Chase
HEILAND
Montana Real Estate



The Seller's Companion

The selling side of the Montana Move Method



Compliments of
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If you're holding this, you're thinking about selling your home, and you have a decision to make about who handles it for you. Before you sit across from anyone, let me tell you how I work. It tends to be a little different.

My job is to get you the strongest price this market will support, and to do it without the whole thing landing on your plate. I've worked with sellers here through every kind of market over the years, and that's taught me where the real value in a home actually lives, and how to price it so it sells instead of sitting.

Here's the part I care about most. The number I bring you comes from real sold data, not from what I think you want to hear. I'll show you exactly how I arrived at it before you sign a thing. Some homes come in higher than the owner expected, some lower. Either way it's honest, and every decision after it rests on that number.

Behind that number is a real process. I call it the Montana Move Method, and it's how I carry your home from our first conversation through to closing, with the moving parts on me instead of you. You'll see it run through everything that follows.

One more thing worth saying. When you hire me, you get me. You won't be handed to a team you've never met, or passed off once the paperwork is signed. From the first conversation to the closing table, I'm the one accountable for how your sale turns out.

I've sat across the table from a lot of sellers making one of the biggest financial decisions of their lives. That trust is the part of this work I value most, and when you're ready, I'd be glad to earn yours.

Chase Heiland
Real Estate Advisor & Broker, Bozeman

How I work, and Why It's Different

Most sellers have worked with an agent before, so you already know the usual version.

A sign in the yard, a listing on the MLS, and a lot of waiting. What you may not have had is a process built around your life and a person accountable for the result the whole way through. That's what this is.

Three things shape how I work, and they hold true on every home I sell.

Honest pricing, from real data.

Your price comes from what comparable homes actually sold for, not from a number designed to win your listing. I'll show you the data and walk you through how I read it, so you understand your price instead of just hearing it. When the market shifts, you'll know before it costs you.

A real process, start to finish.

The Montana Move Method is the process behind every sale I handle. It keeps the prep, the pricing, the timing, and the closing moving in the right order, so nothing gets missed, and the work never piles up on you at the last minute. You always know what's next.

One person, accountable.

You work with me, from the first conversation to the closing table. You won't be passed to a team you've never met or an assistant who picks up after the contract is signed. When something needs to get done, I'm the one who does it, and you hear about it from me.

Underneath all three is the same idea. Selling your home should move your life forward, not turn into another full-time project while you do it. I carry the work so you can stay focused on everything else.



The most expensive mistake a seller can make

When you interview agents, one of them will quote a higher price than the rest. It's tempting to go with that number. It feels like the agent who believes in your home most, and who's going to get you the most for it.

Often it's the opposite. Some agents quote a price they know is too high, because the surest way to win your listing is to tell you what you want to hear. Once the agreement is signed and your home is on the market, the real conversation starts. The home sits. A few weeks in, the first price reduction comes up. Then another.

Here's what that costs you. The most attention your home will ever get is in its first two weeks on the market, when it's fresh and every active buyer takes a look. Price it too high and you spend those weeks on the wrong buyers, while the right ones scroll past a number that doesn't fit. By the time the price is corrected, the moment's gone. Buyers see the days on market stacking up and the reductions piling on, and they start to wonder what's wrong with it. A home that could have sold near asking in two weeks sells below it in two months instead.

An overpriced listing doesn't get a second first impression.

I price your home differently. The number I bring you comes from what comparable homes actually sold for, and I'll walk you through the data so you can see it for yourself. Sometimes that's higher than you expected, sometimes lower. Either way, it's the number that gets your home sold for what it's truly worth, in the window when it matters most.

I'd rather tell you the honest number up front and lose the listing to someone promising more, than win it and walk you through reductions for the next two months. That's not how I work.



What your home is actually worth

When you want to know what your home is worth, the natural move is to look at what similar homes are listed for. An asking price only tells you what one seller decided to hope for. What a buyer was actually willing to pay is a different number, and it's the one that matters. That number lives in homes that have already sold, pulled from real closed sales in your area, and it's where honest pricing starts.

Three numbers from that sold data tell you most of what you need to know.

Price per square foot.

This is the anchor. It's how buyers compare your home to everything else they're looking at, whether you want them to or not. Take what comparable homes near you have actually sold for, measured against their size, and you have a baseline for yours. From there we adjust for what a raw number misses: your condition, your lot, your location, your finishes. Price per square foot is where pricing starts. The adjustments are what make it accurate.

Days on market.

This tells you how fast homes like yours are selling right now. A low median days on market means buyers are moving quickly, and you have less room to test a high price. If that number is stretching out, buyers have options, and pricing right the first time matters more, because an overpriced home in a patient market doesn't get a second look.

Sale-to-list ratio.

This is the share of asking price that sellers are actually getting. Above 100 percent means homes are selling over ask, often with competing offers, and you can price assertively. Below it, buyers are expecting some room to negotiate, which tells you how firm to hold and where to set the number so you don't leave money behind.

These three numbers move with the market, and that's the point. Memorizing today's figures won't help you six months from now. What helps is someone who reads them the day you decide to sell, and prices your home on what's true right then. That's the work I do before your home ever goes live, and it's how your honest number gets built.

The Montana Move Method

Selling your home is a process, and it should move in the right order so none of it lands on you at the wrong moment. I call it the Montana Move Method, and it runs every sale I handle, in four phases.

Onboarding.

We start with you, not your price. Why you're selling, your timeline, and what you need this sale to do for the next part of your life. Everything that follows is built on what we figure out here, so we get it right before we talk about anything else.

Planning.

This is where your strategy gets built around your life, not around whatever the market is doing that week. The pricing, the prep, the timing, all set before your home goes live. You walk away knowing the plan and what your part in it is. My job is to not give you a second job.

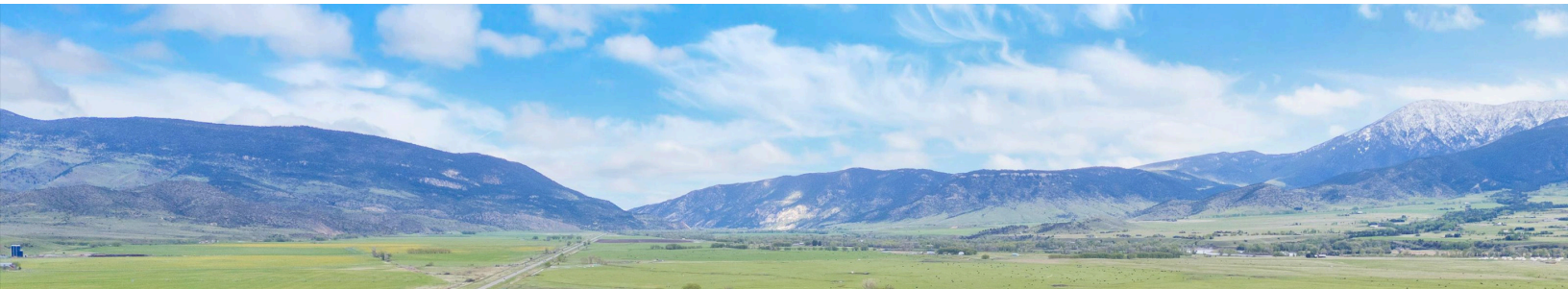
Execution.

Here's where I take it off your plate. The vendors, the pictures, the showings, the negotiation, the closing. I run the moving parts and keep after every lead, and you hear from me every week with real updates so you always know where things stand. You stay focused on your work and your family.

Continuity.

Closing day is where most agents disappear. I don't. You keep a direct line to me for the questions that come up after the move, the equity check-ins down the road, and whatever comes next when life changes. The relationship doesn't end when the keys change hands.

That's the whole point of having a process. Selling your home should fund the next part of your life, and it should do it without becoming the thing that runs your life for three months. The Method is how I make sure of both.



Presenting your property

The first showing happens before anyone sets foot in your home. A buyer scrolls past dozens of listings, stops on the few worth their time, and decides in seconds which homes to go see in person. How your home looks in those first images decides whether the right buyer ever books a showing, and it sets what they expect to pay before they walk through the door. Presentation does real work here. It's the first thing protecting your number.

Photos.

Most buyers find their home online, especially the ones relocating to the Bozeman area from out of state. Your photos are the first impression, and they decide whether your home gets noticed in a crowded market or scrolled past. I put professional photos on every listing I take, shot to make a buyer stop and book a showing. It's the one place I never cut corners.

Video and aerial.

Photos pull a buyer in, and video and aerial show them what a still frame can't. A walkthrough gives buyers the flow of your home, how the rooms connect and how the light moves through them, which is what builds the feeling they could live there. For a home with land, a view, or a setting that matters, aerial footage shows the whole property and where it sits, the part a buyer coming from out of state can't picture from a map. I use these where they earn their place on your home, not as a checklist.

Staging.

How your home shows in person matters as much as how it photographs. Before any photos are taken, we go room by room, deciding what to clear out, what to update, and how to arrange each space so it feels open and cared for. A cluttered or empty room makes a buyer work to imagine living there, and most won't bother. We set each space so they feel it the moment they walk in. When a professional stager is the right call, I bring one in. Other times we get the same result with what you already have.

Done right, the presentation makes a buyer walk in already wanting your home, ready to pay for it.

Every photo in this guide came from one of my own listings.





Reaching the right buyer

A strong listing only works if the right people see it. Once your home is ready, the job is getting it in front of the buyers most likely to pay for it. Here's where it goes, and how I reach them.

Where serious buyers look.

Serious buyers aren't hunting for their next home on social media. They're on the MLS, Zillow, Realtor, and the buyer portals, the sites people actually search when they're ready to buy. That's where your home goes first, syndicated across those sites and backed by the photos and video we built to make a buyer stop and book a showing.

The work that happens off-screen.

The part that matters most happens out of sight. I run targeted ads that reach buyers already searching for homes like yours, so your listing lands in front of people with real intent. And I network directly with the agents who have clients moving to Bozeman right now, the ones with a buyer in hand looking for exactly what you're selling. A lot of the best buyers come from those conversations, before your home ever shows up in a public search.

Presentation and reach are doing the same job from two sides, bringing the right buyers to your home already expecting to pay for what they find. That's how your home sells for what it's worth, in the window when it matters most.



Showing your home, on your terms

Once your home is on the market, it's exposed in a way it never has been before. Strangers know it's for sale, when it's empty, and what's inside. At a certain price point, that exposure is worth thinking about before the sign goes in the yard. Part of my job is getting your home seen by the right people, without putting you, your family, or your belongings at risk to do it.

Every showing is screened.

Not everyone who wants to see your home is a real buyer. Before anyone walks through, I confirm they're working with an agent and genuinely in the market, so the people in your home are there to buy, not to browse or worse. You're never fielding calls from strangers or deciding who to let in. That runs through me.

Access stays controlled.

Showings are by appointment, scheduled so you have time to prepare and never feel ambushed. A secure lockbox logs every agent who enters and when, so there's a record of everyone who's been inside. Before showings begin, I'll walk you through what to put away, valuables, prescriptions, anything personal or sensitive, so it's out of sight while your home is being shown.

Broker opens over open houses.

For most of my sellers, I lean toward a broker open over a public one. It puts your home in front of the agents who actually have qualified buyers, the people who can bring you a real offer, without opening your door to general foot traffic and everyone who wants a look inside. If a public open house is right for your home, we'll talk it through and decide together. It's your home, and the comfort level is yours to set.

The aim is simple. Your home gets full exposure to the buyers who matter, and you keep your privacy and your peace of mind while it's on the market.

Getting to your number

Selling well isn't only about the highest offer. It's about how much of that offer you actually keep by the time you reach closing, and that comes down to negotiation, both when the offers come in and in the weeks after.

When the offers come in.

The headline number is only part of an offer. The terms behind it, the financing, the contingencies, the closing timeline, the repair requests, can matter as much as the price, and a strong number with weak terms can cost you more than a slightly lower one that's clean. I walk you through every offer in full, what it really means for you and where there's room to push, so you're choosing the best deal, not just the biggest number on the top line.

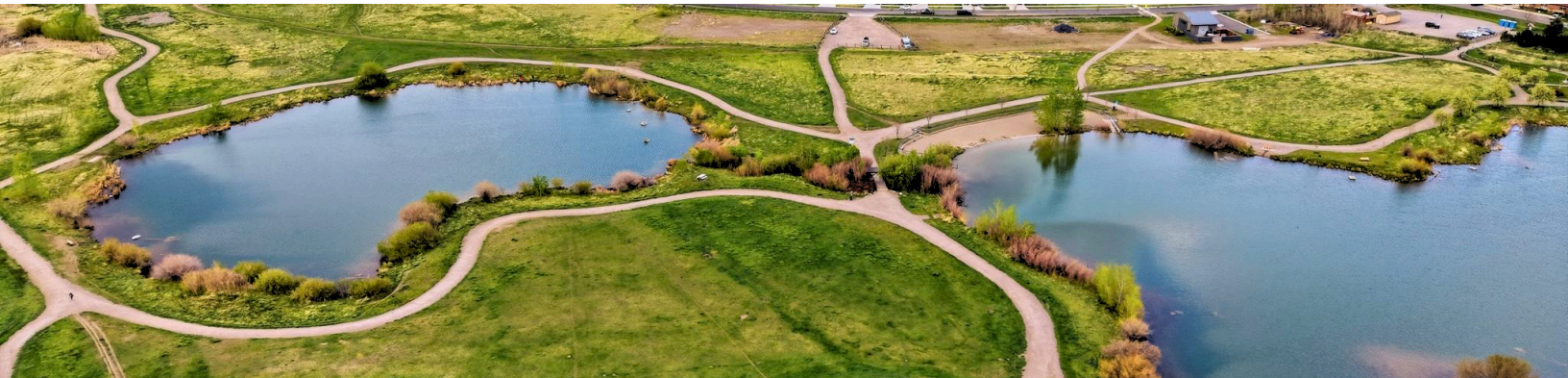
After the offer is accepted.

An accepted offer feels like the finish line. After everything it took to get there, that makes sense. Then the under-contract period starts, and it's where deals quietly lose value or fall apart. The inspection comes back with a list of demands. The appraisal can land under your price. Financing wobbles, or the buyer's side goes quiet at the worst moment. Any one of those can cost you thousands or sink the sale, and they tend to hit at once, on deadlines you didn't set.

Holding your number through to closing.

This is where I earn my keep. I see these moves coming before they land, push back on repair requests that don't hold up, defend your price through the appraisal, and keep the buyer's side moving so the deal closes on time and on your terms. I've done this enough to know exactly where deals come apart, and I keep yours together, price and terms, all the way through.

The strongest offer means nothing if it erodes before closing. My job is to get you a great number, then protect it from accepted offer to keys handed over, so the figure you agreed to is the figure you walk away with.





From sale price to your account

The price your home sells for and the amount that reaches your account are two different numbers. The gap between them is rarely a surprise once you understand it, but a lot of sellers only see it for the first time on their closing statement. I'd rather you see it at the start, so the number you're planning around is the real one.

Start with the sale price.

This is the figure your home sells for, the headline number on the contract. It's where the math begins, not where it ends, and planning your next move off this number instead of what actually lands is how sellers end up short at the worst possible moment.

Subtract what's owed.

Whatever remains on your mortgage gets paid off at closing, along with any liens or loans secured against the home. What's left after the payoff is your equity, the part of the sale price that's actually yours rather than the bank's.

Subtract the cost of the sale.

Selling has its own costs, and they come out at closing. Agent compensation, title and escrow fees, any seller-paid closing costs, and prorated property taxes up to the closing date. Together these usually run a predictable share of the sale price, and I'll give you a clear estimate up front so none of it catches you off guard.

What you walk away with.

After the payoff and the cost of the sale, what remains is your net proceeds, the money that actually reaches you. This is the number that matters, the one to plan your next step around, whether that's the down payment on your next home, an investment, or the start of whatever comes next.

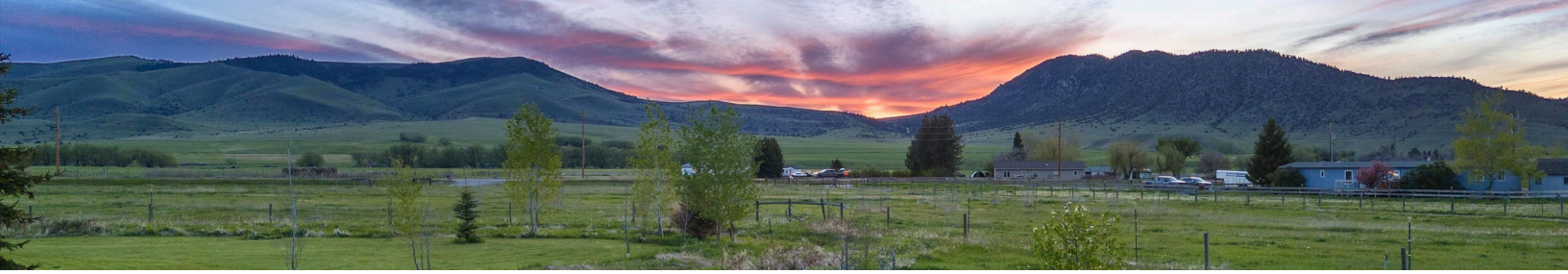
Knowing this number early changes how you sell. You price with a real understanding of what you'll walk away with, you plan your next move on solid ground, and nothing about your own closing statement surprises you. I build this picture with you before your home ever goes live.

What my clients say

"If you are looking for a realtor in the Bozeman area, I highly recommend Chase. He helped me purchase in 2022 and then sell in 2025. I could not have done either without his knowledge, expertise, patience, and help. He knows the market and will give you an honest and fair opinion. He helped me juggle the details of selling my home and all the details of the inspection, so I could focus on my relocation and new job. He is someone you can trust in this crazy market."
Michelle Polson

"Trustworthy, knowledgeable, and proactive. Chase is the professional you want in your corner for any real estate transaction. We chose to sell our home for a work relocation, and throughout the entire transaction we felt well-informed on every update and need, with up-to-date market analytics. Chase is detail-oriented and made sure every aspect was accounted for, so we could make calculated decisions as sellers. His marketing strategy was effective and brought us multiple competitive offers even in a slower period. He never hesitated to advocate on our behalf to meet our strict timeline. He communicated clearly and tactfully, and opened our eyes to blind spots we had as sellers. Most importantly, Chase cares about his clients and always has their best interest at heart. Easily the best agent we have worked with to date, out of nine-plus real estate transactions."
Scott & Corey

"Chase is very knowledgeable and easy to work with. He stayed engaged with us weekly, scheduled open houses and private showings, and provided helpful feedback every step along the way. He paved the way to selling our house despite tough housing market conditions. I will recommend Chase to anyone I know who is looking to sell a home."
Lisa Pryor



Who you're working with

You've reached the end of the guide, so let me tell you a little about who you'd be working with.

I came to the Gallatin Valley from Southern California, and Montana earned its place with me fast. I built my business here on purpose, the kind of work that's calm, intentional, and focused on people rather than volume. I'm not trying to be the loudest agent in the room or the one with my face on every bench. My strength is the one-on-one work: listening more than I talk, catching the things other people miss, and staying steady when you have a big decision to make. That same calm is what protects you when a negotiation gets tense or a deal starts to wobble.

What I care about most is that selling your home actually moves your life forward. The financial side, the equity you've built and where it goes next, and the lifestyle side, the home and the life that fits where you are now. Most people think you have to trade one for the other. You don't. Building both is the whole point of doing this well, and it's what the Montana Move Method is built around.
When you hire me, you get me, from our first conversation to the closing table and well after. I've sat across from a lot of sellers making one of the biggest financial decisions of their lives, and I don't take that trust lightly. It's the part of this work I value most.

When you're ready, let's talk.

Book a 30-minute equity and strategy call.

In 30 minutes, I'll give you a real read on where you stand, what your home could sell for in today's market, and what a plan would look like built around your life and your timing. No pressure, and no obligation. Just a clear picture of where you are and what it takes to get where you want to go.

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