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# SELLER GUIDE

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# NIKKI CAMERON-JONES, GRI



Nikki's passion for Real Estate has spanned over a decade. Starting in the industry on the ground floor, Nikki has worked her way up to Associate Broker and earning several Awards along the way that she is deeply proud of. Over the years, Nikki has found that the most valuable asset to building a successful career is the team of people you surround yourself with. Close on the heels of your team is your work-ethic and ability to create and sustain long-term relationships—both are traits she greatly believes in and prioritizes daily!

Real Estate is never dull, no two transactions are ever the same and no two client's needs are ever identical. Nikki truly loves working with people and helping create an environment where the sometimes emotional decisions necessary during the Buying/Selling process are made with ease and are even enjoyable.

She is not afraid to take on what's hard and work! Nikki is an Idaho native with a deep passion for supporting the local businesses. She enjoys everything about living in the Treasure Valley. Boise offers Big City accommodations and is consistently ranked in the Top Ten Places to Live, yet has a rural atmosphere and many grassroots restaurants and Farmer's Markets. Not only that, the area has some of the most sought-out recreation in the Northwest. Any spare time she gets, you can find her paddling on the lake or river taking in Idaho's beauty. Currently, Nikki is the serving Immediate Past President of The Nampa Association of REALTORS® and holds a position on many committees within the Association. She was awarded REALTOR® of the Year in 2018, Larry Hobson Spirit Award in 2017 and Unsung Hero Award in 2017. Nikki graduated from the Idaho Realtors® Leadership Academy and is a consistent Top Producer.

Nikki believes the valley contains the best people and the best communities, creating an environment where she is glad to "Live, Work, and Play" Local! Please don't hesitate to reach out, whether it's Real Estate, consulting, or otherwise!

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LOCAL LIVING



# WHY EVERY SELLER SHOULD HAVE AN AGENT

With so much information readily available online, it makes sense for clients to sometimes wonder, "Why should we hire a real estate agent?" While a few may manage on their own, here's why you might want to hire a professional:



## Save time.

No need to take the time to figure out what to do... allow a local and educated real estate agent do what they're trained to do. A professional will not only navigate a situation but handle all of the paperwork as well.



## Protection.

Your agent will keep other agents from trying to undercut you. Their knowledge of contracts is invaluable.



## Negotiation.

A professional knows how to decipher and negotiate contracts and situations. By law, your agent must share every offer with you.



## Market knowledge.

Your agent has intimate access to current market analyses. Additionally, they can complete a Comparative Market Analysis on your home to help determine the best listing price



## Relationship.

The best agents want referrals and to work with you again. They will treat you the very best they can even after closing.



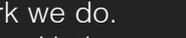
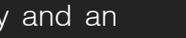
## Immediate access to information.

"Time is of the essence" is in every contract and taken very seriously. Your agent will lead you quickly, ethically and with utmost care and knowledge.



## Resources.

A professional will have a network of other trusted professionals, such as mortgage officers, title and escrow agents, and also have relationships with other agents in the area which can help get you closer to a winning situation.



## WHY FATHOM REALTY?

We are in the business of moving real estate forward with innovation in service, technology and an overall rewarding client experience. We're passionate about building stories and connecting people to homes... not just houses. Each of our agents live off the meaning and motivation from the work we do. We are not bound by the industry we are in and go to extraordinary lengths to create and invent, with the simple goal that our work makes a difference.

# WHY FATHOM REALTY?

At Fathom, we hire only high-caliber agents with high levels of integrity, ethics and experience. Our agents empower home buyers and sellers through daily support beyond the norm. As someone who is listing their home, you'll appreciate our 3-dimensional and virtual reality technology. No other brokerage can compare to the innovative efforts and market exposure we offer. Talk to your agent about a customized plan for you.



- Professional grade DSLR cameras and digital enhancement techniques to present your home in the best light
- Most up-to-date equipment to bring you the very best in 3D tour technology
- The latest in drone technology to showcase your home and its surroundings
- Accurate and up-to-date website access
- An extensive network of Realtors who are notified daily of Agency Exclusives and upcoming pocket listings
- Marketing and industry specialists always on-hand
- Up-to-date industry market reports to further help determine the most accurate listing price
- Administrative support beyond the average work day
- Access to resourceful industry professionals (from lenders to contractors)
- A wide spectrum of marketing support through postcards, flyers, and duraboards
- Open houses on multiple days (as needed)

At Fathom, we are extremely proud of our relationship with you, the client. We start the process with a one-on-one meeting to discover your needs and guide you through all of the above with our know-how and expertise. We look forward to being an integral part of your journey.



# PHOTOGRAPHY

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*Interactive Sky Tour*



**01**

**02**



*Virtual Staging*



*Twilight Photography*



**03**

# MARKETING PRODUCTS

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## *Aerial Photography*

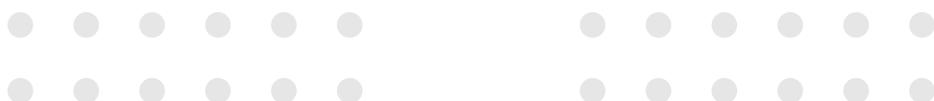


**01**

## *Interactive 3D Tour*



**02**



# CHOOSING THE PERFECT PRICE

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Remember to select your agent based on their credentials and the brokerage that backs them... not just the price they quote. It doesn't matter how beautiful your home is if it's overpriced. The best marketing in the world will never sell an overpriced home.

Your agent will first do a Competitive Market Analysis by:

- constantly monitoring the multiple listing service (MLS)
- knowing what properties are going on the market
- knowing the competition in your neighborhood
- being aware of public records, sold and pending listings
- knowing withdrawn and expired listings usually demonstrate an overpriced listing



Ultimately buyers, not you, will decide your home's value. The best move is to try to put yourself in buyers' heads so you can see your home as they do and price it accordingly. Here's how:

## CURB YOUR EMOTIONS

It is understandably difficult to make business decisions about a home that holds precious memories. Emotions can make it hard to have a realistic view of your home's value. Plan to receive advice with an open mind and be as objective as possible.

## TOUR COMPETING LISTINGS

Become acquainted with the competition by viewing properties for sale in your market in your price bracket. Do this several weeks before putting your home on the market.

## LISTEN TO YOUR AGENT

If your agent pushes for a lower price than you think is justified, it's in your best interests to question and understand the reasons. Fathom Realty agents are integrity-based and can explain which strategies work best in your market. Be sure to trust your agent and know every property has the potential to sell quickly as long as it is priced right.

## SHAPE UP THE HOUSE

If you want to set your home's price ambitiously, make sure it is the best-looking property in its price bracket. So, before you list it:

- Make all needed repairs
- Clean it until it sparkles
- Upgrade the paint, carpet and fixtures
- Address potential objections a buyer might have to the home



**87%** of buyers purchased their home through a real estate agent or broker.

**74%** of buyers would use their agent again or recommend their agent to others.



# 6 SECRETS TO SELL FAST



Now that you have chosen the perfect agent and discovered the price you're asking, here are six secrets to selling your home quickly:

## **1. TAKE THE "HOME" OUT OF YOUR HOUSE**

This is probably the most obvious one. The more personal items in your house, the less potential buyers can imagine themselves living there. Downsize your items by 30% and put it in storage. (The garage works, too, as most people understand that garages are for storage.) Your agent can definitely help you with simplifying and staging...pulling out pieces of furniture and household items and rearranging what remains.

## **2. WATCH THE UPGRADES**

- Quick fixes before selling always pay off. But don't overdo! Only focus on updates that will give you top dollar. Too many wall colors throughout the home? Get a fresh coat of neutral paint on the walls. How are the floors? Need refinishing? Your agent has access to many contractors who are dependable and affordable. Little things like replacing door handles, switching out cabinet hardware, fixing leaky faucets and/or cleaning tile grout goes a long way. And please, be sure to professionally clean the carpets as well as the windows.
- Thinking of selling "as is?" Have your agent run some numbers on what is selling in the area. Most buyers lack the vision to imagine how a house will look in its fixed-up condition. And since many buyers don't have experience with repairs, etc., the entire process could intimidate them. Sometimes investing \$8-\$15,000 can get you at least \$30,000 more for your home.

## **3. LIGHTEN UP**

Maximize the light in your home. After location, good light is the one thing that every buyer says they want in a home. Take down the drapes, clean the windows, change the lampshades, increase the wattage of your light bulbs and cut the bushes outside to let the sunshine in. Do what you have to do to make your house bright and cheery – it will make it more sellable.

## **4. CUT THE CLOSETS IN HALF**

Storage is something every buyer is looking for and can never get enough of. Take fifty-percent out of your closets then neatly organize what's left. Buyers will snoop, so be sure to keep all your closets and cabinets clean and tidy. (And please put away valuables!)

## **5. HIDE THE PETS**

You might think a sweet dog would warm the hearts of potential buyers, but you are mistaken. Not everyone loves a furry friend. Buyers don't want to walk into your home and see a bowl full of dog food, smell the kitty litter box or have tufts of pet hair stuck to their clothes. This gives buyers the impression that your house is not clean. If you're planning an open house, take the pup to the park for the day.

## **6. CURB APPEAL**

Last but not least, pull those weeds, pressure wash the walk and house, plant some colorful flowers and even paint the front door, if necessary. Just like in the real world, first impressions are everything. Let's entice those prospective buyers to walk inside!

# PROFESSIONAL PHOTOGRAPHY

## WELCOME TO THE DIGITAL AGE

The Internet has become an essential and indispensable tool in the home search process with nearly 95 percent of home buyers using it to search for homes, and 54 percent of buyers stating that the use of the Internet was the first step taken during the home buying process.

At Fathom Realty, in addition to professional photography, you have the option to get 3D and virtual photography as well. You'll love "walking" through your home digitally and just wait until you see what our drone can do. Our Skyview technology shows the surroundings of your home, including the neighborhood, subdivisions, land, views, etc.



How to prepare your home for the professional photography session:

- Mow the lawn, trim bushes, sweep off (or shovel) decks, patios, walkways and driveways
- Hide hoses, trash cans, dog dishes and any additional distracting clutter
- Close garage door and remove all vehicles from the area
- Thoroughly clean the entire home (vacuum, mop, clean countertops, clean windows, make beds)
- Bathrooms: hide toiletries and toothbrushes, put toilet seats down, smooth hanging towels out, close shower curtain and tuck inside the tub
- Open blinds and window treatments to let in outside light
- Remove small floor rugs to reveal actual flooring
- Remove personal photographs
- Turn all overhead lights and lamps ON as well as outside lights
- Replace all burned out lightbulbs and be sure all lighting (warm vs cool) is consistent
- Turn all ceiling fans OFF
- Turn all TVs and computer screens OFF
- Place all shoes, jackets, clothes, etc. in closets
- Remove all evidence of pets

## DOES STAGING WORK?

Staging used to just be hiding the kitty litter and opening the blinds. Now you can have a stager come and rearrange furniture or help you declutter in the best way to showcase your home. You can even "rent" furniture and accessories if you need to. Ask your agent their advice on the situation. They definitely have experience in how staging can affect the return on your selling efforts.

**77% of buyer's agents said home staging makes it easier for prospective buyers to visualize the property as a future home. Staged homes typically sell faster and for more money than those that are unstaged, according to industry analysis.**



# AND SO IT BEGINS

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Accepting an offer on your house is an exciting moment. But it is just the beginning of a long and confusing journey to close. Check out the steps you'll go through and learn how we will get from offer to close efficiently and stress-free.

## WRITTEN OFFER

Once an offer is received, we will arrange a time to meet and review the offer in its entirety.

We can move in three different directions:

- Accept the offer as is and you'll officially go pending
- Make a counter offer so that the original offer can work for you
- Reject the offer in its entirety

## THEIR FINANCING

Once in awhile you'll come across a cash buyer. Most of the time, however, your prospective buyers need financing. They must be pre-approved to make an offer. Most agents will not accept offers unless they are accompanied by a pre-approval letter.

You've put in a lot of work to get to this point but you're still only halfway there. There are several contingencies that allow both you or the buyer to back out of the deal so don't start packing your bags just yet.

So what happens after you accept an offer on your house?

## THE INSPECTION

A home inspection is not required for every real estate transaction, but real estate professionals strongly recommend that buyers request one before purchasing a property. It's a good way to know the condition of the property.

The buyers may ask you to make the repairs as part of the contract, or they may ask for a reduction in purchase price because they will have to make the repairs later. If they decide they don't want to deal with the problems at all, they may even take advantage of the inspection contingency and back out of the contract.

The buyer hires (and pays for) the inspector. This process can take a few days depending on the availability of an inspector. There's not much you can do at this point except wait. Meanwhile, the buyer is putting earnest money down (usually 1% of the purchase price in Idaho). The buyer can get the earnest money back if both parties cannot agree on the contingencies of the inspection.

## APPRAISAL

The buyer's lender will request an appraisal before the contract can be completed. This is to ensure that the value of the home is in line with the purchase price.

Every once in awhile, an appraisal report puts the value of the home significantly lower than the price you've agreed upon. The buyer can negotiate with you to lower the cost, request repairs that would raise the value of the home, or walk away from the deal. The appraisal contingency allows the buyer to back out at this point without consequence. Most of the time, both real estate agents will work together to present a case to the appraiser.

## CLOSING

The act of "closing" is sometimes misinterpreted. It is often referred to the day that the transaction funds and records. Please know that both parties can actually sign papers a couple of days before closing day. The transaction will not be final until the deed is recorded with the county and you fully receive funds. Keys will be left at the Title Company or whenever possession of the property has been agreed upon.



# CLOSING RESPONSIBILITIES

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## YOUR RESPONSIBILITIES

Contact the telephone company, irrigation or lawn care services, newspaper, cable company, post office, schools, dentists, doctors or any one else where a contract was made. This information will be helpful for final billing and allow them to have your new address on file. The following is a list of phone numbers that may help you:

*Intermountain Gas 208.377.6840*

*Centurylink 866.963.6665*

*Garden City Water 208.472.2900*

*Idaho Power 208.388.2323*

*Sparklight 208.375.8288*

*Meridian Water 208.888.5242*

*US Post Office 800.275.8777*

*Suez Water 208.362.7304*

*Idaho Press 208.377.6200*

*Republic Trash 208.345.1265*

*Eagle Water 208.939.0242*

*Cable One 208.375.8288*



## PUBLIC UTILITIES

Do not order discontinuation of service! Contact Idaho Power, Intermountain Gas, and your water company to request a final reading on these services with shut off scheduled one day after closing. Have your final bills sent to your new address. Please make sure we have your new address.



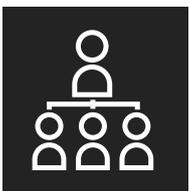
## INSURANCE

Please contact your homeowners insurance agent to cancel your insurance, effective the day all your possessions are removed, or the day after closing, whichever is later. Have your insurance agent refund any premium directly to your new address.



## SEWER AND TRASH

The sewer and trash is a 3-month advance billing process. Any adjustments will be done by the title company on the settlement sheet. No action is needed.



## HOMEOWNERS DUES

Your title company will pro-rate homeowners dues and/or maintenance fees. No action is needed.



## FINAL PAPERS

We will contact you as to the time and day for signing of final papers. Normally, this is done one day prior to the purchasers' closing. If you have any additional questions, please do not hesitate to call.



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