

AMHERST MADISON

THE  
BIG  
TEN

FOR BUYERS

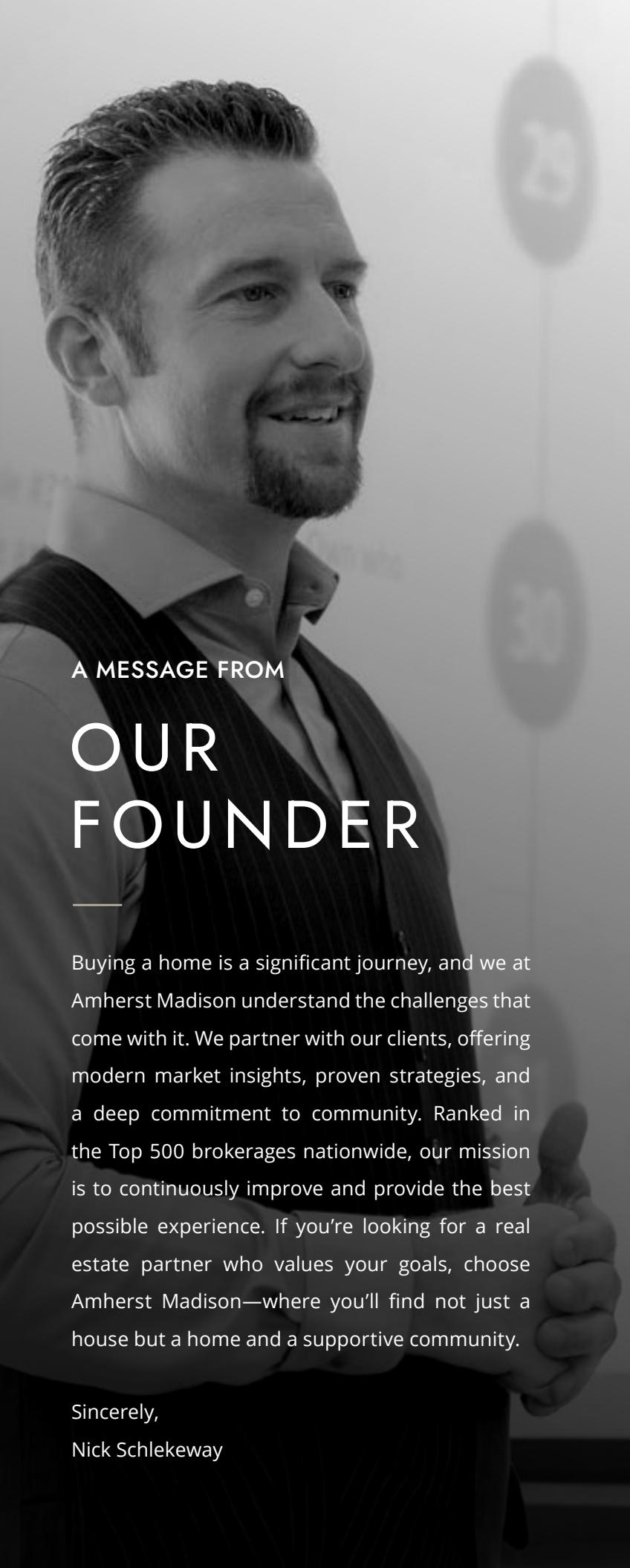
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- 
- 01 What Qualifies Amherst Madison to Help Buy My Next Home? PAGE 4
- 
- 02 How Does all of this Real Estate Stuff Work Anyway? PAGE 6
- 
- 03 Do You Really Think We Can Find a Home? PAGE 8
- 
- 04 Why Does Every Real Estate Agent Claim They're the Best? PAGE 10
- 
- 05 What is Amherst Madison Going to Do For Me? PAGE 12
- 
- 06 We Have Very Specific Needs for Our Next Home PAGE 14
- 
- 07 The Market Feels Weird Right Now PAGE 16
- 
- 08 How Do I Know I'm Getting a Fair Deal? PAGE 18
- 
- 09 I'm Not Even Sure What You Are Negotiating PAGE 20
- 
- 10 Is This a One-and-Done or Will You Be Available After the Sale? PAGE 22
- 



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# WHY 'THE BIG 10?'

Welcome to Amherst Madison's Big Ten Booklet—a guide created to address the core questions and concerns of today's home buyers. Buying a home can be exciting yet challenging, often bringing up questions buyers may hesitate to ask. We developed this resource to empower you with the insights and support needed to navigate this milestone confidently.

The Big Ten addresses common—and sometimes unspoken—concerns in the buying process, from understanding the market to finding the right home and securing a fair deal. Each section draws from our experience with buyers like you, blending practical insights with straightforward advice. Our goal is to help you feel informed, supported, and valued.

We hope the Big Ten answers your questions and makes your home-buying journey more rewarding, providing practical guidance so you feel confident every step of the way.

A MESSAGE FROM

## OUR FOUNDER

Buying a home is a significant journey, and we at Amherst Madison understand the challenges that come with it. We partner with our clients, offering modern market insights, proven strategies, and a deep commitment to community. Ranked in the Top 500 brokerages nationwide, our mission is to continuously improve and provide the best possible experience. If you're looking for a real estate partner who values your goals, choose Amherst Madison—where you'll find not just a house but a home and a supportive community.

Sincerely,

Nick Schlekeway



REAL TRENDS  
FIVE HUNDRED  
NATIONALLY RANKED 2022 - 2023

YOUR TRUSTED ADVISORS FOR TREASURE  
VALLEY AND BEYOND



# 01

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## WHAT QUALIFIES AMHERST MADISON TO HELP BUY MY NEXT HOME?

As a buyer, you'll benefit from working with Amherst Madison, one of Idaho's top independent brokerages. Our agents are celebrated for their deep local market knowledge and unwavering commitment to exceptional service. With decades of

experience and state-of-the-art technology, we expertly guide you through even the most complex transactions. Amherst Madison provides personalized attention and tailored solutions to ensure a smooth and successful home-buying experience.

# OUR TRACK RECORD OF SUCCESS

BROKERAGES	IDAHO OWNED & INDEPENDENT	NUMBER OF AGENTS*	AVERAGE SALE PRICE	AVERAGE AGENT VOLUME SOLD/YEAR
<b>AMHERST MADISON</b>	✓	184	\$679,798	\$5,085,959
KELLER WILLIAMS REALTY BOISE	—	536	\$567,967	\$3,969,422
FATHOM REALTY	—	393	\$562,471	\$3,165,879
BOISE PREMIER REAL ESTATE	✓	300	\$574,551	\$2,765,963
COLDWELL BANKER TOMLINSON	—	222	\$506,660	\$2,148,068
HOMES OF IDAHO	✓	449	\$451,553	\$1,546,370
SILVERCREEK REALTY GROUP	✓	2080	\$537,950	\$1,763,089
EXP REALTY, LLC	—	491	\$456,141	\$871,413

THE BIG TEN | NUMBER 01

REALTRENDS  
FIVE HUNDRED

**Inc.**  
**5000**  
AMERICA'S  
FASTEST  
GROWING  
PRIVATE  
COMPANIES

BIGDAD  
**BUSINESS REVIEW**

**2022**

#342 Top 500 Real Estate Brokerages in the USA\*

**2023**

#361 Top 500 Real Estate Brokerages in the USA\*

**2018 – 2022**

America's Fastest Growing Private Companies List

**2018 – 2022**

Ranked Top 10 in Idaho (2018–2021)  
Ranked Top 30 in Nation (2019)

**2021**

Nine of our agents landing on the coveted list of "Top 1% Real Estate Agents in Idaho."

**2022**

Won Brokerage of the Year  
Ranked #3 in Idaho with \$1.27B+ in sales and 2,000+ closings

# 02

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## HOW DOES ALL OF THIS REAL ESTATE STUFF WORK ANYWAY?

Navigating real estate with Amherst Madison involves understanding market trends, securing financing, and negotiating transactions. Buyers need pre-approval for mortgages and must evaluate properties through inspections and appraisals. Both parties engage in offer and counteroffer processes, guided by contracts and legal considerations. Closing requires coordination among agents, lenders, and attorneys to finalize paperwork and transfer ownership. The complexity demands expertise, strategic planning, and effective communication, all of which Amherst Madison excels in providing.





### BUYER AGREEMENT

Buyer + Buyer Broker

A buyer agreement between a buyer and agent outlines the terms of representation, including duties, duration, and commission. It ensures the agent works in the buyer's best interest throughout the property purchase.

### PURCHASE AGREEMENT

Buyer + Seller

A purchase agreement between a buyer and a seller outlines terms for buying property, detailing price, contingencies, and closing date. It ensures both parties fulfill their obligations for a successful transaction.

### TOGETHER, WE WILL:

- IDENTIFY YOUR IDEAL HOME
- PRESENT OPTIONS THAT FIT YOUR CRITERIA
- PRESENT A COMPETITIVE OFFER
- NEGOTIATE EFFECTIVELY ON YOUR BEHALF
- PROVIDE YOU WITH ONGOING SUPPORT AND SERVICES LONG AFTER THE SALE

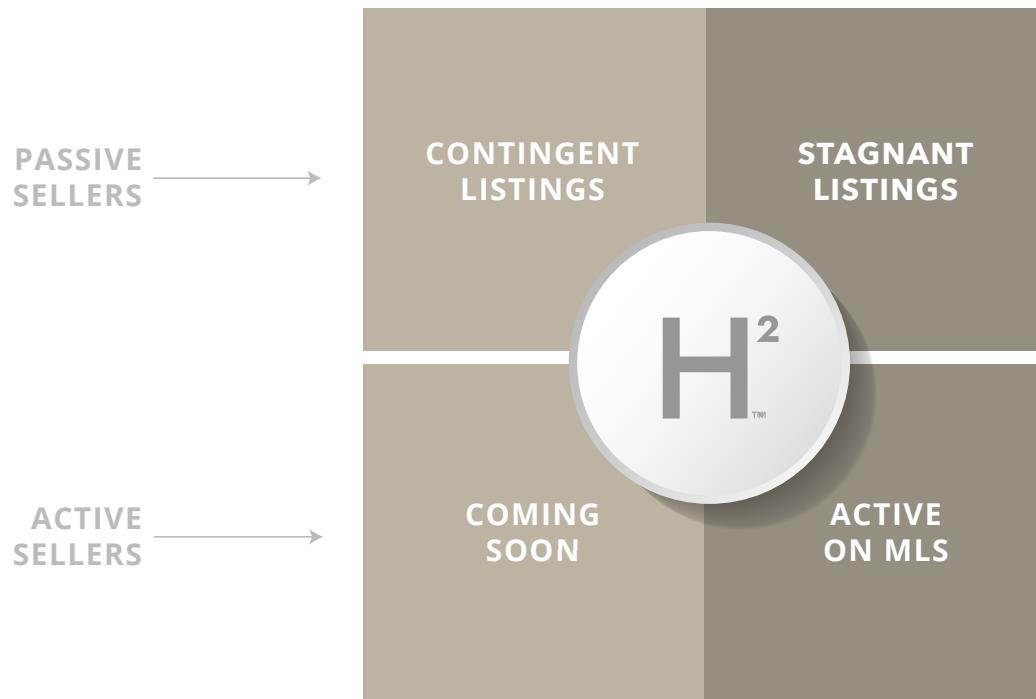
# 03

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## DO YOU REALLY THINK WE CAN FIND A HOME?

Absolutely, you can find a home. The key question is: who will sell us the home we want? It's completely understandable to feel overwhelmed when searching for a new home—it can indeed feel like trying to find a needle in a haystack. At Amherst Madison, we're here to make the process much more manageable and efficient for you.

With a clear understanding of your needs and budget, and the support of a skilled Amherst Madison agent, the search process becomes efficient and focused. The Amherst Madison "Home Hunt" (H2 for short) methodology goes beyond just the homes currently on the market, targeting both active and passive sellers to maximize opportunities for you. Leveraging market knowledge, negotiation skills, and comprehensive property listings, a Amherst Madison agent guides you through viewing potential homes, making offers, and ultimately closing a deal.





## H<sup>2</sup> | AMHERST MADISON HOME HUNT

Our custom-tailored home search process involves targeting ALL the homes that fit your unique criteria, regardless of whether they are currently available for sale or "off-market." As far as we're concerned, it's all inventory up for grabs!

### EXAMPLES OF FINDING HOMES THAT ARE A UNIQUE MATCH FOR YOU:

- Leverage the MLS to access a wide network of real estate listings and agents.
- Utilize a well-maintained database to identify off-market properties
- Promote through Facebook, Instagram, LinkedIn, and Twitter to target potential sellers.
- Send targeted emails to potential sellers and real estate professionals in our network.
- Use postcards, flyers, and letters to reach homeowners in specific neighborhoods.
- Announce your home need to over 170 Amherst Madison agents



# 04

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## WHY DOES EVERY REAL ESTATE AGENT CLAIM THEY'RE THE BEST?

At Amherst Madison we go beyond the claims of being the best with our System Powered by Advisors. Our team collaborates to understand your unique needs and secure optimal funding. We conduct an extensive home search, leveraging advanced tools and a wide network to find the perfect property. Our advisors craft strong offers and handle negotiations, ensuring the best terms. We meticulously manage the closing process, from inspections to mortgage arrangements, for a seamless transition into your new home. Our comprehensive, team-based approach ensures unparalleled service and support, making your home-buying journey smooth and successful.

## A SYSTEM POWERED BY ADVISORS

The best home buying process goes beyond just previewing homes. Recognizing that each search is unique, we blend proven systems with the expertise of our experienced advisors, leaving no stone unturned.

		TOP 1% AGENT	TOP 5% AGENT	EVERYDAY AGENT
SYSTEMS & ADVISORS	 <p>Property Diligence Process Agent Network Research Deal Chaining Strategy Transaction Specialists Investor Groups</p>	X	X	X
PASSIVE INVENTORY	<p>Geo-Targeted Ads Conditional Buyers Home Value Inquiries Door-to-Door Search Homeowner Call Campaign Renovation Partners</p>	Geo-Targeted Ads Conditional Buyers Home Value Inquiries Door-to-Door Search Homeowner Call Campaign Renovation Partners		X
OFF MARKET	<p>Pre-Market FSBO Expired Canceled</p>	Pre-Market FSBO Expired Canceled	Pre-Market FSBO Expired Canceled	X
SEARCH	Search & Show	Search & Show	Search & Show	Search & Show

# 05

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## WHAT IS AMHERST MADISON GOING TO DO FOR ME?

At Amherst Madison, we guide you through every step of the home-buying journey with a personalized and strategic approach. We start by understanding your specific needs and securing funding. Then, we conduct a thorough home search, providing insights and arranging viewings. Once you find the ideal home, we help craft a strong offer and handle all negotiations and paperwork. As you move toward closing, we manage all details, ensuring a smooth and successful transition into your new home. Our commitment is to make your home-buying experience seamless and rewarding.



## THE HOME BUYING JOURNEY



● **STRATEGY**  
Goal: Get Ready to Search

● **SEARCH**  
Goal: Find Your Home

● **CONTRACT**  
Goal: Negotiate & Finalize Purchase

● **CLOSING**  
Goal: Move Into Your Home



# 06

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## WE HAVE VERY SPECIFIC NEEDS FOR OUR NEXT HOME

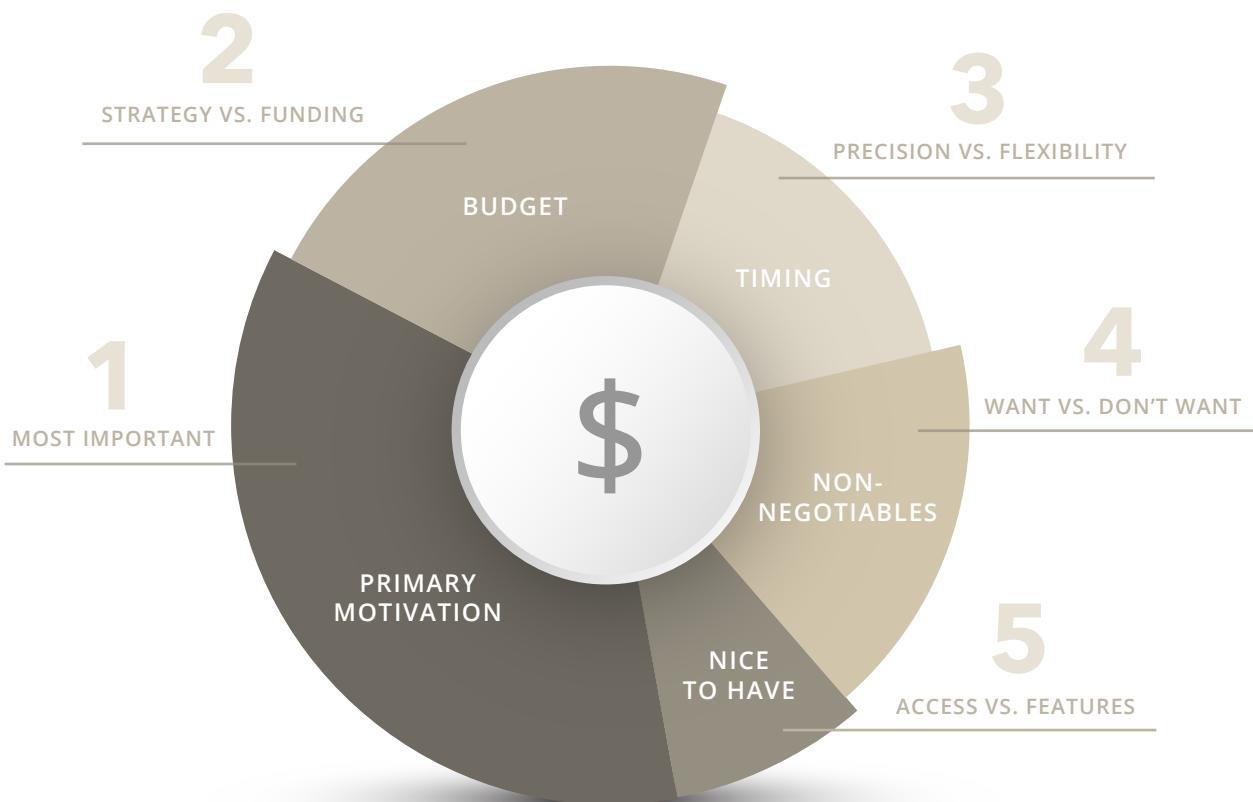
At Amherst Madison, we understand that your next home needs to align perfectly with your specific requirements. Our strategic game plan is the key to finding your ideal home at the right price and terms.

We begin with a comprehensive strategy and funding plan to ensure your financial foundation is solid and aligned with your goals. We then distinguish between nice-to-have features and non-negotiables, allowing you to focus on what truly matters. Timing is carefully considered, aligning our efforts with your schedule to streamline the process.

Our team works closely with you to understand the primary motivation behind your move—whether it's proximity to work, schools, or a dream neighborhood. This approach ensures that every step is tailored to meet your unique needs, making the journey to your perfect home as smooth and successful as possible.

## A STRATEGIC GAME PLAN

The Key to Finding Your Ideal Home at the Right Price and Terms





# 07

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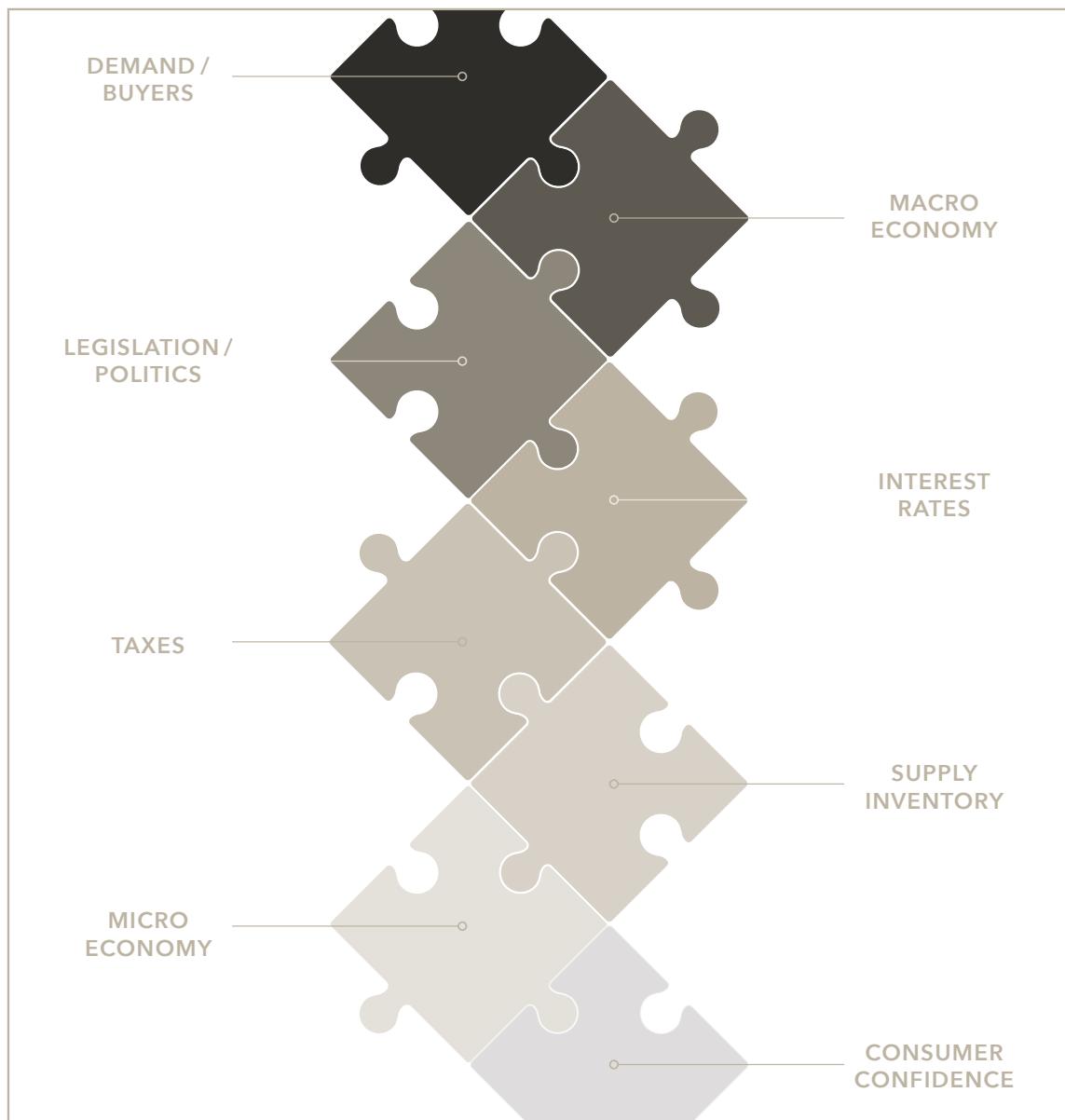
## THE MARKET FEELS WEIRD RIGHT NOW

The real estate market can seem unpredictable, but it's influenced by several key factors. Affordability determines how well home prices align with local incomes, impacting buyer demand. The broader economy affects housing through employment and income levels, while interest rates influence mortgage costs and buyer activity.

Supply and demand dynamics play a crucial role: high inventory tends to push prices down, while low supply can drive prices up. Buyer demand, driven by factors like population growth and job opportunities, also affects pricing. Additionally, government policies and local taxes can either boost or limit market activity.

Local conditions, such as regional economic health and community amenities, further shape the market. At Amherst Madison, we analyze these factors to provide you with expert guidance, helping you make informed decisions in any market environment.

## PIECING TOGETHER WHAT CONTROLS THE REAL ESTATE MARKET



# 08

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## HOW DO I KNOW I'M GETTING A FAIR DEAL?

Pricing is fairly predictable if know the right question to ask. At Amherst Madison, transparency in pricing is our cornerstone. Our agents provide comparative market evaluations and insights into pricing trends, empowering you to make informed decisions. We reverse engineer our understanding of the seller's pricing strategy to give us valuable insights on seller expectations and market conditions while informing our offer strategy. With a commitment to integrity and honest negotiations, we strive to achieve the best possible outcomes for our clients, ensuring every transaction reflects true market value and meets your expectations.

### PREDICTING PRICING RULE OF THUMB

MONTHS' SUPPLY OF INVENTORY	BUYER'S MARKET	BALANCED MARKET	SELLER'S MARKET
	Greater than 6 months supply	5 to 6 months supply	Less than 5 months

Months' Supply of Inventory (MSI) refers to the number of months it would take for the current inventory of homes on the market to sell given the current sales pace, assuming no new inventory comes to market.

## PRICING STRATEGIES

### ASPIRATIONAL PRICING

When sellers list higher than the relevant properties, hoping to maximize their return

### PERCEIVED MARKET VALUE PRICING

A traditional strategy where sellers price in-line with the relevant comparables, especially in parity with those that are currently under contract

### EVENT PRICING

When sellers price a little below relevant properties to stand out and create an auction-like environment to generate more offers and momentum



# 09

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## I'M NOT EVEN SURE WHAT YOU ARE NEGOTIATING



When it comes to negotiating on your behalf, it's more than just about the price. Our offer strategy is designed to be comprehensive and effective, addressing all aspects of the deal.

First, we craft a strategic offer that goes beyond simply stating a price. We carefully consider the terms of the contract, including contingencies and deadlines, to strengthen your position. This includes working with vendors to ensure that all elements of the offer align with your goals.

During the closing process, our focus shifts to executing the strategy we've developed. We manage the contingency periods—such as inspections, appraisals, and financing—to make sure that all conditions are met and that there are no surprises. Each phase of negotiation is handled with precision to address any issues that arise and to keep the process moving smoothly.

## OPPORTUNITIES FOR NEGOTIATION WHEN OUR OFFER IS ACCEPTED

The contract period in a real estate transaction is a crucial time that opens up numerous opportunities for negotiation, allowing both buyers and sellers to fine-tune the terms of the deal. During the purchase contract phase, key elements like price, contingencies, and closing dates can be negotiated to meet each party's needs. The inspection contingency period provides an additional window to address any issues that arise, potentially leading to renegotiations on repair costs or price adjustments. Similarly, the appraisal phase might bring opportunities to renegotiate the price if the property's appraised value differs from the agreed-upon amount. Finally, as the transaction moves toward closing, there may be room to discuss concessions, closing costs, or any last-minute adjustments, ensuring that both parties are satisfied with the final terms.

### THE CONTRACT PERIOD

PURCHASE CONTRACT PHASE	INSPECTION CONTINGENCY PHASE	APPRaisal CONTINGENCY PHASE	CLOSING CONDITIONS PHASE
1 Price & Terms Dates & Deadlines Personal Property Contingencies Financing Clauses	2 Repairs & Credits Timing & Deadlines Contractor Selection Re-Inspection Final Approvals	3 Appraiser Selection Updates & Communications Property Details Comparable Sales Used Final Analysis & Valuation	4 Title Report & Review Exclusions & Exceptions Ensuring Clear Title Closing Date & Time Occupancy & Keys



# 10

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IS THIS A ONE-AND-DONE OR WILL  
YOU BE AVAILABLE AFTER THE SALE?

## **CLIENT FOR LIFE COMMITMENT**

As a client of Amherst Madison, our relationship isn't over yet; it's just beginning. You gain access to an array of exclusive perks designed to enhance your real estate experience long after the sale is complete. At Amherst Madison, we are committed to being your trusted real estate partner for life, providing ongoing support and resources to help you make the most of your investment.

After exploring "The Big 10," you may find yourself with additional questions or looking for more guidance. Whether you're just beginning to explore your options, actively considering your next steps, or ready to make a decision, we're here to help. Our team is prepared to support you at every stage of the buying process, ensuring you feel confident and well-informed along the way.



AMHERST  
MADISON



## LET'S START A CONVERSATION TODAY!

Please reach out about  
how we can help you buy  
or sell your next home.

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This publication was designed by Amherst Madison's trusted marketing partner Telos Creative.

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