

AMHERST MADISON

THE  
BIG  
TEN

FOR SELLERS

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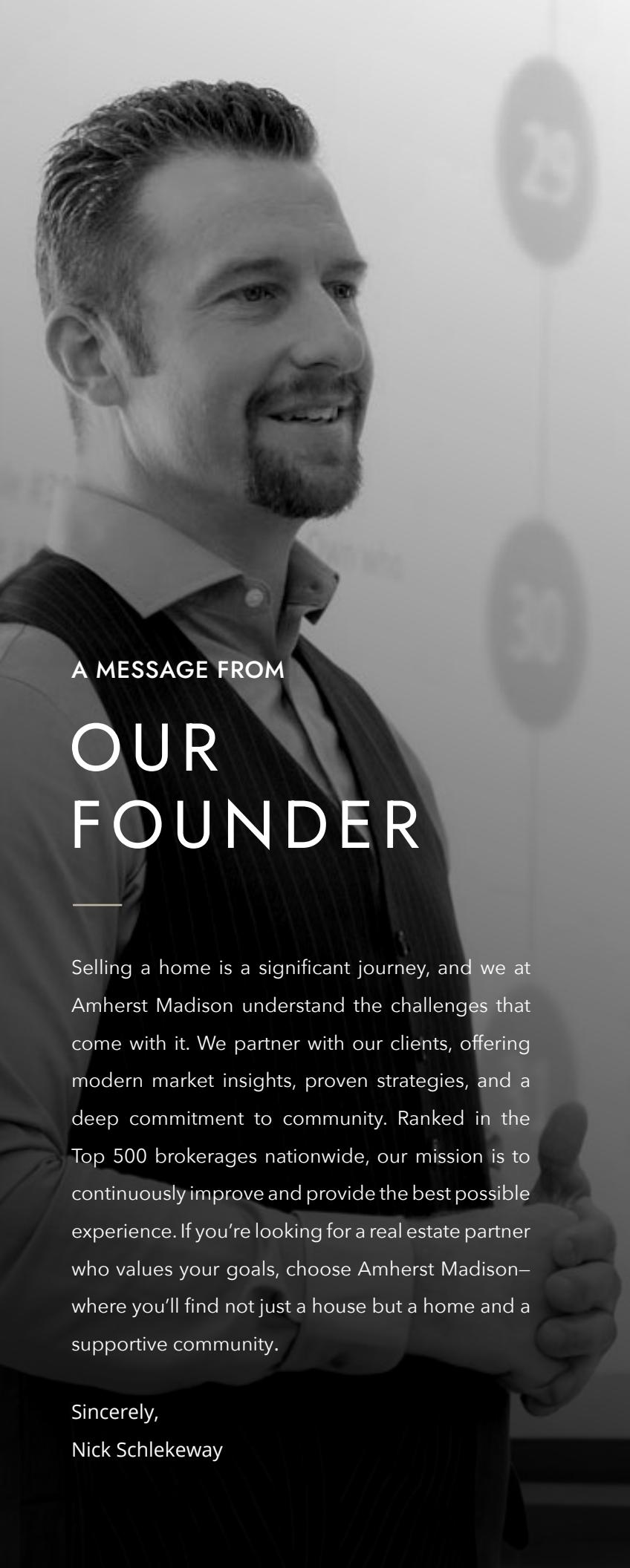


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# WHY 'THE BIG 10?'

Selling a home is a major financial and emotional decision, and it comes with questions—some that sellers hesitate to ask, others they don't even know they should. That's exactly why we created this resource. Drawing from years of industry research, firsthand experience, and countless conversations with sellers and top agents, we've crafted the Big Ten Booklet to give you the most relevant, no-nonsense insights into the selling process.

The Big Ten doesn't just scratch the surface—it tackles the real, unspoken concerns of home sellers. From understanding market dynamics to preparing your home for maximum value and negotiating the best possible deal, this guide is built on proven strategies that have helped sellers just like you. Every section is backed by the knowledge we've gained from navigating thousands of home sales.

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



A MESSAGE FROM

## OUR FOUNDER

Selling 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

YOUR TRUSTED ADVISORS FOR THE  
TREASURE VALLEY AND BEYOND



# 01

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## WHAT QUALIFIES AMHERST MADISON TO HELP ME SELL MY HOME?

As a seller, 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-selling experience.

## OUR TRACK RECORD OF SUCCESS

AVG SALES PRICE*	AVG DAYS ON MARKET*	ALL TIME SALES
Amherst Madison	Amherst Madison	Total Sales by Units
<b>\$673,440</b>	<b>33</b>	<b>11,000+</b>
MLS	MLS	Total Sales by Volume
<b>\$520,818</b>	<b>44</b>	<b>6+ BILLION</b>

\*As of December 31, 2024

## THE #1 LUXURY BROKERAGE IN IDAHO

HIGHEST  
AVG SALES  
PRICE IN  
**IDAHO**

OVER  
**1,000**  
MILLION DOLLAR  
SALES

MEMBER OF  
**#1**  
LUXURY NETWORK  
IN THE WORLD

REALTRENDS  
FIVE HUNDRED

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

IDAHO  
**BUSINESS REVIEW**

**2022**  
#342 Top 500 Real Estate  
Brokerages in the USA\*

**2018 - 2022**  
America's Fastest Growing  
Private Companies List

**2021**  
Nine of our agents landing  
on the coveted list of "Top 1%  
Real Estate Agents in Idaho."

**2023**  
#361 Top 500 Real Estate  
Brokerages in the USA\*

**2018 - 2022**  
Ranked Top 10 in Idaho (2018-2021)  
Ranked Top 30 in Nation (2019)

**2022**  
Won Brokerage of the Year  
Ranked #3 in Idaho with \$1.27B+  
in sales and 2,000+ closings

THE BIG TEN - NUMBER 01

\*Top .5 of 1% Nationwide



## 02

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### YOU SAY YOU'RE LOCALLY ROOTED, HOW SO?

Amherst Madison Real Estate was founded in 2013, right here in the Treasure Valley, on the belief that real estate is more than just transactions—it's about people and community. Headquartered in Boise, we remain locally owned and operated, ensuring that every dollar stays in Idaho to support our agents, clients, and neighbors. With deep Idaho roots and an entrepreneurial spirit, we are fully invested in our agents' success—so they can, in turn, invest in the communities they serve. At Amherst Madison, we don't just sell homes—we build community.

# THE BIG TEN — NUMBER 02

## WHAT SETS US APART

- ESTABLISHED IN 2013 IN THE TREASURE VALLEY
- HEADQUARTERS IN BOISE, IDAHO
- NO OUTSIDE FUNDING, REVENUE STAYS IN IDAHO #KEEPITLOCAL
- STEWARDS OF OUR COMMUNITY. WE SELL COMMUNITY, NOT "BRICKS & STICKS"
- AGENTS HAVE FIRSTHAND KNOWLEDGE OF LOCAL MARKET CONDITIONS
- PARTNERSHIPS WITH THE MOST QUALIFIED VENDORS AND REAL ESTATE PROFESSIONALS
- ACTIVE IN LOCAL PHILANTHROPY





# 03

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## YOU SAY YOU'RE GLOBALLY CONNECTED, HOW SO?

As an affiliate of Leading Real Estate Companies of the World® we have access to the highest caliber of real estate professionals in over 70 countries and across six continents. When buying or selling property outside of our local market, our world-class connections can help with real estate needs throughout our continent and to points around the globe. Let us introduce you to a carefully selected sales associate that will provide you with extraordinary service - anywhere your real estate needs take you. Our global network is comprised of the very best real estate companies and the most talented professionals in the world.

### **WORLD-CLASS SERVICE. WORLD-CLASS INTRODUCTIONS.**



INTRODUCTIONS MADE IN 100 COUNTRIES IN 2022



190 CLIENT INTRODUCTIONS MADE DAILY WORLDWIDE



24,000 AFFILIATE-TO-AFFILIATE CLIENT INTRODUCTIONS MADE EACH YEAR

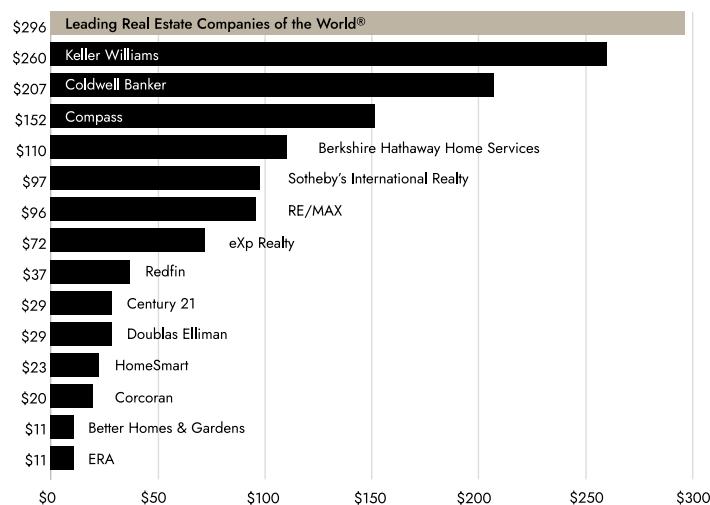


A REFERRAL IS PLACED EVERY 10 MINUTES IN OUR NETWORK

## GLOBAL ACCESS, INSIGHTS, AND EXPERT GUIDANCE FOR CLIENTS WORLDWIDE

As the luxury division of Leading Real Estate Companies of the World,® we have a direct relationship with the top independent property brokerages along with the most well connected and successful agents in cities around the globe. LeadingRE members handle \$296 billion in U.S. home sales volume, more than other real estate network, franchise or brokerage brand.

### MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR BROKERAGE



Source: REAL Trends 2023, [realtrends.com](http://realtrends.com)

Volume shown in billions (USD)

550  
COMPANIES

138K  
SALES ASSOCIATES

4900  
OFFICES

70+  
COUNTRIES

*Leading*

REAL ESTATE  
COMPANIES  
OF THE WORLD®

**LP** LUXURY  
PORTFOLIO  
INTERNATIONAL®

THE BIG TEN — NUMBER 03

# 04

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## HOW ARE YOU GOING TO MARKET MY HOME TO FIND A BUYER?

Our approach goes far beyond simply listing your home on the MLS. We use a targeted marketing strategy to attract the right buyers, ensuring your property is showcased in its best light through professional photography and videography. Additionally, we distribute your listing across multiple platforms to maximize exposure and actively collect and follow up on leads to drive interest and offers.

It all starts by generating buzz, capturing the attention of potential buyers through a wide array of digital and print channels. From online ads and social media campaigns to eye-catching digital flyers, we make sure your property is seen by the right people. As interest grows, we don't stop there—we engage potential buyers with stunning visuals, open houses, and personalized experiences that allow them to imagine themselves in the space. When inquiries come in, we carefully nurture each one, answering questions and providing detailed tours to keep the momentum going. This approach helps drive serious offers and ensures your home receives the attention it deserves, leading to a successful close and a seamless experience.

- 1 DIRECT PROSPECTING TO AGENT'S NETWORK
- 2 MLS & PROPERTY SEARCH
- 3 EXCLUSIVE LISTING WITH LEADING RE & LPI
- 4 PRINT MEDIA
- 5 DIGITAL MEDIA
- 6 PAID ADVERTISING



## OUR MARKETING STRATEGY

### What do we distribute?

It's crucial that buyers quickly find the information they need, and that the materials are professionally designed. In today's digital world, buyers often swipe through listings on their devices, so we only have a few seconds to grab their attention with professional visuals and compelling descriptions. Once we have their interest, detailed profiles and clear next steps help guide them toward scheduling a showing.

### Where does it go?

Well, in a word, everywhere. That is, everywhere we feel that the data can be controlled and promoted in your best interests. Amherst Madison knows that to market a property you have to be where the buyers are searching. We pay for premium syndication to ensure that your property listing gets from the local MLS to the hundreds of popular websites used by buyers in their home search.



# 05

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## ZILLOW® SAYS MY HOUSE IS WORTH...

Zillow® offers rough estimates based on automated data, but in Idaho—a non-disclosure state—sale prices aren't public, limiting accuracy. At Amherst Madison, we go beyond algorithms to provide a precise market assessment. Our agents evaluate recent sales, property features, neighborhood trends, and market conditions to ensure your home is priced competitively, attracts the right buyers, and maximizes your return.



### PRICING STRATEGY

#### ASPIRATIONAL PRICING

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

#### PERCEIVED MARKET VALUE PRICING

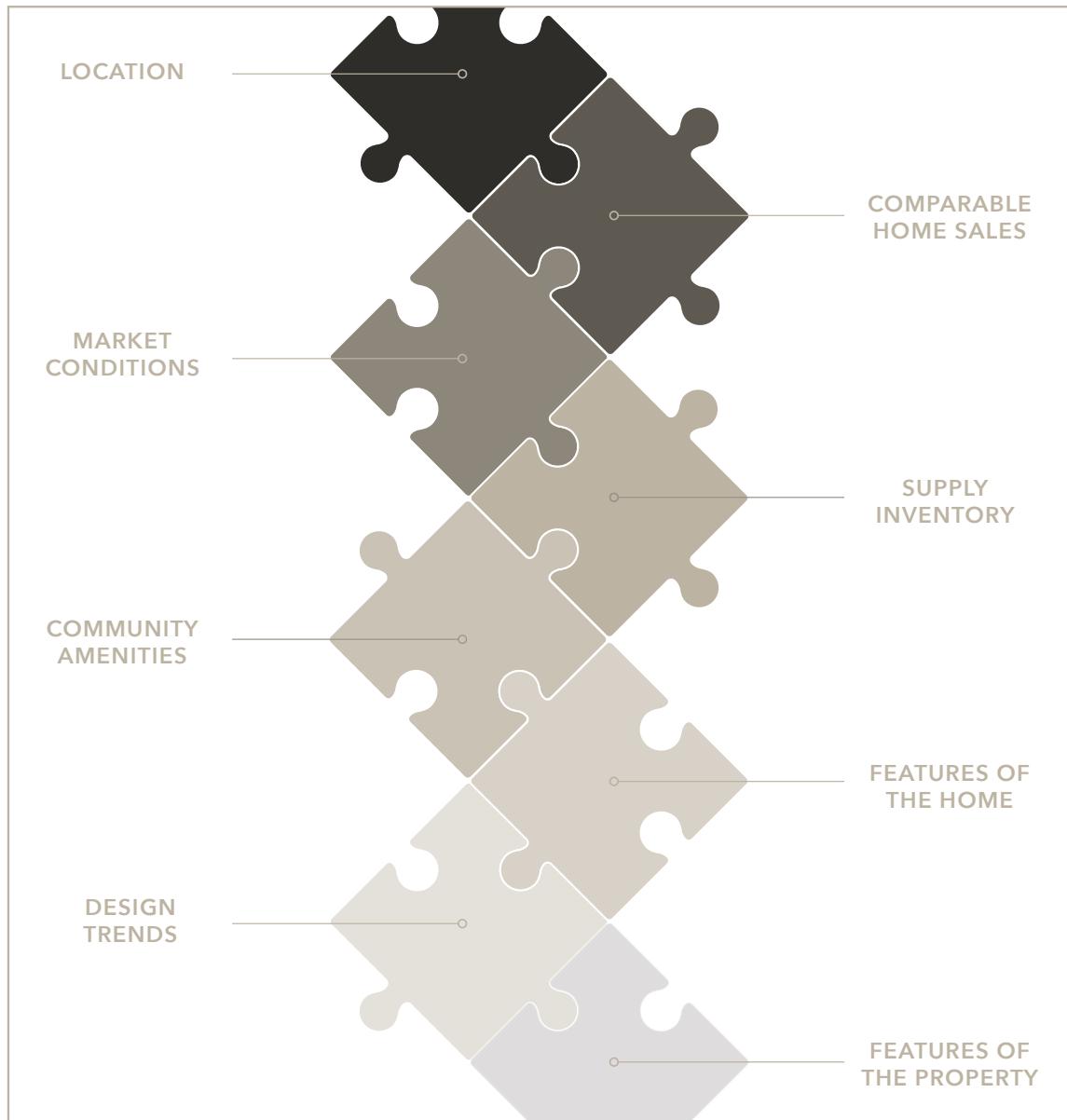
A traditional strategy where sellers price in-line with the relevant comparables, especially in parity with those that are currently under contract

#### 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

## THE MANY PIECES OF HOME PRICING

Market analysis and pricing are both an art and a science. We train our agents to consider the following when crafting a pricing strategy for your home:



# 06

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## HOW DO I KNOW YOU WILL NEGOTIATE THE BEST PRICE & TERMS?

At Amherst Madison, we do more than list homes—we position them for success. Our agents are experts in market analysis, pricing strategy, and outcome-driven negotiation, providing top-tier guidance at every stage.

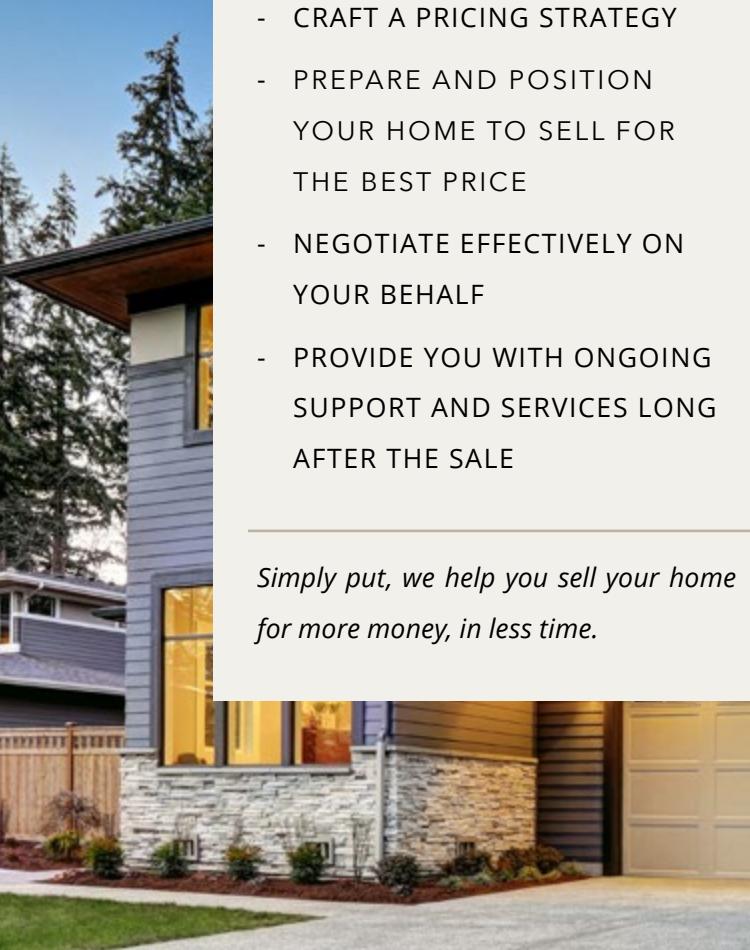
With the highest average sales price in Idaho and homes selling 28% faster than the market average, we deliver results. Simply put, we help you sell your home for more money, in less time.

### TOGETHER, WE WILL:

- CRAFT A PRICING STRATEGY
- PREPARE AND POSITION YOUR HOME TO SELL FOR THE BEST PRICE
- NEGOTIATE EFFECTIVELY ON YOUR BEHALF
- PROVIDE YOU WITH ONGOING SUPPORT AND SERVICES LONG AFTER THE SALE

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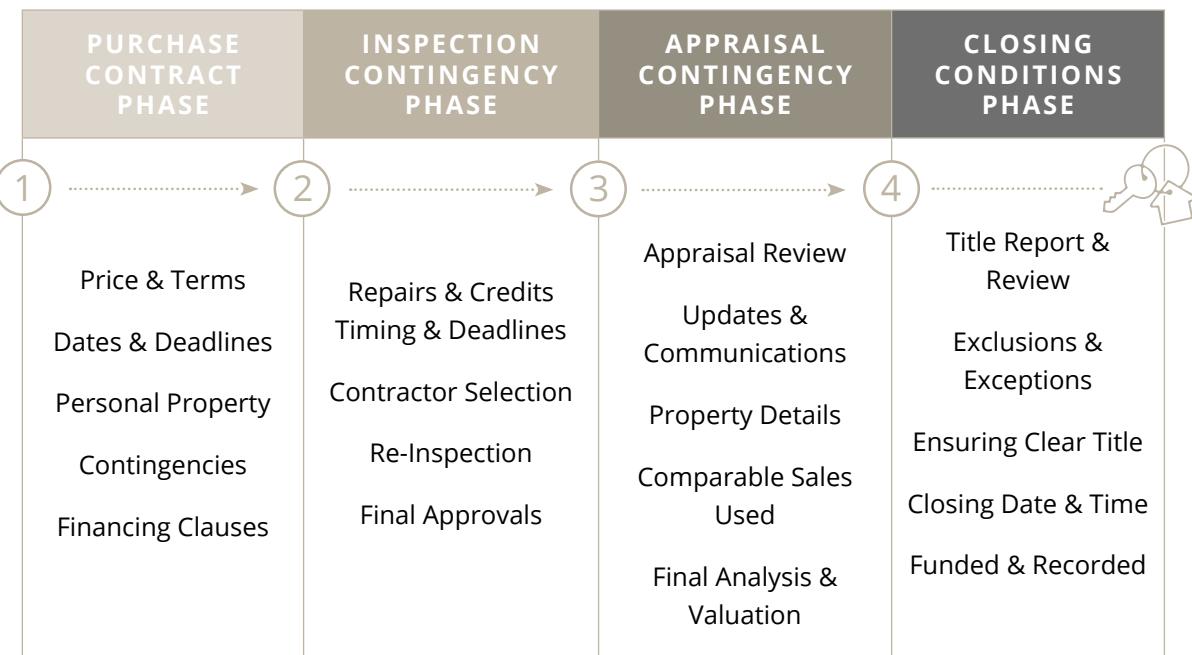
*Simply put, we help you sell your home for more money, in less time.*



## OPPORTUNITIES FOR NEGOTIATION

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



# 07

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## IS YOUR COMMISSION NEGOTIABLE?

Yes, and it always has been. Commission can be split between the two sides of the transaction, the Selling Agent and the Buying Agent. This structure helps attract a broad pool of qualified buyers while ensuring you receive the personalized attention and expert guidance you deserve.

Selling your home is one of the most significant financial decisions you'll make, and partnering with the right agent can make all the difference. Amherst Madison agents provide expert support at every stage, from pricing and marketing to negotiations and closing.



## WHAT DOES YOUR COMMISSION COVER?

### PRICING STRATEGY



Market data, expertise, and local knowledge are utilized to price the home competitively while maximizing its value.

### PROFESSIONAL MARKETING



A comprehensive marketing strategy is executed, featuring high-quality photos, videos, targeted online advertising, home prep and staging consultation, and widespread listing syndication to attract the most qualified buyers



### TIME AND EFFORT

All aspects of the process, including inquiries, showings, and coordination with involved parties, are managed to save time and reduce stress.



### NEGOTIATION EXPERTISE

Strong advocacy is provided at every stage, from offers to inspections to closing, ensuring the best possible terms.

### WHY SHOULD A SELLER CHOOSE TO OFFER COMPENSATION TO A BUYER AGENT?

- Offers of compensation can benefit both buyers and sellers.
- For many prospective homebuyers, offers of compensation made by sellers help to reduce up-front costs, making professional representation in their home search more accessible.
- Sellers also reap the benefits, as offers of compensation increase the potential buyer pool for their home and the likelihood that they will receive the best offer available for their property.

*Source: nar.realtor/the-facts*

### WHAT IF I BRING MY OWN BUYER?

Having a buyer in place is a great first step, but a successful sale requires careful management.

A professional agent oversees every detail, including:

- Negotiating the purchase agreement
- Coordinating inspections and appraisals
- Managing closing documents to prevent costly mistakes

An agent's expertise and guidance will support you through every stage of the home-selling journey.

# 08

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## WHAT DO I NEED TO DO TO GET MY HOUSE READY TO SELL?

When preparing your home for sale, strategic improvements can make a big impact—but it's essential to ensure they align with your home's style and neighborhood. One common mistake homeowners make is upgrading well beyond the average for their area, which may not yield a strong return. Researching the ROI of remodeling projects and considering your home's location can help you make cost-effective decisions that enhance value and attract buyers. Thoughtful preparation ensures your home stands out in the market while maximizing your investment. Our agents can connect you with trusted vendors for all your pre-listing home prep needs.

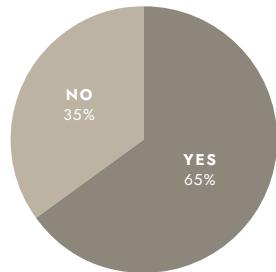


- ✓ **CLEAN & DECLUTTER:** DEEP CLEAN, REMOVE PERSONAL ITEMS, AND ORGANIZE STORAGE
- ✓ **REPAIRS & MAINTENANCE:** FIX LEAKS, TOUCH UP PAINT, REPLACE BULBS, AND SERVICE HVAC
- ✓ **CURB APPEAL:** MOW LAWN, TRIM HEDGES, POWER WASH, AND REFRESH ENTRYWAY
- ✓ **STAGING:** ARRANGE FURNITURE, ADD NEUTRAL DECOR, AND ENHANCE LIGHTING

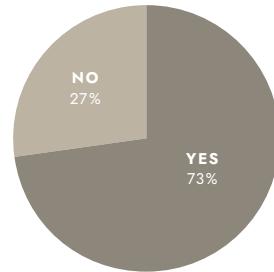
## THE IMPORTANCE OF HOME STAGING

Professionally staged homes often attract more interest, stand out in the market, and sell faster and at higher prices compared to unstaged homes. It's an investment that pays off.

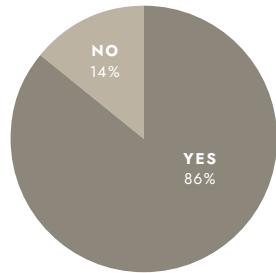
STAGING LED TO HIGHER SALE PRICES



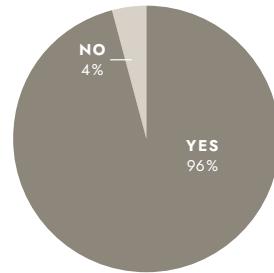
STAGING LED TO SELLING IN LESS TIME



STAGING IMPROVED BUYER VISUALIZATION



STAGING HAD AN OVERALL POSITIVE RESULT



Sources: NAR (National Association of Realtors), Spotless Agency, Bankrate, and Investopedia

## THE POWER OF FIRST IMPRESSIONS

First impressions matter, especially in real estate. When buyers scroll through MLS listings, high-quality photos are often the deciding factor in whether they schedule a showing or keep searching. Preparing your home by decluttering, depersonalizing, and staging helps showcase its best features, ensuring it makes a lasting impact on potential buyers.





# 09

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## WE WOULD LIKE TO WAIT UNTIL...

Thinking about selling but feeling unsure about the timing? You're not alone. Many homeowners share concerns such as fluctuating market conditions or the challenges of managing a sale while still living in the space. These concerns are completely valid—but they don't have to hold you back.

At Amherst Madison, our agents provide expert guidance to ensure you make the best decision for you and your future.

## LET'S REMEMBER WHY YOU'RE SELLING



### DIAMONDS

Find the perfect home  
for your new chapter



### DIAPERS

Let's find a home that fits your  
expanding crew



### DIVORCE

Enough said



### DIPLOMAS

Empty nest? It's time to  
right-size your home



### DOWNSIZING

Less maintenance,  
more freedom



### DECEASED

Selling a loved one's home  
with care and respect



### DEBT

Turn your home's value  
into financial relief



### DISCOVERY

New job, new home,  
new adventure!

There's never a perfect time to sell—but why wait? Life keeps moving, and so do opportunities. If your home no longer fits your needs, holding on only adds stress. Whether it's time for more space, less upkeep, or a fresh start, selling now means moving forward on your terms. If not now, when?



# 10

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## SO, WHAT'S NEXT?

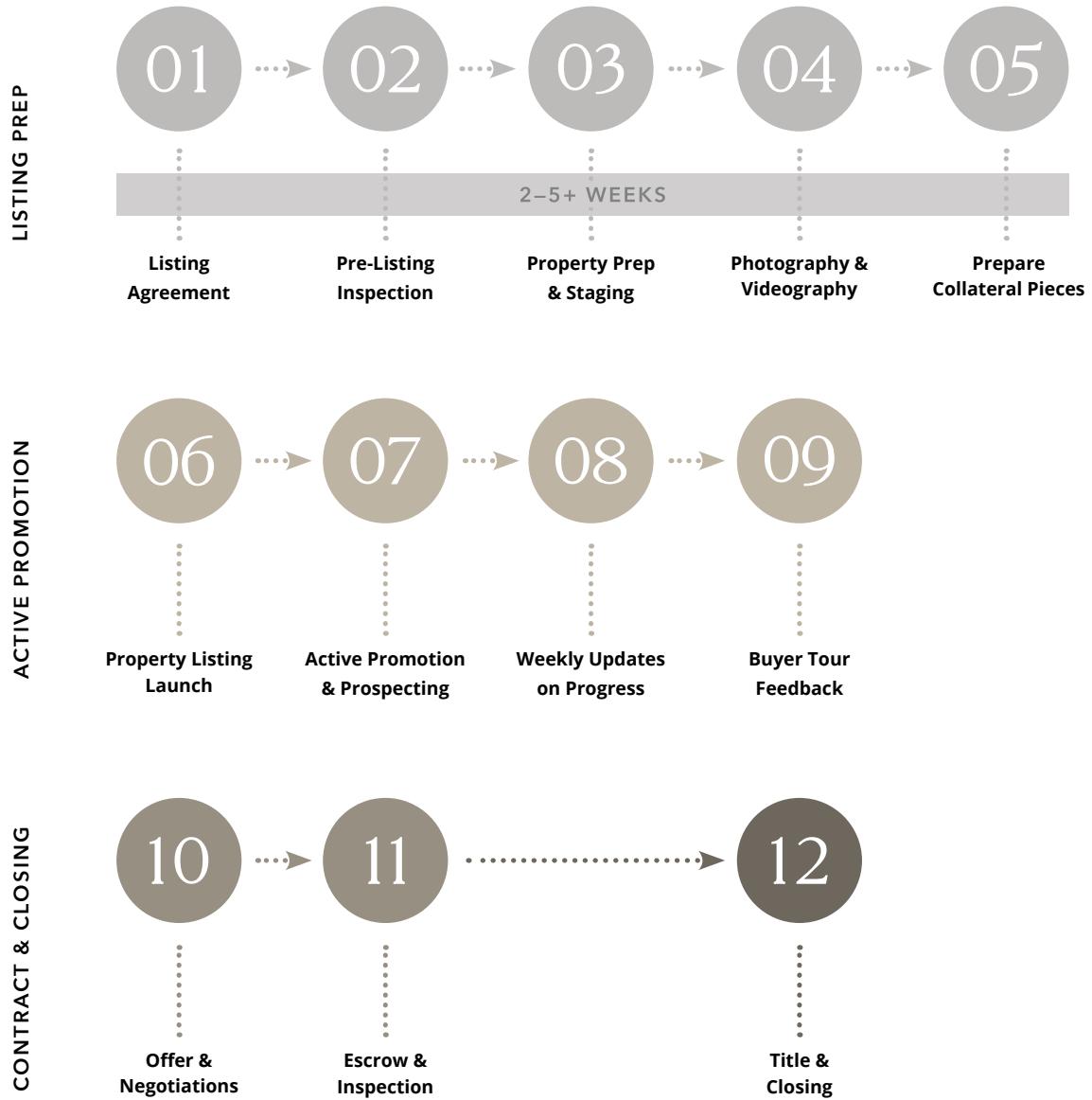
Selling your home isn't a last-minute decision—it requires careful planning and execution. From pre-listing inspections and home improvements to staging and high-quality marketing, every step is crucial in attracting serious buyers and securing the best offer. Without proper preparation, homes may sit longer on the market or receive lower offers.

At Amherst Madison, our proven process ensures your home is showcased at its best—maximizing value, generating demand, and streamlining the sale. The more intentional your preparation, the stronger your position when offers come in.

After reviewing "**The Big 10**," you may have questions or need further guidance. Whether you're just exploring your options or ready to list, our team is here to support you at every stage, ensuring a smooth and profitable sale.



## THE HOME SELLING JOURNEY



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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