



# A Guide to Selling Your Home

COMPLIMENTS OF JOE ROSEN



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**ROSEN**  
REAL ESTATE

# It's All About You

My real estate business has been built around one guiding principle: It's all about you.

*Your needs.*

*Your dreams.*

*Your concerns.*

*Your questions.*

*Your finances.*

*Your time.*

***Your life.***



Our focus is on your complete satisfaction. In fact, we work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50% of my business comes from repeat customers and referrals.



Good service speaks for itself.

I'm looking forward to the opportunity to earn your referrals too!



## How am I different from other Real Estate Agents?

- Passionate about helping buyers and sellers accomplish their Real Estate Goals.
- Carpenter by trade, with over 30 years of developing, buying and selling Real Estate in both residential and commercial.
- Being a native of Coeur D'Alene ID. and having the a lifetime of exploration in the Northwest gives me the advantage and knowledge to direct clients to the area that suites there wants and needs
- I have several references consisting of clients, business associates and friends who will all refer me and I am a great source for contacts in any industry with a wealth of information to pass along.
- I have been recognized by my peers with the Rookie of the year award my frst year as a licensed Realtor for and including recognition for my civic and charitable contributions.
- My belief has always been to give to the community that supports you. I have done this my entire life in my business(s) (30 years). I am active member in the North Idaho Builders Association, help with Make a Wish foundation, CASA along with supporting and volunteering with the Human Rights Education Institute. I am an avid Scuba Diver with over 1,200 dives with several certfications in this mesmerizing sport.
- My commitment to clients is to make their buying, selling or developing Real Estate experience successful with the least amount of hassle, in the quickest amount of time and for the best price the market will allow.
- Keller Williams provides its agents with some of the best technology in the industry. With the E-edge marketing system exclusively to Keller Williams agents, access and exposure for both buyers and sellers is Global.
- With today's technology and smart phones I am always just a click away. Phone, text or email gives me the accessibility to my clients anytime all the time.

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*With over 25 years of experience, you're in good hands.*

# What You Get

## Communication.

Your needs always come first. I will provide the service we agree to and communicate in the ways that work for you, whether once a week, once a day, by phone, email or text message.

That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted.

## Experience & Expertise.

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

## Marketing.

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

## Pricing.

Your home will be priced right, adjusted as needed and sold as quickly as possible. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

## Staging.

Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

## Satisfaction.

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

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# Testimonials

Don't just take our word for it. Hear what some of our satisfied clients have to say about us!

Joe showed me all around and familiarized me with various neighborhoods. He was determined to find me a house that met my needs and price. He kept looking until he found me this beautiful mountain cabin in Bayview. It is just perfect for me and my dog. I would recommend Joe to anyone who needs help finding the right house. He will stick with you until he gets it done for you.

**MARK**

Bayview, Idaho

After a tireless effort by Joe, he was able to find us the right place and stay within our budget. We did not have to compromise on any of our wants or requirements in a house and property. Joe was with us through the entire purchase process and explained everything to us step by step in a simple and easy to understand manner. Joe is 100% professional and a true gentleman. Joe not only found us a house and property, he found us our HOME. Thanks Joe.

**GEORGE & LORI THOMPSON**

Coeur d'Alene, Idaho

After months of searching for a house with no success we contacted Joe and in just a short time found our home. Joe is committed, honest and has a great attitude. If it's going slow call Joe, THANKS JOE!

**DON & LINDA**

Hayden, Idaho

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# Testimonials

Joe Rosen is a realtor that is very efficient and knowledgeable. He is very professional, kind hearted and very understandable with our situations. He always kept us notified and up to date with everything I needed to know and was always ready to offer advice when asked. I would recommend Joe to others because I know he can get the job done. He has been great even when I have been a bit pushy. It was my pleasure to write this testimonial about Joe. Thanks again for all the help Joe!

**SHERRI SIMPSON**  
Post Falls, Idaho

Joe is a very friendly outgoing individual who has worked VERY hard for me in selling the family estate. There have been many hoops to jump thru to accomplish the various sales and he has done this in a timely manner and does not give up when many of the other realtors would have given up. He just dives in with both feet and gets the job done. He is very pleasant to deal with and is always on the lookout for new buyers. Very much appreciate all his efforts!

**SANDY KILBORN**  
Plummer, Idaho

Moving out of state and needed to sell. "A BIG THANK YOU" to Joe Rosen for being such a professional. One of the most important attributes of Joe is that he is always on time and even early to appointments. Thank you Joe for all the sound advice and follow up. Thank you Joe for your friendship and big smile!

**LORRAINE & ELAINE**  
Coeur d' Alene, Idaho

I have never worked with a Real Estate Agent like Joe. His patience and professionalism is unmatched! His keen eye and experience helped us get the complete picture and make an informed decision. My wife and I were so happy we chose Joe for our Agent. Recommendation 10+!

**DANIEL GARCIA**  
Coeur d' Alene, Idaho

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# Why Keller Williams?



Keller Williams Realty  
COEUR D'ALENE

## Technology.

Leading-edge tech tools and training gives me the edge in finding the perfect Buyer for your home.

## Teamwork.

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

## Knowledge.

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

## Reliability.

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

## Track Record.

I'm proud to work for the world's largest real estate franchise by agent count. It's proof that when you offer a superior level of service, the word spreads fast.

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# Selling Your Home

## How much is your home worth?

Our focus is on your complete satisfaction. In fact, we work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50% of my business comes from repeat customers and referrals.

In order to ensure that you are getting the most out of your home, it's a good idea to consult with a real estate agent. I can help you by finding comparable homes that have either just been sold or are currently on the market, then use this as a baseline to determine fair market value of your property. This helps to guarantee that you will make as much as possible from the sale of your home.

Exceptional customer service is our main focus and we will go above and beyond to make our customers happy!

To increase the visibility of your home, we don't just advertise on MLS; we will post your home on at least 12 additional specialty sites including, the hundreds of sites that pull from the MLS to ensure maximum exposure. We also design Flyers, postcards, virtual tours and many other creative

sources. We will send you biweekly listing reports from the different sites so you can see how many people are viewing your property.

I will work with you to determine the value of your home, the ideal listing price for the market, and increase its visibility on the market.



**"Joe Rosen is very efficient and knowledgeable. He is very professional, kind hearted and very understandable. He always kept us notified and up to date with everything I needed to know and was always ready to offer advice when asked. I would recommend Joe to others because I know he can get the job done."**

*—Sherri Simson*

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# Marketing & Strategy

Designed to capture the maximum exposure for your home in the shortest period of time.

We will:

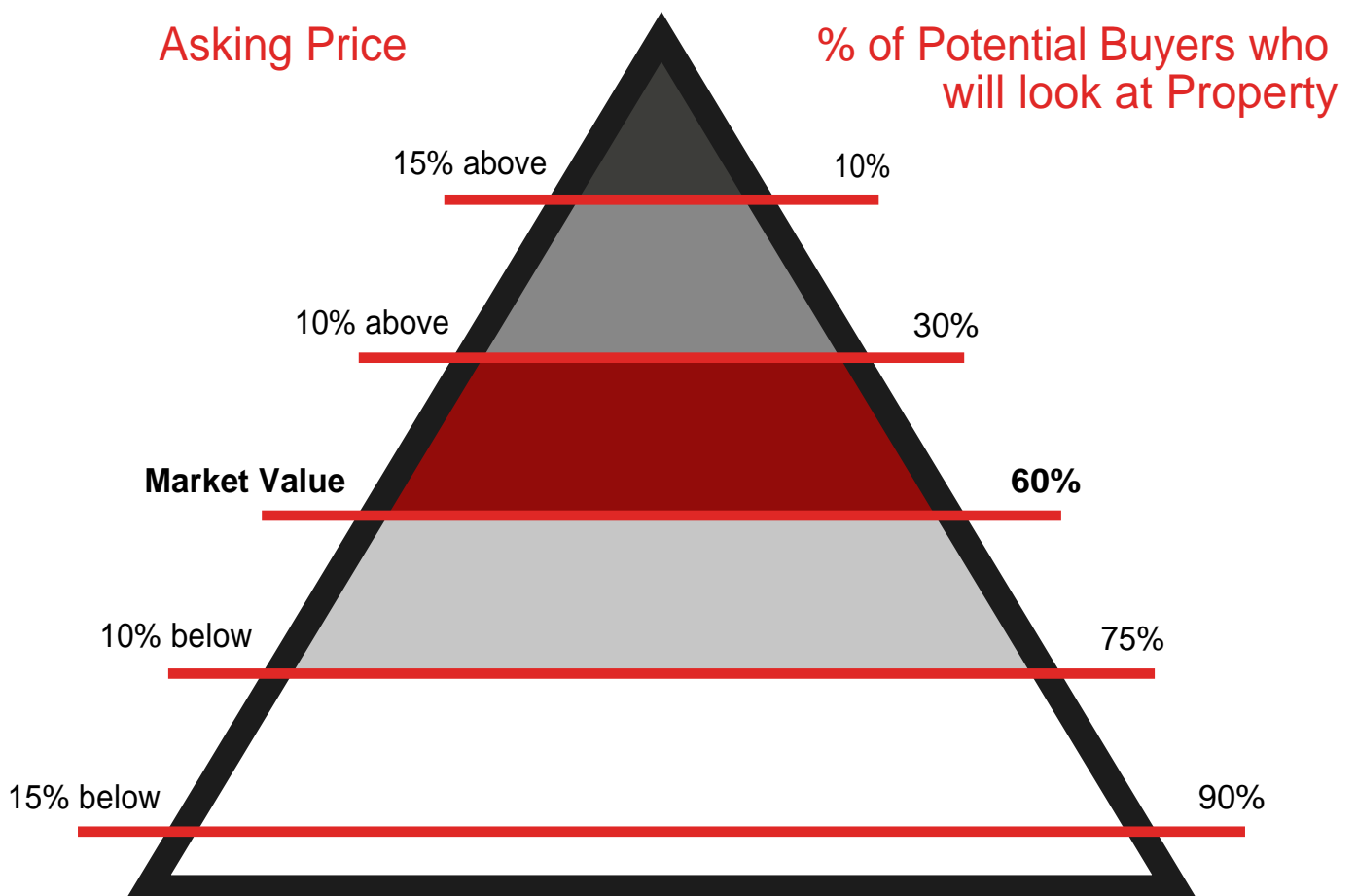
- Price your home strategically so you're competitive with the current market and price trends.
- If you need assistance we can help you stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint and terrific curb appeal.
- Place "for sale" signage, complete with property fiers easily accessible to drive-by prospects.
- Listing goes onto the local MLS "HOT SHEET" as a new listing
- A listing with Keller Williams goes out to more than 350 of the most popular search engines (See Attached)
- Internet marketing to over 550 local Real Estate association agents on a regular basis to keep the listing in front of all agents
- Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
- Optimize your home's Internet presence by posting information in Keller Williams Listing System (KWLS), as well as local and global MLS systems including plenty of photographs and a description of your property.
- Produce a virtual tour of your home, placing it on multiple Websites to attract both local and out-of-town buyers.
- Create a home book, comment cards and fiers to place inside your property.
- Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
- Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
- Advertise your home in several real estate magazines ie. CDA Press and Nickels worth newspaper, as well as neighborhood direct-mail campaigns, email campaigns and social media we feel will maximize the exposure..
- Target active buyers and investors in my database who are looking for homes in your price range and area.
- Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

With the ever changing market, we are always trying new and creative ways to get your property in front of as many potential Buyers as possible. We will inform you of any other marketing strategies we plan to do in addition to all that is mentioned above.

# Price Right — Attract Buyers

Pricing your property competitively will generate the most activity from Agents and Buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



# Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



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# Preparing Your Home For Sale

**It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.**

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

*Here are some inexpensive ways to maximize your home's appeal:*

## Exterior

- Keep the grass freshly cut and remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutter and downspouts are firmly attached.

## Interior

- Remove excessive wall hangings, furniture and knickknacks (*consider a temporary self-storage unit*).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

## Showings

- For Turn on all the lights and open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate)
- Infuse home with a comforting scent like cookies or vanilla.
- Vacate the property while it is being shown.

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# Top 10 Tips For Sellers

For most people, selling their home is the biggest sale they will ever make. Here are some tips to make the home selling process easy and profitable:

1.

Hiring Joe as your agent! It's important to have an educated and experienced agent to sell your home. Someone who understands your needs and communicates with you from the beginning to end. Whether you want a quick sale, the highest price possible or both, it's crucial that your agent is with you every step of the way.

2.

Know your current market. Whether the market is in your favor or not you must be educated before selling your home. Joe can find comparable homes in real estate databases but it is also as important that you do your own research and know what homes are selling for in your neighborhood so when you decide on a price, both you and your agent are on the same page.

3.

Understand a high list price is not always the best strategy when selling a home. Certainly, both you and Joe want to sell your home at the highest value possible. However, listing a home for too high a price will keep it on the market longer. The longer your house stays on the market the more negotiation room a buyer has. (Even if you list your home below market value, there is no fear of under-selling your home because you may receive multiple offers which in turn push home value back up.) The reality is a house is only worth what a buyer is willing to pay for it.

4.

Look up how much you owe on the mortgage. This will lay out what strategy is best for selling your home. If you owe more than the market value then the house is under water. The process for short sales and equity sales are different. Moreover, depending on the market, Joe can discuss if selling now is the right option for you.

5.

Walk through your house and make a list of all the things that need to be fixed. Things such as a leaky faucet, loose door knobs, and patching up holes are easy fixes but if not taken care of, will distract buyers from seeing the house for all its potential. Keep your home as clean and as neutral as possible when preparing to sell. This will help the potential buyers envision the space as their own rather than get tied up in taste specific décor.

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## 6.

Discuss with Joe before making any major improvements. It's important to have curb appeal and an updated kitchen but Joe will advise you if your home needs improvements, and if so, what improvements are most attractive to buyers.

## 7.

Keep your schedule flexible for viewings. The more your house is open to be viewed, the higher the chance of getting offers. If you have pets that live on the house, you should be prepared to find daycare with a friend or neighbor, especially for open houses.

## 8.

Don't let small things get in the way of a major deal. During the negotiations buyers may ask to keep the appliances, the custom curtains, or mantel piece. If it is not a family heirloom then be open to negotiate. If it's something you cannot part with, such as an expensive chandelier, put in a replacement before listing the house. These small fixes and compromises can be the difference in closing the sale or having to start the process all over again.

## 9.

Separate your emotions from selling the house. Of course, it was your home for many years and therefore you have many memories in a new home. The sale of your home should be done with the same consideration as any major business deal.

## 10.

Keep your home as clean and as neutral as possible when preparing to sell. This will help the potential buyers envision the space as their own rather than get tied up in taste specific décor.

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# Closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

*Here are a few things to bring to the closing:*

- House Keys
- Garage Door Opener(s)
- A Picture ID

*What can you expect?*

- The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, Title searches, real estate commissions and other closing costs are paid; ensure that the buyer's
- Title is recorded; and ensure that you receive any monies due to you

*What are your costs?*

- We will send you a net sheet from the title company with estimated costs to help you prepare before closing

*Sellers commonly pay the following at closing:*

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

*After the closing, make sure you keep the following for tax purposes:*

- Copies of all closing documents
- All home improvement receipts on the home you sold

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# Moving Checklist

New Telephone Number:

New Address:

Before you move, you should contact the following companies and service providers:

## UTILITIES

- Electric
- Telephone
- Water
- Cable
- Gas

## PROFESSIONAL SERVICES

- Broker
- Accountant
- Doctor
- Dentist
- Lawyer

## PROFESSIONAL SERVICES

- Internal Revenue Service
- Post Office
- School
- State Licensing
- Library
- Veteran's Administration

## CLUBS

- Health & Fitness
- Country Club

## INSURANCE COMPANIES

- Accidental
- Auto
- Health
- Home
- Life
- Renters

## BUSINESS ACCOUNTS

- Bank
- Cellular Phone
- Department Store
- Finance Company / Credit Card

## SUBSCRIPTIONS

- Magazines
- Newspaper

## MISCELLANEOUS

- Business Associates
- House of Worship
- Drugstore
- Dry Cleaner
- Hairstylist

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