

SELLER GUIDE

YOUR GUIDE TO A SUCCESSFUL
HOME SALE

RAHRER
REAL ESTATE



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Grove Realty

WELCOME



Hello!

As an Idaho native with international business experience, I truly value the trust my clients place in me and make it my priority to exceed their expectations. Real estate is more than just a transaction—it's about building relationships, understanding unique goals, and delivering exceptional results.

I've been investing in real estate since 2016, giving me firsthand experience in navigating the market and identifying opportunities. My business is built on referrals, which means my success comes from the satisfaction of my clients. Their trust and recommendations are the foundation of what I do.

With a bachelor's degree in Marketing, I bring a strategic approach to positioning homes competitively. Every property is unique, and I create customized marketing plans to highlight each home's best features, attract the right buyers, and maximize value.

Whether you're buying, selling, or investing, I'm here to guide you through the process with expertise, integrity, and a commitment to your success. I look forward to helping you achieve your real estate goals!

Joshua Rahrer

REALTOR®

208.412.4910

Joshua@RahrerRealEstate.com



TESTIMONIALS



Thompson Family ★★★★★

It's very rare (Rahrer ;) that you meet someone as dedicated and hard working as Joshua Rahrer. He will do anything and everything it takes for you to have success with whatever your real estate ventures may be. Highly recommended.



Joachim ★★★★★

Josh was outstanding!!! I've purchased multiple properties and he was by far the best real estate agent I've had. What made Josh such a great agent? He was attentive, proactive, reachable, and focused. Additionally, he has a great knowledge of Boise and surrounding areas. Bottom line, Josh got us a great house and a great deal. I would recommend Josh to any of my friends.



Manning ★★★★★

Working with Josh made buying a home enjoyable. This can be a stressful process. However, he was receptive to my feedback about what I was looking for. Any question I had he was responsive and had an answer to me within the hour. I never felt pressured. This was my first home buying experience. I had a lot of questions and he was very helpful with this first-time process. I would work with Josh again and recommend him to anyone that appreciates a relaxed and genuine person to work with.

MARKETING PLAN

1 Market analysis

- Thoroughly inspect your home and outline all the important features and upgrades
- Determine the Fair Market value of your property by doing a detailed written Market Analysis
- Provide an estimate of the selling expenses to show your net proceeds
- Execute a listing agreement authorizing me to market your property

2 Property Enhancement

- Home staging done by a interior design team
- In home cleaning service and lawn maintenance
- Provide helpful information to make your property with our digital package
- Recommend repairs and improvements to sell your property for the highest price
- Schedule and supervise the home enhancement program, with your approval

3 Home Marketing Plan

- Accurately prepare and submit your property's information to the Multiple Listing Service (MLS) and other online marketing platforms.
- Schedule a professional photographer to capture high-quality images and a virtual tour for MLS and online listings.
- Showcase magazine-quality, high-impact images across internet and print media.
- Optionally install a high-security, computerized lockbox to facilitate and track showings.
- Present your home to our sales team and other agents for maximum exposure before listing.
- Immediately market and showcase your home to hundreds of websites and potential buyers.
- Promote your property through networking with top real estate companies, agents, and sales professionals.
- Notify top local and national agents as soon as your property is listed on the MLS.

- Promote your listing to over 2,000 active buyers searching on our customized buyer web platforms.
- Install a “For Sale” sign with a customized QR code linking to your property’s personal website.
- Optionally distribute a custom flyer highlighting key property features.
- Mail “Just Listed” letters to your neighbors.
- Reach over 40 million potential buyers monthly through listing syndication, SEO, and digital marketing, showcasing your property on thousands of real estate websites, including FathomRealty.com, KW.com, HomeSeekers.com, Yahoo.com, Google.com, Trulia.com, Realtor.com, and Zillow.com.
- Submit your property for the “Featured Home” position on Realtor.com, the #1 consumer real estate website with 7 million unique monthly visitors.
- Create and host a professional video tour of your property to be featured on Facebook, Instagram, and YouTube.
- Optionally advertise and host open houses at the seller’s convenience.
- Develop targeted marketing materials tailored to potential buyers.

4 Communication

- Send a link to the MLS presentation for your approval.
- Email links to all online property listings for your review.
- Provide direct feedback from agents after showings.
- Send a Monday listing update with online stats and agent feedback.
- Provide regular written market reports detailing the latest market activity.
- Continuously review and adjust our marketing strategy to ensure your home sells.

5 Structuring the Sale

- Carefully review and present all offers for your consideration.
- Utilize a specialized negotiation approach to optimize your sale outcome.
- Verify that prospective buyers are financially qualified to purchase your property.
- Pre-qualify buyers working with our office or team before accepting any written offer.
- Prepare a strong response or acceptance to ensure a smooth, on-time closing with no surprises.

6 Transaction Management

- Manage all aspects of your real estate transaction.
- Open escrow and review escrow instructions.
- Coordinate property, termite, and other necessary inspections.
- Oversee any agreed-upon home repairs.
- Assist with all required disclosures, including the Seller's TDS, supplemental disclosures, and safety/environmental hazard disclosures.
- Monitor the loan approval process to ensure an on-time closing.
- Coordinate and oversee the appraisal process to confirm accurate valuation.
- Order and review the preliminary title report.
- Obtain and review HOA documents, including CC&Rs, budgets, by-laws, and board meeting minutes.
- Provide updated preliminary closing statements for your review.
- Proactively manage all transaction details to ensure a smooth, on-time closing.

7 Service After The Sale

- Arrange for your net proceeds to be wired into your bank account, (if you prefer)
- Review the final closing statement for accuracy
- Provide you an e-mail document containing all your real estate transaction documents. This is a valuable reference for the future.



MEET OUR TEAM



EMILY STURGEON
Transaction Coordinator

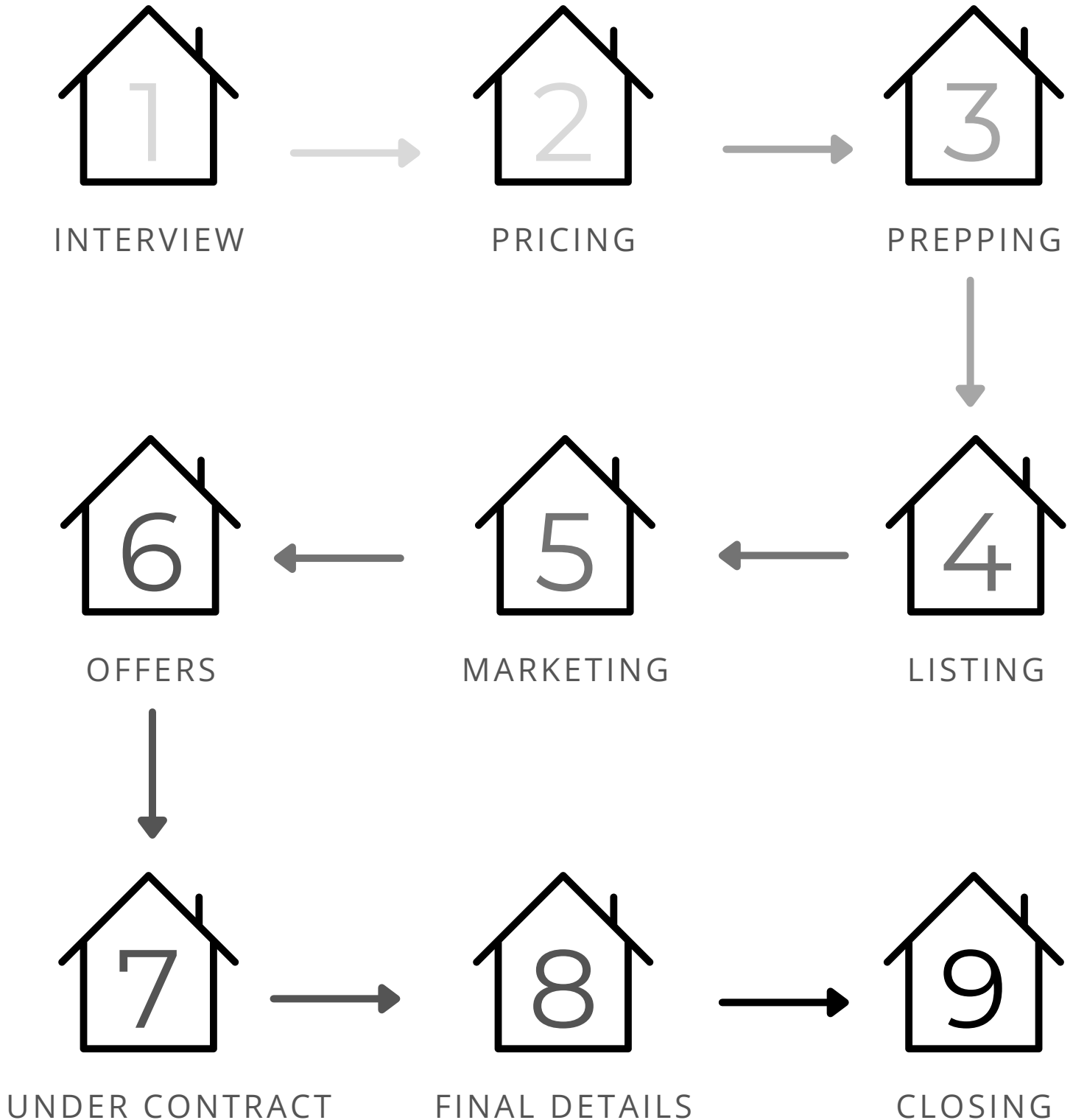


JESSICA DURHAM
Designated Broker



JESSE LARSON
Staging Consultant | Realtor Partner

THE SELLER ROADMAP



WHAT DOES AN AGENT DO FOR YOU?

CHOOSING A REAL ESTATE AGENT YOU TRUST IS AN IMPORTANT STEP IN THE HOME SELLING PROCESS. WHEN HIRING A REAL ESTATE PRO, DON'T BE AFRAID TO ASK QUESTIONS TO MAKE SURE THAT THEY ARE A GOOD FIT FOR YOU! SO WHAT DOES A REAL ESTATE AGENT DO? HERE ARE JUST A FEW OF THE MANY TASKS WE TAKE ON:

IF REPRESENTING BUYER

- Discuss Home Buyer Goals
- Help buyer find lender for pre-approval
- Keep in touch with lender
- Set up search for client
- Schedule showings
- Protect buyer's best interest
- Provide local info on areas & neighborhoods
- Make offer to purchase for buyer
- Negotiate on buyer's behalf
- Negotiate repairs
- Handle contract paperwork
- Schedule & be present for inspections
- Coordinate with lender & closing attorney
- Schedule closing
- Keep track of repairs completed
- Explain home warranty options
- Schedule & perform final walk through
- Review closing disclosure
- Get keys to buyers

IF REPRESENTING SELLER

- Prepare listing presentation for seller
- Research seller property tax info
- Prepare CMA's to help determine value
- Determine average days on market
- Discuss seller's goals
- Provide overview of local market conditions
- Create listing agreements
- Discuss property inclusions
- Obtain current mortgage loan info
- Explain marketing options
- Get professional photos & video of property
- Consult on ways to improve property
- Write detailed description
- Add property to MLS
- Coordinate showings
- Continually market home
- Review offer with seller
- Negotiate contracts
- Coordinate inspection & appraisals

REAL ESTATE AGENT VS. REALTOR

People often use the terms REALTOR® and real estate agent interchangeably. While both have taken classes & received a license to help others buy, sell or invest in real estate, there are some key differences between the two.

All REALTORS® are also real estate agents but not all real estate agents are REALTORS®
In order to become a member, agents agree to adhere to NAR's code of ethics and standards of practice.

SELLER NET PROCEEDS

Name: _____

Address _____

TOTAL ESTIMATED COSTS

Title closing Costs \$ _____

Listing Commission \$ _____

Buyer Agent Commission \$ _____

Tax Proration \$ _____

Home warranty \$ _____

FHA fee \$ _____

Mortgage pay-off wire \$ _____

Staging Fee \$ _____

Other \$ _____

\$ _____

Total expenses
\$ _____



SELLER NET PROCEEDS CON'T

SELLING PRICE LESS COSTS

Probable selling price \$ _____

Estimated Proceeds \$ _____

LESS MORTGAGE PAID OFF

1st \$ _____

2nd \$ _____

Total mortgage paid off \$ _____

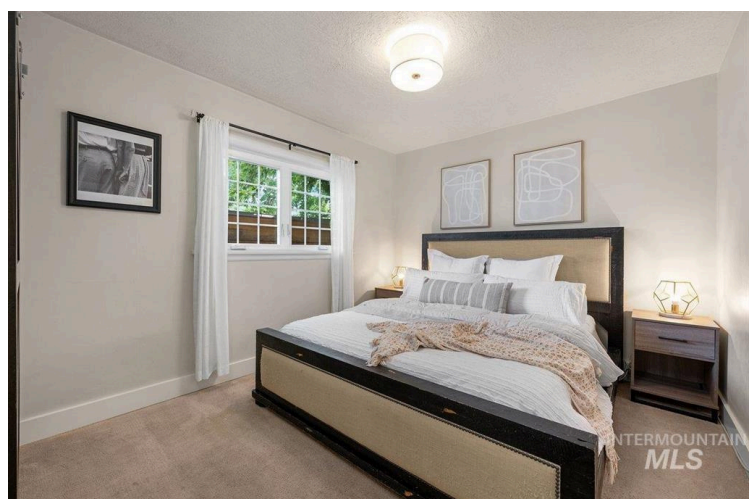


PERSONALIZED *Staging*

BEFORE



AFTER



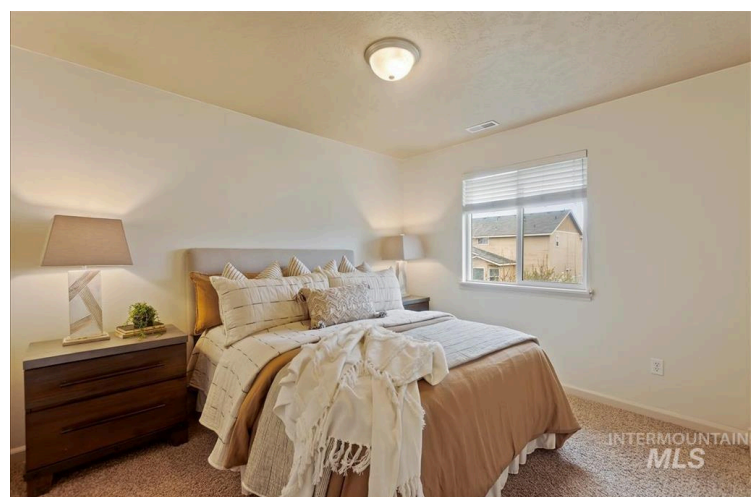
PERSONALIZED

Staging

BEFORE



AFTER



THE ULTIMATE MOVING CHECKLIST

8 WEEK STEP-BY-STEP GUIDE TO AN ORGANIZED MOVE.

8 WEEKS OUT

- Call moving companies for estimates.
 - Clear out all unnecessary possessions
 - Get a floor plan of your new home so that you can plan your furniture layout & decide which pieces of furniture you want to get rid of vs. keep.
- Start a file of moving related papers & receipts.
Locate schools, healthcare pros and hospitals in your new location.
Arrange & transfer school records & medical records.
Host a garage sale and donate unsold items to charity.

6 WEEKS OUT

- Complete a change of address card with the U.S. Postal Service & the use the Change of Address Checklist included in this buyers guide to contact additional businesses.
- Secure chosen moving company or reserve rental truck.
Arrange additional help for moving day (child care, pet sitters, etc.)

4 WEEKS OUT

- Schedule disconnect/connection of utility services.
- Gather all legal documents into one accessible & safe place. Include vehicle titles, registration, birth documents, wills, stocks, legal & medical.
- Gather all moving supplies such as boxes, packing tape, bubble wrap & markers.

2 WEEKS OUT

- Start packing!!! Start with rooms that don't get as much use and seasonal items that aren't getting any use.
- Pack MOVING DAY SURVIVAL KIT.
- Clearly label boxes with contents & which room the box belongs in.

1 WEEK OUT

- Keep packing!!!
- Contact locksmith to make appointment to change locks the day of move-in.
- Pack suitcase with clothing and other personal toiletries.
- Transfer bank account if needed.
- Make sure you have adequate supply of food & medicine for pets.
- Fill prescriptions.

3 DAYS OUT

- Panic if you aren't finished packing...just kidding... kind of! Finish it up!
- Defrost refrigerators and freezers.
- Disconnect all major appliances.
- Do final cleaning of your old home.

0 MOVING DAY

- Have cash on hand for travel expenses.
- Do final walk through to make sure everything is loaded.
- Make sure you tell movers any special instructions.
- Direct movers to ensure boxes are put into the rooms they need to be in.

SHOW READY

Checklist

☐

MAKE THE BEDS

☐

PICK UP TOYS

☐

CLEAR COUNTERTOPS

☐

TAKE OUT TRASH

☐

VACUUM & SWEEP FLOORS

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OPEN BLINDS & TURN ON LIGHTS

☐

ADJUST HOUSE TEMPERATURE

☐

STRAIGHTEN SOFA PILLOWS

☐

PUT AWAY PET DISHES & TOYS

☐

CLEAR OFF WELCOME MAT



RESOURCES *Vendors*



AMERICAN PACIFIC MORTGAGE LOAN OFFICOR

Contact: Bill Haskins
Website: www.HaskinsLoans.com
Phone number: 208.800.8809



STEWART TITLE ESCROW OFFICER

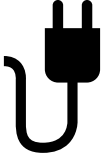
Contact: Stephanie Coffey
Website: <https://www.Stewart.com/>
Phone number: 208.287.8112



PEEK INSPECTION HOME INSPECTOR

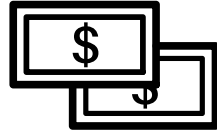
Contact: Joey McPeck
Website: joey@peekinspections.com
Phone number: 208.616-4518

CHANGE OF ADDRESS CHECKLIST



UTILITIES

- Gas
- Electric
- Water
- TV
- Internet
- Phone



FINANCIAL

- Banks/Credit Unions
- Credit Cards
- Loan Agencies
- Financial Aid
- Investment Agencies
- Car Insurance
- Home Insurance
- Employers



GOV.

- DMV
- IRS
- Social Security
- Voter Registration
- Post Office



MEDICAL

- Health Insurance
- Doctors
- Dentists
- Pharmacy
- Eyecare
- Vet



MEMBERSHIP

- AAA
- Retail Clubs
- Church
- Magazines
- School
- Gym



MISC

- Amazon
- Family & Friends

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



THANK YOU