

SELLER'S GUIDE



SHAWN WHITE
REALTOR®

(208) 699-3928

ShawnWhite@Windermere.com

ShawnWhiteRealty.withwre.com



Coeur d'Alene Realty

Windermere Coeur d'Alene Realty, Inc.

Your Home Sale

Things to consider about your property..

Selling your home/property is considerably the largest transaction that you will make. While it can seem overwhelming at times, know that I am here to help you every step of the way. The sale of a home requires you to enter into a number of legally binding contracts. The steps that you are about to come across should be understood by all parties involved. Knowing your rights and obligations is imperative to a smooth process.

It is my hope that this booklet will turn a complex maze into the smooth and exciting experience, as it should be. It is designed to walk you through the processes that you are going to encounter and answer some of the many questions that you may have already. Please remember, I am on call to service your property 24 hours a day! When an agent needs to set an appointment, or a buyer is interested in your property, they will always be able to contact me on my cell phone, through social media, my office, or by email.

Let's get started!



**"..Ended up saving us thousands in capital gains taxes."
-John V. · Hayden, ID**

Working with a REALTOR®

Why you should work with a REALTOR®..



REALTOR®

With over one million members, the National Association of Realtors® (NAR) is America's largest professional association and is involved in all aspects of the residential and commercial real estate industries.

Not Every Real Estate Agent is a REALTOR®

- ▶ Only real estate professionals who are members of the NAR can call themselves REALTORS®.
- ▶ As a REALTOR®, I pledge to abide by the NAR's strict Code of Ethics.
- ▶ As a Windermere associate and REALTOR®, I am committed to providing you the highest standard of service & integrity.
- ▶ Only REALTORS® are held accountable for their ethical behavior.

Benefits of choosing a REALTOR®

- ▶ REALTORS® work hard to protect your property rights & keep real estate excise taxes low.
- ▶ REALTORS® have access to legal counsel to help answer questions at no extra cost!
- ▶ REALTORS® have been instrumental in implementing many tax incentives for home buyers.
- ▶ REALTORS® work to increase FHA & VA loan limits.



WINDERMERE / POST FALLS, LLC

"..We could not recommend him highly enough!"
- Reid & Stephanie W. · CDA, ID

Why Windermere?

What sets us apart..

In 1972, John Jacobi set out to change the real estate industry by putting relationships before sales quotas,

Nearly 50 years later, this mission has helped grow Windermere into one of the largest independent real estate companies in the nation, with more than 300 offices and 6,500 agents throughout the Western U.S. and Mexico. Here are just a few of the many values that we are proud to offer to our clients:

- ▶ **Exceptional Service**
- ▶ **Unsurpassed Integrity**
- ▶ **Strict Code of Ethics**
- ▶ **Locally Owned & Operated Offices**
- ▶ **Neighborhood Knowledge**
- ▶ **Market Expertise**
- ▶ **Premium Tools & Services**
- ▶ **Giving Back to our Communities**




Windermere
REAL ESTATE

WINDERMERE / POST FALLS, LLC

"..He made sure we closed on time and helped facilitate my move out of state." -Karla H. • Post Falls, ID

My Pledge to You

What sets me apart..

It is my sincere goal to guide you through the exciting process of marketing and selling your property. Your desires and concerns will be heard carefully. I will stay in close communication with you at all times and work diligently to provide you with feedback from showings. When necessary, I will recommend inspectors and other professionals that are trusted in their industry to look out for your best interest.

You will be informed of market value and I will do my very best to negotiate the best price and terms for you on all offers that are presented. Your needs come first, and I will always be honest and conscientious in my communications with you. My main promise to you is that I will represent you with the highest level of service to insure that you:

- ▶ **Never miss an opportunity**
- ▶ **Are not pressured to accept an offer**
- ▶ **Are kept informed**
- ▶ **Have access to all information needed to make the right decisions for you & your family**



"Shawn has sold 2 homes for us and made the transactions smooth and on time.." -Brian & Christina R. · Rathdrum, ID

The Selling Process

1. **Initial Consultation**
2. **Pricing Strategy**
3. **Home Preparation**
4. **Marketing Launch**
5. **Showings & Feedback**
6. **Offers & Negotiation**
7. **Escrow & Inspections**
8. **Appraisal**
9. **Closing Day**

My Trusted Advisors

What's mine becomes yours..

My support team helps me provide top-notch customer service to clients. Here are some of my trusted advisors!

Lenders

Ryan McDonnell PRMG Mortgage - (714) 654-7368

Domonik Ferraro Gesa Credit Union - (509) 473-9488

TyAnn Severtson Mountain West Bank - (208) 660-6420

Title Companies

NexTitle - (208) 489-9939

Pioneer Title Co - (208) 699-7506

Title One - (208) 770-2575

I have numerous professional contacts that can help in any way we need to ensure your transaction goes as smooth as possible.



**"..He is very number savvy and is a great negotiator."
-John V. · Hayden, ID**

Your 22-Point Marketing Plan

Marketing for your home..

Prior to Listing

1. Coming Soon Launch
2. Pre-Inspection
3. Title Review Considerations
4. Staging
5. Pricing

Internet

6. Professional Quality Photography
7. Windermere.com Feeds to Zillow, Trulia, & Realtor.com
8. CDAREalty.com - Consistently tops Google Search
9. My Personal Website - Links to Area Resources
10. Presence on Hundreds of National Websites
11. Photo Gallery & Virtual Tour

Other Realtors

12. Windermere Marketing System: Home Tour, Office Meeting, Network of 7,000+ agents
13. Leading Real Estate Companies of the World
14. Multiple Listing Service
15. Customized Mailer to Top 100 Realtors
16. Email Campaign to All Realtors in MLS

Other Resources Based on Property

17. Perma-Flyer/Brochure Box
18. Print Media as Warranted
19. Personal Contact with My Network
20. Open Houses
21. Social Media Campaign - Facebook & Instagram Videos
22. I Will Diligently Leverage All Offers for Potential Back Up Offers



"..We would never use another realtor!"
-Brian & Christina R. · Rathdrum, ID

Listings I Represented

Here are just a few..



How I Help You

Just a few services I exclusively provide you..

→ Price

- ▶ Provide market overview
- ▶ Produce comparative market analysis
- ▶ Design price strategy

→ Contracts

- ▶ Explain Contracts
- ▶ Assemble H.O.A documents
- ▶ Obtain & review Buyer's Qualification Letter

→ Safety

- ▶ Install lockbox for controlled access
- ▶ Document all showing activity
- ▶ Make safety & anti-theft recommendations

→ Communication

- ▶ Conduct pre-listing interview for needs
- ▶ Guide through inspection process
- ▶ Guide through TID requirements

→ Marketing

- ▶ Hire professional cleaner & photographer
- ▶ Host open houses
- ▶ Send advertisements

→ Negotiation

- ▶ Price
- ▶ Inspection resolution
- ▶ Multiple offers



"Shawn White has helped us with buying and selling multiple homes and has always delivered more than we expected.."

-Reid & Stephanie W. · CDA, ID

Marketing Your Home Online

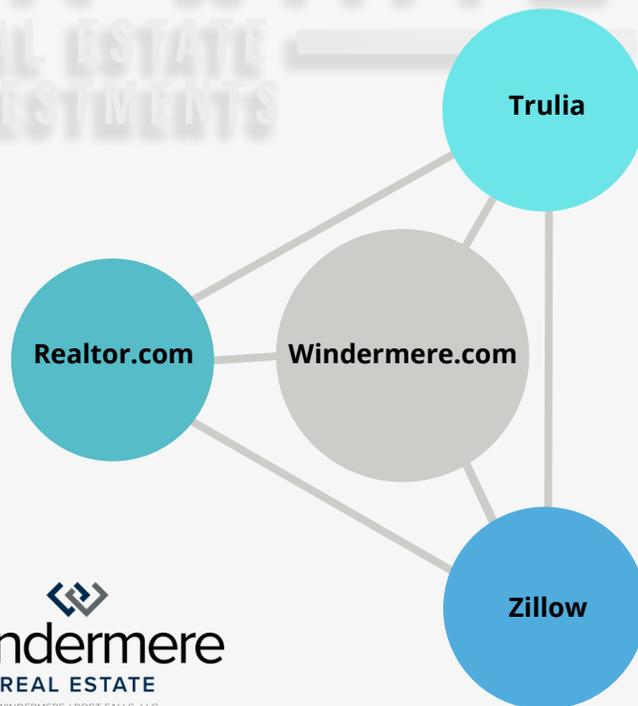
Where your home will be marketed..

According to a national survey*, 93% of home buyers use the internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.



I will post your home on Windermere.com, and because I am an MLS member, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on real estate search sites like Realtor.com®, Trulia, and Zillow.

Your Home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.



*National Association of REALTORS®
2019 Profile of Home Buyers and Sellers


Windermere
REAL ESTATE
WINDERMERE / POST FALLS, LLC

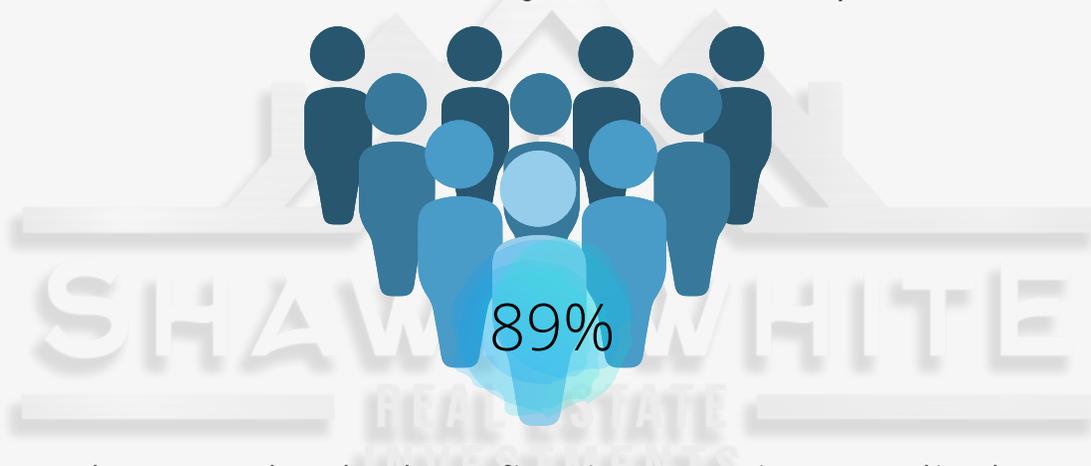
"We were able to purchase our dream property thanks to Shawn White and his willingness to go the extra mile to get it done for us!"

-Gary V. · Athol, ID

Professional Photography

A picture is worth a thousand words..

Statistically we know that 93% of buyers use the internet during their home search, and 89% of them cite photos as a "very useful" aspect of their online search*. If they don't like what they see, many potential buyers won't bother to see your home in person.



- ▶ In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.
- ▶ Professional photographers have the lighting, equipment, and know-how to showcase your home's most flattering aspects.
- ▶ This helps your home stand out from the competition, increasing buyer interest and, potentially, your final sales price.

*National Association of REALTORS®
2017 Profile of Home Buyers and
Sellers


Windermere
REAL ESTATE
WINDERMERE / POST FALLS, LLC

"..He sold our home in record time and got us more than we ever hoped for with no hassles." -Rick & Janni A. · Post Falls, ID

Windermere Foundation

Our commitment to community..

The Windermere Foundation

- ▶ We donate a portion of our commission from every transaction to benefit the Windermere Foundation.
- ▶ Since 1989, the Foundation has raised more than \$38 million in donations.
- ▶ Assistance is provided to non-profit agencies dedicated to helping homeless and low-income families in our community.

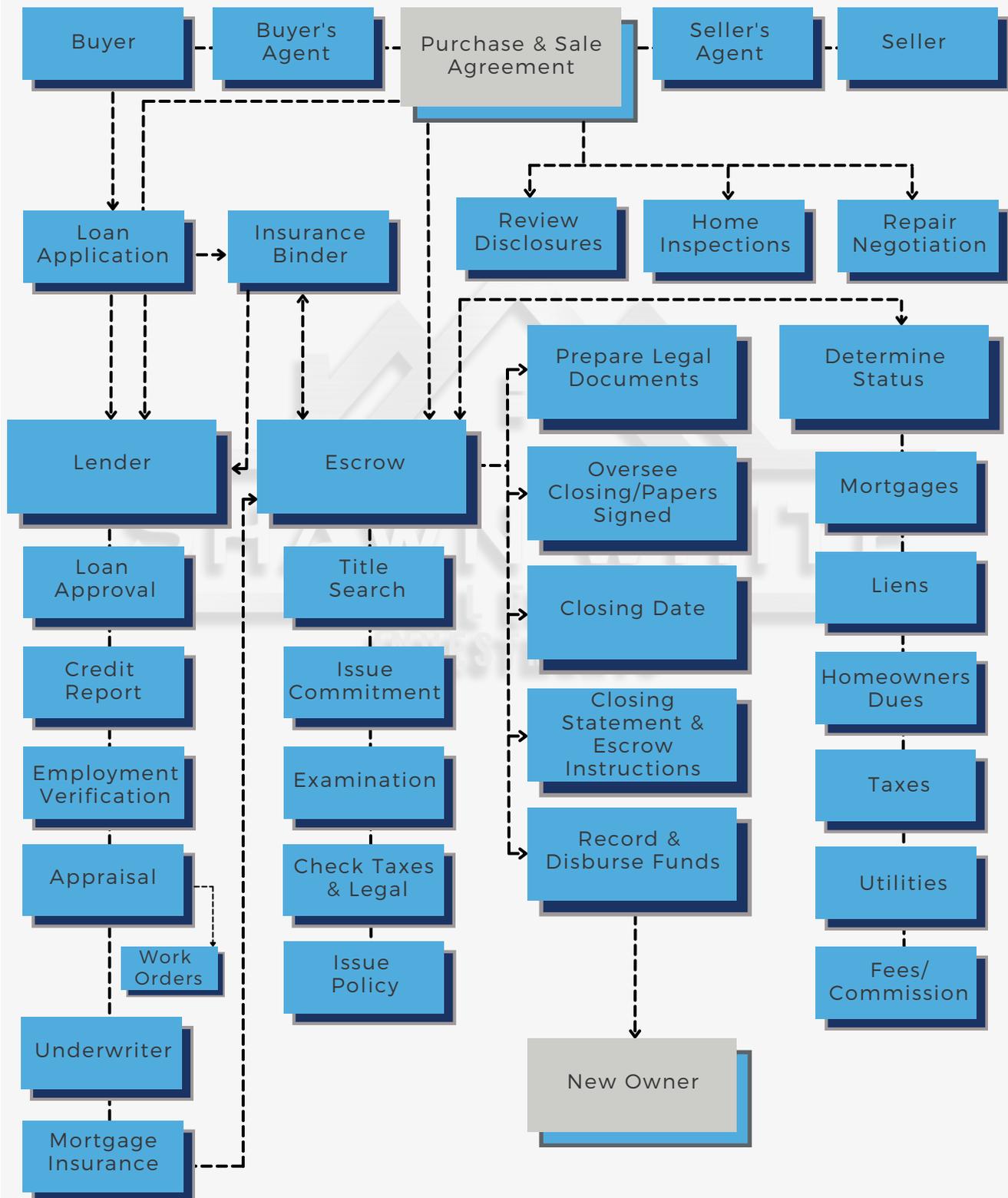
Windermere Community Service Day

- ▶ Every year since 1984, Windermere agents have dedicated a day of work to those in need.
- ▶ These hands-on projects benefit a wide variety of community-based organizations.
- ▶ Projects have included maintenance at a senior center, construction of a children's playground and sorting duties at a food bank.
- ▶ I am pleased to be part of such an important mission, it's just the right thing to do.



"Shawn sold my home for more than list price and made my move super smooth.. " -Karla H. · Post Falls, ID

Coordinating the Closing



Key Questions for You

Take the time to fill in these answers..

→ Why do you want to move?

→ Do you have a specific timeframe?

→ What do you like most about your home?

→ What do you like the least about your home?

→ What some special features of your home?

→ What do you think your home is worth?

→ What do you owe on the property?



"Shawn went the extra mile to find me the perfect home in a short time and even helped through and after the sale.." -Ron B. · Rathdrum, ID

ABOUT ME



I've had the distinct privilege of growing up in this beautiful paradise we call the Pacific Northwest. I graduated from Coeur d'Alene High School and attended North Idaho College where I studied business and finance. I enjoy so many of the recreational opportunities this area has to offer; including golf, baseball, softball, football, fishing, shooting, skiing, camping, and so on. I grew up in the real estate business and was fascinated by everything it had to offer at a young age. I've always had that entrepreneurial spirit and I am very driven to succeeding at exceeding my clients expectations.

Whether you are buying, selling, or looking for an investment property, you need an agent who will help you through the entire process. I will guide you with honesty, integrity, and the knowledge and expertise to provide you the best experience possible. I have over 30 years of sales, marketing, and business ownership experience. I know what it means to work hard and follow through from start to finish. Most importantly, I care about my clients needs and I look out for their best interests. I have a generous amount of local contacts who are essential in all aspects of your real estate experience. This extends from lenders to contractors, inspectors to landscapers, and so forth.



SHAWN WHITE
REALTOR®

(208) 699-3928

ShawnWhite@Windermere.com
ShawnWhiteRealty.withwre.com

