



OUR  
HOME SELLING  
*difference*

PRE-LISTING GUIDE



*Curtis Chism*

**exp**<sup>®</sup>  
REALTY

LUXURY

# Table OF CONTENTS

LET'S CONNECT.....	1
MEET THE TEAM.....	2
IT'S IN THE NUMBERS.....	4
MY COMMITMENT.....	5
WE DO IT DIFFERENT.....	6
RISK FREE.....	7
C.P.O. SELLING PROCESS.....	8
12 STEPS TO SOLD.....	9
MARKETING.....	11
PRINT MARKETING.....	12
AI BUYER PERSONA.....	14
DIGITAL MARKETING.....	16
LUXURY MARKETING.....	17
LISTING PRICE MATTERS.....	18
TELL US ABOUT YOUR HOME.....	20
HOME INFORMATION.....	21
AVERAGE UTILITIES.....	23
SELLING EXPERIENCE.....	25
NEXT STEPS.....	25
RECOMMENDED RESOURCES.....	26
CLIENT TESTIMONIALS.....	29
WHAT TO EXPECT.....	33



# I AM CURTIS CHISM

**YOUR LOCAL REAL ESTATE EXPERT**

Nice to "meet" you!

If we haven't met yet, I'm ranked in the top 0.1% of Realtors in both Idaho and nationally. I specialize in helping people sell their homes, relocate to or within the Treasure Valley, and navigate buying and selling at the same time—without the stress. Over the years, I've helped hundreds of families make big moves. I've also invested tens of thousands into mastering digital marketing and negotiation because getting top dollar isn't about luck—it's about strategy. I'm grateful to work with amazing clients who often become lifelong friends and a core part of my referral network. Helping people move forward with confidence is what I do best.

## LET'S CONNECT

☎ 208-510-0427

✉ CURTIS@CURTISCHISM.COM

🌐 WEKNOWTREASUREVALLEY.COM

f FACEBOOK.COM/CURTISCHISM

@ REALCURTISCHISM

in LINKEDIN.COM/IN/CURTISCHISM/

▶ @LIVINGIN\_BOISEIDAHO

▶ @BOISEREALESTATE-CHISMTEAM2592



OUR TEAM  
*difference*

# meet THE TEAM



*Curtis Chism*

REALTOR® | TEAM LEAD  
DIGITAL MARKETER



*Kimberly Gonzales*

TRANSACTION COORDINATOR



*Maddy Ramadhani*

SOCIAL MEDIA MANAGER  
ADMINISTRATIVE SUPPORT



*Justine Candelario*

SENIOR VIDEO EDITOR



*Clayton Brassfield*

PHOTOGRAPHER | VIDEOGRAPHER



*Dana Motta*

PROFESSIONAL HOME STAGER AND DESIGNER



*Melissa Bates*

ESCROW OFFICER | FIDELITY TITLE

IT'S ALL IN THE *numbers*

# RESULTS DRIVEN

## CHISM TEAM

AVG. DAYS ON MARKET	AVG. LIST TO SALE PRICE RATIO	AVERAGE SALES PRICE
14	101%	\$775K

*VS*

AVG. DAYS ON MARKET	AVG. LIST TO SALE PRICE RATIO	AVERAGE SALES PRICE
45	98%	\$480K

**ON AVG. WE EARN OUR SELLER'S 3% MORE THAN THE MARKET AVERAGES**



A modern bedroom interior featuring a bed with a dark wood headboard and a black dome lamp. Two grey armchairs are positioned near a window with a view of a city. The room is lit with warm, ambient lighting. The text "MY commitment" is overlaid in the center.

MY  
*commitment*



## WE DO REAL ESTATE DIFFERENTLY

We have one goal: **TO GIVE YOU AN ELEVATED FULL-SERVICE CLIENT EXPERIENCE!** We bring you a fresh, modern, and forward-thinking experience that will make you a client for life. Consider us your personal home concierge: Hand us the keys and we'll do the rest!

### COMMITTED SERVICE

We promise to give you the level of service you deserve starting on the day you put your faith in us to sell your property. Our team is committed to providing you with the very best in professional and individualized service.

### MANAGING DIFFICULT CONVERSATIONS

When selling a house negotiating is required. Don't worry! We will be your mentor and liaison throughout the whole process. We will handle negotiating pricing modifications, and help you secure and schedule necessary repairs.

### BEHIND YOU

A seller's agent will be looking out for your best interest, as it is their fiduciary responsibility. With our knowledge of the local market and a sound understanding of what amenities and upgrades bring value to your home, we will make sure to price your home competitively and gain you the most amount of money in the shortest period of time.

### ONGOING COMMUNICATION

We will go over the specifics of how our team operates and what you may anticipate working with us. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

### PROBLEM SOLVER

Throughout the entire home-selling process, we will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.



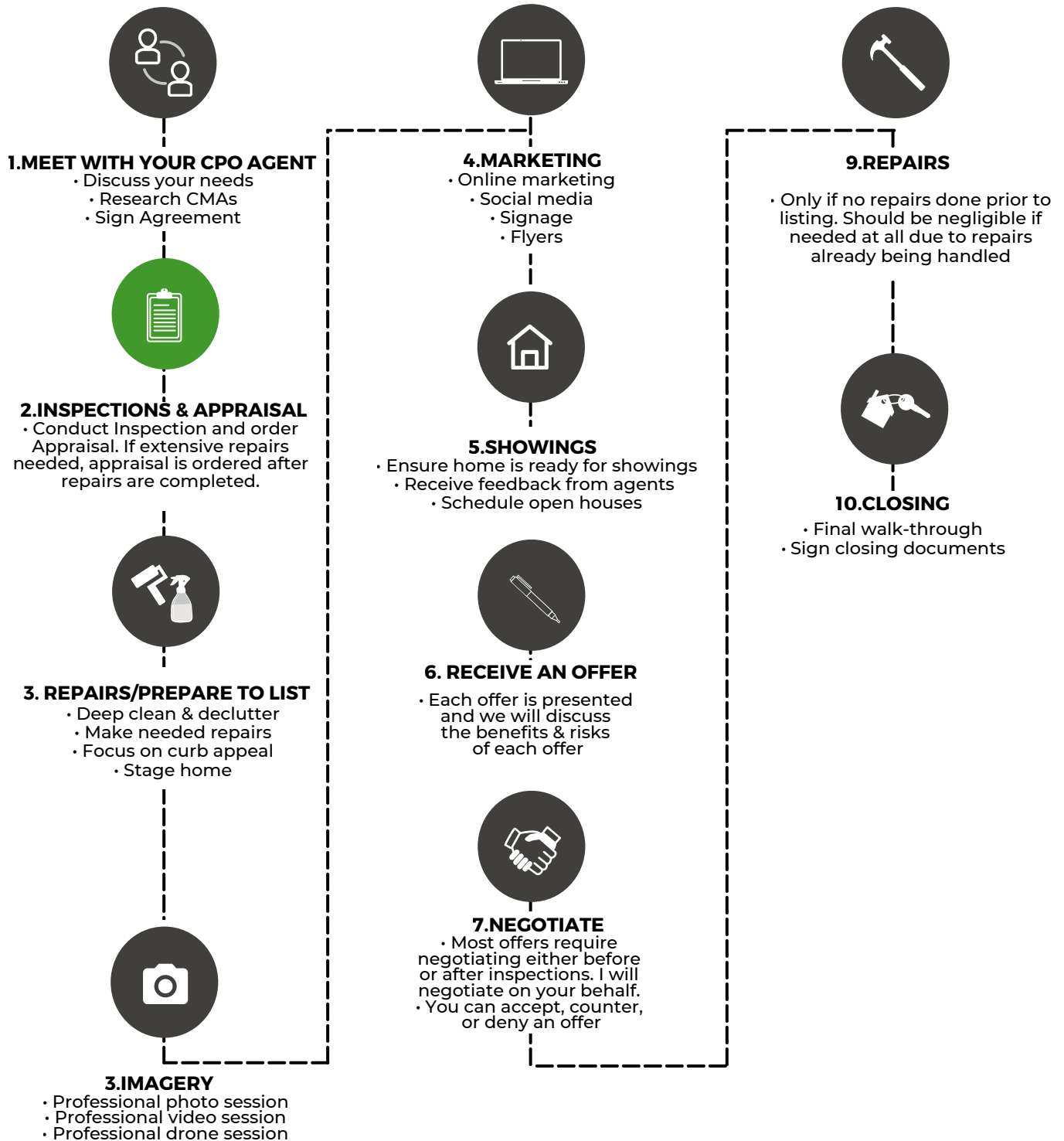
# RISK *free*

Our upcoming listing appointment comes with absolutely no risk or obligation. This meeting is designed to be a relaxed and informative discussion where we can explore all your options. We'll take the time to thoroughly inspect your home, discuss various pricing strategies, and delve into the intricacies of a personalized digital marketing plan. Whether you're considering selling your property or simply want to gain insights into the market, this appointment is an opportunity for us to collaborate, strategize, and make informed decisions together. Your satisfaction and confidence in the process are my top priorities, and I'm eager to provide you with the guidance and expertise you need to make the best choices for your real estate goals.

# THE CERTIFIED PRE-OWNED HOMES HOME SELLING PROCESS



LUXURY





# TWELVE STEPS *to sold*

## **STEP ONE: DEEP CLEAN**

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with! Which means a thorough deep cleaning. A deep clean can also help you with foul odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plug-ins and get rid of the source that is creating the smell.

## **STEP TWO: DECLUTTER**

Buyers have a hard time picturing themselves living in your home when your clutter is all over the home. Get rid of all items in your home that you don't want or need. Your home will sell more quickly and your move will go more smoothly. It's no secret that the hardest part of the decluttering process is getting started. Dive in by taking one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

## **STEP THREE: COMPLETE REPAIRS**

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. Finding out what has to be done and what doesn't can be made much easier with the help of a real estate agent.

## **STEP FOUR: NEUTRALIZE**

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

## **STEP FIVE: REMOVE SCUFF MARKS**

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can make a world of a difference on scuffed walls and baseboards!

## **STEP SIX: CREATE A WARM ENTRYWAY**

A home's entry is also an important first impression. Create your own entryway if your home does not have one. To prevent clutter, have plenty of baskets for storage, or purchase a simple entryway organizer. Place a comfortable bench, and place some hooks to hang bags and outerwear.

# TWELVE STEPS *to sold*

## STEP SEVEN: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look as big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.

## STEP EIGHT: UPGRADE LIGHTING

Replace out-of-date and obsolete lamps and other lighting fixtures with more modern ones. This inexpensive modification can have a big impact and will aid in the sale of your house.

## STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be a challenge. While you might consider them part of the family, not everyone agrees. To make your home appealing to everyone make sure to remove any evidence of pets just to be safe. Make sure to pick up all pet bowls, beds, and toys. Avoid using scented candles or perfumed goods to merely cover up scents. Strong perfumes can be irritating to certain people and don't get rid of the odor altogether. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

## STEP TEN: EXTERIOR

The outside of your home is the first impression of your home. Make sure the exterior of your home is in tip-top shape so that possible buyers will want to take a look inside. Pay close attention to your siding, gutters, and windows, and make sure they look fresh and clean. Repair any cracks in the driveway, walkway, or patio. Make sure the roof is in good condition. Nothing turns a buyer away faster than a leaky roof. Take care of any repairs to your fence if there are broken pickets. If any of these issues come up and you are unable to make the repairs be prepared for buyers to ask you to drop your asking price.

## STEP ELEVEN: CURB APPEAL

Catch a buyer's attention by making sure walkways are clear, landscaping is freshly mulched, plants are freshly placed by the door and a colorful welcome mat welcomes them to a freshly painted front door. All of these things help create a sense of home to prospective buyers.

## STEP TWELVE: GATHER PAPERWORK

Being prepared is the key to a smooth sale. Having said that, don't forget to have the house's paperwork prepared and organized. The loan information, appliance warranties, trust or LLC docs, and any other information regarding the property are some of the documents that you will need when selling a home.



A modern dining room with a dark table, grey chairs, and a large abstract painting. The room features a dark wood floor, a grey sofa, and a large abstract painting on the wall. A round clock with Roman numerals is mounted on the wall. Three pendant lights hang over the table. A vase of flowers sits on the table.

*marketing*  
**YOUR HOME**

# Print MARKETING

4 BED | 3.5 BATH | 4,245 SF  
LISTED FOR \$15,000,000

exp REALTY LUXURY

NEW LISTING

1234 DREAM HOME  
LAS VEGAS, NV

QR CODE HERE

WINDY GOSS  
DIGITAL MARKETING REALTOR®  
Direct: 702-334-1669  
Office: 702-523-8128  
windy.goss@exprealty.com  
Lic. # BS.1000917  
www.WindyGossYourRealEstateBoss.com

the road to home

1234 HILLSONG DR. RALEIGH, NC 12345

living room

kitchen

theater room

**schools**

RALEIGH SCHOOL DISTRICT  
SUNNINGDALE SCHOOL  
2232 E. HUNTER ST. RALEIGH, NC 27602  
WELLS RICHES SCHOOL  
2234 W. HUNTER ST. RALEIGH, NC 27602  
HUNTER SCHOOL  
2234 W. HUNTER ST. RALEIGH, NC 27602

**neighborhood**

MAPLE HILL NEIGHBORHOOD

FEATURES:  
TENNIS COURTS  
SAND VOLLEYBALL COURTS  
FULL SERVICE CLUBHOUSE

**amenities**

HOSPITAL  
WAREHOUSES  
GROCERIES  
WHOLE FOODS MARKET  
SUNSHINE PRODUCE  
WELLS FARGO BANK  
PNC BANK  
CAS  
EATON  
SHELL

COFFEE HOUSE  
RESTAURANTS  
PARKS

just LISTED

5 BEDROOM  
3 BATHROOM  
LUXURY FINISHINGS  
LV STRIP VIEWS  
4235 SQFT

CONTACT OUR OFFICE FOR MORE DETAILS:  
702-334-1669  
WINDY.GOSS@EXPREALTY.COM

exp REALTY LUXURY

recent UPGRADES

DATE	UPGRADE	EST. VALUE
10/2022	STAIRCASE CARPET & TRIM UPDATES	\$0,000
10/2022	ROOF	\$0,000
10/2022	INTERIOR PAINT	\$0,000
10/2022	SMART LIGHTS, AND THERMOSTAT	\$0,000
10/2022	WOOD FLOORING	\$0,000
10/2022	STONED FIREPLACE	\$0,000
10/2022	SMART APPLIANCES	\$0,000
10/2022	FRONT YARD LANDSCAPING	\$0,000
10/2022	KITCHEN CABINETS WHITE PAINT	\$0,000
10/2022	AIR CONDITIONER	\$0,000
10/2022	BACKSPLASH	\$0,000
10/2022	SALT WATER POOL	\$0,000
10/2022	FINISHED BASEMENT	\$0,000
10/2022	DECK	\$0,000

TOTAL ESTIMATED UPGRADE VALUE: \$200,000

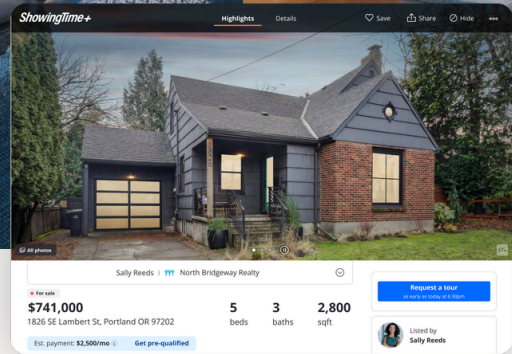
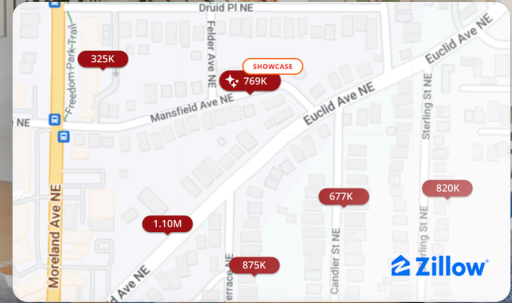
5 BEDROOMS 4.5 BATHS

main level

kitchen

finished lower level

# Accelerate your Home Sale with Zillow Showcase+ (INCLUDED IN OUR GOLD PACKAGE)



## Getting it Seen is Step One in **Getting it Sold**

This custom listing display is available to only **10% of listings** in your market and can help your home stand out on Zillow through:

- Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.
- Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.
- Interested shoppers can contact your agent directly from your listing.
- Powerful exposure on the one residential website that hosts over 233 million average monthly unique users.\*

Logo

**First, Last Name**  
 Agent Title, Company Name  
 +1 000 000 0000 | email@email.com  
 company-website.com

### ACTIVE SHOWCASE LISTINGS ON ZILLOW RECEIVED:

An average of over  
**80%**

♥ Saves

📄 Shares

👁️ Page Views

Compared to similar nearby non-Showcase listings on Zillow.

**10%**  
 more likely  
 to go pending in the first  
**14 Days**  
 compared to similar nearby  
 non-Showcase listings on Zillow

Sell for  
**2% more**  
 than similar non-Showcase  
 listings on Zillow

\*Based on Zillow's Q3 2024 average monthly unique users. Zillow, StreetEasy and HotPads measure unique users with Google Analytics, and Trulia measures unique users with Adobe Analytics.

Showcase listings on Zillow include an interactive floor plan, a virtual tour, and specialized exposure on Zillow (the "Showcase Treatment"). This claim is based on Zillow data analyzed in Showcase markets with at least one For Sale By Agent listing during the initial fourteen day period a listing in these markets with the Showcase Treatment was active on Zillow, up to pending (the "Showcase Listings") and is limited to listings using the Showcase Treatment on the date the listing went live in the applicable MLS, up to pending. The Showcase Listings were compared to For Sale By Agent listings on Zillow: (i) without the Showcase Treatment; (ii) of the same home type; (iii) located in the same city and within two miles of the Showcase Listings; (iv) on the market during the same time period as the Showcase Listings or the immediately prior month; (v) containing a similar list price as the Showcase Listings; (vi) having similar square footage as the Showcase Listings; and (vii) having a similar bedroom count. \*The data is from December 20, 2024 and is an average from the immediately preceding six month period. The data excludes the top 5% and bottom 5% lift of total page views, saves, and shares from each month and the immediately preceding six month average.

# AI BUYER PERSONA

## Introduction

4831 N Skyline Dr is a luxury estate perched in the Eagle foothills, offering panoramic 360-degree views of the Treasure Valley. This 5,464 sq ft custom residence on 4.6 acres features 4 bedrooms, 4.5 bathrooms, a private pool, sport court, 5-car garage, full home theater, and direct access to BLM land. With its gated entrance and unparalleled privacy, this home appeals to affluent buyers seeking prestige, space, and a seamless blend of luxury and nature.

## Ideal Buyer Persona

### Demographic Information

Age: 40–60

Household Income: \$300K+

Occupation: Entrepreneurs, Executives, Professionals in Medicine, Law, or Technology

Family Status: Established families with older children, or empty nesters seeking a dream home

## Psychographic Profile

Values: Privacy, security, exclusivity, and connection with nature

Interests: Outdoor recreation (mountain biking, hiking, horseback riding), home entertainment, luxury automobiles

Hobbies: Golfing, wine collecting, cinema, gourmet cooking, fitness

Lifestyle Preferences: Upscale, tranquil, self-contained lifestyle with access to nature and space for hosting

## Key Motivations:

- Escape from urban density to a more private, serene setting
- Desire for a showpiece home that reflects personal and professional success
- Need for multi-functional space (work-from-home office, entertainment, recreation)

## Common Concerns:

- Distance to downtown Boise and major amenities
- Long-term maintenance and upkeep of large estate properties
- 14 • High property taxes and utilities

# AI BUYER PERSONA

## Specific Pain Points:

- Lack of nearby shopping/dining options
- Perception of limited resale pool at luxury price point
- Uncertainty about broadband/internet connectivity in foothills

## Marketing Strategy Recommendations

### Addressing Pain Points

- Highlight high-speed internet availability and proximity to Eagle's growing amenities
- Emphasize recent upgrades/low-maintenance features (e.g., pool systems, HVAC, landscaping)
- Showcase Eagle's strong appreciation rates and low inventory in luxury market

### Enhancing Appeal

- Professional video walkthroughs capturing sunrise/sunset views and interior finishes
- Drone footage showcasing privacy and acreage
- Feature lifestyle-centric storytelling around equestrian access, outdoor recreation, and entertaining spaces

### Content Ideas

- Blog Post: "5 Reasons Eagle, ID is the Ultimate Luxury Home Destination"
- YouTube Video: "Tour a \$2.8M Private Estate with Theater, Sport Court, and Valley Views"
- Instagram Reel: Time-lapse of sunrise/sunset from the back patio
- Pinterest Infographic: "Dream Home Checklist – What \$2.8M Gets You in Eagle, ID"
- Facebook Live Q&A: "Ask the Agent: What Makes Skyline Drive the Most Exclusive Address in Eagle?"

# digital MARKETING

Ad set	Impressions	Reach	Duration	Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%	Video plays at 100%
Level 1 - West Coast Rel...	625,188	334,806	143,820	19,365	10,558	6,879	4,485	2,331
Level 1 - W... Unpublished e	488,124	280,191	118,884	16,571	6,829	4,017	1,688	1,179
Level 1 - West Coast Rel...	227,024	123,703	7,791	3,594	2,264	1,232	750	
Level 1 - California Relo ...	199,436	100,000	3,037	1,887	794	482		
PC (Level 1) Boise idaho ...	177,793	26,220	9,346	2,153	832	510	366	303
PC (Level 1) Boise idaho ...	100,718	29,070	8,635	2,286	1,016	651	470	436
Level 3 - Retargetting W...	100,402	39,151	4,233	963	563	249	166	107
Level 3 - Retargetting - T...	77,791	19,938	-	-	-	-	-	-
<b>Results from 360 ad sets</b> Excludes deleted items	<b>2,956,423</b> Total	<b>921,836</b> Accounts Center ac...	<b>480,593</b> Total	<b>105,899</b> Total	<b>57,464</b> Total	<b>38,468</b> Total	<b>26,074</b> Total	<b>20,516</b> Total

Nearly  
3 Million Impressions  
1 Million Views

**Description**

3044 W Hidden Springs Boise ID 83714 | Property Tour

122 Likes **7,589 Views** Jul 29 2024

**Chism Team - Boise, Idaho**  
Posted by Curtis Chism  
Jun 10 · 🌐

Why wait on new construction when this one's better than new?... See more

See insights and ads **Boost post**

You and 3 others 1 share 23.9K views

Like Comment Send Share



NEW VIDEOS EVERY WEEK!  
- SUBSCRIBE -  
TO LEARN ABOUT  
MOVING TO BOISE IDAHO

CALL/TEXT  
208-586-0822  
BOISE@CHISMTEAM.COM

**LIVING IN BOISE IDAHO & ...**

@livingin\_boiseidaho · 1.93K subscribers · 197 videos

**Chism Team - Boise, Idaho**  
Posted by Curtis Chism  
Jun 12 · 🌐

Why settle for builder-grade when you can have this better-than-new, move-in ready luxury ho... See more

See insights and ads **Boost post**

10 4 comments 3 shares 23.9K views

Like Comment Send Share

**Chism Team - Boise, Idaho**  
Posted by Curtis Chism  
May 25 · 🌐

Would You Live Here? ... See more

**4 Bed + Office, 3 Baths**  
2,695 Sq. Ft. | Kuna ID

See insights and ads **Boost post**

1 18.2K views

Home Video Page Notifications Menu

**NEWER CONSTRUCTION HOMES ARE IN THE SOUTH AND WEST OF MERIDIAN**

**Description**

Things I Wish I Had Known BEFORE Moving to Meridian Idaho | VLOG TOUR

134 Likes **10,129 Views** 2022 Nov 4

Meridian #livinginboiseidaho #meridianidaho

What is it really like to live in Meridian Idaho? Find out what living in Meridian Idaho is really like and if it's the right place for you. If you're looking for a more rural part of the Boise area - Meridian Idaho

# Luxury MARKETING

**THE WALL STREET JOURNAL.**

WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

#1 Paid Circulation Publication

Highest Rank of Executive Management Readership

**Robb Report**  
MAGAZINE FOR THE LUXURY LIFESTYLE

Robb Report is luxury without compromise, serving a discerning audience with a shared appreciation and desire for quality, artfulness, heritage, fine design, and exclusivity.

Highest Household Income \$125,000+ Annual Salary

Average Household Net Worth of \$1.6M Report Readers

\$2.75M

**UNIQUE HOMES**

Unique Homes is the most exclusive intermediary between ultra-affluent buyers and luxury real estate sellers. With readership that spans all 50 states and more than 50 countries around the globe to a qualified international audience, it's a must-read for affluent individuals interested in high-end real estate.

**MANSION GLOBAL**  
ONLY THE EXCEPTIONAL

Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

2.3 MILLION Monthly Unique Users

50% Of Visitors Planning to Buy/Build a Home

**UPMKT**  
HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.

**BARRON'S**

Barron's is an American weekly magazine/newspaper published by Dow Jones & Company, a division of News Corp. Founded in 1921 by Charles W. Barron, it is a sister publication to The Wall Street Journal. Barron's covers U.S. financial information, market developments, and relevant statistics.

99% Make a decision based on content read on Barron's

**LUXURYESTATE**

LuxuryEstate is a site dedicated to those who wish to purchase or rent a luxury home, along with those who are passionate about prestigious real estate and curious to discover new trends and interior solutions. Whether it's a castle in Loire, an apartment in London, a villa in Tuscany or a penthouse in New York, LuxuryEstate has the largest selection of luxury homes to offer in the most chic and renowned places in the world.

OVER 500,000 LUXURY HOMES

IN OVER 120 COUNTRIES

**MarketWatch**

MarketWatch is a website that provides financial information, business news, analysis, and stock market data. Along with The Wall Street Journal and Barron's, it is a subsidiary of Dow Jones & Company, a property of News Corp.

40 MILLION+ Monthly Unique Users

78% of subscribers use MarketWatch to make personal investments

**INTERNATIONAL ADVERTISING**

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

80+ International Ads

70+ Key Markets Around the World

**INTERNATIONAL REACH**

Your home will gain international exposure to over 90 prominent Real Estate search sites around the world targeting affluent global investors, including China, Canada, Germany, Brazil, France, Singapore, UAE and many others.

**facebook**

Facebook is the premier avenue for reaching buyer leads. We create a beautiful HD Video page to be shared across vast social networks and draw attention to your home.

**YouTube**

Showcase your listing as a YouTube High Definition stream for web and mobile device users everywhere.

THE FINEST HOMES  
DESERVE THE FINEST MARKETING



*pricing*  
**STRATEGY**

# THE FIRST LISTING PRICE CAN AFFECT

*the entire outcome of your home sale.*

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a 3<sup>rd</sup> party appraisal in conjunction with a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. An appraiser will spend on average 6 hours using scientific methods to determine the value of your home. We will use this in conjunction with a CMA will we will research sold properties in your area as well as any that are pending and Active on the market (your Competition) to determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

## THE PROBLEM WITH LISTING TOO HIGH

### PROBLEM 1

#### exclusion

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

### PROBLEM 2

#### appear distressed

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

### PROBLEM 3

#### appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



#### **DETERMINES**

*the price of your home*

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

#### **DOES NOT DETERMINE**

*the price of your home*

- what you paid for the home
- what online sites think it is worth
- what you need to make on the home



# YOUR *home*

TELL US ABOUT YOUR HOME

# YOUR HOME *information*

SQFT	
BEDROOMS	
BATHROOMS	
GARAGE	
YEAR BUILT	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES \$	
HOA NAME	
HOA PHONE #	
HOA MONTHLY \$\$\$	

WHY ARE YOU MOVING?

---

WHAT IS YOUR TIMELINE?

---

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

---

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

---



# AVERAGE *utilities*

ELECTRIC

GAS

WATER

TRASH

JAN				
FEB				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPT				
OCT				
NOV				
DEC				

YEARLY AVG.				
----------------	--	--	--	--

# *selling* EXPERIENCE

HOW MANY HOMES HAVE YOU SOLD IN THE PAST?

---

WHEN WAS YOUR LAST HOME SALE?

---

WHAT WAS YOUR EXPERIENCE LIKE?

---

WHY DID YOU SELECT THE PREVIOUS AGENT?

---

WHAT DO YOU FEEL THE LAST AGENT DID BEST?  
HOW COULD THEY IMPROVE?

---

WHAT ARE YOU LOOKING FOR IN AN AGENT?

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A modern dining room with a dark table, blue chairs, and a living area with patterned chairs and a TV.

# RECOMMENDED

## *resources*

# *recommended* RESOURCES

## HANDYMAN

MIKE'S HOME SERVICES - MIKE SCISCOE  
208-284-9600

## PAINTING

SPRAY 'N COAT  
(208) 615-5432  
[www.sprayncoat.com](http://www.sprayncoat.com)

## HOUSE CLEANING

PROTOUCH CLEANERS STEPHANIE SUMMERS  
208-21-2337

## FLOORING

CAPELL FLOORING  
208-288-0151  
[www.capellflooring.com](http://www.capellflooring.com)

## ELECTRICIAN

PIONEER POWER SYSTEMS NORTHWEST  
702-672-2691  
[www.pioneerpowernw.com](http://www.pioneerpowernw.com)

## PLUMBING

BEACON PLUMBING  
208-207-5560  
[www.beaconplumbing.net/](http://www.beaconplumbing.net/)

## WINDOW COVERINGS

BLIND SOURCE  
(208) 362-0533  
[www.boiseblindsources.com](http://www.boiseblindsources.com)

## LANDSCAPING

EASY TO GROW, LLC  
208-800-3626 <https://www.facebook.com/EasyToGrowLLC>

New Life Landscape  
208-919-2751 | [www.newlifelandscape.org](http://www.newlifelandscape.org)



# *recommended* RESOURCES

## HVAC SERVICES

WESTERN HEATING & AIR CONDITIONING  
208-319-1736  
[www.westernhvac.com](http://www.westernhvac.com)

## PRESSURE WASHING

Idaho Exterior Cleaning and Pressure Washing  
208-473-6113  
<https://www.facebook.com/people/Idaho-Exterior-Cleaning/61560635125534/>

## GARAGE EPOXY COATING

Spray 'n Coat  
(208) 615-5432  
[www.sprayncoat.com](http://www.sprayncoat.com)

## WINDOW CLEANING

Idaho Exterior Cleaning and Pressure Washing  
208-473-6113  
<https://www.facebook.com/people/Idaho-Exterior-Cleaning/61560635125534/>

## PEST CONTROL

Dan's Pest Control  
208-590-9773  
[www.danspestidaho.com](http://www.danspestidaho.com)

## WINDOW REPLACEMENT

VALLEY GLASS  
208-344-6518  
[www.valleyglass.com/boise/](http://www.valleyglass.com/boise/)

## REMODELER (HOME, KITCHEN, BATH, OUTDOOR LIVING)

TRUE BLUE CONSTRUCTION  
208-344-6518  
[www.valleyglass.com/boise/](http://www.valleyglass.com/boise/)

## ARTIFICIAL TURF

208 TURF  
(208) 202-0003  
<https://www.208turf.com/>

## STORAGE SHEDS

STOR-MOR SHEDS  
(208) 887-6500  
[www.stormorsheds.com](http://www.stormorsheds.com)





**CLIENT**  
*testimonials*

# REVIEWS



Curtis Chism has completely over exceeded my expectations in the selling process of my home. From day one when we first met to discuss the sell of our property, he was extremely knowledgeable, informative and professional. Easing my concerns of being a first-time home seller and understanding I needed guidance along the way. When the time came to list the house on the market, my one request to Curtis was, I did not want any drama or stress. I was already impressed with Curtis up to this point, but once I saw him in action doing what he obviously does best, I became Super Impressed!!! Curtis was able to draw a huge amount of attention and interest in the property thru his pricing and marketing strategies which contributed to the fast sell of the house - well over list and he's an amazing negotiator!! - Bonney Clark

We worked with Curtis to sell our home and purchase our new dream home. Curtis was trustworthy, honest, and very responsive. I knew Curtis had our families best interests at heart, he got our first offer we put out accepted on our new home and got us 24 offers in a single weekend of showing our condo. Buying and selling a house can be overwhelming, and having someone we could trust every step of the way made the process a lot easier. His honesty helped us make a competitive offer and better understand the challenges of today's market. Curtis was very responsive, and had a professional team to help us from start to finish of both the buying and selling process. I would highly recommend using Curtis as your realtor. His innate qualities of trustworthiness and honesty combined with his tenacity to get the deal across the finish line won't disappoint. - Ryan Sather

Working with Curtis was an absolute pleasure! We met Curtis over a year ago and decided to reach out after seeing his videos on YouTube. I am a believer that everything happens for a reason and in true fashion, it did! If we had not met Curtis we wouldn't have been able to secure our lot, move into our new build and sell our condo AFTER the move. Curtis was able to connect us to a bridge loan lender which helped us buy before we sold and became a non-contingent offer. We accepted an offer on our condo after just 6 days on the market and closed escrow a month later. We could not ask for more in a realtor and will recommend his services 1000% - Pearl Laxamana

I highly recommend Curtis whether you are selling or buying a house. Meeting him, we knew he was the right realtor for us. He explained what we would expect and do while our home was being sold. Every step of the way he kept us informed and with that said, in less than a month, our house was sold!! Thank you so much for making this transition so much easier for us!! We relocated to Texas and awaiting our new house to be complete!!! - Jenny Pangalanan

Curtis just sold my home earlier this month. I was VERY nervous about selling my home. I have never sold a home before and I was in my home for 30 years (so it had been a while since I had been in the escrow process). Things were much easier and simpler than I thought they would be. He is a great communicator and kept me informed about how things were going. He is very attentive and easy to get in touch with. He is honest and responsible, which makes you feel comfortable when working with him. - Regina Thompson

# REVIEWS



Curtis guided us through our whole selling process in such a knowledgeable and helpful way. Always ready to respond and professional from start to finish. We had such peace of mind through the whole process! - Aubrey Henschel

When my wife and I decided to visit Idaho for a potential move, I started searching for a realtor that would be able to show us the area as well as being able to sell our current home.

Curtis Chism fit that role perfectly. After viewing his videos on YouTube which there are a lot of, then finally meeting him in person, we knew we had picked the right person to represent us. When the time came to sell our home, he was advising us every step of the way giving us sound advice and direction on how we should proceed.

His team showed up on schedule for every appointment he made, giving us advice to show our home in the best possible way. In the end, we got 9 total offers (over one weekend) which resulted in well over asking price.

If you are looking for a professional realtor, with a background in construction management, Curtis is the one you want to represent you. Highly recommend him.  
- Burt Vandenberg

Curtis was extremely professional and a pleasure to work with when selling our home. He made my husband and I feel like we were his top priority. He truly went above and beyond his duties as our agent and exceeded our expectations.

I cannot recommend Curtis Chism enough if you are looking to sell or buy a house. His integrity and commitment to his clients wants and needs are hard to find these days.  
- Makyia Blaire

Selling a home can be overwhelming, but working with Curtis Chism made the entire process feel so easy and stress-free. From the very beginning, he made me feel completely at ease.

He took the time to explain everything, answered all my questions, and genuinely cared about making sure I felt confident every step of the way.

What really impressed me was how proactive Curtis was. He didn't just put a sign in the yard and wait—he actively searched out buyers for my home. In fact, he had been working with a buyer for a while and thought my home might be a perfect fit. Sure enough, that buyer ended up purchasing it!

Curtis goes above and beyond, and I'm so grateful I had him on my side. If you're thinking about selling your home, do yourself a favor and call Curtis. You won't regret it! - Jan Toohey

# REVIEWS



I completely recommend Curtis. I was looking to find a realtor that could help me make a quick cash sale of my townhome, so I could get my new home paid off. Plus, Curtis kept in contact with me throughout the whole process. He did all he could to sale my townhouse and made buying a new house stress free. If I ever need a realtor again, I will definitely call Curtis!! - Tera Pitt

What really stood out to us was Curtis's dedication to making the process as seamless as possible. He was always available to answer our questions, no matter how small, and took the time to explain each step in a way that was easy to understand. His knowledge of the local market and his professional insights reassured us that we were in good hands.

We would highly recommend Curtis to anyone looking to buy or sell a home. His exceptional communication skills, genuine care for his clients, and unwavering commitment to excellence set him apart. Thanks to Curtis, we are now happily settled in our new home, confident that we made the right choice. - Burke Browne

For those of you that prefer to skim reviews let me just say, Curtis is an outstanding realtor and an even better person. He's professional, knows the Treasure Valley market (developments and builders), and works tirelessly to ensure his clients not only get the home they are looking for at a competitive price but that they are well informed, comfortable with the process, and exited about their purchase even after the close of escrow.

Now a bit more detail regarding my experience. Like many of his clients I initially found Curtis through his informational videos. Such a valuable resource for those new to the Treasure Valley or locals who may be looking for additional information about a development or trends in the Treasure Valley market. He's also an incredible resource for those relocating since he's worked with many clients looking to purchase remotely. With a background in construction management, Curtis knows what to look for in resale as well as new builds to make sure there aren't any surprises after closing. And his relationships with local builders ensures his clients concerns are addressed since even new builds aren't perfect.

From my experience I don't think you can find a better partner in the Treasure Valley market and that's still second to who Curtis is as a person. Based on my experience you'll be thrilled to have Curtis working for you. Best of luck with your home search in the Treasure Valley! - Kent Grindstaff

# WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST





OUR  
HOME SELLING  
*difference*



*Curtis Chism*

**exp**<sup>®</sup>  
REALTY

LUXURY

