

PLAN FOR

SELLING YOUR HOME



CATALYST
GROUP

Cultivating Connections
Activating Results

CATALYST GROUP

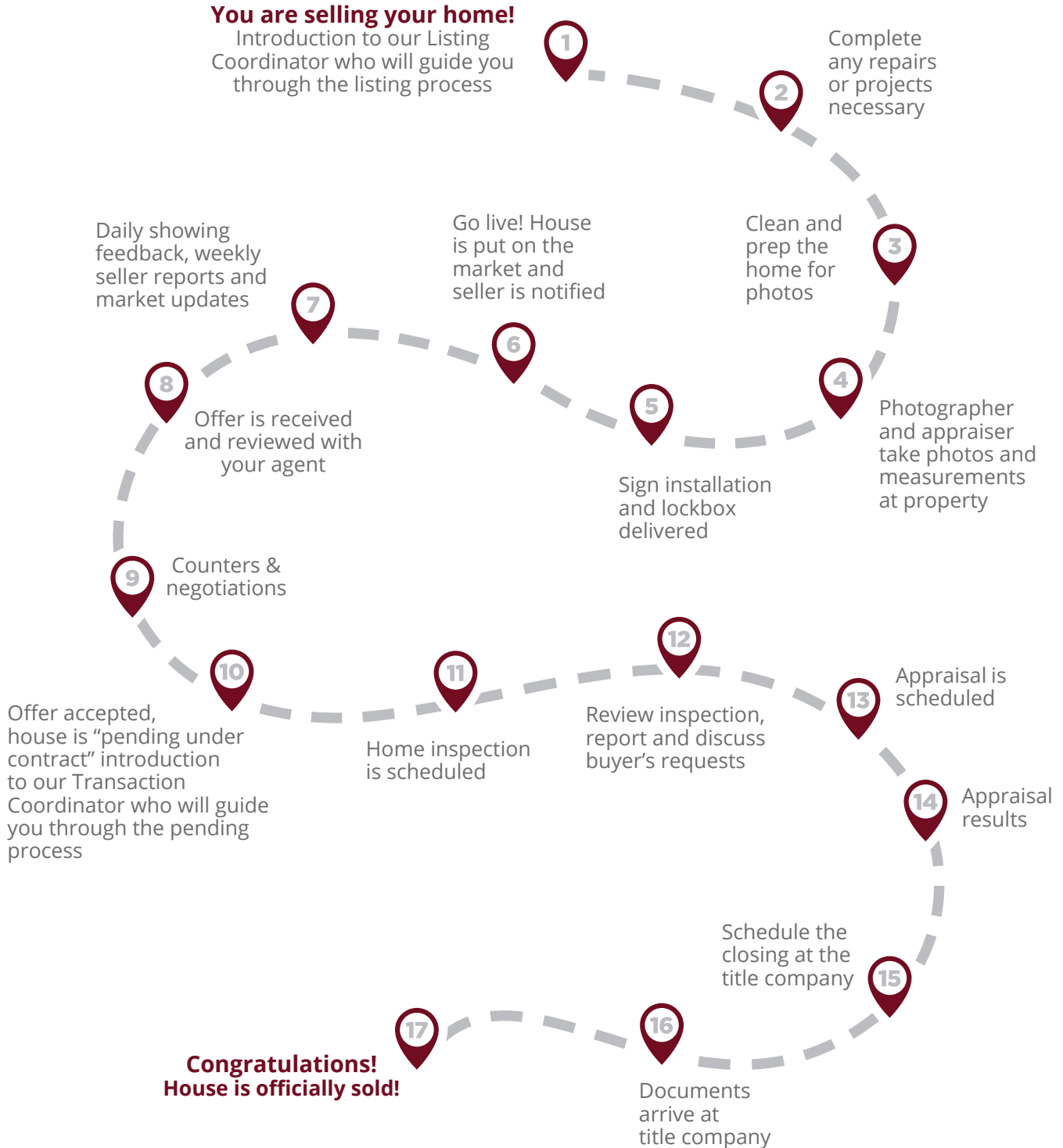
SILVERCREEK REALTY GROUP

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

Our approach is strategic and data based promising the results that you are after. We will begin the process by working with you to properly price the property, advise you what is needed to ensure the property is market ready, and then discuss our unique marketing strategy to get your home the exposure that it deserves.

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.

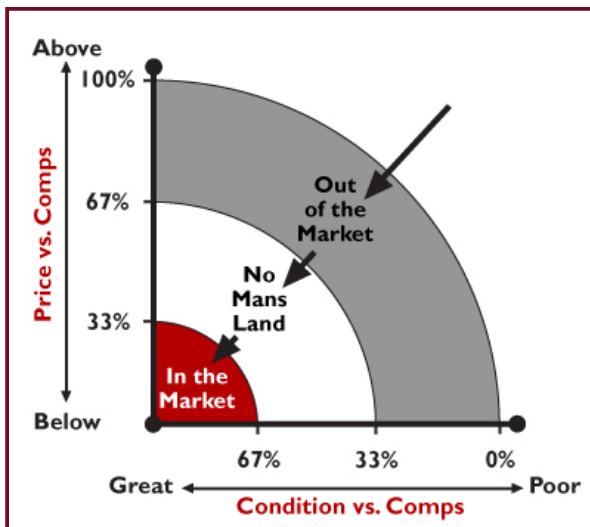
LISTING ROAD MAP



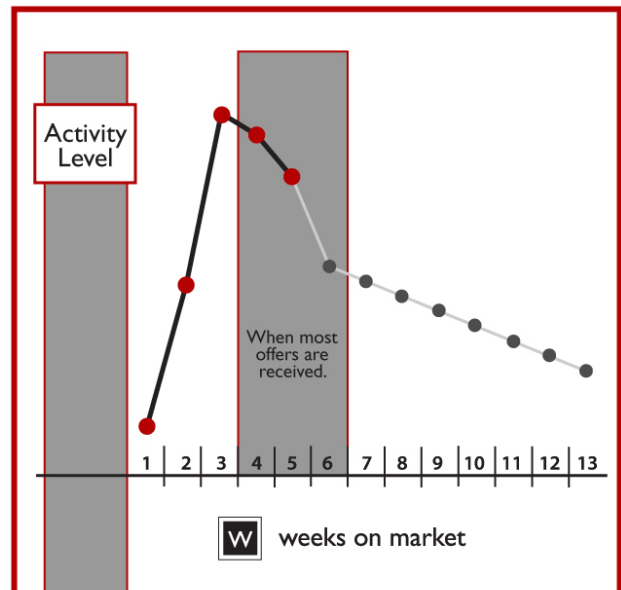
THE POWER OF PRICING



- ★ The buying market has a short attention span
- ★ Pricing your home right at the start is critical to communicate to the buyers that you are a serious seller
- ★ Proper pricing will attract buyers
- ★ 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
- ★ An overpriced home will not sell
- ★ We want to generate offers before the market moves on to newer listings



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





OUR PRICING 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 our 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, while also taking into consideration the absorption rates in the area, along with data an appraiser would evaluate. Many buyers will be using a loan to purchase and we must consider the data an appraiser would to ensure we do not run into problems later on.

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 and equitable sale.

EXCEPTIONAL CLIENT EXPERIENCE!

Our real estate business has been built around one guiding principle: **achieving results while providing an exceptional client experience.**

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.

Our 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. This combined with communication and strategic advertising will lead to a successful sale.

CONSISTENT COMMUNICATION

Until your home is sold, we will keep you updated every step of the way.



Communication with Our Team

You can expect to hear from us 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*. 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/Open House* materials to neighbors, encouraging them to tell their family and friends about your home. We also market to active real estate agents, as well as active buyers and investors in our 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 contract an appraiser that will measure and provide a sketch of your home's floorplan to provide to buyers as they consider your home.



Home Warranty

We work with a home warranty company that offers a complimentary listing coverage home warranty for your home while it is on the market. This added benefit 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.



Marketing Flyer

We will create a customized marketing duraflyer for your property. Buyers will get a sneak peak and will be provided a link for additional information and to schedule showings.



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.



Email Blast Marketing

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.



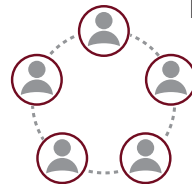
Renters Outreach

We have many renters in our database that are constantly working towards home ownership that we maintain relationships with and will market your home to should the criteria be a match.



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

Due to our reputation we have an expanded network with out of state relationships as well as other agents nationwide. With this network 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 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



Certified Luxury Home Marketing Specialist

As members of the The Institute for Luxury Home Marketing, we offer an added component to our marketing which includes exclusive, professionally designed branding to advertise your home. For listings greater than \$500K, specific services and add-ons will be reviewed with you customized to your unique needs.



Professionally Designed Flyers

A professional large dura flyer will be bolted and installed to the yard sign. All of our online marketing and QR code will be displayed on the dura flyer. Not only is this environmentally conscious, 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 substantial buyer pool.



Zillow, Premier Agent Status

As a Premier Agent with Zillow we have a better chance of bringing buyers to our listings because of the advanced marketing, and services we receive. Zillow receives over 188 million visitors each month. It is vital to list your property with a Premier agent with Zillow to stay ahead of programs or services that can disrupt the industry. Additionally, we pay for a service through Zillow that helps us personally connect with consumers that are seeing your home so that we can sell your home first before the consumer ends up on another property, or even another site completely.



Social Media

Our social following spans nationally, and internationally. When you list your home with us, you will receive that regular attention from other agents and potential buyers that may be considering relocating to our area. You also will be listed with a real estate team that takes pride in being purposefully branded making our social media outlets accounts that others want to follow.



Signs Matter

Our 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 while 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.



Strategic Open House Events

Open houses will be offered in specific locations at minimum, once per month. This event will be complimented with our unique marketing strategy including door knocking, invitations, online advertising, signage and print advertising.



Tour Factory

We not only create a virtual tour with the property photos but we syndicate your property listing to all the sites listed on the next page to gain as much exposure as possible.

EXTENDED MARKETING REACH

SOCIAL MEDIA AND EXTENDED MARKETING REACH

When you list with us your property is marketed online 24/7 through more than 340 of the most popular search websites.



REFERENCES

A TRUSTED BRAND, RESOURCE
A FULL SERVICE SOLUTION

WHAT OUR CLIENTS ARE SAYING!

"This was our second time working with Stacy and the Catalyst group and just like previous our house was sold in days. They always keep you informed of everything throughout the entire process. When we are ready to sell again we will definitely be contacting Stacy and the Catalyst group. Highly Recommended!"

-Debbie

"Stacy has been wonderful to work with! She helped me find and purchase a new home as well as get my old house ready to sell and listed. She is very knowledgeable about the area and has a great reputation. She's a great agent and a super nice person too! I highly recommend her!"

-Nancy

"Catalyst Group was fantastic to work with! Coming from out of state, we had a lot of questions and needed a lot of guidance on local area amenities. Our agent, Katelynne Raley, was always on top of things and very responsive to our inquiries. She made several extra trips to our new house to take measurements, check on the progress of repairs, attend inspections, and more. Really above and beyond. Katelynne knows the ins and outs of real estate and the Boise area market. I would not hesitate to recommend her and the Catalyst group to anyone. The office staff was great too. Amanda and crew run an efficient ship. Great people to work with. Five stars!!"

-Brian



"Stacy has been wonderful to work with! She helped me find and purchase a new home as well as get my old house ready to sell and listed. She is very knowledgeable about the area and has a great reputation. She's a great agent and a super nice person too! I highly recommend her!"

-Nancy

"Lori listed our home and it sold on the first day, for above our asking price!!! She was very knowledgeable throughout the entire process, she was responsive to all our questions, and made the negotiation throughout the closing process seamless. Her team was impeccable with their communication and the closing went through without any problems. We will definitely be using the Catalyst team in the future and would recommend them to anyone!"

-Lindsey

"Our experience with Zac was nothing short of awesome. He's honest, personable and has a great pulse for the client. He was extremely available throughout the process and I think we were pretty needy. Definitely a solid experience with him and his team."

-Cori

