S INTERNATIONAL REALTY	\$3,209,089.42
5	BOISE PREMIER REAL ESTATE	\$2,584,198.14
6	COLDWELL BANKER TOMLINSON	\$2,515,364.67
7	EPIC REALTY LLC	\$2,484,594.11
8	ACCEL REALTY PARTNERS	\$2,262,387.25
9	SILVERCREEK REALTY GROUP	\$1,937,304.39
10	HOMES OF IDAHO	\$1,661,616.80

1	Better Homes and Gardens REAL ESTATE 43° NORTH	13.2
2	KELLER WILLIAMS REALTY BOISE	10.5
3	AMHERST MADISON	9.9
4	GROUP ONE SOTHEBY'S INTERNATIONAL REALTY	7.7
5	COLDWELL BANKER TOMLINSON	7.7
6	EPIC REALTY LLC	7.6
7	BOISE PREMIER REAL ESTATE	7.3
8	KELLER WILLIAMS SUN VALLEY SOUTHERN IDAHO	6.9
9	HOMES OF IDAHO	6.5
10	SILVERCREEK REALTY GROUP	5.9

#1 IN PER-AGENT PRODUCTIVITY BY VOLUME AND UNITS



4. FIRST IMPRESSIONS

Curb Appeal

Drive-by appearance is critical to get buyers interested in seeing your property. To make sure your house makes the best first impression: **Keep the lawn manicured, clear all of the walkways, trim and maintain the landscaping, and rake up the leaves.**

Staging & Interior

“The way you live in your house and the way you sell your house are two different things.” **Remove all of the clutter, put extra furniture in storage, organize your closets and cabinets, and depersonalize your decor.**

Be Ready for a Showing

Keep your home neat at all times, be flexible for showings, provide easy access to your home, and remember, prospective buyers feel more comfortable if the seller isn't home.

5. PROMOTION

With 9 out of 10 home buyers on the internet, it is important that we have an online strategy to promote your home.

Online Promotion

More ways that we will market your home online:
Single property page, virtual tour video of your home, posts to our BHGRE® social media, your home will be listed on bhgre.com and appear in search results.

We help get the Word out

Advertising, direct mail, flyers, exclusive access to Meredith Customers, the power of Yard Signs, open houses advertised online and offline.

Local Events

We will also help get the word out through:
Community events, home buying seminars, and more.

WHEN YOU HIRE ONE OF US, YOU HIRE ALL OF US!

We will mobilize the local agents to show your home: **Entering it in the MLS, holding broker open houses, emailing just listed notices, posting on social media sites, distributing flyers.** We will also target agents who are known to work this area in case they have buyers ready to go!

When you choose to sell your home with us - you get a full-service marketing think tank dedicated to your success. We will live and breathe your home sale - we'll take risk with you and we'll share in the reward. We are a group of highly ethical, sophisticated visionaries who understand our marketplace. We live for this stuff.



We do the
Marketing

We will distribute our MLS listings to a national audience through our affiliation program designed to showcase our available properties to the widest possible audience.



According to NAR, **88%** of all buyers **used a real estate agent and an online site** as a source of information in the purchase of their home.

6. NETWORKING AND RESEARCH

We have a large sphere of influence and a worldwide network of agents behind us.
Your buyer could be anywhere in the world.





7. THE POWER OF BRANDING

Nearly 40,000,000 Monthly Readers

1 IN 6 ADULTS



1 IN 5 HOMEOWNERS



1 IN 4 WOMEN



Consumers associate quality with the brand

Shows like **Better Homes and Gardens!!!**

This one is straight out of **Better Homes and Gardens!**

This one is straight out of Better Homes and Gardens!

Description: Oak Knoll - Shows Like BETTER HOMES & GARDENS!!! PLUS SELLER WILL PAY BUYERS FIRST YEAR CONDO FEE!!! ELEGANT END UNIT...

Short Description: Oak Knoll - Shows Like BETTER HOMES & GARDENS!!! PLUS SELLER WILL PAY BUYERS FIRST YEAR CONDO FEE!!! ELEGANT END UNIT...

Shows like Better Homes and Gardens!!!

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This one is straight out of Better Homes and Gardens!

8. PRICING YOUR HOME

Home Value and Market

Factors effecting home value: **Location, size, condition and amenities of the house, local market conditions, and recently sold properties.** Review the market: **Recent home sales, new properties to the market, under contract.**

Benefits of Listing with Me

Better Homes and Gardens Real Estate Home Protection PlanSM

1-year service agreement that covers repair or replacement of home system components and many major appliances. Why purchase a plan?

- Help sell home an avg. of **11 days faster and \$2,314 more**
- Mitigate unexpected issues from a home inspection
- Get access to Contractor Finder

Special Discounts







LET'S GET STARTED

When we have negotiated and executed a contract with all terms and conditions agreed upon, then we becomes responsible for making sure every detail is handled correctly and in the necessary time frame.

Let us do the
Heavy Lifting

We will interact with others to manage the package including:

- Other agents involved
- Attorneys
- Property inspectors
- Insurance agents
- Mortgage representatives
- Title Companies
- Warranty Companies



LET'S FIND YOUR DREAM HOME!



43° NORTH



EXPECT BETTER®

LISA J. CUNNINGHAM, REALTOR® | 208.562.7887 | lisajcunningham@43re.com

SHAUN URWIN, REALTOR®, New Construction Specialist 208.989.4811 | shaun@43re.com

3505 E Monarch Sky Ln Suite #200 Meridian, ID 83646 | sljrealty.com



43° NORTH

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