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My Business Philosophies

I believe that you have the right to hear the *truth* about your transaction instead of self-serving sales talk.

The proper role of a real estate professional is to disclose and advise, not merely persuade.

I think most clients simply want sound professional advice so they can make their own real estate decisions instead of being persuaded to do what is in their agent's best interests.

My pledge to you, should we decide to work together, is that I will tell you the truth about your proposed transaction and allow you to make your own decisions without undue persuasion from me.

Here's How I Work

I am a full-service real estate professional who offers exceptionally responsive, competent, plain-spoken service without the usual self-serving sales talk.

I handle only high quality properties.

I am more of a *counselor* than a salesperson.

I will present options for you to consider instead of the usual "close the sale" approach.

Finally, I will tell you the *truth*, even if it isn't what you want to hear.

A Unique Partnership Approach

Before seeking solutions for your real estate needs, it is vitally important that we clearly understand what you want to accomplish.

Therefore, I like to consult with my clients and discuss their needs, wants, likes, and dislikes before recommending solutions.

This counseling approach, though somewhat unique in the real estate profession, allows us to work as *partners* to achieve your real estate objectives.

My goal is to *help* you reach your real estate objectives, not *sell* you on a solution that only benefits me.

What You Can Expect From Me

My goal is to provide you with the same level of competent, professional service that you would expect from your physician, attorney, or CPA.

- I *will* show up – on time.
- I *will* return your phone calls and e-mails.
- I *will* diligently follow up on all details of your transaction.
- I will work *with* you to achieve your real estate objectives.
- I *will not* tell you what you want to hear just because it is easier than facing reality.

My Approach

My focus is on *you* and your needs, not *me*.

I don't have "Million Dollar Producer" license frames on my car and there are no sales award plaques on my office wall.

This process is about *you*; not me.

I will ask questions about your wants, needs, and concerns ~ and I will *listen!*

Background and Experience

I am licensed real estate broker with 33+ years' experience.

I have closed around 2,000 escrows during my extensive career.

I am also the author of *SELLING REAL ESTATE How To Succeed In The Real World*, a respected real estate text now in its 3rd printing.

My Qualifications

I am a competent, dedicated professional with the experience necessary to help you achieve your real estate objectives.

I continually upgrade my skills by completing courses in real estate law, client counseling, taxation, exchanging, negotiating, and other specialized areas of real estate.