

*Home Seller*

*Brittany*

# GUIDE



*Tracy & Trini*

DEMARCO REAL ESTATE GROUP

*with Boise Premier Real Estate*

# DeMarco Real Estate Group

*As you embark on your real estate journey, it's important to know who you're partnering with. At DeMarco Real Estate Group, we believe that understanding our background, mission, and objectives is key to building a strong, trusting relationship with our clients.*

## *Our history*

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*Founded in the dynamic heart of Idaho in the early 2000s, DeMarco Real Estate Group emerged from a simple yet profound idea: to revolutionize the real estate experience for buyers and sellers alike.*

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## *Our mission*

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*Our mission is to empower and guide individuals and families in their real estate endeavors with unmatched professionalism and care.*

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## *The goals*

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*At DeMarco Real Estate Group, our primary goal is to redefine the essence of exceptional real estate service. We are committed to ensuring every client's satisfaction by offering personalized, informed guidance throughout their real estate journey.*

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# Transparency & Commitment to You

Tracy & Trini are committed to providing complete transparency and open communication throughout the home selling process. Our goal is to ensure you are fully informed, confident, and supported every step of the way as we work together to sell your home.

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## **CLEAR AND OPEN COMMUNICATION**

01

We represent your best interests and are dedicated to helping you sell your home as quickly and efficiently as possible.

## **PROFESSIONAL GUIDANCE**

02

We offer expert advice, market insights, and negotiation skills to ensure a successful and profitable sale.

## **TRANSPARENT COMPENSATION**

03

We clearly outline our compensation structure upfront, so you know exactly how we get paid.

## **COMMISSION SCENARIOS**

04

We explain all potential commission scenarios, ensuring you understand how each situation might affect you.

## **FREQUENT UPDATES**

05

We keep you informed at every stage of the process, providing regular updates and clear explanations of any developments.

## **ACCESSIBLE INFORMATION**

06

All relevant documents, agreements, and reports are shared with you promptly, ensuring you have access to all necessary information.

## **NO HIDDEN FEES**

07

We discuss all real estate fees at the time of signing your listing agreement, so there are no hidden surprises.

# TRANSPARENT COMPENSATION

## UNDERSTANDING HOW YOUR AGENT IS COMPENSATED

At DeMarco Real Estate Group, we believe in complete transparency regarding our compensation. It's important that you understand how we are compensated for the services we provide and that there are no hidden fees involved.

### HOW WE GET PAID?

**Commission-Based Compensation:** As your seller's agent, we earn a commission based on the final sale price of your home. This commission is typically split between the listing agent (us) and the buyer's agent.

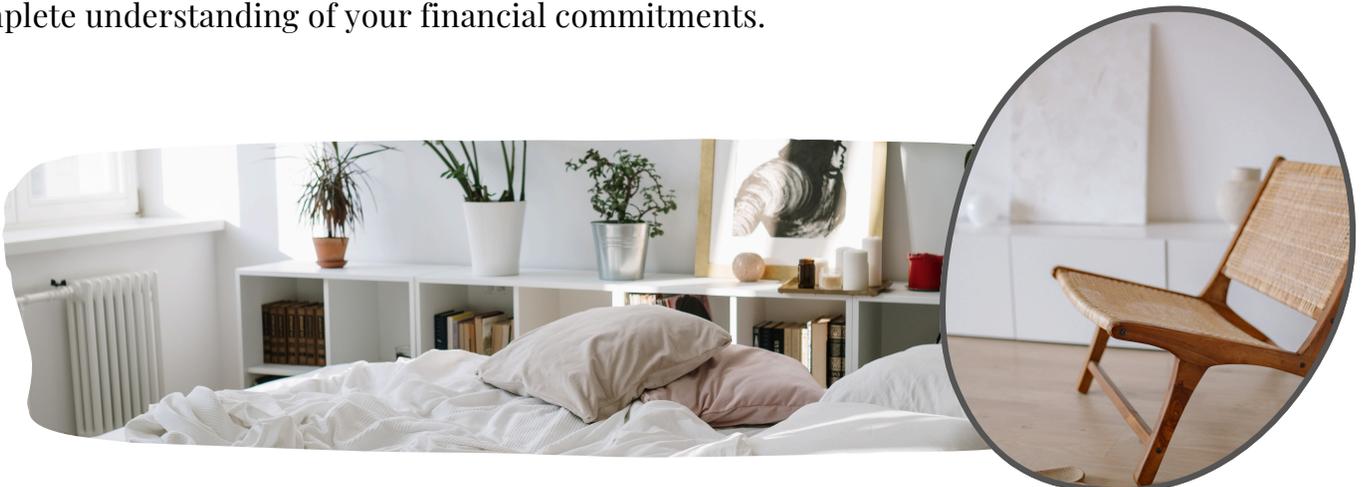
**Standard Rate:** The standard commission rate in our market is typically 6%, but this can vary. We will discuss and agree upon the exact rate before listing your property.

**Value of Our Services:** Our commission covers a wide range of services, including marketing your home, staging if needed, developing productive sales strategies, negotiating with buyers, and managing the entire sales process from listing to closing.

### ENSURING TRANSPARENCY

**Upfront Disclosure:** We provide a clear and detailed explanation of our commission structure from the beginning. You'll know exactly how we are paid before we start working together.

**No Hidden Fees:** We are committed to transparency, and there are no hidden fees or unexpected charges. All potential costs are disclosed upfront, ensuring you have a complete understanding of your financial commitments.



# COMPENSATION SCENARIOS

## DIFFERENT SCENARIOS AND THEIR IMPACT ON YOU

It's essential to understand the various compensation scenarios that might arise during the sale of your home and how they could affect you:

### FULL COMMISSION TO BOTH AGENTS

**Standard Practice:** In most real estate transactions, the seller pays the full commission, which is typically split between the listing agent and the buyer's agent.

**Impact on You:** The commission is usually a percentage of the final sale price, and it is deducted from the proceeds at closing. This ensures both agents are compensated for their services.

### ADJUSTING COMMISSION FOR MARKET CONDITIONS

**Scenario:** Depending on market conditions, it may be beneficial to adjust the commission to attract more buyer agents and increase interest in your property.

### HOW WE HANDLE IT?

**Negotiation:** We may negotiate different commission rates to remain competitive and attract more potential buyers.

**Incentives:** Offering competitive commissions can sometimes result in a faster sale or higher sale price.

**Impact on You:** While adjusting the commission can be an added cost, it can also lead to a more favorable outcome by increasing the number of interested buyers and offers.



# Our Services

At DeMarco Real Estate Group, we pride ourselves on offering a wide array of real estate services, each tailored to meet the diverse needs of our clients. Here's a closer look at some of our key offerings:

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01

## **Property Staging:**

We provide property staging solutions for our homeowners. Our complimentary services include assessment, delivery and set-up and removal. Should you need a more comprehensive staging, we provide great referrals to private staging companies.

02

## **Market Analysis:**

We offer comprehensive market analysis for buyers and sellers, helping you understand current trends and property values.

03

## **Certified Military Residential Specialists**

We have specialized accreditation in handling real estate transactions involving our military and first responders. Our team is equipped to navigate these complex processes with accuracy and professionalism, ensuring a smooth transaction.

# Home Seller's

## Road Map



the  
DeMarco's

Tracy  
&  
Trini

REALTORS



+208-982-9762

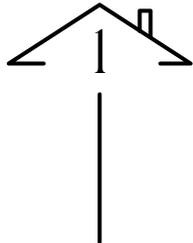
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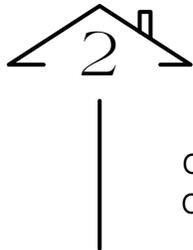


www.demarcorealstate  
group.id



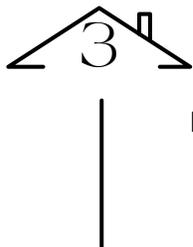
### **FIND A REAL ESTATE AGENT**

Research real estate agents in your area  
Explore online reviews about agent  
Make sure agent knows the market



### **RENOVATE REPAIR STAGE**

Define home repairs and fixes  
Complete the repairs with the highest return on investment  
Consult with the real estate agent about the fixes & repairs  
**Tracy & Trini use their knowledge of the market when consulting about home staging**  
**Staging consultation and services provided by Tracy & Trini are complimentary**



### **DECIDE SELLING PRICE**

Research recently sold properties in your neighborhood  
Ask your real estate agent about the market  
View the Comparative Market Analysis report  
Don't set a price higher than home value



### **GET PROFESSIONAL PHOTOS**

Remove all superfluous items to create more space  
Deep clean and declutter  
Remove all family photographs  
Remove all children and pet toys



### **LIST YOUR HOME**

Home go live on IMLS, Zillow, Trulia, Realtor.com, etc.  
Market your home online & offline  
Prepare your home for showing day

# Home Seller's

## Road Map



### **PREPARE YOUR HOME FOR SHOWING**

Make beds, put all dishes away  
Do laundry, sweep floors/vacuum carpets  
Wipe down all countertops & sinks  
Depersonalize your home



### **REVIEW AND NEGOTIATE OFFERS**

Review all offers with your realtor  
Accept it or make a counter-offer or reject the offer  
Look closely type of offer, payment, deposit amount



### **PURCHASE AND SALE AGREEMENT**

Discuss conditions that must be met for the sale to go through  
Closing costs and who is responsible for paying  
Conditions under which the contract can be terminated



### **APPRAISER AND INSPECTION**

Before these parts, ask your agent or lawyer about your rights  
Make sure you do everything in the sales agreement  
After inspection report be prepared to negotiate home repair requests and sometimes price



### **SIGN AND CLOSE THE SALE**

Buyer's final walkthrough  
Signing final documents  
Prep for closing  
Make the sale official

# Deciding to *sell*

The decision to sell your home is a significant one, and it often involves more than just a financial transaction. It could mean saying goodbye to a place filled with memories or taking the next big step in your life's journey.

## *Timing*

Timing plays a vital role in the real estate market. While homes can be sold at any time, certain seasons may prove more favorable. For instance, the spring season often sees increased activity as buyers look to move before the start of the new school year. Furthermore, understanding broader market conditions and economic trends can help you time your sale effectively.

## *Financial Implications*

Before deciding to sell, take a comprehensive look at your financial situation. This includes understanding your equity in the home, potential selling costs, and your options for your next home. You'll need to consider agent commissions, home repairs, staging costs, and closing costs in your financial planning.

## *Future Plans*

Are you planning to buy a new home after selling? Do you need to relocate for a job? Your future plans will significantly influence your decision to sell and your timing.

## *Market Conditions*

I'll provide an in-depth analysis of the current real estate market conditions. This will include looking at comparable home sales (comps), recent sale prices, and the average length of time homes stay on the market. We will also consider broader economic factors such as interest rates, employment rates, and economic forecasts that could influence buyer behavior.



# Preparing Your Home *for Sale*

## *First Impression*

First impressions are everything when selling your home. A well-presented property can be the difference between a quick sale at a good price, and your home sitting on the market for weeks or even months. Here's how you can prepare your home to attract potential buyers:

**Deep Cleaning:** *A clean home is an inviting one. A deep clean not only enhances the appearance but also signals to buyers that the property has been well-maintained.*

**Decluttering:** *Clutter-free spaces make rooms appear larger and more appealing. Consider temporarily storing excess belongings off-site.*

**Staging:** *Staging involves arranging furniture and decor to showcase your home's best features. While professional staging can be worth the investment, even minor adjustments can make a significant impact.*

**Neutralizing:** *Consider depersonalizing your home to help potential buyers envision themselves living there. This might mean painting over brightly colored walls or removing family photos.*



**Repairs and Improvements:** *Address any necessary repairs to avoid potential buyers being deterred. Certain improvements, such as applying a fresh coat of paint, can also significantly enhance your home's appeal.*

**Curb Appeal:** *Don't underestimate the importance of the exterior. Landscaping, a fresh coat of paint, and clean gutters can all contribute to a positive first impression.*

# Setting the right *Price*

One of the most critical aspects of selling your home is determining the right asking price. Pricing your home correctly from the start can make the difference between a swift, lucrative sale and a drawn-out process with multiple price reductions.

## *Understanding the Market*

The real estate market is driven by supply and demand, which varies by location, season, and economic climate. As your agents, we will help you understand the current market conditions and how they should influence your pricing strategy.

## *Comparative Market Analysis*

A Comparative Market Analysis (CMA) examines the prices at which similar properties in the same area have recently sold. The CMA is the best indicator of what buyers are willing to pay for a home like yours.

## *Home's Unique Features*

While the CMA provides a base, we'll also consider the unique aspects of your home. Upgrades, additional features like a pool or a large garden, and the overall condition can add value.

## *Market Trends*

Broader market trends can impact your home's price. For instance, low mortgage rates can lead to increased buying power, potentially allowing for a higher asking price.

Setting the right price is both an art and a science. It involves analyzing recent sales data while considering your home's unique features. As your agents, We'll guide you in choosing a price that aligns with your goals and the market.



# Listing your *home*

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*Listing your home effectively is a critical step in attracting the right buyers and getting the best price. Here are the key components of a successful listing:*



*High-quality photos and a virtual tour can make your home stand out online, where most buyers start their search. They showcase your home's best features and give potential buyers a sense of what it's like to live there.*

*The listing description should highlight the unique features and selling points of your home. It's not just about listing facts; it's about telling a story that makes potential buyers want to see your home in person.*

*The listing price should be competitive, based on the comparative market analysis (CMA), your home's unique features, and current market conditions.*

*Accurately list important details such as square footage, the number of bedrooms and bathrooms, lot size, location, upgrades, and unique features.*

*Once the listing is live, it's time to attract buyers. This might involve advertising on real estate websites, social media platforms, direct mail campaigns, open houses, and private showings.*

*Be prepared for inquiries and showings. Timely responses and flexibility in scheduling visits can make the difference in securing the right buyer.*

# Staging



*Staging: Staging is the art of arranging furniture and decor to highlight your home's best features and potential. Professional stagers understand buyer psychology and market trends, making them invaluable assets. If professional staging isn't feasible, there are still plenty of ways to maximize your home's appeal:*

- *Arrange furniture to create a sense of space and flow in each room.*
- *Use lighting to create a warm, welcoming atmosphere.*
- *Add some neutral decor to make your home feel inviting without being overly personal.*

*Each of these steps plays a crucial role in presenting your home in the best possible light. A clean, clutter-free, and strategically staged home can dramatically enhance its appeal to potential buyers, leading to faster sales and better offers.*

# DeMarco Home Staging Services

## EYE APPEAL IS BUY APPEAL!

We know a beautifully staged home sells faster and most often for more money. Allow Tracy and Trini to create an inviting space to draw the buyer in with their complimentary staging services. More comprehensive staging to be discussed as needed.



from...



to...



from...



to...



from...



to...



# Property

# Marketing

Successfully selling your home involves a strategic approach to promotion, reaching potential buyers across a variety of mediums. Here's how we'll market your property:

## **Online Advertising**

*We'll list your property on popular real estate websites and use targeted social media campaigns to capture the attention of potential buyers.*

## **Postcards and Flyers**

*We'll design and distribute attractive postcards and flyers that highlight the unique features of your home. These can be mailed directly to potential buyers or distributed at strategic locations.*



## **Open Houses and Private Showings**

*Allowing potential buyers to experience your home firsthand can be a powerful selling tool. We'll coordinate these visits to fit with your schedule.*

## **Yard Signs**

*A professional and eye-catching "For Sale" yard sign can attract passersby and spark interest in your home.*

## **Social Media Promotion**

*We'll create engaging posts and eye-catching graphics to reach potential buyers. Instagram's visually driven platform is ideal for showcasing your home's aesthetics.*

# Receive and Review

*offers*

**Once we begin receiving offers on your property, it's important to carefully review each one to understand its merits and potential drawbacks. Here's what this process entails:**

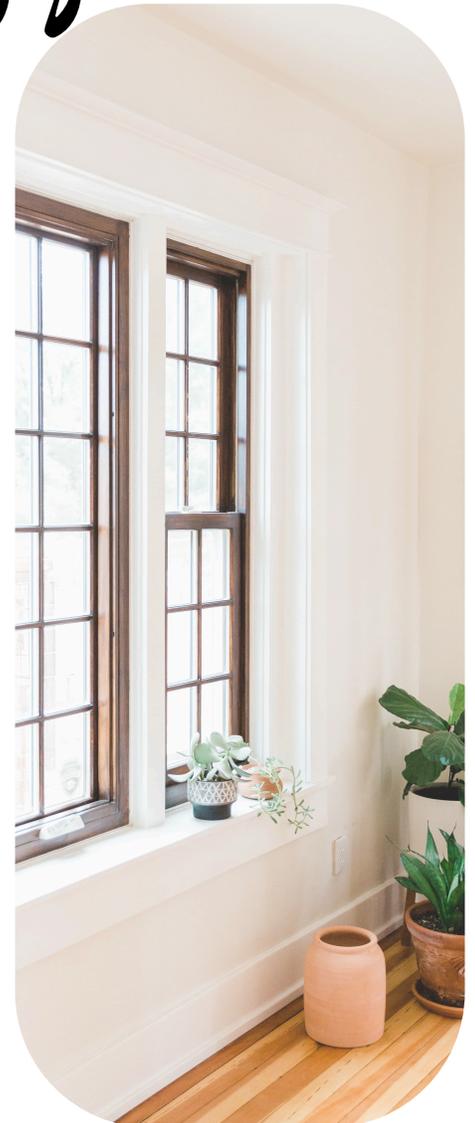
**Buyer Pre-qualification:** Consider the buyer's pre-qualification status. Buyers who have been prequalified or pre-approved for a mortgage may be more likely to secure financing quickly and close the deal.

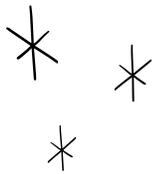
**Reviewing Multiple Offers:** If you receive multiple offers, we'll review each one carefully. Sometimes, it can be advantageous to counteroffer multiple potential buyers to create a bidding war.

**Making Decisions:** After reviewing each offer and considering all aspects, you'll need to decide whether to accept an offer, make a counteroffer, or reject the offer outright.

**Negotiations:** If you decide to counteroffer, we'll enter into negotiations with the buyer. This is a normal part of the process where both parties work to reach agreeable terms.

Each offer represents a potential sale, so it's crucial to review them carefully. As your real estate agent, I will guide you through this process, helping you understand the nuances of each offer and advising on the best course of action to reach your selling goals.





DeMarco Real Estate Group  
Tracy & Trini DeMarco <sup>®</sup>

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