

HOME SELLER'S GUIDE



TRAIL 27
A REAL ESTATE CO.



A NOTE FROM OUR BROKER: **KEALY BAUGHMAN**

Trail 27 is a locally owned independent brokerage that is considerably outpacing the market in the number of families we help per agent. What has separated Trail 27 from other brokerages is all about focus. We're not trying to be everything to everyone, and, in fact, our clients deserve to be working with experts. We believe to give our clients the best experience, we need to go beyond putting a sign in the yard and placing their property on the MLS.

In the following guide you will learn how Trail 27 sets our clients up for success. We will review the sales process with you, answer your questions and highlight some of the unique aspects to our listing strategies. There is a lot of information in this packet but it can never answer all the possible hurdles that a seller will face since no real estate experience is ever identical. Please keep in mind that this is intended to give you an overview of how we sell a property.

Your next step will be scheduling time with a Trail 27 Realtor to review your goals so that we can personalize our system and sell your property. Your Realtor will answer any questions that you have, review the market analysis, pricing strategy for your property, and review a timeline that works for you.

Once you are confident that teaming with Trail 27 is the right fit, we will review the paperwork and contracts required to list and sell a property with you. We will launch the listing plan and get you ready to sell your house in the shortest amount of time for the highest sales price which will save you valuable time and money!



WHY LIST WITH **TRAIL 27**?

Your best interests will always be the center of everything your Trail 27 Realtor does. We are committed to providing our sellers with a custom experience that we hope will exceed expectations. Unlike large brokerages who focus on how many deals they close, at Trail 27 we celebrate each client's success by identifying our client's unique goals and netting the highest sales price in the shortest amount of time.

WHEN YOU WORK WITH US, YOU EXPERIENCE:

TEAMWORK

Trail 27 is a small group of highly trained Realtors who work as a team. There are always at least two agents available to every client. Our teamwork design ensures that clients have a licensed Realtor available to them every minute of every day because you just never know when a property will receive an offer. If we strive toward a common goal of helping our clients sell, we're confident that we are providing our clients the very highest level of personalized service.

KNOWLEDGE

The industry is constantly changing and we are able to expose our listings to the greatest pool of buyers by staying current with evolving real estate industry trends. We stay up-to-date with weekly training sessions and monthly statistical analysis.

RELIABILITY

Founded on the principles of honesty and trust, Trail 27 Realtors consistently strive to offer a genuine and thorough sales experience. We pride ourselves on having the integrity to always look out for our client's interests above all others. We do what we say we are going to do; it's just that simple.

LOCALLY OWNED AND OPERATED IN **BOISE**

We're proud to be locally owned and operated ensuring that our dollars stay in our community. Trail 27 Realtors are on a different level because they are continually trained, coached, assisted, motivated and most of all appreciated by the hands-on Broker and owner, Kealy Baughman.



THE HOME SELLING PROCESS

Trail 27 has refined our systems to streamline the home-selling process for you, saving you valuable time and money. Here is an overview of the major steps you will face in selling your property:

1. Define your goals and timeline

Once you have reviewed this guide, the first step is to meet with your listing specialist in person and define your motivations to sell. Often a seller's reason for selling may be a determining factor in the urgency of the sale. Your Realtor will take the following factors into consideration which can influence the sale of your home: Urgency, Price, Location, Condition, Size, or Style.

2. Pricing your house

The price at which your property is marketed can make or break the deal. There are three strategies for pricing your home. Your Realtor will provide you with an in-depth analysis of your fair market value and review the pros and cons to each of the three strategies: pricing above, pricing below, or pricing at fair market value.

3. Preparing your property for sale

The condition of your property is always a factor in how quickly your home sells. To procure the next offer from your buyer pool, your property needs to be in the best condition in its price range. Trail 27 listings include professional square footage verification, floor plan renderings, professional photography and transaction coordination. Other preparations like home inspection and staging are encouraged and typically net sellers a higher sales price.

4. Exposure

Today's discerning buyers expect timely information delivered with a fresh approach. Trail 27 has a proven listing plan that exposes our listings to the largest pool of buyers through direct mail marketing, social media, MLS input, open houses, high-quality color brochures, and internet blasts.



THE HOME SELLING PROCESS CONT.

5. Receiving and negotiating an offer

Once you receive an offer, your Realtor will compare it with other opportunities and breakdown the contract terms to show where your risks and rewards lie. Your Realtor will review response strategies with you. Whether you decide to accept, reject or counter the offer, your Realtor will ensure that you understand your options and help you determine the strategy that fits your goals.

Estimated Net Profit

It is very important to understand the expenses that may be incurred while selling your home. It is helpful for sellers to realize their potential profit. Your Realtor will provide you with an estimated net sheet that may include things like commission to be paid to the selling agent, listing agent, taxes, listing preparation, title insurance, escrow fees and possibly a home warranty.

6. Preparing to close

Once you and the buyer have agreed to all of the contract terms, you move into escrow status. Your Trail 27 Realtor will be the hub of communication between title officer, escrow officer, buyer's lender, selling agent, home warranty company, and our transaction coordinator. S/he will manage the details of your transaction making sure contingencies are removed and deadlines are met.

TRAIL 27 MARKETING PLAN

1. Prepare house with staging
2. Highlight home with professional photography
3. Upload your home on the Trail 27 website, MLS, and syndicate out to national websites for the greatest amount of exposure
4. Create emails + social media + online exposure. Strategic social media placement for organic internet awareness
5. Produce a professional color brochure showcasing the homes features
6. Expose property with a direct mail campaign to the neighborhood
7. Create excitement and urgency with strategic open house plan

POSTCARD



COMING SOON!

EXCLUSIVE OPEN HOUSE 1/26 5-7PM
4236 HERITAGE VIEW PLACE, MERIDIAN, ID 83646

WHO DO YOU KNOW?

TRAIL 27 WANTS TO GIVE YOU A SNEAK PEAK OF THE NEW LISTING IN YOUR NEIGHBORHOOD AT 4236 HERITAGE VIEW PLACE. STOP BY THE OPEN HOUSE EXCLUSIVE TO RESIDENTS OF ALEXANDRIA SUBDIVISION ON FRIDAY, JANUARY 26TH 5-7PM. FEEL FREE TO BRING A FRIEND WHO HAS ALWAYS WANTED TO LIVE IN YOUR NEIGHBORHOOD.

PLEASE CONTACT US IF YOU WANT ADDITIONAL INFORMATION ABOUT THIS HOME.

REALTOR
JAMES SHORTY CLARKE
208.634.8766
SHORTY@TRAIL27.COM

TRAIL 27
A REAL ESTATE CO.
620 W HAYS ST. | BOISE, ID 83702

SOCIAL MEDIA POST



Trail 27 a real estate co.
Published by Rachel Mason [?] · February 1 at 1:35pm · Instagram ·

#OpenHouse 🏡
Come see this unique 2 bedroom home in the highly sought after Alexandria subdivision! Saturday, February 3rd 1-3PM.

Agent: James Shorty Clarke

SATURDAY, FEBRUARY 3RD 1-3PM
open house
4236 HERITAGE VIEW PL. MERIDIAN, ID 83646

LISTING

STRATEGY

45-DAY LISTING GUIDANCE

15-DAY PREP | 30-DAY ESCROW

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	DAY 1 Pre-listing meeting with agent and signed listing paperwork	DAY 2 De-clutter + house measuring	DAY 3 De-clutter + schedule staging	DAY 4 Staging Consultation	DAY 5 Photography	DAY 6
DAY 7	DAY 8 Pre-listing home inspection	DAY 9 Repairs	DAY 10 Review MLS listing + edit	DAY 11 LIST HOME!	DAY 12 Showings	DAY 13 Showings
DAY 14 Open House + Showings	DAY 15 Review offers	DAY 16 Accept an offer	DAY 17	DAY 18	DAY 19	DAY 20
DAY 21	DAY 22	DAY 23 Inspections to be completed by buyer + RETO due	DAY 24	DAY 25 Negotiate repairs	DAY 26	DAY 27
DAY 28	DAY 29 Order appraisal	DAY 30	DAY 31	DAY 32	DAY 33	DAY 34
DAY 35	DAY 36	DAY 37 Items on RETO to be completed by seller	DAY 38 Final walk-through	DAY 39	DAY 40 Appraisal completed	DAY 41
DAY 42	DAY 43	DAY 44 Sign all paperwork + move out	DAY 45 Fund & record			

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RECENT SOLD LISTINGS



\$1,995,000

175 Pearson Lane
McCall, ID 83638



\$1,200,000

2608 Harrison Hills
Boise, ID 83702



\$754,840

1911 N 10th St
Boise, ID 83702



\$725,000

9892 Hwy 21
Boise, ID 83716



\$649,900

1005 N Harrison Blvd
Boise, ID 83702



\$639,000

912 N 20th
Boise, ID 83702



\$609,900

740 N Santa Paula Pl
Boise, ID 83712



\$595,000

14775 N Cartwright Rd
Boise, ID 83714



\$549,900

620 E Highland View Dr
Boise, ID 83702



\$499,900

5149 E Softwood Dr.
Boise, ID 83716



\$499,900

302 Smylie Lane
McCall, ID 83638



\$489,000

1715 N 20th St
Boise, ID 83702



\$485,000

2011 E Roanoke Dr
Boise, ID 83712



\$450,000

1132 E Bannock
Boise, ID 83712



\$439,900

2465 E Sunshine Dr
Boise, ID 83712



\$436,000

2514 E Parkside Dr
Boise, ID 83712



\$395,100

2810 S Trailwood Way
Boise, ID 83716



\$390,000

755 Santa Paula Ct
Boise, ID 83712



\$379,900

1215 N 16th St
Boise, ID 83702



\$374,900

608 E Jefferson St
Boise, ID 83702



TESTIMONIALS

"Kealy is an exceptional realtor who will exceed all expectations. She sold our house in a couple weeks and was on top of every detail from the start. From landscaping to paint colors to negotiating the closing details, Kealy was more than willing to spend her time assisting my wife and I through this complex process. Her knowledge of the Boise area is unparalleled in my opinion. I give her my highest endorsement and recommend her to all of my friends and family." - [The Dyer Family](#)

"Reliable, trustworthy, honest, gives back to community. These are some of the words that come to mind immediately. Kealy has represented us in some property management transactions as well as in real estate transactions in which she had little to gain. Despite the fact that there was little money in it for her, she always acts as if our transaction is of high importance, worthy of her best efforts. Very impressive." - [The Scripps Family](#)

"We first met Kealy when looking at homes prior to our move to Boise. We returned to Dallas without making a decision. We later decided to rent. Kealy not only understood our decision but, since we were still in Dallas preparing for our move, went to check out both rentals we had found online. The next year, after we had moved here and rented for nearly a year, she represented us in our first home purchase. Nearly three years later, she represented us in purchasing another place and in selling our old one. The selling transaction was complicated by several issues, but Kealy held our hands through all of them." - [The Smith Family](#)

"Kealy did a great job for me selling my house. She helped me identify what to update / fix as well as find contractors to do the work. She went above and beyond to make sure it showed well and that the deal closed smoothly." - [R.T.](#)

TRAIL 27 STATISTICS



6 agents

production: \$22 mil.

avg. production/agent: \$3.6 mil.



57 happy clients

sellers avg. sold price: \$433,811

buyers avg. sold price: \$403,178

90 thank you * gifts



delivered

*as a thank you for a
referral or current client

Trail 27 Realtors stay educated on the market and work hard so they can help as many families as possible. Our goal for 2019 is to guide **100 families** down the path to loving where they live. It's a lofty goal so we appreciate referrals from past clients because we couldn't do it without the love and trust of our clients and friends.