

IDAHO

HOME SELLER'S GUIDE



 **Silvercreek**[®]
REALTY GROUP



Mark & Daniela Real Estate, LLC

REALTORS[®] | CRS

info.MDREHomes@gmail.com

www.MDREHomes.com

208.724.1703 | 208.631.7367

MARK'S career has taken a few meaningful turns, from serving as an officer in the U.S. Army to leading teams in the homebuilding industry, and each step has strengthened the way he serves his clients today. For the past decade, he's poured that experience into real estate, where his goal is simple: deliver exceptional service and help people achieve lasting success. He keeps his focus right where it belongs, on his clients. Mark blends professionalism, genuine care, and a commitment to staying sharp through continuous learning. His attention to detail, integrity, and tailored guidance shape every conversation and every transaction. Mark also holds the Certified Residential Specialist (CRS) designation, an achievement earned by only about 3-4% of REALTORS® nationwide. It's a merit-based credential rooted in advanced training and proven customer service, and it reflects his dedication to going above and beyond for the people he serves. With Mark, communication is prompt, the process is clear, and the goal is always the best possible outcome delivered with competence, warmth, and a steady hand.



MARK STEVENS



DANIELA YURSA

DANIELA is originally from Uruguay and a proud Boise resident since 1986. She brings a powerful blend of deep local knowledge and sharp technical insight to her real estate work. Her 27-year career in software trained her to listen closely, analyze details with precision, and build tailored solutions, skills that now elevate every client experience. Daniela quickly became known in real estate for her keen eye for detail, her skillful approach to negotiations, and her strong command of market analysis and property pricing, giving her clients a clear advantage. Her creative marketing, upscale staging and photography, and strategic preparation consistently maximize value for sellers. For buyers, she combines market expertise with thoughtful guidance to help them secure the right home at the right price. Daniela's warm, approachable style, combined with her unwavering integrity, ensures an exceptional experience for every client she serves. When you work with Daniela, you gain more than a real estate agent, you gain a dedicated advocate who listens deeply, walks beside you every step of the way, and guides you with clarity and care. Her commitment to communication, professionalism, and thoughtful support ensures a smooth process and a truly successful real estate experience, no matter your goals or circumstances, whether you're a first-time buyer, upgrading to your dream home, downsizing, or investing.

WHY WORK WITH MARK & DANIELA

Your Trusted Real Estate Experts

Mark and Daniela are two experts who form a strong, cohesive team, bringing deep property and market expertise to every transaction. With integrity, care, and advocacy at the core of their approach, they listen attentively, communicate clearly, and tailor every step to align with your unique goals. Their calm, strategic, and data-driven negotiations protect your interests and secure the best possible terms. They manage vendors, inspections, timelines, and all the details to ensure a smooth and coordinated experience. With honest guidance and steady support, Mark and Daniela are dedicated partners who walk beside you from start to finish.

**DON'T NAVIGATE THE MARKET ALONE,
LEAN ON OUR EXPERIENCE,
AND LET'S GET STARTED!**

What our clients say about us ...

Dee and Steve



Mark is absolutely amazing!!! In our lifetime -- which is very lengthy -- we have dealt with many realtors. None compare to the service, attention and knowledge we received from Mark. He kept us informed of every aspect of the sale of our home thru his great and constant communication skills. His time lines were very helpful and thorough and right on! He was available 24/7 to answer any questions or concerns. He is 100% honest, truthful and dedicated to the sale of a home. The only issue we had with Mark was that he sold our home so quickly and we were forced to get our act together immediately!!! Seriously tho, he is a great guy and we would highly recommend him for any and all real estate needs!

Stuart and Jeanie



We have had three transactions with Mark and all have been a huge success. Mark's attitude throughout the whole of all transactions was of high integrity and character. He was relentless in staying on top of the other realtors we were dealing with, and also not afraid to tell us what we needed to hear in a tactful way. On the sale of our home, he pulled out all of the stops in order to get us the right fair price. It was a pleasure working with Mark, and if we sell or buy in the future, we will be using Mark to represent us.

Renee



Mark took the time to explain each of the documents related to the sale of my dad's house so I could understand and make informed decisions. I didn't know him before this transaction but now consider him a friend because of his attention to every detail and total respect for me and my family. I highly recommend him.

Brenna and Anthony



Our experience working with Mark was absolutely incredible! We are moving from out of state and Mark is so knowledgeable, and went above and beyond at every turn to make sure we were able to find the perfect house for us. He worked so hard for us and established great rapport with the seller's realtors which makes them want to work with him. He has a finger right on the pulse of the ever-changing Boise area market and was able to give us great advice because of that. If you need to find a realtor, search no further. We will never use anyone else!

John



If you are interested in purchasing a home or selling a home in Ada, Canyon or Gem county in the Treasure Valley look no further than Mr. Mark Stevens. Mark is one of the hardest working people in the business. My family and I will be using Mark again when we decide to purchase our forever home. His connections in the area are second to none and for the whole home buying process, my family felt that we were his number one priority. The whole process of purchasing and selling homes can be difficult to understand. Mark was able to explain the ins and outs of the real estate game in terms that we could all understand. Not only is Mark good at what he does, but he is also a good person. Mark was able to get us the house we wanted, at the price we needed to be at. Thanks again Mark.

What our clients say about us ...

Ian and Geraldine



We have used Mark as our primary realtor since we moved to Idaho in 2017. He was referred to us through a contact at the school we chose for our boys. During this time Mark has helped us buy two properties and sell one. Mark embodies all of the traits required to be a successful realtor. He is extremely knowledgeable, understands his local market and when he finds gaps in that knowledge he fills them rapidly. Our first purchase in Idaho was an unusual, rural property that had a number of headaches. Mark helped us navigate all of those issues leading to a very successful transaction. We then slipped into the short term rental market. Once again Mark's knowledge and business acumen came to the fore. We were able to quickly locate and purchase a property in a perfect location. That property turned into a very profitable rental for the next two years. When it came time to sell the rental Mark was able to turn the property into multiple offers over asking.

Christina and Justin



Mark is amazing—we were able to buy and sell all within a month or so! He was available 7 days a week, answered all 5 million of my emails, and never failed to answer all of our questions. He provides honest advice and opinions, which I greatly appreciate! His experience really shows in buying, selling, and everything in between. Not only is he a great realtor, he's an awesome human! This is an important detail when you're in a car and looking at houses for 6 hours. We thank you so much Mark for all your hard work and dedication. We really felt like we were your only clients, but know that we were not! Talk about great customer service. I tell everyone to call Mark when they mention buying or selling cause I really can't imagine anyone else doing a better job!

Iciar & George



Working with Daniela Ysursa was an absolute pleasure from start to finish. Her professionalism, knowledge of the market, and dedication to her clients truly set her apart. Daniela made the entire process smooth and stress-free, always taking the time to answer questions, provide honest guidance, and ensure every detail was handled with care. What impressed me most was her commitment and genuine passion for helping us prepare our home to get the maximum value out of it. We also worked with her in finding our perfect future home. She listened carefully to our needs, advocated for us every step of the way, and went above and beyond to make sure we felt confident and supported throughout the process. Daniela's communication was exceptional, and her attention to detail and strong negotiation skills gave us complete peace of mind. If you are looking for a realtor who is knowledgeable, trustworthy, hardworking, and truly cares about her clients, I highly recommend Daniela Ysursa. She exceeded all expectations, and we are incredibly grateful for her expertise and support.

Wes & Valorie



Working with Daniela was truly an outstanding experience from start to finish. She is the kind of real estate professional you hope to find—someone who combines professionalism, integrity, and a genuine commitment to her clients. What really set Daniela apart was how organized and thoughtful she was throughout the entire process. Selling a home can feel overwhelming, but she made it manageable by clearly mapping out every step. She even provided a neatly organized folder with a printed roadmap of the process, which gave me clarity and confidence from day one. It was a level of preparation and structure I hadn't experienced in past transactions. Daniela is incredibly easy to work with and has a natural service-oriented approach. She always had reliable resources ready when needed and consistently stayed one step ahead. On top of that, she truly goes the extra mile—stepping in to help wherever necessary, even in last-minute situations. Her willingness to pitch in and ensure everything stayed on track made a huge difference in the successful sale of my home. I had previously worked with Daniela when purchasing a home, and that experience was just as positive. Her strong work ethic and dedication to her clients make working with her not only effective, but genuinely enjoyable. I highly recommend Daniela to anyone looking to buy or sell a home. She brings expertise, organization, and heart to everything she does.

What our clients say about us ...

Anthony F.



I cannot say enough great things about Daniela. My wife and I had to move quickly due to some medical issues. We found Daniela and her partner Mark as she has a lot of experience selling homes in our area. We spent hours with us to help us establish our goals for the sale and make a list of what improvements would be most helpful for the sale. They even helped us put together a team of landscapers, painters, handymen, and cleaners. When we were unable to do the work ourselves, they stepped in to help us, even helping us clean and ensuring the contractors got the work done. They were honest, straight forward, low pressure, and so incredibly knowledgeable. They helped us stage the house and promoted it in the most incredibly way, even making a movie about the house. I cannot recommend her enough. She truly goes above and beyond to make sure the buyer and seller are happy and get what they want. If we move back to the valley we will be calling Daniela to help us buy our next home.

Grace W.



Daniela has such a vibrant personality and is so much fun to work with. It's hard to find affordable homes in Boise, but she helped make it achievable for me! One particular reason I loved working with Daniela was how she made sure I was comfortable with my decisions and always had my best interests. If I had to buy/sell I would go to her again and again.

Ashley C.



I wish I had all the greatest words and wisdom to write something beautiful about Daniela so I'll do my best. She was and is the most amazing agent I've ever met, and we all know there is 20 on every corner. I own a salon so I come across so many agents and people. Not one of them has ever surpassed my expectations the way Daniela does. She fights and fight for you, works day in and out to make sure every angle of the transaction is ironed out. She never once pressured or pushed us and always did what we said even if she thought it was off the wall. Daniela then personally made sure all our needs got met in our personal lives too. She is an agent that deserves so much more credit than my simple google review can give.

Myren A.



I found myself in a difficult situation of selling my mother's home at the same time she was having sudden health issues. Daniela jumped in and took initiative and provided a calm, directional, stress free transition. She is friendly, listens carefully to your needs and provides honest feedback. She communicated quickly and efficiently throughout the whole process. She is conscientious and thorough. I do not hesitate to recommend Daniela for all your real estate needs and continue to do so with all my family and friends.

What our clients say about us ...

Lawrence



Choosing Daniela as our real estate agent was the best decision we made when purchasing our newly constructed home. From start to finish, Daniela demonstrated professionalism, deep knowledge, and an unparalleled commitment to our needs. One of the standout moments was when our fence was accidentally damaged. Daniela didn't hesitate to address the issue with the builder. She was incredibly upfront, insisting that the builder acknowledge their mistake and replace the fence. Her approach was not only professional but also impressively direct, ensuring that our concerns were respected and acted upon promptly. Daniela's expertise in dealing with builders was evident throughout our home buying process. She skillfully helped us navigate the complexities that come with buying a newly constructed property. Her insights were invaluable, allowing us to make informed decisions and understand the finer details of the construction and purchase agreement. Furthermore, Daniela was exceedingly patient with us. She took the time to thoroughly explain all the paperwork involved in the purchase. Her willingness to walk us through every document showed her dedication to ensuring we were comfortable and fully informed every step of the way. In conclusion, Daniela's guidance made our home buying experience seamless and stress-free. I highly recommend her to anyone looking to purchase a new home. Her professionalism, expertise, and genuine care for her clients truly set her apart.

Gina



Daniela helped me realize that if we painted, replaced the carpets and staged my house, it would sell quickly and for more money than we thought. She organized all the contractors and even had me meet with two designers, so that I could understand what needed to be done. The home turned out amazing and we sold it for top dollar! She made a stressful situation a lot easier for me. I appreciate her knowledge and understanding of the real estate market!

Mike and Bonnie



A family member referred us to Daniela when we were getting ready to move into the Treasure Valley area. We had sold our home very quickly but had been looking for a home to purchase for quite a while and hadn't found anything we liked in our price range. Enter Daniela. Over the next few months, she was always telling us, "Don't worry. We will find the house that's perfect for you." and that optimistic attitude really helped us during the frustrating experience of searching for a home in a hot real estate market. She always gave us the best advice (how to make our offer the most attractive one and hint: it's not always about the \$\$), was always available to us no matter what time of day and cheerfully showed us numerous houses, even if we didn't think the house was quite right but wanted to check anyway. A couple of times when we couldn't go see the home, she would go and FaceTime us while walking around the house and property. You will never find a nicer, more competent and engaged real estate agent than Daniela.

5 out of 5 stars: would highly recommend!



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Selling Your Home - Process Step by Step

By Mark & Daniela Real Estate

A clear path, thoughtful preparation, and expert guidance every step of the way.


Selling a home is a process, but you won't have to navigate it alone. We will guide you through each step and coordinate the details so you can focus on your next chapter while we focus on achieving the best possible result.


The roadmap below reflects how we successfully sell most of our homes, though every situation is unique and the timeline depends on your circumstances and the condition of the property. Some homes are ready to go on the market in as little as a week, while others may take several weeks to prepare. Ultimately, the timeline is your decision! Once you give us the green light, we will plug in dates for each step of the process and keep you informed and reminded along the way. Both Mark and I will be personally involved and working with you side by side.





WEEK 1 - Evaluate & Create the Plan

The first step is understanding the home and building a strategy to maximize value.

 **Pre-Inspection:** Strongly recommended. We help you schedule a professional home inspection so we can proactively identify any issues before buyers do. This usually costs between \$400-\$600.

 **Home Preparation Consultation:** We will meet with you along with our home stager and preparation consultant to walk through the home and recommend mostly simple improvements that can increase value and buyer appeal. The consultant is the person we also hire to do full or partial staging; a top-rated staging company and recipient of many Parade Homes awards every year. Staging ranges between \$3000 to \$5000, but Mark and I strongly believe in the benefits of a staged home and that is why we hire top-notch stagers and offer this service to our clients free of charge.

 **Review the Plan Together:** We sit down with you to discuss the recommended improvements and decide what makes sense to do.

 **Inspection Report Arrives:** We review the inspection together and decide which items (if any) should be addressed.

 **Gather Quotes from Trusted Vendors:** If needed, we arrange quotes from professionals such as: Painter, Landscaper, Electrician, Carpet cleaners, Handymen

 **Schedule Work (if needed):** If improvements are agreed upon, we help you coordinate vendors and scheduling.



WEEK 2 – Preparation in Motion

This week we begin executing the plan.



Finalizing Decisions – We review quotes together and you determine what work will be completed.



Vendor Work Begins – Repairs, painting, landscaping, or other agreed improvements start.



Continued Packing & Decluttering – You continue preparing the home while we coordinate the rest.



Scheduling the Listing Timeline

Once we know when the preparation work will be complete, we schedule key listing milestones:



Professional Cleaning – Week before launch.



Window Cleaning – Friday prior to launch week.



Professional Staging – Friday prior to launch week.



Photography & Video – Monday of launch week.



Preparation Timeline

Every home is different, and we tailor the timeline to you.

Preparation time typically depends on:

- How much work needs to be completed
- Contractor availability
- Seller timing and packing progress

Most homes are ready in about 2 – 4 weeks.



WEEK 3 Final Preparation & “Coming Soon”

Once the home is nearly ready, we begin building anticipation.



“Coming Soon” Marketing Begins


This allows us to:

- Generate early interest
- Notify agents and buyers
- Build excitement before the home officially hits the market


WEEK 4 — Launch Week

This is when everything comes together.

 **Monday** - Staging is already in. Mowing - Vacuuming - Professional photos and video.

 **Tuesday** - Get photos back from the photographer, design marketing materials, and start printing.

 **Wednesday** - Printed marketing materials are back. We prepare the home for showings and open houses.

 **Thursday** - Buffer day, in case photos or marketing get delayed. All last minute prep to make the house stand out.

 **Friday** - GO LIVE. Your home officially launches on the market. Private showings begin immediately

 **Saturday - Open House (1-3 PM)**

 **Sunday - Open House (1-3 PM)**



After the First Week on the Market

We carefully evaluate buyer response and adjust if needed.

Usually one of three things happens:

- We receive an offer
- Serious buyers emerge and negotiations begin

 If activity is slower than expected, we quickly adjust strategy (pricing, marketing, etc.)
Our goal is simple:

We never let your home sit idle.

We actively manage the listing to ensure it attracts the attention - and the price - it deserves.



Our Promise to You

Throughout the entire process:

- We provide you recommendations and help you coordinate vendors
- We manage the timeline, but always going at your pace not ours
- We guide decisions, you have the final word
- We handle the details to minimize your stress
- We keep you informed every step of the way

Our role is to bring the experience, strategy, and resources needed to position your home for success, while making the process as smooth and stress-free as possible.

We provide guidance and expertise.

You always make the final decisions.

Because at the end of the day, **it's your home, your timeline, and your goals, and we are here to help you achieve them.**



Silvercreek® Realty Group is family-owned and founded in the Treasure Valley. As an independent locally owned brokerage, we are experts in all things Idaho. Our REALTORS® specialize in new construction, existing homes, farm and ranch, commercial properties, land and lots, vacation properties, short sales, REOs, and more.

Our agents take pride in ensuring that your relocation goes smoothly; we know we can help you find your perfect home.

Silvercreek® Realty Group is Idaho's largest brokerage. Our coverage stretches throughout the State of Idaho and designated markets in Washington and Montana.

Most importantly, the Silvercreek culture revolves around collaboration. Our rework of REALTORS® work together, share industry secrets, and support each other to better represent you. In 2025, we helped over **10,000** home buyers and sellers, closing over **\$5.3 billion** in sales.

EXCLUSIVE

SILVERCREEKLISTINGS.COM

COMPENSATION WEBSITE

208.377.0422

SILVERCREEKREALTY.NET

1099 S WELLS ST, SUITE 200 · MERIDIAN, ID 83642

WHY CHOOSE SILVERCREEK® REALTY GROUP?

- #1 Sales in Idaho since 2014
- #13 private brokerage in the US
- Knowledgeable, experienced brokers and support staff
- Over 2,300 REALTORS® throughout the Northwest serving as your personal network
- Multilingual REALTORS®
- Family-oriented with local roots



Table of Contents

Meet Silvercreek Realty Group	02
Benefits of Hiring a REALTOR®	04
Choosing the Right REALTOR®	05
Home Valuation	06
Understanding CMA vs. Appraisal	08
Mastering Your Home's Price	09
Seller Preparations	10
Home Showing Tips	12
Maximizing Your Home's Sale Potential	13
Navigating Offers & Negotiations	16
The Escrow Process	17
The Life of an Escrow	18
Pack Like a Pro	19
Moving Checklist	20



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Benefits of Hiring a REALTOR®

When selling your home, teaming up with a proficient real estate agent is paramount for a smooth and successful transaction.



A reputable agent will champion your interests and adeptly handle any issues that may arise, ensuring a hassle-free experience. You can trust a seasoned real estate professional to:

- Offer insights on renovations that yield high returns on investment (ROI).
- Provide valuable information on industry trends and local market dynamics.
- Craft a strategic pricing and marketing plan for maximum exposure and impact.
- Negotiate the best deal and favorable terms while safeguarding your interests.
- Effortlessly manage negotiations, inspections, title issues, and more for your convenience.
- Arrange home viewings and keep you updated throughout the selling process.
- Recommend reliable appraisers, inspectors, contractors, and other professionals.
- Discuss and assess each offer promptly, keeping you informed every step of the way.
- Manage paperwork, contracts, and intricate transactional elements with precision.
- Provide valuable guidance and education to ensure your best interests are served.
- Navigate the entire transaction process, fulfilling the terms of your agreement to sell your home.

Partnering with a seasoned real estate agent ensures a seamless selling experience, leveraging their expertise to secure the best outcome for you.



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Choosing the Right REALTOR® for Your Home Sale

Selecting the right REALTOR® is pivotal for a successful home sale that meets your specific needs. When interviewing prospective agents, consider asking these key questions.

Experience and Commitment: How long have you been in residential real estate sales? Is this your full-time profession? While experience isn't everything, it's often the best teacher in this field.

Sales Track Record: How many homes did you and your brokerage sell last year? This gives insight into their experience level and market performance.

Market Insights: How long did it take to sell an average home, and how close were the final sale prices to the initial asking prices? This indicates the agent's pricing strategies and market understanding.

Marketing Strategies: What specific marketing approaches will you use for my home? Look for innovative, tech-savvy methods beyond traditional yard signs.

Exclusive Representation: Will you exclusively represent me, or both the buyer and seller in the transaction? Understand the practitioner's obligations and agency relationship.

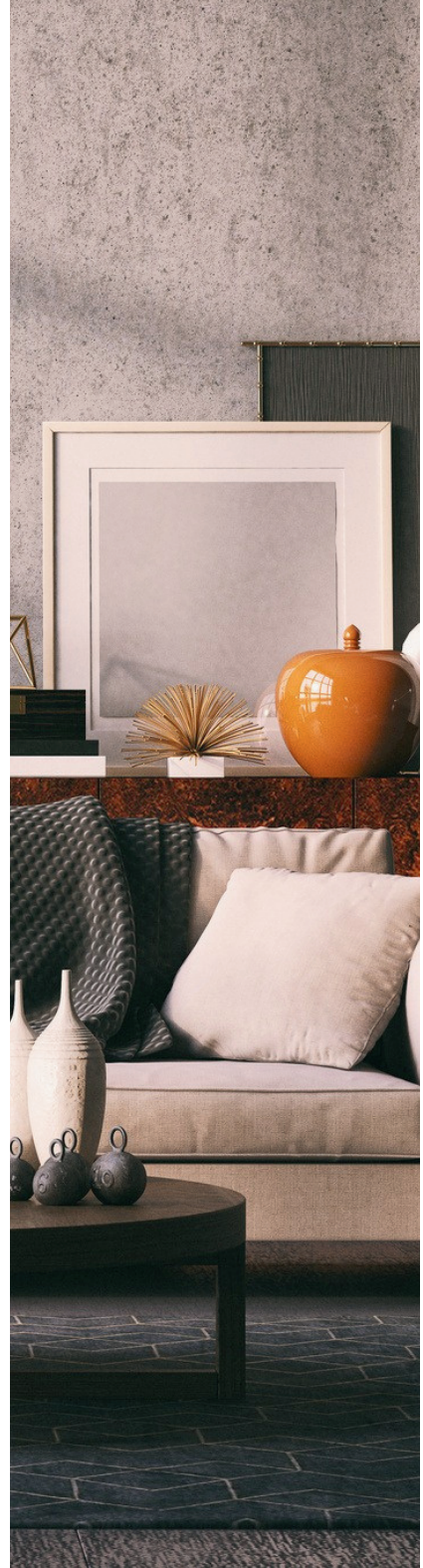
Network of Service Providers: Can you recommend reliable service providers for mortgage, repairs, and other necessities? A REALTOR®'s industry connections can be invaluable.

Brokerage Support: What support and resources does your brokerage offer? In-house staff, legal aid, and technological assistance can aid in a successful sale.

Business Philosophy: What's your approach to real estate? Understanding the agent's priorities aligns with your expectations.

Communication and Updates: How will you keep me informed, and how frequently? Establish communication preferences and frequency of updates.

Client References: Could you provide contact details of your three most recent clients? Speaking with recent clients offers insights into the agent's work ethic and client satisfaction. Choosing the right REALTOR® involves asking targeted questions to ensure their skills, approach, and expertise align with your home-selling goals.



HOME VALUATION

How much is your home worth?



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12 THINGS MARK & DANIELA DO TO SELL YOUR HOME

1 
Statistics show you net 25% more on average than "For Sale By Owner"

2 
They have access to and interpret local market data

3 
They give you tips to increase your home's ROI

4 
They help you determine the appropriate listing price

5 
They provide professional photography and video marketing


6 
They market your home online to give it maximum exposure

7 
REALTORS® collaborate with other REALTORS®

8 
Silvercreek® Agents know where to find buyers

9 
They coordinate showings and manage property access

10 
They know how to negotiate professionally

11 
REALTORS® can see problems before they occur

12 
They manage and facilitate contract timelines

Mark & Daniela Real Estate, LLC Elevating Real Estate

Understanding CMA vs. Home Appraisal When Selling Your Home

Navigating the complexities of real estate can be overwhelming, especially for first-time sellers. One key distinction often causing confusion is between a Competitive Marketing Analysis (CMA) and a home appraisal. Here's what sets them apart:

CMA: Your Agent's Insight

Your real estate agent performs a Competitive Marketing Analysis to determine an appropriate listing price. This free process evaluates recently sold homes (known as comps) similar to yours, gathered from the MLS—a resource exclusive to agents. It considers size, features, and market activity, providing a range of listing prices and market duration estimates, offering a reliable listing range.

Appraisal: A Bank Requirement

An appraisal occurs when a buyer seeks a loan for your home. Initiated by the bank, a licensed appraiser, certified by the state, assesses your home's fair market value. Unlike a CMA, the appraiser is impartial, reporting on the home's condition, neighborhood, and comparable recent sales to ensure the loan aligns with the property's value.

While a CMA guides the listing price, an appraisal is a bank-led assessment to safeguard against over-lending. Both processes deliver crucial insights into your home's value, helping you make informed decisions in the selling process.



Mastering Your Home's Price: A Crucial Step in Selling

Setting the right price for your home is paramount in the selling process. If it's too low, your home might sell fast, but you'll miss out on deserved earnings. Price it too high, and it won't sell, costing you in interest, upkeep, and repairs. Moreover, the emotional toll of a prolonged sale can be even costlier in the long term.



The Importance of Accurate Pricing:

- **Time:** Proper pricing ensures a timely sale, maximizing your returns with minimal hassle.
- **Competition:** Buyers gauge value by comparing homes; an accurately priced home attracts their attention.
- **Reputation:** Overpriced homes linger, raising buyer concerns about potential issues and often sell for less.
- **Inconvenience:** Delayed sales could mean dual home ownership, which is financially burdensome.
- **First Impression Counts:** The initial listing period garners the most attention. Proper pricing from the start creates buyer urgency and agent interest, increasing your chances of a successful sale.

For an accurate valuation, rely on Mark & Daniela Real Estate, LLC to provide you with a Competitive Market Analysis.



Selling Preparations

Your Comprehensive Home Selling Checklist

When you are gearing up to sell your home you need to dive in and prepare because the process involves more than planting a “For Sale” sign. To help you maximize your return and make your home irresistibly appealing, this is the ultimate checklist for selling your house.

Declutter and Optimize Space Streamline your living space by decluttering every nook and cranny closets, cabinets, and storage areas. Donate or sell items you haven’t used in a year to create an impression of spaciousness. The less clutter, the larger your home will feel to potential buyers.

Secure Valuables and Personal Items Safeguard your valuables during showings by securing personal items, including jewelry, important documents, and medications. Take precautions to protect your privacy and possessions during home tours.

Depersonalize for Broad Appeal Strike a balance between depersonalization and a warm, inviting atmosphere. Temporarily store away personal photos and items to allow potential buyers to envision themselves living in the space.



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Enhance Storage Areas Buyers crave storage space. Organize closets and storage areas neatly, removing half of the items to showcase ample storage potential.

Consider Temporary Storage Renting a storage unit before listing allows you to declutter further and showcase your home's best features without overwhelming buyers with personal belongings.

Fix Up with a Handyman Ensure all necessary repairs are addressed before appliances, or squeaky doors should be fixed to present a well-maintained home.

Home Inspections

Ordering inspections and finishing repairs pre-listing offers benefits like setting a precise home price, boosting its appeal for faster sales, and curbing negotiation hurdles by addressing issues beforehand. This proactive approach streamlines the selling process, reducing surprises during escrow and fostering buyer confidence with transparent reports, potentially leading to better offers.

Refresh with Neutral Paint Paint over bold colors with neutral tones to create an inviting atmosphere. Neutral shades can make rooms appear larger, brighter, and more appealing to a wider range of buyers.

Immaculate Deep Clean After decluttering, embark on a thorough surface clean. Steam clean carpets and floors, meticulously tidy kitchens and bathrooms, and refresh blinds and drapes. For a pristine touch, consider professional cleaners before listing to ensure a fresh, inviting ambiance.

Professional Home Staging Consider professional home staging to optimize your home's appeal. Stagers offer valuable insights to enhance the visual and emotional appeal of your space.

Illuminate and Enhance Natural Light Maximize natural light to create an inviting ambiance. Clean windows, replace lampshades, and increase bulb wattage to brighten your home, making it more appealing to potential buyers.

Boost Curb Appeal First impressions matter. Enhance your home's exterior by investing in simple fixes like fresh flowers or repainting the front door. Consult your real estate agent for local-specific advice on improving curb appeal.

Revitalize Your Outdoor Space

Prioritize outdoor area by mowing, trimming, and fertilizing as needed. Prune over grown foliage, eliminate weeds, and replace any dead plants or shrubs for a fresh appearance.

Preparing your home for sale involves strategic steps to captivate potential buyers. By following this comprehensive checklist, you'll elevate your home's appeal and increase its market desirability.



Home Showing Tips

Once your home is ready to show, we'll begin marketing it to potential buyers and other agents. If possible, leave the home when buyers are present so they feel comfortable asking their agent candid questions.



Enhancing Your Home's Appeal for Showings

When presenting your home to potential buyers, it's crucial to appeal to their emotions, as buying decisions often hinge on feelings more than logic. Employ staging techniques to accentuate your home's positives while diverting attention from any negatives. Follow these suggestions for a gracious and inviting showing:

Welcoming Environment

- Give the buyer the freedom to explore without pressure
- Respect cultural practices regarding shoes indoors.

Temperature and Ambiance

- Maintain a comfortable indoor temperature.
- Create a cozy atmosphere by lighting a fireplace and playing soft, non-intrusive music.

Sensory Considerations

- Avoid overpowering scents and sprays; opt for fresh air.
- Be mindful of potential allergies; open windows for natural ventilation.

Visual Presentation

- Illuminate every room by opening window coverings and turning on all available lights. Mask
- undesirable outdoor views with partially closed blinds if needed.

Feedback and Interaction

- Encourage buyer feedback with pre-printed questionnaires or a guestbook.
- Respect their privacy by allowing anonymity in their responses.

Crafting an inviting and thoughtful environment can significantly impact a buyer's perception, making your home more memorable and appealing during showings.

Maximizing Your Home's Sale Potential

Selling your home is a significant process. Here's a step-by-step checklist to guide you toward a quicker, more profitable sale:

Choosing the Right Time:

Fall and winter are less competitive for sellers, potentially boosting prices despite longer listing times. Discuss the best timing with your agent to maximize profit.

Preparation Is Key: Besides repairs and updates, gather essential documents like utility bills and property taxes to better inform potential buyers.

Selecting an Excellent

Agent: A skilled agent like Silvercreek Realty Group can expedite sales and ensure the right pricing and marketing strategies.

Proper Pricing: Rely on your agent to analyze comparables and set a fair listing price, crucial for a swift and profitable sale.

Effective Marketing: Utilize quality photos, online MLS listings, signage, and social media to promote your home effectively.

Showcase Your Home:

Create an inviting atmosphere during showings by leaving the premises, keeping the house clean, and being flexible with visit times.

Reviewing Offers: Carefully consider offers and contingencies with your agent to negotiate terms that suit your needs.

Moving Plans: Prepare for a move, whether your home sells quickly or not, by starting to pack and organizing your move-out strategy.

Prepping for Closing: Inform utility companies, cancel homeowner's insurance, and understand tax responsibilities as closing approaches.

Stay Positive: During closing, sign necessary documents, anticipate your payout, and maintain a positive outlook throughout the process.

By following these steps, you'll streamline the selling process and enhance the potential for a successful and profitable home sale.



THE SELLER'S ROADMAP

INSPECTION

The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.

STRATEGIC PLANNING

It's important to review the market analysis and consider your home price objectively.



CONGRATULATIONS!
YOU SUCCESSFULLY SOLD YOUR HOME!

CHOOSING AN OFFER

Your agent will present each offer for consideration. You will have the opportunity to either accept or counter any offer based on its merits.

SHOWINGS

Preparing your home for a successful showing will make a positive impression on potential buyers.



Understanding the Limitations of Free Online Home Values

Using free online tools to determine property value may overlook crucial aspects impacting your home's worth. Here's what these tools typically miss:

- **Condition Verification:** Online tools can't physically assess your property to confirm its condition, unique features, or potential issues, like neighboring facilities or environmental factors.
- **Unique Property Factors:** Factors like neighboring amenities, school districts, or specific surroundings aren't always considered in the estimated value.
- **Outdated Assessments:** Public records may have outdated property assessments, sometimes lagging by several years.
- **Comparable Property Understanding:** Tools might compare your property with misleadingly similar ones, overlooking significant differences like location or special circumstances affecting past sales.
- **Market Trends Misrepresentation:** Rapid market swings might not be accurately reflected, potentially misinterpreting current market trends.
- **Qualifications and Expertise:** Unlike an experienced REALTOR®, those behind free online valuations lack comprehensive qualifications, local expertise, and up-to-date market insights.

Seek the expertise of a seasoned REALTOR® for a professional valuation, considering the intricacies and specificities that impact your property's true worth.



Navigating Purchase Offers & Negotiations

Negotiating the sale of your home is often the most intricate part of the process. It's vital to enlist an experienced real estate professional who's adept at navigating various transaction scenarios. Here's a concise overview of the negotiation process and key strategies to secure the best deal:

The Negotiation Process: Offers from potential buyers, facilitated by their real estate agents, are presented using contracts tailored by local real estate associations. Your agent will discuss each detail with you, paving the way for acceptance, rejection, or counteroffers until a mutual agreement is reached.

Guard Your Information: Safeguard sensitive details like your financial status or urgency to sell. Revealing vulnerabilities can weaken your bargaining position.

Understanding Buyer's Priorities: Discovering the buyer's key concerns can foster creative solutions and better negotiation. Knowing their preferences can help find compromises.

Seal the Deal: In a competitive market, consider compromises to close the sale with a serious buyer rather than waiting indefinitely for another offer.



For successful negotiations:

- Prioritize your needs while respecting the buyer's concerns.
- Disclose all known property defects upfront to avoid legal issues.
- Seek clarification on complex contract terms and addenda.
- Respond promptly to offers to maintain buyer interest.
- Maintain composure and patience during discussions.
- Focus on major issues first and handle minor details later.
- Compromise on smaller expenses to reach an agreement.
- Address contingencies and rely on your real estate professional's guidance.

By adhering to these principles, you'll navigate negotiations effectively and secure a successful home sale.



Navigating the Escrow Process

During the mysterious period called "escrow," occurring between signing the purchase contract and closing on your house, various actions are underway that you, as the seller, should be aware of. While you won't be heavily involved, certain crucial responsibilities demand your attention.



Understanding Escrow

Escrow begins after both you and the buyer sign the sales agreement and select an escrow or title agent to oversee the transaction. Numerous tasks kick off at this stage:

- Title reports and property deeds are prepared by the escrow agent, title agent, or lawyer.
- The buyer's lender reviews the loan and arranges a professional appraisal of your property.
- Depending on contract conditions, the buyer organizes inspections, insurance, and other contingencies.

Your role involves facilitating property access for inspections, preparing necessary documents like disclosures, and meeting agreed-upon contingencies within specified timelines. Remain accessible and responsive should issues arise, ensuring a smooth process.

Appraisal and Inspection

Be prepared for an appraisal process initiated by the buyer's lender to assess your property's value. Similarly, expect a thorough inspection, often leading to negotiations over required repairs. Maintaining flexibility and collaborating with the buyer usually results in a favorable compromise.

Dealing with Title Issues

If title issues surface, prompt resolution is crucial. Timely action, such as settling outstanding payments or liens, is essential to clear the property's title.

Final Walk-Through

Close to the closing date, a final walk-through by the buyer and their agent ensures compliance with agreed-upon terms. Ensure you've vacated the premises, completed any repairs, left all agreed-upon fixtures, and cleaned the house impeccably to prevent any delays or disputes.

Maintain close communication with your real estate and escrow agents throughout this phase to stay on top of the process and ensure a seamless closing.



PACKING LIKE A PRO

Transitioning to a new home can be overwhelming. However, a strategic approach and thorough planning can significantly ease the process. Here's a comprehensive checklist to ensure a smooth relocation:

Strategic Planning: Organize tasks and create a budget. Develop a comprehensive list of essential tasks and estimate moving expenses.

Declutter: Discard unwanted items through garage sales, donations, or recycling.

Discern What to Keep: Assess items before discarding. Consider their utility and sentimental value.

Systematic Packing: Group similar items together, facilitating an organized unpacking process.

Personal Items: Safeguard precious belongings like family photos and valuables separately.

Pack a 'necessities' bag with essential items for moving day.

Handling Plants: Movers typically don't transport plants. Plan to move them yourself if desired.

Appropriate Packing: Use suitable boxes for various items to prevent breakage.



- **Weight Distribution:** Place heavy items in smaller boxes to facilitate lifting, keeping the weight manageable (ideally under 50 pounds).
- **Avoid Over-Packing:** Ensure boxes aren't overstuffed to prevent items from breaking.
- **Protect Fragile Items:** Wrap delicate items individually and cushion box bottoms and sides with padding.
- **Labeling:** Clearly label boxes on all sides for easy identification during unpacking.
- **Room Allocation:** Employ color-coded labels to indicate each item's designated room, aiding movers during unloading.
- **Documentation:** Maintain a file containing essential moving information like contact numbers, van details, and a moving checklist.
- **Directions for Movers:** Print and distribute maps with directions, highlighting the route and including your contact details.
- **Tech Precautions:** Back up computer data before moving and keep it in a secure location.
- **Inspection:** Check every box and furniture piece for damage upon arrival at the new location.
- **Children and Pets:** Plan for their comfort during the move, ensuring a less stressful experience.

MOVING CHECKLIST

TWO MONTHS BEFORE

Go through every room of your house and decide what you would like to keep and what you can get rid of. Get appraisals on your expensive items, like antiques, so you can insure them before your move. Start investigating moving options. Get estimates from professional movers or truck rental companies. Do not rely on a quote over the phone from a moving company; request an on-site estimate. Get an estimate in writing from each company and hire/book one as soon as you have your moving date. Movers and trucks can book up fast during certain times of year.



- Create a moving folder or booklet. Use this binder to keep track of everything, all your estimates, your receipts, and an inventory of all the items. Take photos and make videos of your possessions before you start packing.
- Go to your children's school and arrange for their records to be transferred to their new school district.
- Determine what packing supplies you will need if you are packing your own items and start purchasing/ordering them.
- Research banks in the area you will be moving to if you must switch banks and establish new accounts.
- Get routine check-ups from your current doctor, dentist, &/or eye doctor.
- Schedule upcoming pet exams and vaccinations to happen before the move and get recommendations for veterinarians in your new town so that your pets' records can be transferred.
- Use up things that will be difficult to move like frozen food and pantry items



ONE MONTH BEFORE

- If you haven't already booked a mover, select a company and get written confirmation of your moving date, costs, and other details.
- Start packing the things that you won't need before the move like seasonal decorations or infrequently used items.
- Clearly label and number each box with its contents and the room it's destined for. This will help you to keep an inventory of your belongings. Pack and label "essential" boxes of items that you'll need right away.
- Add items such as jewelry and important files to a safe box that you'll personally transport to your new home. Make sure to put the mover's estimate in this box. You'll need it for reference on moving day.
- Go to your local post office and fill out a change-of-address form, or do it online at usps.gov.
- Alert the following of your move: banks, brokerage firms, your employer's human resources department, magazine and newspapers you subscribe to, and credit card, insurance, and utility companies.
- Discuss tax-deductible moving expenses with your accountant and begin keeping accurate records.
- Arrange for medical records to be sent to any new health-care providers or obtain copies of them yourself. Don't forget your pets too! Make sure your car is ready for the trip to your new home.
- Make sure to get an oil change and check tires before the move or arrange a car carrier service to transport your car if you need one.

TWO WEEKS BEFORE

Hold a yard sale to get rid of any items that you don't want to move. Arrange for a charity pick-up of any items that are not sold.

Notify your employer of your moving date and arrange to have the day off. Remember to include the day when your mover will arrive at your current home and the day that the mover will deliver to your new home.



- Change utilities including power, gas, trash, water, internet, & cell. If you are moving to a new area you will need to cancel service and arrange new service at your new address.
- If you'll be changing banks, remove the contents of your safe-deposit box and put them in a safe box that you'll take with you on moving day.
- Make special arrangements for moving or donating items that the moving company won't take like plants, cleaning products, paint, propane tanks, etc. Check with your moving company and get a list of items that they will not take.



ONE WEEK BEFORE

- Finish up packing any items that have not been packed yet.
- Book a professional cleaning company to clean your home after you move.
- Stock up on prescriptions you'll need for the next 2-3 weeks.
- Pack suitcases for everyone in the family with clothing and toiletries for a week.
- Gather all keys, alarm codes, garage door openers, and warranties and place them in a drawer or cabinet with your contact information so you can give them to the new owner.
- Pack a 1st Day box of items you will need before other boxes are unpacked. Include items like scissors, pens, paper towels, garbage bags, toilet paper, soap, etc..





A FEW DAYS BEFORE

- If your refrigerator is moving with you make sure to empty, clean, and defrost it at least 24 hours before moving day.
- Double check with your moving company to confirm arrival time and other specifics. If you haven't already arranged to pay your mover with a credit card, get a money order, cashier's check, or cash for payment and tip. Don't forget that refreshments are always appreciated.
- Have cash on hand for the day of the move so you can tip movers, cleaners, etc.
- Set aside boxes that include personal items or legal documents that you don't want the moving company to take.
- Make arrangements for a final garbage pick-up if needed.,

MOVING DAY

- Have refreshments on hand and order food delivery for your family and anyone helping you move.
- Keep a list of every item and box loaded on the truck and keep it with you.
- If you are not using a professional cleaner, make sure your home is clean before leaving.
- Double check all closets, cabinets, and drawers for any left behind items.
- Make sure to get contact information from your movers and let them know how to reach you if needed.





Selling your home involves a series of strategic steps and careful planning. From prepping your property to negotiating offers and finally making the move, this guide aims to equip you with the essential knowledge to navigate the process smoothly.

Remember, it's crucial to:

- **Prepare Your Home:** Make it visually appealing and address any necessary repairs or improvements.
- **Price Strategically:** Set the right price to attract buyers without undervaluing your property.
- **Present Effectively:** Stage your home to showcase its best features and create a welcoming atmosphere for potential buyers.
- **Negotiate Wisely:** Understand the negotiation process, maintain your priorities, and work towards a mutually beneficial agreement.

- **Navigate Escrow:** Stay engaged during the escrow process, addressing any contingencies promptly.
- **Plan Your Move:** Organize your relocation efficiently, ensuring a seamless transition to your new home.

By following these guidelines and working closely with your real estate professional, you can navigate the complexities of selling your home with confidence and success.



contact us



MARK & DANIELA
REAL ESTATE



Mark & Daniela Real Estate, LLC

Mark Stevens
208.724.1703

Daniela Ysursa
208.631.7367

info.MDREHomes@gmail.com
www.MDREHomes.com