



LISTING & SELLING

# YOUR HOME



TEN  EIGHT  
REAL ESTATE TEAM

**kw** COEUR D'ALENE  
KELLERWILLIAMS. REALTY

# As a Seller in THIS Market You Want

## 3 Things...

- **To Get Your Home Sold Quickly**
- **To Get The Most Amount of Money Possible For Your Property**
- **A Hassle-Free Process**



Hello! We are Seth & Kristen Horst, owners of Ten Eight Real Estate Team, and we pride ourselves on Honesty, Integrity, and Service.

Please read on...



**The majority of  
Homeowners surveyed  
said they didn't like the  
Agent they chose to list  
their home...**

**Why?**

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Ten-EightRealEstate.com

(208) 329-8363

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3931 N. Schreiber Way, Coeur d'Alene, ID 83815

# Most Agents **Just...**

- Put a sign in your yard.
- Submit a mediocre listing into the MLS Service.
- Possibly contact a few people about your home.
- Mostly, they wait for the phone to ring.



**Eventually they become frustrated and lose interest in selling your home... so they simply move on.**



## Our Job Is:

- Getting as many qualified buyers as possible into your home until it is sold.
- To communicate to you on a weekly basis with the results of ALL of our activities.
- Discover exactly why your home didn't sell, if it was on the market previously & create a fail-proof way to get it sold!
- Prospect daily to find qualified buyers for your home.
- Negotiate the highest price between you and the buyer.
- Handle all of the details from Contract to Closing - Giving you and your family a full-service experience.

## We do all of this so that you can...

- Get Your Home Sold Quickly.
- Get The Most Amount of Money Possible For Your Property.
- Have a Hassle-Free Process.



## Here's Exactly How We Do It...

*Read on...*

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# Before We List

- **STRATEGIC POSITIONING IN PRICING**  
We don't price your home to sit, we price it to SELL using Scientific Market Analysis
- **HOME STAGING**  
To ensure the "wow factor" we pay for a professional staging consultation to prepare your home for sale, if needed.
- **PROFESSIONAL COLOR PHOTOGRAPHY**  
Only the best photos highlighting the features of your home will be placed online or in the property brochure.
- **3D & VIRTUAL TOURS**  
A lot of people shop from home these days. Technology allows us to bring a buyer inside from the comfort of their own home. This also helps us maximize the home's exposure on the internet.
- **AGENT MARKETING**  
We market heavily to agents as almost all residential sales involve REALTORS®.\*
- **ADVERTISING**  
We pay for online advertising & paper mail, attracting hundreds of buyers per month, and increasing awareness in our brand.





# When We List

- **SOCIAL MEDIA**

Your home will be featured on our social media pages. We constantly market your home across all social media platforms to continuously drive online traffic.

- **MASSIVE INTERNET EXPOSURE**

Most consumers view properties on the internet prior to purchasing. We plan on capturing their attention.

- **YARD SIGN**

Placement of the "For Sale" sign in your yard will attract the attention of neighbors and drive-by traffic.

- **DIRECTIONALS**

Strategically place directionals around your neighborhood and nearby streets to gain more traffic.

- **JUST LISTED/SOLD POSTCARDS**

When your home hits the market, many nearby neighbors will receive a post card telling them we Just Listed or Just Sold the property!

- **TEXT MARKETING**

Buyers who are interested in your home text for more pics and info, allowing us to capture their information and follow up with a phone call.

- **EMAIL MARKETING**

We market to and communicate regularly with qualified buyers in our database.

- **COLOR PROPERTY FLYERS**

Full color, professionally designed and printed flyers will be displayed inside your home for potential buyers.

- **SUPRA eKEY LOCK BOX**

Your property's security is a top priority. The lockbox records information on everyone who accesses your home, restricting access to your home to licensed professionals.

- **BUYER SCREENING**

We market to agents who will bring pre-qualified buyers to your home, reducing stress and eliminating "tire-kickers."

- **CENTRALIZED SHOWING SERVICE**

Remote showing convenience that texts / calls / emails sellers to make sure they know about showings ASAP. We follow-up for feedback within 24 hours of showings

- **OPEN HOUSE**

Conducted by trained agents, utilizing social media postings, door knocking, and physical advertising through signage to create exposure for your listing.



## After We List

- **QUICK, RELIABLE RESPONSIVENESS**  
We promise to return all calls within two hours of receiving them.
- **CANVASSING YOUR NEIGHBORHOOD**  
We will attempt to personally talk to your neighbors as they occasionally refer buyers to your property.
- **SKILLED NEGOTIATING**  
Your best interest is our best interest, and we will represent you in every phase of the transaction.
- **UPDATES ON THE MARKET**  
We constantly monitor what the market is doing in your area and inform you accordingly.
- **ONLINE ACTIVITY MONITORING**  
We will continue to track how many hits your listing generates and respond to online inquiries.
- **COORDINATING THE TRANSACTION**  
Once your home is in contract, we handle all follow-up and keep you informed on all mortgage, title, survey, appraisal, and other necessary closing procedures.





# Today's Buyers Do **THREE** Things to Find a Home... And We've Got **YOU** Covered!

## 1.) Preview Neighborhoods

- Opening your home to an online and in-person Open House, and our ever growing database of active buyers is the answer to getting your home exposed to buyers/agents and their centers of influence.
- The first thing buyers do is drive around looking at neighborhoods to see where they see themselves living. Don't miss this opportunity to get your home seen!



## 2.) Search for Homes on the Internet

- We submit your home to over 100 websites nationally and internationally as well **SHOWCASING** your home on Realtor.com, Trulia, & Zillow.
- We use up to 50 photos, detailed descriptions and incentives to help get pre-qualified buyers interested in your home.

## 3.) Hire an Agent

- Buyers know they can look at every home available on the market in their desirable area with the assistance of a Realtor because they know it's free.
- And they receive valuable information about the area, mortgages, schools, inspections...it just makes sense.



**Make Sure YOUR Home is Getting ALL of the Attention it Deserves!**

## *Client Testimonial*

September, 2020

Dear Kristen,

It's still so hard to believe that you sold our home in three days for 25,000 dollars over asking price! Thank you so much! Your knowledge and expertise were apparent every step of the way, from helping us choose a list price to handling all the paperwork until closing. Dan and I are still amazed.

Thanks again for helping us ease our transition into retirement and the next chapter of our lives!

Sincerely,

~Gerri

**We Look Forward  
To Working Together**



Seth & Kristen Horst

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# WHY CHOOSE Ten Eight Real Estate Team?

Ten Eight Real Estate Team realizes there is so much more to selling a home than just putting it in the MLS, displaying a few photos online and sticking a sign in the yard. What sets us apart from other agents is our motto: Honesty, Integrity and Service. We approach every transaction with an ethical and service-oriented mindset and go the extra mile to produce, providing excellent communication and accessibility to our clients. More importantly, our relationship with each seller is a partnership in which both parties share responsibilities to each other, while moving towards a common goal.

Our goal is to get you the most money for your property in the shortest time frame, guiding you to a smooth closing, reducing stress and saving you time.

Kristen has been a licensed Realtor since 2012 and currently lives in Coeur d'Alene, Idaho with her family and French Bulldog, Lilly. They like to spend their free time delving into numerous outdoor activities and adventures. As the wife of a retired First Responder, Kristen has an understanding of good family values and a deep commitment to the community. After buying and renovating her first house at a young age, Kristen and Seth have continued that process with several more homes where she developed a passion and knack for finding the true potential of a home and learned how a perfect space can create a sense of well-being for her family. Kristen brings her knowledge, energy, and imagination to the team and is excited to help her clients find the perfect home for their family.



Seth retired from a career in Law Enforcement and joined Kristen in Real Estate, which fulfilled a shared lifelong dream to be able to work together. Seth has a background in construction and home remodeling and enjoys using that knowledge to help his clients make informed decisions. Seth also brings a service-oriented attitude to the team and truly loves helping others, plus he's got really good jokes (at least he thinks so). Real Estate gives Seth the opportunity to meet and connect with a wide variety of people, which always leaves him feeling inspired and fulfilled.

# Our 100% Satisfaction Guarantee

We are confident that our real estate system will work for you.

**We guarantee you the right to cancel our listing agreement at any time prior to accepting an offer to purchase your home, with no penalties or obligations, if you feel our service does not live up to our promise.**

Entering into a listing agreement with a real estate agent can be a risky endeavor. Every sales representative will promise the world when it comes to effectively marketing your home, but how many of them can back that up with solid performance?

According to the NAR (National Association of Realtors) survey, the majority of home sellers were dissatisfied with the performance of their agent, even if that agent had sold their property.

**Some listing agreements lock you into long-term commitments and lengthy broker protection periods with possible heavy cancellation fees. In other words, it's an agreement your agent can get out of, but you can't.**

We want to offer you a way to list your home with us, that is totally risk-free. We have helped many families, just like you, get their homes sold.

**Our pledge** is to provide you with the highest level of service in the real estate industry, and our commitment to this pledge is 100%.

**Your right** is to evaluate whether we live up to this standard, and to cancel your listing agreement with us at any time, with no penalties or obligations, if we fail to deliver the service we promised.

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**Seth Horst**

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**Kristen Horst**