



SELLING YOUR HOME IN BOZEMAN, MONTANA

In a fast paced real estate market like the one we are experiencing in Bozeman, Montana it's easy to think selling your home is simple. However, real estate is always changing so unless you have recently sold a home, odds are it will be a different process this time around.

This guide will help with selling a home in Bozeman right now. How to get your home ready, how to choose the right real estate agent and all the steps to get you from a sign in the yard to the closing table.



THINKING OF SELLING YOUR HOME ON YOUR OWN?

FOR SALE BY OWNER HOMES TYPICALLY SELL FOR LESS THAN AGENT ASSISTED HOME SALES*

89% OF BUYERS PURCHASED THEIR HOME THROUGH A REAL ESTATE AGENT*

90% OF HOME BUYERS SEARCH ONLINE FOR A HOME*

In Montana, sold prices of homes are not disclosed, making it difficult to accurately price your home. With limited resources, it will be difficult to reach potential buyers without an up-to-date marketing plan. There are piles of paperwork, scams to look out for and liability concerns. Most importantly, it takes time to sell a home. **Hiring a real estate professional means that you will spend less time, less resources, have less liability and can make more money on the sale of your home.**

PRICING RIGHT

Montana is a non-disclosure state, which means that no one has access to the sold prices of a home other than members of the MLS. How can you set an appropriate price for your home when you have nothing to compare it with? Even in a competitive market like Bozeman, pricing is everything. If you list your home too high, buyers and agents will overlook your home and head to the more affordable option down the street. If you price to low, well, you are giving up money that could have been headed straight for your pocket.

SPENDING MORE TIME ON THE MARKET

These days, reaching potential homebuyers takes a lot more than putting a sign in the yard. **With 90% of homebuyers searching online during their house hunt, a Craigslist ad isn't going to cut it.** If display network advertising, pay-per-click campaigns, landing pages or content marketing make your head spin, then you may want to consider working with a company that can offer a strong marketing campaign to get your home in front of potential buyers.

SCAMS

Moving through a real estate transaction without a professional can be risky. Unfortunately, scams targeting for-sale-by-owners are widespread and often well thought-out. **Selling a home on your own means you may come across fraudulent legal documents, buyer deposit scams or set-ups with the intention of stealing your personal information.** If you market your home on your own, you will be especially at risk for scams meant to take advantage of people in your position.

ALL THAT PAPERWORK

According to the National Association of Realtors, understanding paperwork is one of the most difficult tasks for homeowners. Required paperwork in a real estate transaction varies state by state which makes it difficult to track the property disclosures, sales contracts, counter offers and other forms required for a transaction. Sure, you may find many companies offering ready-made contracts, but can you be sure that you've covered all requirements for your state? And do you fully understand what all the contracts mean and what to transmit to lenders and title companies?

THE LIABILITY IS ON YOU

Everyone makes mistakes. But selling your home on your own means you are responsible for those mistakes, miscommunications or misunderstandings that occur in the course of your transaction. **If you mistakenly misrepresent a feature of your home and the buyer later discovers it, chances are you will be liable for any and all costs involved.** While you may think working with an attorney is the solution, the truth is that while an attorney can close a real estate transaction, they typically don't handle transaction navigation and are often more concerned with covering themselves than your best interest.

HOW WILL BUYERS FIND YOUR HOME?

One of the greatest benefits of working with a REALTOR® is access to the Multiple Listing Service. This is where more than 1,000 real estate agents in the area find properties for their clients. **Not having your home on the MLS system is essentially ignoring the 1,000 + agents who represent this areas' active buyers for your home.**

**National Association of Realtors, 2019 Profile of Home Buyers and Sellers.*



When you work with a real estate agent, they will help you through the process of selling your home. However, it is still helpful to be prepared and familiar with each of the steps.

1. FIND THE RIGHT LISTING AGENT

Meet our [team of agents](#) here and find your match!

2. DETERMINE YOUR PRICE AND MARKETING PLAN

Your real estate agent will provide you with a comparative market analysis to determine the best listing price for your home. Once you have settled on the home price, they will go over their strategy to market your home (keep reading to find out how we would market your home) . This is when you will schedule photography and video tours of your home so it's ready to go as soon as it hits the market.

3. GET YOUR HOME READY TO SELL

Refer to the section in this guide for the best ways to get your home in top shape.

4. GET PREPARED FOR SHOWINGS AND OPEN HOUSES

Once your home is listed, showings can begin. You want to be flexible so your home is easy to show. Let your agent know ahead of time if you have conflicts or if there are things people coming through should know, such as not letting the cat outside or there's a dog in the backyard. It is common practice for the homeowner to not be present during showings, but this up to your discretion. Open houses are an easy way to get potential homebuyers into your home during a specific period of time when you can be out. Traditionally these are held a few hours on a weekend afternoon.

5. BRING ON THE OFFERS!

Your agent will present all offers to you as they come in. This is your opportunity to negotiate the details such as price, contingencies, inspections and closing dates. Work with your agent through this process to accept the best possible offer.

6. ESCROW PERIOD

Once you have reached an agreement you will enter the escrow period. During this time before the closing date final details will be completed such as ordering a title report, scheduling the appraisal and inspection and determining the move-out date.

7. APPRAISAL

The buyer's lender will generally require an appraisal to make sure the purchase price is accurate with property value. If there were any appraisal contingencies, this is when those will get finalized.

8. INSPECTION

Inspections help ensure the buyer is purchasing a home that is in the condition in which it appears. If they discover a serious issue, the buyer has the opportunity to negotiate or get out of the offer altogether. As a seller you will have the opportunity to participate in the negotiation. Once an agreement is reached, the inspection contingencies can be lifted.

9. CLOSING

It can be quite the process, but you will finally reach the closing date! Your agent will walk you through the signing of the closing documents and it will be time to hand over the keys.

CHOOSING A REAL ESTATE AGENT



Currently, there are over **1,200 real estate agents** in Bozeman and dozens of offices. How does one possibly decide who to work with? Chances are you know someone who is an agent or have a friend of a friend who is one. That doesn't necessarily mean you should work with them. When making the decision to buy or sell a home, it's important to make sure you are working with the right person. You want an agent who is looking out for your best interest, is willing to answer your questions and will offer helpful advice throughout the personal process of buying or selling a home. Here are the top qualities to look for in a real estate agent.

1. COMMUNICATION

This one is huge! If you can't talk to your agent, they are not going to be able to help you. Having open lines of communication and an ongoing dialog with them can prevent frustration through the process. You need to be able to tell your agent what your wants and needs are. Real estate is a personal experience, you want someone who will listen (actually listen!) to you and is able to open up with you, even if they are telling you something you may not want to hear. Often you can tell if this person is someone you can communicate with, but if you are unsure ask previous clients. Word of mouth is huge in the real estate world, so talking to someone who has worked with the agent first hand should be able to give you some valuable information.

2. KNOWLEDGE

Being able to communicate with your agent is big, but they also have to know the market. Especially in a real estate market like Bozeman where things are moving fast. An experienced agent has seen the market change over the years and can offer valuable insight to help you make the right decisions. They know how to properly price a home based on the current market, and can advise you when it comes to putting an offer in on your next home.

3. HONESTY

You have to be able to trust your agent. You want to know they are making decisions that are in your best interest. It's hard to know right when you meet someone what that trust level will be. Ask questions at your initial meeting and go with your gut feeling on this, it is more often than not right!

4. PROBLEM SOLVER

The real estate market can be tricky, problems are likely to arise and you want to have an agent who is willing to work through these obstacles with you. Your agent should be the expert and help make the process as smooth as possible. Often this takes someone who knows how to problem solve and not just give up on a deal when things get tough.

HOW WE CAN SELL YOUR HOME



OUR MARKETING

OUR WEBSITE HAS AN AVERAGE OF 700 VISITORS PER DAY, 21,000 PER MONTH, AND MORE THAN 250,000 PER YEAR

WE ARE THE HIGHEST RATED REAL ESTATE OFFICE IN BOZEMAN*

OUR BLOG IS READ BY MORE THAN 20,000 PEOPLE EACH MONTH

OUR SOCIAL MEDIA POSTS REACH MORE THAN 2,500 PEOPLE EACH WEEK

OUR AGENTS

BOZEMAN REAL ESTATE GROUP AGENTS CLOSE AN AVERAGE OF 17 TRANSACTIONS PER AGENT, PER YEAR COMPARED TO AN AVERAGE OF 10 TRANSACTIONS*

BOZEMAN REAL ESTATE GROUP AGENTS SELL THE HIGHEST VOLUME PER AGENT, PER YEAR*

BOZEMAN REAL ESTATE GROUP AGENTS HAVE MORE THAN 275 YEARS OF COLLECTIVE EXPERIENCE

WE WOULD LIKE TO OFFER YOU A CHALLENGE

Use Google to search for any keywords related to Bozeman Real Estate. You can try “Bozeman real estate offices” “Bozeman real estate agents” “Bozeman real estate companies” or just “Bozeman Real Estate”.

HERE IS WHAT YOU WILL FIND

Bozeman Real Estate Group is consistently the 1st local office to appear organically on Google for these search terms.

HOW THIS BENEFITS YOU

If you work with Bozeman Real Estate Group, you can be confident that you are getting the most exposure possible in our local market. As a seller, you will benefit from our website traffic knowing that your property is being seen by thousands of people on our website each month. As a buyer, you can rest assured that you are working with an office that has the strongest presence in the local market.

*based on Google reviews *average transactions for the 10 highest grossing real estate offices in Bozeman *volume calculated for the 10 highest grossing real estate offices in Bozeman *stats for 2020



GETTING YOUR HOME READY TO SELL

Once you make the decision to put your home on the market, it's time to start looking at your home through a potential buyer's eyes rather than as a proud homeowner. **First impressions are critical in real estate. Once you've decided to sell, preparing your home to hit the market is the first step.** Taking the time to do repairs, updates and cleaning along with depersonalizing and staging your home can make all the difference when it comes to selling your home quickly and for the best possible price.

DECLUTTER

This step will benefit you not only during the process of selling your home but when it comes to moving as well! Go through and toss, sell or store things you no longer need. Clutter makes a home appear smaller so this is an important first step in getting your home ready to sell.

EXTERIOR. Remove excessive lawn ornaments and furniture. Simplicity is best when it comes to showcasing your home. Organize pet areas and toss or store any toys, tools or trash.

CLOSETS & CUPBOARDS. These are big ones to organize since they are often where things are hidden with the out-of-sight-out-of-mind mentality. Buyers will be checking everywhere so be sure to de-clutter and organize these spaces.

LIVING AREAS. Less is more! Remove clutter, get rid of extra furniture and clean out the bookshelves. Buyers need to be able to picture their own furniture in the space and that's difficult to do if it's full of your personal stuff!

KITCHEN. Clear the counters, remove magnets and photos from the refrigerator and tackle the junk drawer!

LAUNDRY & MUDROOM. These rooms can end up with a lot of clutter, go through and toss what you don't need and organize the rest.

GARAGE . Another spot that can fill with odd and ends. Clean it out! You'll thank yourself on moving day.

REPAIR

If there are any repairs you have had on your to-do list, **now** is the time to get them done. All those little quirks that you've been living with could be a major turn off to potential buyers.

EXTERIOR . Check doors, windows, screens, paint, siding etc. These are things buyers will notice before they even get through the door.

INTERIOR. Repair any leaky plumbing, faulty appliances, hinges, knobs, light fixtures, flooring, outlet covers and check walls for cracks or patches that may be necessary.

GETTING YOUR HOME READY TO SELL

CLEANING

We don't just mean regular clean, we mean ready-to-sell-clean! You want to make your home sparkle like never before so that buyers can focus on all the wonderful features of your home. A clean home appears low maintenance and well cared for.

EXTERIOR. Clean the windows, sweep off the deck and wash the patio furniture. If it's summer make sure you are on top of the landscaping and if it's winter, keep the sidewalks and driveway clear of snow.

FLOORS. If you have carpet, a professional cleaning is the best way to deodorize and clean.

WALLS/WINDOWS/LIGHT FIXTURES. Give them all a good scrub-down to make them shine.

KITCHEN. Clean appliances, organize and wash out cupboards, deodorize garbage areas and use a garbage disposal freshener to get rid of any old food smells.

BATHROOMS. Clean and polish vanities and mirrors, remove mold and soap scum from sinks, tubs and showers.

PET AREAS. This is a big one! Just because you love Fido and Fluffy does not mean everyone will. One of the biggest turn-offs to home buyers are pet smells. Clean up the fur and use an odor neutralizer to help with any pesky pet smells.

DEPERSONALIZE

You want buyers to walk in and feel like your home could be their own. This can be difficult when your home is decorated with personal belongings. Remove some or all family photos and any bold artwork to neutralize the space. Keeping the décor simple is a great for buyers to be able to picture themselves in your home. This doesn't mean empty; a few neutral pieces can keep your home cozy and warm.

PREPARE FOR SHOWINGS

Once you have done a thorough cleaning and de-cluttering, you will be ready for real estate photographs. Before each showing a touch-up cleaning will be helpful to keep your home looking its best. Make sure there are no dishes in the sink, or clothes on the floor. Make the beds, close the shower curtains and lower the toilet covers. Turn on all the lights and if there's a fireplace, have it going. Adding some extras like fresh flowers on the table and music playing in the background. Bonus - if it's warm, open the windows to bring in the fresh air!



MARKETING YOUR PROPERTY

WHAT WE DO WHEN YOU ARE READY TO SELL

1. We have a professional photographer take pictures of your home
2. Our marketing team comes to capture a 3D tour of your home. We are the only office in our area that creates a custom Zillow 3D tour of your home to help it rank as high as possible in search results on Zillow & Trulia
3. We send out an email marketing your home directly to more than 1,700 real estate agents in our area
4. Your listing syndicates to more than 82 websites in our publisher network, including Zillow, Trulia, and Realtor.com
5. We put your home on the 1st page of our website which averages more than 21,000 visits per month
6. We get your home in front of home buyers by promoting it on social media via Facebook, Instagram, Google and Pinterest
7. We feature your home at our weekly meetings so that agents can direct their clients attention to your property
8. We create a high-quality flyer for your property with all the information potential buyers need

ONLINE EXPOSURE

According to the National Association of Realtors, the most used information source for all homebuyers under the age of 70 was websites. While marketing your home outside of the online world is a key step in the marketing process, **we believe that your home's online presence comes first.** Homes listed with our office syndicate to more than **80 prominent real estate websites.**

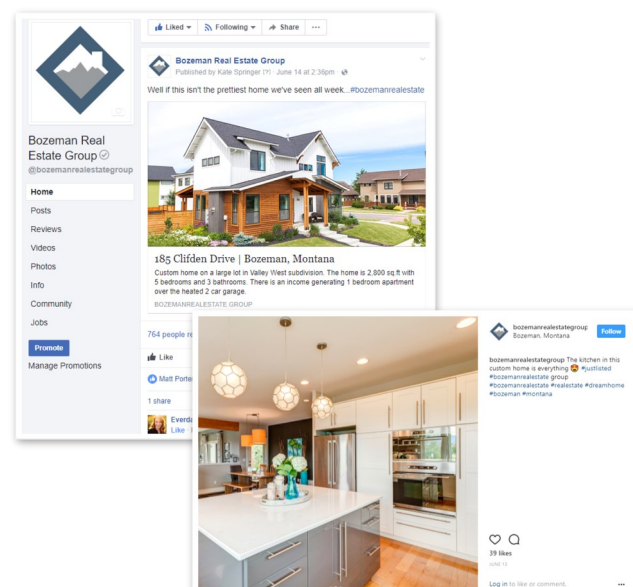
Making sure your home is well represented with high-quality photos, a well-written property description, interactive 3D tours and as much accurate information as possible is our #1 priority. **Your home will be listed on the top 3 most visited real estate websites in the U.S, Zillow, Trulia, and Realtor.com along with more than 80 other websites.** On top of that, your home will be prominently featured on the Bozeman Real Estate Group website **which consistently ranks higher than Zillow, Realtor.com and Trulia on Google.**



SOCIAL MEDIA EXPOSURE

Are you an avid Instagrammer? Or have you barely just heard of that Facebook thing everybody keeps talking about? Regardless of where you are on the social media spectrum, there's no doubt you at least recognize its importance in our world. Did you know that **YouTube reaches more 18-49 year old's than any cable network in the U.S?** Or that **68% of adults in the United States are on Facebook?** On top of that, 76% of Facebook users visit the site daily, which means there are more than 1.5 billion visitors per day worldwide.

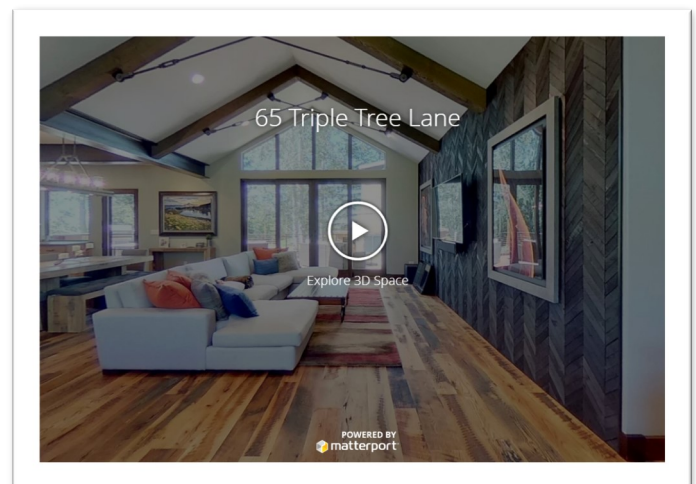
This is why we believe that there is much more to selling your home than traditional real estate marketing. **We know where potential buyers are spending their time online, and our marketing strategy is to go to them rather than wait for them to come to us.** What's even better? The online world makes it easy for us to target people we know will be interested in buying your home.



MARKETING YOUR PROPERTY

VIIRTUAL TOURS

Is your home the type that must be seen to truly appreciate? With a 3D virtual tour, we bring that experience straight to potential buyers, while they are still in the comfort of their own home! Does your home have an incredible backyard? An aerial video of your property could bring it to life. Are there custom features in your home that deserve their own story? A Matterport tour can create a realistic, fully immersive experience. **Virtual tours bring your home to life, allowing all the home buyers out there to truly appreciate your property and its uniqueness.**



OUR NETWORK

When working with a Bozeman Real Estate Group agent, you get a benefit that no for-sale-by-owner will ever have access to. The MLS system. **With a network of over 1,300 real estate brokers, agents and affiliates in Southwest Montana this is the absolute best way to get your property in front of the people who can sell it.** No for-sale-by-owner website, sign in the yard, or Craigslist ad can do this for you. **Word of mouth is a powerful thing, and we work hard to generate that for your property.** In many offices, you'll find that everyone is just looking out for themselves. That's not how we do things at Bozeman Real Estate Group. When a new listing comes on the market, the home is put on an office tour for our agents to preview so everyone can work together to get it sold. Aside from inner office networking, our agents are active members of the Bozeman community. Most are involved in non-profits, active in local schools and sit on a board or two. This means we are constantly out and about networking and making connections with potential buyers for your home.

LOCAL REACH

If you are selling a home in Bozeman and the surrounding areas, there will likely be a high amount of interest in your home. Opening your home to potential buyers is a personal decision, and in the case that you do, **we will market an open house at your home with a print ad in the Bozeman Daily Chronicle, post it within the MLS network and promote it through our various social media channels. We will also make sure that your open house is promoted on Zillow, Trulia and Realtor.com as well as on our company website.**

Once your home hits the market, you'll want people to know about it. We send out a postcard featuring your home to other home owners in the area who may be considering a move or quite possibly know someone looking to move to your area.



ABOUT US



LEARN MORE ABOUT US

Bozeman Real Estate Group was founded because we knew that we could do something better for both our clients and our community. Our goal was, and is, to be the type of real estate company that offers support to the clients and community that support us. ***Our real estate office is locally owned and operated, and our team of real estate agents have more than 240 collective years of experience in the real estate industry.*** Whether they were born here or chose to live here, every single member of our team has their own unique love and appreciation for this beautiful place that we call home.

We work hard to be a trusted source in the community, whether it is regarding real estate, community information or simply advice on where to hike, camp and fish. ***It is important for us to create long-lasting relationships with our clients that are founded on clear communication, honesty, and trust.*** As a team, we prioritize our relationships, always working together rather than separately. Our office culture is extremely important to us. At the risk of sounding a little bit sappy, at Bozeman Real Estate Group we are not just co-workers, we are a family.

Our office is located in beautiful Bozeman, Montana and we serve the Bozeman, Belgrade, Livingston, Big Sky, Manhattan and Three Forks real estate markets. ***We work with residential, investment and commercial properties and our diverse team of real estate agents offer a wealth of knowledge in all these fields.*** We are confident that you will find the right real estate agent for you in our real estate office.

WATCH OUR VIDEOS

