Seller's Information Packet

Helping you sell your Home

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Evaluation of your Needs

Why are you Selling?

When do you need to move?

When should you sell?

Is your home ready to be sold?

How can you improve your home's value?

What are Buyer's looking for?

Should you buy a new home?

What's the current market like?

We Will...

Provide a Detailed Market Analysis of the Value of Your Home
Help you arrive at a Competitive Price for Your Home
Provide Suggestions to Make Your Home More Appealing to Buyers
Help you "Stage" Your Home for Maximum Buyer Impact
Provide Professional Marketing and Promotion for Your Home
Provide You with Regular Updates
Negotiate on Your Behalf
Manage the Contract Process
Preparing for and Supervising the Closing

Arranging for the Delivery of Your Sale Proceeds

Our Marketing Plan

Our Goals Are:

1. To help you get your home sold and get you where you want to go on time.
2. To help put you in the strongest negotiating position possible.
3. To make the transaction easier for you and to reduce surprises.

Marketing Plan:

1. **Pre-Title Commitment.** We will order (at our cost) a pre-title commitment to reduce your risk of any title problems at closing.
2. **Staging**. We will assist you with preparing your home for sale. Does it need staging, professional cleaning and/or any work done before it goes on the market? First impressions are key.
3. **Pricing.** We will assist you with pricing your home based on a competitive market analysis. (CMA)
4. **Sign.** We will place a FOR SALE sign on your yard.
5. **Color Brochure.** We will have your home photographed and a full color brochure prepared.
6. **Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.
7. **Multiple Listing Service (MLS).** We will enter your home's information into our MLS, giving your home exposure to 3500 Realtors in Denver and the surrounding counties. It is then distributed to 330+ websites including Realtor.com, REcolorado.com, Zillow, Trulia, Yahoo, Google., etc.

8. **Automatic email.** We will set you up on our "Home Search" system so you will be automatically emailed any new listings that come on the market in your area. This is a great way for you to stay up to date on the competition.

9. **Contact Realtors with Buyers.** We will email a color brochure to all Realtors with buyers in your price range and location.

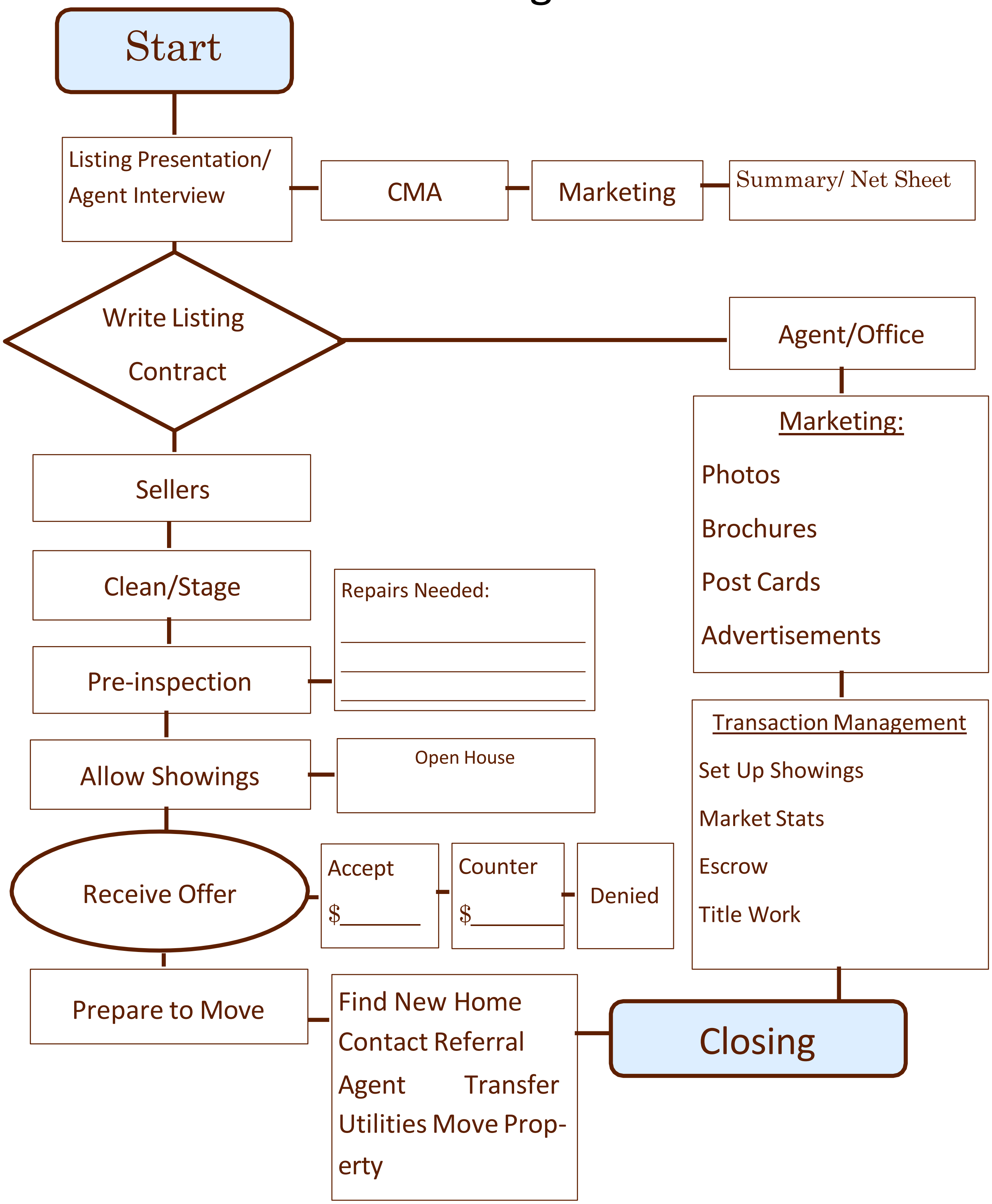
10. **Mail to Neighbors.** We will mail a color postcard of your home to 50 neighbors closest to your home.

11. **Open House.** I will hold your house open (optional). Three days before the open house, I will place a sign in front of your home promoting the open house.

12. **Transaction Management.** We will manage the details of your transaction to ensure that your contract closes on time - and you can move on time.

13. **Weekly Contact.** I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.

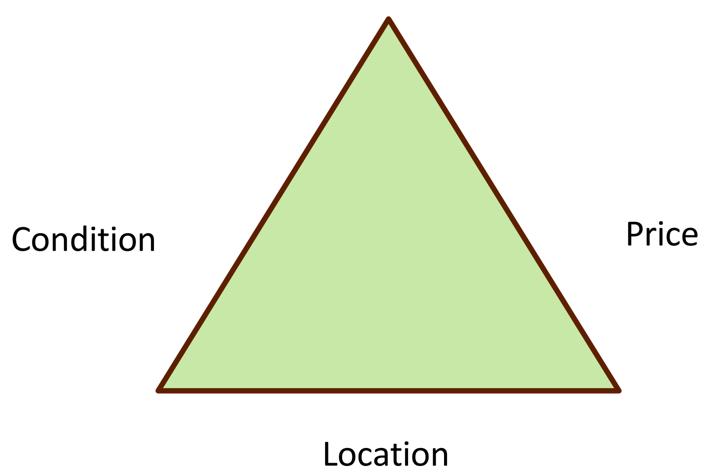
Home Selling Process



Pricing Guidelines

What is Your Property Worth?

- What you paid for your home doesn't affect its value!
- The amount of cash you **need** from the sale of your home doesn't affect its value!
- What you **want** for your home doesn't affect its value!
- What another real estate agent says your home is worth doesn't affect its value!
- What an appraiser says your home is worth doesn't affect its value!

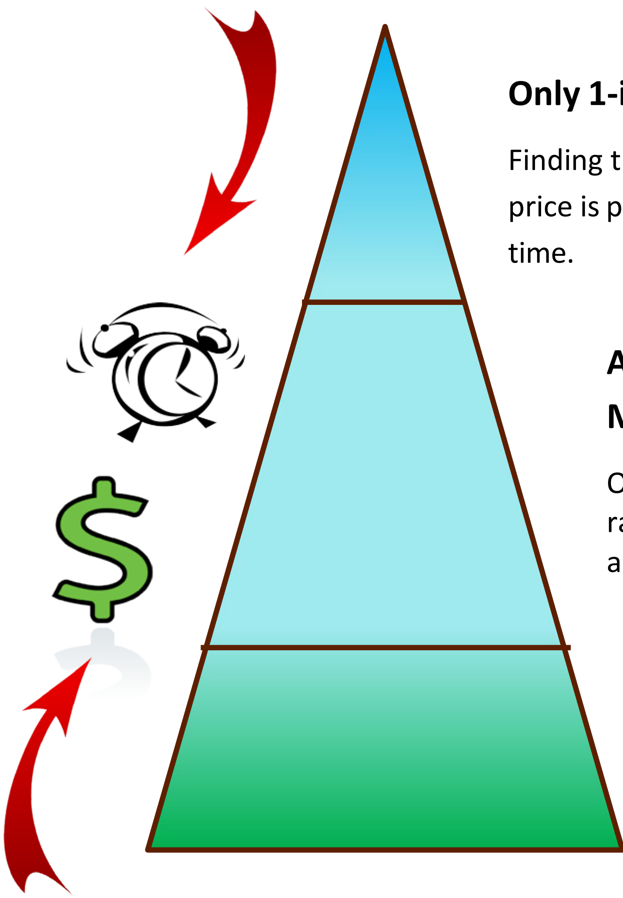


***The value of your home is determined by what a Buyer is willing to pay in today's market, based on comparing your home to recently sold properties in your neighborhood.**

JUST HOW MUCH
WILL PEOPLE BE WILLING TO
PAY FOR A HOME LIKE YOURS?

I will prepare a professional Comparative Market Analysis (CMA) that will consider recently sold comparable homes as well as homes with which your home may be competing. It will point to a market price that will allow you the opportunity to sell for top dollar without pricing yourself out of the market.

Getting the Best Price in the Shortest Amount of Time



Only 1-in-100

Finding that single, unique buyer who'll pay this price is possible but not likely and will take a long time.

A Good Number of Your Best Qualified and Most Likely Buyers

Our counsel, is to price your home in this marketing range where a good, fair price can be anticipated in a reasonable time.

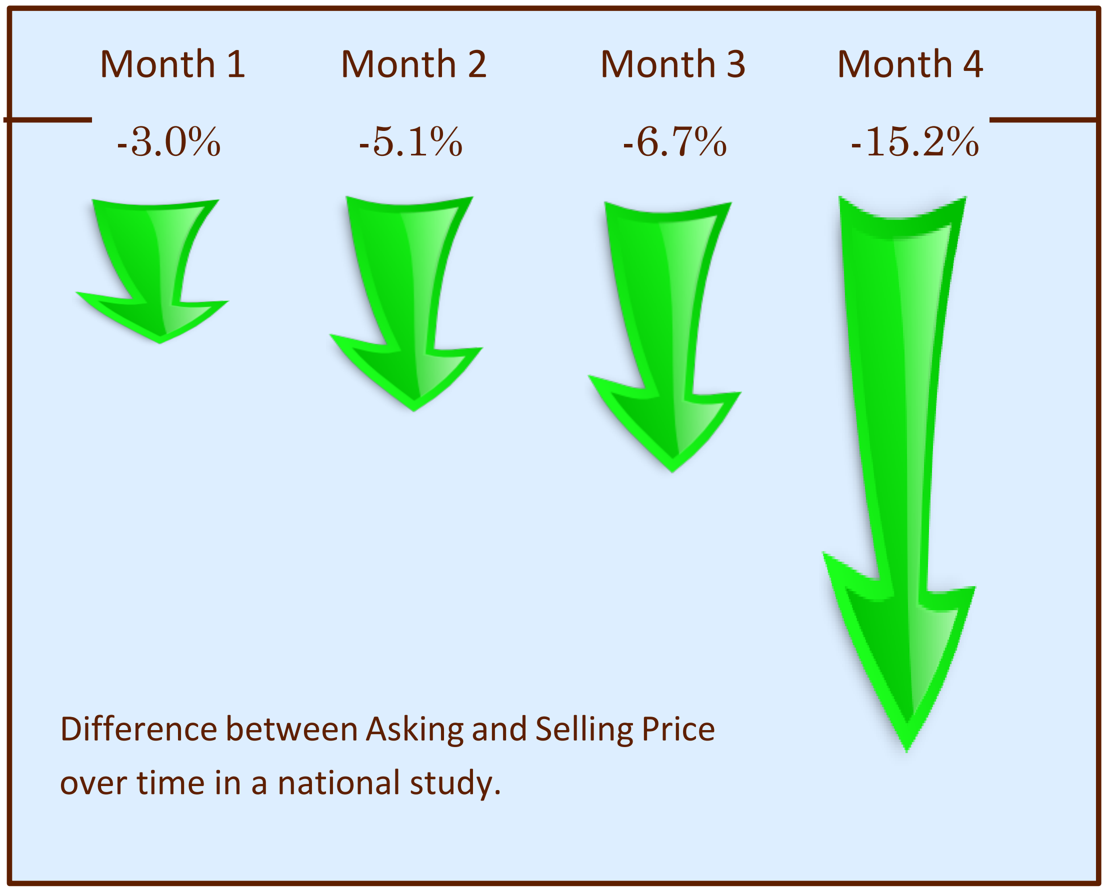
A Quick Sale

Below the Market. You can expect more interest, more buyers and a faster sale but will miss getting a good price.

A well priced listing is the most important factor in marketing the property. Naturally, listing a property too low will preclude the opportunity for getting top dollar. On the other hand, setting the price too high discourages showings and tends to eliminate the most likely buyers from viewing the property.

Price It Right…
From the Beginning!

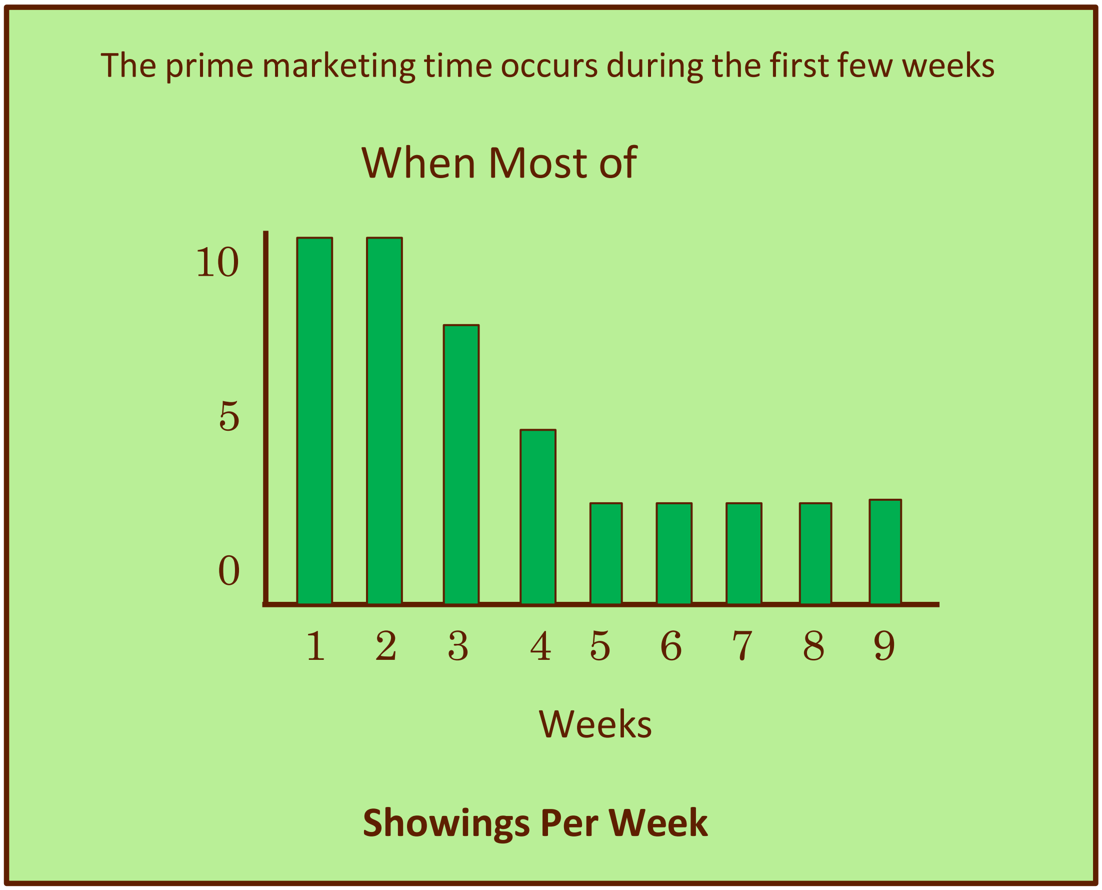
Homes Sell Closer to Their Asking Price in the First Few Weeks



Difference between Asking and Selling Price over time in a national study.

It's a Fact. Properly priced homes sell faster and for more money during the first few weeks of the listing. Don't miss your prime marketing period by setting a price higher than justified by the CMA. You risk the possibility of it selling for even less money later.

When Most of Your Showings Will Occur



A new listing should be correctly priced on the first day. A brand new listing is (1) exciting , (2) shown more and, (3) generally sells for a higher price that older listings. Later, fair of not, prospective buyers begin to wonder why it hasn't already been sold.

Preparing Your Home to Sell

When presenting your home to prospective buyers, first impressions are crucial. Buyers begin judging your home the moment they see it, and generally they prefer homes that are well-maintained, clean and clutter-free homes they can picture themselves living in.

That is why home improvements - particularly if they address the anticipated needs of buyers - can boost your home's salability and sales price.

Here are a few proven, cost-effective tips that will help your home look its best:

Exterior:

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door.

Interior:

- Clean or paint front door, polish front door hardware, ensure doorbell works
- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interiors with fresh, light-toned paint
- Brighten rooms by installing high wattage light bulbs and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops - removing appliances if necessary - to make them look spacious
- Clean kitchen countertops, cabinets, appliances, washer and dryer
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter, caulk
- Clean mirrors and windows so they sparkle
- Organize and clean garage and basement
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.

Preparing Your Home for Showings

HOMES TEND TO SELL MORE QUICKLY AND FOR HIGHER PRICES WHEN THEY SHOW THEIR BEST!

It's very important that your home shows well. We're also aware that it can't always be perfect. After all, you and your family must live there, too. Develop a routine that will allow you to pick up and be prepares to show in a reasonable period without duress...a 45 minute countdown, for example. This means that certain things must be done in advance. For example, beds should be made up first thing in the morning and dirty dish- es placed in the dishwasher after use so that you needn't rush around tending to this matter at the last moment. This way you can prepare for each showing in an organized, un-hassled routine.

BEFORE EACH SHOWING…

PICK UP EVERY ROOM Check counters, floors, halls and stairs. Straighten up or remove news- papers, magazines, mail, toys, clothing, sports gear, snacks, glasses and dishes.

TURN ON ALL LIGHTS Even those in closets and storage rooms. Electric lights have an amazing capability for creating an illusion of lightness, airiness and largeness.

OPEN ALL DRAPES, SHADES AND BLINDS Do all that you can to create a bright and light ambiance

THE BEDROOMS Make up the beds, neatly and attractively, early in the morning. This is a job you don't want to have to do when you learn that buyers will be there within an hour.

KITCHEN Be sure all countertops are clear and "squeaky clean". Wipe down appliances. Be sure all dishes are in the dishwasher or cleaned and put away. The sink should be clear and clean.

CLEAN AIR Keep air fresh in closets, bathrooms and kitchens.

MUSIC Soft, pleasant background music may be very effective.

FIREPLACE In cool weather, a warm cozy fire may be just the extra touch that does the
trick.

AIR CONDITIONING If the weather is warm, have it operating.

BATHROOMS Keep a set of fresh, attractive towels in each room that you can change instantly.

ENTRYWAY It's the first and last impression of your home. Check it regularly.

Closing Costs

TITLE INSURANCE - You'll need to provide a title insurance policy to the Buyer. This insures them after the sale of the property. If any issues arise regarding the title, the Insurance will protect their ownership in the property. Usually $500-$5000 dollars, paid at closing from your proceeds. You will also likely be asked to pay for Owners Extended Coverage. ($100)

PRORATED PREPERTY TAXES - At closing, you will credit the Buyer with a tax credit prorated from January 1 to the closing date. If you're paying for your taxes through an escrow, your mortgage company will send you a check for the taxes and insurance that you've escrowed after they receive the payoff from the title company.

CLOSING FEE - There is a fee to have the Title Company prepare all of the closing documents. Currently around$500. They will also collect funds from the new loan and from the borrower. They will disburse monies to you, payoff your mortgage, taxes, water, etc.

FINAL WATER BILL - Title companies collect $200-$500 to pay against your final water bill. You water meter is read on the day of closing. The final bill is paid and they'll send you the remainder of the funds. Water, sewer and/or storm drain, are the only utilities that may result in a lien against the property. Therefore, these are taken care of at closing. You'll have to call and have all other utilities taken out of your name.

REPAIRS/INSPECTION ISSUES - We recommend that you get your house inspected before putting it on the market. It's best to know about any issues before the Buyer's Inspector finds them. If your house needs some work, it's usually less expensive for you to do it than to give the Buyer a credit at closing. If you don't want to do it, that's OK, just expect to get less money at closing.

After you receive an offer on you house we'll provide you with an estimated Settlement Sheet to give you an idea of how much money you'll get at the closing.