



# Listed to Sold.

MY PROCESS TO GET YOUR HOME SOLD.

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Let's get started.

If you want the best home-selling experience, you need a real estate agent who is not only a professional in the field, but who is a superb marketer, shrewd negotiator, and excellent communicator. When you hire me, you can take a deep breath knowing that your home is in the hands of an expert with a proven track record and who is trusted within the community.

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# 8 STEPS TO SOLD

01  
PHOTOGRAPHY

05  
PRINT MARKETING

02  
MARKET ANALYSIS

06  
SCHEDULING & FEEDBACK

03  
LISTING SYNDICATION

07  
OPEN HOUSES

04  
SOCIAL MEDIA STRATEGY

08  
NEGOTIATION

# The Process.

## 01 PRIOR TO LISTING

- Evaluate curb appeal
- Declutter
- Depersonalize
- Fix broken knobs, hinges, scuff marks, etc.
- Take professional photos (I take care of this for you!)
- Stage your home

## 02 ON MARKET

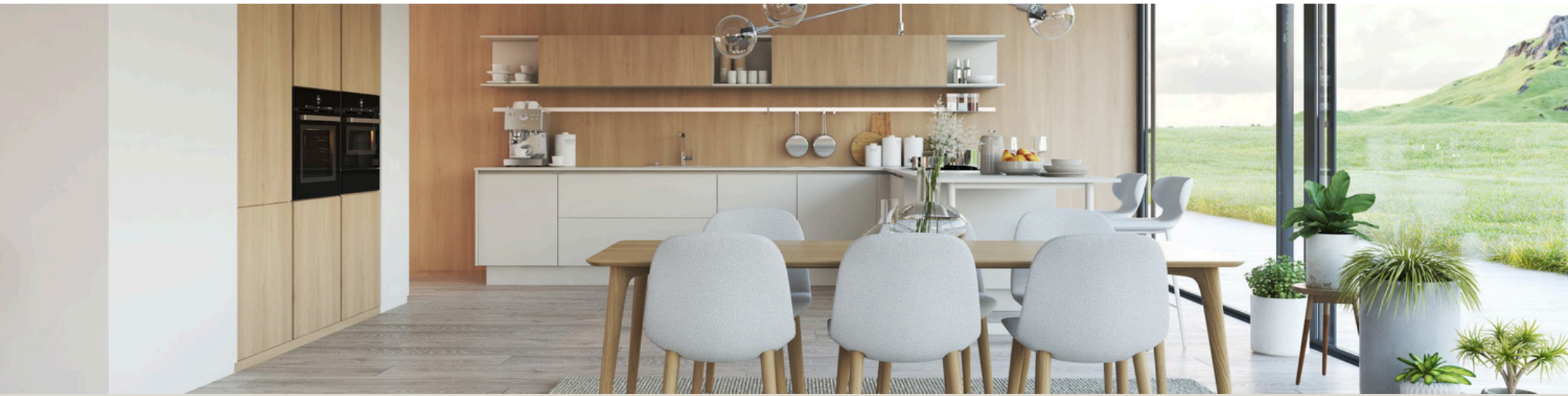
- Continue market analysis
- Analyze competition
- Execute Marketing Plan
- Host open houses
- Negotiate

## 03 PENDING SALE

- Review offers and propose counteroffers
- Submit selected offer in escrow
- Coordinate home inspections
- Prepare for the appraisal
- Negotiate contingencies
- Settle on a move-out date

# 01

## PROFESSIONAL PHOTOGRAPHY



First impressions are everything when it comes to real estate and in today's era, those first impressions usually start online. We'll have first-class photos taken of your home to create a real estate listing that stands out from the competition. The result? A lasting impression on potential buyers, and a listing that will generate more leads for your open house.

# 96%

of home buyers  
start their home  
search online.





One of the most important tasks to complete before selling your home is to establish a competitive price. This is done by running a comparative market analysis (CMA).

## What is a CMA?

A CMA is a detailed report on homes recently sold in your area, which includes information such as home size, age, condition, location, price, and other factors that can help you set the most realistic price for your home.



# 03 LISTING SYNDICATION

Listing syndication is a process in which your listing is marketed on multiple real estate platforms to increase your home's exposure and reduce the amount of time it takes to sell.



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## VARIOUS POTENTIAL SYNDICATION PLATFORMS

- Zillow.com
- HomeSeekers.com
- Homepath
- Homes.com
- Vast
- Apartments.com
- Realtor.com
- Realtytrac
- Homes & Land

While we follow traditional marketing protocols, we'll also implement the latest social media strategies to ensure your home receives maximum exposure. A modern strategy combined with striking images and videos of your listing guarantees that your home will stay ahead of the competition.

- Ad campaigns
- Social media shares on brokerage and agent accounts
- Strategic and timely posts



# 04

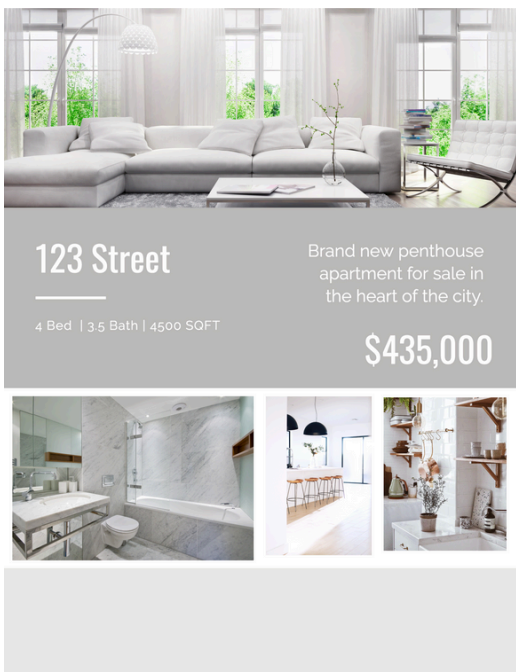
SOCIAL MEDIA  
STRATEGY



# 05 Print Marketing

01

CUSTOM  
PROPERTY FLYERS



02

POSTCARD  
CAMPAIGN



03

DOOR  
HANGERS





06

# Scheduling

Auto-scheduling software allows buyer's agents the opportunity to schedule showing appointments efficiently. All we have to do is set up the initial automation, input some data, and the software will take care of the rest. By using automated scheduling, we can ensure all parties are notified of the appointment request immediately and get showings confirmed quickly.

# FEEDBACK



Receiving buyer feedback on your listing is key when crafting an effective marketing plan. In the feedback process, we can determine how buyers are evaluating the worth of your home and adjust showings as needed to get the best outcome for your sale.

# Open Houses

Photos are powerful when it comes to selling a home, but nothing compares to seeing it in person. That's why hosting stellar open house experiences are crucial for your success as a seller.



## Tips to Prepare

- Freshen up faded and chipped paint
- Declutter and depersonalize
- Update your curb appeal
- Deep clean
- Craft a marketing plan
- Perform an odor test

07



# Contract Negotiation.

01

Review the agreement

02

Review contingencies

03

Establish your priorities

04

Decide on counteroffer, acceptance or rejection

05

Obtain signatures from all parties

08

# STAGING TIPS

## PREPARE YOUR HOME



Declutter & depersonalize



Minimize furniture



Deep clean



Use natural lighting



Eliminate odors



Have a fresh set of eyes review your home



Create a neutral space that buyers can envision themselves in.



Creating a warm and inviting space makes a home more attractive to potential buyers.



# STAGING TIPS

## CURB APPEAL

Pull out weeds

Pressure wash the sidewalks

Use seasonal decor

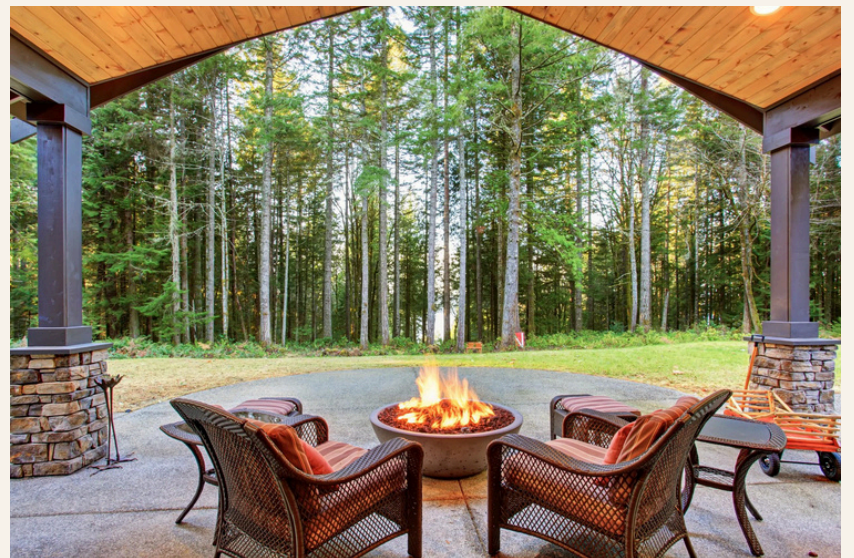
Clean or install new hardware

Fill cracks in the pavement

Clean up and trim the lawn



Avoid overcrowding your front yard.



Decorate in a way that allows the buyer to imagine themselves using the spaces.



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