



at Realty One Group Premier

SELLING GUIDE

TIMELINE



ABOUT US

Colorado Team specializes in residential and commercial real estate throughout Denver Metro and Colorado Springs. For over 11 years, we have enjoyed serving the community with an unrivaled passion for quality work, and customer service. Our agents have professional experience in home construction, remodeling, investing, and property management. We've been where you are going, and we will get you there!



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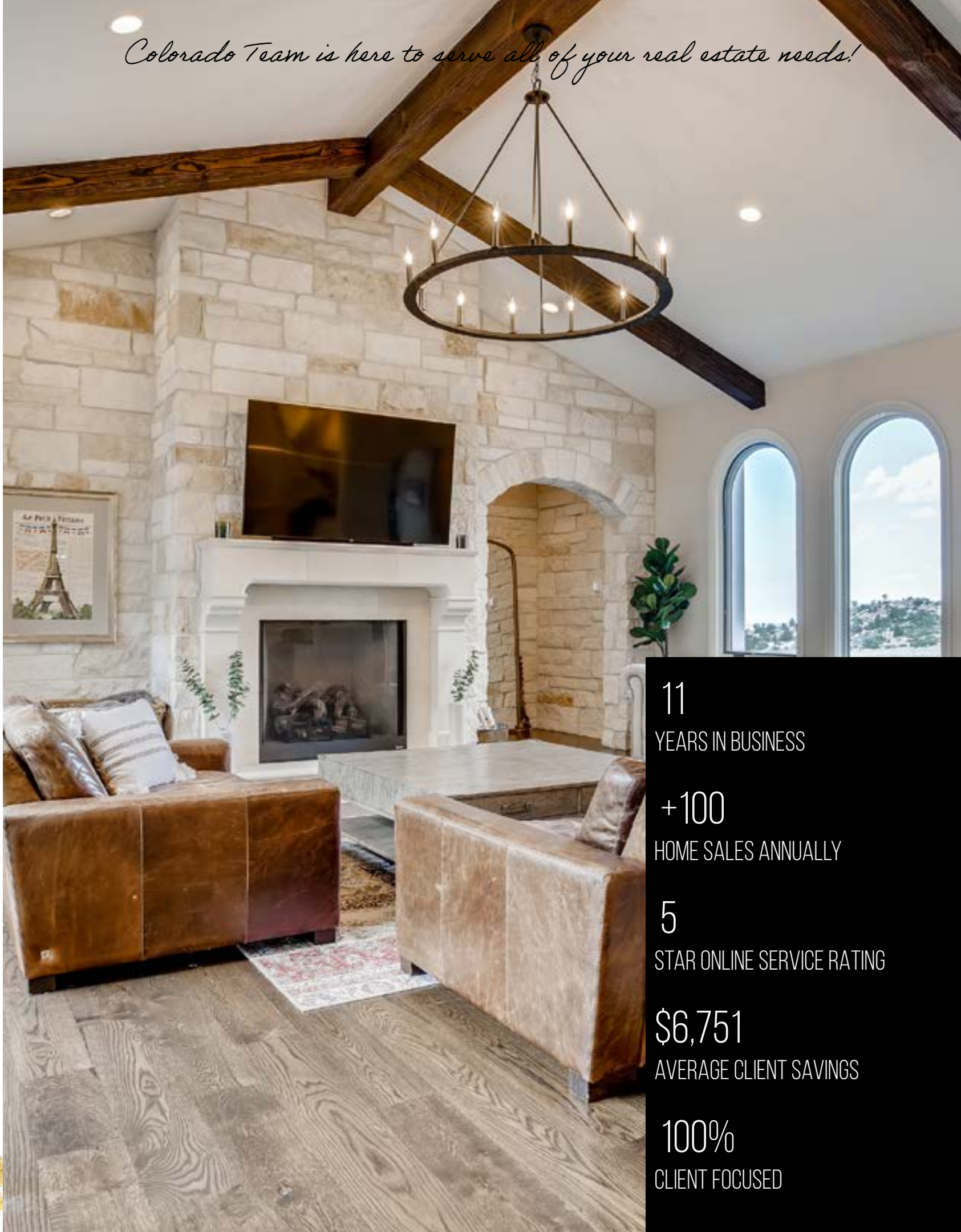


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Colorado Team is here to serve all of your real estate needs!



- 11
YEARS IN BUSINESS
- +100
HOME SALES ANNUALLY
- 5
STAR ONLINE SERVICE RATING
- \$6,751
AVERAGE CLIENT SAVINGS
- 100%
CLIENT FOCUSED

THE NEW STANDARD IN REAL ESTATE PHOTOGRAPHY.



Using their proprietary **HDReal®** imaging system, Virtuance produces vivid and beautiful images that are specifically designed to sell real estate.

Properties marketed with **HDReal®** images are proven to get **2X the number of showings**, **sell 45% faster**, and **sell at a higher price** than properties marketed with other leading professional photographers' images.

It's no wonder that the most successful real estate agents partner with Virtuance to help their listings stand out from the crowd.



Aerial photography and video will showcase your entire property, nearby attractions, and landmarks.



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



Floorplans allow buyers to truly understand how a home looks and feels, creating a more qualified showing for you!



Twilight photography will capture your home at the most beautiful time of day.



PRE-SHOOT CHECKLIST



LIGHTING

- ☐ All interior and exterior lights on, including floor lamps, table lamps, under-cabinet lighting, stovetop lighting, bedside lamps, ceiling fan lights, and other secondary light sources
- ☐ Ensure that all light bulbs work. Replace any burnt out bulbs



BATHROOMS

- ☐ Lower all toilet seats
- ☐ Clear countertops of non-decorative items
- ☐ Remove toiletries from bath/shower area (curtains/door are often opened to show off tiling/fixtures)



KITCHEN

- ☐ Remove all non-decorative items from counters (dish soap, paper towels, phones, cleaning supplies, etc.)
- ☐ Remove magnets, photos, kids artwork, etc. from the refrigerator



FRONT AND BACKYARDS

- ☐ Take down flags
- ☐ Put hoses and other equipment away, organize patio/deck
- ☐ Pick up pet waste, put away garbage bins, and generally clean up yard
- ☐ Freshly-cut lawn and landscaping in good shape
- ☐ Ensure all pool cleaning equipment is removed and the pool has been cleaned



PETS

- ☐ Keep pets out of the way during the shoot (in the backyard, garage or unfinished basement, for example)
- ☐ Put away pet supplies, including food/water bowls, crates, toys, etc



WINDOW TREATMENTS

- ☐ Open curtains/blinds all the way in every room - blinds should be twisted open, not pulled up



VEHICLES

- ☐ Ensure that no vehicles are in the driveway or on the street in front of the home
- ☐ Close garage doors



NEIGHBORS

- ☐ Let the next door neighbors on both sides know about the scheduled shoot so that they can ensure their yards are clean, cars are out of the driveway, and garage doors are closed



STAGING

- ☐ If available, place unobtrusive decorative items on counters and tables - examples include fresh flowers, bowls of fresh fruit, pottery, vases, and new candles



HOLIDAY DECOR

- ☐ Remove all holiday decor - examples include pumpkins, Christmas trees, menorahs, Christmas lights, wreaths from the front door, etc



YARD SIGNS

- ☐ We kindly ask agents to remove for sale signs from the yard if they do not want the sign in the exterior shots



OTHER

- ☐ Turn ceiling fans off
- ☐ Put all personal items away
- ☐ Remove any religious symbols from view
- ☐ Generally, make the house as clean as possible (remove streaks from mirrors, sweep/mop floors, etc..)



MLS

Our team utilizes REColorado and Pikes Peak MLS to maximize exposure of your home.

INTERNET SEARCH ENGINES

Your home is shown on over 750 websites within the first hour it is listed. It will be seen by 3x more buyers than the average listing because we have a large advertising budget with the major players, Zillow, Trulia, Realtor, Homes, and Google.

SOCIAL MEDIA

Facebook, Instagram, and YouTube advertisements are used to capture local buyers. Once they view your home on our website, we will retarget them on social media.

DISPLAY MARKETING

Luxury panoramic brochures and a 30 inch sign help your home stand out from the competition.

ShowingTime



trulia

homesnap

Homes.com

elp endorsed local provide

HomeLight

realtor.com

Zillow

THE DENVER POST

RE COLORADO

PPAR
PIKES PEAK ASSOCIATION OF REALTORS



S H O W I N G S & R E P O R T I N G

Going Live!

Once the marketing is prepared we will contact you to activate the listing. We will have you review the MLS page and make any adjustments to your liking.

Showings

Showings are scheduled through a software called ShowingTime. You will receive a text message or call when a showing is requested, and you have the option to confirm or deny the appointment.

Feedback

Showing agents are contacted seven times for feedback. You will have access to the their comments as soon as they are provided.

Reporting

Every week you will receive a report that shows how well your home is performing with our marketing plan, and what potential buyers are saying about it.

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 the first 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 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 or you can get a check.



