



The Boise home seller guide

Selling well in the Treasure Valley comes down to five things: price it right from day one, prepare the home so it shows at its best, market it where buyers actually look, manage showings and offers with a clear head, and negotiate terms that protect you all the way to closing.

Pricing strategy

Price is the single biggest lever you control. Set it too high and the listing sits, loses momentum, and often sells for less than a sharply priced home would have. Price it right and you draw more attention in the critical first days, when buyer interest is highest.

We build your price from current, comparable Treasure Valley sales and the live competition your home will face, not from a number pulled off an automated estimate. As real activity comes in, we read the signals together and adjust with intention rather than guesswork.

Preparing and staging

Buyers form an impression within seconds. A little focused effort before you list almost always returns more than it costs, and it keeps small issues from becoming negotiating points later.

- Declutter and depersonalize so buyers can picture themselves living there
- Handle the small repairs that inspectors and buyers notice first
- Deep clean, then stage key rooms to show scale and flow
- Refresh curb appeal, the first photo and the first drive-up both matter

Marketing that reaches buyers

Most buyers start online, so your listing has to earn the click and hold attention. Professional photography, an accurate and compelling description, and syndication to the sites buyers actually use do the heavy lifting.

Timber and Love pairs that reach with real local storytelling, the lifestyle, the neighborhood, and the details that make your home stand out to the right buyer rather than every buyer.

Showings and offers

Once you are live, the goal is to make it easy to see your home and simple to say yes. We coordinate showings around your schedule, gather feedback, and keep you informed about how the market is responding.

- Flexible, well-managed showing access
- Honest feedback on buyer response and pricing
- A clear, side-by-side read of each offer, price and terms
- Guidance on multiple offers, if they come

Negotiation and closing

A strong offer is about more than the top-line number. Contingencies, timelines, financing strength, and repair requests all shape your bottom line and your risk. We negotiate the full package, not just price.

After you accept, the work continues: the inspection, appraisal, and financing all have to line up. We coordinate with the buyer's agent, the lender, and the title company to keep the deal on track and get you cleanly to the closing table.

Work with Timber and Love Realty

A boutique Boise brokerage, locally owned by HGTV's Luke Caldwell. When you are ready, reach out and a dedicated local agent will help you plan your next step, no pressure, just a clear plan.

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