

# HOME SELLING GUIDE



## Colorado Real Estate Group

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[www.yourcoloradospringshouse.com](http://www.yourcoloradospringshouse.com)



# Table of Contents

*Below you'll find a comprehensive list of all of the steps to sell a home. You can click on each step to go straight to more in-depth information on our website. We recommend printing this Table of Contents to use as a checklist.*

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# Step 1: Find a REALTOR®

That's us! Give us a call (719-321-0800) or email [susanna@co-regroup.com](mailto:susanna@co-regroup.com).

*At Colorado Real Estate Group, we know what it's like to be overwhelmed by the home buying and selling process. Our team has gone through both processes ourselves and we've gained valuable insights along the way. We understand what pressures come with the decision to sell your home, and how stressful it can be to make these life-changing decisions. This is where our experts come in. With CO-RE Group as your guide, we will navigate this journey together. We don't just sell homes, we take care of people. We will equip you with knowledge, provide insights on current trends, and ultimately help you make informed decisions every step of the way.*

- **Client education and outstanding service** are the heart and soul of our business. We take great pride in being there for our clients for every step of their home selling process. [Click here to read reviews from our clients](#) or Google "Susanna Haynie" to see our 5 star Google reviews.
- We are here to help you sell your home with the **fewest hassles**, for the **most money**, in the **shortest amount of time**.
- **Marketing:** We continually refine our marketing tactics to remain at the forefront of technology and industry standards, ensuring that your home reaches potential buyers.
- **Negotiations:** We handle negotiations with the buyers agent for you and ensure you're in the best possible position during negotiations.
- **Expertise:** While guiding you through every step of the home selling process, we ensure that contracts and disclosures are thoroughly explained. This includes the inspection, title work, deadlines, closing procedures, etc.
- **Guidance:** We answer your questions at every stage of your home selling journey - before, during, and even after you sell.
- **Not in Colorado?** We can still help! We'll match you with an outstanding agent in any location.
- [Click here to read our blog post for tips on finding the right agent for you.](#)

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# Our Client Service Commitments

- Consult with you for all your real estate needs.
- Maintain communication and answer any questions during the term of our Agreement and beyond.
- Analyze your needs while being sensitive to any special requirements.
- Explain the Listing Agreement and Agency forms.
- Provide disclosure forms.
- Explain real estate practices and procedures specific to our local area.
- Present a written market value analysis of your home after a thorough study of current market conditions.
- Develop and explain a powerful marketing plan for the sale of your home.
- Advise you on how to prepare and stage your home for showings.
- Promote your home to local and out-of-town buyers and fellow Realtors.
- Coordinate all appointments and showings.
- Present and explain all offers in a timely manner.
- Conscientiously facilitate all negotiations.
- Strive to obtain the best possible price and terms for you.
- Coordinate all inspections.
- Explain closing procedures.
- Outline activities and responsibilities that occur after the sale.
- Follow up on post-sale activities.
- Maintain confidentiality for information that you designate in writing as confidential.
- Treat all your referrals with the same care and service we offer you.

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## Risk Free Listing Agreement

- Cancel at any time.
- If for any reason we do not provide 100% satisfactory service, just let us know and we will remedy the situation as soon as possible.
- If you are still not fully satisfied, and the home is NOT under contract, we will release you from the listing agreement at no cost or obligation whatsoever to you.
- We are so confident that you will be delighted with our full service home selling services!
- Questions? Email ([susanna@co-regroup.com](mailto:susanna@co-regroup.com)), call or text us (719) 321-0800 anytime.



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## Step 2: Download our Home Seller Guide

Check! You've already done this task. Save this document as a bookmark or download on your desktop so you can reference it throughout your home selling journey. Bonus points: [click here for our Steps to Sell a Home page](#) and save it as a bookmark.

## Step 3: Schedule a listing consultation

- Call 719-321-0800 or email [susanna@co-regroup.com](mailto:susanna@co-regroup.com) to schedule your free consultation.
- [Click here for our full blog post on what to expect during your listing consultation with us.](#)
- This consultation serves as opportunity for us to learn more about your timeline, home and needs. We believe in education and providing an opportunity for you to move forward with your next chapter.
- We highly recommend filling out our [Seller Profile](#) prior to your consultation.
- Home sellers usually have a lot of questions, and we love helping people understand the process so they can make informed decisions. The listing consultation is a great opportunity for us to answer your initial questions.

## Step 4: Prepare paperwork

- [Click here for our full blog post about the home selling paperwork](#)
- A home sale is a large transaction and requires multiple forms. These include a listing contract, definition of working relationship, as well as any disclosures that apply to your home. Click the link above for full details and examples of paperwork you might see during your home selling process.



## Step 5: Prepare your home

- [Click here to read our full post on preparing your home to sell](#)
- It's important to get in the right mindset before putting your home on the market. Try to move forward as though you've already let go of your home, and now you are simply living in your house until the next owner moves in. This will put you in a powerful position when negotiating your real estate transaction.
- Homebuyers will pay a premium of at least 5-7% more for an updated or upgraded home. To help maximize the value of your home, we have included many suggestions at the end of this guide (page 14). It is possible to accomplish this without a major renovation.

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## Step 6: Stage your home

- [Click here for our full post about home staging](#)
- We will also consult with you about staging your home. We can provide additional suggestions and props if needed, and recommend professional stagers. Read our post at the link above for staging tips.

## Step 7: Conduct a pre-market inspection

- [Click here for our full post with tips for navigating the inspection](#)
- The **number one deal killer in any real estate transaction is the home inspection**. Why? Once you receive an offer for your property, 80% of the negotiation power shifts to the buyer.
- Getting your home professionally inspected before you put it on the market lets you know about any potential issues with the property BEFORE you receive a purchase offer. This gives you a chance to remedy any issues before you list, and reduces surprises during contract. You can save money and reduce stress by addressing any issues before your home is for sale, as it eliminates the pressure of meeting a deadline.



## Step 8: Professional photography

- [Click here for our full post on how to prepare for your professional photography appointment.](#)
- Once your home is deep cleaned, de-cluttered, and staged, it is the professional photographer's turn. **The cost of this photography is included with our services.**
- Our goal is to make prospective buyers think "Wow! What a house!" and compel them to schedule a showing. It just takes ONE buyer!
- We insist on professional HDR photography in order to present your home to the market with the best quality photos. Home listings with professional photography sell faster and for more money than listings without professional photos.

## Step 9: We'll pre-market your home

- [Click here for our full post with information about this step](#)
- Pre-marketing your home can increase the number of potential buyers that know about your home. Ideally, this can create a buzz about the new listing and increase the number of potential offers.
- It is important to note that there are new regulations that limit our ability to pre-market your home. Read the post above for more details.



## Step 10: What happens after my home goes live in the MLS?

- [Click here for our full post about what happens after your listing is active](#)
- Click the link above to learn more about how we schedule showings, tips for decoding buyer feedback and what to expect after your home goes on the market.

## Step 11: We put your listing on Zillow, Trulia, etc.

- [Click here for our full post about where we list your home.](#)

## Step 12: Time for showings

- [Click here for our full post about how to prepare for showings](#)
- Do you really need to leave the house for showings? (YES!) What should you do to prepare for showings? Check out the post above for full details.

## Step 13: The first week

- [Click here for our full post about what to expect the first week your home is active](#)
- The post above has full details about what to expect the first week. If your home is in a competitive price range (under \$400,000 here in Colorado Springs), expect to have multiple showings in the first few days.
- You are most likely priced well and getting close to at least one offer if you are receiving a lot of attention from the market in the form of showings.
- You might be slightly off with pricing or features/condition of the home if you receive about 2 showings a day that first week. Take a close look at your feedback to try and find out what the issue could be.
- If you receive fewer than 5 showings in the first 10 days, we will have an honest talk about reducing the price in order to sell your home within the first 30 days.
- These are just general guidelines. There are so many other factors that need to be considered. We will be in touch with you to discuss showings, feedback and strategy.





## Step 14: We've received an offer

- [Click here for our full post about navigating offers](#)
- Now for the exciting part: offers! The post above includes details about how offers are submitted, specific items to pay attention to in offers, and exactly how offers are electronically signed.

## Step 15: We're under contract. What next?

- [Click here for our full post about what happens after you're under contract.](#)
- Start a new folder on your computer for all of the documents related to your home sale. Download all signed digital contract documents and drop them into your folder.
- We will switch your MLS listing to "Under Contract" status. This means it that will remain visible for everyone on the internet and could solicit another offer. It will be up to you to allow further showing requests. You also have the option to decline any previously scheduled showings. We will cancel open houses if the home is under contract before the open house date.
- Our team's transaction coordinator will get in touch with you to introduce herself. Don't be surprised if you never speak with her on the phone. Everything is done via email which allows us to have a record of all aspects of the transaction!



## Step 16: The inspection

- [Click here for our full post about the inspection process](#)
- We recommend that you leave all available documents on the kitchen counter during the general home inspection for the buyer and buyer's agent.
- Click the link above for a inspection preparation checklist.

## Step 17: The inspection resolution

- [Click here for our full post about the inspection resolution](#)
- As a seller, you need to remember that you are not required to have anything fixed by the resolution deadline. You just have to agree on **what** you are going to fix prior to the resolution deadline. **Here's what sellers need to do in order to close smoothly:**
  - Provide all repair receipts to the transaction coordinator as you receive them. You can always have a professional repair anything requested in the resolution. Do not fix something yourself if the resolution states that you will hire a professional.
  - Let us know right away if you encounter an issue with a repair. Generally, it's a scheduling or ordering issue. Items like windows can take 2-3 weeks to arrive. Roof inspections by the city are booked out further. Just let us know and we'll discuss it with the buyer's agent.
  - In some cases, you can have the title company establish an escrow the account for the repair. An invoice is provided to the title company and they will collect 1.5 times the invoice amount. When the repair is complete, the invoice amount will be paid out directly to the company while the remainder will be refunded to the seller.
- Any credit provided in the resolution will need an additional amendment to the contract and this will require additional signatures.



## Step 18: The appraisal

- [Click here for our full post about the appraisal](#)

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## Step 19: Schedule the closing date on your calendar

- [Click here for our full post about the closing date](#)

## Step 20: Hire movers and start packing

- [Click here for our full post about packing and moving](#)



## Step 21: Cancel or transfer your utilities

- [Click here for our full post about utilities](#)
- Things are busy by this point in the selling process so it can be easy to overlook this important step. Make sure to call all of your utilities companies to cancel or transfer services.

## Step 22: Cancel or transfer your homeowners insurance

- [Click here for our full post about transferring homeowners insurance.](#)

## Step 23: Clean the house

- [Click here for our full post on cleaning the house before closing](#)
- Your home is required to be in broom clean condition during the final walkthrough. It is standard practice for the seller to clean the home after they have moved everything out. Alternatively, you can hire a cleaning person to do the final cleaning. Hiring someone is ideal because it removes a huge task from your to do list. Please let us know if you would like recommendations for a cleaning person, or if you would like us to schedule our cleaning person for you.



## Step 24: Clear to close

- [Click here for our full post about what clear to close means.](#)

## Step 25: The final walk through

- [Click here for our full for tips on the final walk through](#)
- Check out our post above for information about how long the walk through takes, who attends, what to expect and common issues that come up.

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## Step 26: Closing day

- [Click here for detailed information about closing day.](#)
- The link above will give you information on what to bring, who will be there, how long closing takes, and what to expect.

## Step 27: Wrapping up

- [Click here for detailed information about what happens after closing.](#)



# PREPARATION CHECKLISTS

## curb appeal

The importance of curb appeal: Will Rogers once said you never get a second chance at a first impression. While Mr. Rogers was talking about people, the idea is also applicable to houses for sale. It is important to ensure that the first impression is a favorable one. You'd be surprised by how many buyers pull up to a house for a showing and don't even get out of the car because the house is lacking in curb appeal. It's a good idea to begin your preparation efforts with the front of your house. Stand at the street and look at the house from a buyer's perspective.

## exterior

- Remove all clutter from front yard
- Wash or paint exterior if needed
- Clear yard equipment from lawn
- Mow and water lawn
- Weed yard and garden
- Refresh mulch as needed
- Prune trees & bushes so they don't touch the house
- Plant colorful flowers
- Clean front entrance and entryway
- Repaint or replace front door
- Fix broken windows, shutters, screens
- Polish door handles, address numbers, fixtures
- Replace worn or broken items
- Replace burnt out bulbs
- Replace welcome mat
- Wash all windows and floors
- Clean backyard
- Clean outdoor grill, barbeque and lawn furniture
- Repair missing deck slats, concrete patio cracks
- Store items that make yard look cluttered
- Make sure sprinklers and faucets are working
- Clean and repair pumps and filters for swimming pool, Jacuzzi®, and outdoor showers
- Clean ponds and fountains

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## repairs

- Look high and low throughout the home for items that need attention
- Make necessary repairs
- Remove debris from roof and gutters
- Inspect and clean chimney
- Repair/replace worn shingles
- Clean, paint and align gutters and downspouts
- Clean grease and old spills from driveway
- Check foundation for cracks and repair
- Caulk windows, tubs, showers and sinks
- Make sure toilets and faucets work well
- Touch up or repaint walls in neutral color
- Replace switches and outlets that don't work

## interior

- Air out your home. Most homeowners won't notice any peculiar odor in their home that may be very obvious to visitors. Odors must be eliminated, especially those caused by dogs and cats, soiled diapers, and/or cigarettes.
- Wash all the windows in the house. Inside and out.
- While you're at it, clean the window sills and the bottom of the window jambs, and wash the blinds.
- Keep your floors sparkling. Shampoo your carpets or have them professionally cleaned. The uncarpeted floors should always be waxed or polished, even if they are supposed to be 'no wax'. I recommend Bona Polish for wood floors. They give your floors a shine without leaving a buildup.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright and cheery rooms.
- Clean out all of the closets, cabinets and drawers. Buyers WILL look. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have shelves piled full to the ceiling.
- Remove excess furniture, artwork, and photographs.
- Make the kitchen spotless. Clean the oven and keep it that way, even if it means eating out more often. After cleaning the range, put new drip pans under the burners, or at least cover the old ones with foil.
- Clean around the seal of the door to the dishwasher and around other appliance areas that trap dirt or grime.



## interior (continued)

- Bathtubs, showers and sinks should be freshly caulked. All the grout should be clean and in good condition. There should be no leaks in the faucets or traps. Put fresh towels out in the bathrooms and replace the shower curtain if needed.
- Install new carpeting if needed. Buyers would much rather have new carpet in a neutral color than a credit for new carpet installation after move in.
- If you have ever been in model homes, you know how appealing they are. Think Pottery Barn. Homes with this type of aesthetic sell quickly and usually for the highest price possible.
- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, off sidewalks, and away from the front porch.
- Clean the ashes out of the fireplace.
- Make sure that any pull-down staircases, such as to an attic, are working correctly.
- Be sure that there is a light in the attic.
- If you have a pool, it needs to be sparkling and free of leaves.
- If your house is the least bit dated, change out the wallpaper in the entry, kitchen, or bathrooms and replace outdated light fixtures. These things will greatly add to your home's desirability.
- Put a fresh coat of paint on interior and/or exterior walls where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.

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## it's almost showtime

- Complete a list of your favorite features of the property
- Complete a list of all new(er) upgrades in the home.
- Your most recent appraisal (if available)
- Your mortgage statement
- Assemble all information pertaining to the home: Instruction manuals, receipts of improvements, certificates, guarantees, warranties, paint colors, supplier information
- Any documents referring to taxes, special assessments
- Have extra key(s) ready for the lock-box
- Copy of ILC or Survey if applicable
- Copy of a floor plan, if available
- Have you ever had any mold in the home? Did you have it remediated? Do you have documentation?
- Gather all Common Interest Community Documents from your HOA. Is there a website? How much is your HOA fee? What services does it include?
- Party Wall Agreements
- Minutes of the most recent Annual Owners' Meeting (check the HOA website)
- Minutes of any directors' meetings within the past 6 months (maybe online)
- Most recent HOA financial documents (annual balance sheet, annual income and expenditure statement, annual budget, reserve study)
- Complete Sellers Property Disclosure Form, and Square Footage Disclosure Form (if the home is older than 1978 there are other forms to sign as well)
- If the home is a rental or any part of it is rented – copy of any leases.
- If you have leased items in your home that will convey, have copy of the lease documents available as well.
- HOME OWNERS ASSOCIATION DOCUMENTS! EVERYTHING YOU CAN FIND!

## Are you ready to sell your house?

*Our team is here for every step of your home buying process. Give us a call (719-321-0800) or email [susanna@co-regroup.com](mailto:susanna@co-regroup.com) to get started.*

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# HOME IMPROVEMENTS AND RETURN ON INVESTMENT

## kitchen

- Cost: \$15,000-20,000+
- Value Added: 80-110%
- Cost includes new cabinets and countertops and re-wiring, structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.

## bathroom

- Cost: \$10,000+
- Value Added: 80-115%
- Cost includes new fixtures and fittings, tile floors and walls, structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. *Note: adding a second bath can yield more than 100% resale value.*

## room addition

- Cost: \$40,000-50,000
- Value Added: 50-110%
- Value added depends on type of room. A family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.

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## converting attic, basement or garage to living space

- Cost: \$10,000-15,000+
- Value Added: 25-40%
- Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a game room or exercise area).



# HOME IMPROVEMENTS AND RETURN ON INVESTMENT (CONTINUED)

## adding a deck

- Cost: \$5,000-10,000+
- Value Added: 40-60%
- The warmer the climate, the more value added. Size of deck, complexity of design, and added amenities (spa, trellis work) influence cost.



## re-painted exterior

- Cost: \$1,500-5,000+
- Value Added: 40-60%
- Assumes old exterior was worn and repainting was done immediately prior to putting house on market. A new coat of paint probably adds the best profit to selling an older home.

## in-ground swimming pool

- Cost: \$20,000
- Value Added: 20-40%
- Cost assumes an average-size pool (16' x 32') in a rectangular shape. Value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).



# 7 COMMON SELLER MISTAKES

## 1. Pricing too high

It is no secret that price is everything. Overpricing does more to discourage buyers than any other single factor. When you overprice, you put your home in competition with homes that may be newer, larger or have more amenities than yours. You help your competition sell their home. This leads to long days on the market and costs you money in the long run.

## 2. Subpar quality

A home that is not in TOP condition does not excite buyers. A home with subpar condition looks like a work project and a money pit to buyers. Having your home in good repair and great showing condition will significantly improve your chances for a sale at top dollar. Anything that buyers have to do to the home will either turn them away, or cause them to reduce their offer. Homes that are staged and in top condition will achieve the highest sales prices.

## 3. Lacking curb appeal

Most buyers today want to drive by. If your home is an attractive drive-by, it will gain more attention and certainly more showings. Doing the little things to help your home's curb appeal will make a huge difference.

## 4. Overspending on improvements

Get your home in good showing condition, but don't overdo it. Huge projects such as complete kitchen remodels, adding decks, and expanding room sizes may not net you enough to recoup your investment.

## 5. Staying at the house during showings

Make your home available for showings, even if they are short notice and inconvenient. Go for a walk or a drive when your home is being shown. Take yourself, your family and pets, and let the agent and their clients have the freedom they need. Buyers will be more at ease and much more likely to spend time looking at your home's features and benefits.



## 6. Not letting the agent do the negotiating

If there is ever a good reason to have a veteran agent working for you, it is during the negotiation of your home sale. A good negotiator can mean thousands of dollars to you, and will protect your interests.

## 7. Waiting too long to respond to offers

Act quickly and decisively when you get an offer on your home. Letting offers sit around without acting can be a huge mistake. Things can change quickly in the mind of a prospective buyer. Responding promptly while the excitement and interest level are at a high point can be very important. A buyer's motivation level typically decreases with time. Buyers' remorse can even set in.

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*Our team is here for every step of your home buying process. Give us a call (719-321-0800) or email [susanna@co-regroup.com](mailto:susanna@co-regroup.com) to get started.*

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