



A COMPREHENSIVE GUIDE TO

SELLING YOUR HOME



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TRACIE MCDONALD
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01

Choose Your Realtor

Choosing the realtor that you'll be working alongside to sell your home is not a decision to take lightly.

Your realtor should have a deep understanding of your goals, your neighborhood market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you.

-Tracie McDonald





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Since 2011, Tracie has been a dedicated professional in the real estate industry, leveraging her extensive background in the mortgage sector to provide unmatched expertise and support. Her deep understanding of the market and commitment to client success have made her an indispensable partner for both buyers and sellers. Specializing in guiding clients through the complexities of real estate transactions, Tracie ensures a smooth and confident experience whether you're buying your first home, selling a property, or investing.

For the past seven years, Tracie has consistently been a top producer, recognized for her exceptional performance and results in the industry. She is celebrated for her unwavering dedication and exceptional customer care, making every client feel valued and at ease from their first interaction. Her passion lies in turning the dream of homeownership into a reality, delivering personalized and attentive service tailored to each individual's needs.

When she's not assisting clients with buying or selling properties, Tracie enjoys an active lifestyle. She loves spending time with her family, hiking, paddleboarding, and exploring Idaho's picturesque landscapes through camping adventures. Tracie's enthusiasm for the outdoors and her community underscores her energetic and friendly demeanor, making her not just a highly skilled realtor, but also a trusted friend and neighbor.

What you can expect working with me...

I am Curious

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I am Committed

I will bring my A-game to every transaction, and are committed to achieving the best possible outcome for my clients.

I am Proactive

I am always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I am Personal

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

02

Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. If you need any vendor recommendations to help with repairs, please don't hesitate to reach out.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |

LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

03

Strategic Marketing

Pricing Your Home

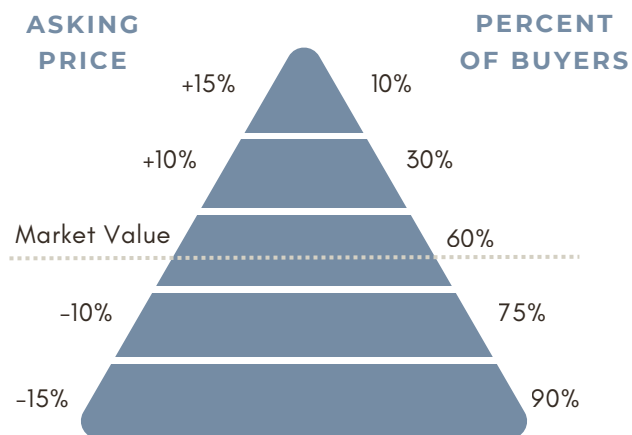
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





What's the big deal about listing photos & videos?



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, I work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

What's Included in My Marketing Plan

- Displayed on Brokerage Website
- Social Media Marketing Campaigns
- Floor Plan & Virtual Tour
- Exclusive Sneak Peek
- Open Houses
- Print Flyers
- Professional Photography
- Lifestyle Videography
- Your home will be showcased on Social Media to 10K+ people
- National Marketing
- International Marketing

Modern Agent Marketing Strategy

Hollywood-Level Home Tours

Your home's story deserves to be told. Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your home highlighting unique features and offer behind-the-scenes tours, creating a personal connection, while engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

Keyword Driven Strategies

Behind the scenes, I employ specific keyword strategies to boost your listing's online presence, ensuring it ranks highly on social media platforms and reaches potential buyers before they even know they're looking.

National Marketing

97% of buyers search for their next home online. ***"The more places your property is marketed, the more buyers see your property, the faster it sells & for more money."*** You won't find a realtor with a more aggressive internet marketing strategy. I have the team and the resources to advertise more, putting your listing content in high-conversion places, including my website, property search portals, search engines & social media.

TRACIE'S REACH

10k+

MONTHLY
ENGAGEMENT

40K+

MONTHLY
IMPRESSIONS

20K+

MONTHLY
REACH

Client Testimonials

WHAT MY CLIENTS SAID

"Tracie does a fantastic job! We have worked with her a number of times. She goes above and beyond to help clients find what they want.

Her availability is unprecedented and helps make the process go smoothly. She answers questions quickly and works well with other parties apart of the process to make sure the questions are answered.

She has not only knowledge of the market but great contacts throughout the various professions involved in the transaction. We will continue to trust and use Tracie for any future real estate ventures!."



WHAT MY CLIENTS SAID

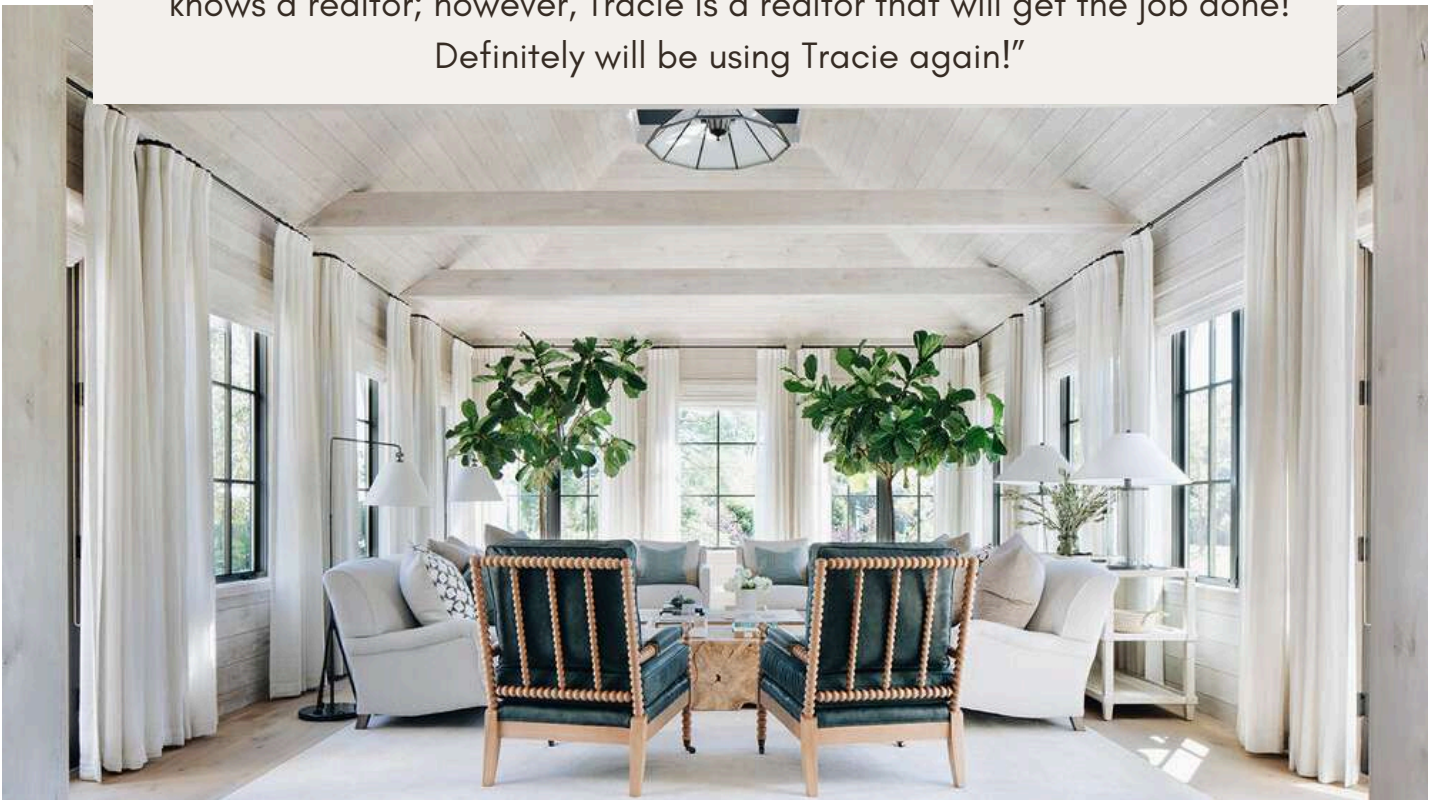
"Tracie is an amazing real estate agent. Her work ethic is impeccable. Her communication style was exceptional. Anytime we needed her, she was available to us. We didn't have to wait around to hear from her. She didn't overpromise, and under deliver. If you are looking for a top rated real estate agent, look no further.

You have found her."

Client Testimonials

WHAT MY CLIENTS SAID

"I recently had the pleasure of working with Tracie, helping us sell our house. From start to finish, it was an absolute delight to have Tracie representing us as our Real Estate Agent! From our initial conversations and throughout the whole process, Tracie was professional, nice, and was able to help me through the entire process of selling our house. At each step in the process, Tracie and her team went out of their way to ensure every detail was taken care of - from arranging inspections, lining up tradesmen, handypersons, contractors, to make sure every potential issue with the property was properly taken care of. Throughout the journey of getting our rental of 18 years ready to sell, Tracie demonstrated immense professionalism, knowledge of the market conditions, and her experience of overcoming problems or potential problems made selling our house so much easier. Everyone knows a realtor; however, Tracie is a realtor that will get the job done! Definitely will be using Tracie again!"





Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell 3 to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home



It's showing time! Together we'll set parameters on when to allow showings.

Homes show best when the homeowner is not present. We will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with a lockbox to store a set of house keys. Any time a realtor schedules a showing, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

4-6 WEEKS BEFORE MOVING

- | | |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate | <input type="checkbox"/> Choose a mover and sign contract |
| <input type="checkbox"/> Collect quotes from moving companies | <input type="checkbox"/> Create a file of moving-related papers and receipts |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving |
| <input type="checkbox"/> Secure off-site storage if needed | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

3-4 WEEKS BEFORE MOVING

Notify the following about your change of address:

- Banks + Post Office
- Credit Card Companies
- Insurance Companies

Notify utility companies of date to discontinue or transfer service

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Electric | <input type="checkbox"/> Gas |
| <input type="checkbox"/> Water | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Trash | <input type="checkbox"/> TV |

2-3 WEEKS BEFORE MOVING

- | | |
|--|---|
| <input type="checkbox"/> Notify DMV of new address | <input type="checkbox"/> Close/open bank accounts |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day |
| <input type="checkbox"/> Start using up things you can't move, such as perishables | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

1 WEEK BEFORE MOVING

- | | |
|--|--|
| <input type="checkbox"/> Confirm final arrangements | <input type="checkbox"/> Take a picture in your home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Review your moving-day plan with moving company | <input type="checkbox"/> Label moving boxes with the contents inside |



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as a few days!

Real estate allows me the opportunity to impact many people's lives, directly through my sales business as well as through my community partnerships. I have ongoing relationships with a number of local organizations that are near and dear to my hearts. When you choose to work with me, together we're making a difference within our community.

Thank you for the privilege to serve you.

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