



City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date:	February 26, 2026	Staff Member/Dept:	Jade Riley, Administration
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Agenda Item:	Recommendation to award Real Estate Services Contract for community housing units at 291 N. 2 nd Ave.
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Recommended Motion:

"I move to award one (unit) contract to Joanne Weatherell and one (unit) contract to Debra Hall and instruct staff to complete the financial compensation negotiations."
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Reasons for Recommendation:

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| <ul style="list-style-type: none"> • Anna Mathieu, Associate Broker with Windemere, was initially selected to sell all three units at 291 N. 2nd Ave. in November of 2025. • In late January 2026, Mayor Prekeges supported issuing a Request for Proposal (RFP) to solicit interest from other realtors to sell the property's units, which was also expressly supported by Counselors Hutchinson and Cordovano during the November 17, 2025, City Council meeting. • Staff discussed the issuance of an RFP with Ms. Mathieu earlier this year, assuring her that she would retain the rights to sell one unit should other realtors be selected via the RFP process. • An RFP was issued in early February, and the city received three proposals from the following individuals: <ul style="list-style-type: none"> • Anna Mathieu • Debra Hall • Joanne Weatherell • All three were deemed to meet the minimum qualifications, but were not rated in ranked order due to Ms. Mathieu already being selected to sell the top-floor unit. The remaining proposers would be assigned one of the remaining units via a fair process (draw number or coin flip). • Under Idaho law, the professional services contracts must be awarded upon qualifications through the RFP first. Negotiated compensation would come after the RFP award. • The Mayor has instructed staff to begin negotiations at a 2% rate, which has been communicated to the RFP respondents. Staff will be able to provide a verbal update during the city council meeting. • Once representation contracts are established, staff can return to the council at a future date regarding results from sales pricing negotiations with each selected realtor for their associate unit. |
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Financial Impact:

None OR Adequate funds exist in account:	Adequate funds exist within approved budget.
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Attachments:

1. RFP for Real Estate Services
2. Respondent responses



Request for Proposals (RFP) for Real Estate Services for Sale of Community Housing Condominiums

February 9, 2026

Contact:

Trent Donat, City Clerk

tdonat@ketchumidaho.org

Telephone: (208) 806-7010

SUBMITTAL DEADLINE

The City of Ketchum, Idaho will accept responses electronically at tdonat@ketchumidaho.org until **February 17, 2026, 5:00 p.m. MST.**

INVITATION TO SUBMIT PROPOSALS

- Copies of the RFP can be found on ketchumidaho.org/administration/page/bids-and-requests-proposals.
- Electronic responses shall be submitted via email to Tdonat@ketchumidaho.org.
- The City will respond to any questions of a substantive nature via an addendum to this RFP. All addenda will be posted to the link and distributed to known holders of the RFP.

The City reserves the right to reject any and all responses or any part thereof, to waive any formalities or informalities and further, to select the most responsive and responsible respondents, according to the City's evaluation and as deemed to be in the best interest of the City. The City may opt to conduct interviews at its own discretion following the response deadline.

BACKGROUND

The City of Ketchum seeks letters of interest from licensed realtors to sell two city-owned community housing units located at 291 2nd Avenue. The city acquired the property to rehabilitate the three condominiums and resell as deed-restricted community housing (detailed information below). In short, these condominiums can only be purchased by full-time local employees, local seniors, or locals with disability. Future owners must physically reside in the home 9 out of any 12-month period and can only rent a room to

other qualified locals. If they choose to sell, they can only sell to another local who meets the same criteria.

The city has already awarded one condo (top floor) to a qualified realtor. The city is seeking two additional realtors to complete marketing and sales work for the remaining two condos. Given the nature of these sales, beyond standard real estate agent qualifications, additional qualifications include but are not limited to the following:

- Applicants must be willing to become (primarily) self-educated on the city's deed restriction program to ensure buyers meet the objectives of the housing program.
- Prior to marketing, applicants must demonstrate adequate knowledge about the deed-restricted program to educate potential buyers, lenders, and other stakeholders and confidently and accurately respond to their questions.
- They must also be willing and able to coordinate with, and take directions from, Ketchum staff. For example, Applicants will help manage expectations of potential buyers and work with staff to ensure that buyers are fully qualified prior to processing an offer.
- Applicants must be able to collaborate and openly communicate with the agents for the other two condominiums in the building to ensure streamlined viewing(s), due diligence, and closing experience for potential buyers.

DESCRIPTIONS

- Property: 291 2nd Avenue

The property, also referred to as the Hyperborean Condos, sits on the corner of 2nd Avenue and Sun Valley Road. The west side of the parcel is currently undeveloped but intended to be in the near future. Built in 1975, the building is comprised of three levels with a ~900 square foot residence on each floor. The 1st and 3rd floor condos are two-bedroom/two-bath while the 2nd floor is three-bedroom/two-bath.

Upon purchase, the City made the following improvements: reroof, code compliant egress, and exterior safety features. Additionally, the bottom condo received a significant renovation to remediate past water intrusion issues. Staff anticipate these condominiums will sell for less than \$550,000.

- Deed-Restricted Program

The City will enlist the Blaine County Housing Authority (BCHA) to ensure the units are compliant with the adopted deed restricted policies. Please see the following [Community Housing Policies](#) attachments for details:

- Exhibit A: "Section 1 – Introduction"
- Exhibit B: "Section 2 – Qualifying to Rent or Purchase Community Housing"
- Exhibit C: "Section 4 – Community Housing Ownership"
- Exhibit D: "Deed Covenant example"

RESPONSE FORMAT & EVALUATION CRITERIA

Responses shall be organized in letter format and contain the following information.

1. Detailed interested in representing the city in this transaction.
2. Past relevant experience, including examples of collaboration with other agents, working with a multidisciplinary team, and assisting buyers of limited means.
3. Description of qualifications in relation to the bullets above.
4. Proposed marketing approach.
5. Compensation structure.

Responses will be evaluated according to the following criteria:

1. Experience and qualifications
2. Proposed marketing approach

QUESTIONS AND CONTACTS

Questions or requests for information should be submitted via email to Trent Donat at tdonat@ketchumidaho.org. Respondents should refrain from approaching other City of Ketchum staff or elected officials. The City is interested in establishing a fair and transparent selection process where respondents have equal access to all the information about the project.

February 17, 2026

To:
Trent Donat, City Clerk
tdonat@ketchumidaho.org

From:
Anna Mathieu, Associate Broker, Realtor, Windermere Real Estate/SV, LLC

Re:
Request for Proposals (RFP) for Real Estate Services for Sale of Community Housing
Condominiums

Dear Ketchum City Council and Staff,

I wish to thank you for the listing agreement of the top unit of the Hyperborean condos, as well as the opportunity to work on the charitable sale (which I did pro bono for the city in 2024) and its subsequent resale with a Local's Only deed restriction. I am very interested in representing the city in the sale of all three Hyperborean units.

I feel uniquely qualified to assist buyers and sellers in the purchase and sale of deed restricted housing based on the volume of transactions that I have handled over the last 20 years. Please refer to the attached Community Housing Resume and the list of my Deed Restricted Sales.

I have worked on this project approximately 15-20 hours a month throughout 2025, since the city closed on the purchase of the Hyperborean condos. My role has been to advise and collaborate on: appropriate pricing for this Local's Only deed restricted product, the scope of work for rehabilitation of the building, overhauling the CC&Rs to include the deed restriction and maintain the city's unfettered ability to develop the adjacent land, finding an HOA management company, the creation of an HOA budget and the funding of a capital reserve account, and developing a marketing plan.

In addition to marketing, another very important component of assisting the public, buyers, and their agents is to ensure that the buyers and agents understand the pros and cons of purchasing a property with a deed restriction. The home buying process is often new to such buyers, and the process of working with a public entity for qualification and on-going compliance, as well as understanding future resale issues are additional layers of complexity that should be well understood to make the program a success for all.

Deed restricted property transactions also require finding the right lenders as lending programs vary and not all lenders will lend on deed restricted properties, and there is often a support and education process when working with the appraisers to ensure success.

Additionally, I think it is important to recognize that due to the well-oiled working relationship that I have with the Housing Department staff, a single realtor point of contact means efficiency and time savings for all involved: from the public, potential buyers, and their agents to, importantly, the Ketchum Housing Department staff. Given that there are a lot of moving parts, and home buying can be a stressful process, the established working relationship I have with the various contacts at the Housing Department, will allow me to set clear expectations and provide the smoothest, clearest process for all.

And bonus, when you hire me to represent you, you get the benefit of two agents as I work in a team with Michelle Sabina. We are both associate brokers and bring over 32 years combined experience in real estate. I attach our marketing plan for the Hyperborean units.

Should the City decide to hire me for all three units, we will reduce the commission on the second and third sales.

Thank you for your consideration. We invite any follow up questions or discussion.

Warmest regards,



Anna Mathieu



ANNA & MICHELLE

2023, 2021, 2020, 2019, 2018 Idaho Mountain Express Best of the Valley

WINDERMERE REAL ESTATE SV/LLC

Anna Mathieu, MBA, Associate Broker, GRI, ABR

(208) 309-1329

annamathieu@windermere.com

Michelle Sabina, Associate Broker, GRI, RSPS

(503) 758-9163

michelle.sabina@windermere.com

Windermere Real Estate/SV, LLC

www.5B-RealEstate.com

Attachments:

2026 ALM Community Housing Resume

Deed Restricted Sales History

Hyperborean Marketing Plan

Anna Mathieu

Community Housing Resume

(208) 309-1329 • AnnaMathieu@Windermere.com

Office Addresses: 180 N Main St., Ketchum & 100 N Main St., Hailey

Experience with Community Housing / Deed Restricted specifically

Deed Restricted Sales: 45 + 4

Ownership and Preservation Program: 1; City of Ketchum: 3; BCHA: 18

ARCH: 20; Hailey Local's Only: 2; City of Hailey Workforce Deed: 1

Market Rate Purchased or Identified for Donation for Community Housing: 4

City of Hailey/ARCH Community Housing Trust Locals Only Pilot

2024 – Present: Assisted in the program design, the deed covenant re-design, and effected the sales for which the CoH and ARCH helped buyers purchase and deed restrict two Hailey properties.

Friend of the Fund, Initial Donor and Advisory Committee

2024 – Present: Community Housing Fund / Committee, Sun Valley Board of Realtors

City of Hailey Housing Committee

2023 – Present: Member of Advisory Board

Assist to Idaho Housing and Finance Association

2010 – Present: Occasionally assist with data collection, assist ARCH and the public with programs, provide program feedback.

Blaine County Housing Authority

2007 – 2010: Commissioner

2008 – 2010: Vice Chair

2010 – On and Off: Advisory Board

Participated in re-writes of the Guidelines (now Policies) multiple times over the years.

Consulted with various directors and board members over the years on various aspects.

Realtor for ARCH

2008 – Present

Maintain the wait list of ARCH buyers.

Provide real estate purchase and sale services and advice.

Participate and provide feedback in programs and deed covenants.

Participate in feasibility studies for community housing projects.

Help identify land opportunities.

“Community Housing for Real Estate Professionals”

2008: Co-Creator of a continuing education class E0608, certified by the Idaho Real Estate Commission.

Real Estate Experience

Windermere Real Estate/SV, LLC

2003 – Present

Market Sales: 400 (not counting deed restricted)

2008 – 2010: Myers Financial Group, Idaho/California

Land Acquisition, Entitlement, Market Studies, Property Tax Management

2004 – 2008: Director of Marketing, Cove Springs Development Inc., Blaine County
Residential Real Estate Development Corporation

Awards

2023, 2021, 2020, 2019, 2018: Idaho Mountain Express: Best Realtor/Team of the Valley
Two-time winner of the Windermere Cup: “Realtor of the Year”

Education

2003: Real Estate Licensee Certification, CSI / IREC

2016: Brokers License AB27381

Additional Certifications: Graduate Realtor Institute, Accredited Buyer Representative

1996: Thunderbird, The American Graduate School of International Management, Arizona
Master of International Management / MBA
Semester at the Thunderbird campus in Archamps, France

1993: University of California at Santa Cruz

Bachelor of Art in Language Studies

Junior year abroad at the Institut d'Etudes Politiques, Université de Grenoble, France

Additional Community Service

Papoose Club member: 2002 – Present

President: 2021 – 2022, Vice President: 2022 – 2023, 2017 – 2018, Publicist: 2013 – 2015, 2005 – 2007, Woman of the Year: 2006

2007 – 2010: Government Affairs Committee Member of the Sawtooth Board of Realtors

2006 – 2007: Former Vice Chair of the Hailey Historic Preservation Commission

2005 – 2007: Founding Member of the Wood River Women’s Charitable Foundation

Languages Spoken

Passable Spanish, Fluent French

Marketing Plan: Hyperborean

Preparation for Market:

We have compiled a list of items that we've all been working through to prepare for sale. Basics: Running & Funding the HOA, hiring a Property Management company, re-writing CC&Rs and Bylaws, contracting for Major Repairs to the building, deciding on what cosmetic repairs/upgrades will be done for individual units - and creating a clear timeline for those to be done, finalizing the deed covenant documentation.

Positioning:

We do not control the location, competition or market conditions, but we can control the condition and presentation of your property, the list price, and the terms of sale. And, of course we will make sure to clearly communicate the amazing Locals Only opportunity, as well as the pros/cons and ins and outs of the City of Ketchum / BCHA Locals' Only program, policies, fees, and restrictions.

Presentation:

Professional Photography

We always hire a professional photographer to photograph the property we list. Research shows that multiple, high-quality photos sell homes. Your property will be photographed by a professional photographer for our marketing materials and on-line photo gallery.

Professional Description

It will be important to present both the property and the Local's Only opportunity thoroughly and succinctly for the first pass to peak interest, as well as provide details for those who may qualify and be truly interested.

Multiple Listing Service (MLS)

The key to being seen by the most buyers is having a property listed in the MLS. Our MLS is then distributed over a plethora of internet sites (Zillow, Realtor.com, Homes.com, etc) where the public views and shares photos and property information, and can reach out to agents (who list or advertise there, or call their own agent).

Marketing:

Advertising

There are many vehicles and depending on the property and the season a mix of advertising will be engaged in including the local newspapers and local real estate magazines.

Marketing Plan: Hyperborean

Internet Promotion

Most buyers now use the internet before to identify properties that they'd like their agent to show. We use a wide variety of online advertising and marketing avenues for example: Windermere.com. Realtor.com, and Zillow.

Social Media

Keeping your property in front of potential buyers is also accomplished by posting on social media. We have been getting a lot of attention from paid and unpaid Facebook and Instagram post boosts for our listings lately, and will continue to give this weight in the marketing mix.

Email Marketing

Keeping your property at the forefront of the sales force (all agents in the MLS) on a regular basis, is an important aspect of marketing. Additionally, our database of contacts will receive email regarding your property.

Direct Mail Marketing

Proactively canvas your neighborhood for potential buyers-often neighbors are the best salespeople for a particular area, so we enlist their help! We will contact the neighborhood with high quality, full color postcards.

Windermere Sign

A crisp, clean white and blue Windermere sign will be placed in your front yard, letting all who drive by know that your property is on the market and providing information about the property.

Property Flyers / Color Brochure

The flyer will illustrate the Property's best features, as well as provide the pertinent details that buyers want. These flyers will be emailed to prospects and sent with all follow up to agents and potential buyers. A flyer box will be attached to the sign in the front yard.

Open Houses

Wednesdays 11 – 1 is the established realtor/public open house day/time for Ketchum. We will definitely hold open houses during the prescribed hours as well as some evening and weekend times. We welcome as much or as little participation from the Housing Department in these events.

Marketing Plan: Hyperborean

Communication

Showings & Inquiries

All leads generated through marketing, online contacts, office meetings, MLS inquiries, or direct requests for information will be treated promptly and professionally. Follow up with those agents or buyers will be conducted, and feedback collected.

Feedback

We will share the property feedback with you so that you understand how the market is reacting to your property. We will keep you up to date on market activity with regards to new competition, price reductions, and sales, and make suggestions about the course of marketing action.

Two Agents!

We work as a team, so when you list with either of us, you benefit from two full-time experienced agents. This ensures that we can provide the public, buyers, and agents great communication and responsiveness. Team: Anna Mathieu, Michelle Sabina – both associate brokers with over 32 years combined experience in real estate.

Let's Do This!

As soon as you are ready, we are fully prepared to launch the marketing of your property.

Deed Restricted Sales Anna Mathieu has participated in

Entity	Status	Date	Address	Name	Type	Total	45
BCHA	Coming Soon	WIP 2026	110 Lindsay Cir 2A, Ketchum	Connolly	Income Deed Restriction	OPP	1
CoK	Coming Soon	WIP 2024-26	291 N 2nd Unit 1, Ketchum	CoK	Locals Only	CoK	3
ARCH	UC	WIP 2025-26	8 Punkin Center, Gannett	ARCH	Income Deed Restriction	BCHA	18
BCHA	Sold	01/16/26	106 Village Way #10, Elkhorn	Mendelsohn/Tyrer	Income Deed Restriction	ARCH	20
CoK	Sold	08/12/25	225 Pinewood C16, Parkside, Ketchum	CoK/McGraw	Locals Only	ARCH/CoH	2
BCHA	Sold	05/17/25	2B 110 Lindsay Cir. Scott Northwood, Ketchum	Hemmings/Black	Income Deed Restriction	CoH	1
BCHA	Sold	04/25/25	131 N Washington #101, Ketchum	Ritzau/Taylor	Income Deed Restriction		
ARCH	Sold	03/31/25	226 Alturas, Blaine County	Tyo/ARCH	Locals Only		
BCHA	Sold	01/16/25	110 Lindsay Cir. Scott Northwood, Ketchum	Shumacker/Collins	Income Deed Restriction		
BCHA	Sold	10/04/24	1908 Warm Spgs #27. Pineridge, Ketchum	Knynenburg/Hudson	Income Deed Restriction		
BCHA	Sold	02/05/25	113 Angani #2091, Elkhorn Village	BCHA/Worley	Locals Only		
ARCH	Sold	01/17/25	3561 Glenbrook, Hailey	Perez Calderon	Locals Only		
BCHA	Sold	01/03/25	109 Angani Way #4, Elkhorn Springs	Pharris/Davis	Income Deed Restriction		
BCHA	Sold	12/10/24	120 8th St #202, Ketchum	Highfil/The Residence	Income Deed Restriction		
OPP	Sold	02/29/24	214 A Pinewood, Parkside, Ketchum - 1st OPP*	Buersmeyer	Locals Only/OPP		
CoK	Sold	02/26/24	225 Pinewood Ln C16, Parkside, Ketchum - Pro Bono	Charitable Sale Drew	Locals Only		
BCHA	Sold	02/14/24	660 1st Ave N #202, Ketchum	Baker/Pedersen	Income Deed Restriction		
ARCH/CoH	Sold	12/15/23	3641 Woodside, Hailey	Quispe	Locals Only - Hailey Local's Only		
ARCH/CoH	Sold	12/14/23	920 Snowflake, Hailey	Baker	Locals Only - Hailey Local's Only		
BCHA	Sold	08/31/23	222 N. 2nd Chilali Lodge #2, Ketchum	Robrahn/Brod	Income Deed Restriction		
BCHA	Sold	06/16/23	120 Flower Dr A. Fields, Ketchum	Crofts/Tyler	Income Deed Restriction		
BCHA	Sold	01/13/23	120 Flower Dr A. Fields, Ketchum	Lusk /Crofts	Income Deed Restriction		
BCHA	Sold	01/10/23	631 N Washington #105, Ketchum	Stansberry/Lane	Income Deed Restriction		
BCHA	Sold	01/03/23	1908 Warm Spgs #13, Pineridge, Ketchum	Lang/Novak	Income Deed Restriction		
ARCH	Sold	12/29/22	2600 Woodside, Hailey	Valadez	Income Deed Restriction/Land Lease		
BCHA	Sold	12/23/22	2430 Winterhaven, Hailey	Harder/Armenta	Income Deed Restriction		
ARCH	Sold	10/14/21	2620 Woodside, Hailey	Hurtado	Income Deed Restriction/Land Lease		
ARCH	Sold	10/13/21	2540 Woodside, Hailey	Omar	Income Deed Restriction/Land Lease		
ARCH	Sold	06/03/21	2580 Woodside, Hailey	Ervin	Income Deed Restriction/Land Lease		
ARCH	Sold	05/28/21	2590 Woodside, Hailey	Romero	Income Deed Restriction/Land Lease		
ARCH	Sold	04/09/21	2570 Woodside, Hailey	Murillo	Income Deed Restriction/Land Lease		
BCHA	Sold	12/16/20	997 Silverstone Dr., Hailey	Moffat	Income Deed Restriction		
ARCH	Sold	06/18/20	216 Glen Aspen, Bellevue	Chavez	Income Deed Restriction/Land Lease		
ARCH	Sold	04/25/17	602 S 4th, Green Meadow, Hailey	Udesen	Income Deed Restriction		
ARCH	Sold	08/17/16	3706 Buttercup, Blaine County	Brower	Income Deed Restriction		
ARCH	Sold	07/09/16	3871 Glenbrook Dr., Hailey	ARCH	Income Deed Restriction/IHFA		
ARCH	Sold	12/29/15	3861 Glenbrook Dr., Hailey	ARCH	Income Deed Restriction/IHFA		
ARCH	Sold	07/14/15	3821 Woodside, Hailey	Wesley	Income Deed Restriction/Land Lease		
CoH	Sold	05/12/15	2445 Winterhaven, Hailey	Adams	Workforce Housing Deed (Early version of Local's Only)		
ARCH	Sold	04/28/14	112 8th St, Bellevue	Perez	Income Deed Restriction/IHFA		
BCHA	Sold	10/24/13	120 Flower Dr A, Fields, Ketchum	Parker	Income Deed Restriction		
ARCH	Sold	06/27/13	307 N 5th, Bellevue	Veigara	Income Deed Restriction		
ARCH	Sold	06/30/05	602 S 4th Ave Green Meadows A, Purchased and Resold with Deed Restriction	ARCH	Income Deed Restriction		
ARCH	Sold	06/30/05	602 S 4th Ave Green Meadows B, Purchased and Resold with Deed Restriction	ARCH	Income Deed Restriction		
ARCH	Sold	06/30/05	602 S 4th Ave Green Meadows C, Purchased and Resold with Deed Restriction	ARCH	Income Deed Restriction		

Market Rate Purchased or Donated for Deed Restricted Sales Anna Mathieu has participated in

Entity	Status	Date	Address	Name	Type	Total	4
ARCH	Sold	3/17/2023	Ellsworth Inn, Hailey	ARCH	Building/Land to Develop Community Housing		
ARCH	Donated	2020	Parcel O Woodside: 9 Homes built & Sold/Rented: Anna identified the parcel	ARCH	Land to develop Community Housing Rentals/Sales		
ARCH	Sold	5/24/2017	ARCH Lot 1 Block 21 Sub #6	ARCH	Land to develop Community Housing Rentals		
ARCH	Sold	5/24/2017	ARCH Lot 2 Block 21 Sub #6	ARCH	Land to develop Community Housing Rentals		



Contractor RCE-32983

513 North Main Street, Ste #4
Hailey Idaho 83333

Office 208-928-7653

February 17, 2026

Trent Donat
City of Ketchum
tdonat@ketchumidaho.org

Re: Listing Proposal for 291 2nd Avenue, Ketchum, Idaho

I am applying to work with the City of Ketchum to help provide affordable housing for residents. I have been involved in the real estate industry since 1991 and have worked as a full-time real estate agent since 1995. Prior to that, I worked in insurance and as a title officer for Sun Valley Title locally. I moved to the area in 1975, and affordable housing has been a challenge here since then. Moving with my family from southern Missouri, my parents experienced the "shell shock" of buying here the Wood River Valley.

My real estate experience spans Southern Idaho, with a primary focus on the Wood River Valley. I am a member of the Sun Valley Board of Realtors and the Intermountain Multiple Listing Service, which gives me access to market information across the region. During the recession, I specialized in handling bank-owned properties (REOs) and short sales, working with banks and asset management companies to manage and sell foreclosed properties. This role required me to follow strict guidelines, collaborate with multidisciplinary teams, and assist buyers of varying income levels, including those with limited means.

I currently serve on the forms committee and Professional Standards Committee for Idaho Realtors, the state association.



Locally, I am the Ombudsman for the Sun Valley Board of Realtors. I hear disputes and work with the parties to come to a resolution of issues that may arise during transactions. I do this with the Realtors as well as the public for real estate transactions. I am also a National Association of Realtors trained mediator.

I am passionate about helping first-time homebuyers and individuals with limited resources achieve homeownership. While I occasionally work with larger properties, my primary focus is on serving the local workforce and making homeownership accessible. Nothing brings me more satisfaction than finding solutions to help people afford a home.

For your housing units, I would focus on marketing to the local community. With a proposed price point of \$550,000, I anticipate strong demand and likely a waiting list, which I would manage according to the city's guidelines. My compensation structure is negotiable and can be discussed further, if I am selected.

I have a staffed office with a physical location and associated expenses, and I am open to discussing compensation for my services. I am attaching my resume, which outlines my professional designations and experience dating back to 1990. While I graduated from Wood River High School and have taken many college courses, I do not hold a degree but many industry specific designations.

Thank you for considering my application.

My Best,



Debra Hall
Owner/Broker

Debra Hall

I **SELL** real estate and want to be your Idaho Realtor. I know the area and the market in Blaine County, Idaho, having lived locally since 1974.

I **LOVE** a challenge and look forward to working with you on your next residential, commercial, development, short sale or REO transaction.

I have the **EXPERIENCE** you deserve for your next real estate deal.

PROFESSIONAL EXPERIENCE

2012 – NOW **HALLMARK IDAHO PROPERTIES LLC** – Owner/Broker
1997 – 2012 **WINDERMERE REAL ESTATE SUN VALLEY LLC** – Associate Broker / Branch Manager
1995 – 1997 **HAILEY REALTY** – REALTOR® Sales Associate
1990 – 1995 **SUN VALLEY TITLE COMPANY** – Title Officer

DESIGNATIONS AND AFFILIATIONS

Professional Designations

ABRM – Associate Buyer Representative Manager
CDPE - Certified Distressed Property Expert
GRI - Graduate REALTOR® Institute
SHS – Senior Housing Specialist
CNE – Certified Negotiation Expert
CSSS – Certified Short Sale Specialist
CHSS – Certified Home Staging Specialist
CMRS – Certified Military Residential Specialist
CLP - Certified Listing Professional
EQUATOR Certified
2016 Graduate Idaho Realtors Leadership Academy
2016 National Association of Realtors Mediator
2017 I-WIL Certified (Idaho Women In Leadership)
2021 IDAHO REALTORS Grievance Committee Chair
2021 SUN VALLEY BOARD OF REALTORS Vice-President
2020 NATIONAL ASSOCIATION OF REALTORS Risk Mgmt Cmtee

PROFESSIONAL MEMBERSHIPS

National Association of REALTORS®
Idaho REALTORS®
Sun Valley Board of REALTORS® Board of Directors,
President 2011, 2017 & 2022
Sun Valley Board of REALTORS® Vice-President 2016 & 2021
Intermountain Multiple Listing Member
City of Hailey Chamber of Commerce Board of Directors, V-Pres. 2014
City of Hailey Chamber of Commerce President 2015
Sun Valley Board of Realtors Ombudsman 2015-NOW
Idaho Association of Realtors State Director
2022 Idaho Realtors REALTOR OF THE YEAR

PAST AND PRESENT CLIENTS

Wells Fargo * Countrywide * Bank of America * HSBC * Chase * Citibank *
GMAC * D.L. Evans Bank * Fannie Mae * IndyMac * Freddie Mac * Premier
Asset Services * Old Republic * Select Portfolio Servicing * Corelogic * Bank of
New York * Green River Capital * Chase * Hudson Homes *
Kondaur Capital * Caliber Home Loans * M & T Bank * Beneficial Financial*
Selene Financial * GR Financial * Shelving Rock Asset Mgmt. * U.S. Bank *
Consolidated Analytics Property Services * Nationstar * SolutionStar * XOME *
American Destiny Real Estate Services * Castle Rock REO



Debra Hall

"Queen of the Hills"

E-Mail: debra@hallmarkidahoproperties.com

Video : <https://www.youtube.com/watch?v=z1TP-VgAsHY>

Cell: 208-720-4181

Fax: 208-928-7722



INTERMOUNTAIN **MLS**



EQUAL HOUSING
OPPORTUNITY

MULTIPLE LISTING SERVICE

MLS®



REALTOR®

HALLMARK

IDAHO PROPERTIES

513 North Main Street #4

Hailey Idaho 83333

208-928-SOLD (7653)

"Movin' Mountains One Property at a Time"



To Whom it May Concern:

Please find my interest in representing the City of Ketchum in the proposed marketing and sale of the two community housing units.

I have been selling real estate in the Wood River Valley since 1993. Also, I am the Broker and owner of the REMAX office in Ketchum conveniently located on Sun Valley Road. My agents and team can assist in meeting the demand for showings and be very responsive. I have a full-time business partner and a full-time receptionist at our office Monday through Friday. So, no call goes unanswered as we pay prompt attention to our prospective buyers and our clients.

Please find included my written marketing plan, along with testimonials from past Buyers & Sellers, and a sample of our marketing.

Having worked throughout the years with many locals, we do all we can to find the right property for the right price, at any income level. We work with many lenders to facilitate the buyer's needs. The income restrictions on the community housing units are low, so I believe you would need a representative that has a true understanding of the target market and to be extremely knowledgeable & available to answer questions relating to the various program levels and application details.

We appreciate your consideration and would be available for a personal interview.

Sincerely,

A handwritten signature in black ink that reads "Joanne".

Joanne



RE/MAX Sun Valley

Joanne Wetherell

svjoanne@gmail.com | www.SunValleyResortProperties.com

(208) 720-0916 (Mobile) | (208) 726-4901 (Office)

PO Box 2744 Sun Valley, ID 83353



Joanne Wetherell
Broker/Owner

“Real Estate is my profession, NOT my hobby!”

TOP PRODUCER WITH RE/MAX International
#1 IN IDAHO
TOP 10 PACIFIC NORTHWEST REGION
TOP 50 UNITED STATES
TOP 100 GLOBALLY

PROFESSIONAL DESIGNATIONS

CSFP	Certified Full-Service Professional
CLHMS	Certified Luxury Home Marketing Specialist®
RENE	Real Estate Negotiation Expert®
GRI	Graduate of REALTORS Institute®
CRS	Certified Residential Specialist®
ABR	Accredited Buyer Representative®
CDPE	Certified Distressed Property Expert®
SFR	Short Sale & Foreclosure Specialist®

PROFESSIONAL QUALIFICATIONS

Idaho Real Estate Brokerage License

Active member of the National and Idaho Association of REALTORS®

Active member in the Sun Valley Board Multiple Listing Service

Active member in the Intermountain Multiple Listing Service

Past member & Board of Director of the Sawtooth Board of REALTORS®

Past State Director for the Sawtooth Board of REALTORS®

Marketing Plan

- Place a **RE/MAX Sun Valley** sign on the property (if allowed)
- Professionally photograph & prepare an online slide show
- Enroll the property in two **MULTIPLE LISTING SERVICES:**
Sun Valley Board of Realtors & Intermountain MLS
- Prepare a Matterport Tour of your home
- Produce a **PROPERTY PROFILE** full color brochure
- Cater a Broker's luncheon tour, afternoon wine & cheese, etc.
- Notify the neighbors & move up buyers that the property is on the market
- Notify the top agents about the property – special database
- Conduct Open Houses for prospects and associates
- Utilize a lockbox to facilitate ease of showings or accompany agents
- Vacant listings – **“Set the Stage”** – turn on lights, open curtains,
- Monitor listing & sales activities to maintain competitive position in the marketplace
- Place special feature cards on property to point out highlights to prospects
- Advertise in Homes Magazine, newspapers, highly visible web presence
- Prepare a **HOME BOOK BROCHURE** available at the home
- Follow-up on showings to obtain prospects' reactions
- Unconditional Guarantee
- Open Houses during the weekend at peak hours
- Work with tenants or property managers for ease of access
- **Call or email you weekly!**



A few words from our satisfied clients:

- “Joanne Wetherell is one of the best real estate experts I have ever worked with. Not only is she extremely knowledgeable in her industry and efficient with time, but most importantly she is a pleasure to do business with. I strongly recommend anyone to utilize her services, you will not be disappointed!” **Sellers**, Mark & Geriane Guho
- “Patient and dedicated to finding you just the perfect property, and then getting the deal done.” **Buyer**, Jori Potiker
- “Joanne was everything you could ask for in a Broker / Agent. Communicative, organized, and on top of everything.” **Buyer**, Will Davis
- "I worked with Joanne Wetherell on the sale of my home and the purchase of my building lot. Joanne did an excellent job when we had a down market. And when the market turned around things went even better. It was not an easy sale, but things went quite smoothly. Most important to me was the speed of response to phone calls, texts and emails. Either she got back to me quickly or her assistant, Andrea did with answers to my questions. Then I had not been able to find the kind of lot within my parameters. She found the ideal lot for me in an area I had not even considered. Her suggestion to look at this lot was brilliant because it is everything we wanted. I highly recommend Joanne and her team at RE/MAX!" **Buyer & Seller**, Nadine McWilliams
- “Joanne and her team went over and above to help us sell our property. Their service is unmatched.” -**Seller**, Kristie Mendenhall
- "Joanne and her team did a terrific job of selling my condo even though it was not remodeled/updated/new. They were great about featuring all the good elements -- ready to move in, fully furnished with good quality furniture and all household goods, sunny location, and a beautiful large deck. Their photographer did an excellent job as well. All were professional, communicative, and knowledgeable. I would hire Joanne and her team again!" - **Seller**, Susan Foster
- “They constantly advocated for us and were incredible at negotiating the terms of the sale during the closing period.” **Buyer**, Sam Linnett
- "We have used RE/MAX and Joanne Wetherell from 2005, initially selling our land and then getting us into our now former home. 14 years later she and her able staff were able to professionally assist us in selling our SV home. They have the pulse on the real estate market in the Wood River Valley; their care and professionalism made that transition as smooth as possible. I would not hesitate to recommend them to any and everybody who is considering a move to or from the beautiful SV area. The RE/MAX staff. "**Buyer & Seller**, Mike & Pennie Potter

2025 REMAX® vs. THE INDUSTRY



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

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS*					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) ¹	U.S. TRANSACTION SIDES ²	U.S. BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	11.7	597,770	36.4%	110+	8,735	146,627
	6.2	251,138	3.2%	1	400+	37,144
	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
	5.4	350,119	1.6%	27	N/A	85,000
	5.2	61,900	1.6%	2	500	18,000
	5.2	58,230	2.2%	6	400	11,200
	5.0	219,329	30.9%	79	11,000	130,200
	4.7	95,181	0.5%	25+	450	20,000
	3.7	90,298	0.1%	2	N/A	26,000
	2.6	64,500	0.1%	1	223	25,000

N/A = Data not publicly available. *Major full-service brokerage brands that report production data and agent counts.



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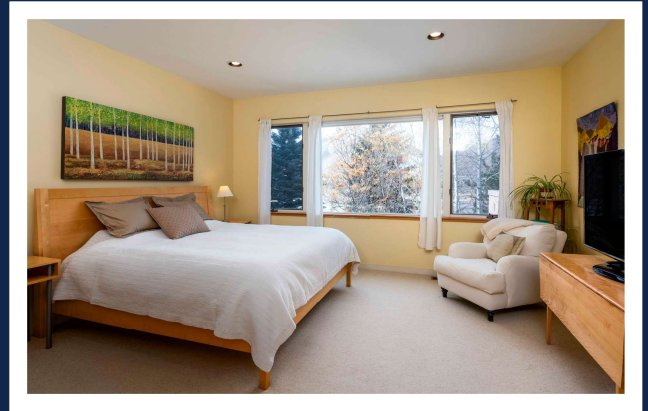
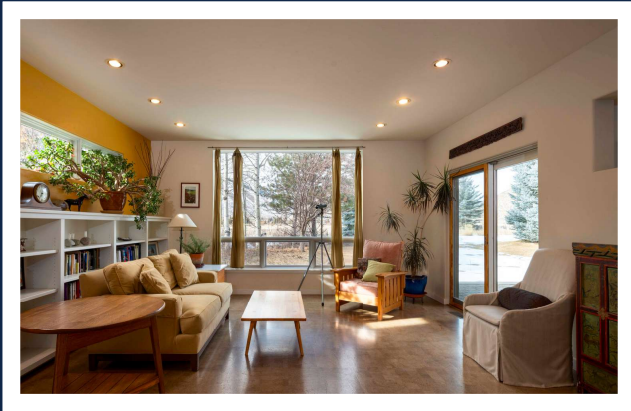


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Contact us today for more information.

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101 Dogwood Road, Hailey, Idaho
Beds: 5 Baths: 3 Sq. Ft: 2545

Are you interested to know what properties are for sale or what has sold recently? Send an email to realestateupdates@cox.net with **Heatherlands** in the subject line and you'll start receiving automatic multiple listing information. We are happy to provide this complimentary service to you! Let Your Sun Valley Team assist with your real estate needs.



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2639 Ridge Lane Condo

LIST PRICE
\$995,000

BEDROOMS
2

LOCATION
Elkhorn in Sun Valley

SQUARE FEET
1,191

BATHROOMS
2

UPDATED
2024

This one-of-a-kind custom condo in the Ridge on the Elkhorn Golf Course features designer decor, an upgraded kitchen and bathrooms, and a luxurious primary ensuite with custom closets. Relax on the spacious decks overlooking the 9th fairway, with a generous guest bedroom completing the space. Offered fully furnished and move-in ready. Excellent investment opportunity.



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360 SUN VALLEY ROAD, KETCHUM, ID 83340

www.RidgeLaneCondo.com

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