

SOUTHERN IDAHO

*home*

SELLER'S  
GUIDE

HELPING YOU ACHIEVE YOUR REAL ESTATE GOALS



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REAL ESTATE AGENT

## *My Services*

Sellers  
Agent



Buyers  
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# hello there!

## Are you thinking about selling your home?

Congratulations on taking the first step toward selling your home! Selling a property is an important decision, and this guide is designed to make the process clear and manageable. It's filled with helpful insights and practical tips to ensure you're prepared to make confident, informed decisions at every stage of the selling process.

As a long-time resident of Southern Idaho, I know the area inside and out. From the neighborhoods and schools to the latest market trends, I understand what makes our community unique. I'll leverage that local knowledge to help you position your home to attract the right buyers and maximize your sale. Whether it's pricing strategies, staging advice, or negotiations, my goal is to make your selling experience smooth, stress-free, and successful.

Selling your home is a significant milestone, and I'm here to guide you through every step of the journey. Together, we'll create a strategy tailored to your needs and ensure your property stands out in the Southern Idaho market.

Let's get started on this exciting journey toward your next chapter!

*Hailey Paul*



Southern Idaho - Including:  
Burley, Twin Falls, Rupert,  
Heyburn, and more!

# OUR COMPANY

As part of REAL Broker, I'm proud to offer a modern, innovative approach to real estate that's backed by a network committed to collaboration and cutting-edge technology. While Real Broker provides me with the tools to succeed in today's fast-paced market, my focus is always on you—my client. My business is built on personalized service and a deep connection to Southern Idaho, ensuring your home gets the attention it deserves.

As a local resident, I know our area well—from its unique neighborhoods to the latest market trends—and I'm here to leverage that expertise for your benefit. Selling a home is more than just a transaction; it's about building relationships and guiding you through the process with integrity, transparency, and your best interests at heart. Together, we'll create a tailored strategy that makes selling your home smooth, stress-free, and successful. Let's work together to ensure your home stands out in the Southern Idaho market, and you move forward with confidence to the next chapter.



EXPERT  
TEAM



STRONG  
NEGOTIATION



ACCURATE  
VALUATIONS



INNOVATIVE  
MARKETING

# BENEFITS OF WORKING WITH AN EXPERIENCED AGENT

## *An Agent's Network Can Speed Up Your Home Sale*

Even if you have a wide personal or professional network, you likely don't have the same connections with clients and other agents that a realtor does. This can limit the number of potential buyers and might result in your home selling below its value.

## *Agents May Not Show For Sale By Owner (FSBO) Homes*

Buyers often prefer homes listed by professionals, as they want to avoid the risks of closing without representation. FSBO sellers can sometimes be seen as difficult or even as those who've been passed over by realtors.

## *Agents Help Avoid Emotional Sales*

Selling a home can be emotional, leading to costly mistakes—like rejecting a reasonable offer out of frustration or accepting one too quickly. A realtor's experience allows them to gauge the situation and manage offers without letting emotions get in the way.

## *An Agent Protects You From Legal Risks*

Home sales involve extensive paperwork, and failing to disclose certain information can lead to serious legal issues. A realtor ensures you meet all legal requirements, protecting you from potential liability for fraud, negligence, or breach of contract.

## *An Agent Can Filter Out Unqualified Buyers*

Showing your home takes effort, and not every interested party is a serious buyer. Realtors ask qualifying questions to make sure only those who are truly interested and financially capable will view the property, saving you time and energy.

## *Agents Have Superior Negotiation Skills*

Negotiating a home sale takes specialized knowledge. While you may not have that experience, the buyer's agent likely does, which could result in less money for you. Realtors recognize the signs of nervous or insincere buyers and use their skills to secure the best deal.

## *You'll Get More Exposure for Your Home*

Only real estate agents have access to the MLS (multiple listing service), which means your home will be seen by a much larger pool of buyers. Listing on the MLS ensures your property is visible to all the agents and their clients within the network.



# Deciding TO SELL

Selling a home is a significant step, and understanding the various aspects involved can ensure a smoother, more successful process.

## *Market Conditions:*

The current real estate market plays a crucial role in determining the right time to sell. Are home prices rising or stabilizing in your area? Is it a seller's or buyer's market? These are important questions to consider, as they can affect your home's value and the time it takes to sell.

## *Home Equity:*

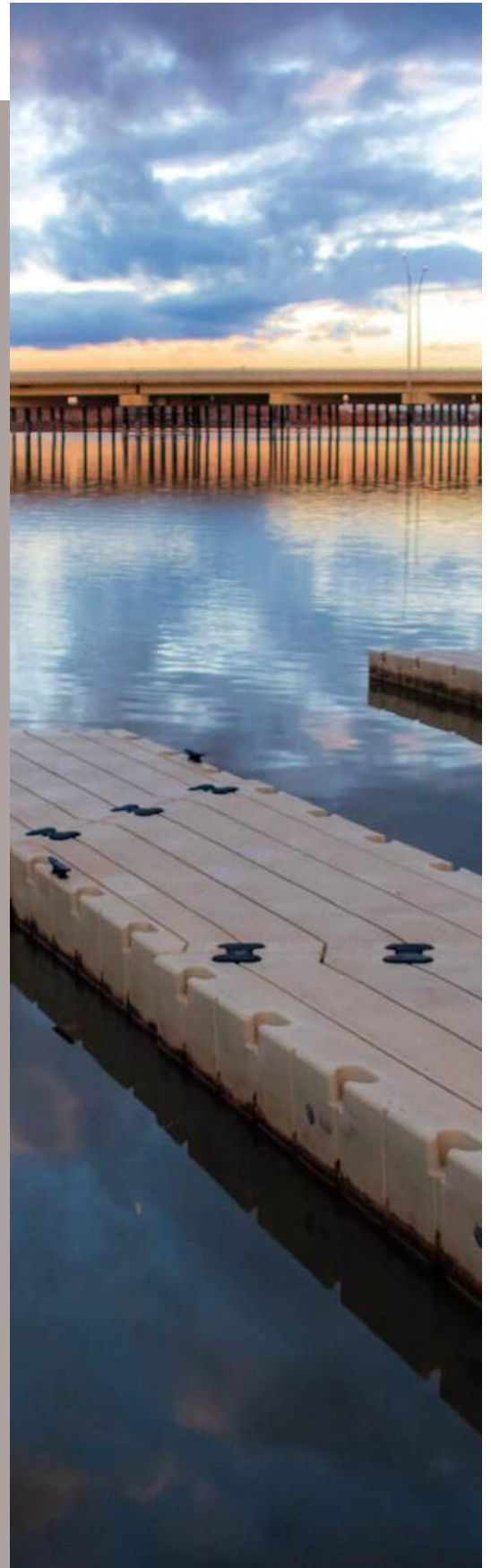
Assessing your home equity—the difference between your home's market value and your remaining mortgage balance—can give you a clear picture of your financial standing. If you have substantial equity, it could be a good time to sell and capitalize on your investment.

## *Financial Implications:*

Selling a home involves various costs, including agent commissions, closing costs, and potential repairs. It's important to have a clear understanding of these expenses and how they will affect your net proceeds from the sale.

## *Your Future Plans:*

Finally, consider your long-term goals. Are you planning to downsize, move to a new city, or upgrade to a larger home? Understanding your future needs and how selling your current home fits into that plan is crucial in making the right decision.





# Selling PROCESS



## MEET WITH YOUR AGENT

Hire an agent familiar with the area and local property market to effectively market your home



## ESTABLISH A PRICE

Review final sales prices against the original list prices with the aid of a CMA



## PREPARE YOUR HOME

Enhance your home's appeal by addressing touch-ups and minor repairs, making it more attractive to buyers and helping it sell faster



## DETERMINE A MARKETING PLAN

Create a custom marketing plan and price home effectively to generate competing offers



## LIST YOUR HOME

Your agent will advertise on various platforms and reach potential buyers via email and calls



## SCHEDULE SHOWINGS

Open houses attract a larger pool of potential buyers and provide a sense of the home



## OFFERS AND NEGOTIATIONS

Initial offers usually lower than list price as buyers expect negotiation, wait for offers if not in a rush



## UNDER CONTRACT

That means you accepted the offer. Contingencies must be cleared before closing



## COOPERATE WITH HOME INSPECTION

Buyer will schedule a home inspection. After the results you will negotiate repairs or other issues



## CLOSE THE SALE

Buyer will schedule a closing date to sign all paperwork and hand over keys

# IMPORTANT INFO

## QUESTIONS TO ASK YOURSELF BEFORE SELLING YOUR HOME

Why are you selling – and why now?

What are your long-term goals?

What is your timetable for making the big move?

What significant improvements have you made to the property?

What do you consider the most desirable features of the home?

Are there any aspects of the property that could negatively impact its value?

If you were a buyer, what features might you consider changing?

How much do you estimate repairs or maintenance would cost?

# PRICING FACTORS



## COMPARABLE SALES

Looking at recent sales of similar homes in the same neighborhood, with similar square footage, features, and condition will give you a good idea of the current market value of the home.



## HOME FEATURES

The home's features, such as the number of bedrooms, bathrooms, square footage, garage, backyard and age of the home, will also affect the home's value and price.



## MARKET CONDITIONS

The overall state of the real estate market in the area will also play a role in determining the price of the home. During a strong seller's market, homes may sell for above their list price.



## LOCATION

Proximity to amenities, schools, transportation, and neighborhood safety all influence property value. Beyond the physical attributes of a home, its surroundings play a pivotal role.



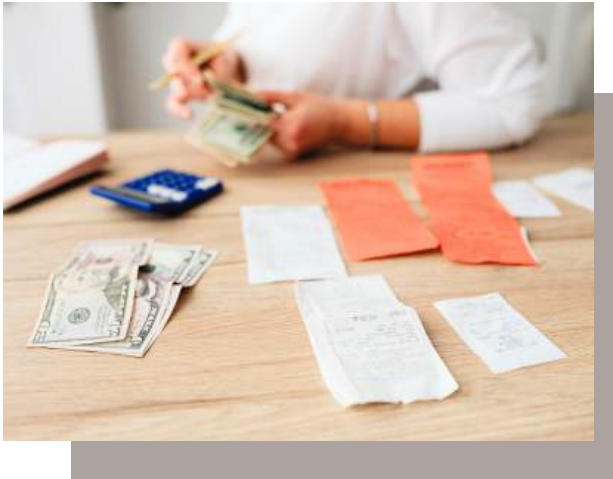
## TIMELINE

Understand that the longer your property stays on the market, the more negotiating power buyers may have. From preparing your home for listing to the closing day, each phase requires careful consideration.

**Remember, pricing is both an art and a science. It's essential to strike a balance that attracts buyers while maximizing your property's value.**

**[Get a FREE  
Home Valuation Here](#)**

# Selling COSTS



## Real Estate Agent Commission

This fee is usually a percentage of the final sale price and is split between the buyer's and seller's agents. While this may seem significant, the expertise, marketing, and negotiation skills provided by an agent can help you achieve a higher sale price.

## Repairs and Improvements

Before listing, you may need to invest in repairs or improvements to make your home more attractive to buyers. This could range from minor fixes to major renovations. Addressing these issues upfront can prevent buyers from requesting credits or price reductions later.

## Mortgage Payoff

If you still have a mortgage on your property, the remaining balance will need to be paid off at closing. Be sure to account for any prepayment penalties your lender may charge.

## HOA Fees

If your property is part of a homeowner's association (HOA), you may be responsible for paying any outstanding dues or transfer fees associated with the sale.

## Closing Costs

Closing costs can include various fees such as title insurance, escrow fees, and attorney fees. These costs are often shared between the buyer and seller and can range from 1% to 3% of the sale price.

## Transfer Taxes

Some regions impose a transfer tax when ownership of a property changes. The rate varies by location, and the seller typically pays this tax at closing.

*Depending on the competitiveness of your local market, investing in extra services may help your home stand out, though they aren't always necessary:*

## Home Warranty

To reassure buyers of an older home, sellers can offer a home warranty to cover potential repair costs if a major system fails shortly after the sale.

## Staging and Photography

Enhancing your home's appeal with professional staging and photography can lead to a faster sale and higher offers.

# Pricing STRATEGY



## *Learn About Market Conditions*

Are prices rising or falling? In a seller's market, low inventory and high prices prevail, while in a buyer's market, supply exceeds demand.

## *Check Out Comparable Properties*

Review similar properties listed in your area over the last six months and compare prices. Also, check unsold comparables for possible overpricing. A CMA report can be helpful.

## *Check Out Sold Comps*

Compare the original list prices to the final sales prices. In a seller's market, homes often sell above list price, while in a buyer's market, they typically sell at or below list price.

## *Square-Foot Cost Comparisons*

After you receive an offer, the buyer's lender will order an appraisal. Comparable homes are those that are 1,800 to 2,200 square feet if your home is 2,000 square feet.

## *Explore the Expected Appreciation*

What are the future prospects for your neighborhood? For example, a major mall being built, or a large new company moving to the area can be a good sign.



## PRICING IS ALL ABOUT SUPPLY AND DEMAND

It's the most basic principle in economics. It dictates the equilibrium price of a property. Low supply inventory drives prices up and causes bidding wars.

## *The Most Important Thing Is Pricing Your Home Correctly*

You shouldn't overprice your home because demand and interest wane after 21 days or so. Of course, you can lower the price later, but that can be too late.



Perceptions of desirability have value. That's why identical homes across the street from each other can vary by as much as \$100k in some neighborhoods.

# Staging YOUR HOME



## *Deep Clean*

A clean home shows buyers it's been well cared for. Aim for spotless floors, ceilings, and appliances. Thoroughly clean your kitchen and make your bathrooms shine, paying attention to every detail. The goal is to make everything look as fresh and new.

## *Declutter*

Decluttering is one of the easiest and most impactful ways to enhance your home's appeal. Removing extra items or unnecessary furniture can completely transform the look and feel of your space.

## *Depersonalize*

A few potted plants can make your home feel fresh and inviting. Space them out so they don't overwhelm any area, and remove any dead or dying plants.

## *Upgrade Your Curb Appeal*

Curb appeal doesn't require large projects or renovations. Although it's easy to spend large sums of money on outdoor improvements, improving your home's curb appeal can also be as simple as pulling some weeds and adding some potted plants.

## *Adjust the Room's Layout*

The layout that works for your family might not be ideal for buyers. Consider rearranging furniture for a more polished look.

For instance, while it's common to push beds or sofas against a wall, this can make a room feel unbalanced. By placing the bed in the center, adding a rug, side tables, and some greenery, the room feels more finished, welcoming, and appealing.

## *Focus On Fresh*

To keep your home smelling fresh, eliminate odors from pets, kids, or cooking. Try baking cookies, burning vanilla candles, or using lemon in the disposal. Avoid air fresheners that may trigger allergies. If you smoke indoors, switch to smoking outside and deodorize your home. Don't forget to take out the trash.

## *Add or Accentuate Lighting*

Open all curtains and blinds for natural light during photos and showings. Replace dark curtains with sheer, light-colored ones to brighten the space. In dimly lit rooms, update light fixtures or add lamps to enhance brightness and appeal to buyers.

# Open house & SHOWINGS



## *Create a Welcoming Atmosphere*

Create a welcoming atmosphere with natural lighting and strategically placed lamps. Use subtle scents like freshly baked cookies or citrus to enhance the space—studies show that pleasant aromas can positively influence buyers. Highlight unique features of your home, such as outdoor living spaces.

## *Make simple home staging*

On the day of your open house, try these simple staging techniques: place fresh flowers in the foyer, lightly water the lawn for a fresh look, and set a welcoming dining table to create a cozy atmosphere.

## *Let Your Agent Take Control*

As the seller, make sure you pick a listing agent whom you trust with your home. During an open house, you have to be willing to relinquish control to your agent, and trust him or her to show off your property in the best light.

## *The goal of an open house*

is to attract interest from potential buyers. It provides them the opportunity to explore the home and its surroundings at their own pace, rather than a brief one-on-one appointment with a broker.

## *Should You Stage an Open House?*

According to the National Association of Realtors (NAR), 58% of buyers' agents believe staging is beneficial when selling a home. Staging involves making a home appealing to a broad audience, and simple steps like fresh paint, decluttering, and thorough cleaning can make a big difference. Brokers often use stagers to set up newly built homes effectively.



Ensure that your valuables are secured or removed from the property during the open house. Consider the safety and privacy of your belongings when visit open houses.

# The art of NEGOTIATION



When selling your home, your aim is to achieve the highest price possible, while buyers are looking to get the best deal. This is where negotiation plays a crucial role.

Effective negotiating strategies can help you secure the best price for your home. No matter what strategies you employ, it's essential to research and understand your home's value and how the local market influences it.

## *Work with an Experienced Agent:*

Partnering with a real estate agent is one of the best negotiation strategies for sellers. They know the market, aren't emotionally attached to the home, and can secure the best deal for you.

## *Counter at Your List Price*

When a buyer offers less than your asking price, it can be tempting to lower your price. However, countering at your original list price signals confidence in your home's value. If your price is fair, serious buyers may increase their offer.

## *Reject the Offer*

A strategic move is to reject a buyer's offer without countering, prompting them to submit a new one. This shows confidence in your price and keeps you open to higher offers. The potential for competition may motivate the buyer to increase their bid, especially if your home is newly listed or an open house is approaching.

## *Create Competition*

Hosting an open house can create buyer competition. List your home, schedule an open house shortly after, and hold off on accepting offers until it's over. This strategy encourages higher bids, and if you receive multiple offers, you can ask top bidders for their best. Even if only one offer comes in, the buyer won't know that, giving you an advantage in negotiations.

## *Offer to Pay Closing Costs*

Buyers may request that sellers cover their closing costs, usually about 3% of the purchase price. If this happens, you can agree to cover the costs but increase the purchase price, even if it's above your original listing price.

## *Don't Take it Personally:*

Negotiations can get tense, but try not to take it personally. Buyers have their own motivations and constraints. Stay professional, remain objective, and let your real estate agent handle the negotiations on your behalf.

# Home INSPECTION

A home inspection is a professional, third-party evaluation of a house's key aspects, including water damage, pests, roof condition, electrical systems, plumbing, and structural integrity. It ensures the home's safety and typically takes a few hours to complete.

## *The Buyer May or May Not Hire Their Own Inspector*

When purchasing a home, the buyer has the option to hire their own inspector to evaluate the property. This step is highly recommended, as an independent inspector can provide an unbiased assessment of the home's condition, identifying any potential issues that may need attention before the sale is finalized. However, some buyers may choose to forgo this inspection, relying instead on the seller's disclosures or previous inspections.

## *Offer A Closing Cost Credit*

If you don't want to make home repairs yourself, you can offer a credit at closing for the estimated costs. This also helps you avoid complaints about repairs later.

## ITEMS TO CHECK

### *Exterior*

- Windows
- Doors
- Cracked caulk
- Paint
- Siding / trim
- Deck / fences
- Drainage
- Sprinklers
- Roof / gutters
- Outdoor lights
- Garage door
- Swimming pool

### *Interior*

- Doors
- Floors
- Electrical
- Lightbulbs
- Showers
- Toilets
- Plumbing
- Water heater
- Ceiling fans
- Safety detectors
- Stairs
- Appliances

## *Bartering May Be A Good Idea*

For example, if you know the buyer loves the new couch you bought, you could offer to leave it in exchange for making fewer repairs.



# Home APPRAISAL



## *Purpose of a Home Appraisal*

A home appraisal is an objective assessment to determine a property's value. Unless you're selling your home for cash, a home appraisal will likely be part of the process.

In a sale, the appraisal ensures the sale price matches fair market value, protecting the buyer from overpaying and the lender from over-lending.

## *What if Your Home Appraisal Is Too Low?*

If the appraisal matches or is close to the agreed-upon price, the sale can proceed as planned. However, if the appraisal is lower, it could delay the sale because the bank may offer less money than the buyer anticipated. If this happens, you have a few options:

- Renegotiate the deal
- Fill the buyer's gap
- Cancel the sale

## WHAT DOES A HOME APPRAISER EVALUATE?

### *Property Condition:*

The appraiser checks the overall state of your home, including the structure, roof, and major systems (plumbing, electrical, HVAC). They also consider the quality of interior finishes and any recent upgrades or renovations.

### *Location:*

Location factors include the neighborhood's safety, proximity to schools and amenities, and the lot's characteristics, such as size, view, and setting.

### *Comparable Sales (Comps):*

The appraiser reviews recent sales of similar homes nearby, focusing on size, age, condition, and sale dates to determine market value.

### *Market Trends:*

Local real estate market conditions, such as supply and demand, and broader economic indicators like interest rates, are also considered.

### *Unique Features:*

Special features like custom designs, energy-efficient upgrades, and amenities like a pool or finished basement can add value.

# Final WALKTHROUGH

## *The Final Showing Before Closing*

The final walkthrough isn't an official inspection, but it's the buyers' last chance to ensure everything aligns with the contract. It usually happens on or just before closing day. As a seller, you're required to leave the home in "broom clean" condition—swept, vacuumed, and free of debris or items not agreed upon by the buyers.

If these standards aren't met, buyers will raise concerns before closing, requiring you to resolve the issues. Problems during the walkthrough could lead to delays or impact your final sale price.



## *Don't Leave Things Until the Last Minute*

Moving can be stressful, so avoid adding last-minute worries by preparing for the buyer's final check a few days in advance. Even with a professional moving company, delays like missed appointments or truck issues can occur, so giving yourself extra time can help minimize stress.



## *How can a you avoid issues during the final walkthrough?*

- Leave all attached items unless agreed otherwise.
- Don't leave anything the buyers haven't accepted.
- Double-check the shed for any forgotten items.
- Arrange garbage and yard debris pickup
- Finish agreed repairs and have receipts ready.
- Wait to cancel utilities until after closing.
- Gather keys and warranties for the handoff.

# Closing THE SALE

## *How Long to Close the Sale?*

The closing timeline depends on the buyer's financing. With an all-cash buyer, closing can happen in 10 to 14 days, while financed purchases may take 30 to 45 days. Once the lender clears, you can schedule the final document signing.



## CLOSING COSTS

### *Transfer Tax:*

This is the fee you'll pay when the home's title is transferred to the buyer at closing.

### *Owner's Title Insurance:*

You'll see two title insurance fees at closing: one for the owner and one for the lender, the latter typically paid by the buyer.

### *Escrow and Closing Fees:*

Escrow providers charge to manage closing, usually splitting the fee 50-50

### *Prorated Property Taxes:*

You'll need to settle property taxes up to the closing date, which varies by state.

### *HOA Fees:*

If applicable, ensure your HOA dues are paid through closing.

### *Credit Toward Closing Costs:*

In a buyer's market, you might offer a credit to cover the buyer's closing costs. This will appear as a line item on your closing documents.

## *Sign the papers and exchange documents*

After the inspection and negotiations, you can proceed with completing the sale. This step involves managing a significant amount of paperwork, including the following:

- The property deed
- The purchase agreement
- Any water, sewerage and tax bills
- Final utility readings
- Title Insurance policy
- Any service records or warranties

# Common MISTAKES



## *Not Hiring a Real Estate Agent*

Selling your house yourself might save on commission, but you'll miss out on a real estate agent's market expertise, connections, and assistance. For-sale-by-owner properties tend to sell for a lower price overall. An agent is crucial for a successful and less stressful sale.

## *Setting an Unrealistic Price*

To sell your house for top dollar, price it realistically based on its market value. Overpricing may lead to a price reduction later, missing the initial peak in buyer activity.

## *Getting Emotional*

Emotional attachment to your home is natural, but treat the sale as a business transaction. A low offer isn't personal; it's a starting point for negotiation. Renovation plans reflect differing preferences, not criticism. Approaching the sale with a business mindset will help ensure a smoother transaction.

## *Selling As-Is*

Unless selling to an investor, listing your home "as is" may not achieve the highest price. Buyers typically expect move-in ready conditions and a blank slate to envision themselves living in the home.

## *Skipping Major Repairs*

While cosmetic updates like painting are easy, it's crucial to address major issues like foundation cracks or roof replacements. Fixing these now gives you control over the process and costs, rather than offering credits at closing where the buyer may dictate terms.

## *Reducing Photography Costs*

Since online photos are often a buyer's first impression, ensure they're high quality. If professional photography isn't an option, ensure your photos are well-lit, accurately represent room sizes, and avoid unintended reflections.

## *Hiding Major Problems*

Any issues will be revealed during the buyer's inspection. You can either fix them in advance, price the property below market value, or list it at the normal price and offer the buyer a credit for repairs.

## *Selling to Unqualified Buyers*

It's reasonable to expect a buyer to provide a pre-approval letter or proof of funds. Be cautious of contracts contingent on the buyer selling their own property, as this could delay your closing.

# real estate REPRESENTATION

## SELLER AGENCY

A seller's agent is a real estate professional who represents the seller in a transaction. Also known as the listing agent, they list the home for sale and work to achieve the best price and terms on behalf of their client.

**Compensation:** Typically negotiated between the seller and the listing agent.

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## BUYER AGENCY

A buyer's agent represents the interests of the home buyer in a real estate transaction, assisting them in finding their new home and negotiating a fair price.

**Compensation:** Typically negotiated between the buyer and the buyer's agent, and may be covered by the seller.

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## DUAL AGENCY

Dual agency happens when a single real estate agent represents both the buyer and the seller in the same transaction.

**Compensation:** Typically split between buyer and seller.

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## DESIGNATED AGENCY

Designated agency involves two agents, each representing a different party in the transaction. Unlike dual agency, where one agent represents both parties, designated agency has two agents from the same brokerage working separately for each party.

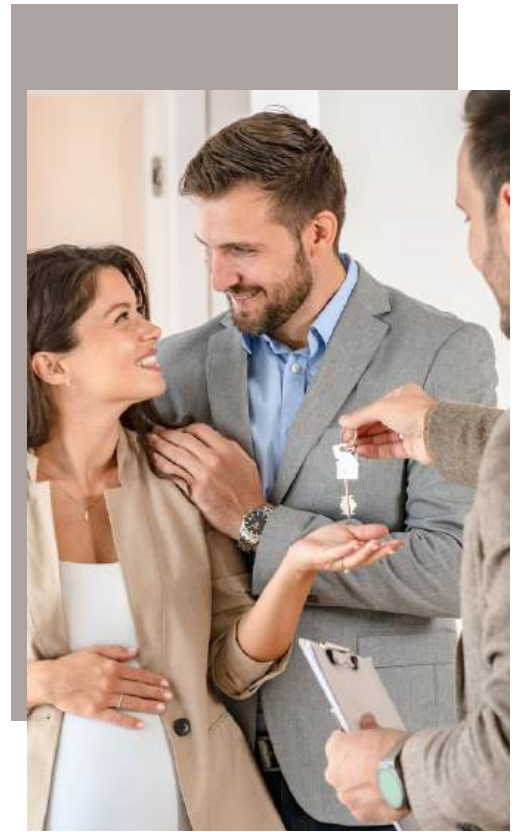
**Compensation:** Typically split between buyer and seller with a clear designation of who represents each party.



Real estate transactions, whether buying or selling a property, are often complex and involve significant financial and legal considerations. Working with a professional is crucial to ensuring a smooth, efficient, and successful process.

# buyer's agent COMPENSATION SCENARIOS

Paying the buyer's agent commission as a home seller can significantly broaden your pool of potential buyers. By covering this cost, you make your property more attractive to agents and buyers alike, which can lead to a faster sale at a better price. It also streamlines the transaction process, as buyers are more likely to consider homes where their agent's fee is already factored into the deal.



## SELLER OFFERS FULL COMPENSATION

In most cases, a seller pays commission costs on a sale rather than a buyer. That means the buyer does not need to pay additional fees beyond closing costs.

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## SELLER OFFERS PARTIAL COMPENSATION

Sometimes the seller offers a lower compensation than standard. In this case;

- Buyer's agent may negotiate with the seller's agent
  - Buyer may increase offer price to cover the commission gap
  - Buyer may accept to pay the difference to their agent at closing
- 

## SELLER OFFERS NO COMPENSATION

In uncommon cases, seller does not offer commission to buyer's agent. In this case;

- Buyer's agent may negotiate with the seller's agent
- Buyer may increase offer price to cover the commission gap
- Buyer may accept to pay the difference to their agent at closing

# *benefits of paying* BUYER'S AGENT COMMISSION

## ATTRACT MORE BUYERS

Including a buyer's agent commission in your sale price can attract more buyers, especially those with limited upfront funds. This allows them to finance the commission through their mortgage or lower their initial costs. However, omitting buyer's agent compensation may limit your market exposure.

## HIGHER SELLING PRICES

Properties that include a buyer's agent commission often attract more serious buyers, who may be willing to pay a higher price for a well-represented home. Conversely, excluding the commission might deter buyers, as they may filter out properties without a competitive commission offer.

## FASTER SALE

Properties offering a commission to buyer's agents often sell faster. In a competitive market, including this commission increases appeal, attracting more interest and leading to quicker sales with more showings and offers.

## SMOOTHER TRANSACTION PROCESS

Paying the buyer's agent's commission promotes cooperation among real estate professionals, resulting in smoother transactions. Buyers get valuable support, and sellers attract more engaged buyers, leading to easier negotiations and fewer obstacles.

## SIMPLIFIED NEGOTIATION PROCESS

With commission costs out of the equation, negotiations can concentrate solely on the property's price, making the discussion more straightforward.

## ENHANCED SELLER REPUTATION

Sellers who cover commission costs are often seen as more motivated and cooperative, which can attract serious and qualified buyers.

# *As a home seller* THINGS TO KNOW ABOUT REPRESENTATION



As the seller, you have the option to offer compensation, but your agent cannot include this in a Multiple Listing Service (MLS) listing. You might consider offering compensation as a strategy to market your home or make your listing more appealing to buyers.



Your agent is required to fully inform you and obtain your approval for any payment or offer of payment that a listing broker plans to make to a broker representing buyers.



This disclosure must be provided to you in writing before any payment is made or agreed upon with a broker representing buyers, and it must clearly specify the amount or rate of the payment.



As the seller, you can offer buyer concessions on an MLS, such as covering buyer closing costs.

# REAL ESTATE TERMS

## *As-is*

A property listed "as is" generally means the seller won't make repairs and is typically priced below market value.

## *Backup offer*

A backup offer acknowledges an existing offer and secures a contract with the seller if the initial offer fails. Legally, only one backup offer is permitted.

## *Conventional sale*

A conventional sale happens when the property is owned outright or the mortgage balance is less than its market value. These transactions are generally smoother than foreclosures, probate sales, or short sales.

## *Due diligence*

This period, between offer acceptance and closing, allows the buyer to conduct due diligence, including inspections, appraisal, title search, and property survey.

## *Equity*

Equity is the difference between your property's market value and your remaining mortgage balance.

## *Escrow holder*

The escrow holder is a neutral third party who manages and protects money, documents, and valuables until agreed-upon conditions are met.

## *MLS*

The Multiple Listing Service (MLS) is a database where real estate listings are stored. Each state, region, or city may have its own MLS with specific rules and disclosure requirements for listings.

## *Preliminary report*

Preliminary report highlights title issues the seller must address for a clear title, including ownership history, liens, and easements, based on county property records.

## *Preliminary report*

A preliminary report highlights title issues the seller must address for a clear title, detailing ownership history, liens, and easements from county property records.

## *Short sale*

In a short sale, the property is sold for less than the debt owed. Approval from the seller's lender is required, which can make the process longer than a traditional sale.

# CLIENT REVIEWS

**Tamra/ Idaho**



*Hailey is awesome. We had a list of homes we wanted to see and she took the time to show them to us. Sometimes we wanted to see a home more than once and she was willing to take us again. She's very quick to get things setup and rolling. You couldn't ask for a better realtor.*



**Autumn/ Idaho**



*Hailey was so great to work with! She helped us throughout the entire process of buying our first home, from getting pre-approved to closing day. She was very responsive, happy to help, and gave us great advice along the way.*

**Tate/ Idaho**



*Did a great job finding us a home and got us through the closing process quickly and professionally. She was very friendly and knowledgeable. She was also very accommodating to our schedule and worked with us on several houses until we found the right one. We highly recommend working with Hailey if you're wanting someone that takes their time to exceed your expectations in either the buying or selling process!*

# WHAT TO EXPECT

PROFESSIONAL GUIDANCE

PRICING STRATEGICALLY

STRONG NEGOTIATION SKILLS

PERSONAL REPUTATION

LARGE NETWORK

GREATER EXPOSURE

COMPREHENSIVE MARKETING

LOYALTY & RESPECT

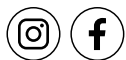
HONESTY & INTEGRITY

STRONG COMMUNICATION

TIMELY & REACHABLE

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*Let's connect!*



[@IdahoHomesByHailey](https://www.IdahoHomesByHailey.com)

**REAL Broker, LLC**



**Hailey Paul**

*Real Estate Agent*

In today's ever-changing real estate market, it's essential to have a trusted advisor who not only understands the industry but also knows the local nuances of Southern Idaho. With years of experience and a deep connection to this community, I'm here to help you achieve your real estate goals. My passion for real estate, combined with my local expertise, ensures that your property selling journey will be smooth, stress-free, and ultimately successful.

## CONTACT INFO



**208.515.1024**



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Southern Idaho