



**Selling your property
... in the Last Best Place**

THE HOLLINGER TEAM

**Scott Hollinger
Diana Rahdert
Kellie Hilley
Dane Hollinger
Drew Hollinger**

**406.837.5531
LastBestPlace.com
FlatheadRealEstate.com**

**RE/MAX of Bigfork
8545 Hwy 35
PO Box 725
Bigfork, MT 59911**

T ABLE OF CONTENTS

The Hollinger Team Listing Summary

Our Pledge to You

Team Profiles

Power of a Team

Personal Services

Value, Pricing & Statistics

Questions to Ask your Realtor

How Buyers Find their Home

Marketing

Social Media

FlatheadRealEstate.com

RE/MAX: The Company

Mobile Technology

Stages of Listing

5 Best Activities when Selling

Experience

Appendix A: Buying Process and Homes Sizes

Appendix B: Local Market Statistics

Appendix C1-C2 Absorption Rates for Homes & Land

Appendix D: Estimated Proceeds

Appendix E: Happiness Guarantee—Our “Easy Exit” Listing

Appendix F: Waterfront Sold

We have purchased and sold several homes throughout our lives and without question, you are the most professional realtor we have ever dealt with.

- Tom and Betty Denham

INTRODUCTION

Our Pledge to You

When we discuss the sale of your property, you will be deciding to trust your important asset to us. Our goal in this presentation, is to provide you with enough information about the market, our qualifications and our marketing program to help you make an informed decision about representation in this significant business transaction.

It may be that you want to get an opinion from another agent. All agents have access to the same information, therefore the determination of value should be nearly the same. Remember, no agent can affect market conditions and to suggest that your property will sell for other than what the market indicates is a disservice to you. Select representation by reviewing experience, negotiating skills, references, marketing plans and results, *not by price*.

Our recommendations and conclusions are absolutely substantiated with data from the Multiple Listing Service. The marketing plan is time-proven and comprehensive.

Scott, Diana, Kellie, Dane & Drew
The Hollinger Team

*Others need not doubt your competence
or trustworthiness.*

- The Lundquists

*I was impressed with his intelligence and
astuteness. He has handled two purchases
and a sale for us in an admirable fashion.*

- The Tanners



PROFILES OF THE THE HOLLINGER TEAM

Scott Hollinger

9 kayaks, 1 canoe, 1 raft, 2 ski boats, 1 pontoon boat, 1 row boat, 1 sail boat and a barge. What more needs to be said about Scott living on the water? Then there are skis, bikes, a hot air balloon, binoculars, a 4-wheeler, tents, boots, fishing gear, ice skates, cameras, maps and more to enjoy the best of Northwest Montana.

Scott was raised in Montana in a real estate family with a lake cabin. Now repeating history, Scott and his wife live on the water and explore the area with their two sons. For over 30 years he has been welcoming people to Montana, mapping out their dreams, and bringing those dreams to reality.



*Born and raised in Great Falls, MT
BS Chemical Engineering, MT State University
Licensed single engine pilot
Licensed commercial balloon pilot
Married in 1981 to wife, Dia
Two Sons, Dane and Drew*

"I believe my mission is to help others realize dreams and make the journey exciting."

Kellie Hilley

Kellie has lived in Montana all her life. She resides on Echo Lake with her husband. The family (two daughters) has been perfectly content with the fun they have right out their back door...skiing on Big Mountain or Blacktail, ice skating, swimming, boating on Echo Lake, hiking in the Jewel Basin or Glacier Park, just to name a few. But don't think that Kellie just hangs out at home in her back yard. Kellie volunteers here time at various places, including a week at First Descents (a cancer camp for young adults).

The team doesn't know what they would do without the detailed style brought by Kellie. She is the perfect person as the team closing manager and RE/MAX's office account manager. Kellie's mission in life is to serve the people she meets, with the highest level of integrity and to build a relationship for the future with every person.



*Born and raised in Deer Lodge, Montana
Assoc. Degree in Business Administration
Flathead Valley Community College
Married in 1986 to husband, Bob
Two daughters, Hannah and Carly*

"My mission is to inspire my team to build an organization that promotes love, respect and support for one another, cementing the foundation for success."

Dane Hollinger

Dane was born and raised in Montana. He is a graduate of Montana State University with a degree in Agricultural Business and an Economics major. Dane enjoys spending his time in the outdoors hunting, fishing, and kayaking.

During the winter, Dane enjoys skiing at the local ski areas and in the Swan Range. Dane is well traveled having visited every continent except for Antarctica, which he hopes to see sometime. Whitewater kayaking has taken him all around the world. Extended paddling trips through South America, China and New Zealand are highlight of his travels. Dane joins the team as the third generation in real estate and brings the newest ideas in business and technology.



*Born and raised in Bigfork, Montana
BS in Agriculture Business & Economics
Montana State University*

Diana Rahdert

Diana loves to work with buyers and sellers with their primary homes and investment properties. She's been with Scott for over twenty years, is a full time team broker, and brings a business background, as her husband operates Timberline Wood Floors, a hard wood flooring company in the Flathead Valley.

During off time she is a board member of the Rotary Club of Bigfork and current club president. On a weekend afternoon, she'll frequently have fun cooking in the kitchen, reading, watching movies and walking. In the summer, she often camps and kayaks. Diana has two daughters, one a graduate with a teaching degree and the other at Bigfork High School.

Matched with her artistic flair, Diana writes the property descriptions, takes photos and creates the property videos along with team promotions. Since she built her own dream home once on Echo Lake, and has several rentals she's always eager to help fulfill the dreams of clients for personal and investment goals.



*Raised in W. Lafayette, Indiana
BA Sociology, St. Olaf College - MN
Married in 1989 to husband, Glen
Two daughters, Bailey and Wilson*

"My mission is to embrace life's wonderful gifts, be a model of integrity, and encourage those I meet to live out their dreams."

Drew Hollinger

Drew was born in the Flathead Valley and raised on Echo Lake. Drew has a passion for all the outdoor adventure Montana offers. In the summer months he owns and operates Flathead Wakeboard Academy teaching young and old from all around the world how to wakeboard or wake surf on all the beautiful lakes of Northwest Montana.

Drew enjoys travel, especially to Hawaii where he can pursue his passion for tropical fish and coral in the warm waters on the Hawaiian coast. Drew has the unique knowledge and expertise to design and maintain beautiful aquariums. Besides water wildlife, he also takes advantage of other activities Montana offers like hunting, fishing and snowboarding. Drew is excited to be on the Hollinger Team to help people make their dreams come true by living and playing in the Last Best Place!



*Born and raised in Bigfork, MT
MSU Coursework*

I want to thank you all for such a tremendous job. You've been there for me 100%, all of you. You folks are the BEST!

- Kathy Conley

Supporting Team Members

Delicious Design—Fascinating, innovative and imaginative Bend, OR marketing company who designed the team website, LastBestPlace.com. <http://www.deliciousdesign.com/>

Glacier IT—This Bigfork computer firm comes to the team's aid for any computer supply, upgrade or glitch.

Alliance Title, First American Title, Fidelity Title and several other title companies in Flathead and Lake County who are entrusted with the title transfer and closing paperwork for our clients.

POWER OF A TEAM

The Hollinger Team

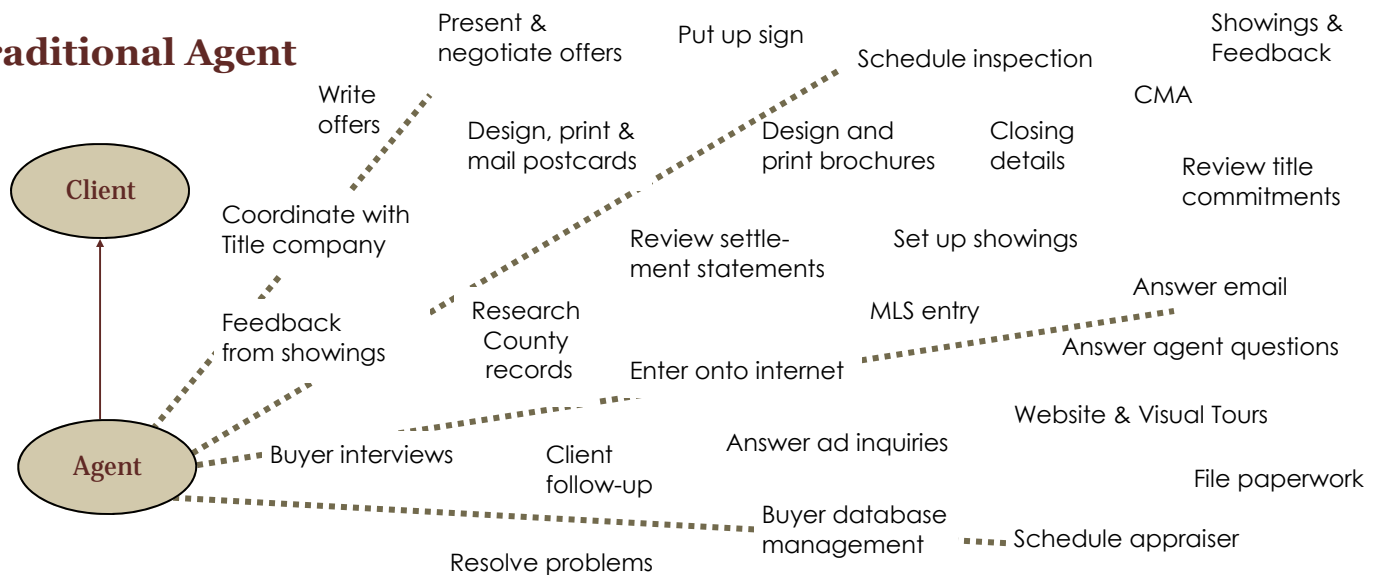
It makes perfect sense! Just like a surgeon with a team experienced in delicate procedures, our team is constructed of dynamic, highly skilled members, each licensed and handling their **specialized role** to serve our sellers and buyers. How much service can you get from an agent who tries to do all things alone? And, how experienced do you think they can be when they can only handle a limited number of clients and transactions each year? Repetition of successful closings are the keys to skill, knowledge and a long list of happy customers. Last year **67** more joined the team's list.

When you work with The Hollinger Team, you get the energy and synergy of 5 people instead of one! Find out why they have been recognized as one of Montana's leading real estate teams year after year!



VS.

Traditional Agent



PERSONAL SERVICES



Evaluation & Negotiation

The list price of a property is the most important decision to make together. The correct asking price is the highest price that the market will bear given the timeframe you would like to sell within. To assist you in determining the correct asking price, we will review comparable properties sold and offered for sale in this area.

When an offer is placed, this information is used to strengthen your position when negotiating. These same comparable sales are also what the appraiser will use to approve the buyer's loan for your property. That is why establishing a price using current market statistics is so important.

Professional Advice

You will be advised of any necessary repairs through your home inspector. You will be kept up to date on the state of the market, the sale and listings of similar properties and any other factors which may affect the progress of the sale.

Promotion

Buyers will be reached through the internet and some print media. The major selling points of your property will be distributed to other real estate firms throughout the Flathead Valley via REALTOR meetings, Multiple Listing Service data and personal phone calls.

Sign & Advertising

Where appropriate, a RE/MAX sign will be placed on your property. Your property will be promoted on the team internet website and LastBestPlace.com (aka FlatheadRealEstate.com) as a rotating Featured Property, along with many other local and national websites.

Notify potential buyers

The team's advanced computer system will be used to identify people who have been looking for property in your neighborhood. They will be contacted and given the details, then followed up with to determine their interest level.

*Thank you for your fine work
selling our lot.. We appreciate your
high professionalism and excellent
communications.*

- Paul & Julie Carter

DETERMINING VALUE



McGregor Lake

You consummated a very small real estate deal for an out of state client with efficiency, like it was a big deal. Our experience was painless, even pleasant!
- The Higgins

What Determines Your Property's Value?

	Yes	No
Cost of improvements you've made		√
How much money you need from deal		√
Original purchase price		√
Opinions from friends and neighbors		√
Market trends (rising, falling, level)	√	
Actual neighborhood sale prices	√	
Competition from other homes for sale	√	
Amenities of & Objections to property	√	
Condition & Floor Plan	√	
Location, Location, Location	√	

Your Property Sells 3 Times . . . Really!

First sale . . .

Real estate agents and Buyers will evaluate the asking price, location and terms you are offering in order to make a decision whether to show or take the effort to look at your property.

Second sale . . .

Potential buyers who come to look and consider writing an offer after comparing to other properties they have seen. Buyers are armed with more information than ever before to comparison shop.

Third sale . . .

With 86% of buyers (in 2015) obtaining a mortgage to finance the purchase of a residence, **an Appraiser will determine value based on an unemotional, analytical comparison of other properties** that have sold. The agreed upon sales price must be at least equal to the appraisal or better, or the bank won't lend the full amount. With low interest rates, the majority of first time buyers and repeat buyers financed 80% or more of the purchase price .

DETERMINING VALUE



“Priced Right” Explanation—Market Analysis

The decision of where to set the asking price is the most important step to set the stage in the marketing of your property. No amount of marketing can sell an overpriced property. The analysis is based on properties that can be considered similar to yours. The property analysis is divided into two categories:

1. Similar properties that are currently listed.
2. Similar properties that have recently sold.

By carefully studying the comparable property's location, features, and the terms under which they are offered, we can develop a picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that yours is priced properly for the market conditions and your expectations, and not over or under price the property.

By looking at the properties that have recently sold, we can see what other property owners have actually received over the last few months. This is the acid test that is used by lending institutions to determine value and how much they will be willing to lend a buyer for your property.

While we naturally want top market value for your property, we all know that there is a point where the price would be too high. By looking at the competition and actual sales, and pricing your property accordingly, we can get maximum dollar in a reasonable period of time. Ultimately other terms like close date, possession date and contingencies will come into consideration (along with the offered price) that will be of value to you.

Proven Strategy on How to get the Most \$\$\$\$

According to National Association of Realtors 2016 Profile of Home Buyers and Sellers, the longer a home is on the market, the more likely the selling price will be lower than the listing price and continue to drop the longer it doesn't sell. For those properties that were on the market for less than one week more than half sold at 100% of their listing price. As the time on the market lengthens, the share of properties that sell below their listing price increases.

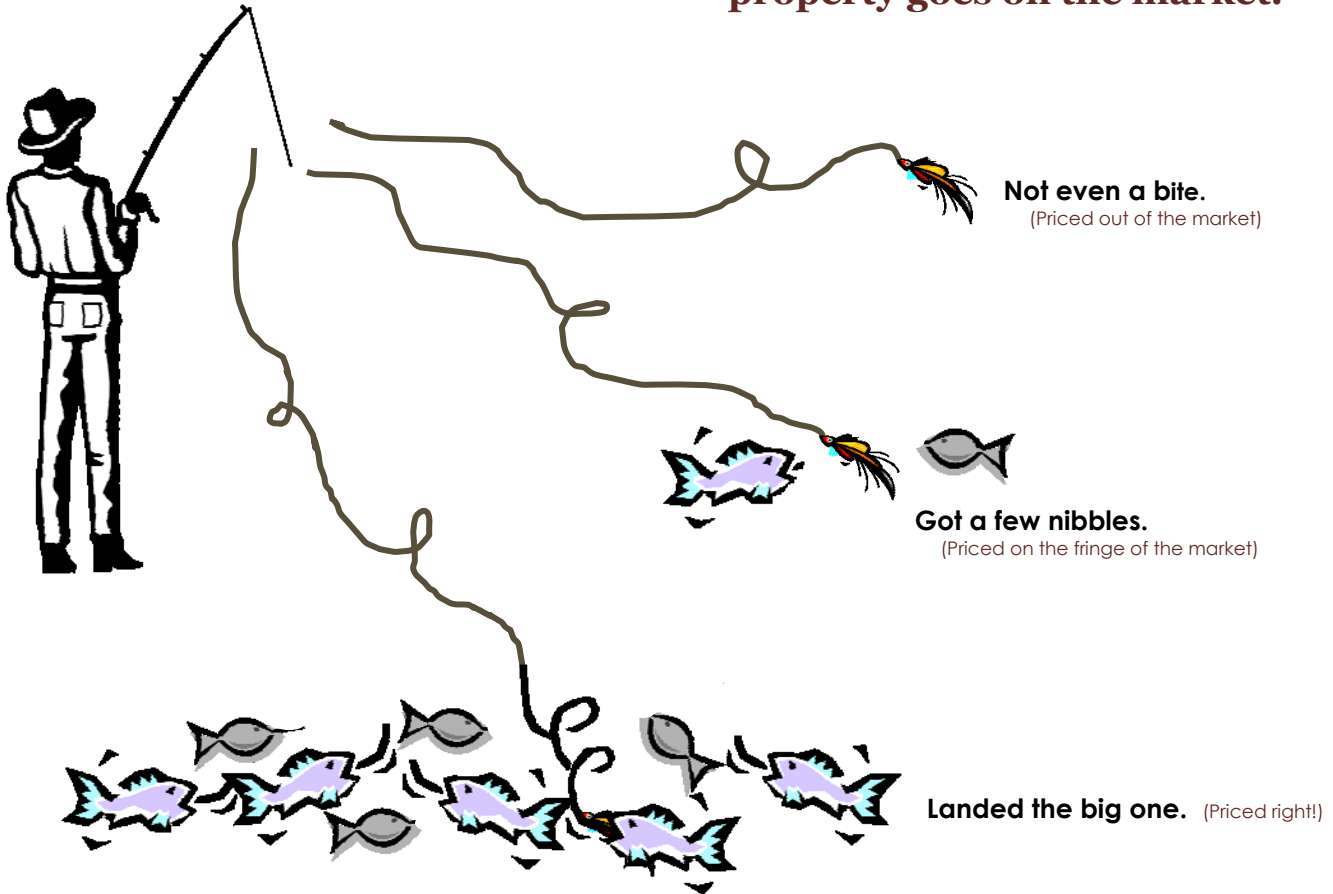
EXHIBIT 6-35 SALES PRICE COMPARED WITH LISTING PRICE, BY NUMBER OF WEEKS HOME WAS ON THE MARKET

(Percentage Distribution of Sales Price as a Percent of Listing Price)

% of Asking Price	All Sellers	SELLERS WHOSE HOME WAS ON THE MARKET FOR					
		Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
Less than 90%	10%	3%	3%	8%	6%	14%	26%
90% to 94%	14	7	4	9	18	23	32
95% to 99%	37	8	31	51	46	47	32
100%	26	54	40	23	22	11	6
101% to 110%	10	20	19	6	7	3	1
More than 110%	3	9	4	2	2	2	3
Median (sales price as a percent of listing price)	98%	100%	100%	98%	98%	96%	93%

PRICING

3 things can happen when your property goes on the market.



Pricing Pearl

Most think that "Negotiations" begin when an offer is made, when in actuality, negotiations with the buyer really start when you set the price. You've got to get them to the property or there won't be any offers to negotiate.

Buyer's Feedback on Price

- 1. If there are no, or a low amount of inquiries and no showings:**
The market has rejected the price. We have missed the mark and we are in need of a significant repositioning, typically a minimum of 10%.
- 2. If there are some inquiries and showings, but no offers:**
Statistics tell us you should have an offer by the 10th showing. If this does not happen, it suggests a repositioning on price.
- 3. If there are numerous inquiries followed by offers:**
The price was right on the mark!

PRICING



Words of Wisdom

Price your property high enough so that you can sleep at night, but not so high that buyers in the marketplace will feel that your property will be available for any length of time.

EXHIBIT 6-33 SALES PRICE COMPARED WITH LISTING PRICE, BY SELLER URGENCY

(Percentage Distribution of Sales Price as a Percent of Listing Price)

% of Asking Price	All Sellers	SELLER NEEDED TO SELL		
		Very urgently	Somewhat urgently	Not urgently
Less than 90%	10%	15%	10%	6%
90% to 94%	14	16	13	15
95% to 99%	37	32	38	38
100%	26	22	24	29
101% to 110%	10	11	12	8
More than 110%	3	3	3	4
Median (sales price as a percent of listing price)	98%	98%	98%	98%

EXHIBIT 6-36 NUMBER OF TIMES ASKING PRICE WAS REDUCED, BY NUMBER OF WEEKS HOME WAS ON THE MARKET

(Percentage Distribution)

Number of Price reductions	All Sellers	SELLERS WHOSE HOME WAS ON THE MARKET FOR					
		Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
None, did not reduce the asking price	59%	94%	87%	63%	47%	33%	14%
One	22	4	11	28	34	35	25
Two	10	1	1	6	11	19	25
Three	6	1	*	3	4	9	23
Four or more	3	*	*	*	4	4	1

* Less than 1 percent

THE CHOICE



Questions to ask your next agent:

1. How many years have you been selling real estate?

Are you full-time or just part-time?

Scott, Diana, Kellie, Dane and Drew are all licensed and selling real estate in the Flathead Valley full time. Scott has been licensed since 1981, Diana since 2000 and Kellie since 2004. Dane joined the team in 2011, Drew in 2014.

2. Do you sell more properties than other agents?

Yes, statistically, our number of sales far outnumber the average MLS agent.

3. What is your track record for comparing the list price to the actual sales price and your average time on market?

Last year our team average was 95% of listed price for our seller clients. Also 70% of our listings sold in less than a year.

4. Do you have a support team?

Yes, besides the support within our team, we are supported by excellent title company services in both Flathead and Lake counties, computer experts and web designer. In our office, Connie Gunderson schedules showings.

5. What kind of technology do you utilize to service buyers and sellers?

We have 6 networked computers with daily MLS information, Listing & Sales documents and client database. Digital and video cameras, multi-page scanner and HP color laser printer are used to create documents. Additional technology includes voicemail, video editing software, PhotoShop, and ACT contact mgmt.

We use our Smart phones, voicemail and email daily to keep in contact with our office and clients. Our website on the internet contains great information about all of our listings (LastBestPlace.com aka FlatheadRealEstate.com).

6. What services do you provide for your commission?

In addition to great negotiating skills, the most important service is to advise you on pricing your property. Marketing and other services can be referred to in the pages titled "Target Marketing Plan" and "Personal Services" in this booklet.

7. Do you have references, a resume or any professional designations?

Yes, a list of references, our resume and designations are included in this presentation.

We have bought and sold through different Realtors. None were as conscientious nor as persevering in keeping us abreast of what the market was doing and what efforts were being made to move our property.

- Larry Root

THE CHOICE

8. Does my property need any repairs or changing in any way?

Repairs will not be recommended unless indications from buyers would make it more saleable. However, we highly recommend that a home inspection be done immediately by a seller (if it is a residential property) to eliminate any bumps on the way to closing. Sellers are usually very surprised to see what items come to light, even in a very well maintained home. If they know about them at the time of listing it gives ample time to remedy (or disclose).

9. Can you provide me with all of the listing and sales forms so that I can read and understand them before entering a transaction?

Copies of any of the standard real estate forms can be provided to you at any time!

10. At what price would you agree to list my property?

We will review comparable sales in the area and discuss this important decision together. We will base our decision on the current market and your selling needs.

Top 4 sources of how Buyers found the home they actually purchased.

EXHIBIT 3-9

WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2016

(Percentage Distribution)

97%

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%	51%
Real estate agent	48	41	38	36	36	34	34	36	38	35	34	33	33	33	34
Yard sign/open house sign	15	16	16	15	15	14	15	12	11	11	10	9	9	9	8
Friend, relative or neighbor	8	7	7	7	8	8	7	6	6	6	6	6	6	6	4
Home builder or their agent	3	7	7	7	8	8	7	5	4	5	5	5	5	6	2
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2	2	2	2	2	3	2	1
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2	1	1	1	1	1
Home book or magazine	2	1	2	1	1	1	1	*	*	*	*	*	*	*	*
Other	5	6	4	*	*	*	*	*	*	*	*	1	*	*	*

* Less than 1 percent

Source: 2016 National Association of REALTORS
Profile of Home Buyers and Sellers

TARGET MARKETING



I'm sure we chose the right Realtor to do the job. Thanks again Scott. Your firm would certainly be my choice for another endeavor.

- Ken Munter

Effective Interactive Marketing

- Search Engines such as Google, Bing and Yahoo can be used to find real estate. While real estate specific sites like Zillow are popular, **Google by far** trumps them all in users for organic real estate searching. As a user, you can type in phrases that are specific to NW Montana and see what brokers and offices come up in the results. Then check their websites for usability and rich content. We are sure you'll find the The Hollinger Team website, www.LastBestPlace.com one of the very best!

- Property is advertised on searchable sites on the internet:

The Team: **LastBestPlace.com (aka FlatheadRealEstate.com)**

The Office: **Remax-Bigfork-MT.com**

MLS site: **NMAR.com**

National & International Presence on most visited real estate websites:

#1 Zillow.com (36,000,000 est monthly visitors)

#2 REALTOR.com (26,600,000 est monthly visitors)

#3 Trulia.com (23,000,000 est monthly visitors)

#4 Yahoo! Homes (20,000,000 est monthly visitors)

Remax.com (1,800,000 est monthly visitors)

Global.REMAX.com - RE/MAX's International website

Remax-RenownedProperties.com (properties over \$900K)

LoopNet.com (commercial/business listings only)

VisualTour.com

- Our Mobile website LastBestPlace.com is GPS enabled so iPhones and "smart" phones users can find properties near their location.

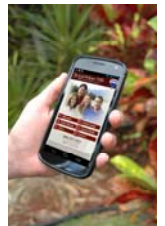
- Social Media—see Pages 15-16

Facebook Team Page

Google+ Team page

YouTube Channel (video)

Vimeo Channel (video)



Marketing to Real Estate Offices

Approx 70% of buyers will be presented the property through another broker

- Detailed property information is input into Montana Regional Multiple Listing Service, available to over 1,200 regional brokers, salespersons, affiliates and appraisers from south of Missoula to the Canadian border.
- Promote property at MLS weekly broker meetings
- MLS Data flier for showing agents
- All information scanned to MLS online data to be retrieved efficiently by agents

Placement Marketing to Buyers

- Place RE/MAX sign on property where appropriate (8% of sales come from signs!)
- Mailings or postcards to target market group and/or neighbors when appropriate

TARGET MARKETING

facebook

Visit our facebook page.



Social Media—Team Pages

Flathead Valley, MT real estate - The Hollinger Team

Bigfork Rotary Club Home

Flathead Valley, MT real estate - The Hollinger Team
Real Estate Agent · Real Estate Investment

Like Share

Timeline About Photos Reviews More

130 people like this

1 person has been here

Open · 8:30AM - 5:30PM
Get additional info

Invite friends to like this Page

5.0 of 5 stars · 2 reviews
View Reviews

ABOUT

8545 Mt Highway 35
Bigfork, Montana
(406) 837-5531
<http://www.LastBestPlace.com/>

APPS

Status Photo / Video

Write something on this Page...

Flathead Valley, MT real estate - The Hollinger Team
21 hrs ·

Some interesting trends!

Trends That'll Influence Homes in 2016
Help your buyers and sellers learn what's new on the residential front to meet their own needs as well as the desires of future buyers.
REALTORMAG.REALTOR.ORG | BY BARBARA BALLINGER

Like Comment Share

Flathead Valley, MT real estate - The Hollinger Team
shared Brian Anderson's video.
January 7 at 11:52am ·

Some more brave Flathead area people at the Jan 1 2016 polar bear plunge in Woods Bay!

The Hollinger Team - RE/MAX of Bigfork

MT 8545 MT-35 #1
(406) 837-5531
lastbestplace.com

Real Estate Agency
Today 8:30 AM - 5:30 PM

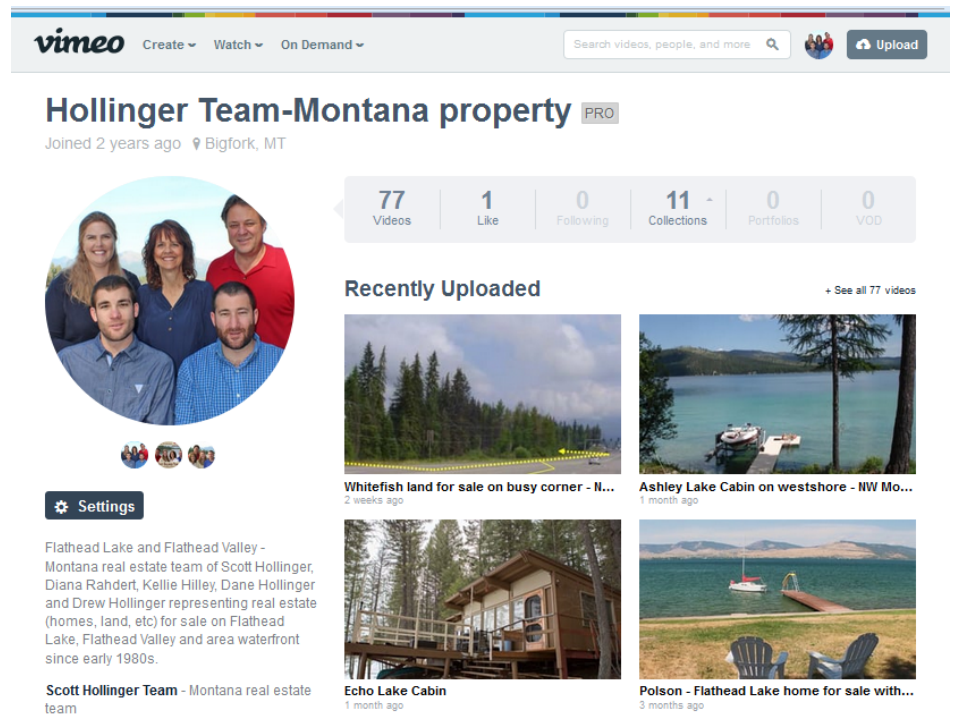
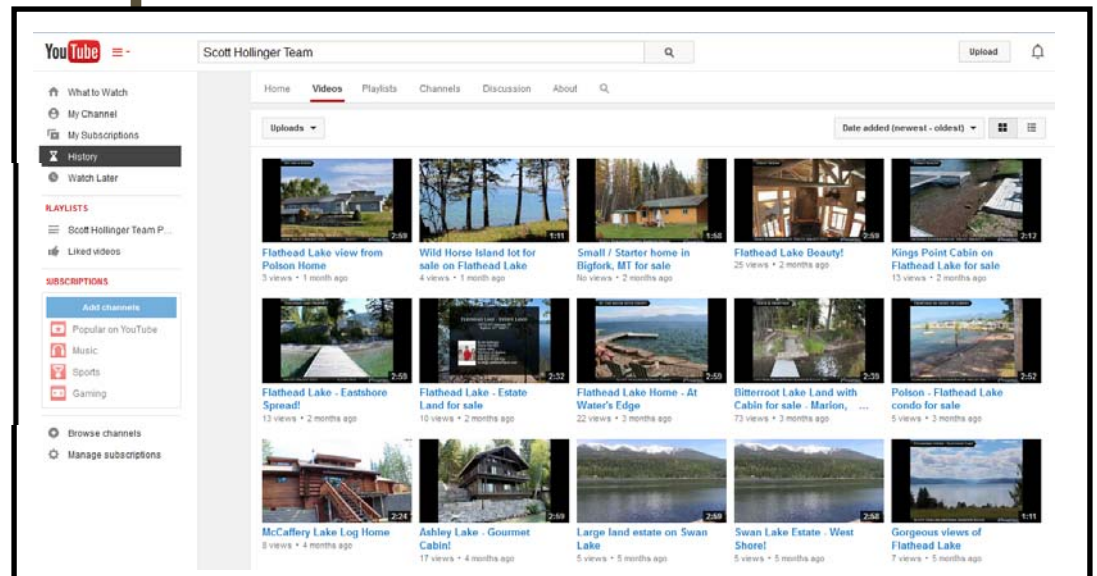
Follow

12 followers | 78,149 views

About Posts Photos YouTube

TARGET MARKETING

Video—Team Channels



The visual tour is amazing! We've been through it twice and thoroughly enjoyed it. You've done an outstanding job. . . .

- Tom & Peggy Dobrusky

TARGET MARKETING TEAM WEBSITE

FlatheadRealEstate.com—HOME PAGE

FLATHEADREALESTATE.com averages 112 visitors
per day, viewing on average 7 pages;
43% are returning visitors.

*"That's unheard of—if you get 3 pages per visitor,
your site's going great."*

Robert Rekward, Delicious Design

The screenshot shows the homepage of FlatheadRealEstate.com. The header includes the logo for 'The Hollinger Team' and navigation links: Home, Top Picks, Explore the Area, Blog, Our Team, Saved Properties, What's My Home Worth?, and Contact Us. The main content area features a team photo and a headline: 'We all need water to survive. Some need it to really live.' Below this is a section titled 'Browse Featured Northwest Montana Real Estate' with three property photos. A search bar with filters for Property Type, Geographic Area, Price Range, and Property Attributes is at the bottom. A contact form is on the right.

Property Type:

- ☒ Homes
- ☒ Waterfront Homes
- ☐ Land
- ☐ Waterfront Land
- ☐ Commercial

Geographic Area:

- ☐ Bigfork & Crested Butte
- ☐ Flathead Eastside & Finley Pt
- ☐ Lakeside, Somers & Rollins
- ☐ Polson to Dayton
- ☐ Swan Lake to O'Fallon

Price Range:

- ☐ No Minimum
- ☐ No Maximum
- ☐ Price Reduced

Property Attributes:

- ☐ Bedrooms
- ☐ Baths
- ☐ Living Min
- ☐ Living Max
- ☐ Land Min
- ☐ Land Max
- ☐ Days on Market (Any)

Search MLS

The team's "Featured Properties" change routinely, inviting viewers to return. Clicking on the property photo takes the viewer to the enhanced detail for this property.

Robust search functionality for Buyers to find exactly what they are looking for.

*One of the best websites I've
seen... A lot of detail*

- Chuck

*I would like to take the time to
commend you user friendly website.
We have referred to it for the
last 3 years (at least).*

- Ryan & Jenn

TARGET MARKETING TEAM WEBSITE

LastBestPlace.com Tidbits

There were almost 70,768 visits to LastBestPlace.com in 2016. The top US states where people are from who look at our website:

Montana	40%
California	10%
Utah	6%
Washington	6%
Texas	5%
Colorado	4%
Oregon	3%
Arizona	3%
Florida	2%
Illinois	2%
Idaho	2%

Top Country's visits:

US	80%
Canada	16%
International	4%

Google accounts for ten times the amount of traffic that directs to our website than any other search engine.

You have more of the listings we want to look at than any other agent, plus you specialize in what we want.

- B and B Olson

LastBestPlace.com—Team's Top Picks

This is the entry point into the search function of the website. Each dot represents one of the Scott Hollinger Team listings or a featured listing from our Multiple Listing Service. Clicking on a dot takes the viewer to an enhanced presentation of the property.

The Scott Hollinger Team

Your Montana Waterfront Experts

[Home](#)
[Our Top Picks](#)
[Montana MLS Search](#)
[Explore the Area](#)
[Blog](#)
[Our Team](#)
[Saved Properties](#)
[Contact Us](#)

RE/MAX

RE/MAX

[View All MLS Listings as a Gallery](#)
[View All MLS Listings on a Map](#)

(406) 837-5531

[Home](#) | [Our Top Picks](#) | [Montana MLS Search](#) | [Explore](#) | [Blog](#) | [Team](#) | [Saved Properties](#) | [DMCA Notice](#) | [Contact](#)
Fax: (406) 837-5169 :: P.O. Box 725, Bigfork, Montana 59911 :: Website design: Delicious Design

MLS Search

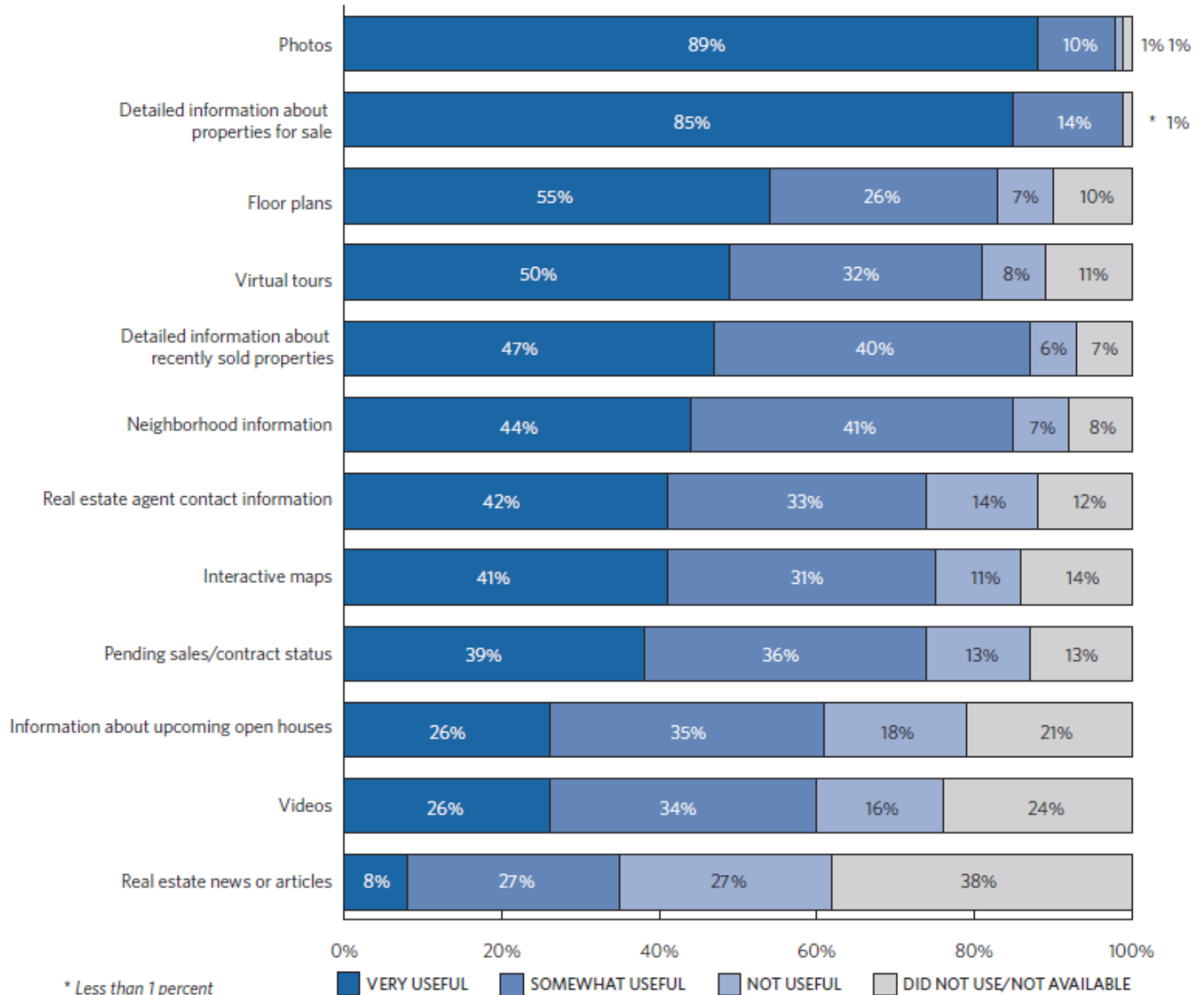
Click on a tag and the viewer sees full property information.

FlatheadRealEstate.com

Customers have clearly shown that the Internet is their "go-to" source. That's why we've spent countless hours making our website have what consumers are looking for.

EXHIBIT 3-18 VALUE OF WEBSITE FEATURES

(Percentage Distribution Among Buyers Who Used the Internet)



Source: 2016 National Association of REALTORS Profile of Home Buyers and Sellers

RE/MAX:
THE COMPANY



You are not only a good real estate agent, you are a booster for our community.

- Roberta Nutting

With the help of Scott, Diana & Kellie, I have "down-sized" and have realized I can take the memories with me and go on with the "rest of my life." People like those three truly make Montana the Last Best Place. Thanks Guys—

- Lucy Rude

Scott Hollinger Team Sells ...

Choosing the Scott Hollinger Team means choosing your representative with a successful track record. There is a team attitude which is the key to personal success as part of the RE/MAX network.

What About "Floor Time"...

In many real estate offices, agents have what is called "floor time". This is when an agent is responsible for taking any incoming phone calls generated by real estate signs or ad calls, etc. What this means is that during this time any call on "Joe Agent's" listing would be taken by the floor person on duty and not necessarily by Joe Agent.

In the RE/MAX of Bigfork office, each agent is sent the calls that come in on their listings. This is extremely advantageous to you. After all, who knows more about the property or has paid money in advertising to make that phone ring. In other offices, the "floor time" agent could be a part-timer, an inexperienced agent who could fumble the call, or an agent who has never seen the property or knows its amenities. At RE/MAX, a higher quality first impression is many times what brings the transaction together.


Personal Financial Commitment...


You may not be aware that RE/MAX agents create their own marketing plan, finance their own advertising and promotions, personally follow through on sales from transaction to close, hire and train their personal support staff, etc. Agents from other offices generally have the corporate office take part in many of these items along with the cost. What this means is that each RE/MAX agent has made a **personal financial** outlay with each listing they accept. This is a powerful commitment of time, energy and their own dollars put to work for you.




PLEASE SELECT A COUNTRY:


North America


 USA


 Canada


 Mexico


Central America


 Belize


 Costa Rica

 El Salvador


 Guatemala


 Honduras


 Nicaragua


 Panama


South America


 Argentina


 Bolivia


 Brazil


 Chile


 Colombia


 Ecuador

 French Guyana


 Peru


 Suriname


 Uruguay


 Venezuela


Caribbean


 Antigua and Barbuda


 Aruba


 Bahamas


 Barbados


 Bonaire


 Cayman Islands


 Curacao


 Dominica


 Dominican Republic


 Grenada


 Jamaica


 Puerto Rico


 St. Barthelémy


 St. Kitts & Nevis

 St. Lucia


 St. Martin


 Trinidad & Tobago


 Turks & Caicos


 US Virgin Islands


Europe


 Albania


 Austria


 Belarus


 Belgium


 Bosnia & Herzegovina


 Bulgaria


 Croatia


 Czech Republic


 Denmark


 England


 Estonia


 Finland


 France


 Germany


 Greece


 Hungary


 Iceland


 Ireland


 Italy


 Latvia


 Liechtenstein

 Lithuania


 Luxembourg


 Malta


 Montenegro


 Netherlands


Middle East


 Bahrain


 Egypt


 Israel


 Kuwait


 Lebanon

 Oman


 Qatar


 Saudi Arabia


 Turkey


 United Arab Emirates


Africa


 Algeria


 Botswana


 Cape Verde


 Mauritius


 Morocco


 Mozambique

 Namibia


 Seychelles


 South Africa


 Zambia


 Zimbabwe


Asia/Pacific


 Australia


 Bhutan


 China


 Guam


 India


 Indonesia


 Japan


 Mongolia


 Nepal

 New Zealand

 Singapore

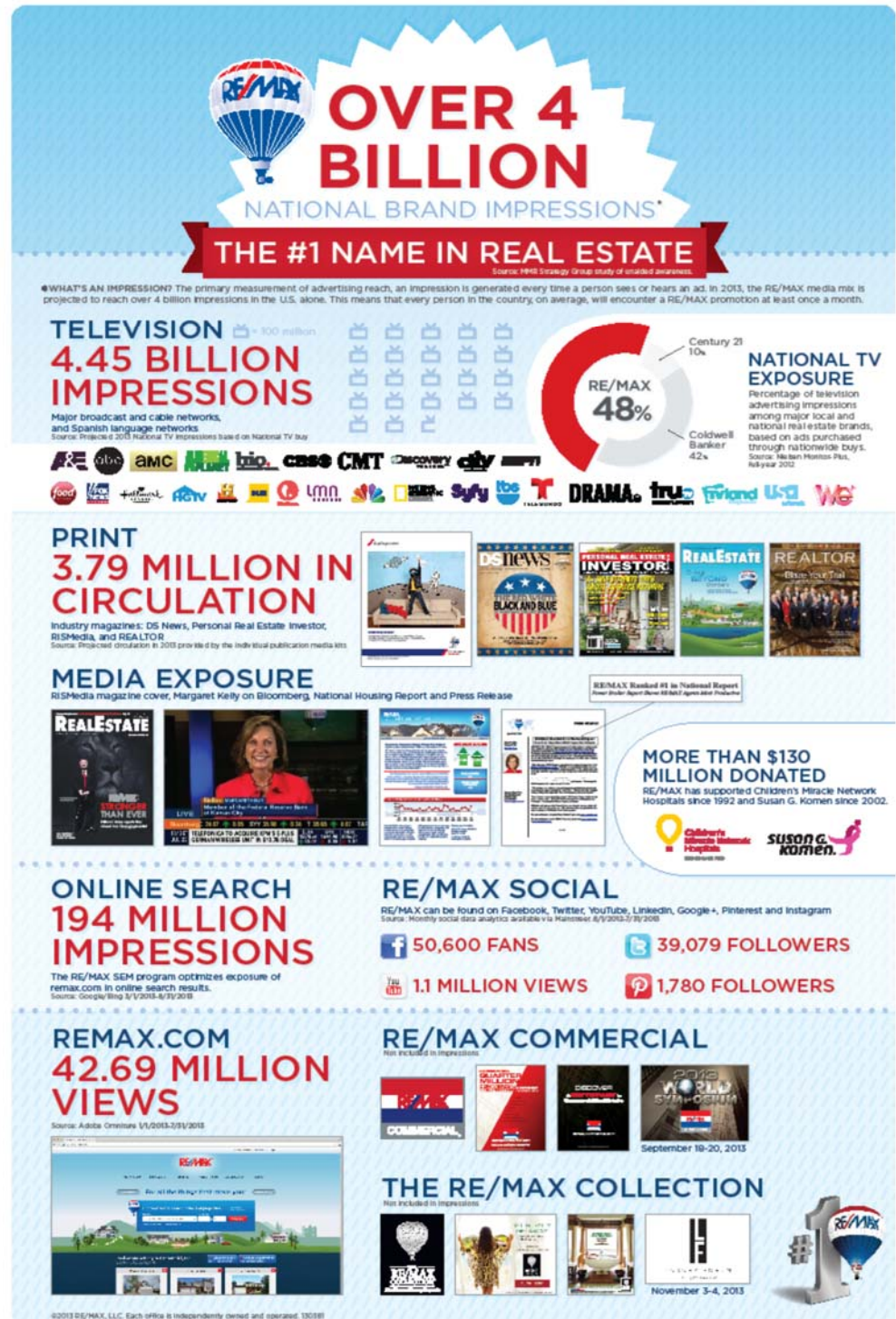
 South Korea

 Sri Lanka

 Thailand

RE/MAX: THE COMPANY

Branding Matters! RE/MAX - The National Reach



I appreciated your periodic updates and comments...I wouldn't hesitate to recommend your services.

- Jeanne Lord

RE/MAX: THE COMPANY



2016 RE/MAX vs. THE INDUSTRY

RE/MAX is the right choice: quality agents, the most productive real estate network, the leading brand and an unmatched global presence.

That's the sign of a RE/MAX agent™

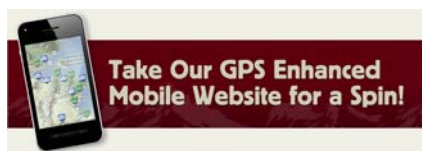
	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY¹	U.S. RESIDENTIAL TRANSACTION SIDES²	BRAND AWARENESS (UNAIDED)³	COUNTRIES⁴	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.3	960,000+	27.0%	95+	6,986	104,826
REALTY EXECUTIVES	10.4	Not released	0.4%	5	516	6,500
ERA REAL ESTATE	9.4	120,919	1.9%	30	2,350	36,800
BERKSHIRE HATHAWAY HomeServices	8.7	Not released	4.0%	1	1,200	42,000
COLDWELL BANKER	8.6	730,128	14.0%	34	3,000	84,800
Century 21	8.2	411,731	19.7%	63	6,900	101,400
Better Homes and Gardens	7.0	62,738	1.0%	2	300	10,200
kw KELLERWILLIAMS	6.8	843,547	8.3%	13	773	133,212
Sotheby's	6.3	100,297	1.6%	44	835	18,800

©2016 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2015, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2015; Keller Williams, Realty Executives and Berkshire Hathaway HomeServices data is from company websites and industry reports. ¹Transaction sides per agent calculated by RE/MAX based on 2016 REAL Trends 500 data, citing 2015 transaction sides for the 1,605 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. ²Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. ³MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ⁴Based on lists of countries claimed at each franchisor's website, excluding claimed locations that are not independent countries (i.e. territories, etc.).

MOBILE TECHNOLOGY

Mobile Devices

www.LastBestPlace goes Mobile!



Driving and see a sign?

Like a neighborhood?

Want a custom search?

Our website is now enhanced to work well on smaller screen sizes of Smartphones, iPhones and Tablets. Users just type in our website address in their browser and will be sent to the mobile site.

GPS enabled means that anyone who drives by a sign can see the price and details.



EXHIBIT 3-19

MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among those Who Used Mobile Search)

	All Buyers	First-time Buyers	Repeat Buyers
Searched with an iPhone	52%	54%	51%
Search with an iPad	46	39	50
Searched with an Android	27	33	23
Found my home with a mobile application	27	30	24
Search with a different tablet	10	11	9
Searched with a Windows based mobile device	6	5	7
Found my agent with a mobile application	4	4	4
Used QR Code that lead me to more information on the property	3	3	4

Source: 2015 National Association of REALTORS Profile of Home Buyers and Sellers

STAGES OF LISTING



- ◇ Discuss the benefits of a home inspection and staging prior to listing
- ◇ Price range recommendation based on comparative market analysis with comments and suggestions as directed by real estate market and your urgency to sell
- ◇ Prepare, review and sign listing contract
- ◇ Prepare detailed file from site visit, county records and owner's records
- ◇ Photograph property, both single and panoramic (where appropriate)
- ◇ Create video (where appropriate)
- ◇ Arrange showings with potential buyers and their agents
- ◇ Pre-qualify potential buyers
- ◇ Watch other comparable listings and sale and keep you aware of these
- ◇ Present and discuss all offers with you
- ◇ Negotiate the transaction with you and the cooperating agent
- ◇ Confirm that any contingencies are completed
- ◇ Coordinate all parties at closing
- ◇ Other services and opportunity as arises...

Thank you for the packet on our property. It is nicely laid out and the virtual tour is most impressive.

- Bob Powell



5 BEST ACTIVITIES WHEN SELLING



*Your representation and protection of
our interests during the negotiations
and sale of our home were invaluable
and very much appreciated.*

- Alan & Karla VanDyke

Activity #1 Price the property correctly from the start

Every seller wants to realize as much money as possible when they sell their property. But, a listing price that is too high often gets the seller LESS than a price that is at market value. **The price must meet both the buyer's and seller's expectations.** If your property is not priced competitively, buyers looking in your price range will reject your property in favor of other properties with more favorable amenities (larger home, more acreage or waterfront, better location). In addition, people who should be looking at your property will not see it because it is priced over their range. Overpricing usually increases time on the market and adds to the carrying costs. Ultimately, most overpriced properties sell below market value.

Activity #2 Showcase your Property

Homes: Have a home inspection completed before or during the initial listing phase. **It is very surprising what the most conscientious homeowners will discover about their home.** Owners who fail to *maintain the integrity of their home* by not making necessary repairs, who don't spruce up the house inside and out, touch up the paint and landscaping, and keep it clean and neat, can chase buyers away as rapidly as REALTORS can bring them. When people sell a car, they make any necessary major repairs (or disclose them), wash it, or maybe even detail it to get the highest possible price. Homes are no different.

Land: Land can be showcased too! First, make your property as accessible as possible. The addition of a road into the property, especially to a premium building site is sure to add to the excitement a buyer feels when looking for a piece of land to build on. Have your property corners well marked so the buyer doesn't have lingering questions about the boundary lines. Views are very important so you may want to consult with a tree trimmer or forest manager to showcase this important feature. Disclose any known easements, encroachments or septic evaluations. These assist the buyer in making a timely decision to purchase.

Activity #3 Use a soft sell during showings

Buying property is an emotional decision. People like to "try on" a home and walk the property and see if it is comfortable for them. It is difficult for them to do that if the seller is following/leading them around pointing out every improvement or feature. It may even have the opposite effect by making them feel like they are intruding on the seller's private space. **It is highly recommended that during the showing, you leave the home or property.** This gives the potential buyer more freedom to look around and speak freely with their agent, and it lets them discover things on their own. Try a tasteful sign to point out some hidden amenity that you feel they might miss. Also, buyers are really great at asking lots of questions when they have them.

5 BEST ACTIVITIES WHEN SELLING

Activity #4 Heed showing feedback

Sometimes it is difficult to see your property through the buyer's eyes because you have an emotional investment in the property. In order to help overcome this inherent weakness, the Scott Hollinger Team provides you with showing feedback to help you to improve the likelihood of a future offer. After each showing the team contacts the showing agent to get feedback from that agent's buyer about the showing quality. It is much easier to get an honest opinion of the property from the showing agent because they are merely repeating the concerns of their buyer. With your best interest at heart, you are asked to take this feedback with an open mind. Sometimes agents in other offices are not good about returning calls or sending the feedback form back, so don't be disappointed if feedback is not available for each showing.

Please understand that the buyer is viewing many properties and that your property is in competition with these. **With thorough consideration of the feedback, your property can be positioned so your next showing is more successful.** Taking measures like performing a pre-listing home inspection can eliminate many objections and likely produce a quicker, smoother, better sale.

Activity #5 Respond to all offers, even the low ones

Even a "basket-case" offer has the chance of coming together with good negotiating skills. Receiving a "low ball" offer can sometimes put sellers in a defensive mode. **No matter how well a property is priced it is just in some buyer's nature to start out low.** If your property is truly priced at market value, take the time to make a counter offer (even at the list price.) One cannot assume anything about a buyer. The team's rule for offers is to never to be the party where the negotiations stopped. We highly recommend making the effort to keep negotiations going until an agreement can be made. With many terms involved on both the seller and buyer sides, it may take several "back and forths" to find the middle ground for a Win-Win transaction.

"The Quick 10" in a tough market

1. You don't "start high".
2. You don't try to sell something that is dirty or needs repair.
3. You don't expect to "sell quickly".
4. You understand that if you hold on for too long to get the "better price", you can shoot yourself in the foot.
5. You don't try to "do it yourself". You need professional help and marketing NOW more than you ever did before.
6. You don't take offense when your buyers low ball, or ask for a discount.
7. You don't cling to the idea that the price 6 months ago has anything to do with the price today.
8. You understand you must get over your emotional attachments to the thing you want to sell.
9. You make it EASY for a buyer to buy.
10. You show compassion.

Someday, sellers will rise up and once again, make all the rules. Until then, sellers must understand this: It is exhausting for buyers to constantly dog paddle. And scary. Even if it is in a sea of ridiculously low prices.

Blog by Janet Guilbault- California Mortgage Advisor
San Francisco Area - March 9, 2009

All of your ideas were of help in moving my property. Your team was right on the ball, always there with answers to our questions..

- Venus Shrider

EXPERIENCE



Scott Hollinger



Diana Rahdert Kellie Hilley

• The Hollinger Team

TEAM Real Estate Awards

RE/MAX Team Sales - Montana—1st Place 2000, 2001, 2003, 2004, 2005, 2009, 2010, 2011, 2012
2nd Place 2002, 2006, 2007, 2013, 2014, 2015
10th place recognition for Team Sales within entire RE/MAX Pacific Northwest Region—2013

TEAM Real Estate Education

Star Power Universities—Advanced education by real estate industry leader Howard Brinton
Real Estate Team Building
Buyer Specialization Course
Listing Specialization Course
Tom Ferry Coaching Seminar
NW MT Association of Realtors—Continuing education credits hours—12/year for each member

• Scott Hollinger—Team Lead Broker

Licensed in real estate - 1978
Opened RE/MAX of Bigfork - 1984

Designations & Awards:

RE/MAX Platinum Club - 2008, 2009, 2010, 2011, 2012, 2013, 2015
RE/MAX Chairman's Club—2003, 2004, 2005, 2006, 2007, 2013
RE/MAX Lifetime Achievement award—2003
Rated in Top 1% in sales within RE/MAX every year since 1988
Graduate Real Estate Institute (GRI) designation -1983
Qualifications: Three years of graduate level educational seminars
Certified Residential Specialist (CRS) designation -1993
Qualifications: 10 yrs experience, over 100 properties sold, educational seminars
Certified Real Estate Brokerage Manager (CRB) designation -1999
Qualifications: 10 yrs managing real estate business, educational seminars
CDPE Designation 2009 - "Certified Distressed Property Experts" education

Past/Present Activities:

Past president of Flathead Marketing Forum (1031 Exchange Group)
RE/MAX International Convention Panel Speaker for 2001, 2003, 2004, 2009, 2011
Bigfork Land Use Advisory Committee, past Chair
Flathead County Board of Adjustments Chair
Past State Director of MT Association of Realtors
NW MT Assoc. of Realtors Director and Professional Standards Committee Member
Angel Flight Pilot
LEAP after school program Volunteer
Red Cross Blood Drive Donor regularly
Hobbies include: Skiing, Swimming, Fishing, Sailing, Flying, Ice Skating, Hiking and Kayaking

• Diana Rahdert—Team Broker

Designations & Awards:

RE/MAX Presidents Club 2004
RE/MAX Executive Club 2005, 2006, 2012, 2013, 2014
Graduate Real Estate Institute (GRI) designation -2015
Qualifications: Three years of educational seminars
CDPE Designation 2009- "Certified Distressed Property Experts" education

Present/Past Activities:

Rotary Club of Bigfork President & Board Member
Flathead Community Foundation "Women Who Wine" sustaining member
Friends of Bigfork Schools Board Member; - Director of annual Variety show
Bigfork Playhouse Children's Theater Fundraiser
Bigfork Chamber of Commerce Member
LEAP after school program Volunteer
Flathead Building Association Member
Hobbies include: Reading, Camping, Kayaking, Cooking

• Kellie Hilley—Team Associate

Designations & Awards:

Graduate Real Estate Institute (GRI) designation -2007
Qualifications: Three years of educational seminars
CDPE Designation 2009- "Certified Distressed Property Experts" education

Past/Present Activities:

"Road to Recovery" volunteer driver
"America Reads" volunteer
ACES after school program mentor
First Descents Cancer Camp
Wylldlife youth volunteer
Hobbies include: Reading, Bible Study, Cooking, Run, Bike, Swim

EXPERIENCE



We want to thank you for selling our property in a professional and courteous manner. We were surprised and amazed that it was done in such an easy and effortless way...

- Don & Betty Trankle

I have the greatest confidence in you concerning any property we may buy or sell.

- The Hoopers



• Dane Hollinger— Team Broker

Designations:

Graduate Real Estate Institute (GRI) designation—
Completed 1st year toward degree 2015
Qualifications: Three years of educational seminars

Present/Past Activities:

Hobbies include: Hunting, Traveling



• Drew Hollinger— Team Associate

Designations:

Graduate Real Estate Institute (GRI) designation—
Completed 1st year toward degree 2015
Qualifications: Three years of educational seminars

Present/Past Activities:

Hobbies include: Wakeboarding, Photography, Drones

EXHIBIT 4-12 HOW BUYER FOUND REAL ESTATE AGENT, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	42%	52%	37%
Used agent previously to buy or sell a home	11	2	17
Website (without a specific reference)	9	11	8
Visited an open house and met agent	6	4	7
Saw contact information on For Sale/Open House sign	4	4	5
Referred by another real estate agent/broker	5	4	6
Personal contact by agent (telephone, e-mail, etc.)	3	4	3
Referred through employer or relocation company	3	2	3
Walked into or called office and agent was on duty	2	2	2
Mobile or tablet application	1	1	1
Newspaper, Yellow Pages or home book ad	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	1
Saw the agent's social media page without a connection	*	*	1
Other	11	13	10

*Less than 1 percent

Source: 2016 National Association of REALTORS Profile of Home Buyers and Sellers

Appendix A

Misc Statistics

EXHIBIT 3-2

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, BY AGE

(Percentage Distribution)

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
Looked online for properties for sale	44%	32%	42%	51%	33%
Contacted a real estate agent	17	11	13	15	26
Looked online for information about the home buying process	13	21	16	8	8
Contacted a bank or mortgage lender	7	14	8	6	4
Drove-by homes/neighborhoods	6	5	4	8	9
Talked with a friend or relative about home buying process	6	14	9	3	5
Visited open houses	3	1	3	4	6
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	1	*	1	1	1
Contacted builder/visited builder models	1	*	1	3	4
Attended a home buying seminar	1	2	1	*	*
Contacted a home seller directly	1	*	1	1	3
Looked in newspapers, magazines, or home buying guides	1	*	1	*	2
Read books or guides about the home buying process	*	*	1	*	*
Other	1	*	1	1	1

* Less than 1 percent

EXHIBIT 2-20

SIZE OF HOME PURCHASED, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				CHILDREN IN HOME		
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
1,000 sq ft or less	*	*	1%	1%	1%	*	*	*
1,001 to 1,500 sq ft	15	8	28	27	24	17	10	17
1,501 to 2,000 sq ft	27	23	39	35	31	28	20	31
2,001 to 2,500 sq ft	26	29	20	22	25	30	27	26
2,501 to 3,000 sq ft	15	17	9	7	11	12	17	13
3,001 to 3,500 sq ft	8	10	3	5	6	4	11	6
3,501 sq ft or more	9	12	1	3	3	10	14	6
Median (sq ft)	1,900	2,010	1,520	1,575	1,670	1,850	2,100	1,800

* Less than 1 percent

Source: 2016 National Association of REALTORS Profile of Home Buyers and Sellers

Appendix B



KELLEY APPRAISAL Real Estate Appraisers & Consultants - Ph. (406)755-2015

1001 S. Main St., P.O. Box 1633, Kalispell, MT 59903-1633

Fa x: (406)755-2003 - Email: jim@kelleyappraisal.net

Market Trends Update Flathead County

Overall Residential Sales in Flathead County

Time Period	Volume	% Change	Median \$	% Change	Average \$	% Change
2005	1789		\$220,000		\$309,299	
2006	1870	4.5%	\$245,000	11.4%	\$356,683	15.3%
2007	1357	-27.4%	\$250,000	2.0%	\$361,798	1.4%
2008	984	-27.5%	\$239,000	-4.4%	\$327,882	-9.4%
2009	912	-7.3%	\$200,000	-16.3%	\$277,622	-15.3%
2010	1039	13.9%	\$197,000	-1.5%	\$271,890	-2.1%
2011	1029	-1.0%	\$180,000	-8.6%	\$251,824	-7.4%
2012	1333	29.5%	\$188,000	4.4%	\$267,850	6.4%
2013	1539	15.5%	\$210,150	11.8%	\$286,230	6.9%
2014	1505	-2.2%	\$230,000	9.4%	\$295,820	3.4%
2015	1683	11.8%	\$242,500	5.4%	\$313,106	5.8%
2016	1680	-0.2%	\$255,000	5.2%	\$326,715	4.3%

2016	Number	Pctg.	Median \$	% Chg.	Average \$	% Chg.
Bank Owned	65	3.9%	\$174,500	10.4%	\$251,480	19.6%
Short Sales	7	0.4%	\$152,500	-25.8%	\$133,786	-52.8%
Non-Distress	1608	95.5%	\$259,000	4.0%	\$330,599	2.9%
2015	Number	Pctg.	Median \$	% Chg.	Average \$	% Chg.
Bank Owned	118	7.0%	\$158,000	5.3%	\$210,227	12.6%
Short Sales	17	1.0%	\$205,500	14.8%	\$283,218	34.0%
Non-Distress	1548	92.0%	\$249,000	5.1%	\$321,423	4.6%

January 2017

Residential Land Sales in Flathead County

Time Period	Volume	% Change	Median \$	% Change	Average \$	% Change
2005	1089		\$90,000		\$155,526	
2006	782	-28.2%	\$115,000	27.8%	\$174,330	12.1%
2007	465	-40.5%	\$119,500	3.9%	\$204,368	17.2%
2008	310	-33.3%	\$120,000	0.4%	\$163,956	-19.8%
2009	156	-49.7%	\$100,000	-16.7%	\$157,349	-4.0%
2010	226	44.9%	\$65,000	-35.0%	\$100,568	-36.1%
2011	197	-12.8%	\$85,000	30.8%	\$124,451	23.7%
2012	327	66.0%	\$60,000	-29.4%	\$117,387	-5.7%
2013	527	61.2%	\$55,000	-8.3%	\$95,474	-18.7%
2014	500	-5.1%	\$74,500	35.5%	\$111,573	16.9%
2015	481	-3.8%	\$80,000	7.4%	\$109,943	-1.5%
2016	486	1.0%	\$80,000	0.0%	\$133,104	21.1%

Appendix C1

Absorption Rate - RESIDENTIAL

shown by Price Range — 2016

Absorption Rates give us an indication of how long it will take for Listed properties to be fully sold out based on last year's rate of sale as reported in the NW Montana MLS. In other words, if no new properties came on the market, we could predict how many months it would take to have all of the properties sell in each price class given consistent rates of sale.

The Absorption Rates shown is generated by taking the number of properties remaining on the market and dividing it by the average rate per month of properties that actually sold. For example if 5 properties sold and there are 20 on the market, it would take 4 years to sell out completely.

Of note is that the lower half of the price brackets consistently have better (shorter) absorption rates.

SOLD Price	Sold in 2016	Active as of 12/31/2016	Absorption Rate 2016 in months	Absorption Rate 2015 in months
\$0—\$200,000	796	217	3 mo	5 mo
\$200,000 - \$250,000	393	110	3 mo	5 mo
\$250,000 - \$300,000	372	158	5 mo	7 mo
\$300,000 - \$350,000	210	102	6 mo	9 mo
\$350,000 - \$400,000	167	135	10 mo	12 mo
\$400,000 - \$450,000	110	72	8 mo	1.3 yrs
\$450,000 - \$500,000	68	78	1.2 yrs	1.7 yrs
\$500,000 - \$550,000	44	37	10 mo	11 mo
\$550,000 - \$600,000	32	72	2.3 yrs	2.4 yrs
\$600,000 - \$650,000	25	31	1.2 yrs	10 mo
\$650,000 - \$700,000	23	55	2.4 yrs	2.8 yrs
\$700,000 - \$750,000	25	18	8.6 mo	1.8 yrs
\$750,000 - \$800,000	16	47	3 yrs	16 yrs
\$800,000 - \$850,000	15	18	1.2 yrs	10 mo
\$850,000 - \$900,000	13	26	2 yrs	3 yrs
\$900,000 - \$950,000	6	7	1 yr	2 yrs
\$950,000 - 1 million	8	32	4 yrs	6.4 yrs
1 million - \$1,250,000	14	22	1.6 yrs	12 mo
\$1,250,000—1.5 million	16	43	2.7 yrs	3.7 yrs
1.5 million - 2 million	11	65	5.9 yrs	6.6 yrs
2 million - 3 million	10	40	4 yrs	3.8 yrs
Over 3 million	4	46	11.6 yrs	9.3 yrs

Appendix C2

Absorption Rate - LAND

shown by Price Range for 2016

Absorption Rates give us an indication of how long it will take for Listed properties to be fully sold out based on last year's rate of sale as reported in the NW Montana MLS. In other words, if no new properties came on the market, we could predict how many months it would take to have all of the properties sell in each price class given consistent rates of sale.

The Absorption Rates shown is generated by taking the number of properties remaining on the market and dividing it by the number that actually sold. For example if 5 properties sold and there are 20 on the market, it would take 4 years to sell out completely.

SOLD Price	# Sold In 2016	# For Sale as of 12/31/2016	Absorption Rate 2016	Absorption Rate 2015
0-\$50,000	243	400	1.7 yr	1.4 yr
\$50,000 - \$100,000	321	683	2.1 yr	2.7 yr
\$100,000 - \$150,000	137	295	2.2 yr	2.7 yr
\$150,000 - \$200,000	71	240	3.4 yr	4.9 yr
\$200,000-\$250,000	45	121	2.7 yr	3.0 yr
\$250,000-\$300,000	23	86	3.8 yr	3.9 yr
\$300,000-\$400,000	15	126	8.4 yr	4.7 yr
\$400,000-\$500,000	18	52	3 yr	4.6 yr
\$500,000-\$750,000	8	79	9.8 yr	5.1 yr
\$750,000 -1 million	9	44	4.9 yr	5.3 yr
1 million - 2 million	4	43	10.8 yr	11.2 yr
Over 2 million	4	45	11.4 yr	40 yrs

Appendix D

Estimated Proceeds

When you have a sale on your property, the title company will prepare a settlement statement for the transaction. The following worksheet lists many of the common items you will find on your settlement statement. There may however, be other expenses that are particular to your sale not noted below.

Selling Price _____

Less Expenses of Sale:

Title Insurance _____

Escrow Opening Fee (if any) _____

Title Company fee (Closing Agent) _____

Commission to Broker _____

Property Tax prorated _____

Express Mail charges _____

Repairs required for sale _____

Survey/corner marking costs _____

(Note: Marking corners is best taken care of at the time of listing.)

Septic pumping _____

Other _____

Total Expenses - _____

Net after Expenses _____

Mortgage(s) outstanding _____

Taxes outstanding (for current or past years) _____

Other liens/debt (ie Home equity loans) _____

Total - _____

Proceeds _____

Other considerations—

Holding Costs for Time on Market - _____

(Mortgage, taxes, HOA fees, utilities, etc)

Ending NET to Seller _____

Scott Hollinger Team
406.837.5531
LastBestPlace.com

RE/MAX of Bigfork
8545 Hwy 35
PO Box 725
Bigfork, MT 59911

Waterfront Statistics for Scott Hollinger Team

Appendix F



	<u>Properties Sold*</u>	<u>Frontage Sold*</u>
2015-2016 . . .		
Echo Lake	3	2155
Ashley Lake	1	155
Flathead River	1	315
Swan Lake	2	896
Lake Blaine	1	114
Flathead Lake	10	3993
Kootenai River	1	2000
Lake Mary Ronan	1	262
Whitefish River	1	680
McCaffery Lake	1	<u>330</u>
	2015-2016 Total	10,900
2013-2014 . . .		
Ashley Lake	5	740
Echo Lake	2	237
Flathead Lake	14	2271
McGregor Lake	1	144
Abbot Lake	1	140
Bitterroot Lake	2	210
Swan Lake	4	712
Swan River	1	250
Lake Blaine	1	114
Flathead River	1	<u>415</u>
	2013-2014 Total	5233
2010 - 2012 . . .		
Ashley Lake	2	274
Echo Lake	2	500
Flathead Lake	25	3484
McGregor Lake	1	124
Abbot Lake	1	872
Bitterroot Lake	5	670
Flathead River	2	590
Swan Lake	1	100
Lake Mary Ronan	1	<u>160</u>
	2010-2012 Total	6,774
2007 - 2009 . . .		
Flathead Lake	2	1624
Bitterroot Lake	2	600
McGregor Lake	6	1135
Echo Lake	7	2017
Ashley Lake	1	186
Lake Mary Ronan	1	<u>158</u>
	2007-2009 Total	5,720
Previous years . . .		<u>114,002</u>

Running Total of Waterfront Feet Sold . . . 142,629

* NAVIGABLE FRONTAGE (Does not include condos or access properties)



Thank you for taking the time to read this presentation. Our team of professionals has only one goal in mind . . . To exceed your expectations in the Last Best Place. A majority of our business comes from clients satisfied enough to call us again and recommend us to their friends and relatives. We're proud of this fact and would be honored to serve you as well.

*Respectfully,
Scott, Diana, Kellie, Dane & Drew*

THE SCOTT HOLLINGER TEAM

Representing NW Montana **RE/MAX** of Bigfork

406.837.5531



THE HOLLINGER TEAM

www.LastBestPlace.com