

Derrick Realty LLC

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Coldwell Banker Schneidmiller Realty

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The Pre-Listing Packet



DERRICK REALTY LLC
COMMUNITY FOR YOU



COLDWELL BANKER
SCHNEIDMILLER
REALTY

Coldwell Banker Schneidmiller Realty

What's in a name? When selling or buying a home, choosing a real estate company that has a reputation of exceeding expectations and raising the standard is very important. While many people believe that all companies are the same, they are mistaken. At Coldwell Banker Schneidmiller Realty, we strive to be industry leaders every day. We deliver more services and have more tools so that you get the best service possible during this important time in your life. Coldwell Banker Nationally has a 55% higher average listing price than the national average because of the value that the brand brings to each listing. Our exclusive services include:

- 1. Coldwell Banker Branding, America's most trusted and valued Real Estate Brand*
- 2. National Support and Networking among 48,000 agents and over 30 Countries*
- 3. Global Luxury Brand to highlight Luxury Properties within the Global Network*
- 4. 3 Offices, Open 7 Days a week to the public*
- 5. Internet marketing to all major Real Estate Websites (72+)*
- 6. INFONOW 24 hours a day, 7 days a week, generating 4,000 inquiries/month (average)*
- 7. Full Service Commercial Department that specializes only in commercial properties*
- 8. EVERY DAY UNTIL SOLD High Impact Marketing*
- 9. Downtown Coeur d'Alene exposure to over 1 million annual visitors at the Resort Shops*
- 10. Number one Listing and Selling Company in Kootenai County*
- 11. Non-competing management and ownership focused on marketing and supporting agents in selling homes*
- 12. 200+ Full Time Professional Agents*
- 13. Weekly office tours to expose new listings to all agents*
- 14. Annual "Open House Extravaganza"*
- 15. National Affinity Program Support Services including American Home Shield*
- 16. Office-wide emphasis on ethical practice*
- 17. Highest per agent productivity of any local major brand*
- 18. Idaho's Top Production Office for Coldwell Banker*
- 19. North Idaho's consistent sales leader for 25 years!*
- 20. Coldwell Banker Chairman's Circle Office for 23 Years!*
- 21. Coldwell Banker Top 10 Sales Office! (Among 5000 locations)*
- 22. Coldwell Banker Premier Office Recognition*

Derrick Realty LLC

WHO IS THIS PROCESS ABOUT?

This is about You!

We have a fiduciary responsibility to put your needs and wants first! There is no doubt who this valuable transaction is for!

*The hope for honesty, transparency, and steadfastness is not a want - it is a **necessity**. Ask us about this!*

QUESTIONS FOR US?

The answer is :

- Yes
- I don't know but I will find out quickly and call back
- Let me understand more clearly so I can be absolutely clear about what you need

OUR MISSION

Offering strong connections with real estate expertise, consistently forming community for you.

COMMUNITY FOR YOU!

At Derrick Realty LLC, the motto is COMMUNITY FOR YOU! By this, the hope is to be able to facilitate meaningful contact and connections with those all around Kootenai County. Through conversations and a growing relationship, the goal is for your circle to get just a little bigger for you and your family. To Derrick Realty, community means forming connections where a phone call is never a burden. The hope is to serve in unique ways outside of Real Estate in a personal way.

As the agent awarded the privilege of representing your home, I am honored to pledge my full commitment to making its sale as profitable, timely and free of stress for you as possible. By highlighting the Coldwell Banker® network's full suite of proprietary tools and my skilled services as an affiliated agent, this document provides me with a unique opportunity to create a customized strategy for the sale of your home

COUNSELING SERVICES

Competitive Market Analysis

I will thoroughly and thoughtfully analyze the current local real estate market to correctly determine the most effective list price and likely sales price for your home.

Staging Services

Based on my experience in showing homes to buyers, I will advise you on the staging of your home to maximize its appeal to potential buyers.

Pre-Marketing Repairs & Improvements

I will recommend or refer you to experts regarding any repairs or home improvements, where appropriate, which can position your home more competitively in the market.

CBx Proprietary Listing Experience

I will use the exclusive Coldwell Banker CBx application to create a truly customized marketing plan for your home. By simply using the big-data within this game-changing technology, it will allow me to create a marketing plan for your home by determining who the potential buyers might be and where they are potentially coming from. With this information we will be able to fully target markets based on demographics and market trends. I will provide you with an all encompassing experience providing your property with an unprecedented edge over the competition.

Coldwell Banker Home Protection Plan®

With the Coldwell Banker Home Protection Plan, the marketability of your home will increase and your liability to the buyer is reduced with a warranty on the operating systems of your property.

Seller Disclosure

With your help, I will prepare a written disclosure about the condition of your home in order to best assist prospective buyers in preparing an offer. Additionally, I will keep this disclosure current by noting any changes to the property as or if they occur as soon as they are made known to me.

MARKETING

Marketing Plan

I will create a customized and comprehensive marketing strategy unique to your home, which may include open house events when appropriate.

Promotion to Other Brokers

Thanks to my connection to the top agents in our local community plus other Coldwell Banker affiliated brokers and sales associates around the world, I will increase your home's visibility.

Multiple Listing Service

By presenting your property in the local Multiple Listing Service (MLS), I will ensure maximum impact is achieved by increasing total market exposure.

Direct Marketing

I will identify your home's key markets and most suitable potential buyers and attract them with custom-designed promotional materials that uniquely highlight your property.

Coldwell Banker Brand Yard Sign (usually 3 business days after listing agreement)

I will distinguish your home and ensure community interest by placing a Coldwell Banker brand sign on your property.

National Brand and Local Advertising

I will attract the greatest possible number of buyers to your home by leveraging the Coldwell Banker brand's powerful network of local and national advertising channels across television, the Internet, social media, and print.

Coldwell Banker Digital Platforms

I will ensure your home receives maximum exposure by featuring it and maintaining its most current information on the full network of Coldwell Banker websites and digital platforms. These industry-leading platforms will provide me with a range of rich analytics on buyer activities about your home such as the number of times your listing has been viewed and/or “favorited”, insightful comparisons of your home with similar listings in your area, and much more. It will empower me to enhance your listing in real time. Additionally, the Coldwell Banker digital platform allows you to help showcase your home like no one else can. By letting you share your own videos, photos, and stories about your home, you can help me create a customized and outstanding listing that will stand apart from the rest.

Marketing Activity Report

Until your home is sold, I will keep you fully informed of competitive market conditions, buyer activity, and every action I – as well as any other agent or agents – have taken to market and show your property.

FINANCING

Financing Alternatives

In addition to encouraging prospective buyers and/or their representatives to acquire written loan pre-approval, I will discuss the impact of various financing alternatives prior to showing your home.

Estimated Net Proceeds

I will inform you of the estimated proceeds you can expect from the sale of your home.

CUSTOMER SERVICE

Personal and Timely Response

I will return every phone call and email within 24 hours in addition to providing you with weekly progress reports about the marketing of your home.

Purchase Offers

On your behalf, I will review – and negotiate at your direction – all purchase offers.

Closing the Sale

I will monitor and keep you informed of your transaction throughout the entire closing process.

I, _____, pledge to conduct the sale of your property using all the services and tools listed, providing timely feedback and information as spelled out in this promise, to ensure a smooth and stress-free home sales experience. If I fail to deliver on any part of this commitment, you may contact Rob Brickett, Office Manager for Coldwell Banker Schneidmiller Realty to request a meeting and discuss resolutions to ensure your satisfaction.

Seller _____ Date _____

Seller _____ Date _____

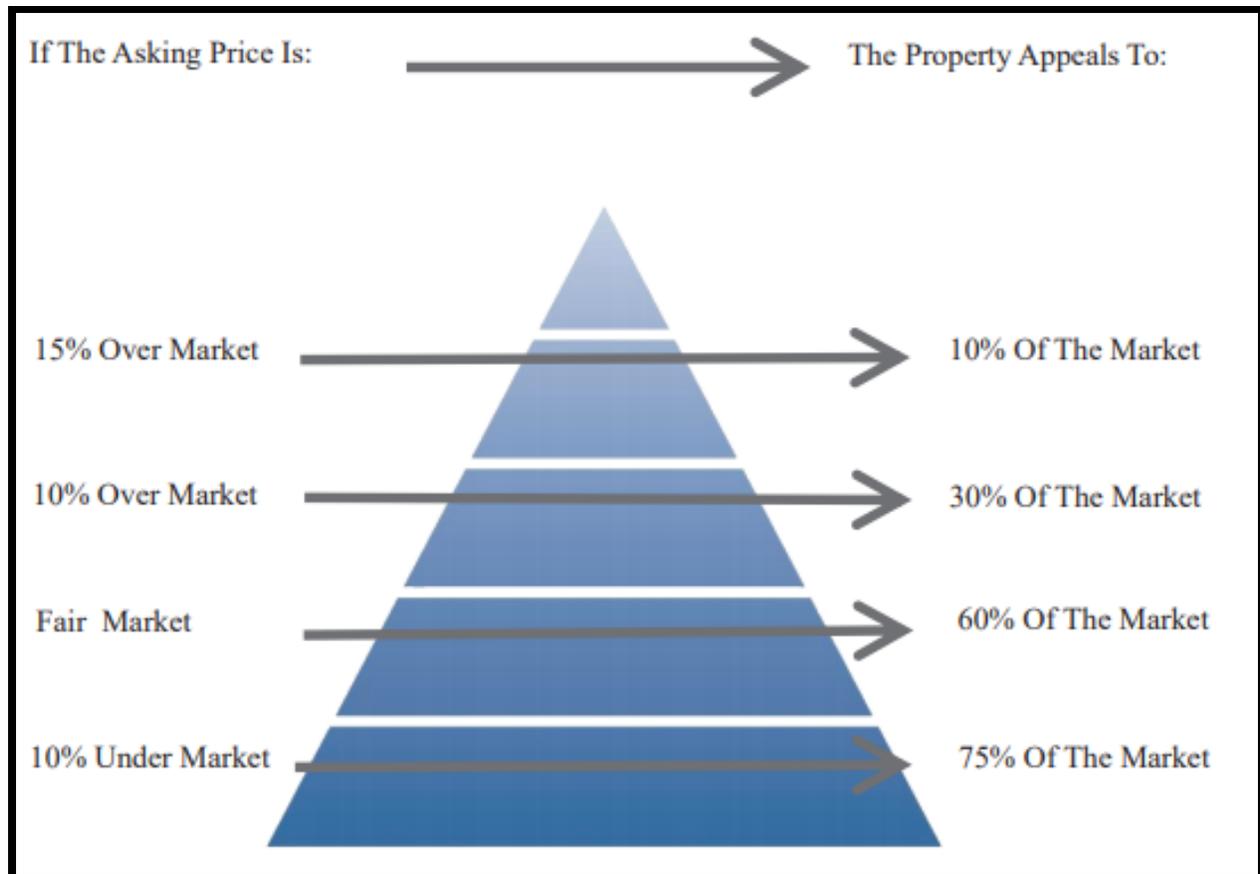
Sales Associate _____ Date _____

© 2020 Coldwell Banker Real Estate LLC. Each Sales Associate is an independent contractor affiliated with the Coldwell Banker network. The actual delivery of Services may vary depending on the Sales Associate, his or her independent transactional experience and individual business acumen and skills.

Buyers and Sellers do business with companies they know and trust. We are one of the most recognized and respected Real Estate names in the world!

What is #1?

PRICE!



What is Fair for this Home and Your Situation?

Remember I am a counsel with a vested interest, but this is your asset.

Reality vs. Fantasy

What is your Fantasy Price for your wonderful home?

What is the “We are still selling price, but it’s the lowest” pricepoint?

What is the “We are comfortable with this price, and gets us what we want”?

What do you predict the price from my Competitive and Historical Market Analysis is?

How close are we (Leave this one blank until we meet)?

Let’s Look at the Data, and YOUR Local Market

How To Make The Most Money When You Sell

Pricing Strategies

Review a list of all the homes which have sold within the past 3 months, along with the homes on the market (your competition), and homes now in escrow. Compare your home to the others, and be honest with yourself! If you're in a weak market, active and pending sales will be more important to you than closings, which reflect sales activity from 3-5 months back. Be careful you don't limit your research to homes sales in a limited price range. The only way to make an intelligent decision is to examine what all comparable homes in your market are selling for, not just a subset of the homes.

There are three main pricing strategies – pricing your home above, at, or below its market value.

Priced above market value

Sellers like to price their home high, thinking that someone just might pay it. That's unlikely – buyers shopping for a home know exactly what the market is like, and won't be fooled into paying more than it's worth.

Priced at market value

Always a good strategy - that's what your home is worth!

Priced below market value

This can be an excellent strategy as long as you give instructions that you won't review any offers until after the home has been on the market for at least a week. Buyers like, and recognize bargains. Pricing a home low can help set up an "auction" mentality where several buyers bid for your home, and frequently bid up the price.

Worried about setting the wrong price? Ask to see the "estimates of value" collected from agents visiting your home during the broker's open house. These estimates come from agents who work with buyers every day, and who know what buyers are willing to pay for homes. When twenty or thirty values are plotted on graph paper (or simply averaged), your home's true value to buyers will become quite clear. If your home isn't within 5% of the average value, it's overpriced, and the asking price should be dropped. Don't let your home become an old, tired listing. It will eventually sell for less than you would have received if you'd priced it properly!

Make Your Home Sparkle, Stage It!

Try to see your home through a buyer's eyes. Walk across the street and take a careful look at your house. Make a detailed list of the small things which make a big difference in your home's appearance. Remember, If you can't see it, you can't sell it so, trim the yard and shrubs, patch the concrete, reglaze the windows, and touch up the paint.

How you live in a home, and how you prepare it for sale, are two different things. Eliminate clutter – the more "things" you have on counters and shelves, the smaller your home looks. Put kitchenware such as blenders and serving spoons out of sight. Store cosmetics in a basket under the sink. Have a yard sale to generate extra cash and make your move easier.

Clean the house. Fix leaky faucets and scrub away sink stains. Paint dingy rooms. Make the floors and windows sparkle. Replace worn window coverings with inexpensive mini blinds or drapes. Try to eliminate offensive pet or food odors.

Inspection Reports

Anticipate what buyers need and give it to them – on your terms! Buyers want to know what shape the house is in – even when they purchase homes in their current condition (as-is). Obtain a complete set of reports from General Contractors, Roofers, and Pest Control Inspectors before you accept an offer. You'll know how much work your home needs, and have the time to bid the job for the best price and terms.

Choose the inspector yourself, instead of letting the buyer select the one with the most powerful magnifying glass. Ask for referrals to Home Inspection Companies and Pest / Structural Control Inspectors. We like to work with companies which only do inspections, and not the repair work. They'll tell you about how much the work should cost – you then send the report to several licensed contractors for actual competitive bids.

Home Information

Make sure you have a home information book for buyers to examine. This book should include a property flyer, copies of all inspection reports, purchase loan programs (with different down payments and interest rates), a plot map, and other relevant facts.

Existing Loans

Did you buy the home with seller financing? Ask the note holder for a discount if you pay them off early! The best time to negotiate such a discount is before your home is on the market. Once the FOR SALE sign is up, the note holder knows they'll probably be soon paid in full. You incur a late charge when the mortgage is late, so why not receive a discount for paying it early!

Find out if your loan is assumable. Read your loan documents yourself, rather than relying on what the lender tells you. The only thing that matters is what the note and deed of trust say. Is there a prepayment penalty on your loan? Is it a government loan and do you get part of your MIP back that you have paid over the years?

Contract Clauses

Make sure that you have the right to review and approve the cost of any repair work the buyer requests. Sellers frequently sign "blank checks" by agreeing to pay for all termite and roof repairs without first knowing what the costs will be.



Utility Information

Please fill in the following information:

PROPERTY ADDRESS: _____

Mail Box Number: _____. It is located North South East West of the house

In front of : _____
Street Number Street Name

HOA Fees: \$ _____ Annual Monthly Mandatory Voluntary

Provide the following information for the prior 12 months

Electric Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Gas Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Solid Waste Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Sewage Disposal Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Water Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Cable Provider: _____

Phone Number: _____



What's Most Important To You?

Your questions deserve answers! Let us know what's important to you.

| | <i>Not Important</i> | | | <i>Very Important</i> | | |
|---------------------------------------|----------------------|---|---|-----------------------|---|---|
| Pre-Qualifying Buyers | 0 | 1 | 2 | 3 | 4 | 5 |
| Showing Schedule | 0 | 1 | 2 | 3 | 4 | 5 |
| Commission | 0 | 1 | 2 | 3 | 4 | 5 |
| Advertising/Marketing | 0 | 1 | 2 | 3 | 4 | 5 |
| Open Houses | 0 | 1 | 2 | 3 | 4 | 5 |
| Personal Inconvenience | 0 | 1 | 2 | 3 | 4 | 5 |
| How do I Prepare My Home? | 0 | 1 | 2 | 3 | 4 | 5 |
| Closing/Possession/Relocation Date | 0 | 1 | 2 | 3 | 4 | 5 |
| The Agent's Marketing Plan? | 0 | 1 | 2 | 3 | 4 | 5 |
| Pricing Your Home | 0 | 1 | 2 | 3 | 4 | 5 |
| Closing Costs | 0 | 1 | 2 | 3 | 4 | 5 |
| Lock boxes and Security | 0 | 1 | 2 | 3 | 4 | 5 |
| Will I be Able to Sell in Today's Mkt | 0 | 1 | 2 | 3 | 4 | 5 |
| Working with the Market Leader | 0 | 1 | 2 | 3 | 4 | 5 |
| Concerned about finding next home | 0 | 1 | 2 | 3 | 4 | 5 |
| Client/Agent Communication | 0 | 1 | 2 | 3 | 4 | 5 |
| Property Brochures | 0 | 1 | 2 | 3 | 4 | 5 |
| Buyers & Agents showing feedback | 0 | 1 | 2 | 3 | 4 | 5 |
| Agents Experience & Years in Business | 0 | 1 | 2 | 3 | 4 | 5 |

Thank You...these answers help us in selling your home for the best possible price!

This is the most important page to have completed in the package.

[It is very helpful to have ready when we meet.](#)

Let's Get Buyers Excited About Your Home!

Our marketing is designed to show buyers what makes your home unique.

1. What makes your home a special place to live?
2. What would you tell a potential buyer?
3. Why did you decide to buy this home yourself...schools, amenities, views, convenience?
4. Why do you love living here?
5. What are the things your family has enjoyed most?
6. What could you tell buyers about the neighborhood?
7. Which features of your home would excite buyers?
8. What "hidden features" of your home might a buyer overlook if they saw it quickly?
9. How did these features make your life easier?
10. Why will it be hard for you to leave your home?



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