

Legacy

Pre-Listing Package & Marketing Plan



AMHERST MADISON
LEGACY REAL ESTATE

AmherstLegacy.com

THE BIRTH OF “AMHERST MADISON”

The “Birth” of Amherst Madison was focused on two ideals: the creation of a distinguished brand that supported our Agents and making a difference in the lives of others. It was apparent to the founders that there was a void in the real estate world. A void that needed to be filled with a brokerage that could solve the issues existing in the current models.

As exciting as this new way of doing business was to the founders, and as much as they saw its potential for success, they understood that business cannot exist for the sake of business alone. It is important to “make a difference” in the world and serve others. The opportunity to make a difference has been both magnified by events surrounding their lives and the deadly disease itself - Cancer. They, like so many of us, have lost several family members to this deadly disease. They share a passion for helping those in need and doing their part to help limit the effects of cancer, specifically in children. In college, one of the Founders had a life-changing experience while volunteering for a children’s cancer organization. He was introduced to two children, a boy and girl, battling leukemia. The founder became absorbed in their lives & was blessed enough to watch them beat the odds (after years of struggle) and stay alive. It is truly a life changing experience to watch an innocent person grapple with something they do not understand and do not deserve.

It was during one of the many conversations about building a company that would “Make A Difference” that the founders casually discussed the story of children. It resonated and it was decided that Amherst Madison would, thereafter, donate a portion of its annual proceeds to various charity groups that support the less fortunate. So, how did they arrive at the name Amherst Madison? That was an easy decision... the boy who survived cancer was named Amherst; while the little girl’s name was Madison. It seemed very fitting that a proud and distinguished company carry the name of these brave children.

COMPANY TAG LINE

“Distinctive Real Estate”

“DISTINCTIVE” DEFINED

Distinctive means “*Possessing characteristics that distinguishes from all others*”. The word is more than our tagline. It embodies the values we hold dear – those characteristics that are unique in real estate. Distinctive is not a price point or zip code. It is the standard we hold ourselves to and represents the discipline, experience, and execution to deliver a first-class experience with every client. We remain distinctive by affiliating with real estate professionals who are committed to delivering superior service, high productivity, and an unparalleled level of personal responsibility.

MISSION STATEMENT

“Amherst Madison will always be distinctive and exist to support our Agents in building successful businesses and fulfilling lives, while being a force of positive change in the communities we serve.”

Amherst Madison’s mission statement is backed with our promise—*Maintain Image, Build Brand, Maximize Process, and Focus on Strategy*. We are driven to continuously improve our operations and enhance our agents’ experience.

IMAGE | BRAND | PROCESS | STRATEGY

Amherst Madison’s mission statement is aligned with our core values—*Maintain Image, Build Brand, Maximize Process, and Focus on Strategy*. We are driven to continuously improve our operations and enhance our Partners’ experience.

Amherst Madison is committed to maintaining the best available tools, systems, and talent while consistently expanding market share and impressions in the creation of a respected and distinguished real estate brand.

Amherst Madison Overview

IDENTITY

With the majority of real estate companies, the operating objectives and economic models of the individual agent and the brokerages they work for are “Opposition”. Agents want to take home the largest percentage of commission income while still demanding services that cost their brokerages substantial amounts of expense and overhead.

In an attempt to solve the above conundrum on the “Agent Side”, a proliferation of transaction fee brokerages have emerged in the last ten years. While these shops can be more advantageous for the Agent, it is challenging for the brokerages themselves to remain profitable. (*Recruiting standards must be kept low and high numbers of agents are necessary to remain in business*). The solution on the “Brokerage Side” is to stay traditional and keep the high commission splits and fees that in our current business environment are not good economic models for self-starting, high producing agents.

Amherst Madison’s real-world model addresses the above mentioned “Agent-to-Brokerage” paradox. We have developed a solution that takes the best from both sides of the brokerage model. Amherst Madison Agents (called “Partners” or “Associates”) receive some of the most needed support functions found at traditional brokerages yet receive the compensation advantages of a transaction fee concept. Our operating and economic models deliver where most others fall short. Our Agents are rewarded for their fine efforts.

WORLD-CLASS IMAGE

From our name itself to the very document you are reading right now countless measures have been taken to build Amherst Madison’s “World Class” image. We believe the key to success is establishing a strong brand from the start and then having the discipline to maintain it over time. This core belief reflects positively on every person in the company.



ATTENTION TO BRAND

The Amherst Madison name and logo are Registered Trademarks. We pay strong attention our brand through all media channels.



COMPANY DESCRIPTION

Amherst Madison represents the highest standards of service in the real estate industry. Our success comes from a culture of personal integrity, a strict code of business practices, proven track record in all price ranges, and an unwavering commitment to our clients and community. Our unique business model and systems are based on a core belief that we exist to support our Agents by providing a corporate branding platform, superior productivity tools, and a supportive culture centered on personal accountability.

Amherst Madison's documented *Career Path* and *Profit Sharing Plan* encourages all Agents to become vested in their own success, and is a key element of the company's fast growth. With a passion for the communities in which they live and work, Amherst Madison Agents are proud to "give back" through our company foundation, *The Black Door*, which donates a percentage of the brokerage fee from every closing to support numerous charitable and non-profit organizations.

AMHERST
MADISON

What Makes a Successful Agent?

The first thing is always **Passion**. Real estate is a hard business and takes attention to detail, discipline, and a commitment to great customer service. Top agents also share the following attributes:

They return calls and emails at lightning speed—These are the people that get a lead and do not let it go. They immediately make contact and they follow up. They answer any questions and are happy to stay on the phone with nervous clients. They are the warriors of email, text, and phone and they keep that rhythm right up through the whole transaction. Their clients feel like they are very important to the agent. They also switch their communication style to match the client. If the client prefers text, they text, if the client wants a phone call, they call.

They are up on the latest technology—They are iPad users and smartphone addicts. They do everything from anywhere. They don't just have a tablet and a smartphone; they make sure they have great data plans so they are never stuck without an internet connection. They try to go paperless as much as possible. They read a lot of information both about the real estate industry but also about general trends regarding technology.

They ask for the business—Many new agents believe that their brokerage is responsible for giving them leads. Moreover, a large percentage of these agents are reluctant to ask for business from their sphere of influence. Unless these agents master how to generate their own leads, they are almost always doomed to failure. In contrast, agents who understand that real estate is a sales profession that requires sales skills, marketing, prospecting, and strong negotiation skills are much more likely to succeed.

They explain everything they are doing—Like "Straight A" students doing math homework, successful agents show their work. When they meet with the client for the first time they explain the process, the potential roadblocks, and a few scenarios that could occur. They let the client know that they are negotiating, they keep in regular communication, and they adjust their strategy as needed. Clients need to feel that their agent is engaged in every step of the process.

They get leads any way they can—Leads are how agents get clients. A lead is an introduction to someone the agent hasn't met yet. Smart agents are experimenters, they try out different types of lead sources, they explore different types of ad campaigns, and they take notes on what works and what doesn't. They understand that having a social presence is important and that staying top of mind means being active with their clients through social media, through advertising, and also through more traditional methods such as postcard mailings.

Full-time commitment to the real estate profession—Occasionally a new agent who works part time eventually has a successful transition into the business. Nevertheless, failure to work a full 40 hours per week greatly diminishes the agent's probability of success. Many agents get into real estate wanting flex time. In other words, no one is going to call you and tell you to come into work. Rather than putting in 40-50 hours of actual work like they may have on another job, they come in at 10, go to lunch at 12, pick up their kids at 3, and do an open house on Saturday for two hours and say they worked six days. Most new agents don't get this and even if they do, they're not willing to put in the hours that it takes to succeed. The second secret to success is you have to **WORK** when you show up!

They license at a professional real estate brokerage—One that provides every tool and support necessary for success at the highest level, and one that provides advancement opportunities.

VALUE PROPOSITION

Dear Client,

Selling a home in this day and age can be a daunting task. The competition for the online marketplace is both heated and financially daunting in order to get in front of buyers. It is vital that you partner with a Brokerage who provides the tools and resources to get your Listing in front of the Buying public; ahead of the competition. At Amherst Madison Legacy, we pride ourselves on our superior marketing systems that deliver RESULTS.

We are preparing, or have prepared, a complete market analysis for your property. We will cover many important items that other agents may not even know, much less put into practice, such as our Proprietary *Listing and Marketing System* that we hope you will keep confidential as it represents over ten years of work and the very best of what we know works in today's market.

As you look through this package, use the forms at the back to note any questions that you have for us so that we will not forget to address them in person.

Thanks for reviewing this package. We have sent you these materials in advance so that you will know a little more about us, Amherst Madison Legacy, and how together we will benefit you.

We look forward to the opportunity to earn your business!

A word from our Broker:

"In a word; we want to make things: SIMPLE. We strive to help you through this process as quickly and efficiently as possible; while ensuring that you reach your goals and remain satisfied with the RESULTS. It is our goal to empower you, the client, with the information necessary to get everything you want out of your real estate transaction. Our entire business philosophy can be boiled down into one statement: 'We do what we say we are going to do'."

With Regards,

Nick Schlekeway

AMHERST MADISON
LEGACY REAL ESTATE

184-Step Listing & Marketing System

to Sell Your Home For Maximum Dollar in Minimum Time.

1. Research tax records to verify full and complete legal information is available on MLS data sheet
2. View aerial images of property and identify attributes
3. Research property's ownership and deed type
4. Research property's public record information for lot size & dimensions
5. Research and verify legal description
6. Research property's land use coding and deed restrictions
7. Research property's current use and zoning
8. Research sales activity for past 6-24 months from MLS and public records databases
9. Research "Average Days on Market" for property of this type, price range, and location
10. Research competitive properties that are currently on the market
11. Research competitive properties that have been withdrawn
12. Research competitive properties that are currently under contract
13. Research expired properties (properties that did not sell during their time on the market)
14. Research competitive properties that have sold in the past six months
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area
16. Research the previous sales activity (if any) on your home, including prices and sale terms
17. Download and review property tax assessor information
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
19. Gather information to help assess your needs
20. Order Preliminary Title Report and review current title information
21. Measure interior room sizes, if information is not available or unverified
22. Confirm lot size through county records or your copy of certified survey, if available
23. Obtain copy of floor plans or building literature, if in existence
24. Obtain copy of any improvements you have made, and dates/costs of each (i.e. pool, shed, etc.)
25. Review current appraisal, if available
26. Identify Home Owner Association requirements/contacts, if applicable
27. Verify Home Owner Association and any Transfer fees, if applicable
28. Verify security system, cable television, internet provider and current terms of service
29. Verify if you have a special taxing district or flood plain disclosure
30. Ascertain need for lead-based paint disclosure
31. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled
32. Compile list of repairs and maintenance items
33. Prepare showing instructions for buyers' agents and agree on showing time window with you
34. Assess your immediate concerns regarding any element of the listing process
35. Discuss your purchase plans and determine how Amherst Madison | Legacy can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location

36. Determine how quickly you need to move
37. Obtain information that will help Amherst Madison | Legacy prepare the listing, advertising ,and marketing materials. *Questions will include:* What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, fence, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
38. Prepare you by asking you to gather home information: to have copy of deed, current tax bill, copy of a survey, copy of your title policy available (this could potential save you money if you purchased less than three years ago).
39. Obtain one set of keys which will be inserted in the electronic lockbox
40. Review results of Interior Staging Assessment and suggest changes to shorten time on market
41. Perform Staging Assessment as needed
42. Perform exterior “Curb Appeal Assessment” of subject property
43. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
44. Give you an overview of current market conditions and projections
45. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer
46. If necessary and/or requested; provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, music, open blinds, etc.)
47. Review and explain all clauses in Listing Agreement (and addendums, if applicable)
48. Determine the method and timing of communication you prefer
49. Compile and assemble formal file on property
50. Present Comparable Market Analysis (CMA) Results to you, including Sold Comparable Homes, Pending Comparable Homes, Current Listings and Expired Listings
51. Offer pricing strategy based on professional judgment and interpretation of current market conditions
52. Assist you in strategically pricing home to enable it to show up on more MLS Searches
53. Discuss goals with you to market effectively
54. Discuss and present strategic marketing plan
55. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly
56. Present and discuss the Amherst Madison | Legacy Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time
57. Explore the option of marketing your home with an incentive of buying down points on the buyers’ loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit
58. Prepare an equity analysis to show you expenses, closing costs and net proceeds
59. Explain the use of the Seller’s Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights
60. Pay for a professional to take full color digital photographs of the inside and outside of your home for marketing flyers, brochures, paper advertisements and the Internet
61. Install electronic lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family’s security
62. Explain how we will be able to track every agent who shows your home and for how long
63. Write remarks within the MLS system specifying how you want the property to be shown
64. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess market impact
65. Prepare MLS property Profile Sheet
66. Proofread MLS database listing for accuracy – including proper placement in mapping function
67. Enter property data from Profile Sheet into MLS Listing Database

68. Load any applicable pdf documents or scanned files into the MLS Database for download
69. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in Idaho
70. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes
71. Put property in the Intermountain MLS as directed (no delay in loading information)
72. Add property to AmherstIdaho.com, AmherstMadisonUSA.com, *TopBoiseRealEstate.com*, and other *Amherst Madison | Legacy* sites
73. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet
74. Explain marketing benefits of Home Owner Warranty with you
75. Assist you with completion of Home Owner Warranty application if necessary
76. Recommend a pre-sale home inspection as a quick-sale facilitator
77. Provide you with a Personal Customized Services sheet to explain specific marketing available
78. Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement
79. Review Amherst Madison | Legacy Full Service Marketing System resulting in a faster sale
80. Offer Realtor® tours, if applicable, to provide you with professional feedback
81. Offer a Broker's Open, if applicable, to promote your property to local Realtors® and their customers, to maximize showings
82. Create advertisements with your input, including information from Personalized Advertising Questions
83. Prepare mailing and contact lists
84. Create, order, and mail Just Listed Postcards to promote the value of your home over others
85. Create, print, assemble, and email compelling ads to target customers
86. Create a marketing property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home
87. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in your home
88. Create a custom "Home Marketing Brochure" to be placed in your home for buyers & buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits. Provide at least five for your property, and replace as needed. This makes your home stand apart in the buyers' minds long after they have left your property
89. Deliver "Home Marketing Brochure" to your property and display in prominent location
90. Respond within 15 minutes of immediate request from the internet through our exclusive Lead Router program, which is a highly effective way to communicate with buyers who are interested in your property. Over 95% of all our inquiries come from the Internet
91. Convey all price changes promptly to Internet real estate sites/blogs/portals, etc
92. Capture feedback from Realtors® after all showings
93. Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing
94. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property; Notify you of any conditions promptly
95. Notify you immediately of any offers, potential offers, or needs of any kind
96. Discuss feedback from showing agents with you to determine if changes will accelerate the sale
97. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then email copies of your home listing information for them to review immediately
98. Maximize showing potential through professional signage. Amherst Madison has a recognizable logo and trademark in the Treasure Valley
99. Amherst Madison and Amherst Madison | Legacy have the highest quality signage in the Treasure Valley
100. Install Amherst Madison sign in front yard when allowed by Home Owners Association

101. Market your home on over 1000+ internet sites
102. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites
103. If Open House is to be held, arrange for digital ad to be run and information displayed in the MLS in advance of the Open House to maximize number of customers
104. Deliver copies of advertisements and marketing material of your home to you for your review
105. Make info box available under "For Sale" sign making feature sheets available to those passing by
106. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home
107. Create SEO (Search Engine Optimized) website on the back-end of AmherstIdaho.com to drive traffic to your home through its unique address
108. Create a Dedicated, Single Property Website for your Home
109. Create link from our monthly e-mails of people in our database
110. Implement outsourced CRM to manage incoming leads and inquiry conversions
111. Amherst Madison Marketing Department will place ads in Strategic, Out of State Craigslist(s)
112. Implement Action Plan for every lead hit
113. Agent follow-up systems and pre-scheduled calls
114. Inbound Voice System to capture all phone call leads, including day and MP3 of call
115. Weekly report uploaded to your personal communications web page with all showing activity , if requested
116. Distribute to Phase 1 Channel Partners—Realtor.com, Zillow, Yahoo Real Estate, AOL Real Estate, FrontDoor, Cyberhomes, HomeFinder.com, Hotpads, OpenHouse, RealtyTrac, CLR Homes, Enormo, Wal-Mart, PropBot, VAST, Lycos, E-Real Investor, Landwatch, Resortscape, Oodle, MyRealty, Overstock.com, Military.com, Homes.com, Local.com, TweetLister, Property Pursuit, HomeWinks, Relocation.com, National Relocation, Freedom Soft, Home on the Tube, Property Sharks, DeeperPockets, ActiveRain, HomeTour, Connect.com, The Realty Store, LiquidUs, Comcast Demand, Foreclosure.com, Real Estate Central, HomesNow.com, Quantum Digital, Integrated Asset Services, HomeCompare, Harmon Homes, Vertical Brands, Gooplex, Homes & Land, Showing Suite, Relo Home Search, Craigslist Leads, Impact, Print it All, LoopNet (Income) homesbook.com, Pilot Media, Homes Database, HomeSeeker, YouTube, Animoto, Twitter (If Applicable) Luxury Homes of the World, Luxury Property, Idaho Statesman Real Estate, Boise Weekly, and many more...
117. Prepare a financing sheet with several financing plans to educate buyers on methods of purchase
118. Distribute information to agents in Amherst Madison
119. Deliver copies of electronic marketing materials to you
120. Promote your home to top Realtors in other areas through online portals
121. Log in all home showings to keep record of marketing activity and potential purchasers
122. Follow up with all the agents who have shown your home via email or personal phone call to answer questions they may have
123. Send a personalized postcard to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. (Often neighbors know of friends or family members who are thinking of moving into the neighborhood.)
124. Personally walk your immediate neighborhood to promote your home
125. Pre-qualify all buyers whom our agents will bring to your home before showings
126. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale
127. Provide Open Houses with a licensed Amherst Madison | Legacy Realtor® at your request
128. Handle paperwork if price adjustment needed

129. Take all calls to screen for qualified buyers and protect you from curiosity seekers
130. Receive and review all Purchase and Sale contracts (PSA) submitted by buyers or buyers' agents to determine best negotiation position
131. Contact buyers' agents to review buyer's qualifications and discuss offer terms/conditions
132. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes, if requested
133. Counsel you on offers. Explain merits and weakness of each component of each offer
134. Deliver Seller's Disclosure form to buyer's agent or buyer (prior to offer being made if possible)
135. Confirm buyer is pre-qualified by calling Loan Officer and requiring lender pre-approval with PSA
136. Obtain pre-qualification letter on buyer from Loan Officer
137. Negotiate highest price and best terms for you and your situation
138. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
139. Deliver copies of contract and all addendums to closing title company
140. When a PSA is accepted and signed by you, deliver signed offer to buyer's agent
141. Record and promptly deposit buyer's earnest money in Title Company escrow account
142. Record receipt for all buyer's earnest money collected
143. Deliver copies of fully signed PSA to you
144. Provide copies of signed PSA for office file
145. Advise you in handling any additional offers to purchase that may be submitted at any time
146. Change status in MLS to "Pending"
147. Review buyer's credit report results—Advise seller of worst and best case scenarios
148. Assist buyer with obtaining financing, if applicable and follow-up as necessary
149. Coordinate with lender on loan status and date interest rate was locked
150. Order septic system/well inspection, if applicable and requested
151. Receive and review septic system report and assess any possible impact on sale
152. Deliver copy of septic system inspection report lender & buyer
153. Coordinate any other verification/inspection ordered
154. Coordinate home inspection ordered, if required
155. Coordinate home inspection ordered and handle contingencies, if any
156. Coordinate buyer's professional home inspection with you
157. Assist seller with identifying and negotiating with trustworthy contractors to perform any repairs
158. Schedule Appraisal
159. Provide comparable sales used in market pricing to appraiser
160. Follow-up on appraisal and keep within timelines of contract
161. Assist seller in questioning appraisal report if it seems too low
162. Coordinate closing process with buyer's agent and lender
163. Update closing forms & files
164. Ensure all parties have all forms and information needed to close the sale
165. Confirm closing date and time and notify all parties
166. Assist in solving any title problems (boundary disputes, easements, etc.)
167. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
168. Research all tax, HOA, utility and other applicable pro-rations
169. Request final closing figures from closing agent
170. Receive & carefully review closing figures on HUD-1 statement to ensure accuracy of preparation
171. Review final figures on HUD-1 statement with you before closing
172. Request copy of closing documents from closing agent

173. Confirm buyer and buyer's agent have received title insurance commitment
174. Review all closing documents carefully for errors
175. Forward closing documents to absentee seller as requested
176. Review documents with closing agent
177. Provide earnest money deposit check from escrow account to closing agent, if applicable
178. Coordinate financing, final inspections, closing and possession activity
179. Coordinate closing with your next purchase and resolve any timing problem
180. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.)
181. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc...
182. Respond to any follow-on calls and provide any additional information required from office files
183. Help you relocate locally, or out of area with highly experienced affiliate agents across the country
184. Act as a liaison with new Buyer regarding any matter, Assist with holdover mail or any other issue requiring attention

Most Important—Always take your calls and be ready, willing and able to help Before, During and After the Sale.



A M E N I T I E S

THOROUGHbred HORSE RANCH

- ◆ Riding Arena
- ◆ Main Barn with 11 Stalls
- ◆ Training Barn with 20 Stalls
- ◆ 11 Loafing Sheds
- ◆ Fully Fenced Pastures
- ◆ Automatic Waterers
- ◆ 2 Bedroom Caretaker House

THE EXECUTIVE MASTER SUITE

- ◆ Main Level located on the West Wing
- ◆ 1,340 Square Ft.
- ◆ 13 ft. Coffered Ceilings
- ◆ All Glass Sliders w/ Private Patio Access
- ◆ Boise River Views
- ◆ Cozy Fireplace
- ◆ Massive Walk-In Closet
- ◆ Natural Light Pours in from 12 Different Windows
- ◆ Heated Travertine Floors
- ◆ Walk-In Custom Tiled Shower with 3 Shower Heads
- ◆ Soaker Tub w/ Boise River views

CHEF'S GOURMET KITCHEN

- ◆ 884 Square Ft
- ◆ 14 ft. Ceilings in Dining Area
- ◆ Heated Travertine Floors
- ◆ Hand Selected Granite Counters
- ◆ Butler's Pantry
- ◆ Knotty Alder Cabinetry
- ◆ Wolf 6 Burner Range



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**AMHERST
 MADISON**
 LEGACY REAL ESTATE

At Amherst Madison, we believe that your Home is worth the investment of both our time and capital.

SIGN POST & SIGN PANEL

We believe that the buyer-experience should be that of Quality from the moment they see the home on the web, to the moment they get back into their vehicle after looking at the property. An important piece of this experience, and one often overlooked by Brokers/Agents, is the yard sign. Our signs are sleek, classy, and give the buyer the Quality experience that they should expect. Our signs will leave no doubt as to the importance our Brokerage places on a Distinctive Mark of Quality.

Perhaps even more important than the actual look/feel is the sign; is the internal standard that mandates all of our agents use such a quality sign in the marketing of Your Home.

Here is an actual page out of our “Agent Branding Standards Manual”, which all agents must sign when they come on board with an Amherst Madison Brokerage:

*6-foot tall vinyl “L” frame and the Amherst Madison “Signature Posts” are the **ONLY** two sign posts allowed for residential listings. (Properly fitted metal-framed signs are allowed on vacant land listings and/or large acreage that is tied to a single-family home.) Instructions on how to order the Amherst Madison Signature Posts are included in this manual.*

The Standard Sign Panel for residential listings consists of a 24-inches wide by minimum 30-inches tall to maximum 40-inches tall panel. (36-inches inches tall is recommended for maximum visibility.) The top 30% of the sign field area is reserved for a solid black header with company signature in the proportions shown on the previous page. A minimum 1-inch solid white border is required on all outside edges of the sign, and as between the top and bottom fields, unless the “White” sign panel color is used and then a minimum 1-inch black border exists on the bottom field.



PROFESSIONAL PHOTOGRAPHY

Professional Photography has become the Standard for any serious Real Estate Professional. Amherst Madison takes it to the next level by hand-picking our photographers and working exclusively off our Approved Photographer List. We ensure that only the best make the cut because we believe that your Home should only be shot by the Best.



STANDARD PHOTOGRAPHER



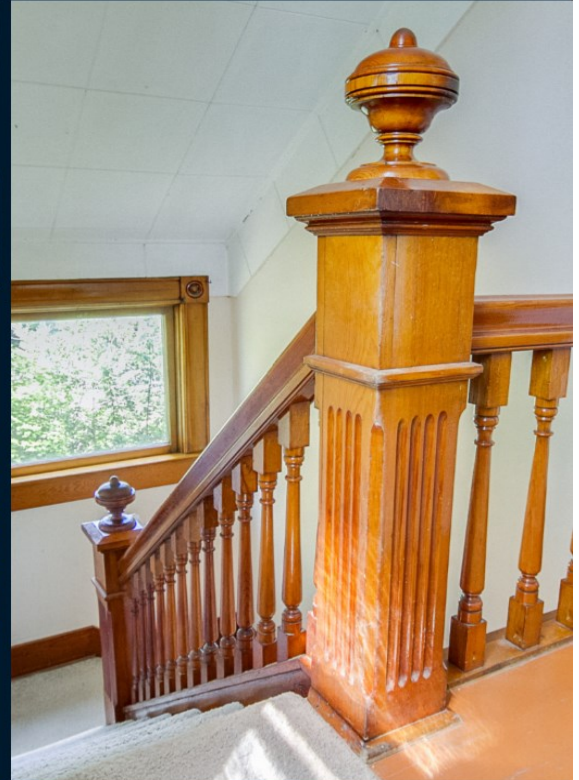
AMHERST MADISON PHOTOGRAPHER



PROPERTY FLIERS

Property fliers are required on **ALL** residential listings. The Property Fliers are available in a variety of formats and can be found on the *Online Marketing Center*. Using these pre-formatted templates not only maintains consistent standards, it leaves an impression on the client and builds better brand awareness which in turn will generate more sales activity. *The Online Marketing Center* has defined these processes in detail, including currently available options and associated pricing fulfilled through national print vendors.

FOR SALE 1204 North 11th Street, Boise, ID



Welcome Home. Here's a rare opportunity to own a fantastic North End family home, built in 1898. Well maintained by the three families who have lived here. Located on a premium corner lot, within walking distance of all this unique area offers. From the original carved front door, to the original hardwood floors, beautiful woodwork and original hardware and hanging lighting fixtures, this home is special. Enjoy a magnificent, restful screened in front porch morning and evening. Home's spacious interior boasts plenty of natural lighting on both floors. Formal dining room could be used as den or office, and bonus room upstairs has endless possibilities for use, plus mud room/utility room on enclosed black porch. Beautiful backyard with partial wrought iron fencing. **This is your chance to own a piece of Boise history!**

Historic North End Home
Built in 1898
Original Woodwork & Hardware
\$419,000

INFINITY
PARTNERS

Call Randy Furniss
208-353-6700

AMHERST MADISON
PARTNERS REAL ESTATE



THE ULTIMATE GUIDE TO PICKING A LISTING AGENT

SUGGESTED QUESTIONS FOR POTENTIAL AGENTS

This is for Your Protection—Only Use Professionals Who Score High

- ◆ Do you work as a full-time Realtor?
- ◆ Have you been a Realtor for at least two years?
- ◆ What is your written “Value Proposition” to me as a Seller?
- ◆ How many potential Buyers and Sellers do you talk with in a week?
- ◆ How many homes have you SOLD in the past 24 Months?
- ◆ In what ways will you encourage other agents to show and sell my home?
- ◆ What can you tell me about the real estate market in this area?
- ◆ What price do you recommend for my home to sell it in 30 days?
- ◆ Where do you think the Buyer for my property will come from? Why?
- ◆ What kind of marketing do you pay for, such as Virtual Tours, etc.?
- ◆ How many people do you direct market to Every month?
- ◆ May I see some examples of your marketing online?
- ◆ How often will my home be marketed, and where exactly?
- ◆ Will you provide me a list of websites my home will be featured on?
- ◆ What is your Internet Marketing Strategy?
- ◆ How will you marking my home on Social Media such as Twitter and Facebook?
- ◆ What are my options if I feel you are not doing a “good job”?
- ◆ Do you have certifications that apply to *today’s* market? GRI, AB, Green, SFR?
- ◆ Will you provide me at least 5 references of recent deals?
- ◆ How do you attract buyers from *outside* the local area?
- ◆ May I see the sign that will be in my yard?
- ◆ Do you offer Professional Staging Services?
- ◆ How do you mass market? (Give me an example of a successful blast.)
- ◆ Will you prepare an informative feature sheet for my property? (May I see a sample made for my home before we decide to list?)
- ◆ Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
- ◆ How often, and in what way will I be kept informed?

Why Internet Marketing is Vital

95% of home buyers and sellers use the internet to search for their home.

Reach the widest audience of potential buyers!

MORE BUYERS = BETTER CHANCE OF SELLING YOUR HOME ON YOUR TERMS!

How important is Internet Marketing?

If 95% of home buyers see the home they are buying on the internet before they see it in person how important would you say it is? Amherst Madison | Legacy knows that to market a property you have to be on the most web sites possible. We have partnered with Realtor.com and Homes.com to place our properties on sites like Trulia, Zillow, Google, Yahoo, Front Door, Hot Pads, PropBot, Craigslist, MSN, Facebook, and over One-Thousand more!



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Amherst Madison | LEGACY currently spends over \$2000 a month marketing our listings through various forms of digital media. We currently own over 17 unique domain names that drive active buyers to our site. Further, we spend hundreds of dollars per month on Pay-Per-Click, Banner Postings, and Adwords on popular search engines like Bing, Google, and Yahoo.

What this means for you is we *“Go to Where the Buyers Are”* and market your home in a way that shows its greatest attributes in the shortest time. Most of these impressions are non-threatening, emotion-arousing ads, and best of all they run 24/7 every day of the year to tens of millions of internet users. Response- Generated Marketing lets us collect the information of potential buyers, assess their needs, and expose them to listings that fit their profile.

Direct Response and Advanced Internet Marketing works! We have found buyers from many states away who fall in love with a property long before they ever set foot in the door.

Our custom built, back-end systems utilize analytics to let us see exactly where potential prospects are coming from and what they are searching for.

There is no better way to conduct real estate sales and marketing. Period.



How "Powered" Internet Marketing Sells

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Contract and Negotiation

When an offer is presented on your home, you will have three basic choices:

1. **Accept the offer.**
2. **Reject the offer.**
3. **Make a counter offer.**

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, I will give you my recommendation, and then you will decide how to respond.

This is where a competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a legal issue. The difference in thousands of dollars in profit... or loss.

Being intricately familiar with real estate contracts, we know how to protect your best interests. Our vast experience in contracts and negotiation will be your asset.



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HOME LISTING 'MYTHS' & 'TRUTHS'

MYTH:

I should select the agent that suggests the highest list price.

TRUTH:

This is the oldest trick in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. *Then*, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

Amherst Madison | Legacy doesn't play games. We provide a well-researched, fact-based market analysis to determine the realistic price that your home will bear in today's marketplace. The decisions of which agent to list with and what price to ask are ***two completely separate decisions***.

Never select an Agent based on the price they suggest, rather, select your agent based on their EXPERIENCE and MARKETING PLAN, and then decide on price together!

MYTH:

Property condition and staging can be cured with a lower price.

TRUTH:

WRONG!

A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs, professional home staging, and proper showing protocol always reap the rewards.

PRELISTING INTERVIEW

Please don't hesitate to ask any question that you may have.
Feel free to call me anytime!

1. Name: _____
2. Property Owner: _____
3. Cell Phone: _____ Email: _____
4. When do you need to sell your home? _____
5. How long have you owned your home? _____ When was it built? _____
6. Why are you selling your home? _____

7. What sold you on your home when you bought/built it? Favorite Features? _____

8. What updates have you made to the home since you have owned it? _____

9. If you were to stay another 5 years in your home what changes would you make? _____

10. Do you know the assessed value of your home? _____
11. Have you had a recent appraisal or have you recently refinanced? _____
12. What do you owe on your home? 1st Mtg. \$ _____ 2nd Mtg. \$ _____
13. Are you interviewing other Broker's for this listing? _____
14. How did you get my name? _____
15. Is there anything else I should know about your situation? _____

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QUESTIONS FROM SELLER

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____
