



# SELLERS RESOURCE GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME

Resource Guide

FAITH *for* MIKITA  
REAL ESTATE

EXCLUSIVELY PREPARED

# LISTING CONSULTATION



FAITH MIKITA

 REALTOR®

 208-972-1474

 faith@faithmikita.com

 faithmikita.com

 faithmikitarealestate

 faithmikita

 faithmikita





# WHAT'S INSIDE

## ABOUT US

ABOUT YOUR AGENT  
MEET THE TEAM  
AGENT RESPONSIBILITIES  
THE PROCESS

## MARKETING YOUR HOME

MARKETING PLAN  
YOUR MEDIA PLAN DETAILS  
STRATEGIC CAMPAIGNS

## PREPARING YOUR HOME

HOW TO PREP INTERIOR & EXTERIOR  
PREPARING FOR A SHOWING  
INFORMATION PREP

## CLOSING PROCESS

TIPS FOR A SUCCESSFUL SALE  
UNDER CONTRACT PROCESS  
CLOSING PROCESS

## RESOURCES

REAL ESTATE TERMS TO KNOW  
ADJUSTABLE RATE COMMISION

## REVIEWS & CONTACT

CLIENT TESTIMONIAL REVIEWS  
CONTACT INFORMATION

# ABOUT US





# FAITH *fm* MIKITA

REALTOR®

I'm passionate about real estate and the opportunity to guide people through the process of buying and selling their homes. Over the years, I've worked with a wide range of residential buyers, sellers, and investors - from resale transactions to new construction.

This experience allows me to be a trusted partner throughout every stage of the process. My goal is always the same: to help my clients make informed decisions and achieve the strongest possible outcome - whether they're selling, purchasing, or investing in property.

I'm deeply committed to the people I work with and believe that great service means going the extra mile. Being part of this community and helping families navigate one of life's most significant decisions is something I truly value.

You can expect thoughtful guidance, strong advocacy, and a dedicated partner every step of the way. I'm grateful for the trust my clients place in me, and it would be an honor to work with you!

## ABOUT ME

- Loves going on hikes
- Spending time with friends and family
- Watching my boys play football

## FUN FACTS

- Proud mom of three boys
- Golden Retriever owner
- Married for 26 years

## LET'S CONNECT!

 [faithmikita.com](https://faithmikita.com)

 [faithmikitarealestate](https://www.instagram.com/faithmikitarealestate)

*fm*  
FAITH MIKITA  
REAL ESTATE

Top 1% agent in the Idaho  
Market

---

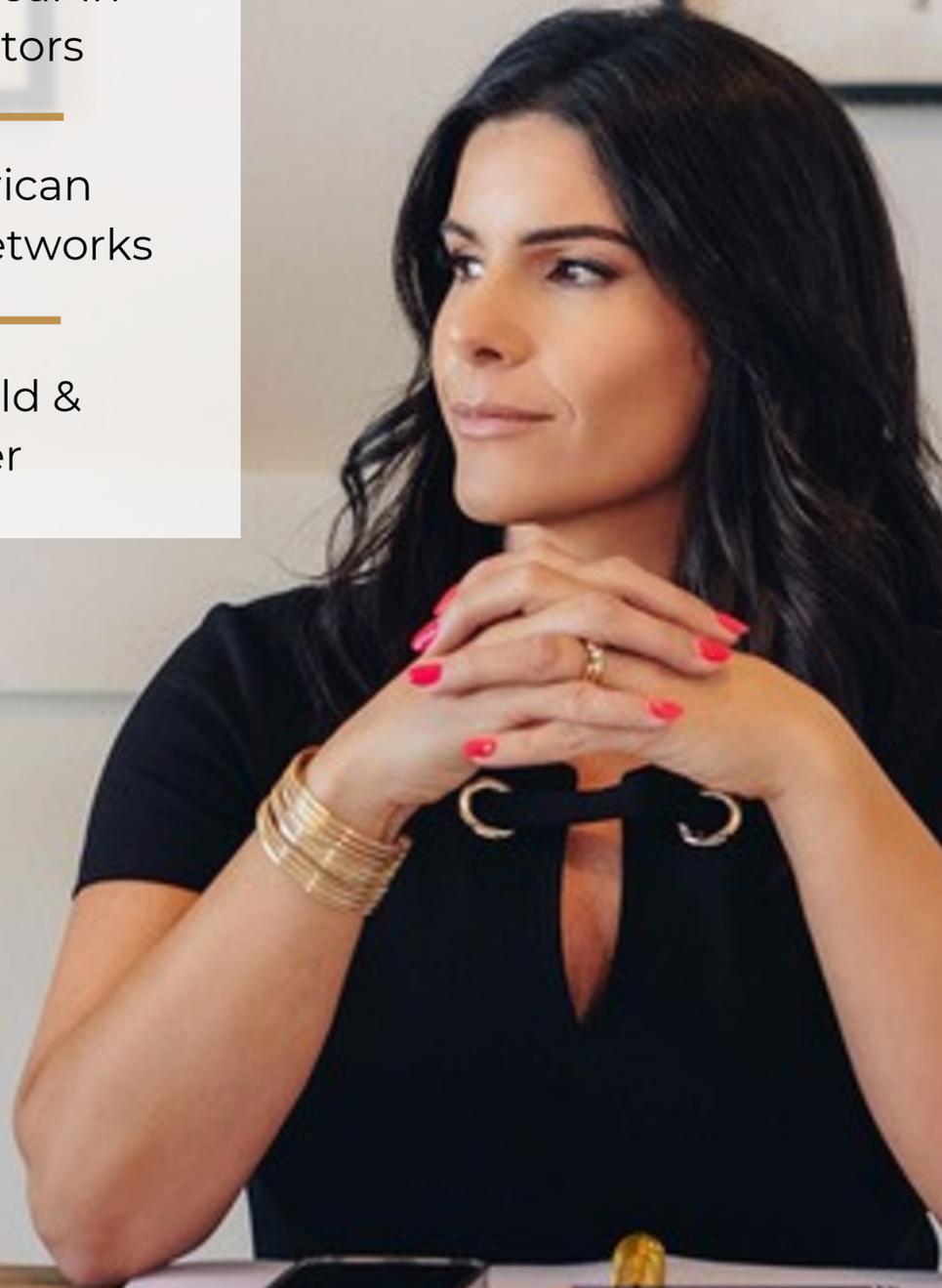
Top Producer Every Year in  
Boise Regional Realtors

---

Featured on American  
Dream and ABC TV Networks

---

Over \$150 Million Sold &  
Pending in Career



# MEET THE TEAM



**LINDSAY HEMMER**

Executive Client Liaison

Lindsay Hemmer brings warm energy, precision, and a dedication to exceptional service to every transaction. She orchestrates the behind-the-scenes operations with efficiency and care, ensuring that clients and teammates feel supported from contract to closing. Outside of work, Lindsay cherishes time with her husband and their two boys, enjoys exploring new places through travel, and finds balance on the tennis court.



**TOBY BASNER**

Licensed Realtor

Toby is the Lead Buyer Specialist at Faith Mikita Real Estate, helping clients confidently navigate the home-buying process, whether it's a first home or an investment property. With over eight years in real estate and a background as a Major League Baseball umpire, he brings clear communication, calm under pressure, and a sharp eye for detail to every transaction. Known for his approachable style and focus on client education, Toby enjoys analyzing deals, strategizing smart moves, and making sure every buyer feels supported from start to finish.



**GABBY BARTOWSKI**

Licensed Transaction Coordinator

Gabby is our transaction Coordinator based in Meridian, Idaho, with 5 years of experience navigating the dynamic world of real estate. From managing online sales and coordinating seamless transactions to overseeing office operations, I bring a wide range of skills to the table. Born and raised in Idaho, I'm passionate about the beauty and opportunities this area offers, and I'm committed to helping my clients make the most of it!





# AGENT RESPONSIBILITIES

## EXPERT GUIDANCE

- Research comparable properties in your area and complete a Competitive Market Analysis (CMA) to determine the optimal list price for your property.
- Provide recommendations on potential repairs and cleaning to enhance your home's appeal to buyers.
- Suggest quality professionals, such as contractors, as needed.
- Guide you in making informed decisions to ensure a satisfactory sale.
- Present and respond to all offers promptly.
- Negotiate the best price and terms, always keeping your specific needs in mind.

## RESPONSIVENESS

- Act in good faith at all times.
- Adhere to your instructions and concerns.
- Return calls and emails promptly.
- Closely track dates and deadlines.

## ACCOUNTING

- Track the receipt of all earnest money deposits.
- Receive and deliver all documents promptly.
- Review final settlement statements.

## LOYALTY

- Make you our top priority.
- Place your interests above all others.
- Keep your personal information strictly confidential.
- Ensure you are fully informed.

# THE PROCESS

1

## LISTING APPOINTMENT

We tour your home and give insight on what will help your sale. We will discuss the process and develop initial marketing strategies.

2

## DISCOVERY & RESEARCH

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3

## PRE-LAUNCH

All of our marketing materials are scheduled and collected. From photography to lock boxes, I make sure everything is prepared for launch day.

4

## LAUNCH DAY

It's time! Your home's profile is posted in the MLS and online. A yard sign with a QR code is placed on your property. All marketing materials we've agreed upon will be rolled out strategically.

5

## BUYER PROSPECTING

Consistent exposure of your home is spread across all marketing platforms. We will continue to market your home until we have a contract.

6

## SALES AGREEMENT

Once an offer has been received, we will review all terms and conditions and respond as needed.

7

## INSPECTIONS

The buyer will likely hire an inspector to check your home and is likely to request repairs and/or a seller's credit. We will negotiate on your behalf with your best interest in mind.

8

## LOAN COMMITMENT

If the offer is not cash, the buyer's loan is then underwritten and an appraisal is scheduled and performed. All buyer's documentation is verified and then ready for approval.

9

## CLOSING PREPARATION

After the lender's requirements are met, closing will be scheduled. We will review the closing statement and the buyer will have their final walk through of your home typically 24-28 hours prior to closing.

10

## CLOSING

The final step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property.

# MARKETING YOUR HOME



# MARKETING PLAN



## COMING SOON & JUST LISTED EMAIL

We send a targeted announcement to our personal database, as well as fellow agents with potential buyers within our brokerage.



## FLYERS & BROCHURES

We develop flyers and/or a property brochure to distribute during showings.



## 3D TOURS & FLOORPLANS

3D tour and photography allows out of state buyers to see your home as if they are in your home and provides a virtual blueprint. We ensure this is shared and accessible.



## OPEN HOUSE INVITATION EMAIL

We send targeted email invites and/or postcards to surrounding communities and prospective buyers.



## CUSTOM PROPERTY WEBSITE + QR CODE

We create a dedicated website for your property to support highly targeted marketing efforts.



## SOCIAL MEDIA PRESENCE

Leverage Instagram, Facebook, Google, + LinkedIn to capture the most compelling features of your home, from architectural photos to property walk-through videos and links to property website.



## POSTCARDS & MAILINGS

We actively mail out postcards to the 100+ nearest homes most likely to make a move.



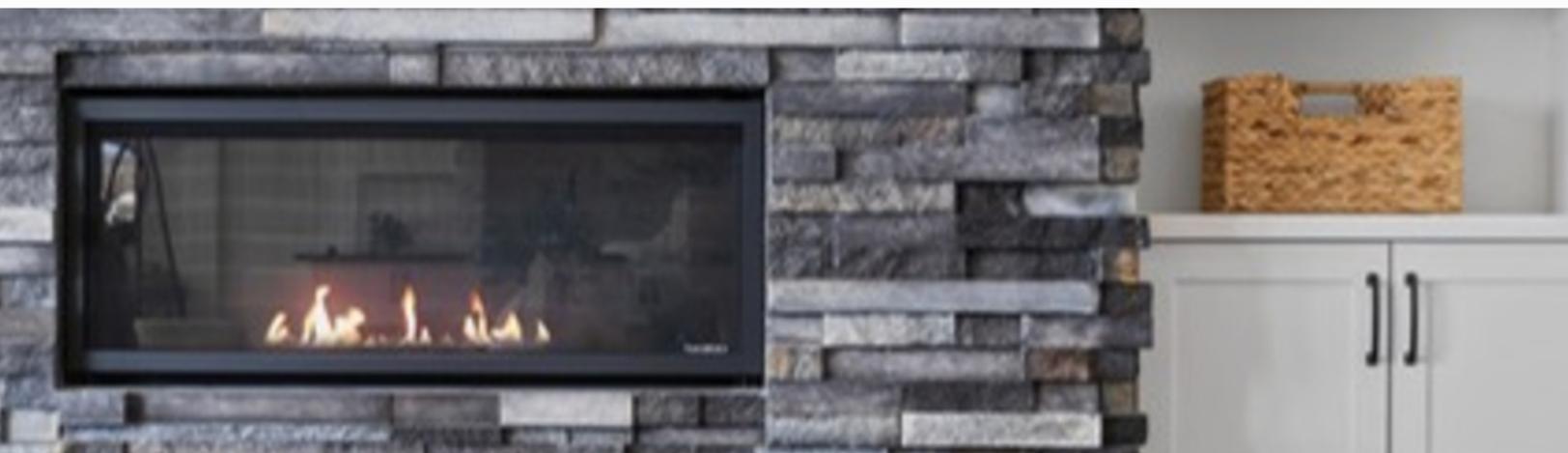
## NEWSLETTER & ONLINE ADS

We utilize our weekly newsletter to highlight your listing and promote your property to extend our reach. We also use targeted ads to reach nearby buyers, targeting the ideal buyers.



## ZILLOW SHOWCASE

Zillow Showcase is a premium listing format that makes your home stand out with bigger photos, sleek design, and top placement on Zillow—getting more eyes on your property and helping it sell faster.



FAITH *fm* MIKITA  
REAL ESTATE



QR CODES  
FOR ALL LISTINGS

FAITH *fm* MIKITA  
REAL ESTATE



DRONE PHOTOGRAPHY  
AERIAL VIEWS

FAITH *fm* MIKITA  
REAL ESTATE



PROFESSIONAL  
PHOTOGRAPHY

*fm*  
FAITH MIKITA  
REAL ESTATE



STAGING  
YOUR HOME

*fm*  
FAITH MIKITA  
REAL ESTATE



3D VIRTUAL TOURS  
AND FLOOR PLANS

# LUXURY LISTINGS



- Market your luxury listings in premier publications such as the New York Times, Wall Street Journal, Robb Report, and duPont Registry.
- Secure placement on over 100 international real estate websites, reaching key investor markets worldwide.
- Develop a dedicated website and mobile site featuring a luxurious video tour of your property.
- Provide you with a detailed marketing report and weekly activity emails to keep you informed and impressed.

# SELLING YOUR HOME

Several factors influence the sale of your home, including price point, property condition, location, market conditions, and market exposure.

We will assist you with all these aspects to develop a strategy that ensures a quick sale and secures the best possible price for your home.

## PRICE POINT

Pricing your home for the current market is important for maximum exposure and getting an offer.

**Factors that determine a property's value:** *location, design, condition, amenities, competing properties, economic conditions.*

**Factors that have little or no influence:** *price the seller originally paid, amount spent on improvements.*

# 1

## PROPERTY CONDITION

The condition of your property will influence the selling price and how quickly it sells.

If repairs are needed and/or professional staging is required, I am there to assist through offering experience, guidance and a network of professionals as needed.

# 2

## MARKET CONDITIONS

The real estate market is always fluctuating. As your agent, I will discuss the pros and cons of listing during varied market conditions.

We will reevaluate price all the way up until the day we list and will also update during the listing as needed.

# 3

## MARKET EXPOSURE

As an experienced realtor, I understand that market exposure is the key to selling your home quickly and to receive the best offers.

My focus is to get the most qualified buyers into your home quickly and efficiently.

With our comprehensive marketing plan, your home will get noticed in any market.

# 4



# STRATEGIC CAMPAIGNS

## COMING SOON CAMPAIGN

- Conduct a thorough walk-through and needs analysis.
- Arrange professional photography and videography.
- Install high-quality yard signage.
- Send a "Coming Soon" email blast to our database.
- Promote with "Coming Soon" posts on Google, Instagram, and Facebook.

## JUST-LISTED CAMPAIGN

- Launch the listing on my website, MLS, and other syndication websites.
- Install professional yard signage with a QR code Dura Flyer.
- Send "Just Listed" postcards to the neighborhood.
- Send a "Just Listed" email blast to our database and Realtors@.
- Create a custom landing webpage and funnel campaign.
- Initiate a "Just Listed" callout campaign targeting highly qualified buyers.
- Strategically schedule and host open houses.

## MARKET CAMPAIGNS

- Implement targeted, buyer-specific social media ads on platforms like Facebook, Instagram, and Google.
- Provide Zillow Showcase highlighting bigger photos, sleek design, and top placement on Zillow—getting more eyes on your property and helping it sell faster.
- Utilize email marketing to promote open houses.
- Showcase your listing with a "Listing Spotlight" on brokerage social media and in our monthly newsletter.
- Implement Luxvt's luxury listing media plan for upscale properties.

# OPEN HOUSE STRATEGY

Open houses serve a strategic purpose beyond just being where your buyer may come from; they gather interested buyers in a specific geographic area, amplifying visibility and interest.

Whether it's showcasing your property through an open house or capitalizing on leads generated at neighboring open houses, we harness this opportunity to cultivate and target a highly qualified, localized group of buyers.

## YARD SIGNS

Placing yard signs and directional signs on nearby key street corners.

## STAGING

Staging is what creates a "wow factor" when a buyers walks through the door of your home. It's what creates an emotional response and often influence whether or not an offer is made. We will advise when this is important for your home sale.

## MULTIPLE OPEN HOUSES

Working with other listings + scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers.

## MARKETING METHODS

Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house. We also utilize social media to expand our reach and optimize the number of people notified.



# PREPARING YOUR HOME



# PREPARE YOUR HOME TO GET THE BEST OFFER

Exterior + Interior Tips to ensure we can get the highest price for your home.

## EXTERIOR PREPARATION

- Keep the lawn neat and well kept.
- Prune the bushes, weed the garden, and plant flowers seasonally.
- Clean and align the gutters.
- Pressure wash home siding.
- Inspect and clear the chimney.
- Repair and replace loose or damaged roof shingles.
- Repair and repaint loose siding and caulking.
- Keep walks free of ice and snow in winter.
- Add colorful annuals near the front entrance in spring and summer.
- Re-seal an asphalt driveway.
- Keep garage door closed.
- Apply a fresh coat of paint to the front door.
- Make sure your "Welcome" mat is clean and inviting.

## INTERIOR PREPARATION

- Clean every room and remove clutter.
- Hire a professional cleaning service before and while the house is on the market.
- Declutter items from kitchen counters and throughout the home.
- Remove all personal photos from walls.
- Paint or clean all walls to look fresh.
- Check and repair any cracks, leaks and signs of dampness in the attic and basement.
- Repair holes or damage to plaster, wallpaper, paint and tiles.
- Replace broken or cracked window panes, molding or other woodwork.

# PREPARE FOR A SHOWING

While your home is on the market, short-notice showings may occur unexpectedly.

Though I strive to schedule in advance whenever possible, a potential buyer could be nearby and eager to include your home on their tour as soon as they spot your sign.

To ensure your home is always show-ready, here's a handy checklist for quick preparation!

## PRE-SHOWING CHECKLIST

- Ensure all beds are neatly made
- Gather personal clutter into a basket and stow it in your car
- Wipe down toilets and close lids
- Clean all countertops, sinks, and mirrors
- Ensure bathroom towels are clean, coordinated, and hung neatly
- Vacuum carpets and sweep surfaces
- Sweep front steps, clean the doormat, and wipe front door windows
- Arrange sofa pillows
- Close doors to rooms
- Open blinds and turn on lights throughout the house
- Maintain a comfortable indoor temperature
- Light scented candles for a fresh ambiance
- Empty all trash cans





# TIPS TO HAND YOUR HOME OVER TO THE BUYER

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

## INFORMATION CHECKLIST

- Appliance manuals
- Renovation receipts
- Keys and garage door openers
- Property surveys
- Utility provider list
- Alarm instructions
- Community amenities

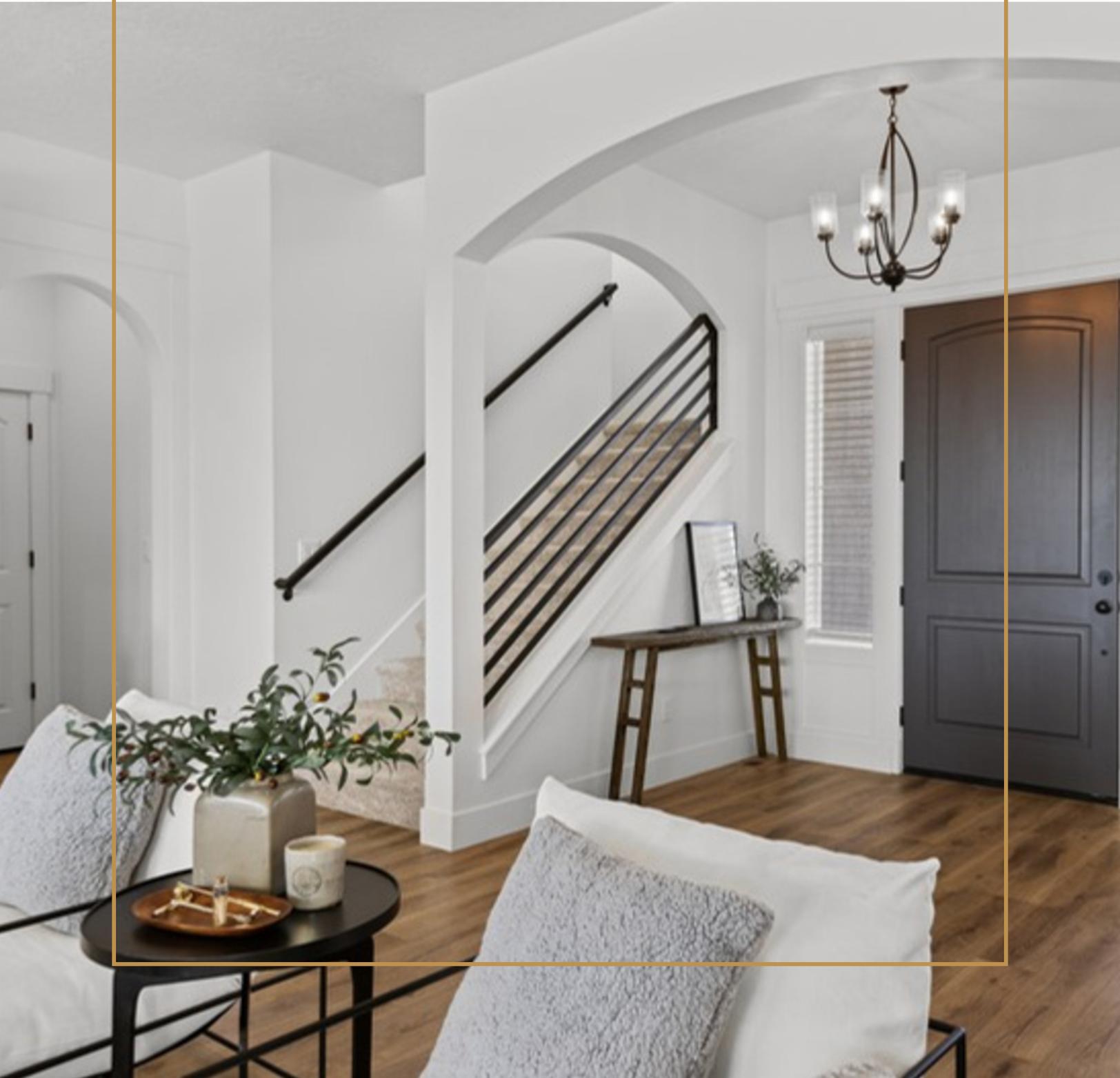
### HOA Communities

- Contact the HOA to inquire about any listing restrictions or policies affecting your property

### If you have any known info regarding:

- Assessments
- HOA Covenants

# CLOSING PROCESS



# TIPS FOR A SUCCESSFULL SALE

## DISCLOSE EVERYTHING

Be proactive to disclose all known defects to buyers as they will be discovered. Disclose early to avoid legal problems later.

## RESPECT THE BUYER

Remember to respect the buyer, as this will be their next home. This is a big decision and they are nervous of any unknowns.

## ASK ALL OF YOUR QUESTIONS

If you have any questions, ask so they can be clarified. Offers may include complicated terminology, and be sure to reference the Real Estate Terms To Know section.

## RESPOND QUICKLY

The mood for the buyer to buy is exactly when the offer is made - don't delay!

## MEET HALFWAY

If there are disagreements about small expenses remember to pick your battles and often you can consider splitting the difference and moving on.

## STAY CALM

Remember to always keep your cool and know that we will come to a happy outcome.



# UNDER CONTRACT

## OFFER ACCEPTED

Now that you've accepted an offer, the Under Contract process will begin. The dates and deadlines to be aware of include:

- Title deadline
- Due diligence
- Inspection
- Appraisal
- Loan conditions

The under contract process can normally take anywhere from 20-45 days.

## INSPECTION

Performing an inspection is one of the crucial steps of buying a home. The buyers can decide if they want to perform one or not. Normally, they will choose to schedule an inspection at a time that works for them.

The inspection will generally take 3-4 hours. Sellers typically will leave the property during inspections and the buyers will typically attend the last 30 minutes.

After the inspection, the buyer's agent will often send requests for specific repairs or replacements needed. You can then decide which items to agree to fix, repair, replace or give a credit for. Safety and health issues are the most crucial and have less room for negotiation.

I will be there to guide and negotiate on your behalf during the inspection process.

## APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value.

If the appraisal comes in low, I will be there to guide you on next steps. Once we have received an appraisal, we wait for the loan conditions deadline for the buyer.

# CLOSING

## REMEMBER FOR SIGNING DAY

- A valid government-issued photo ID.
- Preferred method for money deposit.
- House keys for all doors (typically, one key is left with the title company).
- Codes for gates, fences, door locks, garage doors, pool, mailbox, etc.
- Garage door openers and any other remotes or control devices.
- Mailbox and any other spare keys.
- Access information for smart locks, thermostats, doorbells, or appliances as needed.

## WHAT TO EXPECT

The escrow officer will look over the contract to:

- Determine payment responsibilities and prepare closing documents.
- Verify that taxes, title searches, real estate commissions, and other closing costs are settled.
- Ensure the deed is ready for recording.
- Confirm that you receive any funds due to you.

## YOUR COST

Sellers commonly pay the following at closing:

- Remaining mortgage balance and any prepayment penalties, if applicable.
- Outstanding claims against the property, including current or overdue property taxes.
- Unpaid special assessments on the property.
- Real estate commission.
- Owner's title insurance policy.
- Home warranty, if applicable.
- Typically half of the escrow fee.
- Survey costs, if applicable.

## AFTER CLOSING

Make sure you keep the following for tax purposes:

- Copies of all closing documents.
- Receipts for all home improvements made on the property you sold.



# AVOID THESE COMMON SELLER MISTAKES

## EMOTIONS

It's hard not to experience some emotion when selling your home. In order to make the process as smooth as possible, detach from being the homeowner and instead consider it a business transaction. Look at it as only a transaction from a financial perspective and eliminate all of the emotion from it when making decisions.

## SETTING UNREALISTIC PRICE

Setting the right price is the key to selling your home as quickly as possible. Utilize the the comparative analysis tools to determine a fair offering price. Although you may think your home is worth more, remember to set a realistic price in line with comparable properties. If set too high, it's likely to be sitting on the market for a long time.

## NOT DEPERSONALIZING

Depersonalizing your home is all about neutralizing, or removing your personal taste from your home decor so that buyers can mentally see themselves moving in. If there are pictures and other personalized pieces, it will be harder for a potential buyer to picture themselves living in the home.

## NOT DECLUTTERING & STAGING

A home has a better chance to be sold when staged properly that is clean, neutral interior decor, depersonalized and decluttered. Decluttering will help to show off your home's best assets, maximizing space and highlight organization.

## NOT PREPARING FOR THE SALE

Prepare your home so that it is cleaned and staged well to get offers and the best price for your home. Make sure little repairs that you may not think are a big deal (i.e. broken doorknobs) are fixed. Otherwise it might reflect in an offer or reduce your chances of getting any offer.

## HIDING MAJOR PROBLEMS

Make sure to fix problems ahead of time or price the property below market price to account for them. Keep in mind that most problems will be revealed during the buyer's inspection. By taking care of repairs before will help to not raise additional doubts or questions on "what else do I need to look for"?

# REAL ESTATE TERMS TO KNOW

Here is a list of the real estate terms that you may hear. Read over these so you are familiar and always in the know when discussions are being held with other parties and professionals.

## APPRAISAL

A determination of the value of something, in this case, the house you plan to buy. A professional appraiser makes an estimate by examining the property, looking at the initial purchase price, and comparing it with recent sales of similar property.

## ESCROW

The holding of funds or documents by a neutral third party prior to closing your home sale. This is typically done by a local escrow/title company.

## APPRECIATION

Increase in the value or worth of an asset or piece of the property that's caused by external economic factors occurring over time, rather than by the owner having made improvements or additions.

## HOME INSPECTIONS

An examination of the condition of real estate property. A home inspector assesses the condition of a property, including it's heating, cooling systems, plumbing, electrical work, water and sewage.

## ZONING

The local laws dividing cities or counties into different zones according to allowed uses. From Single-Family Residential to Commercial to Industrial.

## MLS

A computer-based service that provides real estate professionals with detailed listings of most homes currently on the market. The public can access some of the this kind of information through websites like Zillow + Realtor.

## CONTINGENCY

A provision in a contract stating that some or all of the terms of the contract will be altered or voided by the occurrence of a specific event, usually by specific dates leading up to the close.

## TITLE

A legal term that denotes ownership rights to a property. It confirms the lawful possession of the property and outlines any encumbrances or claims against it.

## CLOSING COSTS

The fees a seller and buyer pay to complete a real estate transaction.

# DID YOU KNOW?

WE OFFER AN ADJUSTABLE RATE BASED ON  
DIFFERENT SCENARIOS

WE HELP YOU SELL  
YOUR HOME AND  
OFFER OUR PREMIUM  
SERVICES

WE SELL YOUR HOME  
AND REPRESENT ONLY  
YOU ON THIS  
TRANSACTION

WE HELP YOU SELL  
YOUR HOME AND BUY  
ANOTHER HOME

WE HELP YOU SELL  
AND THE BUYER BUY  
YOUR HOME

WE HELP BOTH YOU  
AND THE BUYER ON  
YOUR HOME AND HELP  
YOU BUY ANOTHER

# CLIENT REVIEWS





”

Faith was a God send. She had been more of a friend than a realtor really. She made the selling (of our old house) and the buying of our new home (current residence) smoother than we thought it could be. Not only that, she keeps in contact with us to make sure we were good with adjusting.

We loved working with her so much that I will be having my parents, when they move out to Idaho this year, work with her because I know she will make sure that they are taken care of and make the process for buying a home seamless.

Thank you soo much Faith for all that you have done for our family and how you impact the community around you.

- **RYAN R**

”

I am happy to give a steller five star review for Faith Mikita.

I would give 10 stars if it were possible. I was told she is excellent, but that is an understatement. Faith went over and beyond getting my house sold. When there were issues, she took care of them right away. She had my back the whole time. She always contacted me in a timely manner when I had questions, and even does more than required of her.

Faith deserves more than kudos! Thank you Faith! I'm happy!

- **JOYCE H.**

”

We would like to highly recommend Faith Mikita for all your Real Estate needs. She was delightful to work with while selling our rental property.

She kept us informed, took every one of our calls, returned every email and text in a timely manner and sold our rental property in 2 days for full price! She then walked us through a seamless closing within 2 weeks.

We couldn't have asked for anything more. She's the best in our book!

- **KATHLEEN H.**

*fm*  
FAITH MIKITA  
REALTOR®

- 📞 208-972-1474
- ✉️ [faith@faithmikita.com](mailto:faith@faithmikita.com)
- 🌐 [faithmikita.com](http://faithmikita.com)
- 📷 [faithmikitarealestate](https://www.instagram.com/faithmikitarealestate)
- 📘 [faithmikita](https://www.facebook.com/faithmikita)
- 🌐 [faithmikita](https://www.linkedin.com/company/faithmikita)

