

SELLER *guide*

 **RAMSEY TRUSTED**

Nathan and Jamie Schraner



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Welcome

Meet Nathan & Jamie Schraner Your Trusted Real Estate Power Couple

When it comes to navigating the real estate market, you want a team that knows the ins and outs, has a proven track record, and is dedicated to making your experience seamless and stress-free. That's exactly what you get with Nathan and Jamie, a top-producing husband-and-wife real estate duo passionate about helping clients achieve their property goals.



With years of combined experience, we bring a unique blend of expertise, attention to detail, and personalized service to every transaction. Our mission is simple: to make your real estate journey as smooth and successful as possible, whether you're buying, selling, or investing.

YOUR REALTORS,

Nathan and Jamie Schraner

Why Choose Us?

- **Proven Success:** As a top-producing team, we've consistently ranked among the best in the industry. Our experience, negotiation skills, and deep market knowledge help us deliver results that exceed expectations.
- **A Full-Service Approach:** We understand that real estate decisions are life-changing. As a husband-and-wife team, we offer dual perspectives, ensuring that we can address every aspect of your transaction. From market insights to staging advice, inspections, financing, and closing, we're with you every step of the way.
- **Local Expertise:** We've built a reputation for being deeply connected in the community, with in-depth knowledge of the neighborhoods and market trends that matter most to you. Whether you're buying your first home or selling a luxury property, we have the local expertise to help you succeed.
- **Client-Centered Service:** Our clients are our top priority, and we go above and beyond to make sure your needs are met. You'll never feel like just another transaction—we take the time to understand your goals and create a tailored strategy to achieve them.
- **Family Values, Professional Results:** As a couple, we understand the importance of trust, communication, and collaboration. These values are at the core of our business, guiding how we work with clients to create lasting relationships and deliver results.

Whether you're looking to buy your dream home, sell your current property for top dollar, or invest in real estate, we have the expertise and dedication to help you succeed. Let us show you what makes working with us a truly exceptional experience.

Get in touch today — let's make your real estate dreams a reality!

WHAT OUR PEOPLE ARE SAYING...

Hegge Family

Jamie was an awesome agent! We had to wait for one of our properties to be sold and when I found my house, I knew I couldn't let it go and I went to Jamie and she gave me some great insight. We somehow got us in to see the property before the open house and I made my offer. A couple days later it was accepted and I was beyond thrilled. The next 6 weeks were very stressful with our buyers having issues and Jamie stuck by my side and worked with the agent of my house I placed the bid with and we finally closed this Monday! She was great and I will use Jamie for every home purchase I have and if you are looking for someone who is great to work with and will go over the top to help you get that property, Jamie is the only person you should look to!

Marsala Family

Jamie has been incredible in helping us with our out-of-state home purchase. She and her team are top notch! I found her through Dave Ramsay's Endorsed Local Provider (ELP) search online, since his recommendations have always been high quality. She reached out to me quickly and was ready to help us start video touring homes right away. Every morning she sent us homes that fit our criteria and was willing to tour them the next morning. She has been incredibly patient and helpful, even after we retracted an offer on one home when we realized we weren't 100% sold on it. Then, once we found another home we loved, she toured it for us and helped us quickly put an offer in on the same day- which was SO important since homes are selling extremely quickly in the area. We needed to purchase in a timely matter so things could line up with our home sale in SoCal and we wouldn't be waiting too long without a home. Jamie advocated for us and our offer was accepted! We absolutely love our new home! Jamie is an amazing communicator, professional, patient, sweet, hard working and will listen to all your concerns to make sure you make the right choice. We couldn't recommend her enough for your real estate needs and we are kind of sad to be finished working with her! Definitely reach out to her if you are looking for a real estate agent in the Treasure Valley!

WHAT OUR PEOPLE ARE SAYING...

Domine Family

My Best friend recommended Jamie and Jamie is amazing! We worked together for a year and She never gave up on us! She helped us find our dream home! She was always willing to help and is extremely knowledgeable! Even if she didn't know the answer she would reach out to someone that would be able to help! She made this very overwhelming process; very easy to understand and always made sure to answer any questions or concerns we had. We are eternally grateful to you Jamie!

Quinn Family

I will never work with anyone else! Jamie was the absolute perfect person to buy our first home with. She found us great homes in our price range that checked ALL of our boxes, she got us in touch with an amazing local lender who we are beyond happy with, and she negotiated an amazing deal for us - which is no easy task in this market! Our home purchase was unbelievably smooth. We had zero hiccups in the entire process and we never felt any pressure at all from Jamie! She was so patient with us and truly wanted us to find the perfect home. We honestly couldn't be happier!

Langford Family

Jamie Schraner at Homes of Idaho was fabulous to work with. She was able to get our house on the market quickly and meet a short deadline for selling our home at the price we needed. She also helped us find a new home through several different purchase options and kept us well informed throughout the whole process both on the sale of our home and purchase of our new home.

Shulga Family

The whole process of selling our home and finding another was very smooth. Our agent is phenomenal. Always willing to help and answering every question we had. It gave us peace of mind in all the unknowns of buying a home. We would highly recommend using Jamie Schraner as an agent.

OUR PROUD AFFILIATES & ENDORSEMENTS

Dave **RAMSEY**
APPROVED
REAL ESTATE
AGENTS

 **RAMSEY TRUSTED™**



NINJA  SELLING
Certified®

 **Homes.com™**


BOISE
REGIONAL
REALTORS®



NAMPA
ASSOCIATION
OF
REALTORS®

 **realtor.com®**

Meet our **FAMILY**

The Schraners



Nathan and Jamie are happily married and have 3 beautiful children that they enjoy life with! Jamie is a born and raised Idaho Native and Nathan was born and raised in North Carolina. They met in Colorado Springs, CO nearly 18 years ago while attending college and eventually felt Idaho calling them to the Treasure Valley. As a family, they love to play games, take walks and especially love to travel to any location that takes them to water. Which means, in the summertime, you can often find them at one of the beautiful lakes that Idaho has to offer.

LET'S GET DOWN TO BUSINESS:

LISTING YOUR HOME

VISUALIZE

Your Dream Selling Scenario

What is the timeline in your dream selling scenario?

Why is that important to you?

What can I do to make the listing/selling process easier for you?

Is there anything you need to do before listing your home?

Is there anyway I can help?

Before You List

Welcome to the first step in your journey as a home seller. This chapter will help you understand why you might want to sell your home, the crucial role an agent plays in this process, and what you can generally expect from the selling process.

WHY SELL YOUR HOME?

There are as many reasons to sell a home as there are homes for sale. You might be looking to upgrade to a larger house, downsize to something more manageable, or relocate for a job. Changes in your family situation or financial circumstances might also drive your decision to sell. Whatever your reasons, they are valid and should be considered carefully against the backdrop of the current real estate market.

Selling a home can open up new opportunities, but it's not without its challenges. It requires time, effort, and a certain level of emotional detachment from a place that holds many memories. Therefore, understanding your motivations for selling and ensuring you're ready for the journey ahead is a crucial first step.

THE DIFFERENCE AN AGENT MAKES

Navigating the real estate market can be complex and daunting. This is where a real estate agent makes a significant difference. They bring to the table their expertise in market trends, pricing strategies, and negotiation skills. More than that, they offer a network of potential buyers and marketing prowess to ensure your home gets maximum exposure.

A good agent will guide you through each stage of the selling process, reducing stress and complexity. Their objective is to help you secure the best possible price for your home within a reasonable timeframe, and their expertise can be invaluable in achieving this goal.

WHAT TO EXPECT FROM THE SELLING PROCESS

The process of selling a home involves several key stages, from preparing your home for sale and listing it on the market, to negotiating with buyers and closing the sale. While the timeline for selling can vary greatly depending on market conditions and your specific situation, having a general understanding of the process can help set your expectations.

As we move through this guide, we'll delve into each stage in detail, exploring the key tasks, potential challenges, and strategies for success. Along the way, we'll demystify common real estate terms and provide insights to help you make informed decisions.

Having covered the basics, we now move to the next critical step: understanding the real estate market. This knowledge will form the foundation for your selling strategy, as we'll explore in the next chapter.

THE PROCESS

step by step

1 DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2 LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3 PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

4 LAUNCH DAY

It's time! Your home's profile is posted online. A yard sign is placed on your property. All marketing materials we've agreed upon will be rolled out.

5 BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed via until we reach a sales agreement.

6 SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7 INSPECTIONS

Your buyer will hire an inspector to check your home and is likely to recommend repairs and/or upgrades. We will negotiate on your behalf.

8 LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and wait for approval.

9 CLOSING PREPARATION

The lender's requirements are met and closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-28 hours prior to closing.

10 CLOSING

The final step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property.

2 Understanding the Market

As we continue our journey in selling your home, this chapter will provide insight into factors that influence home values, effective pricing strategies, and the role of a Comparative Market Analysis (CMA) in determining a competitive listing price.

FACTORS THAT AFFECT HOME VALUES

A variety of factors can impact the value of your home. Some of these are external, such as the home's location, proximity to local amenities, quality of local schools, and the overall economic health of the real estate market. Other factors are internal, including the size of the home, its age and condition, the layout and functionality, any recent renovations or upgrades, and unique features that set it apart from other homes in the area. Understanding these factors can help you position your home more attractively to potential buyers and price it competitively.

PRICING STRATEGIES

Determining the right price for your home is both an art and a science. Set the price too high, and you risk discouraging potential buyers; set it too low, and you may not get the return you desire. A well-considered pricing strategy can make a significant difference in how quickly your home sells and the final selling price.

There are several pricing strategies you might consider. Some sellers price their home right at market value, hoping to attract serious buyers. Others may choose to price slightly below market value to generate more interest or slightly above to give room for negotiation. However, both underpricing and overpricing come with risks. An experienced real estate agent can guide you in choosing a pricing strategy that suits your needs and the current market conditions.

CMA - COMPARATIVE MARKET ANALYSIS

One crucial tool in determining a competitive listing price is a Comparative Market Analysis (CMA). A CMA is an in-depth evaluation of similar, recently sold homes in your area. Your real estate agent will conduct a CMA to identify a price range for your property based on current market trends.

The CMA considers factors such as the size, age, condition, and features of your home, comparing these to homes that have sold in your vicinity. By doing so, it helps provide a realistic picture of your home's market value, guiding you toward a competitive listing price that aligns with buyer expectations.

Understanding the market is a crucial component of a successful home sale. With a firm grasp of these concepts, you are well-prepared for the next stage of the process: preparing your home for sale. In the following chapter, we'll delve into how to showcase your home in its best light to attract potential buyers.

3

Preparing Your Home for Sale

In this chapter, we will delve into the crucial aspect of preparing your home for sale. The effort you put into preparing your home can significantly influence the speed of the sale and the price you ultimately receive.

WHY HOME PREPARATION MAKES THE DIFFERENCE

First impressions are everything, especially when it comes to selling a home. Potential buyers often make snap judgments based on the first sight of a property, whether in person or online. Therefore, a well-prepared home stands out in listings and viewings, often leading to quicker sales and better offers. But what does it mean to prepare your home for sale? Let's delve into that.

HOME STAGING TIPS

Home staging is the art of preparing and showcasing residential properties for sale. It's about highlighting your home's strengths, downplaying its weaknesses, and making it appealing to the broadest possible pool of prospective buyers. It could involve anything from rearranging furniture to a complete redesign. Consider enhancing each room of your house — the living room, kitchen, bedrooms, and bathrooms — and don't forget about outdoor spaces. Effective lighting, smart furniture arrangements, and small touches like fresh flowers or a bowl of fruit can make a world of difference. Remember to opt for neutral colors that can appeal to a wider range of tastes and help prospective buyers visualize their own belongings in the house.

REPAIRS AND RENOVATIONS TO CONSIDER

While staging is crucial, it's also important to address any necessary repairs or potential renovations. Simple fixes like mending leaks, repairing broken tiles, or applying a fresh coat of paint can significantly improve your home's appeal. Consider potential upgrades that can increase home value, such as updating appliances or improving curb appeal. However, be wary of over-improving and not recouping costs — some expensive renovations may not significantly increase the selling price.

TIPS TO DECLUTTER AND DEPERSONALIZE

A clutter-free home appears cleaner, larger, and more inviting. Effective decluttering involves sorting items, considering storage solutions, and letting go of unnecessary belongings. It's equally important to depersonalize your space. Prospective buyers need to visualize the property as their future home, and personal items can be a distracting reminder that someone else currently lives there. Removing personal photos, religious items, or unique decor can help provide a blank canvas for buyers to imagine their own lives taking place there.

As we conclude this chapter, you should have a better understanding of the importance of home preparation and how to effectively stage, repair, and declutter your home for a successful sale. As we transition to Chapter 4, we will discuss how to choose the right agent for you and how to maximize your home's exposure to potential buyers. The right agent and marketing strategy can make all the difference in your home selling process. Let's dive in.

4 Listing and Marketing Your Home

As we move into the heart of the home selling process, it's important to understand the critical role of listing and marketing your home. A thoughtful approach to these aspects can help maximize your home's exposure to potential buyers and increase the likelihood of a successful sale.

CHOOSING THE RIGHT AGENT FOR YOU

The decision to sell your home is a significant one, and the real estate agent you choose to guide you through the process can make all the difference. A good agent doesn't just facilitate the sale; they act as your advocate, adviser, and expert negotiator.

When choosing a real estate agent, consider their experience, local market knowledge, and communication skills. You want someone who not only knows the ins and outs of the market, but also understands your needs and can effectively communicate with all parties involved.

Start your search by seeking recommendations from people you trust and checking online reviews. Once you have a shortlist, interview potential agents to ensure they are a good fit. Key questions to ask could include their sales record, marketing plan for your home, and their availability to handle your listing.

Finally, understand the difference between an exclusive and a non-exclusive agent agreement. An exclusive agreement means you're committed to selling your home with one agent for a set period of time, which can have its benefits but also its restrictions. Make sure the agent you choose is one you're confident can deliver results.

MAXIMIZING EXPOSURE

One of the essential roles of your real estate agent is to market your property effectively. This means creating a multi-faceted marketing strategy that puts your home in front of as many potential buyers as possible.

Today's real estate market is highly digital, making online listings, social media promotion, and virtual tours integral parts of marketing a home. Professional, high-quality photographs are a must. They help your home stand out in online listings and allow potential buyers to visualize themselves in the space. Similarly, a compelling property description can draw in potential buyers, highlighting the unique features and benefits of your home.

Your agent should also leverage their network and resources to broaden your home's exposure. This could include everything from hosting open houses to sending out mailers to potential buyers in their database.

As we close this chapter, remember that selling a home is a team effort. Your agent will be your main ally, but your involvement in preparing and marketing your home is crucial. In the next chapter, we'll explore the final stages of the selling process, from negotiation to closing.



To stage or not to stage

PROS

- Sellers stand to gain up to 5% more when their home is staged.*
- 81 % of buyers were able to visualize the space better when the home was staged.*
- 21% of agents reported that staging a home greatly decreased the time spent on the market.
- Staging a home helps maximize the potential of a given room or space.*

CONS

- 34% of buyers suggested, home staging has zero impact on their perceived value of the home.*
- The cost of home staging is expensive. Depending on the home and its condition, marketing dollars might be better spent elsewhere.
- Living in a home that is staged can be difficult on the occupants

MY MEDIA PLAN

Details



PROPERTY BROCHURE

Develop a property brochure to be distributed during property showings



JUST LISTED FLYER

Produce a just-listed flier to feature during property showings



MATTERPORT

3D Matterport photography allows out of state buyers to see your home as if they are in your home and provides a virtual blueprint.



COMING SOON & JUST LISTED EMAIL

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers



OPEN HOUSE INVITATION EMAIL

Send targeted emails to surrounding communities and prospective buyers



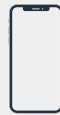
CUSTOM PROPERTY WEBSITE

Create a dedicated website for your property to support highly targeted marketing efforts



FACEBOOK & INSTAGRAM POSTS

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses



FACEBOOK & INSTAGRAM STORIES

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos



PAID, BOOSTED FACEBOOK ADS

Leverage boosted ads to reach nearby active and passive buyers

5

Negotiation and Closing

As we embark on the final stages of the home-selling journey, it is important to be prepared for the negotiation process and understand the steps that lead up to closing. This chapter will help you understand the intricacies of the negotiation process, provide an overview of the timeline for closing, and guide you through the final steps of preparing for the transfer of ownership.

HOW TO HANDLE OFFERS AND NEGOTIATE THE BEST DEAL

When an offer is presented, it is crucial to understand all its components, not just the price. The offer will include terms such as contingencies, the proposed closing date, and other conditions. Responding to an offer is a strategic process. You can accept, reject, or present a counteroffer, but the right choice depends on a variety of factors. Your real estate agent will play a pivotal role in this process, providing advocacy, maintaining open lines of communication, and leveraging their market expertise to guide your decision-making. There are several negotiation strategies to employ, knowing when to stand firm and when to compromise can be the key to a successful sale. If you are in the fortunate position of handling multiple offers, there are specific strategies and ethical considerations to bear in mind.

TIMELINE OF THE CLOSING PROCESS

Once an offer is accepted, the transaction moves into the escrow period. This is a time when the title company or attorney performs a title search and prepares the necessary documents. Simultaneously, the lender will be working on final approval of the buyer's loan and preparing the loan documents. The typical timeline from an accepted offer to the closing date is 30 to 45 days, but this can vary depending on the specific circumstances of the sale.



PREPARING FOR TRANSFER OF OWNERSHIP

As the seller, you will have a few final responsibilities in preparation for the transfer of ownership. These include accommodating home inspections, completing agreed-upon repairs, and moving out of the property. The buyer will conduct a pre-closing walkthrough to ensure that the property is in the agreed-upon condition. At the closing, you will need to bring keys, identification, and any necessary paperwork. Post-closing, you will need to take care of responsibilities such as forwarding mail, canceling utilities and insurance, and notifying relevant parties of your change of address.

As we conclude this chapter, you should now have a clear understanding of what to expect in the negotiation and closing stages of the selling process. The next chapter will provide additional tips and resources that may be helpful as you navigate through your home selling journey.

6 Additional Tips and Resources

As we embark on this final chapter, let's delve into some of the additional questions that sellers often have as well as practical tips for transitioning into your next home.

SELLING FAQ'S

As a seller, you may have numerous questions that come up throughout the selling process. Here, we'll tackle some of the most frequently asked questions:

- ***How long will it take to sell my home?*** This varies based on a number of factors, including market conditions, the state of your home, and how effectively it's priced and marketed. We strive to help you sell your home in a timeframe that aligns with your goals.
- ***What happens if my home doesn't sell within a certain timeframe?*** If your home isn't attracting buyers, we may need to reassess the pricing strategy or look at other ways to make your home more appealing.
- ***Is it better to buy a new home before selling my current one?*** This depends on your financial situation, the local housing market, and your personal preferences. It can be beneficial to discuss this with your real estate agent and financial advisor.
- ***What happens if a buyer backs out of the deal?*** While this can be disappointing, it's not the end of the road. We will put your home back on the market and look for a new buyer.
- ***How do I handle home showings when I still live in the property?*** It's important to keep your home clean and ready for showings at all times. You may also need to arrange for a place to go while potential buyers are viewing your home.

TIPS FOR MOVING

Moving to a new home is a significant task, but with some organization and planning, you can make the process smoother. Here are some tips to help:

- **Prepare a moving checklist.** This will help you stay organized and ensure that nothing is overlooked. Start with tasks to complete several weeks before the move, and work your way down to moving day.
- **Organize and pack effectively.** Label boxes clearly, pack similar items together, and make sure fragile items are wrapped and boxed carefully.
- **Decide what to keep and what to part with.** If you're downsizing, you'll need to make some tough decisions about what to bring to your new home. Consider the space available, and be realistic about what you need and use.
- **Consider the needs of children and pets.** Moving can be a stressful time for them. Try to maintain routines as much as possible, and involve children in the process to help them feel a part of the change.
- **Research moving companies or hire help.** It can be extremely beneficial to have professional help on moving day.
- **Adapt to a smaller space.** If you're downsizing, consider storage solutions and multifunctional furniture to maximize your space.

This concludes our seller's guide. We hope you've found it helpful and enlightening. Remember, as your real estate agents, we're here to assist you through every step of the selling process. As you move forward, don't hesitate to reach out with any questions or concerns. Best of luck with your home-selling journey!



LET'S GET STARTED

Thank you for reading our comprehensive Seller Guide!

If you're thinking about selling your home, don't hesitate to reach out to us to discuss how we can help you achieve your goals and sell your home for top dollar. Contact us today to get started!

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