

Presented by Katie Rosenberg



## **PRE-SALE PACKAGE**

Prepared for:

Katie's Client Name!



BoiseHomeExpert.com

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**Your Address!**

Katie Rosenberg 208-841-6281 [Katie@BoiseHomeExpert.com](mailto:Katie@BoiseHomeExpert.com)  
[www.BoiseHomeExpert.com](http://www.BoiseHomeExpert.com)



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## My Client Testimonials

When looking for a realtor to sell my home the most important thing to me was someone who understood the area I lived in. As a fellow “North End” I would recommend Katie to anyone looking to purchase or sell a home – especially in Boise’s North End!

~Ginger Newton

As a first time homebuyer, Katie walked me through the entire process and made sure everything ran smoothly. I’m completely happy with my new home and the service she provided me! Katie helped me to narrow down what was most important to me in buying a home and she was great at showing and explaining to me the differences of what I could purchase within my price range. I recommend Katie to all my friends who are buying a home!

~ Kelly Blake

Katie did an excellent job in handling the sale of my home. The best compliment that I could pay her is that she has earned my future business. Katie will represent me the next time I buy a home, and will get the listing the next time I sell a home. She is great. I recommend her highly.

~ William J. Kirtland



I feel very fortunate to have worked with Katie Rosenberg as my real estate agent. Katie found me the perfect house in an area that I had given up on because I thought it was out of my price range. I appreciate her hard work, commitment, personal service, professionalism, and support. I would highly recommend Katie to anyone I know and definitely use her as my agent in the future.

~ Tori Moroney

When I learned my job was transferring me out of state, my concern was to find a Realtor who could help price my home competitively while giving it the exposure it needed to within 60 days. I would certainly highly recommend her to anyone who might be considering buying or selling a home.

~ Tom Eilertson



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## My Biography

- Personal Service Areas: Local and Relocation — Residential
- Professional Designations: Certified Residential Specialist (CRS)  
Circle of Excellence Reward Recipient  
Top Producer  
Dedicated Supporter and Volunteer of the Idaho Humane Society
- Hobbies: Dog Rescue & Agility, Snowboarding, Running and Mountainbiking.



About Me:

Katie Rosenberg (Burton, Wilson, Karly & Daisy)  
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[www.BoiseHomeExpert.com](http://www.BoiseHomeExpert.com)

I have been a Realtor since 2000 and have seen many changes in this market. I recognize the importance of neighborhoods, schools and access to the things we love about Boise and the Treasure Valley. There is much more to finding a home or a buyer than "location, location, location". But it never hurts to be in the right place at the right time.

**Listing property with Katie means receiving the following benefits:**

*Experience... Integrity... Skill... Effectiveness...  
Advanced Techniques and Aids... Intimate Knowledge of the Marketplace... Financial Counsel and Assistance.*



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SOLD

# Preparing Your Home For Sale

## Preparation For Showing:

1. First impressions are lasting! The front door greets the prospect. Make sure it is fresh, clean, and paint the trim.
2. Keep lawn trimmed and edged, and the yard free of refuse. Reseed the lawn and fertilize if necessary, weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. Decorate for a quick sale. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. Let the sun shine in. Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal)
5. Do the windows and window screens work well and look good? Have the windows spotless.
6. Are the appliances operating properly and sparkling?
7. Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
8. Repairs can make a big difference. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. From top to bottom. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. Pack excess linens and clothing to make closets look bigger. Neat, well-ordered closets show the space is ample.
12. Bathrooms help sell homes. Check and repair grout in bathtubs and showers. Make this room sparkle. Don't let the Handy Man add gobs of caulking when grout is what you need.
13. Arrange bedrooms neatly. Remove excess furniture. Use attractive bedspreads and fresh looking window coverings.
14. Have I removed or mentioned to my realtor any attached items that are not included, such as special chandeliers, shelving or garden plants?
15. Am I familiar with similar homes on the market that I may be competing against?
16. Have I asked my realtor for a list of ways I can improve the "marketability" of my home without wasting time and money?
17. Can you see the light? Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.





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18. Am I ready to disclose any structural defects such as roof, foundation or wiring problems?
19. Have I started looking for my new home? Do I know what I want in another home?
20. What do I need to do to prepare for my upcoming move?

### Showing The House:

1. Whenever possible leave your house for showings, if not, follow the tips below.
  2. Three's a crowd. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
  3. Music is mellow. But not when showing a house. Turn off the blaring radio or television. Let the your agent and buyer talk, free of disturbances.
  4. Pets underfoot? Keep them out of the way--preferably out of the house.
  5. Silence is golden. Be courteous but don't force conversation with the potential buyer. He wants to inspect your house--not to pay a social call.
  6. Be it ever so humble. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
  7. Remain in the background. The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
  8. Why put the cart before the horse? Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
  9. A word to the wise. Let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.
  10. We ask that you show your home to prospective customers only by appointment through this office. Your cooperation will be appreciated and will help us close the sale more quickly.
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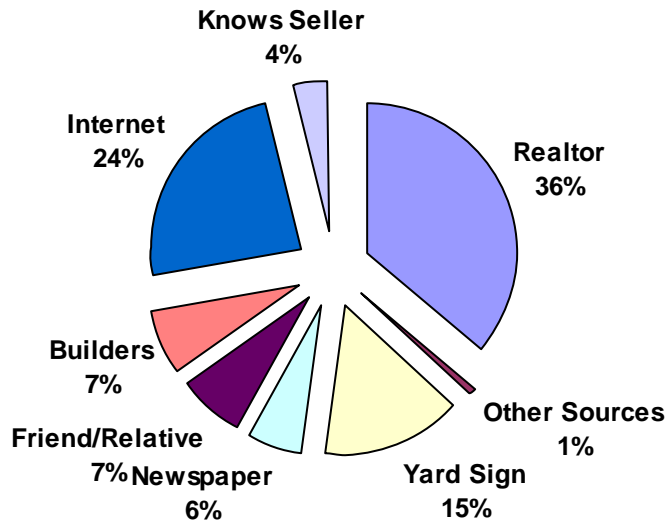


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### Where Buyers Found the Home they Purchased



Stats from the National Assoc. of Realtors

### 4 Reasons that a Home Sells

1. The Location
2. The Condition
3. The Price
4. The Agent

You Control Two of These!!



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## FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY

WHAT  
YOU  
PAID

WHAT  
YOU  
NEED

WHAT  
YOU  
WANT

WHAT  
YOUR  
NEIGHBOR  
SAYS

WHAT  
ANOTHER  
ASSOCIATE  
SAYS

WHAT  
COST TO  
REBUILD  
IS TODAY

*The value of your property is determined by*  
**what a BUYER is willing to pay in today's market  
based on comparing your property to others  
SOLD in your area.**

*Buyers ALWAYS Determine Value!*

*www.BoiseHomeExpert.com*



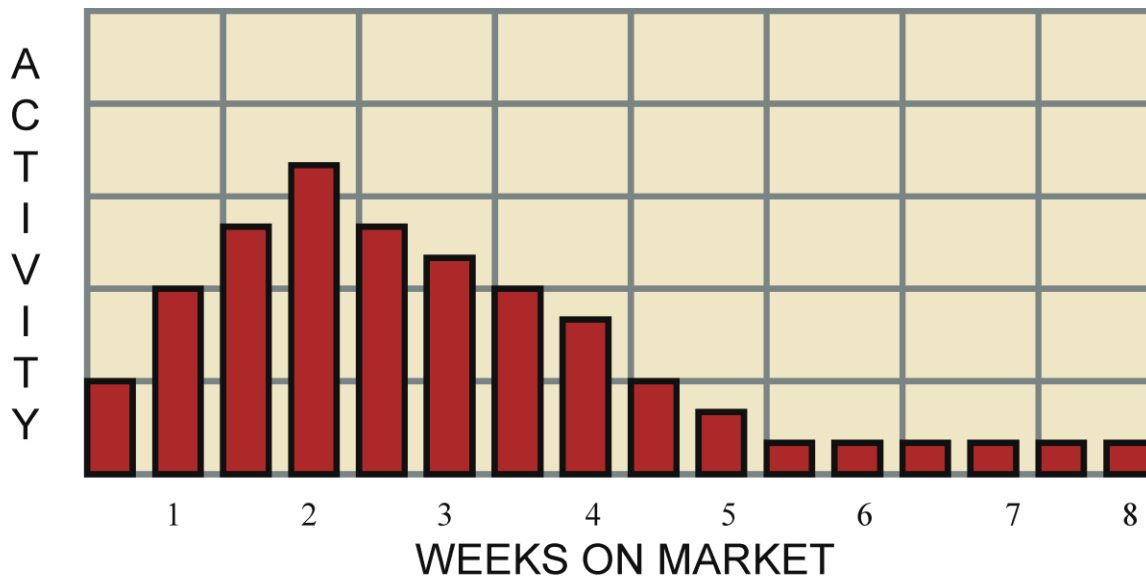


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## Activity Versus Time



- Timing is extremely important in the real estate market.
- Newly listed houses get the most activity
- Price it right from the beginning
- You might not get the buyers back if it is reduced later

### Dangers of Over-Pricing

Loses Seller's Money  
Minimizes Offers  
Declining Salesperson Enthusiasm  
Less Qualified Buyer Exposure  
Loses Prospects from Signs  
Limits Financing

### Benefits of Competitive Pricing

Ultimately gets higher price  
Faster Sales  
More Salesperson Enthusiasm  
More Buyer Interest  
Greater Financing Options  
Your Property is Shown to Sell



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## Lenders

**CINDY KRIEG/THE MORTGAGE PLACE**

Office Phone 571-2057

[mortgageplace@live.com](mailto:mortgageplace@live.com)

**Tobby Goicoechea/MET LIFE HOME LOANS**

Office Phone 383-3574

[Tgoicoechea@fhlc.com](mailto:Tgoicoechea@fhlc.com)

## Title Companies

**Christine Langhorst/TITLE ONE CORP.**

Phone 424-8511

[clanghorst@titleonecorp.com](mailto:clanghorst@titleonecorp.com)

**Kristy St John/PIONEER TITLE**

Phone 888-7230

[krystis@pioneertitleco.com](mailto:krystis@pioneertitleco.com)

## Home Inspectors

**STAN AUDETTE/AAD INSPECTION CORP.**

Phone 338-9144

[sfa@aadinspections.com](mailto:sfa@aadinspections.com)

**TROY FARMER/PRESIDENTIAL INSPECTIONS**

Phone 573-5300

[INFO@presidentialinspection.com](mailto:INFO@presidentialinspection.com)



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## Recommended Professionals

### Personal Trainer:

Rusty & Debbie Hazen    The Fitness Co.  
866-0849    [www.TheFitnessCo.com](http://www.TheFitnessCo.com)

### Chiropractor:

Dr. James Rosenberg    Boise Health & Wellness Center  
384-9070    [www.BoiseHealthCenter.com](http://www.BoiseHealthCenter.com)

### Landscape Artist:

Morgan Griffin    The Griffin Company  
484-2348    <http://griffinpropertyservices.com>

### Massage Therapist:

Erik Brown    Massage & Skin Care Solutions  
484-6605    [www.massageandskincareolutions.com](http://www.massageandskincareolutions.com)

### Dog Trainer:

April    Scotch Pines Dog Training  
278-3641    [www.scotchpinesdogtraining.com](http://www.scotchpinesdogtraining.com)



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# Utility Information

Please fill in the following information:

PROPERTY ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

Electric Provider: \_\_\_\_\_

Phone: \_\_\_\_\_

High: \_\_\_\_\_ Low: \_\_\_\_\_ Average: \_\_\_\_\_

Gas Provider: \_\_\_\_\_

Phone: \_\_\_\_\_

High: \_\_\_\_\_ Low: \_\_\_\_\_ Average: \_\_\_\_\_

Solid Waste Provider: \_\_\_\_\_

Phone: \_\_\_\_\_

High: \_\_\_\_\_ Low: \_\_\_\_\_ Average: \_\_\_\_\_

Water Provider: \_\_\_\_\_

Phone: \_\_\_\_\_

High: \_\_\_\_\_ Low: \_\_\_\_\_ Average: \_\_\_\_\_

Cable Provider: \_\_\_\_\_

Phone: \_\_\_\_\_

HOA Fees: \$\_\_\_\_\_  Annual  Monthly  Mandatory  Voluntary

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## MARKETING ACTION PLAN

| Marketing Program   | Est.Completion Date | Date Completed |
|---|---------------------|----------------|
| Marketing Agreement Signed  |                     |                |
| Information to MLS  |                     |                |
| Professional Sign Posted  |                     |                |
| Lockbox Installed   |                     |                |
| Photos in/outside of home taken   |                     |                |
| Photos added to MLS Database  |                     |                |
| Flyerbox/flyers added to sign   |                     |                |
| Add to websites: BW.com, Craig's List, Postlets, etc                    |                     |                |
| Listing emailed to my Real Estate Contacts                              |                     |                |
| Listing Syndicated to RE Websites                                       |                     |                |
| Monthly market update emailed to client                                 |                     |                |
| Notes: Open House to be scheduled if seller and agent agree upon times. |                     |                |



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## 8 Things to Get Ready For Your Meeting With Katie

8. Review the Pre-listing Package
7. Write down all questions you may have for me
6. Have an extra key available for lock box
5. Determine how quickly you need the home to sell
4. Gather some Utility Bills for examples to show Buyers
3. Visit BoiseHomeExpert.com on the internet
2. Look over the Seller Listing Forms I have provided.
1. Decide where you want the sign on your property!





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## Frequently Asked Questions

### **Q: Why should we list our home for sale with you?**

You should hire me for the same reason that hundreds of sellers have used me over and over again for the past 9+ years. They know that they can depend on me to get them the most money in the shortest amount of time, with the fewest hassles. And they know I will be honest and ethical.

I also allow you to cancel the listing at any time. Most agents will not give the consumer this right. You might ask yourself why agents need to “lock you up” for four to six months. Why would they be afraid to give you the right to cancel? My philosophy is that I would rather strive to earn your business every day. I am confident that I can provide a superior level of service and care. If I don't, I don't deserve your business. Its that simple.

### **Q: Why shouldn't we use a limited service or “discount” broker.**

Your home will benefit from a “full service” brokerage because we don't just stick a sign in the yard and disappear. I put your listing on many websites, give it an 800 number for recorded information, hold open houses, etc. All things to get your house looked at more often and by the people who can afford to buy it.

I also negotiate with the Buyer's agent. You are never hassled with agents coming directly to you with clients that haven't been approved for a loan, or with ridiculous offers.

### **Q: If we list with you, will we be on the Multiple Listing Service (MLS)?**

Yes, absolutely! Any agent who does not place your home on the MLS is doing you a huge disservice. With over 4000 agents in this valley, it is important to tap into that agent base of buyers.

### **Q: If we list with you, will our home be on the internet?**

Again, absolutely! All of my yard signs as well as print media is created to drive people to my website. The internet is very important as NAR shows over 24% of buyers used the internet when starting their home search.

### **Q: How long does it take to get my home on the market?**

Once we have a signed listing agreement and a spare key, we can have a sign up and your home on the MLS (where it will be marketed to over 4000 agents) within 24 hours.



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**Thank you for the opportunity to meet with you and apply for the position to represent you on the sale of your home.**

**My ultimate goal is to handle your business as ethically, honestly and productively as possible. I want to get you the best price for your home, with the least amount of hassle, in the shortest period of time.**

**Excellence means doing your very best in everything, in every way. You can count on me to do my very best!**

**Katie Rosenberg**



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