



Your Half of the Sale

*A few easy things you can do to help your home sell for
the most money, in the least time.*

THE ROISUM COMPANIES

Roisum Residential Photography · Roisum Residential Admin · Style House Staging

First off, congratulations. Putting your home on the market is a big, exciting step, and we're glad you're here.

A quick word on why we're the ones writing this. The Roisum name covers a small family of companies, and between us we see a home sale from just about every angle. Our photographers handle the media, our friends at Style House handle the staging, and Roisum Residential Admin handles the transaction coordination that carries a deal to the closing table. We've had a hand in thousands of sales, start to finish, and that full view is why we feel comfortable telling you which small things on your end actually make a difference.

The good news is that the hard work isn't yours to carry. Your agent handles the pricing, the negotiating, and the paperwork. We handle making your home look incredible and reach the right people. Your part is smaller than you'd expect, and most of it is pleasant enough. This guide walks you through it.

Think of it this way: the day you hired your agent, you got yourself a teammate. The two of you are after the very same outcome, and everything in here is about helping you pull together to reach it.



You and Your Agent Are on the Same Team

It's natural to think of your agent as someone you've hired to do a job, and of course they are. But the sellers who have the easiest time of it treat their agent less like a hired hand and more like a partner.

And what a team you make. Nobody knows your home like you do, and nobody knows this market like your agent does. Put those together and you're hard to beat. We work alongside local agents every week, and the sales that go smoothest almost always come down to a seller and an agent who trust each other.

So when a piece of their advice catches you off guard, hear them out before you push back. Chances are they've watched that exact situation play out a few times before. You'll always make the final call. Their job is to make sure you've got the full picture when you do.

"You'll always make the final call. They're just there to make sure you've got the full picture when you do."



Try to Picture Your Home the Way a Buyer Will

We'll say this one gently. The home where you've made all your memories is about to become the home where someone else pictures making theirs.

It helps to start seeing your rooms the way buyers do, because buyers are shopping for their own future, not your past. The sooner you can look at your own place a little like a stranger would, as just rooms and light and a feeling, the easier the other decisions get. You're not loving it any less by doing it; you're helping the next family fall for it the way you did.

And if your home will be empty when it lists, this matters even more. An empty room is surprisingly hard to read: buyers can't tell if the couch will fit, which wall the bed goes on, or whether the space feels generous or bare. Vacant homes tend to photograph flat and show cold, and they often sell for less because of it. This is exactly what our Style House team does. Vacant staging gives the key rooms a sense of scale and warmth, helps buyers picture their own life in the space, and usually pays for itself in how the home shows and sells. If your place will be sitting empty, ask us about it early.

A Gentle Word About Price

Your agent is going to bring you a number, and sometimes it lands a little lower than you were hoping. That's completely normal, and it's no knock on your home. Your place is worth the world to you, and no list of comparable sales can fully capture that.

From the marketing side, we get to watch this play out over and over. The first couple of weeks a home is listed do most of the work. That's when it's the new listing everyone wants to see, popping up in saved searches and filling your weekend with showings. Listing after listing, we can see which homes ride that early wave and which ones miss it. Price it right and you catch it. Price it high "to leave room to negotiate," and a lot of the right buyers scroll past before they ever see how lovely it is inside. So if your agent makes the case for a particular number, give it real weight. They're recommending it because they want this to go well for you, and pricing it right from day one is usually how that happens.

Make a Great First Impression Online

This is the part we help with directly, and it matters more than almost anything else on the list. More than nine out of ten buyers start their search online, scrolling on the couch, deciding in a few seconds whether your home is worth a Saturday visit. Photography is our craft, and those pictures are the most-seen version of your home there will ever be. They're worth getting right.

You don't have to guess at any of it. We put together a separate guide, *Upstage*, that walks you room by room through getting ready for photo day. A little prep goes a long way, and it's a short read.



SCAN FOR YOUR
ROOM-BY-ROOM
PREP CHECKLIST

roisum-residential.com/upstage

Keeping It Tidy While You Live There

Nobody really warns you about this part: living in a home that's for sale is a bit of a juggle. A buyer might want to pop by tomorrow morning, and they'll only ever see your home the way it looks the moment they walk in.

A LITTLE TRICK FROM OUR STAGERS

Keep one basket you can sweep the day's clutter into and carry out to the car, and give the kids a nightly "tidy your own room" mission. It's only for a season, and it pays off.

You don't have to keep it spotless every second. A quick reset most days does the trick: counters cleared, beds made, blinds open, lights on, a swipe through the bathrooms.

Say Yes to Showings When You Can

If one thing quietly speeds up a sale, it's being easy to visit. Buyers shop in bursts, on a free Saturday or a quick trip to town, and the buyer who can't get in today often buys the one down the street that let them in.

So when your agent asks about a showing, even a last-minute one, try to make it a yes. We know it's a hassle to drop everything and clear out, especially with kids or pets or a workday in full swing. But every "come on in" is another chance for someone to fall in love, and those chances add up fast in the early days.

Let the House Do the Talking

If we could underline one thing in this guide, it would be this. When buyers come to see your home, the most powerful thing you can do is not be there. Take the dog, scoop up the kids, go grab a coffee, and let the house speak for itself.

We hold to this so firmly that it's our policy on photo day, too: if the home isn't empty when our photographer arrives, we reschedule the shoot. That sounds strict, but the reason is the same one that matters for showings. A home shows better empty. Buyers have a hard time imagining their own life in a place while the owner is standing right there, so they won't open the closet they need to open or linger in the room they're falling for. Give them the house to themselves and they'll wander, daydream, and start saying the quiet things to each other that turn into offers. It's one of the kindest things you can do for your sale.

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Try Not to Take the Feedback to Heart

Your agent will gather comments from the buyers and agents who come through, and some of it can sting. Somebody might say a room felt small or the kitchen wasn't for them.

All of it is useful, though, and it comes to you for free. One offhand comment is just one person's taste. But when the same note keeps coming up, that's the market telling you something worth hearing, and your agent will help you make sense of it. None of it is a verdict on your home, or on you — it's a clue, and clues are how you sell faster.

No Surprises: Tell Your Agent the Whole Story

This one matters, and it's easier than it sounds. If there's anything quirky about the house, like the roof that's getting on in years, the basement that takes a little water in a wet spring, or the deck built without a permit, let your agent know early.

Because our Roisum Residential Admin team coordinates transactions through to closing, we've seen what surprises can do to a deal. Here in Idaho you're expected to disclose the things you know about, and there's a practical reason to get ahead of it. A buyer's inspector will be thorough, and something that surfaces late, after someone's already fallen for the place, is what rattles an otherwise happy sale. Raised up front, that same quirk is usually a footnote. Your agent can plan around anything they know about, so the more they know, the better they can look out for you.

When Things Start Moving, Try to Move with Them

Once an offer comes in, things pick up speed, and a little quickness on your end goes a long way. When your agent needs a signature or a quick answer, getting back to them fast really helps.

Our admin team sits in the middle of the closing process all day long, so we've seen how much momentum matters. You don't have to decide in a hurry, but it helps to answer in one. Keeping your phone handy through the busy stretches lets your agent keep everything moving toward the finish.

Aim for the Happy Ending, Not the Last Word

When offers and counteroffers start going back and forth, it's easy to get caught up in wanting to "win." That's human. But the goal was never to beat the buyer; it's to walk away with a great number on a sale that actually closes.

We've watched our admin team carry a lot of deals across the finish line, and we can tell you it's rarely worth letting a small repair request blow up a good offer on principle. A strong offer in hand usually beats holding out for a slightly bigger one that may never come. Your agent has a good feel for when a stand is worth taking and when it costs more than it saves, so talk it through together before you dig in. The real win is the day you sign.

Almost There: Stick with It Through Closing

An accepted offer feels like the finish line, and it is a real milestone, but there's a little road left. The appraisal, the inspection, and the buyer's loan all happen in these last few weeks, and since our transaction coordinators shepherd this stretch every day, we can tell you it's nothing to fear.

So keep the home tidy and showable in case the appraiser stops by, keep the utilities on, and stay in touch with your agent. If something comes up, like an appraisal that lands low or an inspection with a few items on it, try not to worry. It's just the next bit of teamwork, and your agent handles it all the time.

THE SHORT VERSION

That's the Whole Deal

A good sale comes down to the two of you working together. Your agent prices it well, markets it beautifully, and looks out for you at the table. You keep it lovely, make it easy to visit, tell the whole story, and trust their read when it counts. We see every side of this, from the first showing to the closing table, and that's the pattern behind nearly every smooth sale we're part of.

You've got a teammate now, and you're both after the same thing: your home sold, for the most money, in the least time. You can do this, and we're rooting for you.

Whenever you're ready to give your home the photos that get the whole thing off to a great start, we'd love to help. And once photo day is on the calendar, our Upstage guide will walk you through every room.

The Roisum Companies

ROISUM RESIDENTIAL PHOTOGRAPHY

ROISUM RESIDENTIAL ADMIN

STYLE HOUSE STAGING

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*"From the first photo to the final
signature, we're cheering you on."*