




20+
YEARS OF
EXPERIENCE

— PLAN FOR SELLING YOUR HOME

LET'S WORK TOGETHER!

When you work with an experienced agent at Initial Point Real Estate, you gain a trusted partner who will skillfully navigate every step of your real estate journey—from the first showing to the final signature.



CONTACT:

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📞 (208)-859-4193

❤️ IDAHOBUYSELL.COM



5 STEPS TO A LISTING TRANSACTION

BUYER DUE DILIGENCE

Buyers want to have an inspection and make sure the home they're buying meets their standards.

CLOSE ON YOUR HOME'S SALE

Your sale is coming to a close. All paperwork will be signed and monies will be collected.

1

2

3

4

5

REVIEW AND ACCEPT AN OFFER

Not all offers are created equal. There are many factors that determine the best offer for your situation.

PREPARE TO MOVE

It's important to have your move plan in place so that when you get the clear to close, you can be out in a timely fashion.

FUNDING AND RECORDING

Your home is officially sold and your proceeds have been transferred to your account.



LISTING ROADMAP





MARKET YOUR HOME

PRE-LISTING WALKTHROUGH

Prior to listing your home we will perform a detailed walkthrough of your home where we will help with staging ideas, decluttering and other helpful tips to prepare the home for listing.

PROFESSIONAL PHOTOS

Included in your listing will be professional photos taken by our real estate photographer.

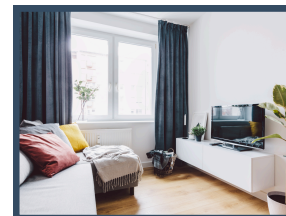


MAILERS

We will send out postcards to all your neighbors letting them know your house is for sale. Neighbors can be quite good at spreading the word and they may have even been waiting for something in the neighborhood to come up for sale for a friend or family member.

LISTING SYNDICATION

We will prepare the listing for the MLS complete with professional photos and marketing write up. From there we will sync with hundreds if not thousands of real estate websites including the big 3: Zillow, Trulia, and Realtor.Com.





MARKET YOUR HOME

SIGNAGE

Of course, we will put up our highly recognizable Initial Point Real Estate yard signs and directional signs (if allowable by HOA).



KUNA MELBA NEWS

We also advertise with the local newspaper and will be featuring our listings within our advertisements.

OUR WEBSITE

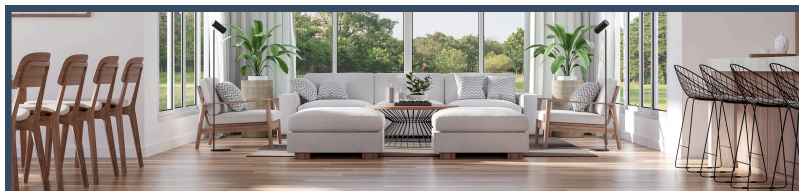
Our new website is gaining more and more traction by the day. Your home will be featured on WWW.IdahoBuySell.Com

FEEDBACK AND FOLLOW UP

Feedback from showings is crucial. Each showing will be personally followed up with by us and a detailed review of buyer feedback will be discussed with seller.

PRICE/MARKET REVIEWS

For listings that do not sell right away, it is important to review the market and the price periodically and make necessary adjustments.





PRICE YOUR HOME

WHAT AFFECTS PRICE?

✓ LOCATION

Homes in desirable neighborhoods, especially those near shopping, entertainment, or with community amenities, typically command higher prices.

✓ CONDITION

Homes with remodeled kitchens, upgraded appliances, and high-quality flooring bring in a higher price than homes with standard features and finishes.

✓ THE MARKET

The performance of the market has an impact on pricing as well as metrics like home inventory and interest rates.

✓ TIMING

Your terms can affect how your home is priced as well. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

WHAT DOES NOT AFFECT PRICE?

✗ COST

What you originally paid for the home.

✗ PROCEEDS

How much you owe on your mortgage.

✗ COLLATERAL

How much you want to make (your desired proceeds).

✗ OPINION

What you think it's worth (without market evidence).



PRICE YOUR HOME

BENEFITS OF PROPER PRICING

- ✓ **FASTER SALE**
Buyers see properly priced homes as a deal and will offer quickly.
- ✓ **LESS INCONVENIENCE**
Properly priced homes are on the market for less time, meaning fewer showing disruptions.
- ✓ **INCREASED AGENT EXPOSURE**
Agents are excited to show properly priced homes.
- ✓ **HIGHER OFFERS**
More interest creates more offers and bidding wars,

DRAWBACKS OF OVERPRICING

- ✗ **REDUCES ACTIVITY**
Fewer buyers will want to see an overpriced home.
- ✗ **REDUCES BUYERS**
Overpriced homes represent an additional hurdle to buyers.
- ✗ **AFFECTS PERCEIVED VALUE**
Buyers will expect more from your home than it offers.
- ✗ **HELPS COMPETITION**
Overpriced homes make other homes look like better deals.
- ✗ **APPRAISAL HURDLES**
Overpriced homes may exceed appraised value and could ruin a deal.



PREPARE YOUR HOME

5 STEPS TO PREPARE YOUR HOME FOR SALE

1. DISASSOCIATE YOURSELF FROM YOUR HOME

We're all attached to our homes, so we tend to be emotional about decisions related to them. Remember, when the sale is over, it won't be your home anymore. Disassociate yourself from your home before you list to make decisions about offers and repairs objectively.

3. CLEAN EVERY NOOK AND CRANNY

You'd be surprised by the little things buyers notice. A clean home tells buyers that your home has been well cared for. Dust, dirt, and grime become focal points for buyers, preventing them from seeing the great things about your home.

2. DEPERSONALIZE, DECLUTTER, ORGANIZE, AND STAGE

Buyers want to see themselves in your home, not be distracted by you. Think of your home as a show home that is staged. Staged homes don't have personal articles everywhere. They're staged to be neutral, allowing a buyer's imagination to take over.

4. GET A PRE-LISTING INSPECTION

A pre-listing inspection can help prevent failed sales. A leaky roof, a failing water heater, or a cracked foundation can scare buyers away. A pre-listing inspections allows you to discover and deal with any repairs before buyers ever see them.

5. CHOOSE A GREAT REALTOR®

This may seem obvious, but working with an unmotivated or inexperienced Realtor® can make selling your home significantly more difficult. Choose a Realtor® with experience and qualifications, but just as important choose someone who understands you and one you're comfortable with. Clear communication and excellent listening skills go a long way in stressful situations (like selling your home).



— THINGS TOP SELLERS DO

HERE ARE THE FIVE THINGS SELLERS DO TO NET THEM A HIGHER SELLING PRICE:

THEY PLAN AHEAD

Sellers took the time to research the process, their homes' value, and the market before they listed. They used online resources and the advice of a Realtor®.

THEY HIRED A TRUSTED AGENT

It's not a surprise that those who sell for more than list price used a proven experienced agent. Many studies have shown that sellers who use an agent almost always net more money than those who go at it alone.

THEY UPDATE THEIR HOME

They did home renovations like finishing a basement, remodeling a kitchen, new floor, fresh paint or updating a bathroom before listing.

THEY UNDERSTAND THAT ONLINE APPEAL IS THE NEW CURB APPEAL

Your home's online impression is growing exponentially in importance. Professional quality photos, social media, and staging all make a huge difference in fetching top dollar.

THEY ARE FLEXIBLE

Make it easy to show the house, sometimes buyers are restricted on time and if they cannot see it now, they may never come back.



HIRE A PROFESSIONAL

WHY WORK WITH A REALTOR®

REALTORS® SELL YOUR HOME FOR MORE

Studies have shown that homes sold by a Realtor® sell for 13% more than homes sold by their owners.

REALTORS® FOLLOW ETHICAL STANDARDS

Every Realtor® must adhere to a strict code of ethics, which includes a fiduciary duty to get you the most money possible for your home while always acting in your best interest.

REALTORS® GET MORE EXPOSURE

Homes listed by a Realtor® benefit from exposure on the local MLS as well as all national real estate portals that connect to that MLS, including Zillow, Trulia, Realtor.com, and more.

REALTORS® NEGOTIATE ON YOUR BEHALF

Realtors® not only prioritize your best interests, but you can also leverage their negotiation skills to get a better price for your home. Sometimes it's easier to use a professional to achieve your goals.

REALTORS® KNOW THE GAME

The real estate industry can be filled with acronyms like FSBO, TIL, REO, GRE, and many others. It's essential to work with a Realtor® who understands the industry inside and out, as they have navigated it many times before.

QUESTIONS TO ASK A REALTOR®

- How long have you been selling real estate?
- How many home do you sell, on average, each year?
- Are you a full-time Realtor®?
- What is your average list-to-sales price ratio?
- How do you keep your sellers informed during the process?
- How many homes have you sold in my neighborhood in the past year?
- How many homes similar to mine have you sold in the past year?



— ABOUT JEFF MILLER

As the owner and designated broker of Initial Point Real Estate in Kuna, Idaho, Jeff Miller takes real estate very seriously. With over 20 years of experience Jeff has worked through up markets, down markets and everything in between. In today's fast paced world where listings come and go in the blink of an eye and contracts can be accepted or rejected in a matter of minutes, it is more important than ever to have an experienced agent guiding you through the many pitfalls that may present themselves. For nearly all of us, purchasing a home will be the most important transaction we have ever participated in and we want to know we are in good hands. Born and raised in the Treasure Valley, Jeff has an exceptional perspective when working in the real estate world. Whether he is playing tour guide to an out of state buyer who transferred in or just answering preliminary questions for a curious wanderer who thinks Idaho may be a good fit, Jeff just loves to share his experiences and knowledge of the local area. Prior to entering real estate at a young age, Jeff worked alongside his dad and brother on the family farm. Growing up on the farm instilled in him a work ethic that drives him to always finish the task at hand and to do so with integrity. Jeff lives in Kuna, ID with his wife and 2 young boys. When away from work Jeff enjoys spending time with his family and tries to take advantage of all of the outdoor recreational opportunities that the state of Idaho has to offer.





CLIENT TESTIMONIALS

-KELSEY H.

"I highly recommend Initial Point Real Estate! I've known Jeff Miller, the owner, for years, and his deep connection as an Idaho native really shines through in his business. He has a genuine understanding of the local area. The entire team at Initial Point Real Estate is professional and dedicated. I also want to mention Kayla Shiverick, the office manager, who clearly plays a vital role in their smooth operations. If you're looking for excellent realtors in the Kuna area who are truly invested in serving their clients and the community, I highly recommend reaching out to Initial Point Real Estate. They're a fantastic local team!"

-TIM M.

"It was an absolute pleasure to work with Jeff. He's personable, genuine, and absolutely knows the market. He communicated with us at every step of the process and struck the perfect balance of offering advice while letting us decide. His game plan for selling our property was perfect. Our listing went live on a Thursday morning, and we were under contract above the listing price by Friday evening."

-JANET V.

"Jeff Miller at Initial Point Real Estate is a game changer! His knowledge and expertise helped us find our dream home in Kuna. Can't thank him enough!"

-AMANDA T.

"I highly recommend Jeff! He is great to work with and he knows his stuff. We needed to sell two houses and to find the perfect home. Jeff walked us through it all with patience and understanding. I'm a worrier about everything. He listened to my concerns and reassured me every step of the way. Throughout our buying/selling process there was never a time where I thought we made a mistake with choosing Jeff as our realtor."