



**Sheryll Rainey, REALTOR®**

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***Sell Your Home  
With Less Hassle***

*- Real Estate Guidance -*



Missoula • Florence • Hamilton  
Polson • Kalispell

# *Staging and Photos*

## STAGING A HOME FOR SALE

**Staging** is a term used for the process of setting up a home for optimum marketing. Once staged, the best features of the home will be displayed, creating an emotional appeal allowing buyers to desire and envision themselves in the home. Staging leaves a home clean, inviting, and as full of light as possible.

Staging usually involves:

- Removing worn, distracting furnishings that do not match
- De-cluttering
- Lots of cleaning
- De-personalizing, such as removing family photos
- Arranging and adding furnishes to create relaxed and inviting spaces
- Creating a pleasing and emotional focal point in each room

## PHOTOGRAPHY

### PROFESSIONAL PHOTOGRAPHY

- Over 92% of buyers are shopping for their home online prior to contacting a real estate agent
- Photographic presentation is the most powerful tool available to spark buyer interest
- Photos must be professional, beautiful and must emotionally portray the property to target the most likely buyer

# *Pricing and Disclosures*

## HOW TO PRICE YOUR HOME

- Pricing and negotiating are the most important aspects of selling real estate.
- Pricing is an art and being objective about the value of your own home can be VERY difficult.
- Price your home based on the actual sales prices of other SIMILAR homes in YOUR neighborhood.
- If possible, visit the homes that are your competition prior to deciding on a price for your home. I will be happy to show you around.
- Do not price your home too high in order to leave room for negotiation. Qualified buyers may assume that you are unreasonable on your price and furthermore you can inadvertently eliminate buyers who do not financially qualify for a loan at the inflated level. Your house will stagnate on the market which in turn leads to an even longer market time.
- Price your home to sell! If you want more for your home than what the market will bear, then wait for a better market! Fortunately, that is not the case presently. Low interest rates and inventory make it a seller's market.

## **DISCLOSE, DISCLOSE, DISCLOSE!**

*Sellers are wise to disclose carefully all known conditions of a property*

Montana State law requires that sellers must disclose ANYTHING that is a material fact that could affect the value of a property. Carefully thought out disclosures are vital to avoiding lawsuits from buyers after the close of escrow.

ERA Lambros Real Estate has a set of disclosure documents that will help you through the disclosure process to limit your legal risks.

# *Inspections, Showings and Safety*

## THE VALUE OF INSPECTIONS

I believe that sellers should get some inspections prior to marketing their home. Inspections can help sellers know how to price their home, can discourage buyers from asking for price reductions or expensive repairs during escrow, and can help sellers identify repairs to prepare the house for marketing. You will usually net more for your home if you pay for inspections in advance.

Some recommended inspections could include radon, home inspection, septic and/or survey when applicable.

I can assist in providing you with a list of inspectors if you would like to get started!

## SHOWING TIPS

- Buyers use the internet to find a home, do a drive-by, then they call an agent to help them access the inside.
- Homes need to be readily available for showing with short notice.
- Owners should not be present during showings. Take a walk, go to the store or out for a cup of coffee. Buyers feel uncomfortable when home owners are present during the initial showing.

Real estate agents are more likely to show homes that have lock boxes because it is convenient.

## SAFETY TIPS

- REALTOR® electronic key boxes require a card and code in order to open them. The lock box electronically monitors the identity of all agents who have shown the house. It is helpful to know the identity of the last person who accessed the house in case problems or questions arise related to the property or showing.
- Remove trip hazards and any other potentially dangerous situations. Your property may be frequently by children and elderly individuals.
- Secure or remove all valuables, prescriptions drugs and firearms
- There are times when a lock box may not be advised. In such cases, I am happy to be present at all showings.

# *Advertising Your Listing*

*Selling your home is extremely important.  
I would like to take a moment to let you know how we advertise  
your home.*

- When you list your home with me, your home will be photographed by myself or a professional photographer. The photos and home information is then put on the Multiple Listing Service (MLS) which is looked at by real estate agents throughout Montana and the US. The MLS is syndicated to many real estate portals such as Zillow. **Buyers shop online.** Your photos are the most important detail for real estate advertising.
- Our marketing associate creates a custom webpage for your home on our company website.
- Once the webpage is published, the company has various platforms that the listing is sent to such as Zillow, Realtor.com, and Instagram.
- I will create a “Just Listed in Your Neighborhood” postcard upon your request. The postcard is then sent out to people in the immediate area of the listing. This is a great way to get the word out about your home as neighbors often tell family and friends about property for sale in their area.
- A full page flyer is created and includes photos and information about the home. These flyers are available at our Southgate Mall office and are placed in your home.
- ERA Lambros Real Estate maintains advertisements in the Missoulian newspaper. Open Houses are always advertised on Sundays as well as a page of listings within the company.

*If you have specific ideas about an effective way to advertise  
your property, your suggestions are welcome!*

# SELLING YOUR PROPERTY: MARKETING



ERA.com  
ERA Distinctive Properties  
ERA.com Mobile  
TEXT ERA



## ONLINE LISTING PROVIDERS



# SELLING YOUR PROPERTY: MARKETING



## IMMEDIATE NOTIFICATION OF INTEREST IN YOUR PROPERTY

- Online requests are routed immediately via cell phone and e-mail.
- Creates an opportunity for immediate follow-up.
- Tracks the source of all property leads.



# Professional Real Estate Designations

**Buyers and Sellers of real estate can benefit profoundly by using agents with professional designations.** Active, engaged, professional REALTORS® take the time to increase their education to better serve their clientele. Agents with designations sell far more real estate and earn thousands of more than other agents and have the potential to make thousands of dollars more for their clients. Designations are awarded by the National Association of REALTORS® to those agents who take the required classes and stay current with their education.

These are the designations I currently hold:



The SRS designation is a Seller Representative Specialist. It allows agents to have a strong knowledge of issues that can and do affect sellers. These issues extend from vital and legal disclosures to marketing and good pricing.



SRES is a Senior Real Estate Specialist. Agents learn techniques required to help seniors with their real estate needs. Issues facing seniors can be overwhelming as they transition into a less active lifestyle. Dealing with technology, downsizing belongings, deferred maintenance, aging and relocation to family or assisted living are areas that an SRES can assist seniors with.



The Accredited Buyer Representation (ABR) know how to best represent the needs of buyers using skills that range from fair pricing to knowledge of mandatory disclosures and how to negotiate repairs. They also know how to best deal with lenders and their requirements. These days, buyers often shop for a home online and often call the listing agent. Buyer's need their own representation as opposed to an agent who tries to represent the interest of both buyer and the seller.



A Certified Negotiation Expert is an agent trained to negotiate real estate contracts to find solutions that will work well for both the buyer and seller of properties. These agents must be creative, knowledgeable and able to see both sides of the issue. A strong negotiator is the strongest ally to have during negotiations.



The many homes in this prestigious collection are represented by agents who specialize in luxury real estate and deploy sophisticated marketing strategies to showcase homes to a global community of affluent buyers. Their hallmark superior service is driven by a seamless blend of experience, technology and international reach. When looking for a luxury real estate property, it is critical to find an agent who understands your specific needs.

## *About Me*

Having a place to call home has always been of paramount importance for me. Your home is your haven and safe place. “Making the match” assisting people in finding their haven or helping them sell their home so they can move on gives me the greatest joy. I truly listen to my clients and take the time to get to know them. My knowledge, integrity and intuitiveness are tremendous assets in helping people find/define their dream home or next step. Those qualities, in combination with my recognition of the importance of home, make me a natural REALTOR®. Buying or selling a home is a big decision and can be very overwhelming. I guide you through the transaction process, hoping to make your experience as stress-free as possible and exciting! To be a part of that journey is an honor I hold dear.

In today’s every-changing and frenetic market climate, I am honest in my advice and realistic in my approach. My knowledge and experience expands to residential, ranch, and land sales.

Originally from back East, I worked in New York for a time before moving to San Diego in 1978. My work experience included 16 years in the marketing field. Eventually, I moved to the small mountain town of Julian where I resided for 35 years. I married, raised my family, had a successful salad dressing business and pursued my passion for real estate.

Like so many of you, I longed to move closer to my kids and grandkids, and I decided to finally take the plunge. Starting over is challenging and exciting! I have wanted to move to NW Montana for a very long time, thus starting a new chapter in my life – and I am so glad I did. Being near my family is a blessing & living in Montana is a dream come true!

I have been very fortunate to work with a terrific group of people throughout my 19 years in real estate. I am delighted to be a part of ERA Lambros Real Estate’s team!

# Testimonials

How can we thank you enough for all you did to help us buy and sell our beautiful homes. We are so grateful for the thoughtfulness you showed and all the extra time and energy you put into the entire process! You are the best!

-Pamela & Larry Allen

Thank you so much for everything you've done to facilitate the sale of our home. Your professionalism, perseverance, persuasiveness and great negotiating skills are unrivaled!! Aside from being "the best" realtor, we consider you our friend. Thank you again for your hard work.

-David & Terry Homiston

Thank you for working so hard to help us buy a home that we have wanted for a long time...and then selling ours! Thank you for making personal sacrifices and for putting your client's needs above your own. We are grateful and fortunate to have been able to work with an agent that did everything ethically possible to complete the sale of our homes. We are happy to recommend your services to anyone that is in need of one of the hardest working, ethically motivated real estate agents that we know.

-Bob & Becky Brown

Sheryll Rainey is an outstanding agent who has helped me sell my properties since 2005. Because of the complex nature of my property, a number of problems came up in the process of selling. Sheryll was able to guide me through; she had the experience, patience and expertise to see every deal through to a successful conclusion. She put in long hours and worked hard to make these sales. I truly appreciate Sheryll's help and recommend her for any real estate needs.

-James D. Wilder

It was such a pleasure to work with you! Throughout the entire house search and purchase, you showed knowledge of the business aspects and compassion towards the human concerns. You were right when you said at the beginning that you were certain we would find a house that would be optimal. I appreciated your advice and expertise when suggesting geographic areas, finding comps, preparing the offer, suggesting including a letter to the sellers, choosing an excellent home inspection team, reminding me of deadlines, and helping with the request for repairs. All of the documents were promptly emailed to me so that I could sign them online. You made everything work smoothly even though I was 1000 miles away!

Also, we really enjoyed the wonderful wine and the yummy bread. That was very thoughtful of you!

-Marisa McMillen

Managing Partner – Lucent Enterprises

# Testimonials

Many thanks, Sheryll, for doing an outstanding job helping me sell my house. Your knowledge of the area was immeasurable in comparing other sales with mine. This allowed us to reach an equitable price which in turn led to a quick sale. I also appreciated your recommendations on workers to accomplish the projects that needed to be done after the inspections. I could never have done it without you. I appreciate the hob you did for me.

-Sharron Brooks, retired Julian teacher

We are so grateful for our REALTOR®, Sheryll Rainey, who helped us find the perfect Julian home in 2015.

Living in Julian would be new to us, so having Sheryll be so knowledgeable and available was an asset. She drove us around town for over a year; and was so great about answering our questions. She made sure we understood the different neighborhoods, escrow documents, various water systems and districts, and yes, even the septic systems, a novelty from the suburbs of San Diego.

Sheryll is a wonderful communicator and easy to work with. We highly recommend her to anyone searching for a home anywhere in the county.

-Marilee Chauncey & Kren Bruerer

If it were not for Sheyll's expertise in guiding me through the short sale process and her compassion, I would have walked away from the deal and missed out on having my dream home.

-Sherry LaChusa

We take great delight in recommending Sheryll to anyone seeking highly professional real estate service. Her diligence proved successful in our acquisition of our home. Her guidance and ability to communicate with both buyer and seller proved to be invaluable.

-Joan & Norman Rudenberg

Sheryll has been working with us since 2014 and we had trouble qualifying for a property. She gave us leads to help us get our credit back on track. We have successfully done that and a great deal of credit goes to Sheryll for leading us to lenders who actually care. Sheryll has had patience, understanding and caring that we have never experienced in a REALTOR®. We count Sheryll as a friend and not just a REALTOR®.

-Bill & Dee Farrow



I AM A REALTOR®

\*\*\* I Pledge Myself \*\*\*

To protect the individual right of real estate ownership  
and to widen the opportunity to enjoy it:

To be honest in all dealings;

To represent my clients  
by building my knowledge and competence;

To act fairly towards all in the spirit of the Golden Rule;

To serve well my community, and through it my country;

To observe the REALTORS® Code of Ethics  
and conform my conduct to its ideals.

June 13, 2019

*Sheryll Rainey*

MOR President

REALTOR®

