



REMAX®

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

The Hollinger Team

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

**406.837.5531
FlatheadRealEstate.com**

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

TABLE OF CONTENTS

The Hollinger Team Listing Summary

Our Pledge to You

Team Profiles

RE/MAX vs other brokerage firms

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: Absorption Rates for Homes & Land

Appendix C: Estimated Proceeds

Appendix D: Waterfront Sold by The Hollinger Team

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.

REALTOR Code of Ethics Standard of Practice 1-3:

Realtors, in attempting to secure a listing, shall not deliberately mislead the owner as to market value.

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 and unethical. 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



RE/MAX Success:

2025 REMAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.



MONTANA

Major, Full-Service Brokerage Brands

	Transaction Sides Per U.S. Agent (Large Brokerages)*	U.S. Transaction Sides*	U.S. Brand Awareness (Unaided)*	Countries & Territories	Offices Worldwide	Agents Worldwide
	11.7	597,770	36.4%	110+	8,735	146,627
	6.0	70,092	1.6%	37	2,300	43,200
	5.7	828,875	14.5%	60	1,000	165,000
	5.5	460,374	21.2%	45	2,900	96,300
	5.4	239,787	7.3%	11	1,500	50,000
	5.4	117,860	3.3%	84	1,100	26,100
	5.2	58,230	2.2%	6	400	11,200
	5.0	219,329	30.9%	79	11,000	130,200
	4.9	1,174	N/A	1	18	242
	4.7	5,990	0.1%	30	1,000	21,269
	3.7	90,298	0.1%	2	N/A	26,000
	2.6	64,500	0.1%	1	223	25,000

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 almost 50 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 and grandchildren) are 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 her 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 thirty 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 very active member of the Kalispell Noon Rotary Club and Rotary District 5390 along with being a current council member of the Flathead Co Agency on Aging. 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 teacher and the other a mechanical engineer, both graduated from Bigfork High School and Montana State University. (Go Cats!)

Matched with her artistic flair, Diana writes the property descriptions, takes photos and creates the property 3-D tours along with team promotions and mailers. 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*

Supporting Team Members

Delicious Design—Innovative and imaginative Bend, OR marketing company who designed the team websites, FlatheadRealEstate.com, LastBestPlace.com and our office site Remax-Bigfork-MT.com
<http://www.deliciousdesign.com/>

Insured Title and Lake Co Title and several other title companies in Flathead and Lake County who are entrusted with the title transfer and closing paperwork for our clients.

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

POWER OF A TEAM

The Hollinger Team

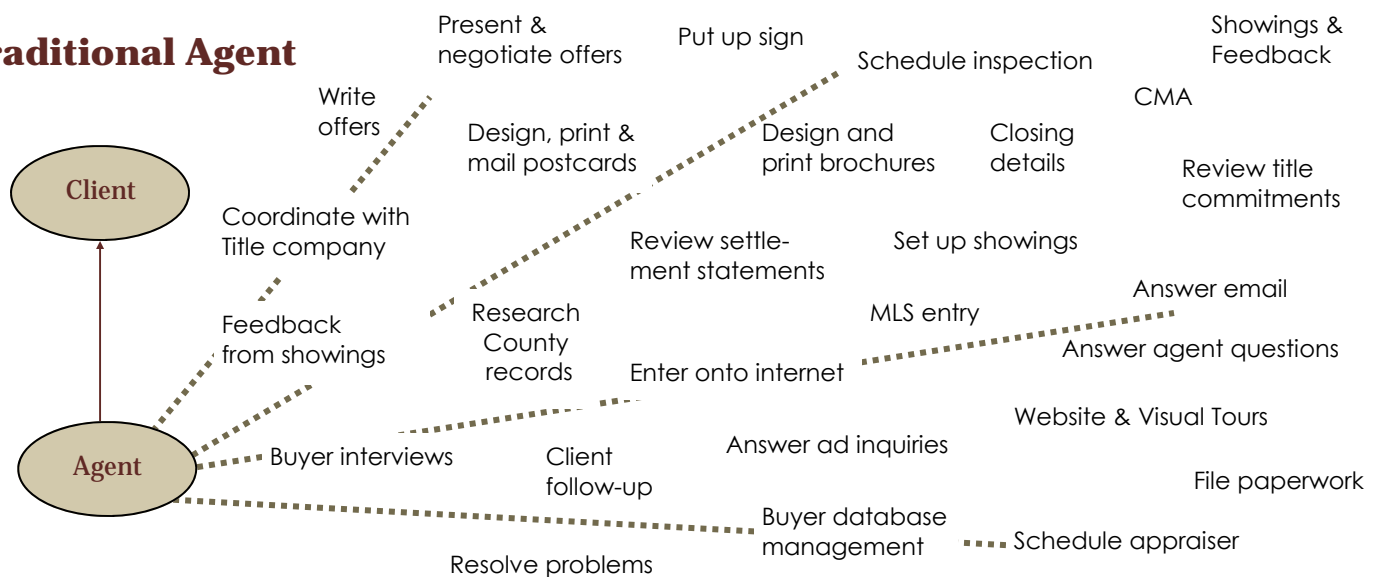
It makes perfect sense! Just like a surgeon with a team experienced in delicate procedures, our team is constructed of dynamic, highly skilled members, each licensed and handling their **specialized role** to serve our sellers and buyers. How much service can you get from an agent who tries to do all 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 **34** 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 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



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 sale		√
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 most buyers 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.

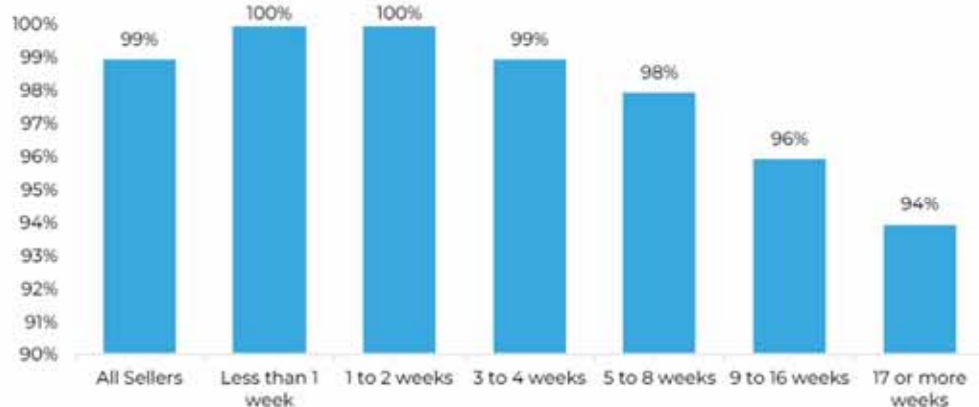
By looking at the properties that have recently sold, we can see what other property owners have actually received over the last few months. This is the acid test that is used by lending institutions to determine value and how much they will be willing to lend a buyer for your property.

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 2025 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. As the time on the market lengthens, the share of properties that sell below their listing price increases.

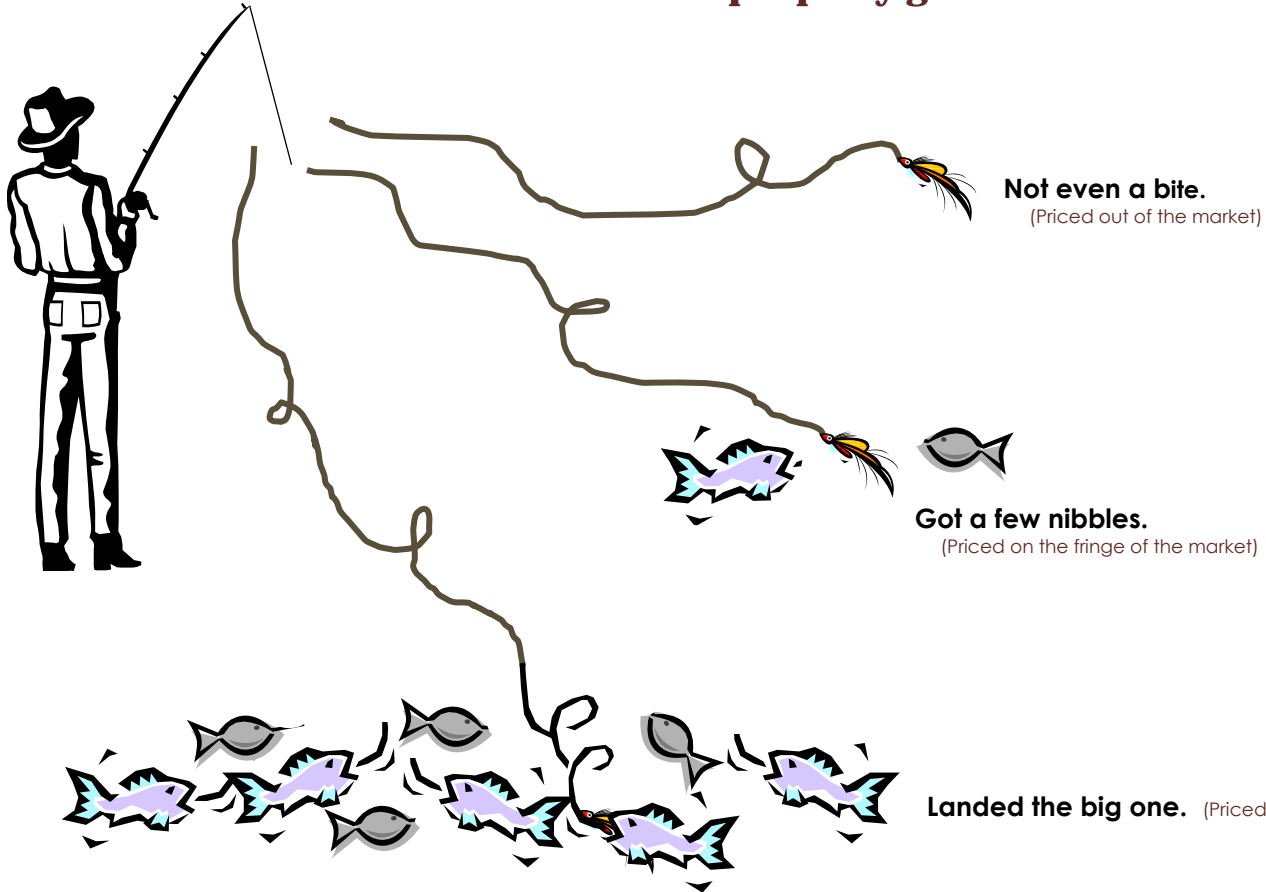
Exhibit 6-21 Sales Price Compared with Listing Price, by Number of Weeks Home Was on the Market
(Medians)



Time on the market and the ratio of the sales price to the listing price have a strong relationship; generally, the longer a home is on the market, the greater the discount from the listing price upon sale. Homes that were on the market for two weeks or less received a median of 100 percent of their asking price.

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!

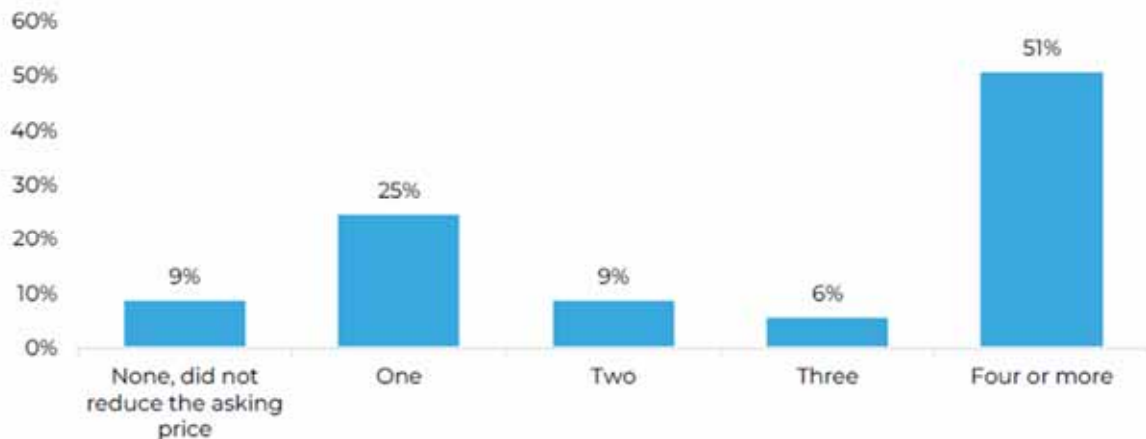
PRICING



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 6-22 Number of Times Asking Price Was Reduced
(Percentage Distribution)



Nine percent of sellers did not reduce the asking price, while 25 percent of sellers reduced the asking price just once.

Exhibit 6-19 Sales Price Compared with Listing Price
(Percentage Distribution of Sales Price as a Percent of Listing Price)

	ALL SELLERS
Less than 90%	9%
90% to 94%	13%
95% to 99%	29%
100%	28%
101% to 110%	15%
More than 110%	6%
Median (sales price as a percent of listing price)	99%

For recently sold homes, the final sales price was a median of 99 percent of the final listing price.

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. 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.

4. 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, Matterport 3D software, contact management software and digital signing capabilities.

We use our Smart phones, voicemail, text and email daily to keep in contact with our office and clients. Our website contains great information about all of our listings: FlatheadRealEstate.com and LastBestPlace.com

5. 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.

6. Do you have professional designations?

Yes, 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).

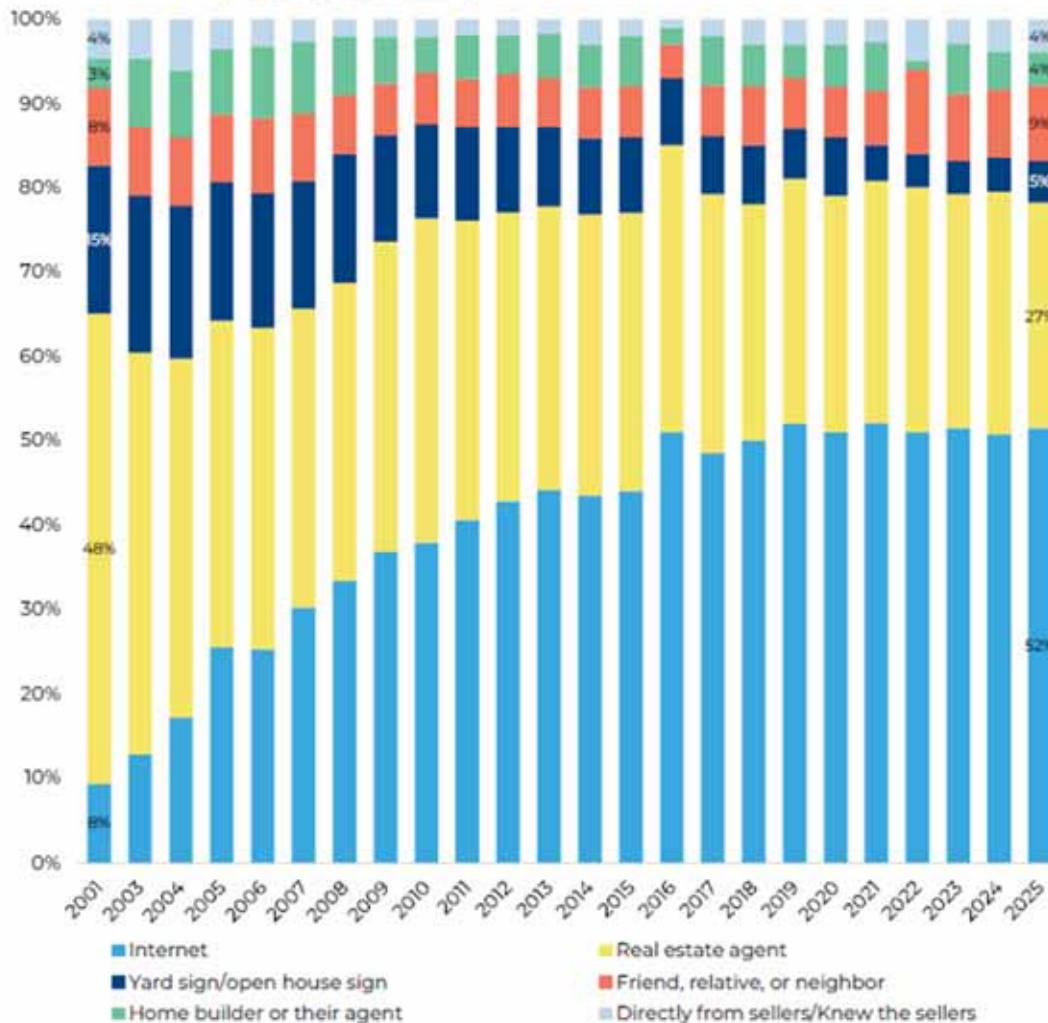
9. Can you provide me with all of the listing and sales forms so that I can read and understand them before entering a transaction?

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 timeframe (aka urgency to sell).

Exhibit 3-6 Where Buyer Found the Home They Purchased, 2001-2025
(Percentage Distribution)



In 2025, 52 percent of buyers found their home on the internet, 27 percent through a real estate agent, and nine percent through a friend, relative, or neighbor.

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 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.FlatheadRealEstate.com as one of the very best!

- Property is advertised on searchable sites on the internet:

The Team: FlatheadRealEstate.com
LastBestPlace.com
MontanaLuxuryHomes.com
FlatheadMLS.com
FlatheadHomeFinder.com

The Office: Remax-Bigfork-MT.com

Regional MLS site: 406MLS.com

National & International Presence on most visited real estate websites:

Zillow.com + Trulia.com (250,000,000 monthly visitors)

Homes.com (104,000,000 monthly visitors)

REALTOR.com (66,000,000 monthly visitors)

[Redfin](http://Redfin.com) (8,000,000 monthly visitors)

Remax.com (4,700,000 monthly visitors)
(per AI search for 2025)

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

REMAX.com/Luxury

[Google My Business—Hollinger Team page](#)

LoopNet.com ([commercial/business listings only](#))

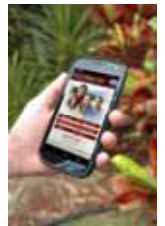
Our Mobile website FlatheadRealEstate.com is GPS enabled so iPhones and "smart" phones users can find properties near their location.

Social Media

[Facebook Team Page](#)

[YouTube Channel \(video\)](#)

[Rotating features in Monthly E-Newsletters](#)



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 2,400 regional brokers, salespersons, affiliates and appraisers from south of Missoula to the Canadian border.
- Promote property at MLS weekly broker meetings
- All information scanned to MLS where it can be retrieved efficiently by interested parties (agents & buyers)

Placement Marketing to Buyers

- Place RE/MAX sign on property where appropriate (5 % of sales come from signs)
- Mailings or postcards to target market group and/or neighbors when appropriate

TARGET MARKETING

facebook

Visit our facebook page.

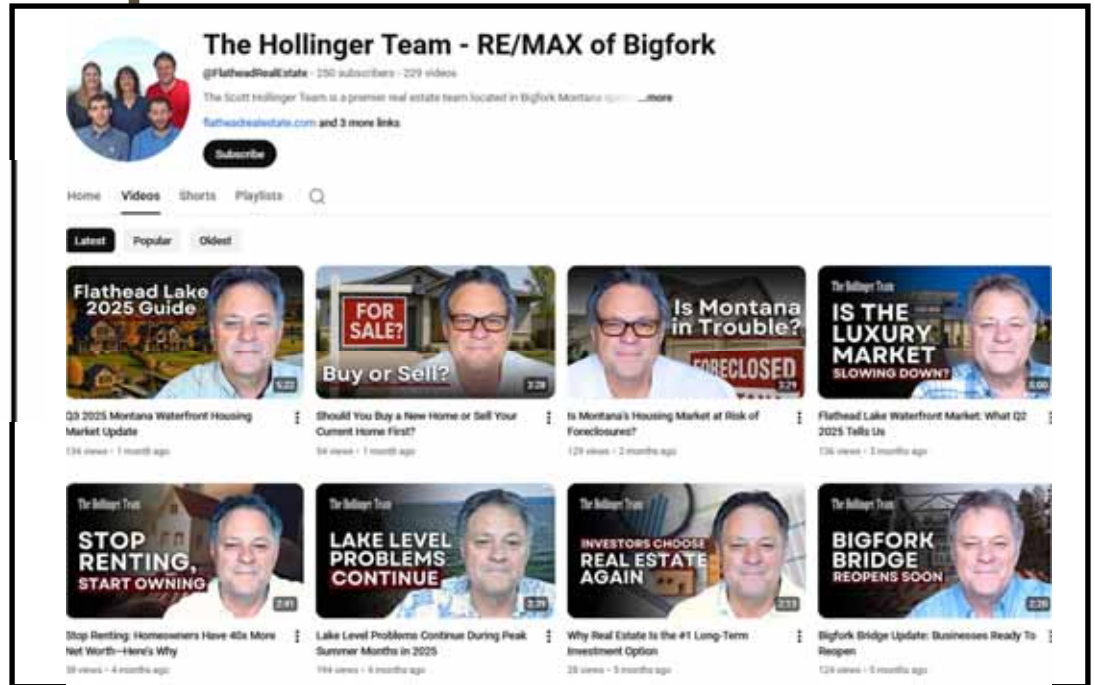
Social Media—Team Page



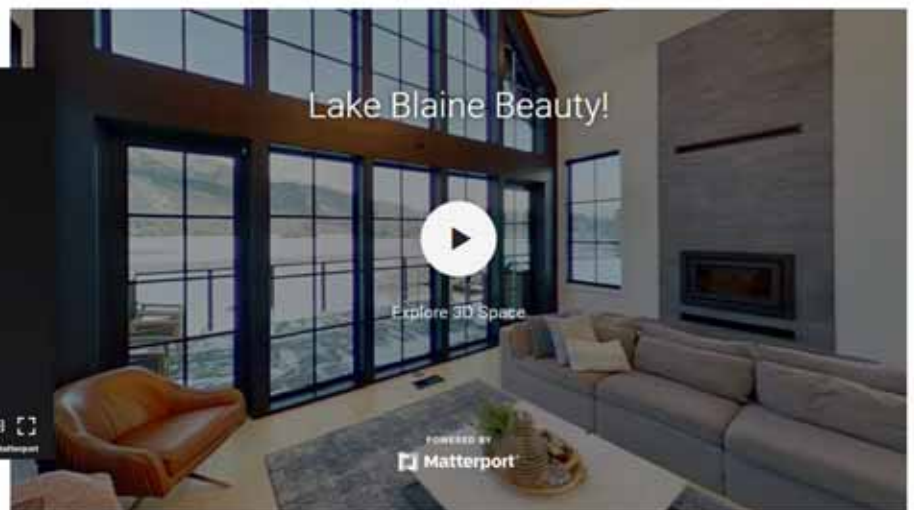
The screenshot displays the Facebook profile of 'The Hollinger Team'. The cover photo features a scenic view of a lake and forested hills, with the team's name 'The Hollinger Team' overlaid in a large, white, serif font. Below the cover photo, the profile picture shows a group of five people. The page name 'The Hollinger Team' is followed by '506 likes • 536 followers'. Navigation buttons for 'Advertise', 'Manage', and 'Edit' are visible. The main content area includes a 'How healthy is your Page?' section with a green progress bar and suggestions to link a WhatsApp account and invite friends. Below this is an 'Intro' section with the team's location (Flathead Valley), a 'Page - Real Estate Agent' badge, and contact information (address, phone, and email). The right sidebar shows a 'What's on your mind?' prompt, 'Live video', 'Photo/video', and 'Get messages' options. The 'Featured' section contains a post from 'The Hollinger Team' recommending a local warming center, accompanied by a photo of people sitting on a couch.

TARGET MARKETING

Video—Team Channels



360 degree self guided tours with popular Matterport platform



This virtual 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

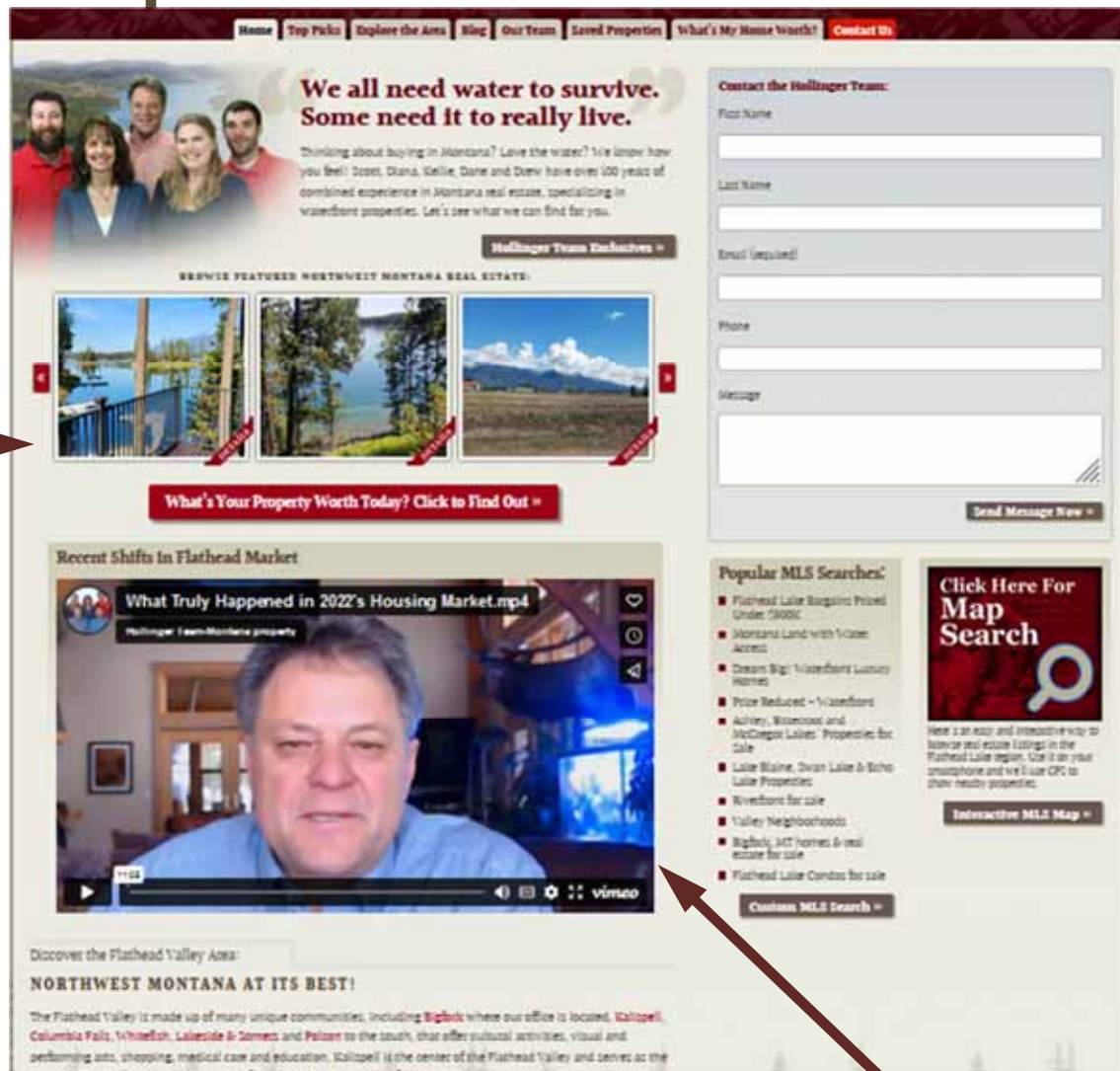
FlatheadRealEstate.com—HOME PAGE

FLATHEADREALESTATE.com averages 300 or more visitors per day, viewing on average 5 pages.

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

Robert Rekward, Delicious Design

"Featured Properties" change routinely, inviting viewers to return. Clicking on the property photo takes the viewer to the enhanced detail.



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

- Ryan & Jenn

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

- Chuck

Videos are produced and posted with great market and real estate information for buyers and sellers.

TARGET MARKETING TEAM WEBSITE

FlatheadRealEstate.com Tidbits

In 2024:
93,000+ visitors looked at our website, Flathead RealEstate.com. Within the US visitors, here are where people are from who look at our website the most:

Montana	17%
Colorado	12%
California	10%
Arizona	9%
Washington	8%
Texas	6%
Utah	4%
Florida	3%
Illinois	3%
New York	3%
Other States	25%

Top Country's visits:	
US	48%
Canada	18%
International	34%

FlatheadRealEstate.com—Team's Top Picks

This is the entry point into the property search function of the website. Each dot represents one of the 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

Browse Our Team's Top Picks...

Welcome to NW Montana's Flathead Valley. Get ready to pick out your favorite place! If you'd like some descriptions of the various lakes, rivers and towns, please read up on our [Explore the Area](#) page.

Below are several map options for your use. The default map below shows the Scott Hollinger Team's current real estate listings on and off the water and a few others that we feel are good properties at good prices! If you want to see EVERYTHING for sale, you've come to the right place! Use the gray buttons at the top right of the map to view all MLS listings in NW Montana. (Please be patient during loading, but it'll be worth it!)

If you use "View All MLS Listings on a Map", the map can move in and out so you can go to the area of choice. You can even switch over to a satellite view. So, that said, don't be shy about getting up close. If you see something you like, there are usually lots of photos and a virtual tour. Then pop us an email or give us a call. We'd love to hear from you. You can also [search in our Northwest Montana MLS](#) (Multiple Listing Service) and specify price range, bedroom count, lot size etc.

View All MLS Listings as a Gallery | View All MLS Listings on a Map

Map | Satellite

- Residential
- Land
- Commercial
- Neighborhood

Map data ©2015 Google Terms of Use Report a map error

(406) 837-5531 Home | Our Top Picks | Montana MLS Search | Explore | Blog | Team | Saved Properties | DMCA Notice | Contact
Fax: (406) 837-5569 :: P.O. Box 725, Bigfork, Montana 59911 :: Website Design: Delicious Design

MLS Search

©2015 Scott Hollinger RE/MAX of Bigfork. All rights reserved. All information is subject to change without notice. The information is provided for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate.

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

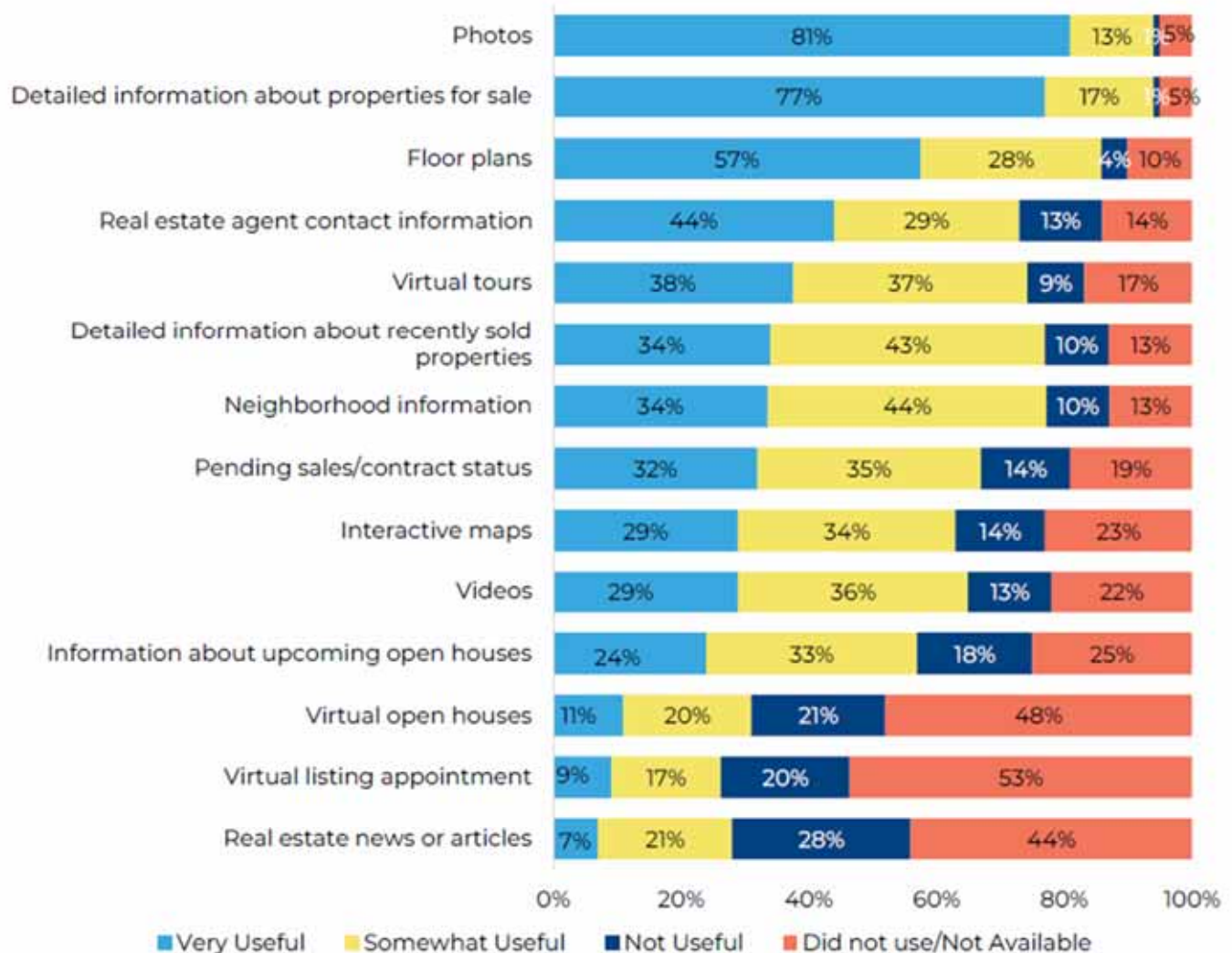
Click on a tag and the viewer sees
full property information.

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.

Chapter 3: The Home Search Process

Exhibit 3-8 Value of Website Features
(Percentage Distribution)



Buyers who used the internet during their home search found photos (81 percent), detailed information about properties for sale (77 percent), floor plans (57 percent), real estate contact information (44 percent), and virtual tours (38 percent) to be very useful.

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

The 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.



RE/MAX: THE COMPANY

RE/MAX International Presence!

As the leading real estate network, RE/MAX is located in 110 countries! As such they have revolutionized their on-line presence in the global market. Buyers from all over the world can search for property in Montana with ease. The global website is translated into 50 languages! Check out global.remax.com

- With a presence in over 110+ countries and territories, the RE/MAX network's global footprint is unmatched by any other real estate brand.



PLEASE SELECT A COUNTRY:

North America	Caribbean	Europe	Africa
USA Canada Mexico	Antigua and Barbuda Aruba Bahamas Barbados Bonaire Cayman Islands Curaçao Dominica Dominican Republic Grenada Jamaica Puerto Rico St. Barthélemy St. Kitts & Nevis St. Lucia St. Martin Trinidad & Tobago Turks & Caicos US Virgin Islands	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 Norway Poland Portugal Romania Scotland Serbia Slovakia Slovenia Spain Sweden Switzerland Wales	Algeria Botswana Cape Verde Mauritius Morocco Mozambique Namibia Seychelles South Africa Zambia Zimbabwe
Central America			
Belize Costa Rica El Salvador Guatemala Honduras Nicaragua Panama			
South America			
Argentina Bolivia Brazil Chile Colombia Ecuador French Guiana Peru Suriname Uruguay Venezuela			
		Middle East	Asia/Pacific
		Bahrain Egypt Israel Kuwait Lebanon Oman Qatar Saudi Arabia Turkey United Arab Emirates	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

More buyers and sellers think of RE/MAX than any other real estate brand.

"Source: MMR 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?"



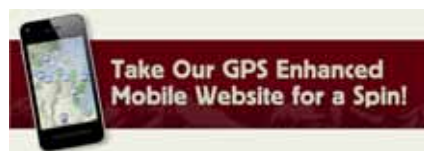
#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX®

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

- Jeanne Lord

Mobile Devices

www.FlatheadRealEstate.com goes Mobile!



Driving and see a sign?

Like a neighborhood?

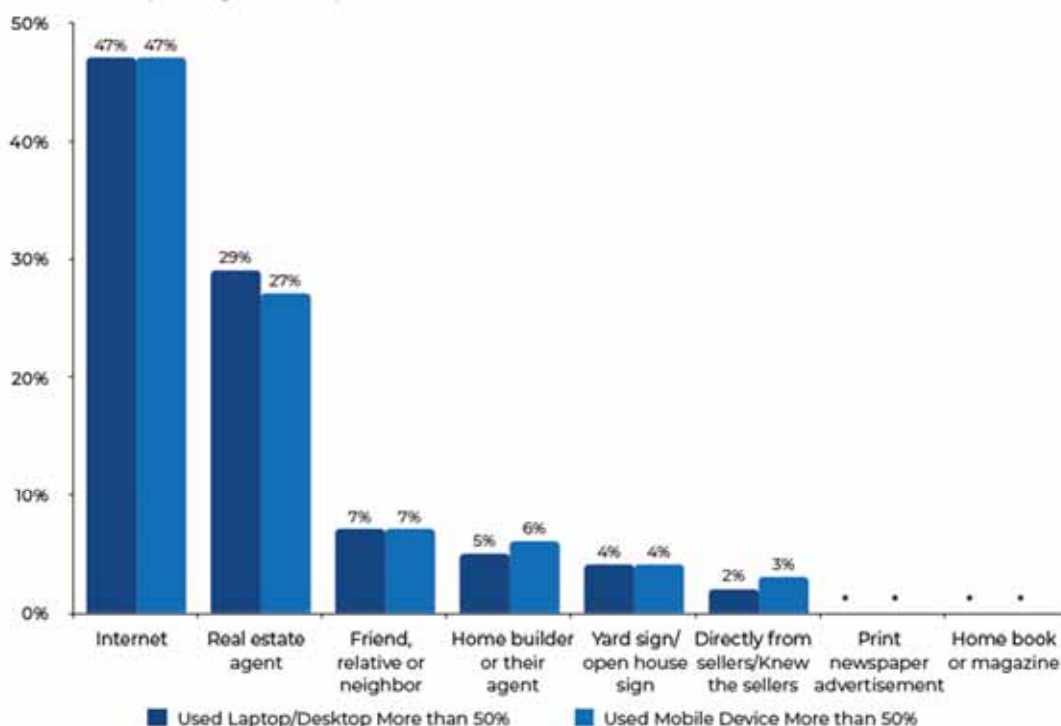
Want a custom search?

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 3-16 Where Buyers Found the Home They Purchased, by Use of Internet
(Percentage Distribution)



* Less than 1 percent

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 3D Matterport tour (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

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

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"

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.

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

The Hollinger Team

EXPERIENCE



Scott Hollinger



Diana Rahdert

Kellie Hilley

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, 2018, 2023
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 and opened RE/MAX of Bigfork - 1984

Designations & Awards:

RE/MAX Diamond Club—2020, 2021
RE/MAX Circle of Legends—2018
RE/MAX Platinum Club - 2008, 2009, 2010, 2011, 2012, 2013, 2015
RE/MAX Chairman's Club—2003, 2004, 2005, 2006, 2007, 2013, 2019
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

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, past Chair
Past State Director of MT Association of Realtors
Past 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

• Diana Rahdert—Team Broker

Designations & Awards:

RE/MAX Hall of Fame 2018
RE/MAX Platinum Club 2021
RE/MAX Executive Club 2005, 2006, 2012, 2013, 2014, 2016, 2018, 2019, 2022
RE/MAX 100% Club 2015, 2020
Graduate Real Estate Institute (GRI) designation -2015
Qualifications: Three years of educational seminars

Present/Past Activities:

Rotary Club of Kalispell Noon - Social Media Chair, Board Member
Rotary Club of Bigfork Past President
Flathead Community Foundation "Women Who Wine" member
Friends of Bigfork Schools - Past Director of annual Variety show
Bigfork Playhouse Children's Theater Fundraiser
Bigfork Chamber of Commerce Member
Flathead Building Association Member

• 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
RE/MAX 100% Club 2020, 2021

Past/Present Activities:

Road to Recovery volunteer driver
PEO member
America Reads volunteer
ACES after school program mentor
First Descents Cancer Camp
Wildlife youth volunteer

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
RE/MAX Platinum Club 2020
RE/MAX Executive Club 2015, 2017
RE/MAX 100% Club 2016

Present/Past Activities:

Bigfork Innovation Group Member
The Hunting Film Tour for Mule Deer Foundation, Chair



• Drew Hollinger— Team Associate

Designations:

Graduate Real Estate Institute (GRI) designation—2017
Qualifications: Three years of educational seminars
RE/MAX Executive Club 2016

Present/Past Activities:

Owner Bigfork Wakeboard Academy

Exhibit 5-2 Buyers Who Financed Their Home Purchase, by Adult Composition of Household
(Percentage Distribution)

ADULT COMPOSITION OF HOUSEHOLD

	ALL BUYERS	MARRIED COUPLE	SINGLE FEMALE	SINGLE MALE	UNMARRIED COUPLE	OTHER
All Buyers	80%	81%	77%	76%	89%	78%
First-time Buyers	94%	94%	94%	89%	97%	91%
Repeat Buyers	74%	76%	69%	69%	79%	71%

Source: 2023 National Association of REALTORS Profile of Home Buyers and Sellers

Appendix A

Exhibit 3-1 First Step Taken During the Home-Buying Process, by First-Time and Repeat Buyers
(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
Looked online for properties for sale	46%	30%	50%
Contacted a real estate agent	20%	15%	21%
Looked online for information about the home buying process	8%	16%	5%
Contacted a bank or mortgage lender	7%	11%	6%
Talked with a friend or relative about home buying process	6%	12%	4%
Drove-by homes/neighborhoods	4%	2%	5%
Visited open houses	3%	3%	3%
Looked up information about different neighborhoods or areas	2%	3%	2%
Contacted a home seller directly	2%	3%	2%
Attended a home buying seminar	1%	3%	*
Contacted builder/visited builder models	1%	1%	1%
Other	1%	2%	1%

* Less than 1 percent

Forty-six percent of buyers reported that their initial step was looking online for properties for sale, while 20 percent contacted a real estate agent as their first action.

Exhibit 2-9 Size of Home Purchased, First-Time and Repeat Buyers, and Buyers of New and Previously Owned Homes
(Percentage Distribution)

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	BUYERS OF	
				NEW HOMES	PREVIOUSLY OWNED HOMES
1,500 sq ft or less	17%	30%	13%	5%	18%
1,501 to 2,000 sq ft	27%	32%	25%	23%	27%
2,001 to 2,500 sq ft	25%	19%	27%	34%	24%
2,501 to 3,000 sq ft	14%	10%	15%	19%	14%
3,001 sq ft or more	17%	8%	20%	20%	17%
Median (sq ft)	1,900	1,600	2,000	2,000	1,800

This year, recently purchased homes had a median size of 1,900 square feet. The size of homes purchased by repeat buyers was typically larger than those purchased by first-time buyers. The median home size was 1,600 square feet for first-time buyers and 2,000 square feet for repeat buyers. New home buyers purchased homes that were typically 2,000 square feet, while buyers of previously owned homes typically purchased a home that was 1,800 square feet.

Source: 2025 National Association of REALTORS Profile of Home Buyers and Sellers

Appendix B

Absorption Rate - RESIDENTIAL

shown by Price Range — 2024

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 Flathead and Lake Counties. 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 each year and there are 20 on the market, it would take 4 years to sell out completely.

SOLD Price Range	# Sold in 2024	# Active or Pending as of 12/31/2024	Absorption Rate 2024	Absorption Rate 2023	Absorption Rate 2022	Absorption Rate 2021	Absorption Rate 2020
\$0-\$300K	96	20	3 mo	3 mo	1 mo	> 1 mo	> 1 mo
\$300,000 - \$350,000	65	16	3 mo	2 mo	>1 mo	1 mo	1 mo
\$350,000 - \$400,000	137	42	4 mo	6 mo	2 mo	2 mo	1 mo
\$400,000 - \$450,000	168	41	3 mo	3 mo	2 mo	2 mo	1 mo
\$450,000 - \$500,000	137	56	5 mo	3 mo	2 mo	2 mo	1 mo
\$500,000 - \$550,000	125	47	5 mo	4 mo	3 mo	2 mo	1 mo
\$550,000 - \$600,000	128	68	6 mo	4 mo	3 mo	3 mo	1 mo
\$600,000 - \$650,000	102	36	4 mo	3 mo	3 mo	2 mo	> 1 mo
\$650,000 - \$700,000	91	59	8 mo	4 mo	4 mo	3 mo	2 mo
\$700,000 - \$750,000	70	36	6 mo	4 mo	2 mo	2 mo	2 mo
\$750,000 - \$800,000	64	48	9 mo	5 mo	5 mo	3 mo	3 mo
\$800,000 - \$850,000	50	15	4 mo	4 mo	3 mo	4 mo	2 mo
\$850,000 - \$900,000	73	36	6 mo	6 mo	3 mo	5 mo	3 mo
\$900,000 - \$950,000	46	16	4 mo	5 mo	2 mo	1 mo	3 mo
\$950,000 -1 million	60	29	6 mo	13 mo	5 mo	3 mo	6 mo
1 million - \$1,250,000	114	57	6 mo	7 mo	3 mo	4 mo	2 mo
\$1,250,000—1.5 million	59	73	15 mo	10 mo	6 mo	4 mo	4 mo
1.5 million - 2 million	72	92	15 mo	11 mo	6 mo	4 mo	5 mo
2 million - 3 million	58	66	14 mo	1.8 yrs	6 mo	7 mo	5 mo
Over 3 million	49	95	2 YR	1.8 yrs	13 mo	12 mo	10 mo

Appendix B

Absorption Rate - LAND

shown by Price Range for 2024

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 2024	# For Sale & Pending as of 12/31/2024	Absorption Rate 2024	Absorption Rate 2023	Absorption Rate 2022	Absorption Rate 2021	Absorption Rate 2020
Under \$100,000	25	14	7 mo	6 mo	3 mo	> 1 mo	3.2 mo
\$100,000 - \$150,000	62	39	8 mo	5 mo	3 mo	2 mo	4 mo
\$150,000 - \$200,000	102	57	7 mo	11 mo	7 mo	3 mo	4 mo
\$200,000-\$250,000	66	44	8 mo	12 mo	17 mo	4 mo	4 mo
\$250,000-\$300,000	51	58	14 mo	10 mo	8 mo	6 mo	8 mo
\$300,000-\$400,000	79	120	1.5 yrs	16 mo	8 mo	6 mo	4.6 mo
\$400,000-\$500,000	41	57	1.4 yrs	15 mo	1.1 yrs	2 yrs	8.2 mo
\$500,000-\$750,000	61	93	1.5 yrs	1.7 yrs	11mo	7 mo	9.4 mo
\$750,000 - 1 million	20	52	2.6 yrs	1.6 yrs	1.4 yrs	6 mo	1.3 yr
1 million - 2 million	35	65	1.8 yrs	3.4 yrs	1.3 yrs	10 mo	1.2 yr
Over 2 million	18	65	3.6 yrs	3 yrs	2 yrs	2 yrs	4 yr

Appendix C

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 _____

The Hollinger Team
406.837.5531
FlatheadRealEstate.com

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

Waterfront Statistics for The Hollinger Team

Appendix D



	<u>Properties Sold*</u>	<u>Frontage Sold*</u>	
2024			
Flathead Lake	8	1149	
Echo Lake	2	787	
	2024 Total	1,936	
2023			
Flathead Lake	5	1033	
Echo Lake	1	190	
Lake Blaine	1	99	
Swan Lake	1	100	
	2023 Total	1,422	
2022			
Flathead Lake	6	662	
Echo Lake	3	742	
Ashley Lake	2	250	
	2022 Total	1,654	
2021			
Flathead Lake	15	3553	
Swan Lake	2	450	
Echo Lake	2	2631	
Bitterroot Lake	1	151	
Swan River	1	487	
Lake Mary Ronan	1	285	
Glen Lake	1	169	
	2021 Total	7,726	
2019-2020			
Flathead Lake	30	6561	
Swan Lake	13	4387	
Echo Lake	5	10,729	
Lake Blaine	1	102	
Whitefish Lake	1	75	
Ashley Lake	1	381	
McGregor Lake	4	871	
Foys Lake	1	452	
Bitterroot Lake	5	1125	
Swan River	3	598	
Loon Lake	2	837	
	2019-2020 Total	26,118	
Previous years . . .		<u>152,604</u>	
*Running Total of Waterfront Feet Sold . . .		191,460	

* 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 HOLLINGER TEAM

