



SELLER'S *Guide*

Empowering you in the sale of your home





SHIRLEY HICKS

FINDING 43

— REAL ESTATE —

SERVICE BASED—RESULTS DRIVEN



TABLE OF CONTENTS

Process

- THE HOME SELLING PROCESS

Preparation

- FACTORS THAT EFFECT THE SELL OF YOUR HOME
- PRICING
- GETTING READY
- PRE-MARKETING

Going Live

- MARKETING
- WHERE BUYERS FIND HOMES
- OPEN HOUSES
- ONLINE MARKETING
- SHOWINGS
- OFFERS
- NEGOTIATIONS

Under Contract

- INSPECTIONS
- REPAIRS (IF NEEDED)
- APPRAISALS

Final Steps

- PREPARE FOR MOVE OUT

Closing

- WHAT TO EXPECT

FAQ's

- FAQ
- RESOURCES

Reviews

Commitment to
you

THE HOME SELLING *Process*



Preparation

- Consultation
- Pricing-Review CMA
- Painting/Staging
- Photography and Video
- Pre-Marketing

Active on market

- Going live
- Marketing
- Showings/Feedback
- Offer- Calculate net proceeds
- Negotiations

Under Contract

- Inspections (Option Period)
- Repairs (if needed)
- Appraisal (unless cash transaction)

Final Steps

- Survey ordered or given to buyer based on contract
- Title and Utilities
- Review Closing Documents & Net Proceeds

Closing

- Transfer funds
- Transfer Documents
- Transfer Property and give keys to buyer!

PREPARATION





3 DETERMINING FACTORS

WHEN LISTING YOUR HOME

1. PRICING

Strategic pricing is the key to selling your home in an acceptable amount of time. We take to heart our fiduciary duty to provide you with current market research and strategic advice on pricing.

2. HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and photos by:

- Completing repairs that need to be done around the home, but avoiding unnecessary repairs
- Lawn care & improve curb appeal
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Staging (if needed)

3. MARKETING

I offer cutting edge marketing techniques to help get your home sold faster and for more money than the competition.

Prospecting

Prospecting daily for potential buyers, talking with neighbors, co-op agents at brokerage, networking, and blasting out the listing to over 30,000 agents in the area.

Marketing

The second you sign with me, I go to work on marketing your home! Coming Soon marketing, Online marketing, Social Media marketing and Print Marketing are all part of the success of getting your home seen by the most potential buyers and ultimately sold fast for the most money

Communication

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

PRICING STRATEGY

Price your home to attract the most amount of buyers

Using a scientific and calculated market value analysis in your area, we will advise you on how to price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks. A large pool of interested buyers drums up a multiple offer scenario- this will ultimately lead to the highest and best offer for you.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.

If you overprice your home:

- It makes other homes more attractive and can actually help sell the competition.
- It will be shown to fewer prospective buyers.
- Fewer prospects will respond to the advertising.
- You may lose buyers who are willing to negotiate.



Pricing your home at market value will attract 6x more buyers in the current market

Your home is unique, here is what buyers consider when making an offer

- PRICE
- LOCATION/ GENERAL AREA/ PROXIMITY TO WORK, ETC.
- SIZE OF HOME
- SCHOOL DISTRICT
- LAYOUT/ FLOOR PLAN
- CONDITION OF HOME
- AGE OF HOME
- SIZE OF BEDROOMS
- SIZE OF BATHROOMS
- HOA COST/ AMENITIES
- YARD/ LOT SIZE
- RESALE VALUE
- TAXES
- FOUNDATION/ ROOF QUALITY
- HVAC/ PLUMBING/ ELECTRIC SYSTEMS
- ANY ODERS IN THE HOME (PET,SMOKE, ETC)
- LAUNDRY ROOM
- KITCHEN AND LIVING ROOM- OPENNESS AND CEILING HEIGHT



GETTING READY

maximize your home's potential

EXTERIOR & INTERIOR

Here are a list of things you can do to the exterior/interior of your home to increase the value and stand out from the competition:

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences
- Depersonalize, remove excessive decorations & furniture
- Replace or clean carpets
- De-clutter and organize, clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

PAINT AND LIGHTING

- A new coat of exterior paint helps a home's curb appeal tremendously (modern buyers love a white exterior). It is a larger investment, but can pay off.
- If you can't paint the entire home, paint the trim.
- Update exterior light fixtures.
- Update interior light fixtures such as: dining room fixture, kitchen/island fixture, bathroom fixtures, bedroom fans/lighting, living room fixture/fan

STAGING

The fact of the matter is- buyers cannot visualize themselves living in an empty space. This is why hiring a stager is a huge benefit in increasing the offer value. The benefits include:

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT

staged homes spent

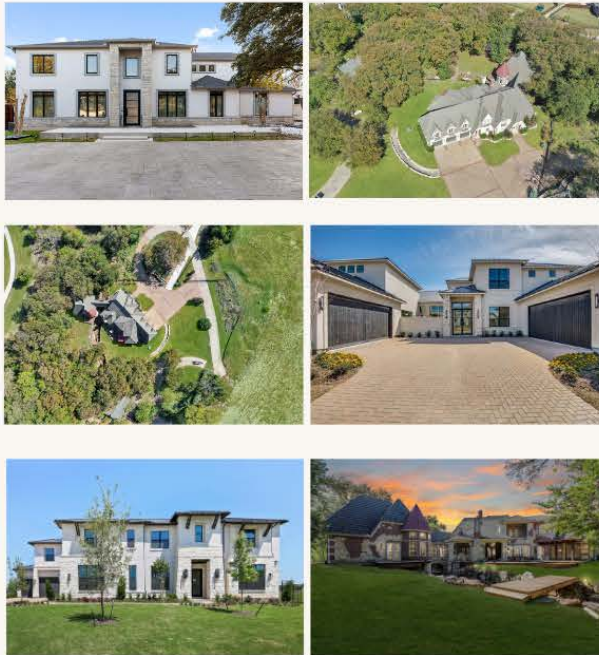
90%
less time on the market

PRE-MARKETING

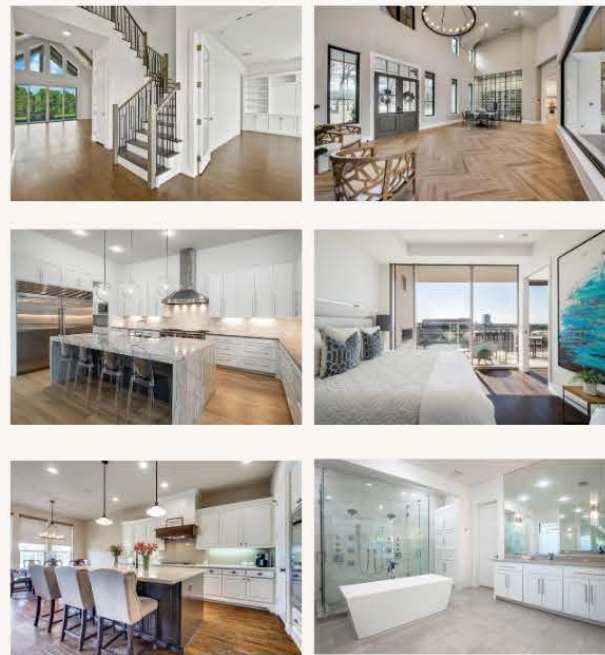
Photography & Videography

We only use the best and highest quality photographers & videographers in the area, so your home has the absolute best chance of being seen by every potential buyer. After all, buyers choose the home they want to see based off the photos online.

EXTERIOR & AERIAL EXAMPLES



INTERIOR EXAMPLES



Did you know that **83%** of home buyers believe that photos are crucial in helping them reach a buying decision?

Homebuyers spend approximately **60%** of their time just looking at listing photos online

Professionally shot listings can sell for **19K MORE**

ACTIVE ON MARKET

02





MY MARKETING STRATEGY

Cutting edge online marketing

Buyers in today's market start their search online. Not only will your home be featured in the local MLS, it will also be featured on Realtor.com and Zillow.com which syndicate to many other listing sites.

Networking with agents & potential buyers

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market. Through our company and other various agent facebook groups across the country, your home will be top of mind to agents and buyers looking in the area.

Signage, Lockbox, Showings, Open House

As soon as we go live, our sign with 24/7 call response will go in the front yard, as well as a realtor lockbox-tracking all agent activity, and showings will start as soon as possible. We recommend an open house the first weekend after the listing has gone live, to attract the most attention possible.

Email Marketing

As soon as your home is in "coming soon" & "active" status, it will be blasted out to over 30,000 active realtors in the DFW area. On top of this, we do a reverse search to target the agents who have recently shown a home to a client in the area, narrowing down the targeted search.

Property brochures & Flyers

Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochures outline every detail of your home seen and unseen. We love showing off all the unique details, photos, neighborhood specs, schools, upgrades and features your home has to offer.

SHOWINGS & OFFERS

SHOWING YOUR HOME

In order to get the most amount of potential buyers to see your home, it is important to:

- stay flexible and be accommodating
- stay clean and tidy
- keep the home smelling fresh
- keep any pet areas clean (sometimes smells linger and we don't even realize it)
- make sure to keep all personal and valuable belongings out of sight and in a safe
- let in lots of natural light and keep the temperature at a comfortable level
- always vacate- a seller being present can make buyers feel awkward or uncomfortable

RECEIVING OFFERS

While price is the biggest determinant of a good offer, Here are some of the other factors to consider:

- Contingencies
- Pre-Approval
- All cash
- Loan type
- Timeline to close
- Repair requests

NEGOTIATIONS

After an offer has been received you then have the choice to:

- Accept the offer
 - or
- Decline the offer
 - or
- Make a counter offer

The buyer then has the option to do the same, until an agreement is reached.



CONTRACT TO CLOSE

03





INSPECTION PERIOD

WHAT IS INCLUDED IN A HOME INSPECTION?

INSPECTION PERIOD

FAQ'S

Option Period Timeline:

- Typically 5-10 days after purchase agreement has been executed (this is negotiable)

Costs:

- There is no cost to the seller, the buyer will pay an "option fee" to you-the seller-to purchase this period of time where you take your home off the market for inspections and due diligence by the buyer.

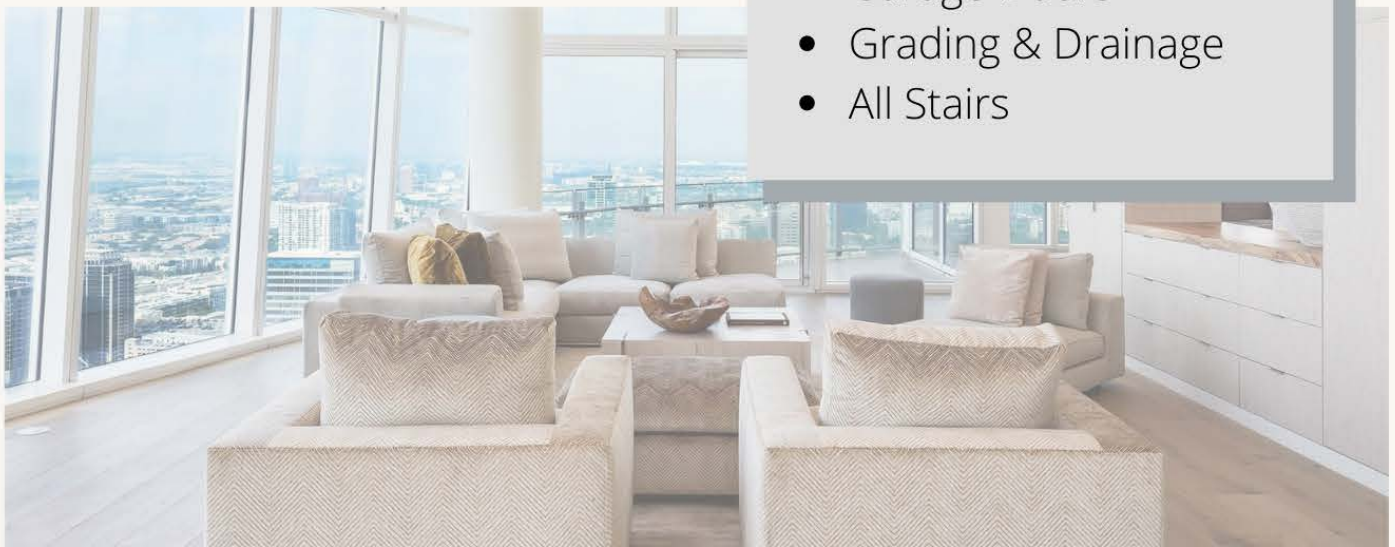
What all happens during this time?

- third party inspector does a general inspection on the home, if needed- more specific inspections can be done (foundation, termite, engineer, etc.)

Possible Outcomes:

- The buyer could ask for repairs that were suggested in the inspection report, you then have the choice to accept, negotiate, or the buyer has the option to back out and lose their option fee.
- Inspections and repairs are usually one of the top reasons a sale does not close.
- Common issues: Foundation, Electrical, Plumbing, Pests, Structural, Mold or radon gas

- Roof & Components
 - Exterior & Siding
 - Basement
 - Foundation
 - Crawlspace
 - Structure
 - Heating & Cooling
 - Plumbing
 - Electrical
 - Attic & Insulation
 - Doors
 - Windows & Lighting
 - Appliances (limited)
 - Attached Garages
 - Garage Doors
 - Grading & Drainage
 - All Stairs
- 
- 



APPRAISAL & FINANCING

WHAT IS AN APPRAISAL?

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. We execute on certain strategies to reveal value of the home prior to the appraisal. Such as preparing a folder of the latest and most similar comps supporting the price of your home, for the appraiser to review.

AT OR ABOVE SALES PRICE

Good News! You are in the clear and the price is justified for the buyers lender. We can move forward with closing as scheduled.

BELOW SALES PRICE

If the appraisal comes in lower than expected you have the option to:

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer



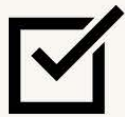
FINAL 4 STEPS





PREPARE FOR MOVE OUT

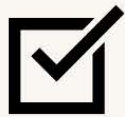
FINAL STEPS



CANCEL POLICIES



CLOSE ACCOUNTS



CHANGE ADDRESS



**TURN EVERYTHING OFF
AND DO A FINAL CLEAN**

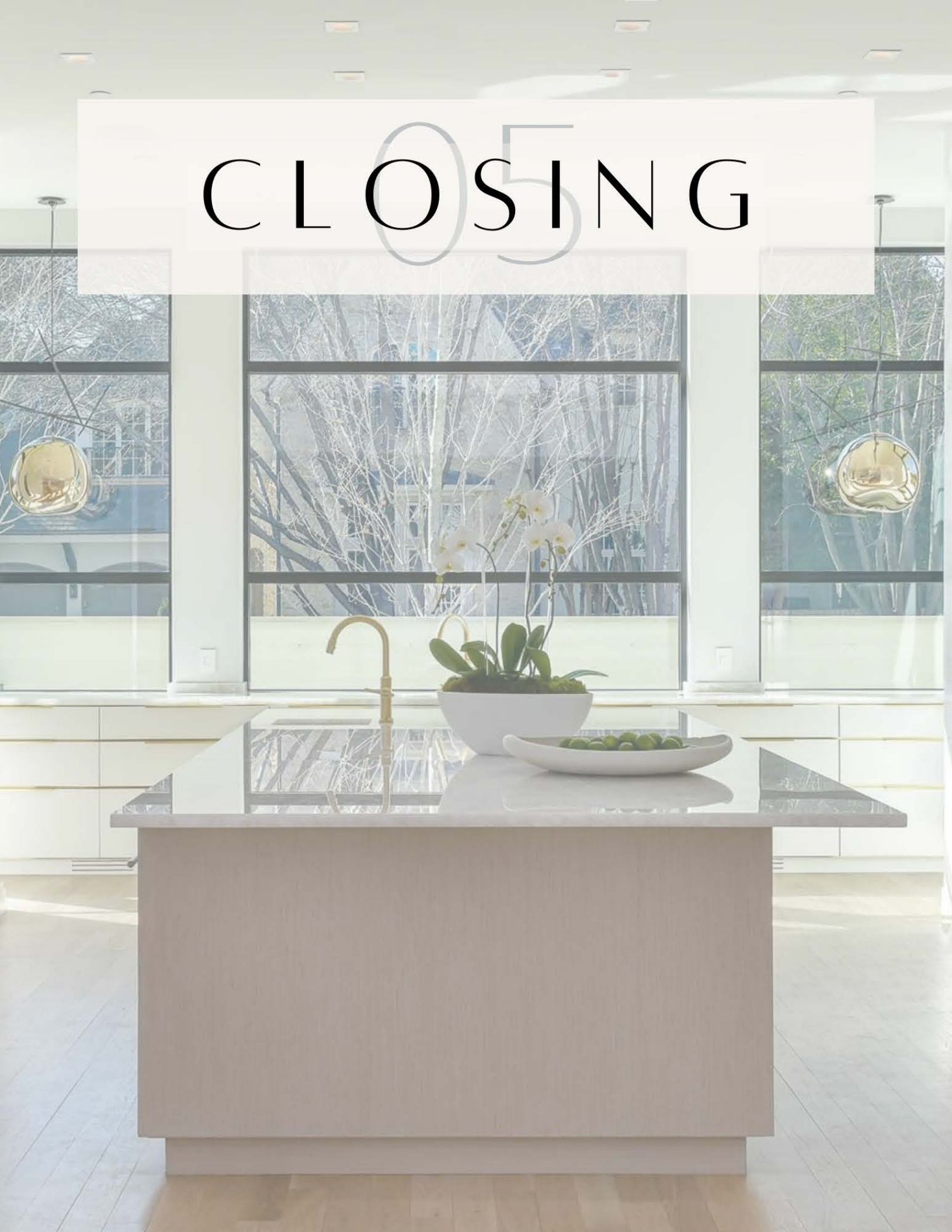



GATHER HOME PAPERWORK



**CLEAR OUT PERSONALS
AND LOCK UP**

CLOSING





WHAT TO EXPECT

WHAT I WILL DO TO MARKET YOUR HOME

I. INTERNET

The internet is a powerful

Transfer Funds

may include:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

Transfer Documents

may include:

- deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

Transfer Ownership

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

COMMON COSTS:

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty for buyer (1 year)

WHAT TO BRING:

- A government ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

RESUME





SHIRLEY HICKS

Associate Broker
ABR, CRS, GRI

EDUCATION

St. Agnes Academy - Alliance, NE
Boise State University - Boise, ID
Academy of Real Estate - Boise, ID

EXPERIENCE

- Listing & selling residential properties from 1987 - present
- Ability to manage a high volume of real estate transactions
- Effective marketing through Intermountain Multiple Listing Service & extensive internet sites including Realtor.com & Zillow.com
- Planning, organizing & time management skills
- Negotiating & closing sales by following each transaction from financing to escrow to final recordation
- Working with builders, bankers, architects, attorneys, escrow officers, accountants, investors and developers
- Building rapport and developing referrals through satisfied clients

Professional Affiliations

National Association of Realtors

Past Board of Director

State & local committees

Idaho Association of Realtors

Past President & Board of Director

Have held all offices & chairmanships

Past Ethics instructor

Intermountain Multiple Listing Service

Past President (2)

Past Board of Director

MEMBERSHIPS

WRC - Women's Council of Realtors

CRS - Certified Residential Specialist Council

REBAC - Real Estate Buyers Agent Council

SRES - Senior Advantage Real Estate Council

Boise Chamber of Commerce

AWARDS AND HONORS

Platinum Club

(the highest production award RE/MAX and ACAR bestows)

Circle of Excellence - Ada County 1987 - present

RE/MAX International Lifetime Achievement

RE/MAX International Hall of Fame

Realtor of the Year, 2001

Twin Award, 2005

tribute to Women in Industry

Ada County Association of Realtors Honor Society

Lifetime Member

Realtor Political Action Committee GOLDEN R, President's Circle

Darlene Manning Humanitarian Award, 2012

YOU DESERVE THE
BEST REALTOR!





THE 5 MOST IMPORTANT REASONS WHEN SELECTING YOUR AGENT

1. KNOWLEDGE AND EDUCATION

- **How long have you been selling real estate?**
- **Have you continued to educate yourself after receiving your real estate license?**
- **What designations have you obtained and what do they mean to me as a buyer?**

I have been a licensed Realtor since 1987. I have enclosed my resume for you to lookover and I strongly suggest you ask other agents for the same. Getting a real estate license is a difficult task and requires many hours of studying; however, it should be the beginning of education for a real estate agent. It is very important for an agent to become a Realtor. Being a Realtor means you have vowed to obey the rules and regulations of the National Association of Realtors, as well as our local chapter, the Ada County Association of Realtors. These associations have strict professional and ethical standards which is one way to ensure you are receiving quality service. *Practices are dictated by Idaho State Law and the Idaho Real Estate Commission.* I am educated in and have been awarded the following designations:

ASSOCIATE BROKER - Advanced education and experience including real estate law, finance, broker management and appraising (5 course study) 12% of Idaho Realtors hold this advanced license.

ABR - Accredited Buyer's Representative, assuring your needs in the transaction will be protected.

CRS - Certified Residential Specialist, which offers special expertise due to advanced study in listing, selling, investment and taxes. Only 3% hold this designation.

GRI - Graduate of Realtors Institute, assuring you that I have been educated in the professional and ethical standards which the National Association of Realtors requires.

CDPE - Certified Depressed Property Expert, able to provide solutions for homeowners facing hardships in today's real estate market

CHMS - Certified Home Marketing Specialist, the enhanced use of effective marketing techniques such as staging, verbiage and photo enhancements. All combined enable properties to stand out and sell faster.

CNE - Certified Negotiation Expert, handle highly skilled negotiators with ease

CSSS - Certified Short Sales Specialist, knowing when to contact the lender, strategy of pricing the listing, how to negotiate the sale, helping the buyer complete the transaction and closing escrow for the benefit of all parties.

PMN - Performance Management Network, further skills in negotiation strategies, networking and business planning

RRC - Referral and Relocation Certification, which offers specific training in working with transferees and their properties particularly when listing property for sale

SRES - Senior Real Estate Specialist, gives knowledge and credibility when working with buyers and sellers with the extra experience and training needed to handle the special needs of seniors.



THE 5 MOST IMPORTANT REASONS WHEN SELECTING YOUR AGENT

2. PROVEN TRACK RECORD SELLING HOMES, NOT JUST LISTING!

- *How many clients have you represented?*

I have represented 2,000+ buyers and sellers since 1987. While the number of transactions is an important indicator of effective representation, it is important to choose an agent with experience and backup. You deserve the best representation possible and that is what I strive to provide.

3. QUALITY OF SERVICE

- *What do your previous clients say about the quality of service you provided them?*
- *Can you provide me with the names of buyers/sellers in addition to written testimonial letters?*

Over the years I have helped over 2,000 clients and customers buy and sell their homes. Many of these people have written letters of thanks and have offered to be available as a reference to anyone inquiring about the quality of my service. I have provided testimonials in this package for your review.

Because I have lived in the Treasure Valley for most of my life, I have developed a wide circle of clients, now friends, who continually return to me for their real estate needs and refer me to their friends and family.

4. AVAILABILITY

- *What steps have you taken to make sure you are able to reach me?*

Due to the nature of real estate, timing is very important. I have taken every step to ensure that no matter where I am, you are able to get hold of me. I have voice mail on my office phone. I carry a cell phone with me at all times so I may return your call as soon as possible. I am available via e-mail or text as well.

NOTE: I believe that each client is very important, thus when I am engaged in an appointment, I allow my voice mail to receive your message. When I am with you, the same rule applies. Honoring each client during their appoint time is important to me.

CELL: 208-841-6800

E-MAIL: shirley@shirleyhicks.com

WEBSITE: www.shirleyhicks.com



THE 5 MOST IMPORTANT REASONS WHEN SELECTING YOUR AGENT

5. MARKETING

- *What types of advertising do you normally do?*

In our world of technology the advertising model has changed from print to the online model. My marketing plan consists of promoting your listing on national websites such as www.Realtor.com and www.Zillow.com. These sites are syndicated to additional websites nationally and internationally. I also advertise your home by listing your property with the Ada County Multiple Listing Service. MLS is accessible and the mainstay of the 10,000+ real estate agents in the Treasure Valley. Additionally it will appear on my personal website, www.shirleyhicks.com.

WHEN YOU BECOME MY SELLER CLIENT, I WILL...

- Obtain all information necessary for marketing your home
- Complete Intermountain Multiple Listing forms
- Order professional photographs and virtual tour
- Order professional floor plans if applicable
- Submit information to 10,000+ Realtors through Regionalized Multiple Listing Service
- Prepare customized color property brochures for your home with special features
- Prepare seller's net sheet once we have determined our price
- Create the to-do list for "Dressing Your Home for Success"
- Install "for sale" signs
- Install lockbox on property
- Upload information and photos to Internet web sites
- Provide financial brochures for potential buyers when requested
- Follow up on all showings immediately through automated lockbox system
- Utilize technology, such as Broker Bay, for feedback
- Price evaluation every 3 - 5 weeks to keep up with the changing market
- Review our marketing plan every 60 days if not sold

ONCE YOUR OFFER IS RECEIVED, I WILL...

- Negotiate the terms and conditions of your sale
- Daily contact with the lender/appraiser/realtor/title company/buyer to follow up transaction
- Research necessary items to help get your home sold, such as potential repairs
- Schedule details concerning closing
- Verify correct figures on closing documents and review the documents with you.
- HAVE YOU AS A LONG TERM FRIEND AND CLIENT.

MY COMMITMENT TO YOU





THE ADVANTAGES OF WORKING WITH ME

ALWAYS

CARING & COMMITTED
HONEST & TRANSPARENT
SERVICE BASED & RESULTS DRIVEN
ACTING WITH THE HIGHEST INTEGRITY
RESPECTFUL & EDUCATED
TIMELY & RESPONSIVE
ACTING IN YOUR BEST INTEREST

When you work with me, you will receive a knowledgeable and professional real estate agent, a committed ally to negotiate on your behalf with the best systems in place to streamline buying your home and the backing of a trusted company.

My job is to make the real estate process that much simpler and as easy as possible for you.

You could never find a more dedicated, focused, and committed agent to represent you.



WITH YOU EVERY STEP
OF THE WAY

YOUR BEST INTEREST IS AT THE CORE OF
EVERYTHING WE DO

As your real estate agent, your best interest is at the core of what I do. You can trust in me to represent you and guide you through this process so you can have the best experience possible.

Shirley
HICKS
REALTOR®