

BROKER SPOTLIGHT

United Country – Musick & Sons



United Country – Musick & Sons Auction & Real Estate Services is a family-owned operation, with broker /owner Earl Musick running the Idaho brokerage since taking the reins from his father Rick. Another son, Kyle, works in the company’s auction business, while daughter-in-law Emily focuses on residential home sales.

But don’t think this family is old school in how it sells recreational real estate. Musick & Sons uses fresh approaches to help buyers find properties that fit their needs, whether it’s a mapping app designed for remote locations or property videos filmed with drones.

“Our goal is to make the buying process simple, and technology helps a buyer see the land whether they are there in person or not,” says Earl Musick. “This fits into our understanding what a buyer wants, so we don’t waste their time.”

The company, based in Grangeville, is one of the PotlatchDeltic Preferred Brokers for Idaho. Musick & Sons has a quality staff of recreational land experts who help buyers from all over the country looking to buy a north-central Idaho retreat.

The attraction for people looking to buy PotlatchDeltic properties in Idaho is simple. PotlatchDeltic offers quality land that offers privacy and often is within reach of federal and state lands that offer excellent hunting and other recreational activities. Some buyers want to build a cabin on their new property, while others simply want a place for a campground. Musick & Sons can help regardless of the ultimate goal.

The entire Musick family enjoys the outdoors, taking advantage of excellent fishing opportunities in the area 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 PotlatchDeltic, which has been in place since 2010.

“Everyone wants to buy a property that has been well cared for, and PotlatchDeltic 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 PotlatchDeltic to make the buying experience as smooth as possible.”

That process starts with Earl, Rick and the brokerage’s other professionals taking the time to understand each buyer’s needs. And as much as technological advances help the process, there will never be a substitute for Musick & Sons’ personal touch.

For buyers, this means they can feel comfortable asking questions, whether it’s understanding property-specific issues or learning about the area’s recreational opportunities. In return, they will get help along the buying process, supplied by professionals who understand Idaho, recreational property and how each buyer’s situation is unique.

MEET THE TEAM



Earl Musick



Rick Musick



Emily Musick

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

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