

A GUIDE TO SELLING YOUR PROPERTY

PROCESS FROM TODAY THROUGH CLOSING


MINEGAR GAMBLE
PREMIER REAL ESTATE SERVICES
Powered by  FIVE DOORS NETWORK

**KELLERWILLIAMS.
REALTY BOISE**





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REAL ESTATE WITH A PURPOSE





A real estate experience with us is different. You, as our client, are the center of everything we do. We focus on practices that will deliver results when helping you to achieve your real estate goals. Our proven strategies will get your property sold in the best timeframe, for the best price with as little hassle as possible.

By working with our team of specialists, you will have a constant line of communication from our initial listing meeting all the way through closing. Each individual on our team excels in their role to provide you with a seamless real estate transaction, so amazing that you will feel compelled to tell all of your friends and family about us.

We know that this is not just a transaction for you – it's a huge life decision. We're here to guide you step-by-step through the sale so your time can be focused on your exciting next steps.

Thank you in advance for the opportunity to sell your property.

We look forward to serving you!

WHY WORK WITH FIVE DOORS?



**2019
VOLUME**

**226 MILLION &
770 FAMILIES SERVED**



FIVE DOORS SOLD A HOUSE
EVERY 10 HOURS
IN 2019



**FIVE DOORS REAL ESTATE
AT A GLANCE**



7
STATES



8
LOCATIONS



15
HOUSES
PER WEEK



65
HOUSES
PER MONTH

FASTEST GROWING PRIVATE
COMPANY IN AMERICA
2018 & 2019
ON THE INC 5000





THE AVERAGE AGENT,

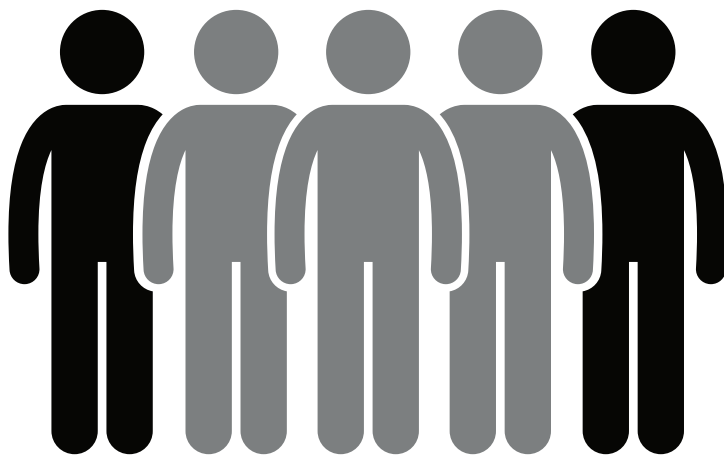
without a team, is left to juggle all tasks on their own - sometimes all at once. This can become overwhelming and result in lack of communication, conflict, and issues.

A TEAM OF SPECIALISTS

like ours, brings together people which excel in each task to support you from listing through closing.

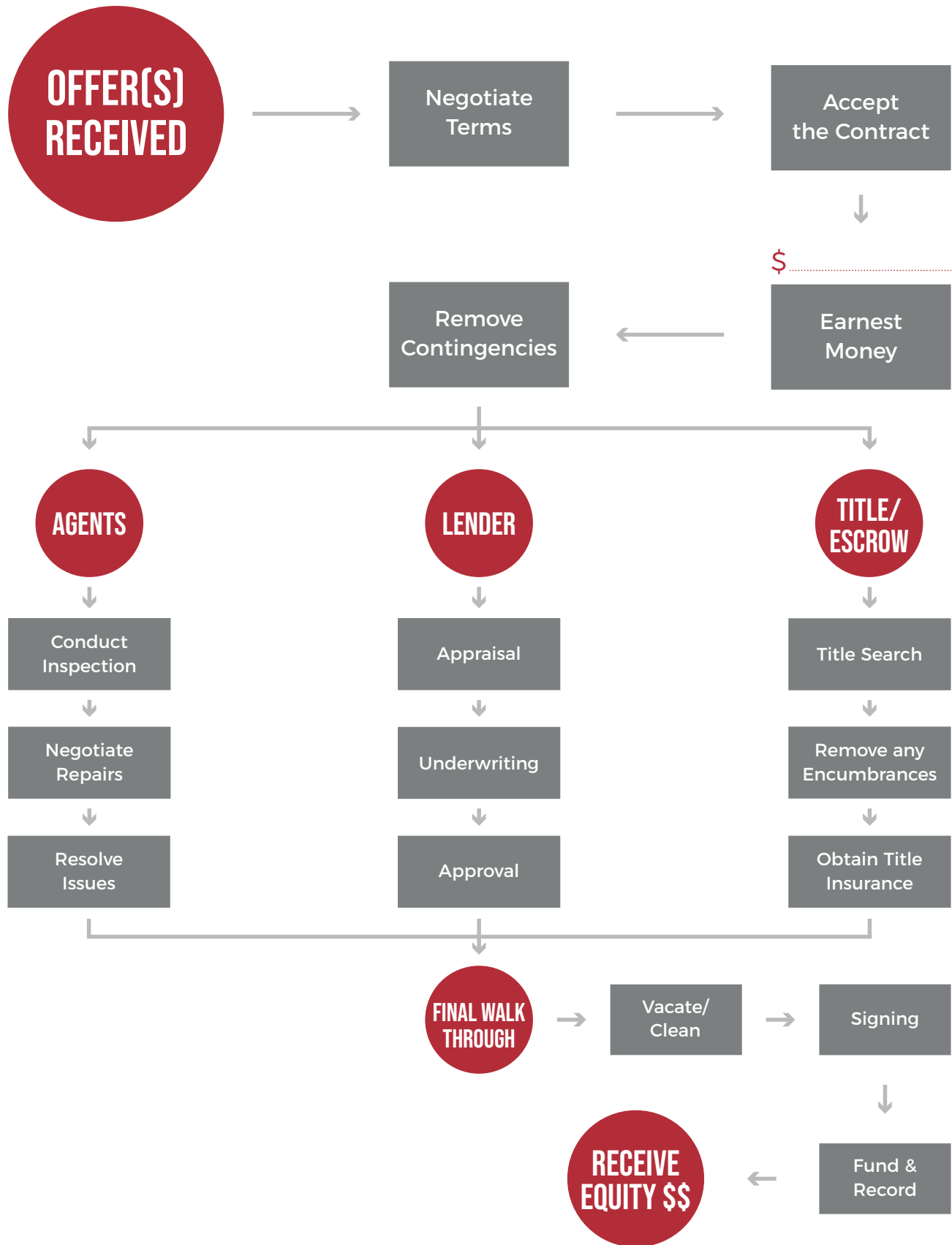
MARKETING
COORDINATOR

ME, YOUR
AGENT



CLIENT CARE TEAM
(LISTING & TRANSACTION)

LISTING PROCESS





MARKETING

Hiring a system based marketing expert is a critical factor to net the most amount of money for your property. It's important to identify a strategic marketing plan that ensures your property is showcased and maximized in all possible areas.

NOBODY DOES MORE TO GET YOUR PROPERTY SOLD

MGRE TEAM | FIVE DOORS



1. Averages 1 property sold every 10 hours.
2. Has dedicated marketing specialists to maximize your exposure online.
3. National partnerships give opportunities for more buyers to view your property and make an offer.
4. A high caliber staging consultation is included to prepare your property for sale.
5. Experience in effectively getting properties sold in all market conditions.
6. Access to 1000's of active buyers.
7. Full-Time Team to serve you at the highest level. This attracts large volumes of incoming buyer calls due to our large market share and sophisticated marketing strategy.

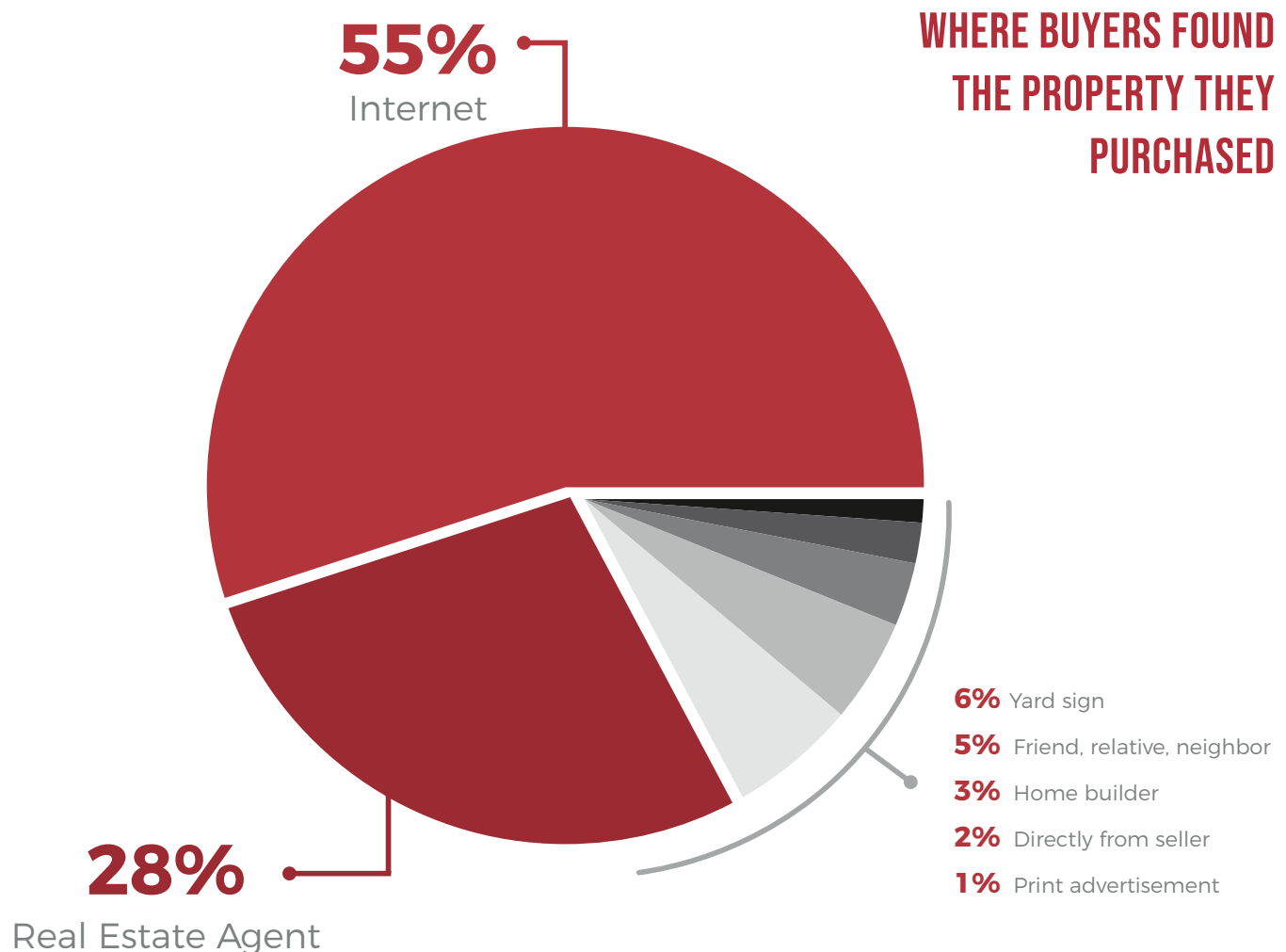
AVERAGE AGENT



1. Sells only 12 properties per year!
2. Selling only 12 properties means they have a smaller, more inefficient marketing budget. The average agent's annual budget is less than \$520 per YEAR.
3. Puts up a for sale sign, enters the property into Multiple Listing Service and prays for someone else to sell it.
4. Does nothing extra to help save you time, money and hassle through your actual move.
5. Gets into the Real Estate Industry when market is hot and is left unable to get properties sold when market shifts.
6. Lack of experience, the average agent helps only 3 sellers per year.
7. Tries to accomplish 180+ tasks for each listing on their own. This can leave their head spinning, balls dropped, and lack of top-notch service.

FINDING YOUR BUYER

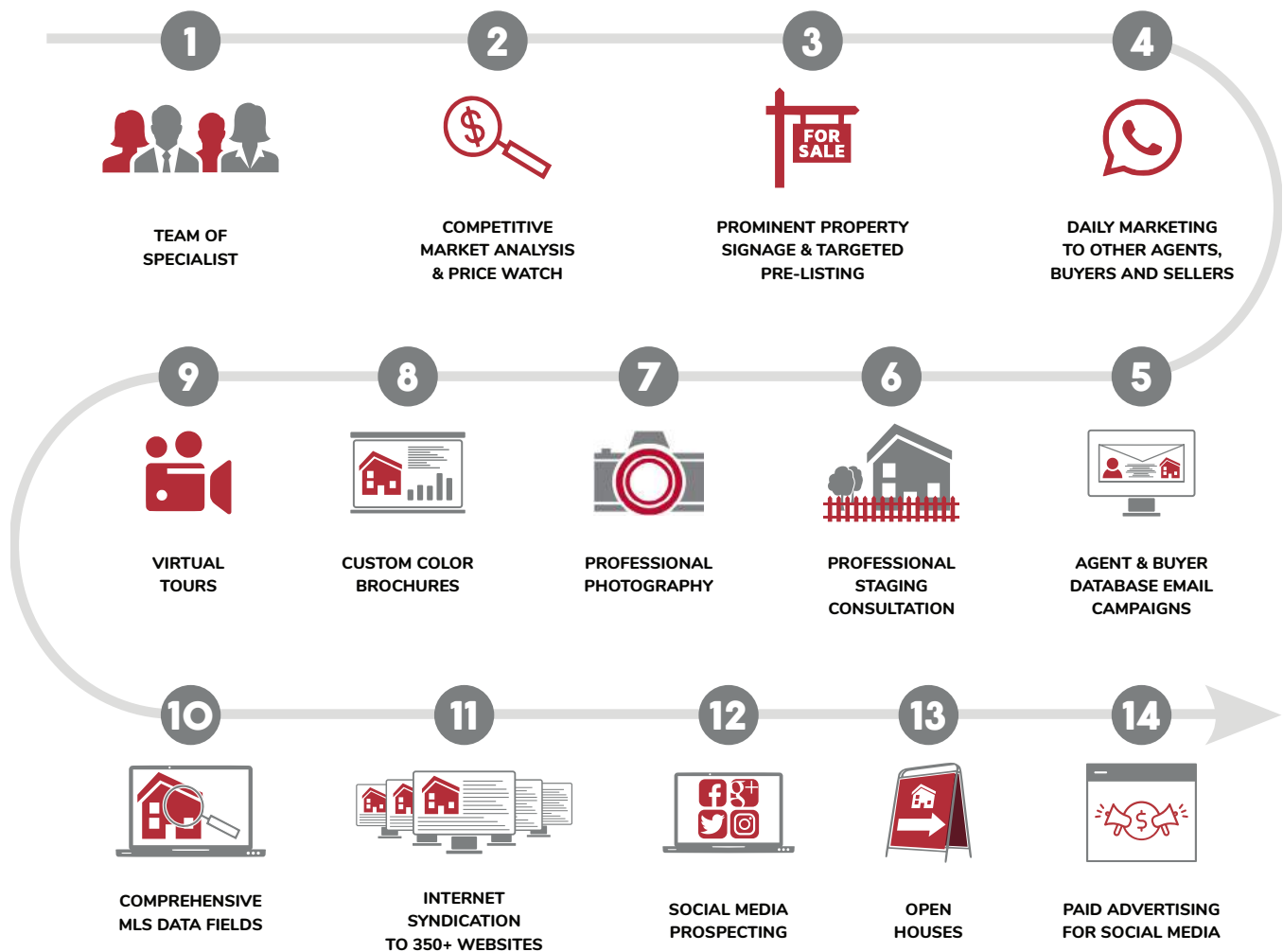
The savviest marketing plan is one that targets the channels buyers are already using to find properties. From optimized internet exposure to networking with local agents, we'll work diligently to find your buyer as fast and efficiently as possible.



Source: National Association Of Realtors Profile Of Property Buyers And Sellers 2019



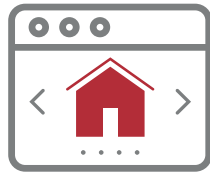
OUR 14-POINT MARKETING SYSTEM



INNOVATIVE DIGITAL MARKETING

To reach that **98%** of buyers who search online, we market every property in four key places:

1. BROKER WEBSITES



By posting on the major brand websites like Keller Williams, Redfin, ReMax, and more, we gain thousands of views.

3. SEARCH ENGINE OPTIMIZATION



Most international buyers and high-priced sales come through local keyword search. We're committed to be the local expert that can set that up.

2. SEARCH PORTALS



We showcase your property on popular sites like Zillow, Trulia, Realtor.com, and 350+ additional real estate search sites. We want to make sure your property is showing up wherever buyers may be searching.

4. SOCIAL MEDIA



Facebook, Twitter, Instagram, YouTube, Pinterest. We market your property through the most popular social networks through paid posts and our already existing large audience. We'll provide you with great marketing to share your property with your world on Social Media too!

We have the resources to create high-traffic ads, we post more often, and perform the extra steps that ensure your listing comes up fast and to the right demographic.

You won't find a team with a more aggressive internet marketing strategy. With 144 properties sold last year, it's clear that our system works to your advantage!



WE DON'T RELY ON THE INTERNET ALONE



REALTOR NETWORKING

We network with the top 20% of realtors who sell 80% of the properties in the area. By doing so, we're able to match more buyers and sellers together than the average agent. Upwards of 89% of buyers purchased their property through a real estate agent or broker.



PROACTIVE PROSPECTING

Our team of agents is dedicated to proactively searching for buyers for our sellers. Each agent spends a portion of every day making outbound phone calls, networking face-to-face, or communicating thru social media to find a buyer who will pay top dollar for your property.



WELL RESEARCHED PRICING AND MARKET TRENDS

Capturing the right price in any given market is one the most critical elements in a successful real estate transaction. Correctly pricing your property means diligently studying the market to know what interested buyers are willing to pay and watching market trends to educate our sellers to price competitively within that range.

WE WILL SHOW THEM UP

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see – and they've already rejected listings with too few or poor quality photos. It's **absolutely vital** that your online listing is **visually appealing** to make a lasting first impression and create a desire to see more.



PREPARATION PAYS OFF

Imagine your property through a Buyer's eyes



THE BASICS

Home - spotless
Lawn - mowed
Clutter - removed
Carpets - cleaned
Odors - gone



LIVING ROOM

Open up the living room by moving furniture and removing unnecessary items.



KITCHEN

Clear counters, refrigerator art and magnets. Add a plant or fresh flowers. Only leave small appliances if used daily.



BEDROOMS

De-personalize by removing photos, posters and personal items to make buyers feel comfortable.



BATHROOMS

Think "hotel". Add fresh new towels and remove all personal items - no toothbrushes!



STORAGE

Organize closets, laundry room, mudroom and storage areas.



REPAIR

Patch holes and paint walls and ceilings where needed. Replace broken tiles, re-caulk sinks and tubs.



COLORS

Neutralize brightly painted rooms. Not all buyers appreciate hot pink, purple or red.



BRIGHTEN

Replace low-watt light bulbs with brighter ones. Clean windows. Open curtains.



OUTSIDE

Think curb appeal! Paint front door. Pressure wash the driveway, sidewalks, decks and patio. Add a few shrubs, flowers and fresh mulch. Put away garden tools, hoses, toys and bikes. Remove dead or tired plants.



PETS

Put away toys, clean litter boxes, deodorize carpets. Take pets with you when house is shown.

PROPERTY STAGING: BUYERS' AGENT PERSPECTIVE



- 40% of buyer's agents cited that property staging had an effect on most buyers' view of the property.
- 83% percent of buyer's agents said staging a property made it easier for a buyer to visualize the property as a future property.
- Staging the living room was found to be the most important for 47% of buyers, followed by staging the master bedroom (42%), and staging the kitchen (35%).
- One-quarter of buyer's agents said staging a property increased the dollar value offered between one and five percent, compared to other similar properties on the market that are not staged.



BRINGING YOU HOME THE BACON

Our **pricing strategy** works! Our goal is to help you make the most profit on the sale of your property. We do this by making sure your property is priced accordingly right from the start.





WHAT'S IMPORTANT WHEN PRICING YOUR PROPERTY?

The most important decision you will make is where to price your property. Pricing at fair market value will attract more buyers, and having more buyers typically results in a higher purchase price. Overpricing results in a longer market time and, more than likely, a lower price. Historically, your first offer is usually your best offer. So what determines the value of your property?

Well, let's begin with what doesn't determine its value:

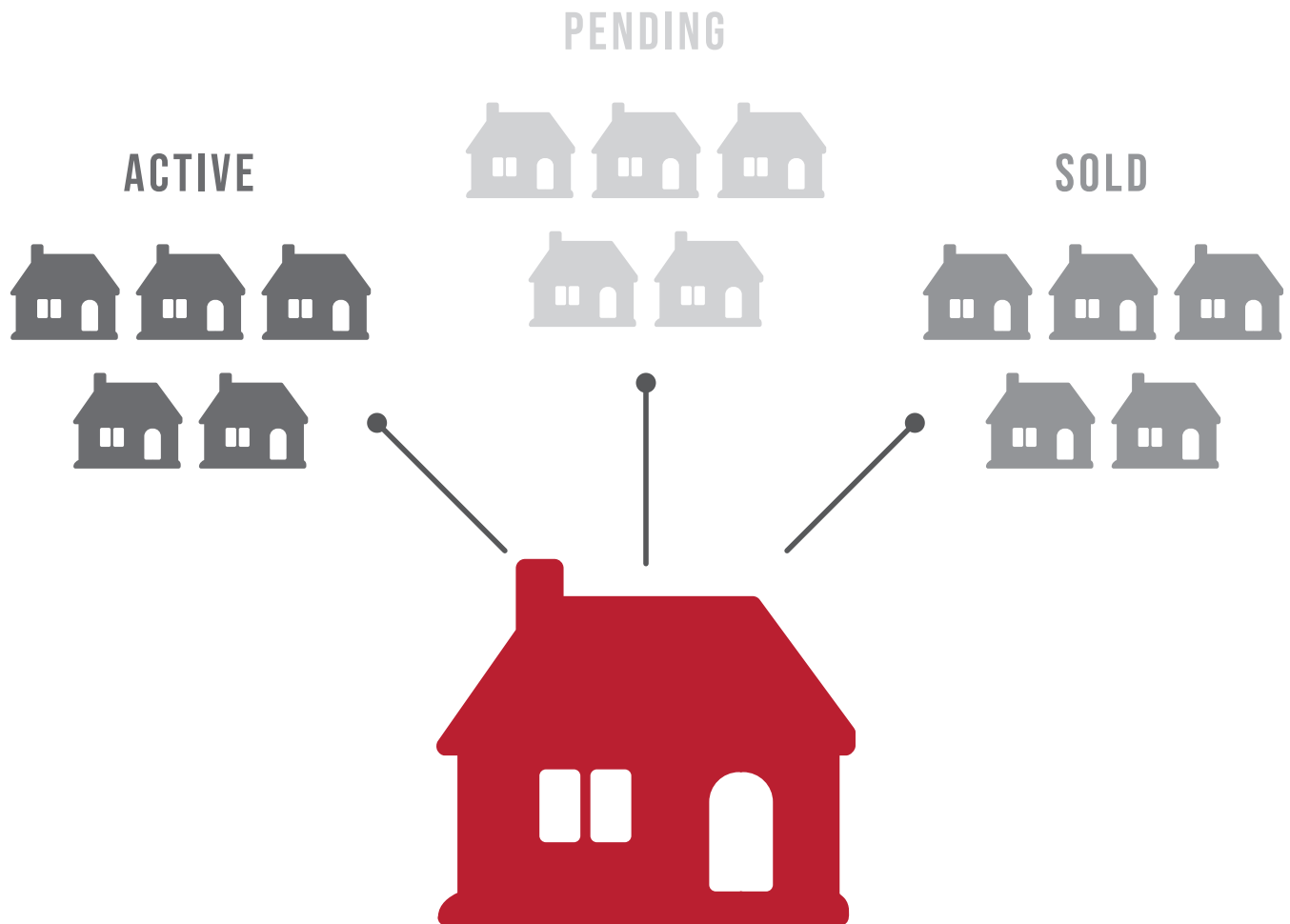
- ✗ **What you paid**
- ✗ **What you need**
- ✗ **What you want**
- ✗ **What your neighbor says**
- ✗ **What another agent says**
- ✗ **What it costs to rebuild today**

The value of your property is determined by what a buyer is willing and able to pay in today's market. Buyers make their pricing decision based on comparing your property to other properties available in your market.

Another important reality in today's market is that properties must appraise at the agreed-upon purchase price in order for a deal to be approved by the buyer's lender. Appraisers determine value based on historical information – what has sold recently in your area that is similar to your property? You must use both past history and current competition to determine the best price for your property. Our job is to provide you with the market data and all the factors that affect your property's value so that when we're done you will have all the information you need to make an informed business decision. Our job is to help you understand the market, but it's you who will determine the ultimate asking price.

THE 5-5-5 PRICING STRATEGY

The most accurate method to price your property! We leverage the same database that other agents, banks, appraisers and buyers use to correctly price a property.



The right price for your property is not determined by any agent or seller. It's determined by current market conditions.

WHAT WE REVIEW:

- Original List Price
- Current Price
- Selling Price
- Days On Market
- Beds, Baths, Sq Ft
- Lot Size
- Year Built
- Location
- Condition
- Amenities



WHEN YOUR PROPERTY IS PRICED JUST RIGHT

According to the National Association of Realtors, when your property is priced right and in good condition it should average 1 - 2 showings every other day and receive an offer after 10 showings.

Our best marketing time for your property is in the first 30 days! But when we're off target, how far off can we end up?

- *If we're showing your property but have no offers, our price is 4 - 6% off.*
- *If we have few showings (1 - 2 each week) and no offers, our price is 6 - 12% off.*
- *If we have no showings and no offers at all, our price is more than 12% off.*







OPTIMUM TIME ON THE MARKET

Definitions of fair market value generally say it's the price at which a property should sell when it has been on the market for anywhere from three weeks to two months.

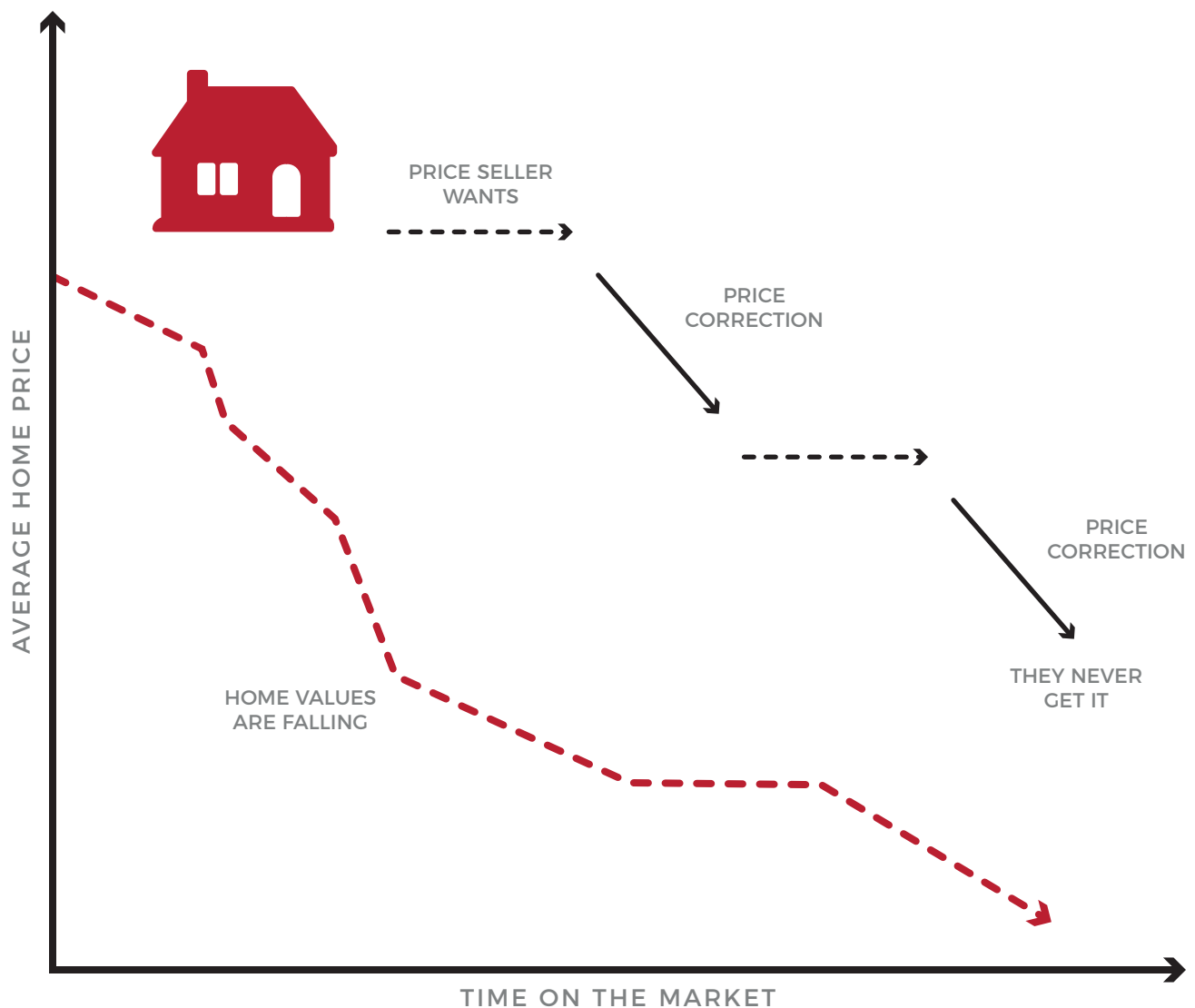
However, if you desire top dollar for your property, experience shows you should try to receive and accept an offer sometime between the first week and the sixth week the property is on the market. It's during this 45 day window that your property will enjoy maximum market exposure and buyer interest.

Beyond six weeks, your property will increasingly be viewed as a stale or time-worn listing, i.e., as a commodity with a history of being rejected by other buyers. As a consequence, there will be less interest, fewer showings, fewer offers, and even less likelihood that you'll receive your asking price.

This is why it's critical that your property be correctly priced during the first few weeks it's on the market.

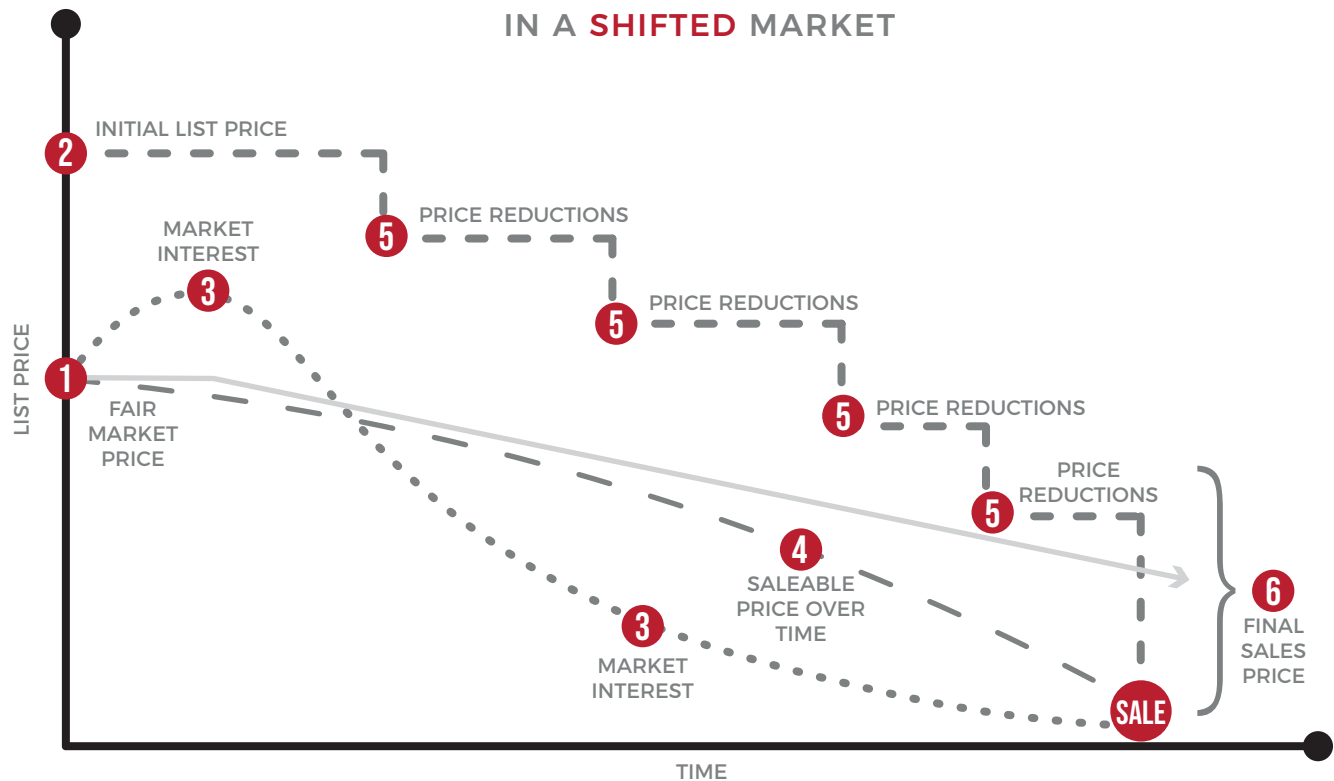
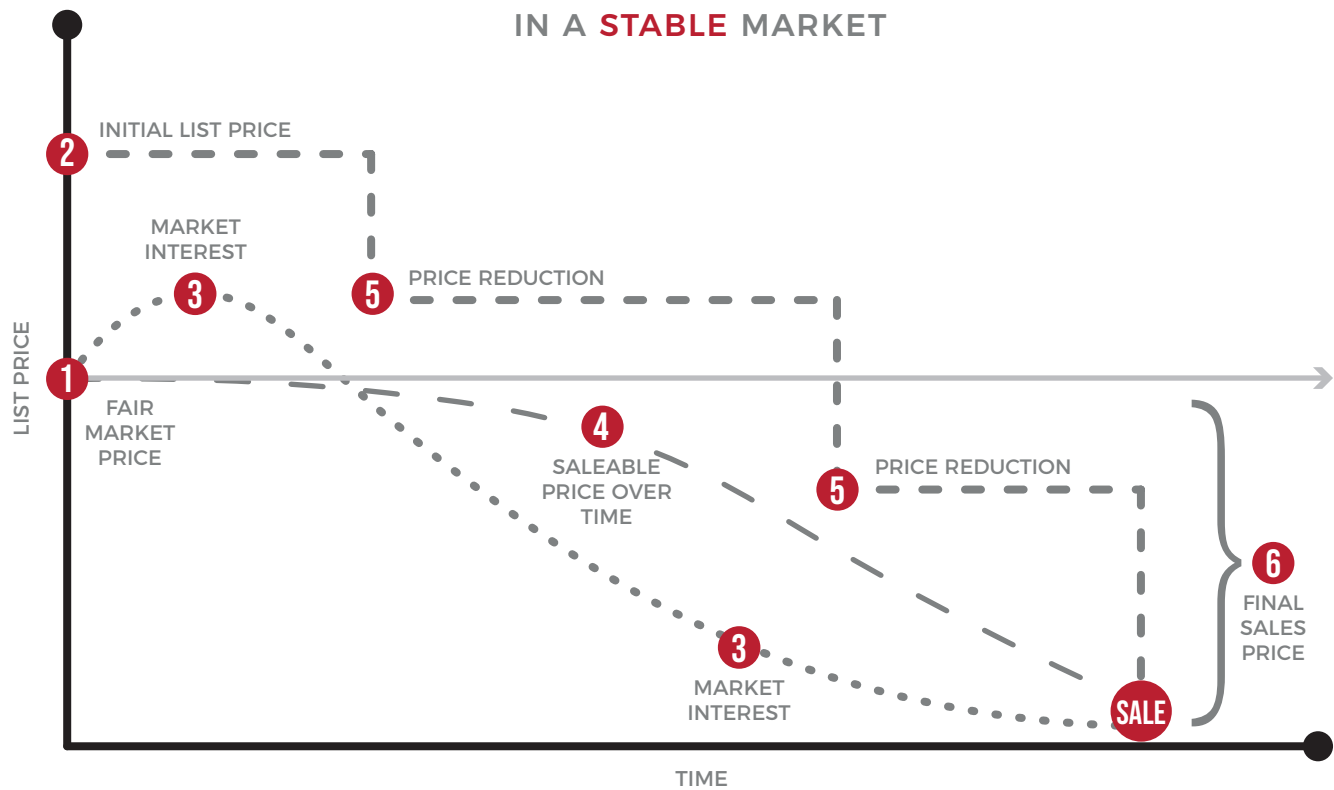
DON'T CHASE THE MARKET

IF THE SELLER FALLS BEHIND





THE COST OF OVERPRICING



A large, illuminated question mark sign is the central focus of the page. The sign is made of a light-colored material, possibly wood or metal, and is outlined with a warm, orange-gold light. Inside the question mark, several small, starburst-shaped lights are visible, some of which are glowing with a red light. A semi-transparent red rectangle is overlaid on the left side of the question mark, serving as a background for the title text. The background of the entire page is dark, making the illuminated sign stand out.

FREQUENTLY ASKED QUESTIONS

Your questions answered!





WHY DO YOU SELL SO MANY PROPERTIES?

Due to our extensive marketing campaigns both on and offline, we have mastered the ability to effectively expose our listings to the buyers that need to see them. Experience, product knowledge, doing the little things right, effective marketing programs, and our skilled team all add up to positive results. That's why so many people choose us to list their property and feel confident in referring us to their friends and family.

I HEARD THAT THERE ARE LIMITED SERVICE AGENTS WHO CHARGE LESS. WHY SHOULDN'T I HIRE THE CHEAPEST AGENT?

Sellers don't need an agent just to sell their property. They need an agent to sell their property for more! If your property would sell for the same price no matter who sells it - it probably would be in your best interest to sell the property yourself. In that case, why pay an agent?

The fact of the matter is, we can sell your property for more. We have the track record we do because we're experts at pricing the property and creating the greatest amount of exposure for your listing, resulting in more money in your pocket at the end of the day.

Even at contract presentation, we don't follow the pack. We don't permit other agents to pressure you into a rush decision. The contract will be presented to you by us alone. This specific action (especially when there are multiple offers) gets significantly more dollars for our sellers. It's very difficult for a seller not to transmit emotions and reactions to another agent. That can cost sellers money. Just like a poker player wears dark glasses to hide their hands we want to protect you from tipping your hand and leaving money on the table.

WHY DO YOUR PROPERTIES SELL SO FAST? DO YOU PRICE THEM TOO LOW?

Absolutely not. Most of our listings sell at full price. We make it our business to know the market, so we can ensure we get the highest possible price for our sellers. Studies show that the highest value for a property is achieved in the first 30 days - so it's important to get it right the first time.

Our properties typically sell two times faster than the average agent because of the effective marketing we do. We accomplish this by first doing supply/demand analysis in the immediate area for any property we consider marketing. All agents have access to the same market information. It's the evaluation of what that information means to the marketing of a property that matters. X-rays mean nothing until they are evaluated by a competent doctor. Similarly, knowing what the market is doing in any area affects both the marketing time and value.

WHY SHOULD WE LIST OUR PROPERTY FOR SALE WITH YOU?

For one, we deeply care about determining your needs and what is most important to you. Secondly, you should hire us for the same reason that hundreds of sellers have used the Minegar Gamble Family over and over again for more than 50 years. They know they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassles. Our No Hassle Listing system offers benefits that the ordinary agent doesn't. Our program offers flexible commissions to put more money in your pocket and a cancel anytime policy. Additionally, our average time to sell a property is over 2 times as fast as an average agent.

Every year we help over 144 people buy and sell. The average agent handles around 12 sales a year. When hiring anyone to perform a job for you, experience should weigh heavily in that decision. Would you want to be the surgeon's first patient?

Let's examine one of our program benefits: we allow you to cancel the listing at anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for six months to a year. Why would they be afraid to give you the right to cancel? Our promise is to create a 10+ experience that you can't imagine being any better. All of our systems and everything we do is designed around delivering on that promise. We make every effort to be out in front of everything, to stop the surprises, and keep it as good as can be. Now there will be challenges, we know there will be, it's real estate and people. Just know, we're confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It's that simple.

ONCE I HAVE REVIEWED YOUR PRE-LISTING PACKAGE, THEN WHAT?

If you don't already have an appointment, contact our office by email or phone. We'll set an appointment to have one of our listing specialists meet with you. We'll tour your property, go over recent market activity in your area to educate you on value, and make recommendations for maximizing your profit and helping you achieve your real estate goals.






A photograph of a group of people in conversation. The left side of the image is covered by a semi-transparent red overlay. The text 'PEOPLE ARE TALKING' is written in large, white, bold, sans-serif capital letters across the middle of the red area. Below this, in smaller white text, is the question 'What is everyone saying about Five Doors?'. On the right side, a woman with blonde hair is visible, wearing a dark, patterned sweater. The background is slightly blurred, showing other people in the conversation.

PEOPLE ARE TALKING

What is everyone **saying** about
Five Doors?





Katie Evans was very amazing. She was on it daily . She sent me **properties** to look at even when she was out of town on business. She never hesitated to jump and run to show me properties. Thank you so much Katie you definitely made my dreams come true. I would recommend Katie to everyone.

Ronda Willhite

Absolutely hands down the best! He showed so much patience and worked so thoroughly to help us find our property. This amazing man even took time away from his birthday to come show us possible properties. I only recommend Nate to my friends and family heck even strangers. You can't go wrong when Nate is your choice.

Melanie Tucker

Michel and Mystie did an excellent job designing, listing and selling our most recent rehab property. They get 5 stars!

Butch Wells

Dana Browning and her team are exceptional! I've bought and sold multiple properties and this by far was the BEST agent experience I've had. Dana sold my property in Oct 2019 and WOW! Professional, knowledgeable, hard working. This team has perfected their sales process. Highly recommend Dana Browning and her team.

Heather and Randy

Jocelyn was an excellent realtor to work with moving into the Boise area from outside the state. She directed us to several properties to review before we were able to meet in person so we could view a number of properties in a limited timeframe. Despite the market moving very quickly in the area, we were able to find a property that met our needs in a neighborhood we liked at a price we were comfortable with. She and her team were very responsive to all our communications, and her updates kept us feeling confident in the process throughout, even though we weren't there in person for the entire time.

S Fess

Alissa is a wonderful agent to have in your corner. She has an impressive grasp of the local market and works diligently to find you the property of your dreams. If you are looking for a top-notch real estate professional, you can't do any better than Alissa.

RG Nelson

Laura was great to work with and did an amazing job on the sale of our property in Meridian. She did her research and priced our property perfectly to give us that competitive edge. We had 13 showings Day 1 and a bidding war with 5 offers by half-way through Day 2 of listing our property. Selling a property takes work and dedication. Laura made this process as stress free as it could possibly be for us. We couldn't be happier with the job she did, her knowledge and her excellent service.

Wilssara14

A close-up photograph of a hand placing a wooden puzzle piece into a larger assembly on a wooden surface. The puzzle pieces are light-colored wood, and the background is a darker wood grain. A semi-transparent red rectangle is overlaid on the left side of the image, containing the main title and a sub-headline.

MATCH-MAKING IS OUR SPECIALTY

We specialize in connecting you with trusted vendor partners to provide you with quality resources throughout the entire process.

PREFERRED SERVICE PARTNERS

Please feel free to contact some of our preferred service partners for your lending and property inspection needs. You are welcome to choose any of our suggestions or your own.



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