

# SELLING A HOME



**COLORADOTEAM**  
REAL ESTATE

**REALTYONEGROUP**

# GETTING STARTED

We market homes at the highest level.  
The key to selling your home is finding  
the most qualified buyers in the market.  
*Our marketing plans and sales methods do exactly that.*

## TIMELINE



SELLING  
CONSULTATION



HOUSE  
CLEANING



HOUSE  
STAGING



PROFESSIONAL  
PHOTOGRAPHY  
& VIDEOGRAPHY



ACTIVE  
LISTING



SHOWINGS  
BEGIN



FEEDBACK FROM  
SHOWINGS 1-7  
DAYS AFTER  
SHOWING



WHEN THE TIME COMES TO SELL,  
WE'RE THE TEAM YOU WANT ON YOUR SIDE.



OFFER RECEIVED  
& NEGOTIATED



ESCROW IS  
OPENED &  
EARNEST MONEY  
IS DEPOSITED



PROPERTY  
INSPECTION &  
NEGOTIATION  
OF REPAIRS



APPRAISAL



FINAL  
WALKTHROUGH



FINAL SETTLEMENT  
STATEMENT IS  
RECEIVED



MOVE  
OUT



CLOSING

# ABOUT

## COLORADO TEAM IS HERE TO SERVE ALL OF YOUR REAL ESTATE NEEDS

By choosing Colorado Team, you can be confident that your experience will be *exceptional* from beginning to end. Whether you are buying or selling a home, our team offers consistent support, innovative technology, and agents that always put you first.

**\$23**

MILLION+ IN HOME SALES ANNUALLY

**5**

STAR ONLINE SERVICE RATING

**9**

YEARS IN BUSINESS

**+300**

HOMES SOLD

**\$6,751**

AVERAGE CLIENT SAVINGS

**100%**

CLIENT FOCUSED

FEATURED IN  
THRIVE TOP AGENT PANEL

REALTY ONE GROUP  
TOP SALES TEAM

CAMERON MCCLELLAN  
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# PROFESSIONAL *Photography*

Virtuance is setting the new standard in real estate photography. Using our proprietary HDReal® imaging system, we produce vivid and beautiful images that are proven to result in more showings and faster sales.



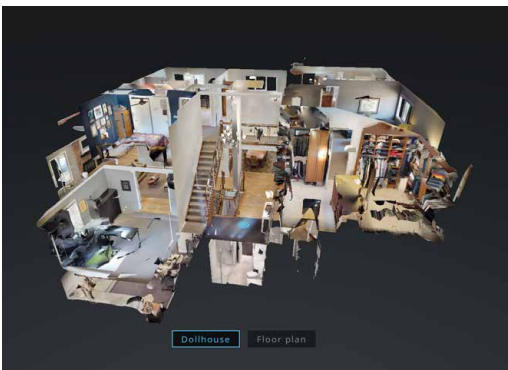
## AERIAL PHOTOGRAPHY & VIDEO

Aerial photography and video are one of the most effective options for making sure your listing gets the attention it deserves! Aerials are a great way to showcase your entire property, nearby attractions and landmarks.



## TWILIGHT PHOTOGRAPHY

Capture your home at the most beautiful time of day. Sunset colors and soft blue ambient light at twilight provide the ideal setting for magazine-cover exteriors and softly-lit, warm and intimate interiors.



## INTERACTIVE FLOOR PLANS

Virtuance's interactive floorplans are completely integrated into their virtual tour platform, allowing buyers to truly understand how a property looks and feels. Simply click on a room on the floorplan to see the the HDReal® Image of that space! Buyers will be amazed at the ability to do space planning before they even see the property!



## NEIGHBORHOOD IMAGES

Neighborhood images showcase the shops, parks, views, and street life that surround the area. This is a great way to show homebuyers what life is like beyond the home itself!



# WHAT'S *significant* ABOUT OUR SERVICE

We provide an individualized approach to each home sale. Our *elite* team evaluates your property and determines who the target buyers are. We then customize marketing and sales strategies to reach those potential buyers.

Here are some examples of buyers we can precisely target at the "right moment" when they would be interested in purchasing your home!



**New Parent**



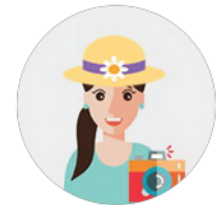
**Veteran Buyer**



**Investor**



**Relocation Buyer**



**Vacation Buyer**



**HNW/Luxury Buyer**



**Home Owner Trading Up**



**Empty Nesters**



**Senior Home Owner**

## TARGETING HIGHLIGHT: RELOCATION BUYERS



**RIGHT  
PERSON**

**AGE: 30-55**

**TARGETING:**

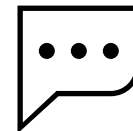
Parent with children under 18  
Household larger than 3  
Recently moved



**RIGHT  
TIME**

**CURRENT LOCATION:**

Visited Castle Rock, Colorado  
in the last few months



**RIGHT  
MESSAGE**

New homes for sale in  
CASTLE ROCK - moving your  
family soon? Don't miss out  
on this amazing opportunity!





# ONLINE EXPOSURE

We don't play fair in the world of digital marketing. Our significant monthly investment in platforms like Zillow, Trulia, Realtor, Homes, and Social Media guarantee our listings are shown 3 times more often than properties from the average agent, and sell 2% higher.



## Top Listings in Your Area

Your listing ranks #1 in online views out of 4 similar listings. ?

1		\$725,000 3387 Elk Run Dr Castle Rock, CO 80...	232 views	4 bd	4 ba	5,013 sqft
2		\$507,000 4110 Blacktail Ct Castle Rock, CO 80...	106 views	4 bd	3 ba	3,908 sqft
3		\$692,000 2037 Avery Way Castle Rock, CO 80...	31 views	4 bd	4 ba	5,689 sqft
4		\$669,900 5346 Gould Cir Castle Rock, CO 80...	30 views	3 bd	4 ba	4,786 sqft

WHEN WE MARKET YOUR HOME ONLINE, IT WILL APPEAR ON THOUSANDS OF REAL ESTATE WEBSITES, AND FEATURED ON:



REALTYONEGROUP



COLORADO TEAM  
REAL ESTATE

THE DENVER POST

# MARKETING

Don't expect us to just post a sign out front and wait for a buyer. Our team has considered every aspect of the sale process, from start to finish, to *maximize your results*.

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## RELOCATION

Moving families to and from Colorado is our specialty. Our relocation department sends potential buyers for your property to us every week.

## GEOLEADS

Your neighbors have friends, family, and co-workers that want to live near them. We spread the word to your community so that they can help us find a buyer.

## AGENT REFERRAL NETWORK & E FLYER

98% of homes are sold by agents working with multiple buyers. Using custom e-flyers, we'll promote your home to the most active agents throughout Denver metro.



# SHOWINGS & Feedback

## SHOWINGS

Showings come with a 1-hour notice to show, and a 1-hour appointment. You will receive a text message notification that allows you to confirm, reschedule, or decline the appointment. You can download our ShowingTime App to manage showings.

## REPORTING

We will provide you with feedback as soon as it is received, and you will get a weekly report from us so you always know how the sale is going.



# CLOSING

## Offer Acceptance

The day you accept an offer we will open escrow and stop showings. We market the home until closing so we have buyers available if your contract cancels.

## Home Inspection and Inspection Objection

Most buyers do a home inspection within one week of offer acceptance, then ask for repairs. We prefer you are not home during the inspection. It typically takes 3 to 4 hours.

## Negotiating Repairs and Inspection Resolution

We will review the issues the buyer is asking to be repaired and help you decide on repairs.

## Appraisal

If the buyer is financing the home, their lender will order an appraisal that is typically completed within 3 weeks of offer acceptance. We will submit a home value report to the appraiser and talk to them about its features to prove the value.

## HOA Documents

If your home has an HOA, we will gather all HOA documents for the buyer.

## Settlement Statement

On the week of your closing we will provide you with the final settlement statement so you know exactly how much money you will receive at closing.

## Closing

Most closings are at the title company and take around 1 hour. Your proceeds will be deposited within 24 business hours.

## Move Easy

Take advantage of our concierge services. We have access to the best service providers to help you move.



MOVING  
SERVICES



UTILITY  
PROVIDERS



UPDATE  
ADDRESS



TRUSTED  
PROS



EXCLUSIVE  
DEALS



DRIVERS  
LICENSE

# CLIENT Testimonials

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“ I just closed on a house I sold. Colorado Team helped me at all stages of the process, from suggesting which repairs and updates would be worth it, agreeing on a market price, evaluating the multiple offers, negotiating through the inspection items, and getting a more favorable rate on a home warranty. Working with Colorado Team could not have been more streamlined and stress free. They were very responsive and helpful from start to finish. I really relied on their expertise and it was a comfort to do so. I highly recommend working with them. ”

“ Had such a great experience with Colorado Team, they were always available, didn't matter what time of day! They listed and sold my home in a couple days and I found a new one shortly after. Highly recommend them!!! ”

“ Colorado Team is very professional and efficient. Their online presentation of our house was amazing from the description, photography, and overhead drone view. They always responded to our calls. We highly recommend them!! ”

“ So happy with the comprehensive package presented on our house and how best to sell it. The photographer and repair man recommended were top quality. I felt very comfortable and well cared for by this team! Would definitely use again and recommend to anyone looking to sell their home. ”

“ Colorado Team was referred to us by friends who recently worked with them. We priced our house above the comparable sales, and they were able to get it sold in the first week. I was very impressed with their service, they were easy to reach and always let us know what to do before we needed to do it. ”



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