

Prepare to be MOVED!...The Higgins Home Team!



Compliments of:



Prepare to be MOVED!...With the Higgins Home Team!

Visit www.HigginsTeam.com

Email judy@HigginsTeam.com

Call 208-750-JUDY (5839)

Realtor Pledge and Survey

I am here to provide you the service that you desire. I will always put your interests first before anyone else's. To provide you the best and most professional job, our Team would like to know your concerns, so we can jointly achieve the desired result.

Please take a few minutes to complete the survey below:

Concerns About Selling Your Home	Not Concerned		Very Concerned		
Communication with Realtor	1	2	3	4	5
Buyer Qualification	1	2	3	4	5
Multiple Listing Service	1	2	3	4	5
Marketing of your property	1	2	3	4	5
Advertising	1	2	3	4	5
Open House	1	2	3	4	5
Selling Commission	1	2	3	4	5
Possible unforeseen problems such as repairs after inspection	1	2	3	4	5
Systematic process to the sale	1	2	3	4	5
Time of possession	1	2	3	4	5
Pride of your property	1	2	3	4	5
Closing Costs/Negotiating the contract	1	2	3	4	5
Security of your home	1	2	3	4	5
I am DEAD SERIOUS about getting my house sold and will do whatever it takes to do that in the next 45 days.	1	2	3	4	5
I wanna be sold, but I will do it on my own terms. I will listen to your advice, but I will price with "wiggle room."	1	2	3	4	5
If it is meant to be it will be... we can start high and go down if needed. My plan B is leasing or staying put 'til the market moves.	1	2	3	4	5

Questions To Ask When Interviewing a Realtor

- How long have you been a licensed Realtor? Do you work as a full-time Realtor?

Judy Higgins' Team: I have been a full-time Realtor for 15 years! I hold all four Real Estate education designations. I also have participated in numerous other "optional" educational programs so that I can best meet the needs of my clients! I have served as the Idaho CRS President for the past two years, which is a huge honor.

- How many days on the market (DOM) was your average listing? How many DOM was the average listing in the Valley? Can you make a correlation regarding those numbers?

JH: This varies with the market day by day. However, when we last ran reliable numbers, the average DOM for my listings is 91. The average for the other realtors in the Valley is 128! That means that by listing with me, you can save on average one month's house payment! It is important to note that statistically houses priced under \$150,000 sell much faster than houses above that figure, which varies the DOM for every house.

- What is your average list to sale price? What is the Valley's average list to sale price?

JH: Our average listing gets 98% of their list price! The Valley's average ranges is about 92%.

- What percentage of your listings sell each year versus expire or withdraw?

JH: VERY FEW of my listings expire. Those few listings that do withdraw are generally for personal reasons and changes of plans by the sellers.

- How many of your listings have you sold since 1/1/10? How many sales have you had since 1/1/10 on your listings? How many pending sales do you currently have?

JH: This changes almost daily! In 2009 We closed 55 homes!

- Do you have a paid staff (team) working solely for you? If so, how many people and what do they each do?

JH: YES! I have an entire team that helps me! Cassie Coats is my Client Care Coordinator/Transaction Coordinator and my right hand lady. My daughter-in-law Robyn is our listing coordinator who also helps with the details. All of us work together to ensure you receive the best service possible!

- Why should I hire you?

JH: You can't afford not to!

Advertising Your Home

One of the main goals of a Realtor is to effectively advertise your home. The Higgins' Home Team is committed to getting you the highest price and most favorable terms in the least amount of time and with the least inconvenience to you. In order to outmarket the competition and get you the best deal possible, Judy utilizes a multi-faceted marketing campaign.

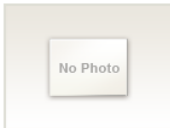
- Within 48 hours of listing your home, it will be promoted on the **Multiple Listing Service** (MLS) in the Valley. This markets your house to all other agents in the area, as well as any one who searches the MLS on the Internet.
- In order to reach local buyers, Judy regularly advertises in the **Lewiston Morning Tribune** and the **Homefinder** publication.
- Judy brings in many interested buyers from across the country using effective **Internet advertising**. She has five of her own websites, and five others where she posts her listings.

Judy's marketing plan, specifically her Internet campaign, has proven to be very successful. In 2007, the Higgins' Home Team advertised homes on Realtor.com. As a result of paying for added enhancements (**see below**) and placement on the Internet, four of our top five homes had over 3,000 property viewings. People are buying their homes and "doing their homework" online!

Which home on Realtor.com would YOU look at?

1. Standard No Photo

102 W 18th Avenue Save Listing
Lewiston, ID 83501




\$199,000

3 Bed, 1.5 Bath, 2,320 Sq Ft

Property Type: Single Family Home

2. Standard One Photo

28th St N Save Listing
Lewiston, ID 83501



\$1,128,000

7.48 Acres

Property Type: Land

3. Enhanced Listing Multiple Photos & Virtual Tour

13650 Ten Mile Canyon Save Listing
Lewiston, ID 83501

Lodge on the Snake River




\$1,300,000

4 Bed, 4 Bath, 4,948 Sq Ft




Property Type: Single Family Home

This home is located on the Snake River and is unequalled in the Lewiston real estate market. The home offers 180-degree views... [more](#)




Judy also pays for a special placement on Realtor.com where your home will be rotated as a "Featured Home" on the main page when anyone searches the 99403 zip code. Statistically these homes are viewed 500%

Featured Homes

			
Clarkston, WA \$1,200,000 3 Bd 3.00 Ba	Clarkston, WA \$135,000 3 Bd 1.75 Ba	Clarkston, WA \$55,000	Lewiston, ID \$335,000 4 Bd 312.00 Ba

Key Objectives

Pricing your home at the property's fair market value

Timing achieving the sale in your specified time period

Convenience selling your home with the least amount of inconvenience

Communication always keeping you informed of your home's progress

Results achieving a win-win transaction

What You And I Control As A Team

What We Control	What We <u>Do Not</u> Control
Price	Market
Property Condition	Competition
Access for Showing	Interest Rates
Home Warranty	When The Right Buyer Walks Through The Door

Common Misconceptions in Pricing

It is imperative to price your home at fair market value from the beginning of the listing. Often 80% of the effectiveness is linked to where you price your home. In addition, your first offer on your home is usually your best offer.

There may be other people, circumstances and experiences that will try to influence what you price your home at. Other agents, neighbors, friends, and family, along with what you paid, what you need and what you want, could try to factor into your decision. It is best to let an experienced agent like Judy advise you in pricing your house.

Her experience will help you get the most out of your house, and at the same time, keep it at a fair, competitive price on the market. One of the tools she uses to price your home is a Comparative Market Analysis (CMA). As shown below, a CMA compares houses on the market that have similar features as your own.

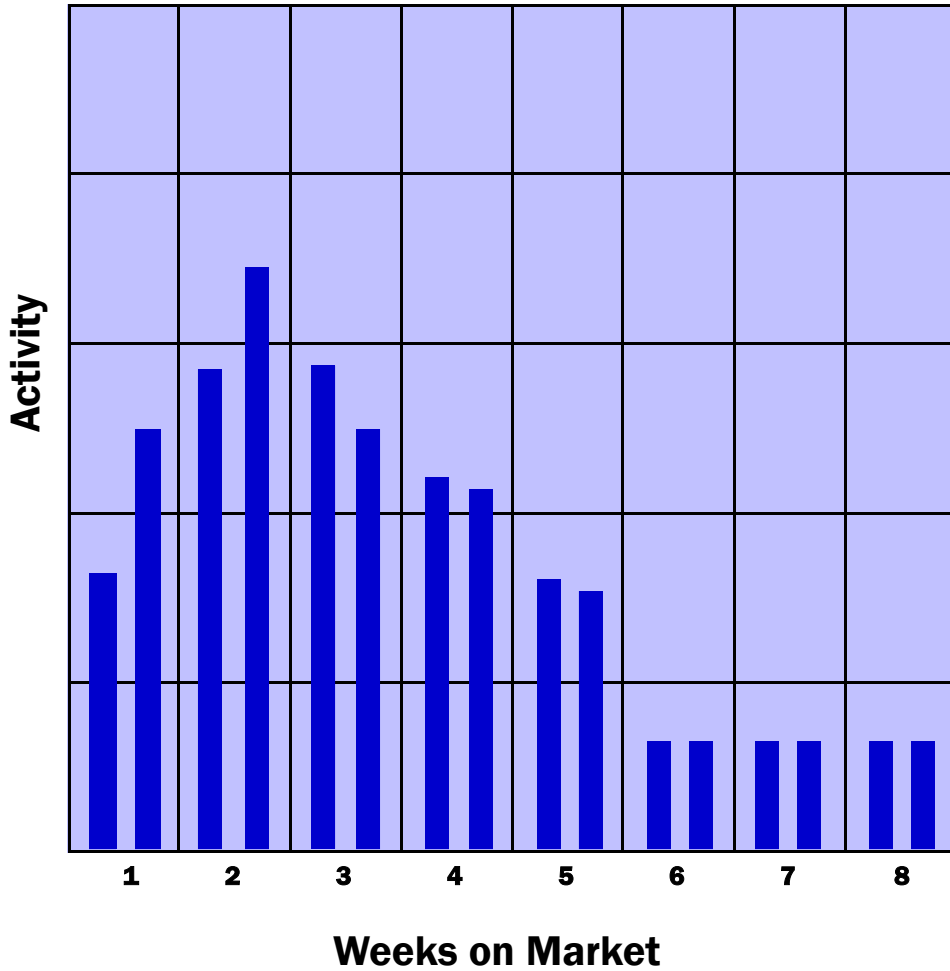
				
MLS #	106057	105803	106573	104886
Class	RESIDENTIAL	RESIDENTIAL	RESIDENTIAL	RESIDENTIAL
Type	Single Family Residence	Single Family Residence	Single Family Residence	Single Family Residence
Area	Lewiston Downtown East	Lewiston Downtown East	Lewiston Orchards East	Lewiston Downtown East
Address	1750 Wheatlands Ave	1940 Wheatlands	3812 11th Street	1958 Wheatlands
City	Lewiston	Lewiston	Lewiston	Lewiston
State	ID	ID	ID	ID
Zip	83501	83501	83501	83501
Status	SOLD	SOLD	SOLD	WITHDRAWN
Price	\$275,000	\$285,400	\$254,000	\$319,900
# of Bdrm	4	3	3	4
# of Baths	2.5	2	2	2
Gar. Cap.	2	2	2	2
Gar. Type	Gar. Att.	Gar. Att.	Gar. Att.	Gar. Att.
M. Flr Uti	Yes	Yes	Yes	Yes
Style	Two Story	One Story	One Story	1 1/2 Stor
TTL SQFT	1851	1908	1820	2176
Sold Price	\$275,000	\$285,400	\$254,000	
Year Built	1996	2006	2006	2006
Days On Market	41	101	44	273
\$/TTL SQFT	\$148.57	\$149.58	\$139.56	\$147.01

Is Your Price on Target?

This graphic represents the seriousness of pricing your house right. The myth that “people know to offer 10-12% less than the list price” is no longer true! In THIS market, it is smart to price the house right at where the market says it will sell. According to the National Association of Realtors®, the house is over-priced if you have had 10 showings and no offers. The market speaks and we must listen by adjusting the price to the market’s voice! The amount it is adjusted varies as is illustrated above in the target. Let’s price it to sell!



Selling Price vs. Time on the Market



Time on the market controls the activity in the real estate market. Agents are always keeping their eyes open for new listings. Your property will attract the most activity from prospective buyers and real estate agents when it first appears on the market.

After the first few weeks on the market, the showing activity will decrease and the market time will increase. From this pattern, it is determined that **the greatest opportunity of selling a home is when it is a NEW listing**. If it does not sell in the first 8 weeks, we will need to adjust the price downward- the market "speaks" to us! THEN... we will attract the next group of buyers and should sell during the second 8 week period.

Judy vs. Average Agents

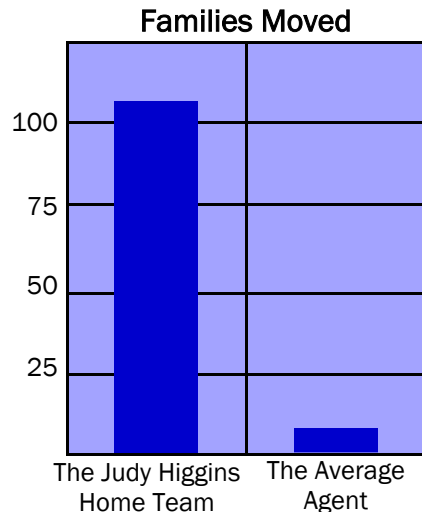
How do the results of the "average" agent compare to the Judy Higgins Home Team?

The Judy Higgins Team moves **over 100 families a year**.

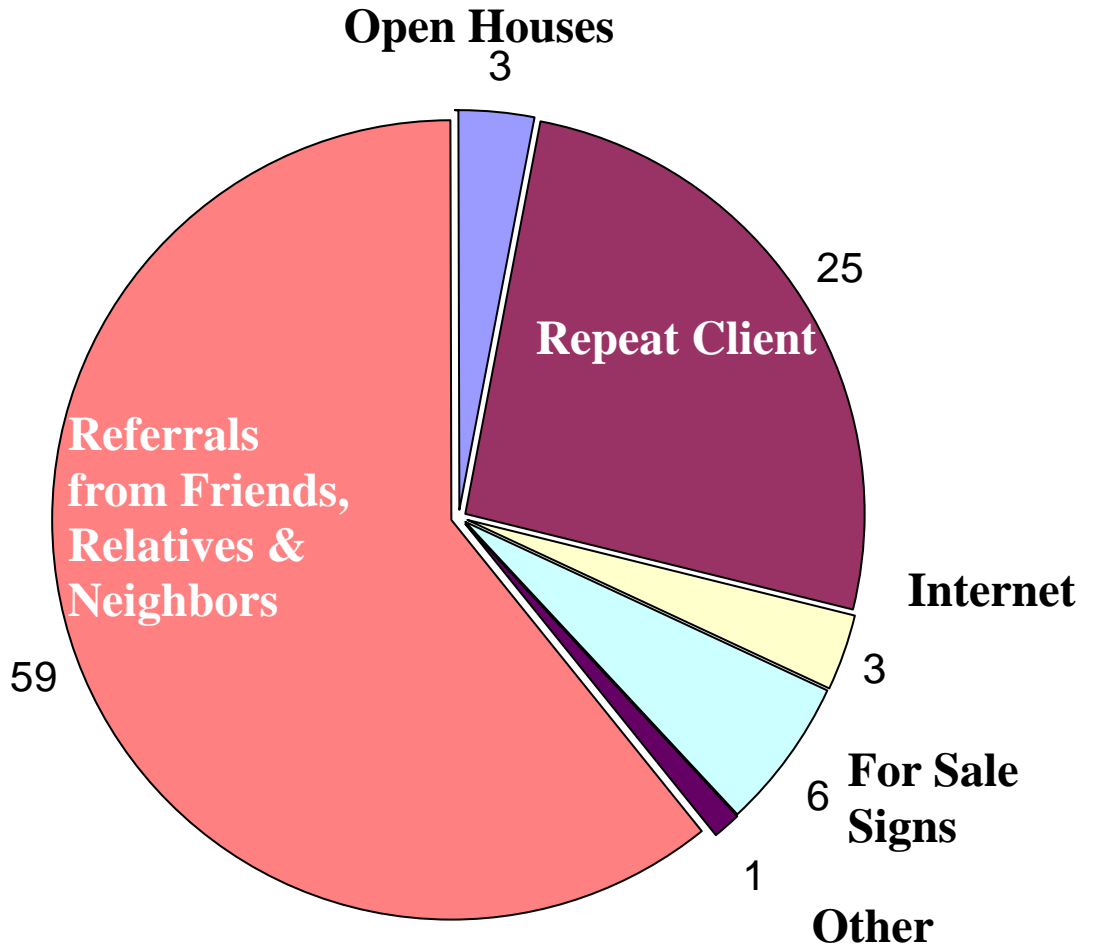
The average agent moves **seven families a year**.

What does all mean for you?

Prepare to be MOVED!



Where Buyers Come From



This chart illustrates the source of our buyers for 2008!

We have a great advantage to sell your house with our variety of marketing avenues. Our internet presence is so very strong so that if your buyer is searching online we will find them!

What you can expect from the Judy Higgins Home Team

Experience

You will benefit from our years of successful marketing experience in residential real estate. *Judy has been a full-time Realtor for over a decade!*

Ethical Standards

Integrity and strict ethical standards are assured by the Higgins Home Team. I support and practice the professional standards of the National Association of REALTORS®, the Idaho and Washington Associations of REALTORS® and the local Lewis-Clark Board of REALTORS®.

Prepared Salespeople

Judy is one in only a handful of agents in the Lewis-Clark Valley that holds the ABR, CRS, GRI and SRES designations. She is also an e-pro and Cyberstar, demonstrating her technological proficiency in the field of real estate. Judy believes in the importance of continuing her education, in order to offer you the most professional accuracy and competence in an ever-changing industry.

Broad Exposure

Your home will be exposed to qualified buyers generated by our convenient neighborhood office throughout the LC Valley. It will also be marketed all over the country, as our websites with high search engine placement bring in buyers from all over!

Immediate Coverage

As a result of my membership in the Lewis-Clark Valley Multiple Listing Service, information on your home will be communicated immediately to the entire real estate industry via Realtor.com and Homes.com.

Full-Time Effort

Your marketing needs will be satisfied by a team of full-time professional representatives. You actually get a **team** for the price of **one!**

Thank you so much for taking the time to complete the survey and read over the information.

I would love to make an appointment with you to list your house! Here is what you can expect when I come:

1. I will be available to meet with you immediately to list your house.
2. Your sign will be in your yard and the lockbox on your door when I leave.
3. All paperwork will be processed at the appointment, and your house will be photographed for the websites, MLS, and virtual tours.

As soon as my team and I arrive back at the office, your listing will be uploaded to the MLS and posted on all websites within 48 hours.

As we work to list your house, you truly will see the difference OUR Team makes!

**Selling the
Lewis-Clark
Valley
One Yard
At A Time!**





Testimonials

-You were so professional-thank you so much for everything. We couldn't have asked for better. Thank you! Thank you! - Buck and Chelsea

-Judy was outstanding as far as walking us through the buying process and helping us deal with obstacles that came our way. - Lori

-I would refer your team if anyone was looking to buy in the area! - Harold and Rose

-The best thing they did was treat us like we were the only people they were working with!
- Anonymous

-Thank you so much for all your time, knowledge and help in getting our home SOLD-and for the van in getting us moved! The process was so easy, and we greatly appreciate all the communication that took place, keeping us informed, and even for getting us a great price!!
- Mark and Kelly



Prepare to be moved!