

# LISTING YOUR HOME









# My signature approach



When it comes to selling your home, there are a few things to know about me.

I **believe** in an upfront, no-nonsense approach to selling real estate.

I **will tell you** if either I or my company is not the best fit for the situation.

I will be **honest** about the initial market position of your property along with market adjustments.

As we team together, I'm  
**On the Hunt**  
to make your real estate goals  
a reality.



# My Marketing Plan

Complimentary Over-the-Top Online Marketing – Buyers will see your house online first, so I go above and beyond in this area. I want them to see the wonderful things that made you choose your house in the first place.

- Professional photos of your property, including aerial shots.

Amazing Advertising – To reach the most people as quickly as possible.

- Email advertising: to ALL real estate agents in our area
- Meetings: I attend several agent networking meetings so I can talk about your property.
- Open Houses: inviting the public to personally view your home.
- Paid Facebook and Instagram ads





# Staging your Home



As your REALTOR®, I offer a complimentary staging appointment. When potential buyers view your home, you want them to think of it as “their new home.” That means we make some adjustments to create that feeling.

Before pictures are taken, I will walk through your home and suggest ways to simplify, organize, and prep your space to receive the highest offer possible. If needed, I am also able to bring in furniture and decor. I have a staging company, Sync Staging, that is specifically utilized for the homes I list.



# Home Warranty

When selling your home, a home warranty matters. I provide complimentary, six-month listing coverage through Home Warranty, affording you the peace of mind and budget protection against untimely and expensive repairs during the listing of your home.

Covered items include:

- Interior plumbing & electrical wiring
- Kitchen Refrigerator
- Dishwasher
- Built-in Microwave
- Range/Oven/Cooktop Stove
- Garbage disposal
- Clothes Washer & Dryer
- Central vacuum
- Sump Pump





Working with Wolfe Realty also means you are a  
part of something *Bigger.*

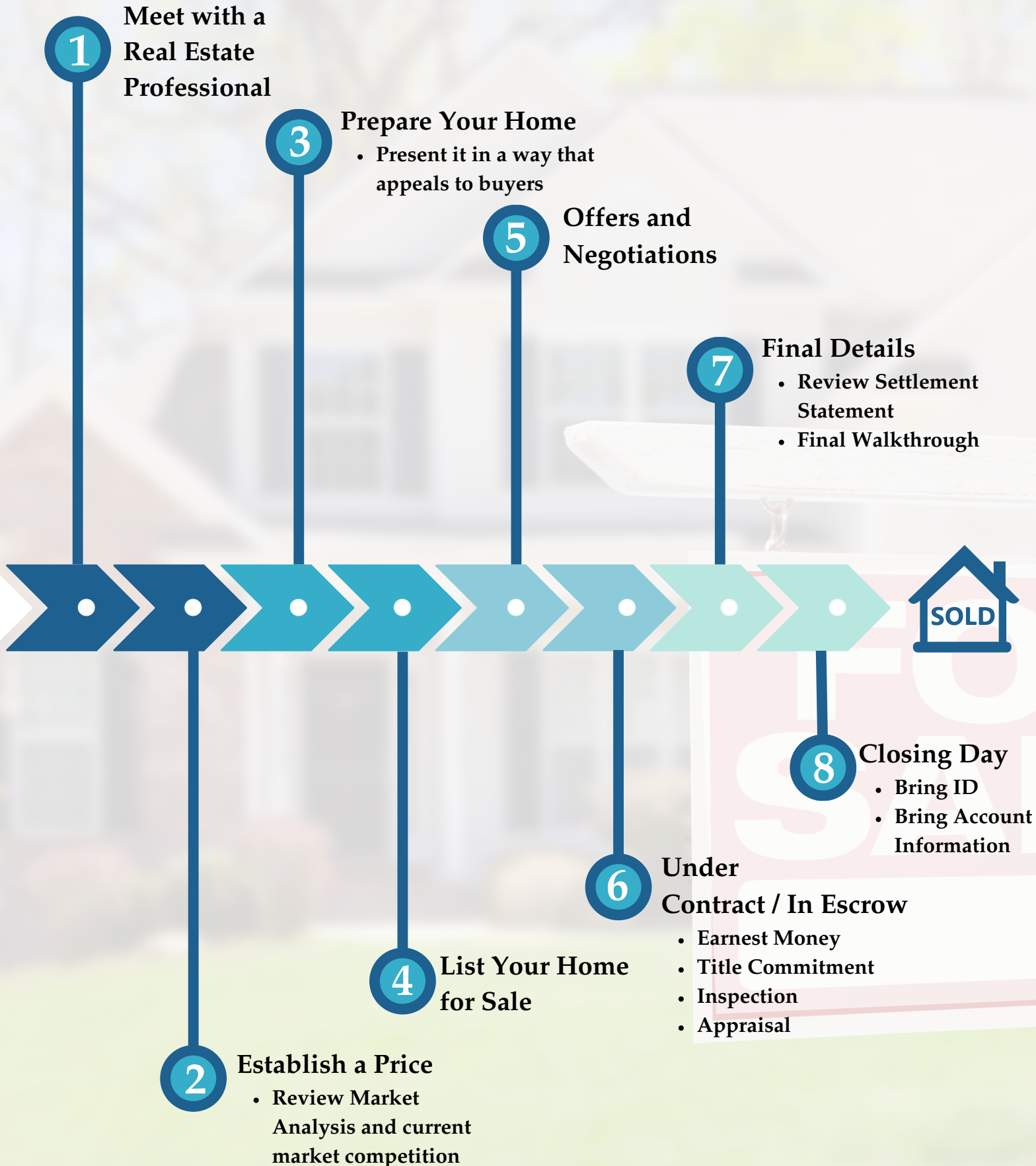


Hope Harbor Transitional Living was established in 2023  
in the heart of Gallatin Valley. The mission is to provide rental or  
mortgage assistance and counseling to parents and children leaving  
domestic abuse situations.

\$250 from each transaction is donated at the close of each sale.  
Thank you for helping another survivor find freedom!



# The Seller's Road Map





# The Price Derivative

Every property will sell and has the potential to sell quickly. Many sellers believe that listing their house at a higher price means they will get a higher profit. That is statistically untrue. If you overprice, you limit the number of buyers wanting to see your home. Listing as close to market value as possible gives you higher profits.

**Asking  
Price**

+15%

10%

**Percent  
of Buyers**

+10%

30%

**Market Value**

60%

-10%

75%

-15%

90%



# Your House is Officially on the Market...

## 3 Outcomes

**One of three things will happen next...**

1.

### **1. The property receives little action (low to no showings).**

This can only mean one thing - the market is rejecting the property based on price. Buyers and other agents recognize value when they see it and if they feel the property does not represent a good value they will not even visit the property.

**Solution:** Reposition the bait (Large price reduction)

2.

### **2. The property has showings, but no offers.**

In other words, the property is the bride's maid, not the bride. This is better than the first outcome, yet it is still frustrating for the seller. In this case, the price is close enough to market value to attract a showing yet still too high, relative to competing homes, to motivate the buyer to act.

**Solution:** Reposition the bait (Smaller price adjustment)

3.

### **3. The property sells!**

If we hit the market just right we may be fortunate enough to have an offer right away. A quick offer does not necessarily mean we are under priced. It means we were fortunate to hit the market at the perfect time. It's like catching a fish on the first cast. It happens but that does not mean it will happen again and again.





## Client Testimonials

Tara was patient, kind and most definitely out for our needs when selling our home.

-Kecia F.

Tara was a joy to work with. We've purchased and sold with her, and we highly recommend her to anyone looking for a professional realtor.

-Dan S.

It was a pure joy to work with Tara! She went above and beyond to market our home! It sold in just 5 days! She is very professional and full of heart!

-Disa N.

Excellent experience. Will most defiantly recommend.

-Chris R.





# Thank you!

I look forward to teaming up with you!



[www.wolfe-realty.com](http://www.wolfe-realty.com)

Days typically begin at 8am. Anything after 7pm, *unless urgent*, will be addressed the following day.

\*Texting is the quickest way to get in touch\*

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