



SELLERS GUIDE

THE 208 MARKET TEAM

TREASURE VALLEY 2022



LET'S SELL YOUR HOME

15 STEPS TO SELLING

- 1 Start with a home consultation
- 2 Set the right price
- 3 Sign paperwork
- 4 Implement custom marketing plan
- 5 List your home
- 6 Show your home
- 7 Get showings feedback
- 8 Negotiate offers
- 9 Sign contracts
- 10 Home inspection process
- 11 Mortgage appraisal
- 12 Conditional mortgage commitment
- 13 Final walk through
- 14 End with closing
- 15 Sold!



WHITE-GLOVE SERVICE

LETS GET STARTED

We're here to help you get ready for your big debut.

The 208 Market listing program is designed to prepare your home for the market. From deep-cleaning to cosmetic improvements, we will work together to assess opportunities to elevate your home's value.

Our team will assist you with the execution of a tailored plan for updating and staging your home for prospective buyers. 208 Market will take care of the smaller details like staging, painting, and decluttering so you can focus on the big picture and your next chapter.

The internet will show buyers things like square footage and bedrooms and baths, but it can't help them find that undefinable essence that equals home. This is where we come in. Our team of stagers, and designers know exactly what buyers have a hard time visualizing. We will accentuate the positive and often just a few shifts will dramatically impact your home's appeal.





FREQUENTLY ASKED Q'S

BEFORE LISTING

Who will photograph my home?

One of our team photographers will be the one to photograph your home! We customize every image and make sure each of our photographers is trained to capture the perfect angles.

How long will it take to photograph my home?

The photo shoot will take between 30 and 90 minutes depending on the size of your home. If a video tour of your property is created, that will take an additional 60 to 90 minutes.

What will be photographed?

We will photograph the inside and outside of your home and all major rooms. We will not photograph unfinished basements or garages unless they have special features.

What should I do to prepare for pictures?

The pictures we take of you property will be posted to the Multiple Listing Service (MLS) which will then feed to almost 200 independent websites. Needless to say, these pictures should feature you property at it's best!

How To Prepare For Pictures:

EXTERIOR

- Move all vehicles from driveway and do not park in front of your home.
- Put all garbage cans inside the garage.
- Remove all garden tools from view, including hoses and sprinklers.
- Mow and rake your yard and shovel your driveway if it's winter.
- Sweep all decks and patios.
- Trim bushes and trees away from your home.

INTERIOR

- Clean your home from top to bottom: wash or vacuum floors, wipe down all surfaces, clean all mirrors, shower doors, and windows - smudges will show! - and make all beds.
- Remove items from surfaces except for lamps and neutral decor objects.
- Clear all clutter from the floor - the only things touching the floor should be furniture, floor lamps, neutral rugs and select large decorative pieces. - Hide all electrical cords.
- Clear off the refrigerator.
- Hide all trash cans from view.
- Remove personal items like family photos and diplomas.
- Fix or replace broken blinds.
- Make sure all light bulbs are working and open all blinds and draperies. If a room is particularly dark, replace light bulbs with high-wattage bulbs.
- Turn off televisions and fans.
- Be open-minded! Our listing coordinator may want to move or remove items from a room. Remember that even if you have put thought into an object's placement, our listing coordinator knows what will look best.





How many pictures will be posted?

The MLS now allows for 50 pictures to be posted of a property and we will post only the best photos. The average number is 25-35 or more. This may mean that a room - usually a bathroom or laundry room - will not be included if it did not photograph well.

When will the lock box go on? Who has access to the lock box?

our listing coordinator will attach a lock box before the photographer is at your home. Licensed real estate agents, appraisers, and radon detection specialists are granted access to the lock box. Agents are only able to open the lock box with a secure app provided with a valid agent ID. The code is NOT public information and will not be given to anyone without verification.

When will the sign go up?

The yard is ordered after pictures are taken and is posted by a sign company. They will typically have the sign posted within 24 hours of the order being placed. The sign stays on the property until closing. Our listing coordinator will place different rider signage to promote open houses, pending, and sold.

SHOWINGS

How do I keep track of my showings?

You can keep track of your showings by using the link provided by our listing manager. After your property is entered into MLS, we will start receiving requests for showings. The tracker will provide all necessary details for you in real time. You also will receive a weekly feedback report each Monday morning.

How will I be notified of showings?

You will either receive a text, phone call or an email that is automated through Showing Time. It will tell you the day and time an agent has requested to see your home and ask you for confirmation - this also depends on the showing preferences you have established with our team.

How much advance notice will I get for showings?

This varies, but on average you will receive 1-2 hours notice for a showing. Sometimes an agent will request an immediate showing, so make sure you are prepared to vacate the home as quickly as possible.

What if I want to change the time of a showing?

We ask that you only request to change a showing time if you absolutely cannot accommodate it. Agents who are showing homes are often working with limited time and are showing multiple homes in a row. If you ask them to reschedule, there is no guarantee that they will be able to work the new time into their itinerary which means you may lose a potential buyer.

Who will be showing my property?

Any agent who wants to! Agents from our team will show you home if we have a buyer who is interested, but most of the time it will be shown by other agents.

How long does a showing take?

Most showings are scheduled in hour windows. If you come home and they're still inside, drive around the neighborhood for awhile before going inside. Agents should call if they're running late or early, but unfortunately that doesn't always happen.

What happens if someone doesn't have an appointment?

If anyone knocks on your door with or without an agent to see your home, tell them that they need to schedule an appointment. Feel free to give them a marketing packet along with my business card. NEVER let anyone in without an appointment.

What should I do to prepare for showings?

Before going on the market, make any necessary repairs to your home that our listing expert recommends. Our team has a list of preferred vendors we work with regularly, and we are happy to set up these bids for you. Reducing clutter in your home will go on a long way in making your home appealing to potential buyers.

Once your property is listed, aim to maintain your home as it was for pictures. Make sure the home is at a comfortable temperature and smells pleasant - place a subtle air freshener scent to mask smells. For each showing, turn on all lights and open blinds and draperies; open doors to areas you want buyers to see, like walk-in closets, pantries etc. Keep a laundry basket or other container handy to toss clutter into and hide.

What about curb appeal?

The first thing a prospective buyer sees is going to be the outside of your home. Put some time into boosting your home's curb appeal with the following suggestions:

- Keep your yard mowed, raked, fertilized and watered.
- Remove all toys, garden equipment, unsightly patio furniture, and debris from your yard.
- Refresh peeling paint and replace any missing shingles. Make sure all windows are washed and sparkling. Clean gutters and drain spouts and make sure they are firmly attached and functioning.
- Consider staging your front door. Potential buyers spend a fair amount of time and the front door waiting for their realtor to open the lock box and unlock the door. Paint the door and trim, add a potted plant, change any aged door hardware and put out a new welcome mat.





FEEDBACK

How do I see the feedback for my property?

All feedback that is left can be found in the tracker sent by our Listing Coordinator. We email the agents, call them multiple times, and text. If we don't get a response, then we know the buyer is not interested.

Who do I call about feedback?

Our Listing Coordinator handles all feedback and can answer any questions you may have. We are on top of our feedback, so please be patient while we are reaching out, as many agents take a few days to respond unless their client is interested that day in making an offer.

Is The 208 Market team checking feedback?

Our Listing Coordinator reads every piece of feedback that is left the second it becomes available. She will answer any questions an agent may ask and follow up with any interested parties.

Why am I not getting feedback?

While it is common courtesy for agents to leave feedback about a home they have shown, it is not mandated. Agents who don't leave feedback will receive multiple emails, calls and texts. Any feedback that is received over the phone or through email will be entered into the tracker so that all of your feedback is compiled in one place.



Who puts my home on the real estate website?

We do our best to optimize all of the websites that allow us to add details such as Zillow, Trulia, and Google.com. The MLS will feed to over 200 websites.

How long until my home shows up on these sites?

It can take up to 72 hours for all details and photos to sync.

Will I have an open house?

We do open houses depending on the season, weather, and interest. Those who attend open houses are usually neighbors or other sellers who want to see their competition. Any serious buyer will set up a private showing with us or their agents. Some areas yield more than others which we can discuss in detail.

What can I do to help sell my house?

There are four important factors when it comes to selling a home: price, condition, marketing and accessibility. We control only the marketing, you control everything else. For a timely and successful sale, maintain your property so that buyers can see its value, be open to price reductions if your property isn't getting traction and ensure that the property is available for showings, especially on the weekends.

Have more questions? Call our listing coordinator or your agent.

We love hearing from you and are always happy to help!



THE SELLERS ROAD MAP



Interview

Find the right Real Estate Agent for you.



Game Plan

Establish a price for your home, take care of repairs and upgrades, and complete a pre inspection.



Preparation

Prepare your home to make its debut on the market. Staging, cleaning, repairs, pre-inspection, and any other necessary requirements.



Marketing

We will use a strategic marketing plan to ensure maximum exposure.



MLS

Your home will go live on the MLS and will be viewable to potential buyers.



Photographs

We will have your home professionally photographed and video walkthrough for the MLS and marketing pieces.



Offers

We will review all offers and help you understand all the terms of the contract.



Under Contract

After accepting an offer your home will be officially under contract.



Negotiations

We will negotiate any repair requests made by the buyer.



Closing

Time to hand over your keys and celebrate selling your home!



IT'S ALL IN THE DETAILS

ABOUT YOUR HOME



01) What drew you to your home?

02) What is your favorite feature of your home?

03) What do you like the most about your neighborhood?

04) What would you change about your property?

BEFORE YOU SELL YOUR HOME

A MASTER LIST

interior

Declutter

*Weed out unnecessary items and donate what is in poor condition or you no longer use or love. Eliminate small knick knacks and clutter to make your house feel more spacious and to allow some breathing room.

- Clothes closets
- Coat closet
- Linen closet
- Pantry
- Fridge/freezer (toss expired food)
- Bathrooms
- Bedrooms
- Playroom
- Surfaces (tables, counters, dressers)
- Floor space

Patch - Paint - Caulk

- Remove spare nails/screws in walls
- Patch and paint visible holes
- Re-caulk baseboards and touch up paint
- Re-caulk countertops if needed
- Re-caulk built-in cabinetry if needed
- Touch up interior doors
- Touch up ceiling paint

Tasks

- Replace air filters
 - Replace lightbulbs as needed
 - Remove large family portraits
 - Hang mirror to make small areas feel larger
 - Place lamps to help room feel cozier
- Before showings turn on every light

Wash

- Interior doors
- Doorknobs
- Walls
- Baseboards
- Windows
- Window ledges
- Switch plates

Dust

- Art and shelving
- Lighting
- Ceiling
- Surfaces

exterior

- Wash windows and screens
- Clean out window wells
- Pressure wash garage
- Pressure wash deck/patio

- Lay a fresh doormat
- Weed garden beds
- Lay fresh mulch in garden beds
- Fresh flowers for planters

OUR PLAN

We will work together to establish a winning marketing plan for your home. Our team approaches each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

We are known for our unique approach. Our team goes above and beyond to provide quality marketing that will make your home stand out. Social Media, Video Tours, and Aerial Photography are a few of the perks!



OUR MARKETING SYSTEM

HOW WE SELL YOUR PROPERTY
FOR MAXIMUM PRICE IN MINIMUM TIME

1

RESEARCH

To convey the selling points of your property, we must have a working knowledge of the real estate. We research tax and title records, walk the property with you, take notes, take pictures, and stay in tune with the community.



2

GATHER

Supportive material is a great help to conveying the best features of a property. For example: CCR and HOA information, preliminary title report, parcel and building dimensions, improvement list, or an existing appraisal or survey.



3

MARKET ANALYSIS & PRICING RECOMMENDATIONS

Accurate pricing is a critical component to selling for top dollar in the shortest possible time. Under-pricing means lost money. Over-pricing means the same from loss of negotiating power, a stagnant listing, and loss of time.



4

PROPERTY STAGING & PREPARATION

We are happy to offer a complimentary staging consultation and review property condition. Your home should be in peak condition, with nothing left to a buyer's imagination where we may lose control of the first impression.



5

PHOTOGRAPHY / VIDEOGRAPHY

Excellent photography is the number one most important factor in marketing real estate for sale, period. Your brokerage and your agent must have the resources to make the property shine.



OUR MARKETING SYSTEM

HOW WE SELL YOUR PROPERTY
FOR MAXIMUM PRICE IN MINIMUM TIME

6

MARKETING / COLLATERAL PREPARATION

It is time to build the property narrative(s), key selling point(s), photo selection, virtual tour, single property website, professional brochure, postcards, and the myriad of other materials we use to showcase your property.



7

LISTING LAUNCH

We don't just 'activate' the home in MLS, we 'launch' your property to the market. We want all marketing materials to hit at nearly the same time, in sequence, to create a splash that gets attention.



8

PROPERTY SYNDICATION

Premium syndication services send your property listing to hundreds of search portals. Because of our affiliation with Leading RE, your property will get additional exposure to over 600 brokerages in 50 countries across the globe.



9

SHOWINGS, OFFER SOLICITATION, NEGOTIATIONS

We tailor the showing process around what works best for you, communicate with potential buyers, use active selling to solicit purchase offers, and negotiate terms on your behalf which are acceptable to everyone.



10

ESCROW & CLOSING

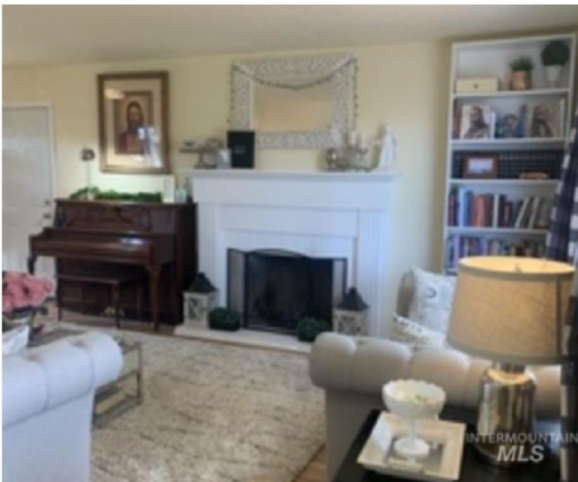
Our agents will work with you, the buyer, and the buyer's representative to facilitate a smooth closing. This includes the myriad of steps as we move through escrow including the home inspection, appraisal, and title work.





TESTIMONIALS

SUCCESS STORY



“

If google would allow a 10 star based on criteria, April AND her entire team and process from first phone call, to closing and beyond would be that 10 star review. She, and her team are seriously "10's" they did what I could not. Everyone said, "you don't need a realtor", that place will sell the day you put it on Zillow and a lot of other similar mindset comments, that I believed... all while saving that pesky commission. Well, they, and I could not have been more wrong. I tried, quite hard, and had a really neat rare in town acreage place. The best location and setting in the already knockout cool neighborhood. I had it priced right as well, greed was not a factor. On that note, had I listened to April in the beginning, I would have likely had an extra \$60,000.00... but I was one of those people, that thought.. I don't need a realtor. If that's you, it's possible you are correct, but it may cost you time, money and all the frustrating twists and turns of selling a home, that you are likely not familiar with... as I wasn't. April is a professional, her team was and is GENUINE. They represented the home and me for what it was..in my opinion, the best place in south Boise. Really. It was "sold" and had multiple offers within hours of her listing it, even after I sabotaged it for a couple months. It was shocking, but she knew all along. I was the negative doubting difficult client when she rescued me... and she really did rescue me. Professional is what April is, and she has attracted a team and surrounded herself with the same, all, professionals. I know realtors are often chose, based on an "obligation" to use them for certain reasons, (religion, neighbor, shirt tail relative, etc) I would hope the obligation would be more for your family and self for the work or lifetime investment you have made and consider at least giving April and her team a chance. Your home will sell, or you will find a realtor to show you places, there is no shortage. She has been here, and doing this for a long time, and that experience has value that money cant buy. Her star rating is a ten, and I have only had a few of those experiences in my life.

David, Seller



OUR CLIENTS SAY IT BEST



"Working with the 208 Market team has been an amazing experience. In a time when everyone knows a realtor, I never understood the value that a high quality real estate team can bring to the table until now. April and company work very hard to make sure that the product brought to market is ready to demand the highest value possible. Their communication, resources, and strategy have made our selling and buying experience a complete success in a very aggressive market!"

Peter, Seller

"As a former neighbor, I can't say enough great things about April and her team. Nobody knows more about East Boise than April. They sold our home before it even officially hit the market, for full price, and provided endless assistance while I was out of town. They are professional. They are thorough. They represent both buyers and sellers very well, and you can trust this team."

Dallas, Seller



“April Florczyk has been a huge asset to my development team. She has taken the lead on all marketing, stacking plans, waiting lists, and the "brand" of the community. She was an integral part of my success on previous projects in Boise and no doubt would add tremendous value to any projects you are considering. She is very familiar with new construction and all the details that go along with that, has the confidence in proof of concept/value with past new construction developments, and has been involved in resales of those communities - all of this serves as a huge asset to work alongside you and become part of your team.”

CK Development



ADDITIONAL NOTES



WWW.208MARKET.COM