



FROM LISTED TO SOLD

A COMPLETE GUIDE TO THE HOME SELLING PROCESS



ERA LANDMARK SPECIALIZES IN:

- Residential
- Commercial
- Luxury
- Farm and Ranch
- Land
- Residential and Commercial Developments
- Multi-Family
- Investment





OUR COMMITMENT TO YOU

ERA Landmark Seller agents are your guides during your real estate journey and beyond. Known for their local market expertise, integrity, and dedication to quality service, they're committed to protecting your interests throughout the selling process. From sprawling ranches to investment properties and first-time home buyers, our agents are ready to assist you with all of your real estate needs.

✔ WE ADVOCATE FOR YOU

The most important thing we do as a Seller agent is commit to advocate for you; guiding you and protecting your interests through the entire transaction. From marketing your property to facilitating the inspection process and sitting with you at the closing table, we are in your corner.

✔ EXPERTISE AND GUIDANCE

Our expert local agents offer valuable insights and guidance to give you the best home selling experience. We have an extensive local as well as global marketing reach. With multiple offices in the Southwest Montana area, our ERA Landmark network of agents provides an opportunity to market your home to over 55 in-office agents.

✔ BUYER AND SELLER LIAISON

We understand that effective communication between buyers and sellers is essential for a smooth transaction. Our Seller agents serve as liaisons between you and the Buyer agent with the goal of ensuring all parties are on the same page throughout the process. Whether they're coordinating property viewings and qualifying buyers, addressing concerns or negotiating terms, our agents are always advocating on your behalf.

✔ SUPPORT

Navigating the complexities of real estate transactions can be overwhelming, but having a knowledgeable agent and team by your side can help you decipher real estate jargon, avoid costly mistakes or delays as well as negotiate terms to your advantage. From marketing to transaction coordination, ERA Landmark agents have an entire team behind them helping make every transaction successful.

✔ LET US BE YOUR GUIDE

Having an experienced Seller agent who offers expert advice, unwavering guidance and an extensive marketing reach will help for a smooth and successful home sale.



HOME SELLING OVERVIEW

1

PRICING STRATEGY

We will review the Comparative Market Analysis for your home, set the listing price and discuss a customized marketing plan for your home.



2

PREPARE YOUR HOME

We will review any necessary improvements, repairs and staging to get your home ready to list.



3

PROFESSIONAL PHOTOS AND VIRTUAL TOUR

Once our listing agreement is signed it's time to make your home "photo ready". This is the perfect time to clean and declutter in preparation for listing photos and video. Having professional, well-lit photos will give you the advantage to attracting buyers online.



4

LIST AND MARKET YOUR HOME

Your home hits the market and is syndicated to local and global websites to target as many buyers as possible.

5

LOCKBOX AND SHOWINGS

A lockbox will be put on your door allowing agents to have access at scheduled times. Agents may provide feedback after showings. An open house can be held for local buyers and agents.



6

OFFER NEGOTIATIONS

We will review all offers and you will be guided through negotiating terms that work for you.



7

INSPECTION AND APPRAISAL

After an offer is accepted, the buyer can choose to get a professional home inspection and request repairs or concessions based on the inspection findings. We'll work together to negotiate these requests and reach a mutually agreeable solution. An appraisal may also be required by the buyer's lender. You'll be given resources and guidance to navigate both the inspection and appraisal processes, ensuring a smooth transaction.



8

FINAL WALK THROUGH AND CLOSING

The buyer or buyer agent will do a final walk through right before closing to ensure the property is in the same condition as the initial walk-through. We will work together to finalize the details of your closing.

READY TO SELL

Cleaning and preparing your home to sell can increase its value! Here are some home improvements to consider doing before listing:

CREATE CURB APPEAL

- ✔ Remove peeling and chipped paint; replace with a fresh coat
- ✔ Clear gutters and downspouts
- ✔ Make sure there is good exterior lighting and all walkway lights and front-door lights work
- ✔ Mow and trim grass, prune overgrown trees and shrubs and weed flower beds
- ✔ Remove or replace dead or diseased plants, shrubs, and trees
- ✔ Clean decks and deck rails and replace missing slats or posts

IMPROVE HOME INTERIOR

- ✔ Check appliances and systems are functioning properly
- ✔ Replace burned-out light bulbs
- ✔ Make any small repairs or improvements
- ✔ Deep clean and declutter the entire home
- ✔ Depersonalize by removing photos and mementos so buyers can visualize themselves living in the space
- ✔ Rearrange furniture to maximize space and flow or consider staging your home if needed

SHOWING TIPS

Make your home look its best for showings! Here are some things to do to get your home ready for buyers to view:



- ▶ Shovel, salt or sweep walks
- ▶ Put garbage cans in garage
- ▶ Remove vehicles from driveway and front curb, if possible
- ▶ Clean and freshen all rooms
- ▶ Put toilet seat lids down
- ▶ Empty garbage cans and take out trash
- ▶ Close shower curtains
- ▶ Put away or neatly hang/fold all bath and dish towels
- ▶ Clear off all countertops and put all dishes in dishwasher
- ▶ Make beds
- ▶ Make sure your home smells fresh and clean
- ▶ Turn on all lights
- ▶ Open the drapes
- ▶ Set thermostat at a comfortable temperature

BUYER AGENT COMPENSATION

As a home seller, you have a wide range of choices when it comes to listing your home. Agents who are REALTORS® are a trusted source of advice and stand ready to help you navigate this complex process and make the choices that work best for you. NAR's recent settlement has led to several changes related to broker commissions, and we wanted to clearly lay them out for you.

HERE IS WHAT THE SETTLEMENT MEANS FOR HOME SELLERS:



- You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers.
- Your agent must conspicuously disclose to you and obtain your approval for any payment or offer of payment that a listing broker will make to another broker acting for buyers.
- This disclosure must be made to you in writing in advance of any payment or agreement to pay another broker acting for buyers, and must specify the amount or rate of such payment.
- If you choose to approve an offer of compensation, there are changes to how this can happen.
- You as the seller can still make an offer compensation, but your agent cannot include it on a Multiple Listing Service (MLS)—MLSs are local marketplaces used by both buyer brokers and listing brokers to share information about properties for sale.
- Your agent can advertise your listing on platforms such as social media, flyers and websites.
- You as the seller can still offer buyer concessions on MLS (for example, concessions for buyer closing costs).

EXTENSIVE MARKETING REACH



ERA LANDMARK OFFICE MARKETING

An advantage of our Brokerage is the opportunity to market our listings, exposing your property to over 50 agents in our four Southwest Montana offices who may have buyers pre-vetted and ready to go.

PROFESSIONAL PHOTOS, VIDEO AND VIRTUAL TOUR

When your home is ready, a professional photographer will take photos and a virtual tour will be created to market your listing.

YARD SIGNS

After a listing agreement is signed, an ERA yard sign will be placed in your yard which is a great way to market to people driving or walking by your home.

Text ERA

Listings are assigned a TEXT code that is attached to the For Sale sign and homebuyers can use it to get property information texted directly to them.

21K

According to data collected from the program, about 60% of text leads convert into showings, and over 21,300 leads were generated in 2019



SOCIAL MEDIA

Your home will be posted on our ERA Landmark social media pages including Facebook, Instagram and YouTube.

OPEN HOUSES

For maximum exposure, we can hold your home open for our Office Tour, allowing ERA Landmark agents to tour your home and provide feedback as well as a Broker tour for all agents in the area. Open Houses are a great way to allow buyers to come view your property.

ONLINE PRESENCE

Once your property is listed on the Big Sky MLS it is available for agents in our area. Our advanced online marketing program submits your property to real estate's most popular sites, many with extended networks which could result in exposure to up to 750 sites.

PROFESSIONAL MARKETING MATERIALS

Our marketing support team creates professional print and online marketing materials for your home. We can create custom brochures, flyers and promotional emails sent to REALTORS, associates and past clients.

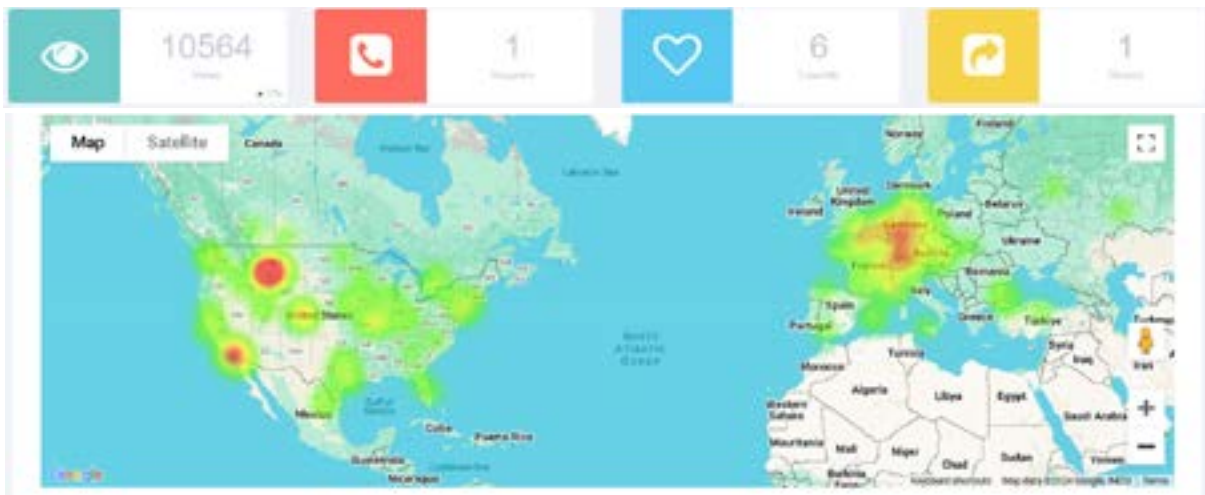
GEO TARGETED DIGITAL CAMPAIGNS

ERA Landmark utilizes Boost to create advertising campaigns on Facebook, Instagram and all across the web. These ads are visually compelling, include smart copy, and are powered by the industry's best targeting to ensure the right audiences see the ads. Ads are individually tailored and shown to thousands of potential buyers who are looking to buy a home just like yours by location, demographics, behavior and more. You can even share your ad with family and friends. Get an end-of-campaign report delivered right to you.

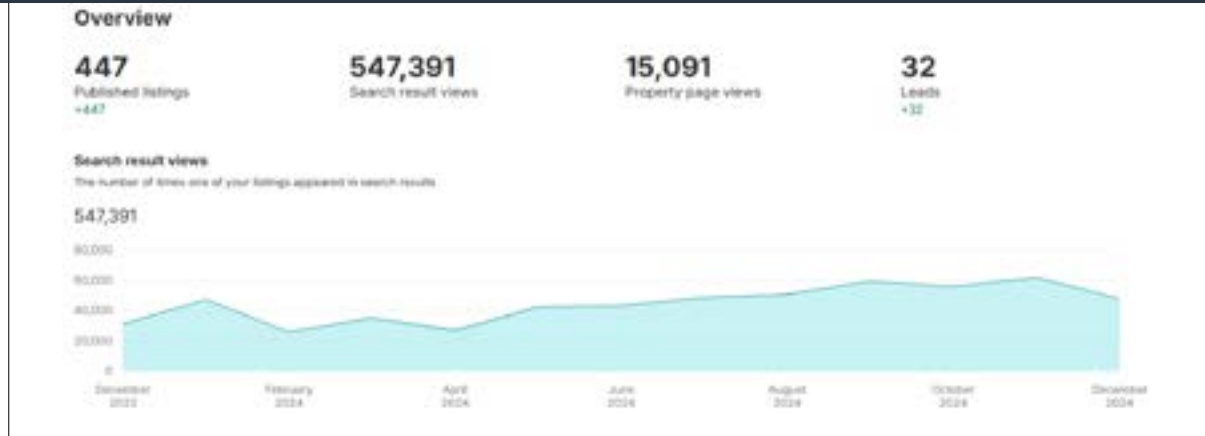
EVALUATION AND ANALYTICS

ERA's exclusive programs help us utilize a range of analytics to analyze and provide ongoing marketing evaluation throughout the life of the listing. We track views and interactions on various sites and our social media platforms.

Online Analytics



Global Reach



PUBLICATIONS

ERA LANDMARK GUIDE

We create and publish our bi-annual ERA Landmark Guide that is full of community information and all of our current ERA Landmark listings. It's distributed to a multitude of different places in Southwest Montana including the Bozeman airport, hotels, businesses, Chamber of Commerces, all of our offices as well as to past clients and associates of all ERA Landmark agents.



ERA LUXE MAGAZINE

Luxe Corner by ERA Distinctive Properties is an award-winning digital magazine that showcases luxury listings from the ERA Distinctive Properties portfolio throughout the nation. The magazine is published bi-annually on ERADistinctiveProperties.com and features editorial content about luxury trends, community spotlights, interior design and high-end lifestyle topics.





Landmark
REAL ESTATE

Offices in Big Sky, Bozeman, Livingston and Ennis

VISIT US ONLINE

