

## THE LIZ LUND

### CHOOSE-THE-RIGHT-LISTING-AGENT-GUIDE

Selling your home is a big deal. So choose the right agent.

Liz Lund | REALTOR®  
*Powered-By*



## 01

### START WITH YOUR GOALS. WHAT'S YOUR "WHY"?

Before I start talking about your house, I want to talk about **you**.

Are you:

- Moving up?
- Downsizing?
- Relocating?
- Looking to use your equity?
- Just curious what your home is worth?

#### **YOUR GOAL CHANGES THE STRATEGY.**

I don't believe in a cookie-cutter listing plan. I build a plan around **your home, your timeline and what's next for you**.

## 02

### YOUR HOME NEEDS TO STOP THE SCROLL.

Buyers don't start at your front door. **They start online.**

**THE GOAL:** Make buyers stop scrolling and start imagining themselves living there.

Strategy > A FOR SALE sign.

Selling your home isn't simply: **List** → **Wait** → **Sell**.

The right strategy can make a difference in how your home is positioned, marketed, negotiated and ultimately sold.

Depending on your property, your marketing strategy may include:

- Professional photography
  - Video & social content
  - Paid advertising
  - Strategic MLS presentation
  - Lifestyle videos
  - Intentional listing format
  - Neighborhood Door-knocking/Phone calls
  - Open houses
  - Agent-to-agent networking
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## 03

### DON'T SPEND MONEY JUST TO SPEND MONEY.

Before you list, I'll help you determine:

**WHAT TO FIX.** Things that could create buyer objections.

**WHAT TO UPDATE.** Changes that could improve your home's appeal.

**WHAT TO DECLUTTER.** Because less stuff can make a home feel bigger.

**WHAT TO SKIP.** Because not every project is worth your money.

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## 04

### PRICE ISN'T A GUESS.

One of the biggest decisions we'll make together is your list price.

I'll look at:

**CURRENT COMPETITION**  
**RECENT SALES**  
**LOCATION**  
**CONDITION**  
**UPDATES & FEATURES**  
**BUYER DEMAND**  
**MARKET ACTIVITY**

Then we'll talk about what the numbers actually mean.

"I CAN GET YOU THE MOST MONEY" ISN'T A STRATEGY. The strategy is knowing how to position your home to attract buyers and create the strongest possible opportunity.

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## 05

### WHEN THE OFFERS COME IN, WE LOOK AT MORE THAN PRICE.

An offer isn't just:

**"They offered \$X."**

We'll look at the entire picture:

- Price
- Financing
- Timeline
- Inspection terms
- Appraisal
- Concessions
- Repairs
- Possession
- Contingencies



### SOMETIMES THE HIGHEST OFFER ISN'T THE BEST OFFER.

I'll help you understand the differences so **you can make an informed decision.**

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## 06

## YOU SHOULDN'T HAVE TO CHASE YOUR AGENT.

Real estate has enough moving parts. Your agent shouldn't be another one.

### I BELIEVE YOU SHOULD KNOW:

**What's happening.**

**What's coming next.**

**What needs your attention.**

**What I'm recommending and why.**

Communication isn't a bonus, It's part of my job.

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## 07

## KNOW YOUR REALTOR.

You're trusting someone with one of your biggest financial assets.

Don't choose an agent just because they promise the highest price.

Don't choose one just because they're the cheapest.

### CHOOSE THE AGENT WHO HAS A PLAN YOU BELIEVE IN.

## WHY LIZ?

**I Negotiate Like A Professional.**  
**Care Like Family.** I'm a wife, mom,  
and a woman of Faith—so I operate  
with integrity, protect my people fiercely,  
and never forget this is someone's life,  
not just a transaction.



**I Have a “Call This Person” List. Not a Google Search.** Need an inspector who doesn’t sugarcoat? A lender who answers on Sundays? I’ve already got them. My network saves my clients time, money, and stress.

**I Don’t Collect Clients. I Collect Long-Term Relationships.**

Most of my clients end up as friends. I’m the agent you still text months later—not the one who vanishes after closing.

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**08**

## **LET'S TALK ABOUT YOUR NEXT MOVE.**

You don't have to be ready to list and you don't have to know exactly when you're moving but where do you want to go next?

→ We know what your home could sell for

→ We know where your home sits in today's market & your potential profit

**NOW**, we partner with a trusted lender to fulfill your next goal, together.

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**Click for your**

**PERSONALIZED HOME VALUE + SELLER STRATEGY**

Or contact me directly:



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