

IDAHO

HOME SELLER'S GUIDE



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Silvercreek Realty Group[®] is family-owned and founded in the Treasure Valley. As a local brokerage, we are experts in all things Idaho and the Boise area. Our REALTORS[®] specialize in new construction, existing homes, farm and ranch, commercial properties, land and lots, vacation properties, short sales, REOs, and more.

Our agents take pride in ensuring that your relocation goes smoothly; we know we can help you find your perfect home. Silvercreek Realty Group[®] is Idaho's largest brokerage. Our coverage stretches throughout Central, Eastern, Northern, and Southern Idaho.

Most importantly, the Silvercreek culture revolves around collaboration. Our network of REALTORS[®] work together, share industry secrets, and support each other to better represent you. In 2023, we helped over 7,400 home buyers and sellers, closing over \$3.7 billion in sales.

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WHY CHOOSE SILVERCREEK REALTY GROUP[®]?

- #1 Sales in Idaho since 2014
- #18 private brokerage in the US
- Knowledgeable, experienced brokers and support staff
- Over 2,000 REALTORS[®] throughout Idaho serving as your personal network
- Multilingual REALTORS[®]
- Family-oriented with local roots





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Benefits of Hiring a REALTOR®

When selling your home, teaming up with a proficient agent is paramount for a smooth and successful transaction.



A reputable agent will champion your interests and adeptly handle any issues that may arise, ensuring a hassle-free experience. You can trust a seasoned REALTOR® to:

- Offer insights on renovations that yield high returns on investment (ROI).
- Provide valuable information on industry trends and local market dynamics.
- Craft a strategic pricing and marketing plan for maximum exposure and impact.
- Negotiate the best deal and favorable terms while safeguarding your interests.
- Effortlessly manage negotiations, inspections, title issues, and more for your convenience.
- Arrange home viewings and keep you updated throughout the selling process.
- Recommend reliable appraisers, inspectors, contractors, and other professionals.
- Discuss and assess each offer promptly, keeping you informed every step of the way.
- Manage paperwork, contracts, and intricate transactional elements with precision.
- Provide valuable guidance and education to ensure your best interests are served.
- Navigate the entire transaction process, fulfilling the terms of your agreement to sell your home.

Partnering with a seasoned REALTOR® ensures a seamless selling experience, leveraging their expertise to secure the best outcome for you.

Choosing the Right REALTOR® for Your Home Sale

Selecting the right REALTOR® is pivotal for a successful home sale that meets your specific needs. When interviewing prospective agents, consider asking these key questions.

- **Experience and Commitment:** How long have you been in residential real estate sales? Is this your full-time profession? While experience isn't everything, it's often the best teacher in this field.
- **Sales Track Record:** How many homes did you and your brokerage sell last year? This gives insight into their experience level and market performance.
- **Market Insights:** How long did it take to sell an average home, and how close were the final sale prices to the initial asking prices? This indicates the agent's pricing strategies and market understanding.
- **Marketing Strategies:** What specific marketing approaches will you use for my home? Look for innovative, tech-savvy methods beyond traditional yard signs.
- **Exclusive Representation:** Will you exclusively represent me, or both the buyer and seller in the transaction? Understand the agent's obligations and agency relationship.
- **Network of Service Providers:** Can you recommend reliable service providers for mortgage, repairs, and other necessities? A REALTOR®'s industry connections can be invaluable.
- **Brokerage Support:** What support and resources does your brokerage offer? In-house staff, legal aid, and technological assistance can aid in a successful sale.
- **Business Philosophy:** What's your approach to real estate? Understanding the agent's priorities aligns with your expectations.
- **Communication and Updates:** How will you keep me informed, and how frequently? Establish communication preferences and frequency of updates.
- **Client References:** Could you provide contact details of your three most recent clients? Speaking with recent clients offers insights into the agent's work ethic and client satisfaction.

Choosing the right REALTOR® involves asking targeted questions to ensure their skills, approach, and expertise align with your home-selling goals.



12 THINGS SILVERCREEK® REALTORS® DO TO SELL YOUR HOME

1



Statistics show you net 25% more on average than "For Sale By Owner"

2



They have access to and interpret local market data

3



They give you tips to increase your home's ROI

4



They help you determine the appropriate listing price

5



They provide professional photography and video marketing

6



They market your home online to give it maximum exposure

7



REALTORS® collaborate with other REALTORS®

8



Silvercreek® Agents know where to find buyers

9



They coordinate showings and manage property access

10



They know how to negotiate professionally

11



REALTORS® can see problems before they occur

12



They manage and facilitate contract timelines

THE SELLER'S ROADMAP

INSPECTION

The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.

STRATEGIC PLANNING

It's important to review the market analysis and consider your home price objectively.

CLOSING

This is the transfer of funds and ownership. Depending on when the buyer moves into the home, you will need to be all packed up and ready to move.

MEET WITH A REAL ESTATE PROFESSIONAL

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

FINAL DETAILS

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

ESTABLISH A PRICE

Your agent will provide a market analysis, which will help you set an asking price.

CONGRATULATIONS! YOU SUCCESSFULLY SOLD YOUR HOME!

UNDER CONTRACT

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer useful suggestions.

OFFERS AND NEGOTIATION

If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

LIST IT FOR SALE

When everything is in place, your agent will put your home on the open market. It's critical you make it as easy as possible for potential buyers to view your home.

CHOOSING AN OFFER

Your agent will present each offer for consideration. You will have the opportunity to either accept or counter any offer based on its merits.

SHOWINGS

Preparing your home for a successful showing will make a positive impression on potential buyers.

HOME VALUATION

How much is your
home worth?



Understanding the Limitations of Free Online Home Values

Using free online tools to determine property value may overlook crucial aspects impacting your home's worth. Here's what these tools typically miss:

- **Condition Verification:** Online tools can't physically assess your property to confirm its condition, unique features, or potential issues, like neighboring facilities or environmental factors.
- **Unique Property Factors:** Factors like neighboring amenities, school districts, or specific surroundings aren't always considered in the estimated value.
- **Outdated Assessments:** Public records may have outdated property assessments, sometimes lagging by several years.
- **Comparable Property Understanding:** Tools might compare your property with misleadingly similar ones, overlooking significant differences like location or special circumstances affecting past sales.
- **Market Trends Misrepresentation:** Rapid market swings might not be accurately reflected, potentially misinterpreting current market trends.
- **Qualifications and Expertise:** Unlike an experienced REALTOR®, those that rely on free online valuations lack comprehensive qualifications, local expertise, and up-to-date market insights.

Seek the expertise of a seasoned REALTOR® for a professional valuation, considering the intricacies and specificities that impact your property's true worth.



Understanding a CMA vs. a Home Appraisal

Navigating the complexities of real estate can be overwhelming, especially for first-time sellers. One key distinction often causing confusion is between a Competitive Marketing Analysis (CMA) and a home appraisal. Here's what sets them apart:

CMA: Your Agent's Insight

Your agent performs a Competitive Marketing Analysis to determine an appropriate listing price. This free process evaluates recently sold homes (known as comps) similar to yours, gathered from the MLS—a resource exclusive to agents. It considers size, features, and market activity, providing a range of listing prices and market duration estimates, offering a reliable listing range.

Appraisal: A Bank Requirement

An appraisal occurs when a buyer seeks a home loan. Initiated by the bank, a licensed appraiser, certified by the state, assesses your home's fair market value. Unlike a CMA, the appraiser is impartial, reporting on the home's condition, neighborhood, and comparable recent sales to ensure the loan aligns with the property's value.

While a CMA guides the listing price, an appraisal is a bank-led assessment to safeguard against over-lending. Both processes deliver crucial insights into your home's value, helping you make informed decisions in the selling process.



Mastering Your Home's Price: A Crucial Step in Selling

Setting the right price for your home is paramount in the selling process. If it's too low, your home might sell fast, but you'll miss out on deserved earnings. Price it too high, and it won't sell, costing you in interest, upkeep, and repairs. Moreover, the emotional toll of a prolonged sale can be even costlier in the long term.



The Importance of Accurate Pricing:

- **Time:** Proper pricing ensures a timely sale, maximizing your returns with minimal hassle.
- **Competition:** Buyers gauge value by comparing homes; an accurately priced home attracts their attention.
- **Reputation:** Overpriced homes linger, raising buyer concerns about potential issues and often sell for less.
- **Inconvenience:** Delayed sales could mean dual homeownership, which is financially burdensome.
- **First Impression Counts:** The initial listing period garners the most attention. Proper pricing from the start creates buyer urgency and agent interest, increasing your chances of a successful sale.

For an accurate valuation, rely on your Silvercreek Realty Group agent to provide you with a Competitive Market Analysis.



Selling Preparations

Your Comprehensive Home Selling Checklist

When you are gearing up to sell your home you need to dive in and prepare because the process involves more than planting a "For Sale" sign. To help you maximize your return and make your home irresistibly appealing, this is the ultimate checklist for selling your house.

Declutter and Optimize Space

Streamline your living space by decluttering every nook and cranny—closets, cabinets, and storage areas. Donate or sell items you haven't used in a year to create an impression of spaciousness. The less clutter, the larger your home will feel to potential buyers.

Secure Valuables and Personal Items

Safeguard your valuables during showings by securing personal items, including jewelry, important documents, and medications. Take precautions to protect your privacy and possessions during home tours.

Depersonalize for Broad Appeal

Strike a balance between depersonalization and a warm, inviting atmosphere. Temporarily store away personal photos and items to allow potential buyers to envision themselves living in the space.

Enhance Storage Areas

Buyers crave storage space. Organize closets and storage areas neatly, removing half of the items to showcase ample storage potential.

Consider Temporary Storage

Renting a storage unit before listing allows you to declutter further and showcase your home's best features without overwhelming buyers with personal belongings.

Fix Up with a Handyman

Ensure all necessary repairs are addressed before listing. Leaky faucets, broken appliances, or squeaky doors should be fixed to present a well-maintained home.

Home Inspections

Ordering inspections and finishing repairs pre-listing offers benefits like setting a precise home price, boosting its appeal for faster sales, and curbing negotiation hurdles by addressing issues beforehand. This proactive approach streamlines the selling process, reducing surprises during escrow and fostering buyer confidence with transparent reports, potentially leading to better offers.

Refresh with Neutral Paint

Paint over bold colors with neutral tones to create an inviting atmosphere. Neutral shades can make rooms appear larger, brighter, and more appealing to a wider range of buyers.

Immaculate Deep Clean

After decluttering, embark on a thorough surface clean. Steam-clean carpets and floors, meticulously tidy kitchens and bathrooms, and refresh blinds and drapes. For a pristine touch, consider professional cleaners before listing to ensure a fresh, inviting ambiance.

Professional Home Staging

Consider professional home staging to optimize your home's appeal. Stagers offer valuable insights to enhance the visual and emotional appeal of your space.

Illuminate and Enhance Natural Light

Maximize natural light to create an inviting ambiance. Clean windows, replace lampshades, and increase bulb wattage to brighten your home, making it more appealing to potential buyers.

Boost Curb Appeal

First impressions matter. Enhance your home's exterior by investing in simple fixes like fresh flowers or repainting the front door. Consult your real estate agent for local-specific advice on improving curb appeal.

Revitalize Your Outdoor Space

Prioritize outdoor areas by mowing, trimming, and fertilizing as needed. Prune overgrown foliage, eliminate weeds, and replace any dead plants or shrubs for a fresh appearance.

Preparing your home for sale involves strategic steps to captivate potential buyers. By following this comprehensive checklist, you'll elevate your home's appeal and increase its market desirability.



Home Showing Tips

Once your home is ready to show, we'll begin marketing it to potential buyers and other agents. If possible, leave the home when buyers are present so they feel comfortable asking their agent candid questions.



Enhancing Your Home's Appeal for Showings

When presenting your home to potential buyers, it's crucial to appeal to their emotions, as buying decisions often hinge on feelings more than logic. Employ staging techniques to accentuate your home's positives while diverting attention from any negatives. Follow these suggestions for a gracious and inviting showing:

Welcoming Environment

- Give the buyer the freedom to explore without pressure.
- Respect cultural practices regarding shoes indoors.

Temperature and Ambiance

- Maintain a comfortable indoor temperature.
- Create a cozy atmosphere by lighting a fireplace and playing soft, non-intrusive music.

Sensory Considerations

- Avoid overpowering scents and sprays; opt for fresh air.
- Be mindful of potential allergies; open windows for natural ventilation.

Visual Presentation

- Illuminate every room by opening window coverings and turning on all available lights.
- Mask undesirable outdoor views with partially closed blinds if needed.

Feedback and Interaction

- Encourage buyer feedback with pre-printed questionnaires or a guestbook.
- Respect their privacy by allowing anonymity in their responses.

Crafting an inviting and thoughtful environment can significantly impact a buyer's perception, making your home more memorable and appealing during showings.

Maximizing Your Home's Potential

Selling your home is a significant process. Here's a step-by-step checklist to guide you toward a quicker, more profitable sale:

- **Choosing the Right Time:** Fall and winter are less competitive for sellers, potentially boosting prices despite longer listing times. Discuss the best timing with your agent to maximize profit.
- **Preparation Is Key:** Besides repairs and updates, gather essential documents like utility bills and property taxes to better inform potential buyers.
- **Selecting an Excellent Agent:** A skilled agent like Silvercreek Realty Group can expedite sales and ensure the right pricing and marketing strategies.
- **Proper Pricing:** Rely on your agent to analyze comparables and set a fair listing price, crucial for a swift and profitable sale.
- **Effective Marketing:** Utilize quality photos, online MLS listings, signage, and social media to promote your home effectively.
- **Showcase Your Home:** Create an inviting atmosphere during showings by leaving the premises, keeping the house clean, and being flexible with visit times.
- **Reviewing Offers:** Carefully consider offers and contingencies with your agent to negotiate terms that suit your needs.
- **Moving Plans:** Prepare for a move, whether your home sells quickly or not, by starting to pack and organizing your move-out strategy.
- **Prepping for Closing:** Inform utility companies, cancel homeowner's insurance, and understand tax responsibilities as closing approaches.
- **Stay Positive:** During closing, sign necessary documents, anticipate your payout, and maintain a positive outlook throughout the process.

By following these steps, you'll streamline the selling process and enhance the potential for a successful and profitable home sale.





Navigating Purchase Offers & Negotiations

Negotiating the sale of your home is often the most intricate part of the process. It's vital to enlist an experienced REALTOR® who's adept at navigating various transaction scenarios. Here's a concise overview of the negotiation process and key strategies to secure the best deal:

- **The Negotiation Process:** Offers from potential buyers, facilitated by their agents, are presented using contracts. Your agent will discuss each detail with you, paving the way for acceptance, rejection, or counteroffers until a mutual agreement is reached.
- **Guard Your Information:** Safeguard sensitive details like your financial status or urgency to sell. Revealing vulnerabilities can weaken your bargaining position.
- **Understanding Buyer's Priorities:** Discovering the buyer's key concerns can foster creative solutions and better negotiation. Knowing their preferences can help find compromises.
- **Seal the Deal:** In a competitive market, consider compromises to close the sale with a serious buyer rather than waiting indefinitely for another offer.



For successful negotiations:

- Prioritize your needs while respecting the buyer's concerns.
- Disclose all known property defects upfront to avoid legal issues.
- Seek clarification on complex contract terms and addenda.
- Respond promptly to offers to maintain buyer interest.
- Maintain composure and patience during discussions.
- Focus on major issues first and handle minor details later.
- Compromise on smaller expenses to reach an agreement.
- Address contingencies and rely on your REALTOR® guidance.

By adhering to these principles, you'll navigate negotiations effectively and secure a successful home sale.

Navigating the Escrow Process

During the mysterious period called "escrow," occurring between signing the purchase contract and closing on your house, various actions are underway that you, as the seller, should be aware of. While you won't be heavily involved, certain crucial responsibilities demand your attention.



Understanding Escrow

Escrow begins after both you and the buyer sign the sales agreement and select an escrow or title agent to oversee the transaction. Numerous tasks kick off at this stage:

- Title reports and property deeds are prepared by the escrow agent, title agent, or lawyer.
- The buyer's lender reviews the loan and arranges a professional appraisal of your property.
- Depending on contract conditions, the buyer organizes inspections, insurance, and other contingencies.

Your role involves facilitating property access for inspections, preparing necessary documents like disclosures, and meeting agreed-upon contingencies within specified timelines. Remain accessible and responsive should issues arise, ensuring a smooth process.



Appraisal and Inspection

Be prepared for an appraisal process initiated by the buyer's lender to assess your property's value. Similarly, expect a thorough inspection, often leading to negotiations over required repairs. Maintaining flexibility and collaborating with the buyer usually results in a favorable compromise.

Dealing with Title Issues

If title issues surface, prompt resolution is crucial. Timely action, such as settling outstanding payments or liens, is essential to clear the property's title.

Final Walk-Through

Close to the closing date, a final walk-through by the buyer and their agent ensures compliance with agreed-upon terms. Ensure you've vacated the premises, completed any repairs, left all agreed-upon fixtures, and cleaned the house impeccably to prevent any delays or disputes.

Maintain close communication with your REALTOR® and escrow agent and lender throughout this phase to stay on top of the process and ensure a seamless closing.



PACK LIKE A PRO

Transitioning to a new home can be overwhelming. However, a strategic approach and thorough planning can significantly ease the process. Here's a comprehensive checklist to ensure a smooth relocation:

- **Strategic Planning:** Organize tasks and create a budget. Develop a comprehensive list of essential tasks and estimate moving expenses.
- **Declutter:** Discard unwanted items through garage sales, donations, or recycling.
- **Discern What to Keep:** Assess items before discarding. Consider their utility and sentimental value.
- **Systematic Packing:** Group similar items together, facilitating an organized unpacking process.
- **Personal Items:** Safeguard precious belongings like family photos and valuables separately. Pack a 'necessities' bag with essential items for moving day.
- **Handling Plants:** Movers typically don't transport plants. Plan to move them yourself if desired.
- **Appropriate Packing:** Use suitable boxes for various items to prevent breakage.



- **Weight Distribution:** Place heavy items in smaller boxes to facilitate lifting, keeping the weight manageable (ideally under 50 pounds).
- **Avoid Over-Packing:** Ensure boxes aren't overstuffed to prevent items from breaking.
- **Protect Fragile Items:** Wrap delicate items individually and cushion box bottoms and sides with padding.
- **Labeling:** Clearly label boxes on all sides for easy identification during unpacking.
- **Room Allocation:** Employ color-coded labels to indicate each item's designated room, aiding movers during unloading.
- **Documentation:** Maintain a file containing essential moving information like contact numbers, van details, and a moving checklist.
- **Directions for Movers:** Print and distribute maps with directions, highlighting the route and including your contact details.
- **Tech Precautions:** Back up computer data before moving and keep it in a secure location.
- **Inspection:** Check every box and furniture piece for damage upon arrival at the new location.
- **Children and Pets:** Plan for their comfort during the move, ensuring a less stressful experience.

MOVING CHECKLIST TWO MONTHS BEFORE

- Go through every room of your house and decide what you would like to keep and what you can get rid of.
- Get appraisals on your expensive items, like antiques, so you can insure them before your move.
- Start investigating moving options. Get estimates from professional movers or truck rental companies. Do not rely on a quote over the phone from a moving company; request an on-site estimate. Get an estimate in writing from each company and hire/book one as soon as you have your moving date. Movers and trucks can book up fast during certain times of year.



- Create a moving folder or booklet. Use this binder to keep track of everything—all your estimates, your receipts, and an inventory of all the items. Take photos and make videos of your possessions before you start packing.
- Go to your children's school and arrange for their records to be transferred to their new school district.
- Determine what packing supplies you will need if you are packing your own items and start purchasing/ordering them.
- Research banks in the area you will be moving to if you must switch banks and establish new accounts.
- Get routine check-ups from your current doctor, dentist, &/or eye doctor.
- Schedule upcoming pet exams and vaccinations to happen before the move and get recommendations for veterinarians in your new town so that your pets' records can be transferred.
- Use up things that will be difficult to move like frozen food and pantry items.





ONE MONTH BEFORE

- If you haven't already booked a mover, select a company and get written confirmation of your moving date, costs, and other details.
- Start packing the things that you won't need before the move like seasonal decorations or infrequently used items.
- Clearly label and number each box with its contents and the room it's destined for. This will help you to keep an inventory of your belongings. Pack and label "essential" boxes of items that you'll need right away.
- Add items such as jewelry and important files to a safe box that you'll personally transport to your new home. Make sure to put the mover's estimate in this box. You'll need it for reference on moving day.
- Go to your local post office and fill out a change-of-address form, or do it online at usps.gov.
- Alert the following of your move: banks, brokerage firms, your employer's human resources department, magazine and newspapers you subscribe to, and credit card, insurance, and utility companies.
- Discuss tax-deductible moving expenses with your accountant and begin keeping accurate records.
- Arrange for medical records to be sent to any new health-care providers or obtain copies of them yourself. Don't forget your pets too!
- Make sure your car is ready for the trip to your new home. Make sure to get an oil change and check tires before the move or arrange a car carrier service to transport your car if you need one.

TWO WEEKS BEFORE

- Hold a yard sale to get rid of any items that you don't want to move. Arrange for a charity pick-up of any items that are not sold.
- Notify your employer of your moving date and arrange to have the day off. Remember to include the day when your mover will arrive at your current home and the day that the mover will deliver to your new home.



- Change utilities including power, gas, trash, water, internet, & cell. If you are moving to a new area you will need to cancel service and arrange new service at your new address.
- If you'll be changing banks, remove the contents of your safe-deposit box and put them in a safe box that you'll take with you on moving day.
- Make special arrangements for moving or donating items that the moving company won't take like plants, cleaning products, paint, propane tanks, etc. Check with your moving company and get a list of items that they will not take.



ONE WEEK BEFORE

- Finish up packing any items that have not been packed yet.
- Book a professional cleaning company to clean your home after you move.
- Stock up on prescriptions you'll need for the next 2-3 weeks.
- Pack suitcases for everyone in the family with clothing and toiletries for a week.
- Gather all keys, alarm codes, garage door openers, and warranties and place them in a drawer or cabinet with your contact information so you can give them to the new owner.
- Pack a 1st Day box of items you will need before other boxes are unpacked. Include items like scissors, pens, paper towels, garbage bags, toilet paper, soap, etc.



A FEW DAYS BEFORE

- If your refrigerator is moving with you, make sure to empty, clean, and defrost it at least 24 hours before moving day.
- Double check with your moving company to confirm arrival time and other specifics. If you haven't already arranged to pay your mover with a credit card, get a money order, cashier's check, or cash for payment and tip. Don't forget that refreshments are always appreciated.
- Have cash on hand for the day of the move so you can tip movers, cleaners, etc.
- Set aside boxes that include personal items or legal documents that you don't want the moving company to take.
- Make arrangements for a final garbage pick-up if needed.

MOVING DAY

- Have refreshments on hand and order food delivery for your family and anyone helping you move.
- Keep a list of every item and box loaded on the truck and keep it with you.
- If you are not using a professional cleaner, make sure your home is clean before leaving.
- Double check all closets, cabinets, and drawers for any left behind items.
- Make sure to get contact information from your movers and let them know how to reach you if needed.





Selling your home involves a series of strategic steps and careful planning. From prepping your property to negotiating offers and finally making the move, this guide aims to equip you with the essential knowledge to navigate the process smoothly.

Remember, it's crucial to:


- **Prepare Your Home:** Make it visually appealing and address any necessary repairs or improvements.
- **Price Strategically:** Set the right price to attract buyers without undervaluing your property.
- **Present Effectively:** Stage your home to showcase its best features and create a welcoming atmosphere for potential buyers.
- **Negotiate Wisely:** Understand the negotiation process, maintain your priorities, and work towards a mutually beneficial agreement.
- **Navigate Escrow:** Stay engaged during the escrow process, addressing any contingencies promptly.
- **Plan Your Move:** Organize your relocation efficiently, ensuring a seamless transition to your new home.
- **By following these guidelines and working closely with your real estate professional, you can navigate the complexities of selling your home with confidence and success.**




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