



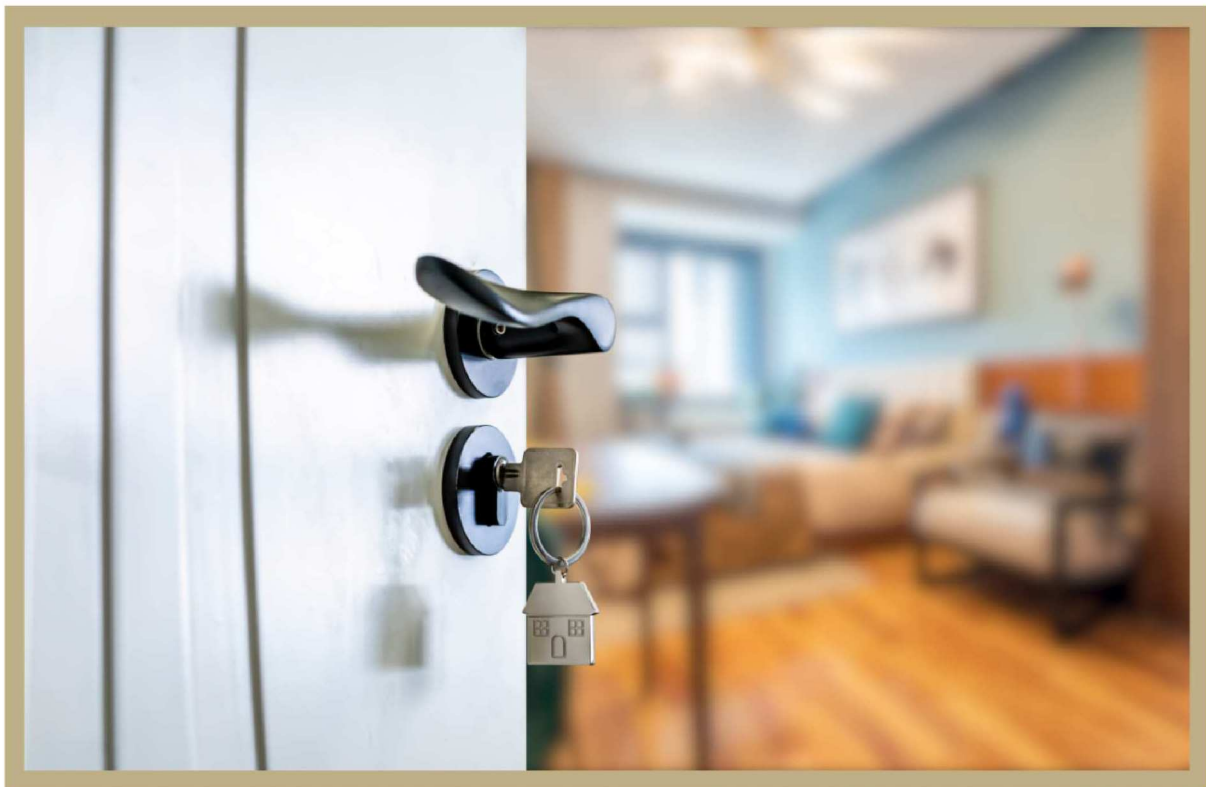
CENTURY 21®

Deaton and Company
Real Estate

**FINE HOMES
& ESTATES®**

Deaton and Company
Real Estate

NORTHWEST MONTANA REAL ESTATE, ELEVATED



Things to Consider when
Selling a Home



HOME SELLING PROCESS

General Overview of Steps Involved with Selling Your Home

MEET WITH REAL
ESTATE PROFESSIONAL

Make a no-commitment initial meeting to identify next steps.

ESTABLISH
A PRICE

Your agent will provide a market analysis to help determine an asking price for your home.

PREPARE YOUR
HOME

View your home through the eyes of the buyer and ask yourself what you'd expect.

LIST IT
FOR SALE

Your agent will put your home on the open market. Make it as easy as possible for potential buyers to view your home.

SHOWINGS

Short notice showings may occur. Try your best to accommodate these requests so you never miss a potential sale!

OFFERS &
NEGOTIATION

A buyer's agent will present your agent with an offer.

CHOOSING AN
OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity either accept or counter.

UNDER CONTRACT

You and the buyer have agreed to all the terms of the offer and both parties have signed the agreements.

FINAL DETAILS

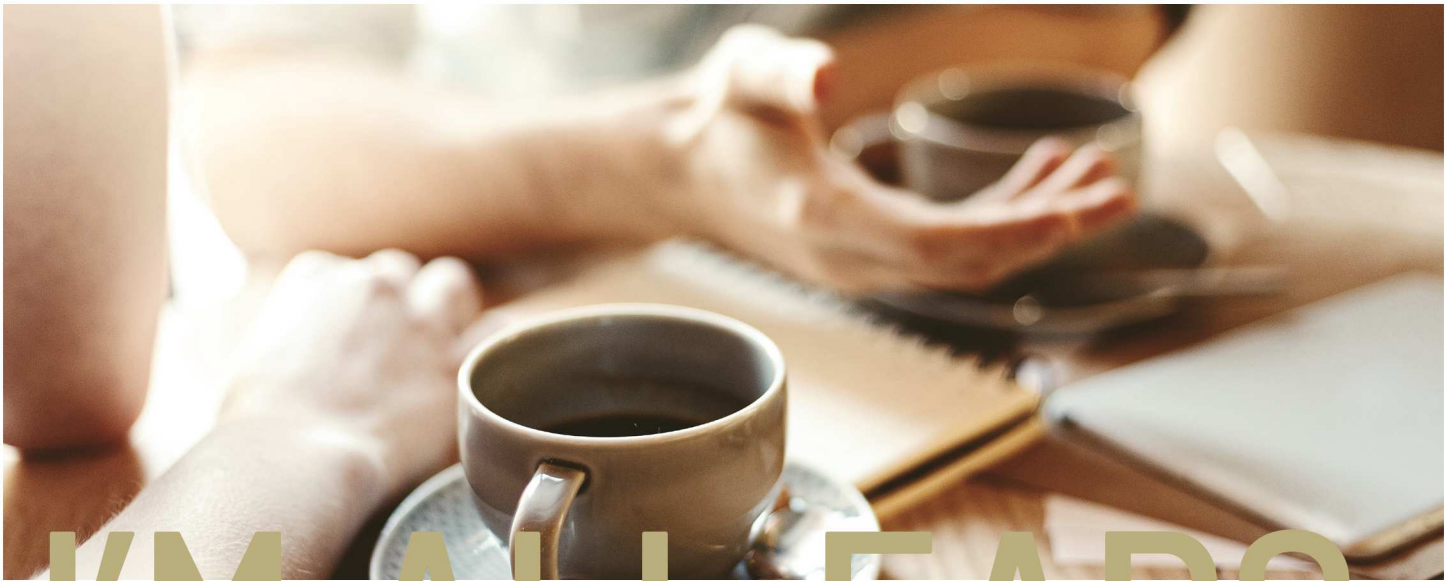
While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

INSPECTIONS

The buyer will perform a physical inspection of the home and may even ask you to make certain repairs.

CLOSING

Funds and ownership are transferred. Pack up and prepare if the buy is ready to move in!



I'M ALL EARS

Because understanding your dreams and expectations is the starting point of our selling process.

Let's discuss:

WHY are you selling?

WHEN would you like to move?

WHERE do you anticipate challenges, if any?

WHAT specific services can I provide?

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CHECKLIST

What Does It Take To Sell A Property?

Financial, legal, marketing, screening, security – selling your home requires experience in multiple skill sets. Which of these could you do without the assistance of a real estate sales associate?

- ☐ Determine goals, objectives and expectations
- ☐ Identify which of your home's features and benefits will most attract today's buyers
- ☐ Understand current market conditions and access market data
- ☐ Determine the market value of your home based on what has sold and for how much
- ☐ Set a pricing strategy so your property will sell quickly and for the right price
- ☐ Know how to market your home to attract qualified buyers

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FACTORS

6 FACTORS THAT INFLUENCE YOUR LISTING PRICE

- 1 Market conditions
- 2 The terms you offer as a seller
- 3 Exposure
- 4 Comparable properties: pending sales, recent
- 5 The features of your property
- 6 How motivated you are as a seller

AND 4 THAT HAVE ZERO IMPACT ON ITS CURRENT VALUE

- 1 What you paid for it
- 2 Certain investments made in the property
- 3 What you want to net from the sale
- 4 What those outside the industry believe the property is worth

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SELLING YOUR HOME

How long will it take to sell your property?

Some properties sell in a few days, others may take several months. By recognizing the factors that influence marketing a home, we can significantly control the time to market.

A proper balance of these key market factors will expedite your sale:

- 1 LOCATION**
Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.
- 2 COMPETITION**
Buyers compare your property against others in the neighborhood and interpret value based on properties available on the market.
- 3 TIMING**
The real estate market may reflect a "buyers" or "sellers" market. Market conditions cannot be manipulated. An individually tailored marketing plan of action must be developed for each property.
- 4 CONDITION**
The property's condition will impact price and speed of sale. Optimizing physical appearance and advanced preparation for marketing maximize value.
- 5 TERMS**
The more terms that are available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.
- 6 PRICE**
If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.

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HOW TO PRICE YOUR HOME TO SELL

PRICE INTELLIGENTLY

By pricing your property at market value, you make it available to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects its value.

DON'T OVERPRICE

Improper pricing may lead to a below market value sale price, or even worse, no sale at all. Your home has the highest chances for a fruitful sale when its price is reasonably established.

PRICE FOR THE PEAK

A property attracts the most interest when it is first listed on the market. Pricing improperly for this initial listing will cause you to lose out on this peak interest period and may lead to your home languishing on the market.



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WHERE DO HOME BUYERS BEGIN?

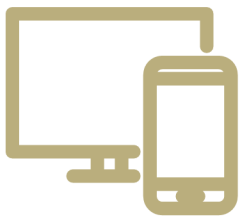
To Search For A New Home:

95%

Use the Internet¹

50% used a laptop/desktop¹

50% used a mobile device¹



The internet is the
FIRST PLACE to be present



And with approximately **3M VISITS
PER MONTH²**, century21.com will get
your property noticed

CENTURY 21[®]

PRICING YOUR HOUSE ISN'T GUESSWORK YOUR AGENT IS KEY

Pricing your house right takes expertise to ensure you can get the most out of your sale. Real estate professionals determine a price that will attract multiple offers and maximize the return on your investment. Here's a look at how agents can help.



IT TAKES MARKET EXPERIENCE AND EXPERTISE TO PRICE YOUR HOUSE RIGHT

Real estate professional balance:



The value of homes in your neighborhood



Current market demand



Where prices are headed



The condition of your house



PROFESSIONAL PHOTOGRAPHY



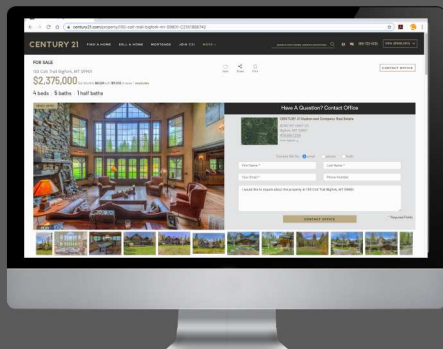
We would market your property with professional photography, including drone video, so it will visually stand out among the competition on the internet, where the buyers are. Plus we provide a lifestyle driven public description of the property.

HOW WE SELL

Average doesn't sell.

RELENTLESS MOVES

UNIQUE PROPERTY WEBSITES



Unique property sites are professional websites created just for your listing. Always showing it in the best possible light.

EXCEPTIONAL ONLINE PRESENCE



The property will be promoted on our three websites, on Facebook, and syndicated to all area brokerages' websites. Plus multiple social media channels.

TOURS & OPEN HOUSES

The listing will be on the MLS tour for local agents and we can plan broker and/or public open house events. Occasionally, to increase attendance, such events are coordinated with other agents of nearby listings. Beyond MLS tour networking, we also personally reach out to agents with similar buyer clientele.

WORLDWIDE EXPOSURE

In addition to the MLS syndication, we syndicate worldwide to Zillow, Realtor.com, Homes.com, Trulia and to more than 750 websites via ListHub.



Don't settle for average.

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RELENTLESS MOVES

How important are professional real estate photos?

We've all heard the saying "A Picture is Worth a Thousand Words". While it may be a bit of a cliché, in our image-drive society, it's true.

Selling a home means creating the most appealing listing possible. The photos will most likely be the first impression potential buyers have of your listing.

Tips and suggestions to prepare for your photography appointment:

INTERIOR

- Turn off all lights
- Turn off fans
- Remove as much as possible from the kitchen counters
- Put kitchen trash out of sights
- Remove laundry baskets and anything else from top of machines
- Remove mats from kitchen and bathrooms
- Kitchen sink should be empty and clean
- Make the beds
- Remove as much as possible from bathroom counters, tubs and showers
- If possible, remove any large personal photos
- Remove all pet items; beds, food bowls, pick up toys
- Have rooms and common areas as neat and tidy as possible.

EXTERIOR

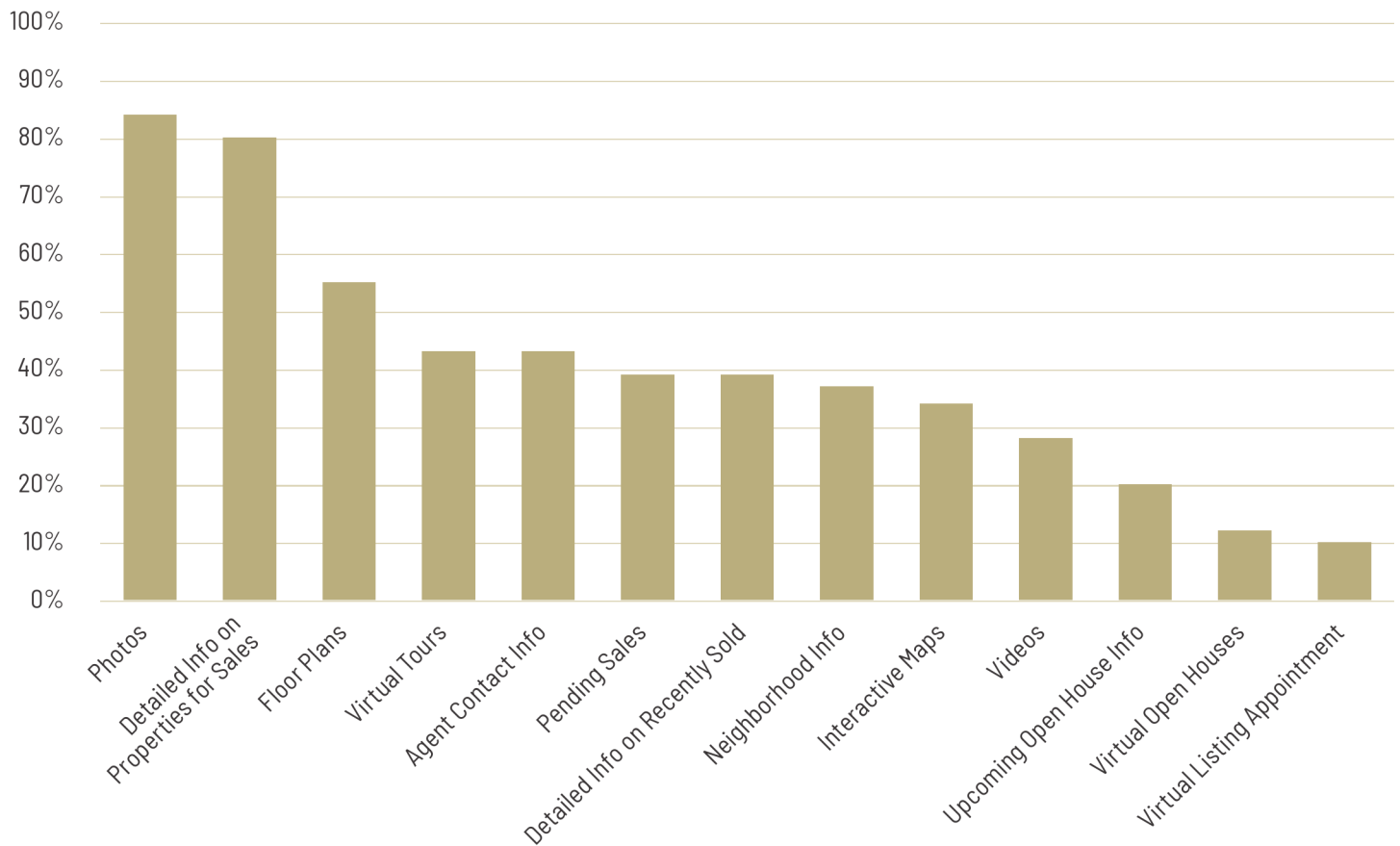
- Put away garbage cans
- Sweep driveway and walkways
- Move cars from driveway
- Mow the lawn and trim the bushes
- Close garage doors



PHOTOS AND DETAILS MATTER MOST ONLINE

What Internet Home Buyers Deem "Very Useful"

2021*



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WHAT YOU CAN EXPECT FROM US

To Help Sell Your Home, We Will Utilize The CENTURY 21® System, Which Includes Proprietary Marketing Tools, A Global Network and the following Marketing Services:

CENTURY 21 Internet Marketing Program:

- century21.com
- century21espanol.com
- century21global.com
- Neighborhood profiles
- Targeted email communication
- Social media presence on Facebook®, Instagram®, Twitter, YouTube®
- Website listing distribution network
- National advertising
- Local advertising
- CENTURY 21 Preferred Client ClubSM marketing
- Direct mail marketing
- CENTURY 21 Fine Homes & Estates® digital magazine
- CENTURY 21 Global Referral Network®
- SELLER SERVICE PLEDGE®
- Leads Engine
- THE GOLDEN RULER®

CENTURY 21®

YOUR LISTING ON 170+ WEBSITES NATIONWIDE

To connect with as many buyers as possible, the C21® Syndicated Listings Program distributes listings to hundreds of websites to expand online reach and drive leads.

CENTURY 21.
century21.com

CENTURY 21.
Global

CENTURY 21
COMMERCIAL.

CENTURY 21
FINE HOMES
& ESTATES.

 **Homes.com**

realtor.com®

 **Land.com**
44 SITES

 **ListHub**
10+ SITES

listglobally
94 SITES

MANSION GLOBAL

 **ADWERX™**

 **HomeFinder.com**

duPont
REGISTRY

Robb Report

officespace.com

JAMES EDITION

 **REAL-Buzz**
Global Real Estate Network
powered by iStockphoto

 **Keyboom!**
PRO™

BACK AT YOU!

 **LUXURY**
REAL ESTATE

LDCRE

zeta


 **CRETECH**

 **CIMLS**

 **zumper**

 **RPR**

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12 THINGS

12 THINGS YOU NEED TO LIST YOUR PROPERTY

- 1 Last year's tax bill
- 2 Property Survey
- 3 Existing mortgage information.
- 4 3 copies of the key to the front or main entrance door or alternative entry method
- 5 Invoices for repairs or improvements to the property
- 6 A list of inclusions and exclusions in the sale
- 7 Any interior or exterior pictures of the property
- 8 Declarations/covenants/deed restrictions (if applicable)
- 9 Property condition disclosure statement
- 10 Utility bills, actual monthly costs or monthly budget
- 11 Information on special assessments (if applicable)
- 12 Homeowners/Condominium association information (if applicable)
 - Amount
 - Company
 - Address
 - Contact name
 - Phone number

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TO STAGE YOUR HOME FOR A SHOWING

Remember: Try to look at your house through a buyer's eyes as though you've never seen it before

INSIDE:

- Clear all unnecessary objects from furniture and kitchen countertops
- In the bathroom, remove items from the counters, tubs, shower stalls and commode tops
- Ensure the bathroom tubs, tile, sinks, shower floor and ceiling and toilet tops are free of mildew and look sparkling clean
- Rearrange or remove furniture if necessary
- Take down or rearrange pictures or objects on walls
- Review the house inside room by room and:
 - Paint any room that needs it
 - Clean carpets and vacuum drapes
 - Clean windows and cobwebs from ceilings and chandeliers
- Make sure the closets and garage are not too full
- Replace burned out light bulbs and repair faulty switches
- Repairs and improvements will facilitate a sale being made
- Make certain all rooms are odor-free

OUTSIDE:

- Go around the perimeter of the house and remove all garbage cans, discarded wood scraps, extra building materials, etc. into the garage or trash
- Check gutters and roof for leaks and dry rot
- Weed and mulch all planting areas
- Clear patios and decks of all small items, such as small planters, flowerpots, charcoal, barbecues, toys, etc.
- Check paint condition on the house, especially the front door and trim
- Review if shutters, shingles, stone or bricks need replacing
- Check exterior stairs and handrails, walkways, screens, screen doors

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SELLER QUESTIONNAIRE

Frequently, when a listing expires, a seller may consider selling their property personally. To sell your property without the assistance of a qualified real estate sales associate, you should be able to answer an unqualified "YES" to each of the following questions.

PRICE

Do I have sufficient data to price my property realistically? Am I familiar with what comparable properties have sold for recently and what adjustments to those amounts I would need to make for my property?

YES NO

QUALIFYING BUYERS

Can I professionally screen and handle innumerable inquiries? Can I differentiate between lookers and serious buyers? Do I have the ability to screen buyers?

YES NO

LEGAL

Do I have the ability to draw proper contracts, recognize unreasonable contingencies, understand disclosures and agency relationships? Would I be on sound legal ground if conflicts arose?

YES NO

FINANCIAL

Do I have expert knowledge of the current mortgage situation: assumptions, buydowns, ARMS, secondary financing?

YES NO

NEGOTIATIONS

Can I handle the natural conflict of interest when working directly with a buyer, trying to protect my own interests versus my desire to accommodate theirs?

YES NO

INCONVENIENCE

Am I prepared to forego social or business plans for an extended period, as I must be available at all times?

YES NO

AVAILABILITY

Will your schedule make you available to show your house at any time of day to potential buyers?

YES NO

MARKETING

Do I have a complete understanding of real estate marketing and am I able to expose my property through the widest channels – local, regional and national?

YES NO

Unless you answered YES to all the questions above, the skills and knowledge of a professional sales associate would best assist you in selling your property. Only one in 20 sellers who try to go it alone are successful in selling at market price. The other 19 suffered inconvenience, lost time and frustration without reaching their ultimate goal – selling their property at the best possible price, in the shortest time possible and at the least inconvenience.

Now, let us show you why the CENTURY 21® brand should be your choice!

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10 QUESTIONS TO ASK YOUR REALTOR

In the event you speak with another agent before we meet again, here are a few interview questions to ask them.

1. How many properties does your office/team sell annually?
2. Do you have a back office support staff and leadership team?
3. How will you specifically determine the price for my property?
4. Please explain how you legally represent me. Single Agency or Dual Agency? What's the difference?
5. What happens if you receive multiple offers? How do you handle this?
6. What happens if you get multiple offers and you have a Buyer also? Who do you represent and how?
7. How do you pre-qualify Buyers from other Agents?
8. What is your theory on escrow deposits? How much and when?
9. How long do you think is suitable to give a buyer for a financial/loan approval period?
10. Other than MLS and the syndicated feeds that come from the MLS, what specifically do you do to attract Buyers for my home?

There are many questions that need to be answered when selling a home. Here's a few:

- 1 How do I know which offer is best?
- 2 Do those contingencies matter?
- 3 Do I have to disclose that?
- 4 What happens if the deal falls apart?

LUCKY FOR YOU, YOU HAVE ME

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CENTURY 21
Deaton and Company
Real Estate

**ALL OFFERS
ARE NOT
EQUAL**

Don't get taken advantage of.

CENTURY 21 Deaton and Company Real Estate

"SUCCESS IN REAL ESTATE
COMES DOWN TO

**TWO
FACTORS:**

TAKING CARE OF AND VALUING
THE CUSTOMER"

MICHAEL MIEDLER
PRESIDENT AND CEO

A GLOBAL PERSPECTIVE ON HOME

HOW WE REPRESENT YOU

This is the #1 question you need to ask any prospective agent.

A disclosure of *Relationships in Real Estate Transactions* is required by Montana Law. There are four types of legal representation in Montana: Seller Agent, Buyer Agent, Dual Agency, and Statutory Broker. I will be representing you as a Seller Agent or possibly as a Dual Agent. Dual Agency is illegal in some states and there are pros and cons to this type of representation. I look forward to discussing how I will represent you in your transaction.

A "Seller Agent" is obligated to the Seller to:

- Act solely in the best interest of the seller
- Obey promptly and efficiently all lawful instructions of the seller
- Disclose all relevant and material information that concerns the real estate transaction
- Safeguard the seller's confidence
- Exercise reasonable care, skill, and diligence in pursuing the seller's objectives
- Fully account to the seller for any funds or property of the buyer
- Comply with all applicable federal and state laws, rules, and regulations

If a seller agent is also representing a buyer or a buyer agent is also representing a seller with regard to a property, then a "dual agency" relationship may be established.

- In a dual agency relationship, the agent is equally obligated to both the seller and the buyer. These obligations may prohibit the agent from advocating exclusively on behalf of the seller or buyer and may limit the depth and degree of representation that you receive. A broker or a salesperson may not act as a dual agent without the signed, written consent of both the seller and the buyer.

CENTURY 21 Deaton and Company Real Estate		SELLER REPRESENTATIVE	BUYER REPRESENTATIVE
LOYALTY When in a seller representation relationship, we work solely for you. We can work to the detriment of the other side and our only job is to get you the best deal possible.		✓	✗
OBEDIENCE Whatever you tell us to do, we have to do it. We work 100% for you and must follow your legal wishes regardless of how it may affect the other party.		✓	✗
CONFIDENTIALITY Whatever you tell us is 100% confidential. We can not say a single thing to the other side. No matter what, it stays with us through the entire transaction.		✓	✗
FULL DISCLOSURE Whatever we learn we HAVE to tell you. Our goal is to learn as much information as possible and disclose it all to you.		✓	✗

I COMMIT TO DELIVERING AN EXTRAORDINARY SALES EXPERIENCE

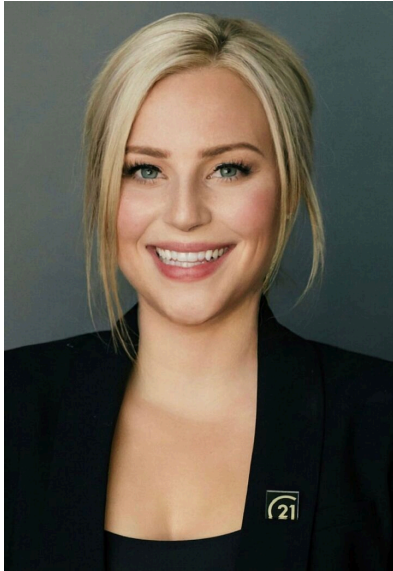
When you choose me to list your home, you will receive:

- Excellent service and support
- A market analysis of your home
- A winning marketing plan
- Every effort to sell your home promptly
- The resources of the CENTURY 21® brand

**LET ME GO TO WORK
FOR YOU NOW!**



CENTURY 21®



Bethany Johnson

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DESIGNATIONS: FHE, GRI

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Address 750 West 2nd Street, | Whitefish, MT 59937

WISDOM: Jedi in communication, mediating, and trust building. Lightning fast texter. Mom to one boy and 2 cats. Bachelors Degree in Agricultural Sciences from Oregon State University. Always in pursuit of finding the perfect margarita

WALK OFF SONG: Summer Days (feat. Macklemlore & Patrick Stump) Matrin Garrix

CALLING CARDS: Tact, transparency, trust. Constant communicator and lightning fast responder. Being strategic and finding solutions to conflicts.

QUOTE: "The true meaning of life is to plant trees, under whose shade you do not expect to sit." — Nelson Henderson

LANGUAGES

English