

BROKER SPOTLIGHT

United Country – Musick & Sons

Using everything from a mapping app designed for remote locations to property videos filmed with drones, United Country - Musick & Sons Auction & Real Estate Services uses fresh approaches to help buyers find properties that fit their needs.



“Our goal is to make the buying process as simple as we can, but it isn’t just about technology,” says company founder Rick Musick, who handles Potlatch land sales for Musick & Sons. “It’s also about asking the right questions and making sure you understand what a buyer wants, so you don’t waste their time.”



Rick Musick

Musick & Sons, the Potlatch Preferred Broker for Idaho, has seven agents, led day to day by broker Earl Musick, one of Rick’s sons. From the company’s base in Grangeville, its recreational land experts help buyers from all over the country looking to buy a north central Idaho retreat.

Interest has traditionally come from California, Oregon and Washington, but the brokerage’s representatives are also fielding many inquiries from other states as far away as Texas and East Coast states like Maryland.

The attraction for people looking to buy Potlatch properties in Idaho is simple. Potlatch offers quality land that offers privacy and often is within reach of federal and state lands that offer excellent hunting and other recreational activities.

“We find that many buyers want a ‘base camp’ for their activities, whether they want to build a cabin or use their property as a campground,” Rick Musick says.

In business since 1977, Musick & Sons has always been a family business. In addition to Earl, the broker, Rick’s son Kyle works in the auction business, while daughter-in-law Emily focuses on residential home sales. And the entire family enjoys the outdoors, with excellent fishing opportunities nearby on the Clearwater, Snake and Salmon Rivers, along with quality hunting opportunities for whitetail, mule deer or elk.

This love of the land and the outdoors is a good fit for the brokerage’s affiliation with Potlatch, which has been in place since 2010.

“Everyone wants to buy a property that has been well cared for, and Potlatch has established a reputation for how well it handles its properties,” Rick Musick says. “That care also translates to our personal interactions, in how we work with Potlatch to make the buyer experience as smooth as possible.” That process starts with Rick and the brokerage’s other professionals taking the time to understand each buyer’s needs. And as much as technological advances like apps and drones help the process, there will never be a substitute for Musick & Sons’ personal touch.

For buyers, this means that they can feel comfortable asking any questions they want in the process, from understanding property-specific issues to learning about the area’s recreational opportunities. In return, they will get quality information and help along the buying process, supplied by real estate professionals who understand Idaho, recreational property and how each buyer’s situation is unique and should be treated as such.

For more information about United Country – Musick & Sons or its Potlatch land listings

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