

PLAN FOR

# SELLING YOUR HOME



Cultivating Connections  
Activating Results



# THANK YOU

*for choosing Catalyst Group to  
represent you in the sale of your home.*

CAT-A-LYST /'KATL-IST/ NOUN

1. A substance that increases the rate of chemical reaction without itself undergoing any permanent chemical change.
2. An Agent that provokes or speeds significant change or action.

Cultivating Connections & Activating Results between Buyers and Sellers is our motto. Since 2006 Catalyst Group, has provided a unique experience to consumers in the Treasure Valley Housing market. We look forward to being of service and ensuring every aspect of your transaction is treated with utmost respect and attention to detail. Helping you reach your goals are our goals, and we will stop at nothing to follow through. Once you meet our team and see our spirit of enthusiasm and zest for helping people, you will experience service beyond the ordinary.

Our mission is to improve the real estate industry by offering a seamless and unique experience to the real estate process while enthusiastically encouraging our clients to achieve their goals, and maintain our position as an industry leader, thanks to our market expertise. We look forward to working with you and facilitating this exciting process on your behalf. As a follow up to our meeting, and conversations, we thought you would appreciate an overview of who will be assisting you along the way.



**STACY BAHRENFUSS** *Owner, Team Leader*

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- ★ Mentors and guides Licensed Agents to offer exemplary customer service when working with Buyers and Sellers
- ★ Hires and trains Support Staff to make the transaction process as smooth as possible
- ★ The Solution Finder, makes deals happen and will leave no stone unturned
- ★ Inspires the Team and Clients to find and reach their inner greatness
- ★ Motivates the Team to achieve their personal and professional goals

**STACY BAHRENFUSS, ZAC JOCKUMSEN, LORI LANEY, KATELYNNE RALEY** *REALTORS®*

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- ★ Lead generates for buyers for your listing
- ★ Evaluates market regularly to anticipate market changes, necessary price changes, and ensure we constantly stay competitive
- ★ Presents offers to you from any buyers
- ★ Provides suggestions to reply to offers received to protect your goals, bottom line net, and time frame
- ★ Negotiates and counters on your behalf until an offer is fully accepted
- ★ Attends the closing at the title company
- ★ Ensures excellent service to go above and beyond for you during the real estate process

## LISTING COORDINATOR

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- \* Coordinates and manages scheduling and database for the team
- \* Provides showing feedback updates regularly, effectively markets your property to other agents, buyers in the market place, and before and after showings
- \* Schedules open houses
- \* Facilitates all correspondence with our Sellers to efficiently get the property prepared for sale
- \* Answers all questions prior to listing the home on the market with regards to scheduling, questions about the listing process, and arranging any contractors or vendors that are needed
- \* Coordinates and schedules photos, measurements, sign installation
- \* Lists the property and notifies the seller once the property is live on the market
- \* Manages tracking of listings on the market, to go on the market, and listings that will be canceled and relisted
- \* Manages all development, and builder listings so that supply and demand is managed in the subdivision, and listings are kept "healthy" on the market
- \* Provides market stats and updates and ensures excellent customer experience throughout the listing process

## TRANSACTION COORDINATOR

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- \* Once an offer has been accepted, they become your main point of contact
- \* Drafts any transaction addendums needed
- \* Communicates with the lender to ensure buyer is qualified and can perform on time
- \* Keeps all parties in communication through scheduling the inspection, appraisal, final walk-through and sees the entire process through to a successful closing
- \* Maintains the after closing communication to ensure everything is as expected
- \* Manages tracking of closings, internal spreadsheets, and reporting so that all files are neat and orderly
- \* Always a point of contact with any tax documents needed in the future, vendors needed, and processing any requests that you may have

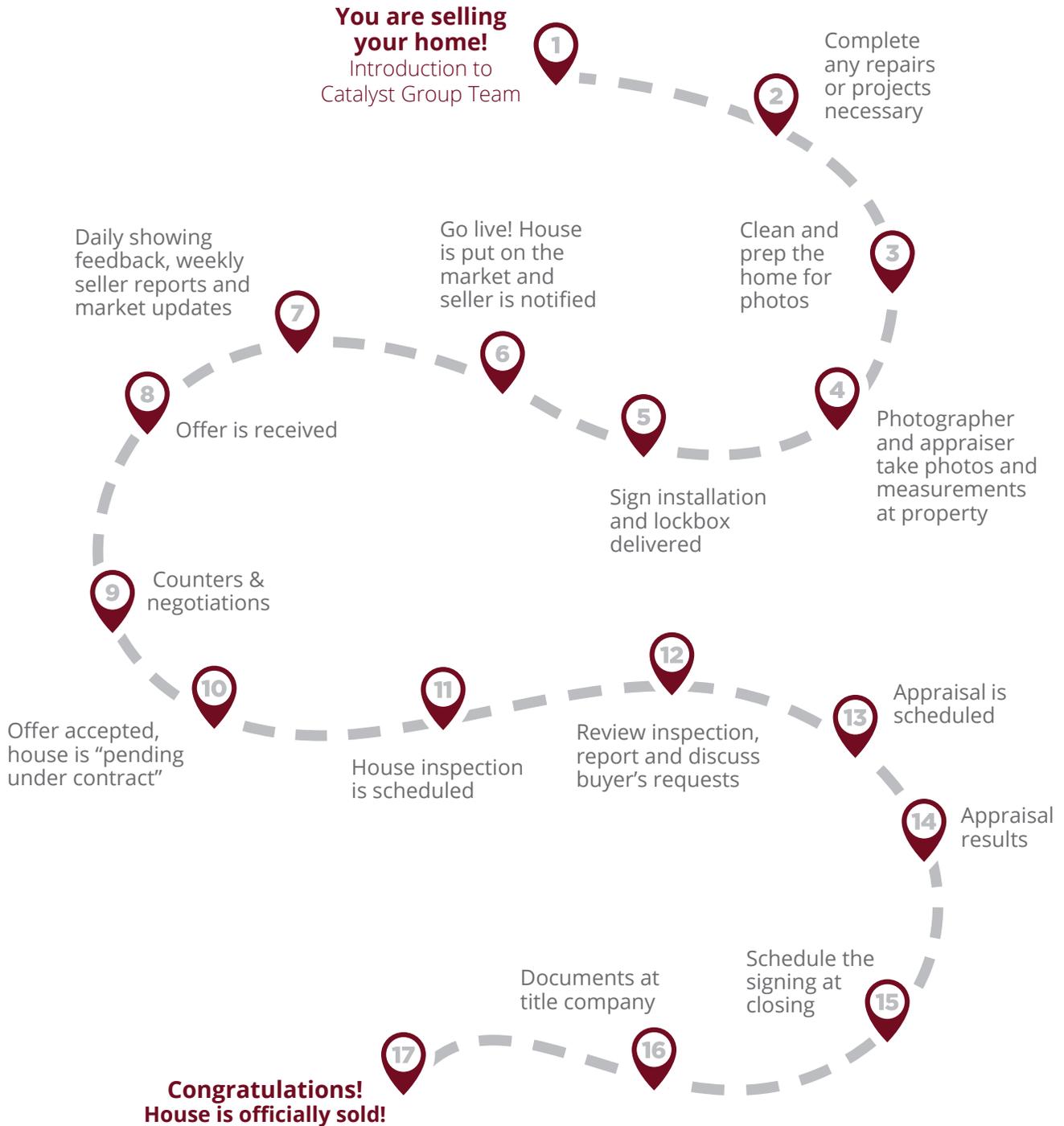
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We have included a **listing road map** of the process to get a visual of the timeline to reference whenever you need.

*Sincerely,*

**CATALYST GROUP**

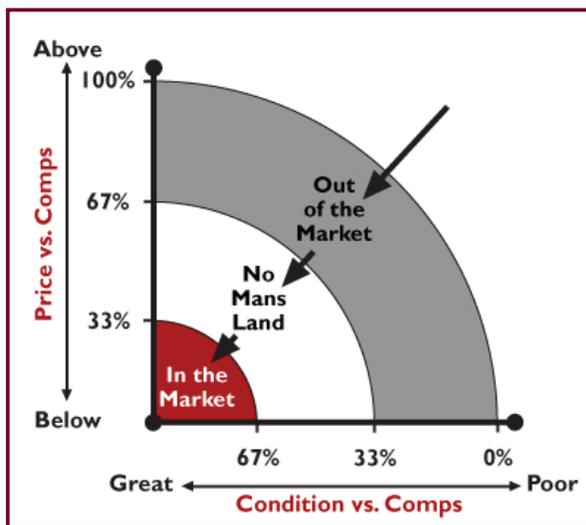
# LISTING ROAD MAP



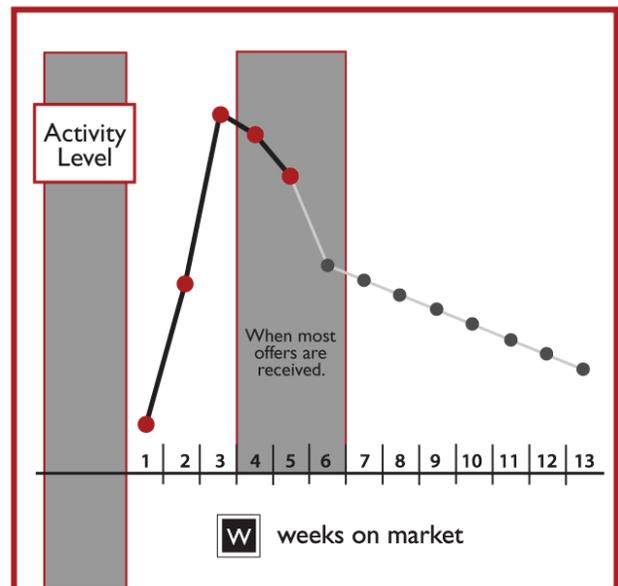
# THE POWER OF PRICING



- ★ The buying market has a short attention span
- ★ Pricing your home right the first time is critical
- ★ Proper pricing will attract buyers
- ★ An overpriced home will not sell
- ★ We want to generate offers before the market moves on to newer listings
- ★ Your property will generate the most interest when it first hits the market, and if it's priced at market value, it will generate the most showings
- ★ If we start too high, we may miss the excitement and have to drop the price later causing it to sell below market value



*To get your home sold for the most money in the least time, we have to price it "in the market."*



## OUR PRICING STRATEGY

This is about strategy. We have compiled detailed information to help us price your home that reflects:

- ★ A detailed, custom market analysis
- ★ The unique characteristics of your home and its setting
- ★ Our expertise in the real estate market

We believe this pricing plan, matched with my marketing plan, will draw buyers to your home and position it as a **highly appealing, highly competitive property.**

The recommended list price is based on comparable properties that have recently sold, have recently expired and those that are currently for sale in your market area.

A home priced at market value will attract more buyers than a home priced above market value. Also consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for a quick sale.

We look forward to working together with you to get your home sold as soon as possible!

## IT'S ALL ABOUT YOU.

Our real estate business has been built around one guiding principle: ***It's all about you.***

YOUR NEEDS  
YOUR DREAMS  
YOUR CONCERNS  
YOUR QUESTIONS  
YOUR FINANCES  
YOUR TIME  
YOUR LIFE

Our entire focus is on your complete satisfaction. In fact, we work to get the job done so well, you will want to tell your friends and associates about it.

Good service speaks for itself. We look forward to delivering that service to you!



# MARKETING YOUR HOME

Our marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer. We start with pricing your home strategically to be competitive with the current market and current price trends. Our approach with communication and advertising leads to a successful selling of your home.

## CONSISTENT COMMUNICATION

Until your home is sold, we will follow up with you weekly on your home's status:



### Communication with Our Team

You can expect to hear from us each Friday, by a phone call or email updating you on the market, summarizing showings, and providing feedback on the active marketing efforts that have been done for the prior week.



### Professional Photos & Virtual Tour

By using professional photos, this will offer the best representation of your home to create a strong appeal for buyers in the market.



### Seller's Reporting & Agent Showing Follow-up

You will hear from our *Listing Coordinator* who handles scheduling showings and feedback *weekly*, either on the bi-weekly update, or promptly after each showing takes place. As a reminder, each showing that happens is followed up on until the agent gets back to us with feedback, or an offer. A consistent 3 days of email and phone calls to follow up is implemented to maximize the chance of getting quality feedback and keeping in touch with fellow agents that may have the perfect buyer for your home.



### Local Exposure

We distribute *Just Listed* materials to neighbors, encouraging them to tell their family and friends about your home. We also market to active real estate agents that specialize in selling homes in your neighborhood, as well as active buyers and investors in my database that are looking for homes in your price range and area.



### Licensed Appraiser

We know how important it is to enter the market competitively and provide the most accurate information to the buyers in today's market. We have a trusted appraiser that will measure and provide a sketch of your home's floorplan to provide to buyers as they consider your home. This helps reduce the buyer's list of questions in the beginning helping us with an even smoother transaction.



### Home Warranty

We offer a complimentary listing coverage home warranty for your home while it is on the market. This added feature includes 6 months of standard coverage, HVAC tune-up and re-key service and a \$1500 blanket limit during the listing period. Your property will automatically be signed up for this when you list with us, so that your home can be protected while it is on the market.



## ACTIVE MARKETING COMMITMENT



### Marketing Flyer

We will create a customized marketing flyer for your property, then print and deliver copies to your door for additional exposure in the neighborhood. Weekly inventory will then be inquired.



### Demographic Reports

We will request a complete demographic report for buyers that would buy your home from our title company. Specifics on age will be requested, as many empty nesters or retirees may be interested in a home like yours. A call, mailing, and email blast schedule will then be created for this list to lead generate for buyers for your home.



### Agent Exposure and Advertisement

We will request a list of all of the listing agents and buying agents that sell the most homes of your kind in the matching price range in the neighborhood. We would then put those agents on the same plan as mentioned above in item #2.



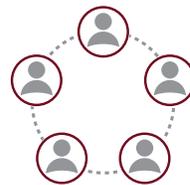
### Renters Outreach

We will request reports from title of renters near you to call, and email blast your home's digital flyer to. We will also request addresses and create postcards for additional mailer exposure.



### Cold Calling and Door Knocking

We will begin calling and door knocking to your neighborhood to inquire with people that are already living in your neighborhood, and finding out who they might know that would want to move into the subdivision.



### National Networking

We are expanding our national network already with the out of state relationships with other agents nationwide. In doing so, we will market your home specifically using the digital flyer, and will focus on areas like California. Many folks are relocating to new areas that are more cost effective, safe, and quiet.



### Facebook Advertisement

Facebook is one of the best places to build the brand locally, find and connect with people near our business and drive awareness to our listings. We advertise our new listings, price changes, and Open Houses to bring viewers back to our listings page, reach people near our business, and capture the attention of the audience with slideshows and pictures.

# MARKETING YOUR HOME

## ADVERTISING



### Luxury Listings

As members of the The Institute for Luxury Home Marketing, we offer an added component to our marketing which includes an exclusive, professionally designed branding to advertise your home. For listings greater than \$500K, your home will be featured on our luxury website which markets and advertises to all other agents and qualified buyers looking for homes in that price range.



### Professionally Designed Flyers

An eco friendly and professional large dura flyer will be bolted and installed to the yard sign. All of our online marketing and QR code will be coordinated on the dura flyer as well. This is an environmental friendly option, it makes a statement when buyers approach your home, and offers 24/7 information to buyers as well.



### CatalystIdaho.com

Our website receives thousands of unique visitors every month. That's hundreds of prospective homebuyers every day. When you list your home with Catalyst, your home will have immediate access to this very substantial buyer pool.



### Email Blast Marketing

By using tools such as Mail Chimp, we will take online marketing a step further and consistently email blast the listing of your home to buyers, our sphere and the agents in our Multiple Listing Service. We also understand the importance of tracking our efforts and as such we use the back end service of Mail Chimp to do just that; to ensure we are achieving the results necessary as we market your home to buyers.



### **Social Media**

Our status updates on various social media outlets will include details about your listing to our followers, and through networking we will get more people to view your home.



### **Signs Matter**

For Sale sign is clean and professional, and most importantly, it gets attention! Upon installation, additional necessary sign riders and directional signs will be delivered as well to capture drive by traffic.



### **Netsheet Evaluation**

Selling your home quickly is our goal but netting as much to your bottom line is our priority. We will provide you with a netsheet upon taking the listing of your home and also when we receive an offer on your home. Many times the type of loan the buyer is using can affect your charges at closing, and it is important that this be evaluated upon listing and when considering accepting an offer.



### **Open Houses and Invitations**

Many buyers enjoy exploring neighborhoods for homes rather than scheduling appointments to visit specific homes in person. We will hold one Open House per month and offer our unique marketing strategy each time including door knocking, invitations, online advertising, signage and print advertising.

# EXTENDED MARKETING REACH

## SOCIAL MEDIA AND EXTENDED MARKETING REACH

When you list with us, we'll have access to the Silvercreek Realty Group Listing System. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 340 of the most popular search Websites.

The Nation's #1 Network for Listing Distribution



# REFERENCES

## A TRUSTED BRAND, RESOURCE, AND FRIEND

Catalyst Group offers excitement and energy while providing the ultimate real estate experience. By forming relationships between Buyers and Sellers daily, we cultivate connections and activate results for a successful purchase or sale of your home. For 11 years, Catalyst Group has provided a unique experience to consumers in the Treasure Valley housing market. We look forward to being of service and ensuring that every aspect of your transaction is treated with the utmost respect and attention to detail. Helping you reach your goals are our goals, and we will stop at nothing to follow through and make that a reality.



## HERE'S WHAT OUR CLIENTS ARE SAYING!

*"We had such a great experience working with the team at Catalyst Group! Talk about outstanding customer service! The team is professional, knowledgeable, and polite. They were right on top of everything, communicated with us every step of the way, and were always available to help. I felt like the entire team genuinely cared about helping to do what was in the best interest of our family. I highly recommend Catalyst Group!"*

-Laura Miller

*"This was our first time selling a home and the team with Catalyst Group made sure both my husband and I were well informed every step of the way. Their professionalism and attention to detail made us feel as if we were their only client. Stacy and her team knew the market and how to best price and present our home. We sold within 2 weeks of going on the market and could not be happier. We will definitely work with Catalyst Group again for any of our real estate needs!"*

-Amanda

*"I had a wonderful experience working with Catalyst Group! I was able to list and have an accepted offer on my home within a week for more than asking price. All due to the knowledge and experience of Stacy and her team! I was updated weekly if not daily on the status of each step along the way. Any questions that I had, I felt the responses were timely and I was confident with each of the staff members. Thank you so much ladies!"*

-Brian Gonzalez

*"Stacy is an amazing realtor who has surrounded herself with an amazing team. Every phone call and email was replied to promptly and every person I had contact with was professional and really cared about making the home buying process a good one for me. Stacy goes above and beyond and has made this experience seamless and easy for my family."*

-North Boise Buyer & Seller

# OUR TEAM

## A TEAM WORKING FOR YOU

Catalyst Group is a team of effective, efficient professionals. We set the standard constantly in our industry and pride ourselves on maintaining a great reputation in the marketplace.



### STACY BAHRENFUSS

*Associate Broker*

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Stacy's loyalty to her clients and our team is something she is widely known for. She is committed to providing an outstanding experience and exceeding clients' goals and expectations. Her optimism makes that light at the end of the tunnel SHINE through! In her spare time, Stacy enjoys cooking and playing with her fur baby Scarlett.



### ZAC JOCKUMSEN

*REALTOR®, Managing Partner*

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Approaching client's needs with the most detailed and comprehensive skill available is what drives Zac. Delivering quality service every time is his commitment. He is determined to provide excellence to every process and encounter with clients. His ability to analyze investments, implement strategy to get homes sold and to help clients find the home of their dreams makes his role within Catalyst Group one that is a game changer. He looks forward to helping his clients make waves with great investments, representing them in firm negotiations, and making their real estate experience one that they will always remember.



## LORI LANEY

REALTOR®

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Since 2005 Lori's commitment to her clients is to make purchasing or selling real estate an easy and enjoyable experience! Providing excellent customer service, educating and truly listening to her clients wants and needs is what drives this enthusiastic and energetic agent every day. Relationships built through this business are the greatest reward, and Lori stops at nothing to make her clients goals a reality! That endless energy and passion for real estate matches her life motto "Love what you do, do what you love!" to a tee.



## KATELYNNE RALEY

REALTOR®

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Katelynne is an agent that treats every client like family and commits herself to fighting for their best interests. Driven by her love for serving, homes, and positive results, she always makes her work the top priority and dedicates her time to meeting client needs. Katelynne believes that every real estate experience, like all aspects of life, are best when approached with care, tenacity, a little bit of sass, and a whole load of sparkle.

# OUR TEAM

## A TEAM WORKING FOR YOU

Catalyst Group is a team of effective, efficient professionals. We set the standard constantly in our industry and pride ourselves on maintaining a great reputation in the marketplace.



### **KIM TERRY**

*REALTOR®*, Director of Operations

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Kim is the gear that keeps everything organized and constantly moving in a forward motion. With vast business experience in marketing, development, and organization, Kim leads the administration side of Catalyst Group. She is also a licensed realtor since 2010 and has an ASP (Accredited Staging Professional) certification. Kim enjoys the administration side of the real estate business and being the support system to help Catalyst clients achieve their real estate goals. She enjoys hosting exchange students and traveling with her husband.



### **LAURA VANCE**

*Transaction Coordinator*

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Deliverer of hope and solutions, the humble peace warrior, and the one with the answers. Incredible leader of both buyers and sellers, always focused on positively reaching your goals. Laura in her spare time enjoys staying active and exploring Idaho's beauty with her dog scout.



## AUSTIN TERRY

*Marketing Coordinator*

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Austin is our marketing guru. His expertise and current knowledge make him an exceedingly valuable member of our team. Austin is finishing his Bachelors of Marketing at Idaho State University and enjoys weightlifting.



## CHELSEA PETERSEN

*Listing Coordinator*

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Chelsea was born and raised in beautiful Meridian, Idaho. Throughout her life, and as a member of Catalyst Group, she seeks to use her organizational and leadership skills, and her motivation and drive to contribute to the success of the team. She is a hard and determined worker and always looks forward to a challenge! Her ultimate goal is to help others be successful and she will stop at nothing to provide happiness and satisfaction to others. In her free time, Chelsea enjoys spending time with her family, playing music, and going on adventures in the Treasure Valley with her friends.

THANK YOU!

