

# Seller Edition

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# CLIENT GUIDE



  
ERIN OLDHAM  
— *Real Estate* —

AMHERST MADISON  
REAL ESTATE ADVISORS

# ERIN OLDHAM

## REALTOR



As your realtor, I keep my finger on the pulse of the Real Estate Market. I am your source for all of your Real Estate needs and can help you with any questions you may have. By creating strong connections with Lenders, Title Companies, local service providers, and like-minded Realtors across the country I am able to serve my clients on a deeper level. As a former educator, I realize that building relationships with my students was a key factor in guiding them through the curriculum. The trust and respect developed, followed by accomplishing their goals together. These skills are valuable to my career in Real Estate. My number one goal in Real Estate is to build a relationship with you, my clients, so I can

best meet your needs. The promise I can make to you is that I will listen to you, negotiate with your best interest in mind, and educate you through the process of selling your home. Beyond our transaction, you will find continuous service through my Client Appreciation Program. I will continue to educate myself and be a solid source for information about the Housing Market in the Treasure Valley. You are the heart of my business; my aim will always be to serve you.

## Client Testimonials

"You can't find a more genuine Realtor than Erin Oldham. She works diligently to ensure your home buying and/ or selling experience exceeds your expectations."

"Erin Oldham went above and beyond what you would expect from a realtor. She is not only an amazing business woman, but she takes time to do things a friend would do- she very much takes care of the business side, but also the emotional/ stressful part of buying or selling. It is for these reasons that we have Erin help us both purchase and sell our home. We would recommend Erin a million times over to anyone looking for a knowledgeable, caring and hard working realtor."



# MARKETING PLAN

Marketing matters! I am committed to getting your home sold to the best possible buyer in a timely manner.

1. Competitively price your home.

2. Provide a staging consultation, professional photos, quality property signage, and custom print flyers

3. Advise on property enhancements to maximize buyer views.

4. Prepare and submit accurate information to the Intermountain Multiple Listing Service (IMLS).

5. Proactively promote the property to my database.

6. Create maximum exposure for the property.

7. Network with the best agents and tap into my nationwide referral network.



# In- Depth Market Analysis

I will complete this for you at the beginning of your journey to show how your home compares to others in your area.

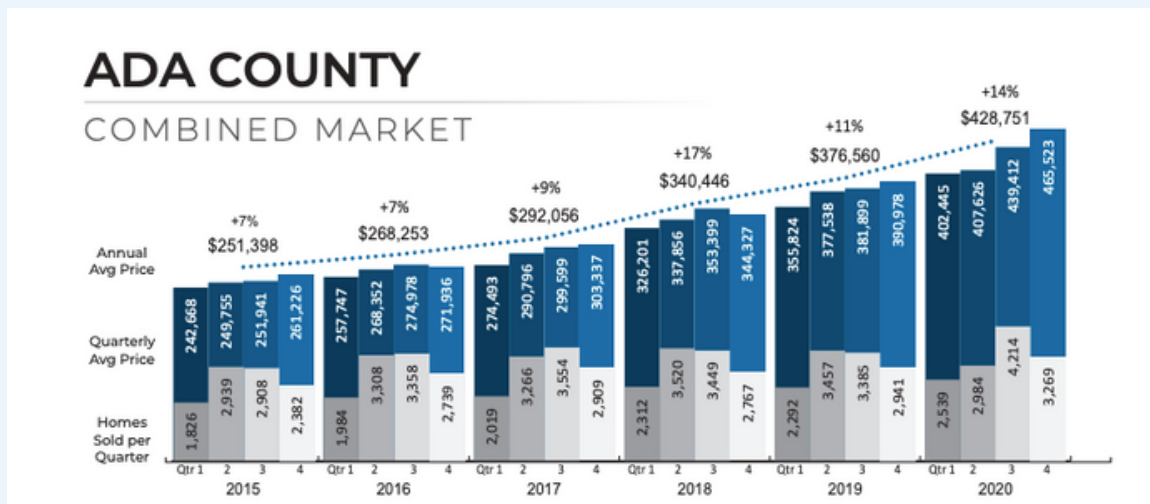
*you will receive:*

- 1 Research on title and tax information.
- 2 A thorough assessment of your property location, style, and condition.
- 3 A written Competitive Market Analysis of your property and explanation of the optimal pricing strategy for your home.
- 4 An estimate of expenses and costs to show you the net proceeds when your sale is complete.

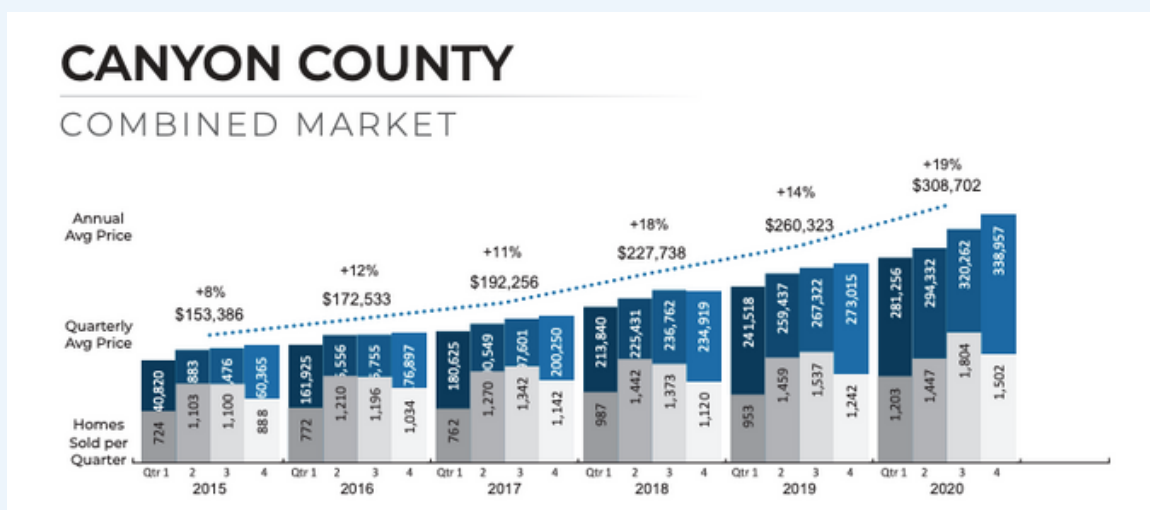


# Treasure Valley Market

I keep my finger on the pulse of the market to provide you with the most accurate data.



The market is constantly evolving, which is why I keep a constant eye on the market. Competitively pricing your home is a mix of science and art. We use the market information as the foundation for our pricing strategy. This helps your home stand out among the competition.





# Property Enhancement

Next up, we will maximize the value of your home with:

A written Home Enhancement Checklist to get your home in top shape. We will go through your home and find the little things to address and some ideas to spruce up your curb appeal.

Recommendations for minor repairs and improvements to help sell your property for the highest price possible.


Schedule a staging consult and providing complimentary staging if needed.

Access to a list of the most reliable and dependable home improvement workers in the marketplace.



# Clear and Open Communication

Once your home is on the market, I'll be there to guide you every step of the way.



You'll receive a copy of the MLS printout to review for accuracy.

I'll call you weekly to report showing activity and give buyer feedback.

We'll meet periodically to review market conditions and adjust our marketing strategy as needed to get your home sold.

**Transparency is key.**  
I will keep communication lines open to ensure you are comfortable and confident with parts of the transaction.

# Negotiating and Structuring the Sale

When prospective buyers come along, you can count on me to:

1 Carefully review and present all offers for your consideration.

2 Qualify prospective buyers by calling lenders to ensure they can secure financing.

3 Negotiate the strongest terms to create a solid transaction that will close on time without any surprises.





# Complete Transaction Management

Once we've secured a qualified buyer, I promise to smoothly navigate you through the transaction.

1

Count on me to manage all the details of your real estate transaction on a daily basis. Our Transaction Coordinator will come along and help us.

2

Work with all parties pertinent to the transaction and ensure we are all working diligently for you.

3

Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible.



# The Client Appreciation Program

My business is built on relationships, so I aim to provide you with outstanding service and care before, during and after the sale!

Even after your closing, I'll be there to assist you with all your real estate needs.

You'll be receiving valuable information in your mailbox and via email on a monthly basis.



Consider me your source of referrals for all types of business, whether related to a real estate transaction or not. I've partnered with competent professionals who would be happy to serve you.



**You control my business!**  
Your referrals are the foundation of my business, so I aim to exceed your expectations every step of the way.





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